



# ANNUAL REPORT



# LETTER FROM THE PRESIDENT AND BOARD CHAIRPERSON

Spring, 2022

Dear Friend:

Thank you for your support during yet another year of the COVID-19 impacts. With your help during these uncertain and unprecedented times, Goodwill was still able to provide assistance to thousands of people trying to make ends meet due to the many challenges brought on by the pandemic.

Last year, we were able to provide workforce development services for marginalized populations through our more than 50 programs. While our Goodwill programs offer training and education, they also provide underserved individuals with something even better—a pathway to employment and self-sufficiency.

The pandemic forced changes to the traditional ways we operate at Goodwill but through bold measures we powered through 2021 with impressive outcomes. Here are a few highlights:

- We completed our \$10 million capital campaign raising close to \$11 million.
- Goodwill provided nearly 4,000 individuals with core services including digital skills and career services.
- 5,207 clients received virtual services, which is almost a 37% increase over last year.
- We processed gently used items from almost 940,000 donors to our thrift stores to generate revenue in support of our programs and services.
- Goodwill's e-Commerce division realized sales of more than \$3.9 million—a 30% increase over last year.
- Our "Give Back" program was implemented; we partnered with more than 50 organizations to offer underserved individuals gift cards to purchase merchandise at our thrift stores.
- We completed our first year of "Diversity, Equity & Inclusion" trainings and initiatives.

This would not have happened without your generous support! Thank you for believing in Goodwill's mission! Please stay safe and well.

Sincerely,



Michael J. Smith  
President/CEO



Marijane Treacy  
Chairperson/Goodwill Board of Directors



Michael J. Smith  
President/CEO



Marijane Treacy  
Chairperson/Goodwill Board of Directors



# 2021 GOODWILL BY THE NUMBERS

## MISSION IMPACT

123

different companies hired Goodwill participants

5,207

participants received virtual services



12,411

adults and youth served



People placed in jobs by Goodwill earned an average of **70.5%** above minimum wage



1,137

people employed by Goodwill



937,735

people donated gently-used items



189

cars donated providing **\$122,304** to support Goodwill's mission



\$3,902,745

in items sold via e-commerce – a **30%** increase over the previous year



2,054,081

shopper transactions at **35** Goodwill stores



**\$90,631,100**

of economic impact in Southwestern Pennsylvania

## ENVIRONMENTAL IMPACT

17,384,652

pounds of materials kept out of landfills through recycling



2.67 BILLION

gallons of water saved  
*(making just one new t-shirt uses 713 gallons of water)*

18,798,163

pounds of carbon emissions not released to the air  
*(making just one new t-shirt uses 5.2 pounds of carbon dioxide)*

# GOODWILL IS FOR EVERYONE!

## OUR COMMITMENT TO DIVERSITY, EQUITY, INCLUSION AND BELONGING

For more than 100 years, Goodwill of Southwestern Pennsylvania has fulfilled its mission of helping people improve their quality of life through work and related services. The work we do eliminates barriers that prevent anyone from the opportunities before them in reaching their fullest potential. Our organization's mission supports our vision.

*Our vision 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.*

At Goodwill, our greatest asset is our Team members. We believe their diverse set of skills and lived experiences makes our organization stronger.

Our Team members reflect the communities we serve and demonstrate a curiosity for learning and a willingness to share open dialogue that supports diversity and inclusion. Together, we foster a culture of belonging, one where everyone is valued for who they are. This culture serves as the foundation for our organization's mission and vision.

In the first year of our formal Diversity, Equity, Inclusion and Belonging (DEIB) Journey, we have:

- Developed and implemented a comprehensive three-year DEIB strategy as part of our 2020-2022 Strategic Plan that creates a system of accountability and measures our progress.
- Created our first Director of Diversity, Equity, Inclusion and Belonging leadership staff position that reports directly to the President/CEO.
- Created an employee driven DEIB Taskforce that meets monthly and is open to all Goodwill Team members.
- Provided learning opportunities at all levels of the organization, including unconscious bias education, which is a requirement for all Team members.
- Committed to listening to our Team members through various open forums such as our DEIB taskforce, Town Hall meetings, and Open Conversation sessions.
- Committed to redesigning our recruiting and hiring practices to eliminate bias and to diversify our Team members throughout the organization.
- Added "Belonging" to our organizational values to reaffirm our commitment and hold ourselves accountable.

At Goodwill, we will not tolerate racism or discriminatory behavior in any form. We are committed to working with others in the community to accelerate needed change and advance policies and practices that condemn and combat racism, celebrate diversity, and advance inclusion and belonging for all.

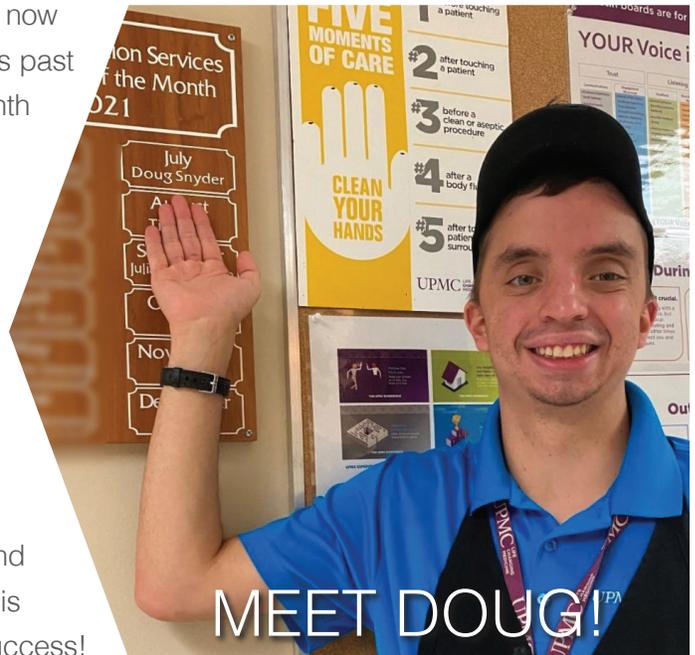


# WORKFORCE DEVELOPMENT



After experiencing homelessness and living in a shelter, Paul was referred to Goodwill's **Harbor II Rapid Rehousing Program** through Allegheny Link. With the help of his supportive housing team, Paul signed a lease for a one-bedroom apartment in March 2021. Determined to achieve stability, Paul set to work on building his employment skills. He got a job at Giant Eagle and soon moved onto OK Grocery (Giant Eagle's warehouse) where he started at \$15/hour. This past October, he was promoted to a permanent full-time employee earning \$17.50/hour with full benefits! Paul is very happy with his current job. When he isn't at work, Paul enjoys learning about Pittsburgh's history. Way to go, Paul!

Doug is a **UPMC Project SEARCH graduate**, who has now been employed at UPMC Mercy for over five years! This past July, Doug was recognized as the employee of the month in UPMC Mercy's dietary department. Over his time at UPMC, Doug has become a jack-of-all-trades. He started out disinfecting/sanitizing the cafeteria by wiping down tables and chairs with a specific solution and method. He also learned how to stock the plastic utensils, napkins, and condiments, and even how to make coffee. Because he was doing such a good job, Doug was asked to help out in the kitchen making pizzas, help another employee gather supplies, and also work in Patient Services taking food trays to and from the patients. He continues to pitch in wherever he is asked without complaint. We are so proud of Doug's success!



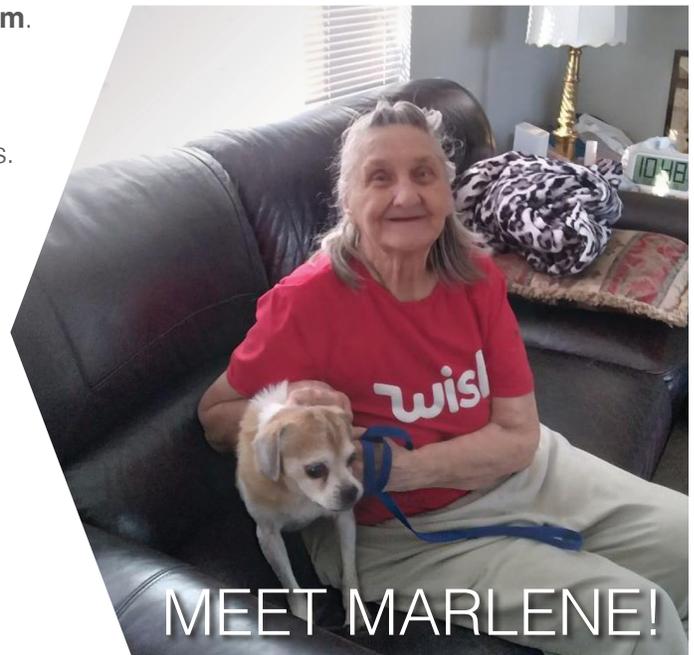
TO LEARN MORE.....

# SUCCESS STORIES



Connie is a recent graduate of **Goodwill's High School Equivalency program**. Connie left school at age 16 to have her first child but she has always wanted to finish her education and reach her goals. Connie's sister received her GED from Goodwill and recommended the program. With the help of her teachers and a classroom aide, Connie graduated from the program in two years. She says if you commit to the hard work, you can achieve anything. Now, Connie hopes to get a job with the airport as a TSA agent. Congratulations, Connie!

Marlene is a recipient of **Goodwill's Give Back Program**. In July 2021, Goodwill implemented the Goodwill Give Back program. This service offers individuals a \$25 gift card to purchase merchandise at Goodwill's thrift stores. Goodwill funded \$200,000 in gift cards and partnered with over 50 local organizations that help distribute the gift cards. Marlene is a participant of the programs offered at the Macedonia Family and Community Enrichment Center. Marlene used her card to replace household items she recently lost in a fire. Best wishes to you, Marlene.



For more information about these programs or to learn about all of Goodwill's workforce development programs and services, contact our **Welcome Center** at 1-877-499-3526 or email [welcome@goodwillswpa.org](mailto:welcome@goodwillswpa.org).

# 2021 DONORS

## Businesses, Foundations, Churches, and Organizations

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# HOW TO CONTACT US

## MAIN OFFICE

### Goodwill of Southwestern Pennsylvania

Robert S. Foltz Building  
118 52nd Street  
Pittsburgh, PA 15201  
412-481-9005  
[www.goodwillswpa.org](http://www.goodwillswpa.org)

## AFFILIATES

### Goodwill of North Central West Virginia

### Goodwill Commercial Services, Inc.

### Northside Common Ministries

## DONATE TO GOODWILL

### [www.goodwillswpa.org/ donate-money](http://www.goodwillswpa.org/donate-money)

### 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

## THRIFT STORES

### Southwestern Pennsylvania

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Cranberry  
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Morgantown Outlet  
Westover

## DONATION EXPRESS CENTER

### Southwestern Pennsylvania

Wexford

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# BOARD OF DIRECTORS

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David Lund  
*Vice Chairperson*

Wendy L. Roehrich Hall  
*Secretary*

John Kraus  
*Treasurer*

Michael J. Smith  
*President/CEO*

## DIRECTORS

Raymond C. Amelio  
Josh Askews  
Mathias Barlat  
Mark Bibro  
Anthony Benevento  
Damon Claus  
Derek Coatney  
James M. Droney  
Mario Farina  
Shawn P. Hanlon  
Don Kalkbrenner  
John C. Krouse  
Lynn M. Landis  
Mauro Macioce  
Christen M. Malone  
John A. Mills III  
Demeshia Seals  
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### Honorary Members

Rev. Larry P. Homitsky  
Bishop Cynthia Moore-Koikoi  
James C. Roddey

### Emeritus Members

Karen Larrimer  
Morton D. Stanfield  
Jeffrey W. Sterling\*

## 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.

### \*IN MEMORIAM

**Jeffrey W. Sterling**  
September 23, 2021

**Goodwill SWPA Board of  
Directors**  
2002 - 2021

**Thank you for your  
dedicated board service and  
generous philanthropy.**

*Board members as of December 31, 2021*



# FINANCIAL STATEMENTS

## CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY

For Fiscal Period July 1, 2020 through June 30, 2021

<b>Revenue:</b>	<b>2021</b>	<b>Percent of Total</b>	<b>2020</b>
Gross Sales	\$43,690,291		\$34,336,037
Salvage Income	2,947,888		2,112,365
Less: Cost of Goods Sold	(9,131,879)		(7,273,461)
Net Retail Revenue	37,506,300	70%	29,174,941
Government Grants	7,780,518	14%	7,367,121
Program Service Fees	5,196,357	10%	6,721,076
Contributions	1,628,170	3%	3,848,913
Investment Income	403,105	1%	88,658
Gain on Sale of Assets	0	0%	0
Rental and Other Income	1,328,463	2%	945,870
	<b>\$53,842,913</b>	<b>100%</b>	<b>\$48,146,579</b>
<b>Expenses:</b>			
Program Services:			
Retail Services	\$29,308,630	58%	\$26,034,852
Program Services	11,632,197	23%	15,219,916
Occupancy	1,371,162	3%	2,081,166
Mission Logistics	1,782,969	4%	1,574,148
Supporting Services	6,219,721	12%	6,030,692
	<b>\$50,314,679</b>	<b>100%</b>	<b>\$50,940,774</b>
<b>Change in Net Assets From Operations</b>	<b>\$3,528,234</b>		<b>(\$2,794,195)</b>
Gain on sale of property	<b>\$1,344,615</b>		<b>\$0</b>
Forgiveness of Payroll Protection Program	<b>\$6,053,000</b>		<b>\$0</b>
<b>Consolidated Change in Net Assets:</b>	<b>\$10,925,849</b>		<b>(\$2,794,195)</b>

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

For Fiscal Period July 1, 2020 through June 30, 2021

<b>Assets</b>	<b>2021</b>	<b>2020</b>
Cash and Cash Equivalents	11,387,736	7,139,075
Accounts Receivable	3,164,880	4,138,688
Other Current Assets	1,867,428	1,651,105
Investment	1,912,746	1,520,138
Property and Equipment, Net	13,200,173	13,824,543
<b>Total Assets</b>	<b>\$31,532,963</b>	<b>\$28,273,549</b>
<b>Liabilities and Net Assets</b>		
Notes Payable - Short Term	1,481,141	2,245,175
Accounts Payable	1,362,286	2,602,540
Accrued Expenses	6,020,196	6,068,105
Deferred Gain	1,047,283	1,134,595
CARES Act loans	500,000	6,553,000
Notes Payable - Long Term	2,625,529	2,099,455
<b>Total Liabilities</b>	<b>\$13,036,435</b>	<b>\$20,702,870</b>
<b>Net Assets</b>		
Without donor restriction	16,692,732	5,614,271
With donor restriction	1,803,796	1,956,408
<b>Total Net Assets</b>	<b>\$18,496,528</b>	<b>\$7,570,679</b>
<b>Total Liabilities and Net Assets:</b>	<b>\$31,532,963</b>	<b>\$28,273,549</b>

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

[www.goodwillswpa.org](http://www.goodwillswpa.org)

## 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](http://www.goodwillswpa.org).*



## NON-DISCRIMINATION STATEMENT

*Goodwill SWPA is an Equal Opportunity Employer/Program. Goodwill SWPA does not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, disability, or other applicable legally protected characteristics. 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](mailto:accommodations.request@goodwillswpa.org).*