



2011 Annual Report

Goodwill Opens Doors

Goodwill 
Southwestern Pennsylvania 
Renews!

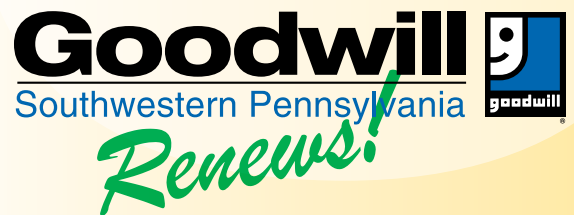
2011 Annual Report

Goodwill Opens Doors

“When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us.”

Alexander Graham Bell

Goodwill of Southwestern PA opened the door for more than 61,000 individuals in 2011. This annual report tells the story of hearts touched and spirits lifted when we open doors for those with barriers to employment.



Goodwill Opens Doors

The past year was a very busy and positive period for our agency as we significantly expanded our retail system and continued the successful implementation of the capital campaign to enhance our ability to open doors to a better future for more people with special needs. These two efforts, both of which grew out of our ongoing strategic planning process, have combined to produce a solid financial foundation on which to build Goodwill's future of service to the region.



Michael J. Smith
President/CEO



Patrick Guinee
Chairperson

Retail Expansion

The opening of our 30th store in Robinson Township in January 2012 marked the conclusion of an ambitious program to expand and improve our retail system in order to generate more revenue to help more people. Through the hard work and dedication of our Retail Division, we were able to open ten modern new stores in just 19 months, including six new locations and four that were completely remodeled or relocated. In addition to Robinson, the new stores are in Murrysville, North Versailles, Gibsonia, Natrona Heights and Lawrenceville. The remodeled or relocated stores are in North Hills, Monroeville, Bridgeport and Fairmont.

The expansion was a major undertaking and huge achievement that greatly strengthens Goodwill's ability to provide services to the people and communities that rely on us.

All of the new and remodeled stores feature an attractive "store of the future look" and many design upgrades to increase operational efficiency, reduce costs, and enhance the Goodwill experience for our customers and donors.

We are especially proud to note that the new Robinson store is the first solar-powered Goodwill store in Pennsylvania and one of the very few in the nation. It is a truly exceptional retail environment located in a very successful retail center, and its leading-edge, cost-saving, solar-energy system embodies Goodwill's long-standing commitment to environmental responsibility.

The new Lawrenceville store, which opened in July, also represents a remarkable first. It is the home of our new, first-of-its-kind Retail Training Program, which prepares people to work in Goodwill stores or other retail environments.

Located adjacent to our Goodwill Workforce Development Center, the Lawrenceville store is staffed to serve customers and to process donations, but it also is staffed to provide training for people who want to work in retail. Trainees come from a variety of

(Continued on next page)

Goodwill Opens Doors *(continued)*

backgrounds and Goodwill programs, including those with disabilities and participants in welfare-to-work, literacy, adult education, and youth programs. They focus on mastering the skills required for specific jobs and they are paid for the time spent on job training.

We are especially grateful to our partners, Burns & Scalo Real Estate Services, Inc., and the Strada architectural firm, for their outstanding services and guidance in connection with the retail expansion program. They both also played key roles in designing and building the Goodwill Workforce Development Center in Lawrenceville.

Capital Campaign / Donor Wall

During the latter half of 2011, as we moved into the final phase of the Goodwill Renews! Capital Campaign, we began reaching out to employees and the general public for support. And, to celebrate that segment of the campaign, a special Donor Wall will be created near the lobby of the Goodwill Workforce Development Center. The names of individuals and organizations that gave \$250 or more will be engraved on the Donor Wall to gratefully recognize and memorialize their gifts to Goodwill. By fall 2012, the names of donors, including nearly 700 Goodwill employees, will be inscribed on the wall.

The Capital Campaign began in 2010 with a goal of \$14.5 million and by early 2012 had brought in donations and pledges of \$11.2 million, mainly from foundations and corporations and the sale of the former Goodwill headquarters building on the South Side. Proceeds support expanded employment programs and services for people with special needs, upgrading of Goodwill's retail store system and technology infrastructure, and financing of the agency's new Workforce Development Center in Lawrenceville.

Thanks to All

The past year was a challenging and rewarding period that strengthened Goodwill's ability to serve more people through our broad array of programs and services. As we continue to carry out the important mission of Goodwill, we gratefully acknowledge the tremendous contributions of our talented and dedicated employees, our great Board of Directors, who all participate in the capital campaign, and our many generous donors, volunteers and shoppers. They make it possible for Goodwill to open doors for people so they can achieve their goals and improve their lives.



Michael J. Smith
President/CEO



Patrick Guinee
Chairperson

Consolidated Statements

Consolidated Statement of Financial Activity

for Fiscal Year Ending June 30, 2011

Revenue	2010	Percent of Total	2011	Percent of Total
Gross Sales	\$21,539,113		\$23,095,766	
Salvage Income	3,921,643		4,942,629	
Less: Cost of Goods Sold	(4,759,353)		(5,082,837)	
Net Retail Revenue	20,701,403	44%	22,955,558	49%
Government Grants	13,179,723	28%	13,250,190	28%
Program Service Fees	6,610,515	14%	6,812,803	14%
Contributions	600,275	1%	3,432,593	7%
Investment Income	407,284	1%	57,192	0%
Gain on Sale of Assets	4,575,516	10%	0	0%
Rental and Other Income	599,642	1%	563,257	1%
Total Revenue	\$46,674,358	100%	\$47,071,593	100%
Expenses				
Program Services:				
Retail Services	\$15,224,342	37%	\$18,202,355	45%
Program Services	19,102,605	47%	20,564,198	50%
Occupancy	2,760,135	7%	2,531,560	6%
Supporting Services	3,715,441	9%	3,865,460	9%
Total Expenses	\$40,802,523	100%	\$45,163,573	100%
Consolidated Change in Net Assets:	\$5,871,835		\$1,908,020	

Consolidated Statement of Financial Position

for Fiscal Year Ending June 30, 2011

Assets	2010	2011
Cash and Cash Equivalents	7,479,370	1,805,880
Accounts Receivable	4,615,810	4,946,821
Other Current Assets	1,345,014	1,489,718
Investment	1,142,839	1,177,785
Pledge Receivable	0	502,459
Property and Equipment, Net	7,832,610	15,906,900
Total Assets	\$22,415,643	\$25,829,563
Liabilities and Net Assets		
Notes Payable - Short Term	0	149,412
Accounts Payable	1,033,235	2,208,248
Accrued Expenses	2,819,155	2,994,542
Notes Payable - Long Term	1,817,564	1,823,652
Total Liabilities	\$5,669,954	\$7,175,854
Net Assets		
Unrestricted - Undesignated	16,233,794	18,283,694
Unrestricted - Board Designated	55,255	55,255
Temporarily Restricted	416,640	274,760
Permanently Restricted	40,000	40,000
Total Net Assets	\$16,745,689	\$18,653,709
Total Liabilities and Net Assets:	\$22,415,643	\$25,829,563

Goodwill of Southwestern Pennsylvania is audited by Schneider Downs, Certified Public Accountants and Business Advisors.
Housing activities are audited by other independent accountants to satisfy requirements of HUD and other investors.

2011 Recycling Statistics

In 2011, Goodwill of Southwestern Pennsylvania recycled 26,157,148 pounds of donated goods. Some of the items recycled, which make up this figure, include:

- 244,384 lbs. of TONER containers
- 4,708,715 lbs. of recyclables collected at the Fayette County Recycling Center – ALUMINUM, PLASTIC, GLASS, NEWSPAPERS
- 18,685,004 lbs. of RETAIL recyclables – such as BOOKS, SHOES, TOYS, HOUSEWARES
- 2,519,045 lbs. of COMPUTERS and E-WASTE

Thank you to all of our donors!



Computer Recycling Center, located in the Lawrenceville section of Pittsburgh, processes thousands of donated computers annually

2011 Service Statistics

More than 61,000 individuals were helped in 2011. Examples of how Goodwill opens doors for individuals are highlighted in the stories that follow. Read about Natalie, Donald, Anthony and Jennifer whose spirits were lifted and lives were enriched when they found work.

PA CareerLink

Pittsburgh Center	3,447
Allegheny East	2,203
Allegheny West	999
Goodwill of SWPA	244
Fayette	3,284
Greene	982
Totals	11,159

Assessments

Ticket-to-Work	1
CASAS/City Youth	411
Total	412

Assistive Technology

Consumers	100
Community Members	67
Employees	238
Total	405

Consumer Services Provided	127
Community Services Provided	93
Employee Services Provided	265
Program Services Provided	94
Total	579

Community Services

Duquesne Light	35,700
Emergency Needs Fund	120
Emergency Client Fund	30
Food Pantry	1,656
Senior Citizen Center	34
Health Center Services	2,857
VITA Tax Preparation	200
Total	40,597

Disability Services

Office of Vocational Rehabilitation	255
Office of Intellectual Disability	200
Senior Citizen Center	34
Total	489

Education

Goodwill Literacy Initiative (GLI)	608
Goodwill Employment Training Center (GETC)	52
Driver's Ed	166
Learn to Earn	1,724
Total	4,274

Job Training

Goodwill Center	133
Computer Recycling Center	165
Economic Stability for Fathers	24
Reintegration	36
McKeesport Career Development Center	467
Total	825

Employment Placement

Goodwill SWPA	160
McKeesport	95
PA CareerLink	1,010
Total	1,265

Housing

Goodwill Center	133
HEART House (Adults)	5
HEART House (Children)	9
Northside Common Ministries Shelter	420
Northside Common Ministries Permanent Housing	15
Total	582

Transitional & Youth Services

Transition Works! Allegheny	40
Transition Works! Westmoreland	27
Project SEARCH	40
YouthLINK	1,069
GoodGuides® Youth Mentoring Program Mentors	48
Youth	76
Total	1,300

Overview of 2011 Service Statistics

PA CareerLink	11,159
Assessments	412
Assistive Technology	405
Community Services	40,597
Disability Services	489
Education	4,274
Job Training	825
Employment Placement	1,265
Housing	582
Transitional & Youth Services	1,300

Total Number of People Served **61,308**

Opening Doors to Training

Natalie is a graduate of UPMC Project SEARCH, a very successful program that helps high school students with disabilities become valued employees in meaningful competitive jobs. She was hired by the Anesthesiology Department at UPMC Mercy Hospital after completing the training program where total immersion in the workplace facilitates the teaching and learning process through continuous feedback and acquisition of employability and competitive work skills. UPMC identifies Project SEARCH training as a “preferred qualification” for applicants in various positions at its facilities.



“I’m in anesthesiology and I love my job!”

Natalie

Project SEARCH is driven by partnerships and a network of special education and transition professionals, and business leaders who play integral roles in achieving the goal of obtaining competitive employment for individuals with disabilities. UPMC Project SEARCH partners include Goodwill SWPA, Allegheny County Department of Human Services Office of Intellectual Disability, the Office of Vocational Rehabilitation, and school districts throughout Allegheny County.

Opening Doors to Jobs

When Goodwill client Donald was hired in December by BNY Mellon, it marked the first job-placement success for the Passages Program that Goodwill created in 2011 specifically to help adults with Autism Spectrum Disorders enter the world of work. Donald was an excellent student who set a positive example for others by using the skills he acquired in the program to successfully navigate the employment process and land the job he wanted. He is a processor in BNY Mellon's operations area handling checks, invoices, documents and correspondence.

“An excellent student who set a positive example for others.”

Donald



The Providing Autism Support Services to Achieve Gainful Employment Program teaches participants with ASD a variety of skills in the areas of job readiness, job search, and job retention. It focuses on developing appropriate work attitudes, behaviors and employment skills and covers key topics such as resume writing, interviewing, and social skills.

Opening Doors to Skills

A participant in the Disability Services Program, Anthony works in Goodwill's Production Services Unit sorting clothes hangers for a national sporting goods company and working on other production jobs. His goal is to work competitively in a sports environment or with electronics. Anthony also is a member of Goodwill's Consumer Council, a group of program participants elected by their peers to provide leadership and direction to program participants.



“Very friendly and outgoing, open to learning new tasks and job skills.”

Anthony

The Production Services Unit is one of the area's largest fully integrated workshops providing employment for many Goodwill clients in a structured, closely supervised environment. It is a dependable, cost-effective outsourcing solution, with a reputation for excellent customer service. Capabilities include mail preparation, sorting and repackaging returned merchandise, assembling small products and marketing materials, packaging, and order preparation. Customers include many small local businesses as well as large national companies. Goodwill SWPA operates Production Services units in Pittsburgh and Uniontown.

Opening Doors to Education

Jennifer earned her GED® with the help of Career Pathways GED® classes provided by the Goodwill Literacy Initiative. Unable to complete her high school education, the 29-year-old Greene County woman had gone from job to job since her teen-age years, but when she found full-time work at the Uniontown Goodwill store, things began to turn around. Jennifer earned her GED® with the help of her co-workers and Goodwill's Education Department. She passed the GED® exam on the first try and was soon promoted to cashier and lead supervisor.

“Earned her GED® and a promotion.”

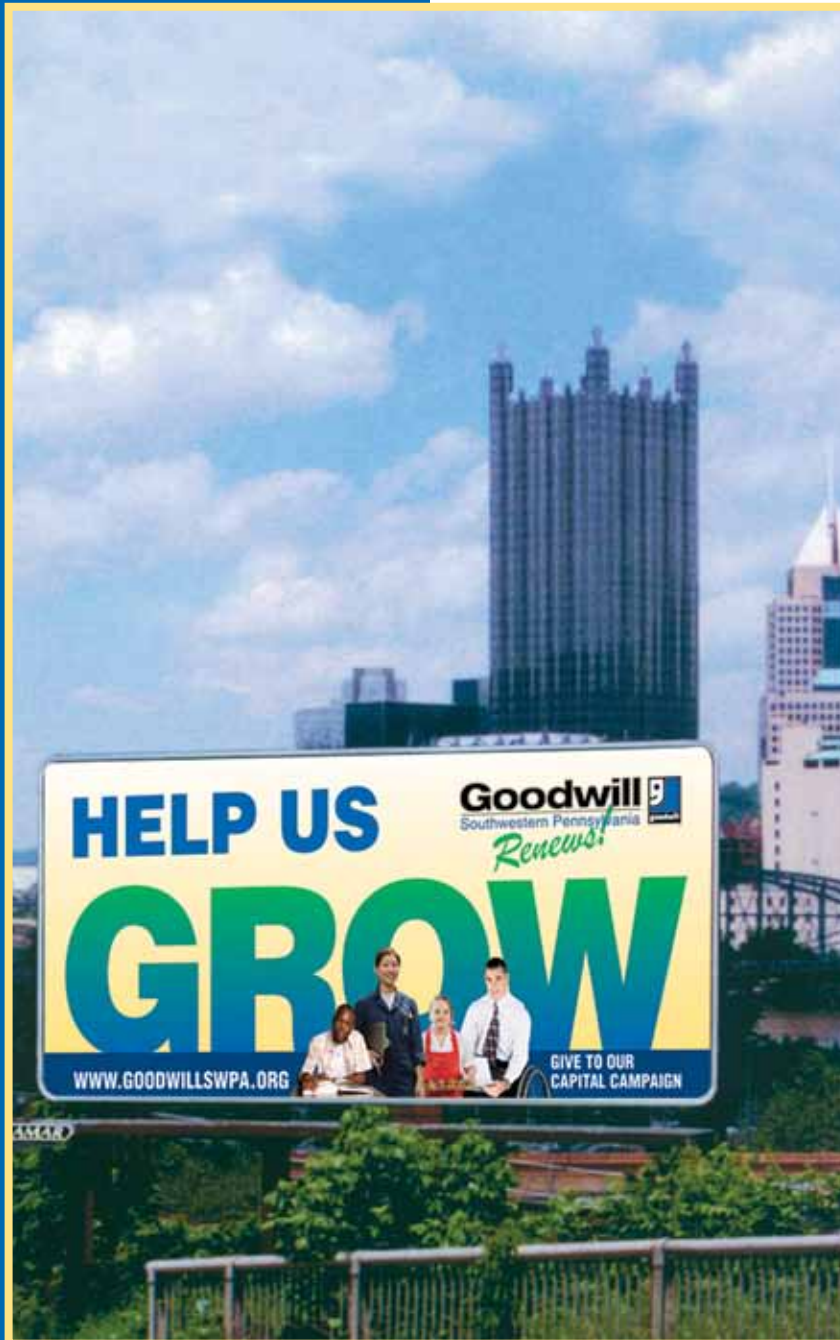
Jennifer



The Goodwill Literacy Initiative offers a broad array of adult education ranging from beginning literacy and academic brush-up programs to courses to prepare for college or work in the health care field. Subjects include computer certification, GED® preparation, training for medical or trades fields, customer service training, and career exploration. And, Goodwill helps students reach their individual goals with case management services to help them overcome barriers to success.

Community Opens Doors

Thank you to our advertising partners who helped us spread the word with their generous pro bono advertising. Partners included Lamar and Trib Total Media who supported our Help us Grow campaign.



Volunteers Open Doors

In 2011, 48 volunteers served as youth mentors through the Goodwill Youth Mentoring Program (GWYM). Volunteers help area youth explore careers and develop leadership skills with hands-on projects such as digital photography and community service. The mentors' primary role is to provide a safe environment where youth can spend time with caring adults and peers who can help them grow and develop in positive ways.

Over 1 million students in the United States fail to graduate from high school each year. In an effort to reduce these figures, mentoring programs across the country offer a positive influence in student's lives to motivate them to succeed.

To become a youth mentor, contact Jackie Abel-Stavropoulos at (412) 632-1752 or jackie.stavropoulos@goodwillswpa.org.



2011 Youth Mentor Volunteers

Carol Adams	Gretchen Jacobs	Justin Ramsay
Kristen Antosz	Duprene Johnson	Paul Ray
Diana Aschner	Nyya Jones	Casey Rich
Marva Bell	Carmella Jones	Jovanna Robinson
Judith Benn	Erica Karapandi	Arlene Robinson
Wallie Clark	Marquis Kelly	Cheryl Sanders
Rita Clary	Meadow Meeder	Kameron Smith
Donald Coburn	Heather Meister	Marcia Smith
Oliver Coleman	Sheila Molyneaux	Lauren Staiger
Laurelin Cummins	Robert Molyneaux	Nancy Sukits
Erin Downey	Ashley Moorefield	Denise Sweeney
Robin Farabee-Siers	Shawn Moorefield	Charles West
Remie Ferriera	Natalie Morris	Donna Whitehead
Jeanette Geary	Robert Murray	James Whitehead
Samantha Howsare	Mike Norland	Florence Williams
Zerlina Jackson	Lauren Parks	Douglas Williams

2011 Donors

Capital Campaign Recognition

Donor Wall Stewards

(\$250 minimum donation)

Thank you to those individuals and organizations that gave to the capital campaign with a contribution of \$250 or more.

The names of those contributing at this level will be recognized on Goodwill's Donor Wall, which will be installed during the second half of 2012.

Ms. Jackie Abel-Stavropoulos	Mr. Tom Evans
Mr. Francesco Arganelli	Ms. Michele S. Fabrizi
Ms. Gabriella Argotti	Mr. & Mrs. Mario Farina
Ms. Margaret L. Barpal	Ms. Regina Fichter
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Mildred Palmer

by Mrs. Audrey S. Blackstock

David Radman

by Mrs. Shirley Radman

Mr. James N. Shaver

by Mses. Donna and Jeri Penrose

Anthony Tomazin

by Ms. Kay M. Polusny

2011 Donors *(continued)*

Major Auto Donors

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Ms. Yola Gray

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Ms. Ellena Kehres

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Kathryn L. Vanstone

Ms. Antoinette Vogel

Stephen & Sharon Wayhart

Ms. Elsie E. Weber

Mr. Joseph Winwood

Golf for Goodwill Donors

Gratitude is extended to our friends who donated items to our 2011 Burns & Scalo Golf for Goodwill.

AFLAC

John Brier

Buckhead Saloon

Cavacini Landscaping &
Garden Center

Cheesecake Factory

Climatech

Sam Depe III

James Droney

Frank B. Fuhrer Wholesale

Gallery on 43rd Street

Glimcher Group

Mr. & Mrs. Worth Helms

Hickory Heights Golf Club

Highmark

In-Vision Studio

Jay Design

Joe's Crab Shack

John Lynn

Mercer

Mountaineer Casino
Racetrack & Resort

Omni Bedford Springs Resort

Original Oyster House

Kevin Palermo

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Pittsburgh CLO

Pittsburgh Field Club

Pittsburgh Public Theater

Pittsburgh Steak Company

Pittsburgh Symphony Orchestra

Pittsburgh Zoo & PPG Aquarium

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Quaker Steak & Lube Restaurants

Reliance Standard Life Insurance
Company

Renaissance Pittsburgh Hotel

Springfield Restaurant Group

The Andy Warhol Museum

The Spaghetti Warehouse

T's Upholstery Studio

Wyndam Grand Pittsburgh
Downtown

Employees Donate

Nearly 700 Goodwill employees contributed to the capital campaign. Each employee's name will be inscribed on the Goodwill Donor Wall in a special section. Additionally, those employees who contributed \$250 or more will be included in the same area with all Goodwill employees.

Keep Opening Doors

Thank you for making 2011 a great year. There is more work to be done. Your continual support will open doors for 60,000 more individuals in 2012. Your gift can be sent in the enclosed envelope or access our web site here:



Directory

Headquarters

Goodwill of Southwestern Pennsylvania

Robert S. Foltz Building
118 52nd Street
Pittsburgh, PA 15201
412-481-9005
TTY: 412-632-1977

Fayette Affiliate

40 Connellsville Street
Uniontown, PA 15401
724-437-9878

Goodwill of North Central West Virginia

1172 West Main Street
Bridgeport, WV 26330
304-842-3288

Northside Common Ministries

1601 Brighton Road
Pittsburgh, PA 15212
412-323-1163

Training & Employment

Workforce Development Center

Pittsburgh: 412-481-9005

Fayette County: 724-437-9878

- Goodwill Employment Training Center
- Goodwill Literacy Initiative & other educational programs
- Career and Employer Services
- Job Training
- Driver Training
- Vocational Assessment
- Welfare-to-Work Programs
- Youth Programs

Union Station Clubhouse (Fayette)

Prevocational psychiatric rehabilitation services
724-439-9311 / 724-437-9878

PA CareerLink Centers

Employment counseling and support services

Pittsburgh/Downtown: 412-552-7100

Pittsburgh/Lawrenceville:
412-632-1711 / TTY 412-632-1712

Allegheny East: 412-436-2225

Allegheny West: 412-809-3500

Fayette Co./Uniontown: 724-434-5627

Greene County: 724-852-2900

YouthLINK

Employment counseling and support services for youth ages 14-21

412-632-1719

Retail Stores

SOUTHWESTERN PENNSYLVANIA

Banksville Road

2866 Banksville Road
Pittsburgh, PA 15216
412-942-0090

Belle Vernon

140 Finley Road
Belle Vernon, PA 15012
724-929-4202

Butler

370 New Castle Road
Butler, PA 16001
724-284-1037

Centre Avenue

5993 Centre Avenue
Pittsburgh, PA 15206
412-924-0070

Cheswick

1210 Pittsburgh Street
Cheswick, PA 15024
724-274-5883

Cranberry Township

20668 Perry Highway
Cranberry, PA 16066
724-776-0955

Gibsonia

4101 Gibsonia Road
Gibsonia, PA 15044
724-443-2100

Greensburg

149 Donohoe Road
Greensburg, PA 15601
724-834-2156

Lawrenceville

125 51st Street
Pittsburgh, PA 15201
412-696-0205

Monroeville

2604 Monroeville Boulevard
Monroeville, PA 15146
412-856-9840

Mt. Pleasant

1054 Countryside Plaza
Mt. Pleasant, PA 15666
724-547-2649

Murrysville

4612 William Penn Highway
Murrysville, PA 15668
724-327-0225

Natrona Heights

4005 Freeport Road
Natrona Heights PA 15065
724-224-1213

North Hills

7221 McKnight Road
Pittsburgh, PA 15237
412-635-9612

North Huntingdon

Norwin Hills Shopping Center
8755 Norwin Avenue
North Huntingdon, PA 15642
724-864-2980

North Side

509 East Ohio Street
Pittsburgh, PA 15212
412-322-5666

North Versailles Outlet

294 Lincoln Highway
North Versailles, PA 15137
412-816-1420

Peters Township

3492 Washington Road
McMurray, PA 15317
724-941-5437

Robinson

3 Urbano Way
Robinson Twp, PA 15205
412-490-3015

Rochester

Rochester Plaza #720
750 Ohio River Boulevard
Rochester, PA 15074
724-775-3458

South Side

2700 East Carson Street
Pittsburgh, PA 15203
412-481-5390

Uniontown

1003 Mall Run Road
Uniontown, PA 15401
724-430-0448

Washington

89 Jefferson Avenue
Washington, PA 15301
724-223-0917

Wexford

Wexford Shoppes
10293 Perry Highway, Suite 201
Wexford, PA 15090
724-933-4520

Whitehall

2780 Saw Mill Run Boulevard
Pittsburgh, PA 15227
412-885-5151

NORTH CENTRAL WEST VIRGINIA

Bridgeport

1210 West Main Street
Bridgeport, WV 26330
304-842-3288

Buckhannon

15 South Spring Street
Buckhannon, WV 26201
304-472-0587

Elkins

Elkins Plaza
708 Beverly Pike
Elkins, WV 26241
304-636-7529

Fairmont

50 Southland Drive
Fairmont, WV 26554
304-363-3155

Morgantown

Mountaineer Mall
5000 Greenbag Road
Morgantown, WV 26501
304-296-7900

Other Businesses

Auto Auction

294 Lincoln Highway
North Versailles, PA 15137
1-888-3040-CAR (toll-free)

Good-to-Go Café

412-390-2258

Computer Recycling Center

412-632-1790

*To schedule corporate pick-ups,
call 412-632-1789*

- Kil-a-Byte Data Destruction Service
*Safe, affordable, guaranteed way to
permanently destroy information
residing on computer hard drives*
- Reconnect Pittsburgh
(A Dell / Goodwill Alliance)
*A comprehensive computer
recovery, reuse and environmentally
responsible recycling program*

ComputerWorks of Lawrenceville

*Offering low-cost rebuilt computers,
computer parts and computer
accessories*

125 51st Street
Pittsburgh, PA 15201
412-696-0205

Fayette County Recycling Center

*Residential & commercial recycling for
Fayette County residents*

107 Romeo Lane
724-437-9987

Goodwill Custodial Services

Janitorial & maintenance services

Pittsburgh: 412-632-1779
Fayette County: 724-437-9878

Production Services

Workshops employing Goodwill clients

Pittsburgh: 412-632-1779
Fayette County: 724-437-9878

Housing Facilities

*Apartment and independent living
facilities*

Goodwill Plaza: 412-771-0122

Goodwill Villa: 412-257-4180

Goodwill Manor: 412-257-4844

Jefferson Courtyard: 724-437-9878

Summerdale Court: 412-257-4180

Warren Plaza: 412-681-1749

Miscellaneous

Financial Support

*Annual giving, fundraising events,
planned giving and agency tours*
412-632-1941

Volunteer Opportunities

412-632-1931

Friends of Goodwill–Fayette Auxiliary

724-437-9878

Media & Public Relations

412-632-1942

Donation Drives

412-632-1941

*For more information, please visit our
web site at www.goodwillswpa.org.*

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www.twitter.com/gwswpa

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www.facebook.com/goodwillswpa

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Goodwill of
Southwestern Pennsylvania

Workforce Development Center

Robert S. Foltz Building

118 52nd Street

Pittsburgh, PA 15201

Telephone: 412-481-9005

TTY: 412-632-1438

www.goodwillswpa.org

Goodwill of Southwestern Pennsylvania is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. For more information, call 412-632-1809 or e-mail accommodations.request@goodwillswpa.org