



CELEBRATING 100 YEARS

1919-2019

2018 ANNUAL REPORT

A background image showing a group of diverse people, including a woman and a man, smiling and looking at a laptop screen. The image is overlaid with a semi-transparent blue banner at the top and four interlocking gear icons in the center. The gears are white with black outlines and contain text. The background image is slightly blurred to make the text and gear icons stand out.

WELCOME
CENTER

CAREER
SERVICES

FINANCIAL
EDUCATION

DIGITAL
SKILLS
TRAINING

LETTER FROM THE PRESIDENT AND BOARD CHAIR

Spring, 2019

Dear Friends:

We have good news to share with you. This year Goodwill celebrates 100 years. We are so proud of our rich heritage, but we will not rest on our successes. With a strong foundation of providing quality programs and services for the past 10 decades, we will continually expand and enhance our offerings for many years to come.

This annual report features one of our most innovative and forward-thinking additions to our more than 50 programs and services – Goodwill's Welcome Center.

The Welcome Center features a Core Service Menu, which is designed to help existing and potential Goodwill participants have improved access to more services. The Core Service Menu includes **Career Services**, **Digital Skills Training**, and **Financial Education**.

Career Services offers best-in-class job search tools informed by major local employers and internal experts. Jobseekers can participate in workshops for job-searching strategies. And, there are workshops for individuals who have a disability and/or other barriers to employment including a criminal record.

Digital Skills Training provides jobseekers with the digital skills required to function in an increasingly online world. Training is free and instructors are available to help individuals learn basic computer skills, Microsoft and G Suite products, as well as opportunities to earn micro-credentials and certificates. Digital badges can be earned in 10 different competencies; students who successfully complete assessments can apply for a scholarship to the Google IT support Professional Certificate course.

Financial Education can be accessed at our new Financial Opportunity Center at our Workforce Development Center in Lawrenceville. Individuals can obtain one-on-one financial coaching, education and resources about low-cost financial products that help build credit, savings and assets. They also can connect with income supports such as food stamps, utilities assistance and affordable health insurance.

We encourage you to help someone in your community who can benefit from contacting our Welcome Center. Simply tell them to call our Welcome Center at 1-877-499-3526.

Sincerely,



Michael J. Smith
President/CEO



Shawn P. Hanlon
Chairperson/Goodwill Board of Directors

P.S. Another innovative addition is our new Tech Lounge. The photos inside this annual report capture our high-tech approach to learning and gaining new skills.



Michael J. Smith
President/CEO

Shawn P. Hanlon
Chairperson/Goodwill
Board of Directors

2018 BY THE NUMBERS

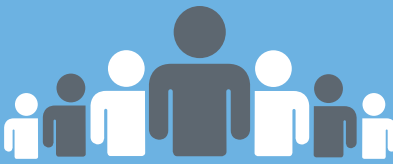


16,781,530
pounds of material kept
out of landfills through
recycling

10,739

adults and youth served

1,724 people
employed by Goodwill



1,545 
consultations at Goodwill
SWPA's new Welcome Center

2,242,225



shopper
transactions at
34 Goodwill
stores

807 

people placed
in jobs with
Goodwill's help

913,274

people
donated
gently-used
items



483 different
companies
hired
Goodwill
participants



90 cents of every dollar was spent on
Goodwill's programs and services



\$114,300,000

of economic impact in southwestern Pennsylvania



WELCOME CENTER

2018 HIGHLIGHTS

- **160 people received intensive services**
- **333 individuals assisted through the Voucher Assistance Program from 59 referring community partners**
- **173 Goodwill program participants supported through the Client Work Supports Fund for clothing, bus passes and lunch tickets**

Annually, Goodwill offers more than 50 programs and services. Last year, 3,196 new people received services of which 837 persons were self-referrals.

Some of the people receiving support include:

- **Veterans** – 31 veterans and 25 members of a military family received services
- **Participants in welfare-to-work programs** – 912 people were referred from Temporary Assistance for Needy Families program (TANF)
- **People with criminal backgrounds** – 754 persons identified as having a criminal background



CAREER SERVICES

2018 HIGHLIGHTS

480

unique individuals
received a total of
979 services

228

mock interviews
were
conducted

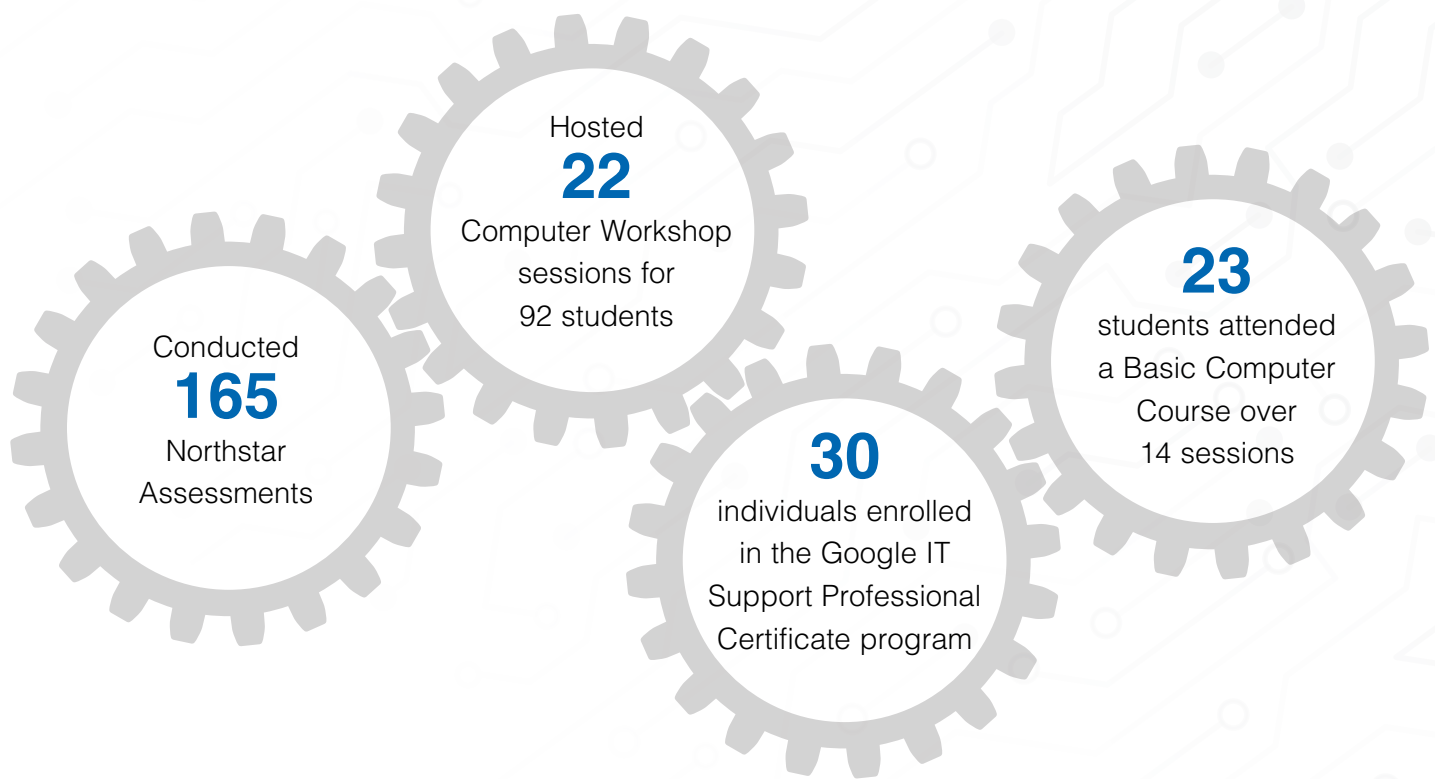
Digital Skills/
Work Readiness
instructors provide
guidance and support
to learners

Career Services
offers workshops and
open hours in
Lawrenceville with
additional classes at our
South Side, McKeesport,
and Fayette County
locations



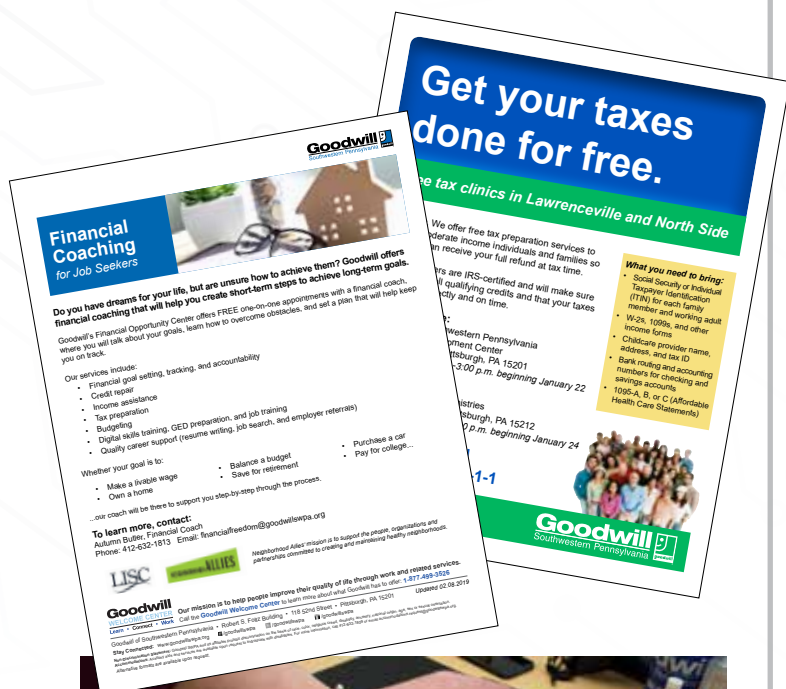
DIGITAL SKILLS TRAINING

2018 HIGHLIGHTS



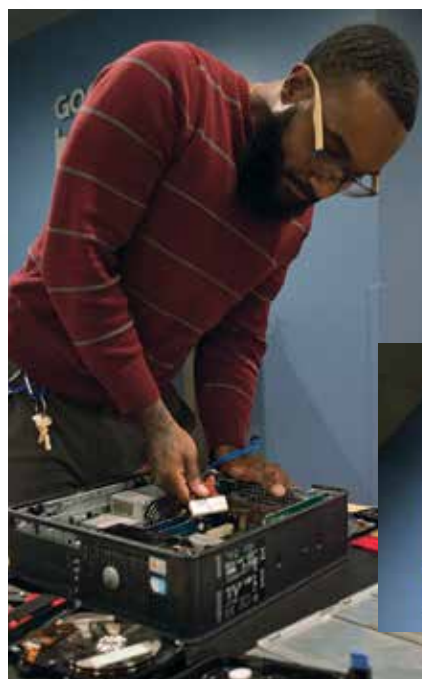
FINANCIAL OPPORTUNITY CENTER

Goodwill is operating a new Financial Opportunity Center at the Workforce Development Center in Lawrenceville. Participants can access one-on-one financial coaching, education and information about low-cost financial products that help build credit, savings and assets. They also can connect with income supports such as food stamps, utilities assistance and affordable health insurance.



NEW GOODWILL TECH LOUNGE

Goodwill opens a Tech Lounge with laptops and a smartcast TV. For students learning new digital skills, or for those simply looking for a place to connect, the Tech Lounge is complete with a variety of accessible seating and desk options to meet individual work styles.



Jobs in IT support are growing faster than any other occupation. Goodwill's Digital Skills Coordinator instructs on the fundamentals of IT support.



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Accel Sign Group, Inc.
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Sturges Foundation
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Teeter Associates, Inc.
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Travel-Set-Go
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UPMC Center for Engagement
and Inclusion
Wagner Family Charitable Trust
Waste Management
West Virginia Split Rail, Inc. (WVSR)
William B. McLaughlin
Charitable Trust
YourCause
Zone 28

(continued)

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(continued)

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Mrs. Alice B. Barth

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In Honor Of

David Lund
By Mr. & Mrs. Dennis G. Lund

CONTACT US

MAIN OFFICE

Goodwill of Southwestern Pennsylvania

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

AFFILIATES

Goodwill of North Central West Virginia

Goodwill Housing

Goodwill Commercial Services, Inc.

Northside Common Ministries

DONATE TO GOODWILL

www.goodwillswpa.org

Financial Support

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

Goodwill Vehicle Donation Program

1-888-30-40-CAR (toll free)

Volunteer Opportunities

412-632-1931

RETAIL STORES

Southwestern Pennsylvania

Banksville
Belle Vernon
Butler
Centre Avenue
Cheswick
Cranberry Super Store
Cranberry
Gibsonia
Greensburg
Heidelberg Outlet
Lawrenceville
Monroeville
Mt. Pleasant
Murrysville
Natrona Heights
North Hills
North Huntingdon
North Versailles Outlet
Peters Township
Robinson Township
Rochester
South Side
Uniontown
Washington
West Mifflin

North Central West Virginia

Bridgeport
Buckhannon
Elkins
Fairmont
Morgantown
Westover

DONATION EXPRESS CENTER

Southwestern Pennsylvania

Wexford

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ABOUT GOODWILL

Goodwill provides a wide array of human service, residential and social outreach programs that serve thousands of people each year. To help people with disabilities and other barriers to employment, our Workforce Development Center provides a comprehensive menu of employment-related services, including evaluation and testing, training and education, job placement and ongoing support.

Goodwill operates over 30 regional retail stores and other businesses to help fund programs and to provide job training and employment opportunities for our clients.

Mission Statement

We help people improve their quality of life through work and related services.

Vision Statement

The vision of Goodwill of Southwestern Pennsylvania is to be the region's premier human service organization offering exceptional services. We will be satisfied only when all persons have the opportunity to achieve success in their pursuit of meaningful work or other quality of life experiences.

FINANCIAL STATEMENTS

Consolidated Statement of Financial Activity

For Fiscal Period July 1, 2017 through June 30, 2018

Revenue:	2018	Percent of Total	2017
Gross Sales	\$39,798,613		\$37,254,632
Salvage Income	2,666,571		2,692,295
Less: Cost of Goods Sold	(8,516,077)		(8,009,432)
Net Retail Revenue	33,949,107	63%	31,937,495
Government Grants	9,515,724	18%	10,241,446
Program Service Fees	7,345,294	14%	7,117,537
Contributions	2,594,422	5%	1,120,174
Investment Income	142,535	0%	166,502
Gain on Sale of Assets	98,872	0%	365,190
Rental and Other Income	505,854	1%	591,019
	\$54,151,808	100%	\$51,539,363
Expenses:			
Program Services:			
Retail Services	\$28,531,411	52%	\$26,306,880
Program Services	18,426,002	34%	18,604,164
Occupancy	2,257,689	4%	2,554,074
Supporting Services	5,696,534	10%	5,527,281
	\$54,911,636	100%	\$52,992,399
Consolidated Change in Net Assets:	(\$759,828)		(\$1,453,036)

Consolidated Statement of Financial Position

For Fiscal Period July 1, 2017 through June 30, 2018

Assets	2018	2017
Cash and Cash Equivalents	2,288,540	2,516,303
Accounts Receivable	4,491,561	3,792,827
Other Current Assets	1,847,518	2,302,804
Investment	1,617,677	1,486,528
Property and Equipment, Net	11,740,896	12,736,332
Total Assets	\$21,986,192	\$22,834,794
Liabilities and Net Assets		
Notes Payable - Short Term	1,155,252	1,220,833
Accounts Payable	1,777,950	1,553,366
Accrued Expenses	4,486,364	4,692,496
Deferred Gain	1,297,231	1,381,103
Notes Payable - Long Term	2,629,094	2,586,867
Total Liabilities	\$11,345,891	\$11,434,665
Net Assets		
Unrestricted - Undesignated	7,352,568	9,125,521
Unrestricted - Board Designated	74,083	74,083
Temporarily Restricted	3,173,650	2,160,525
Permanently Restricted	40,000	40,000
Total Net Assets	\$10,640,301	\$11,400,129
Total Liabilities and Net Assets:	\$21,986,192	\$22,834,794

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.



Goodwill of Southwestern Pennsylvania

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

www.goodwillswpa.org



HAPPY 100TH BIRTHDAY!



Goodwill's Code of Conduct

Goodwill of Southwestern Pennsylvania is committed to conducting its business in accordance with the highest standards of ethical behavior and regulatory compliance and to treating everyone with dignity and respect. The agency's full Code of Conduct document – "Ethics at Work" – may be viewed at www.goodwillswpa.org.

Non-discrimination Statement

Goodwill SWPA and its affiliates prohibit discrimination on the basis of race, color, religious creed, disability, ancestry, national origin, age, sex, or sexual orientation.

Equal Opportunity Employer

Goodwill SWPA is an Equal Opportunity Employer/Program. Auxiliary aides and services are available upon request to individuals with disabilities. For more information, call 412-632-1809 or email accommodations.request@goodwillswpa.org.