

100% NOT-FOR-PROFIT
100% LOCAL



CAREER PATHWAYS



DIGITAL SKILLS PROGRAM

POWER OF SECOND CHANCES

Building a Stronger Community

Our mission is about one thing: work. I believe in the dignity of work and the doors that open through training and employment. That's why I'm proud to lead Goodwill of San Francisco, San Mateo and Marin counties. For me, it means helping those who may not have had the same opportunities for success.

Goodwill, a 501 (c)(3) with a 100-plus year track record of helping Bay Area residents find work, is making an impact on workforce inequities right here, right now. In the tech-driven Bay Area most jobs require digital skills. Goodwill prepares our job seekers for the future of work. We are narrowing the digital divide by training thousands in the digital skills embedded in all jobs, not just those in the tech industry.

With the Bay Area's low unemployment rate, it may seem as if finding a job would be easy. But for people stigmatized by former incarceration, low skills and education, homelessness, or a disability, finding a job is not easy.



“ Together, we can create a new legacy, where everyone in the Bay Area, regardless of their past, has an opportunity to work.”

These are the people we serve. And, every year, thousands visit the Goodwill Career Center to develop skills and find jobs.

SFGoodwill is a launching pad for so many local people who are struggling. Our goal is to help people upskill and find a career pathway where they can grow at Goodwill or beyond. Goodwill is a starting point, where people can stabilize, earn, and participate in Goodwill's training programs. And when they are ready, our career advisors help them find employment with our many local business partners.

As a result, Goodwill is helping to build a stronger community, a community where everyone has a chance to earn a livable wage and participate in our thriving economy.

Please join me in continuing to ensure that no one with a willingness to work is left behind. Together, I believe, we can create a new legacy, where the Bay Area is working for everyone, and where everyone in the Bay Area is working.

Thank you for believing in Second Chances—and making them possible.

In partnership,

A handwritten signature in blue ink, which appears to read "William Rogers". The signature is fluid and extends across the width of the text area.

William Rogers, President & CEO

Goodwill Gives Second Chance

Most people think that Goodwill is a place to drop off their gently used items every couple of months.

Goodwill is that. But it is much, much more.

Here is what Goodwill is not:

- Goodwill is **not** a for-profit business.
- Goodwill is **not** a thrift store.
- Goodwill is **not** where people come to find a minimum wage job.

Here is what Goodwill is:

- Goodwill is a nonprofit. The income generated from the bag of clothes you donated may be used to train a formerly incarcerated person for a job in warehousing, transportation or IT.
- Goodwill's donated items include upscale treasures, such as top brand laptops and fine jewelry.
- Goodwill is a learning organization where our 600 employees and thousands of job seekers go through robust training programs that lead to careers that pay livable wages.



“ Goodwill is a 501 (c)(3) nonprofit social enterprise that trains and employs people facing significant barriers to employment.”

In short, Goodwill is a 501 (c)(3) nonprofit social enterprise that trains, employs, and coaches people needing a Second Chance. The people we train and place in jobs include people with housing instability, individuals who have been incarcerated, veterans, and people in recovery from substance abuse—people who need a Second Chance.

In order to realize our mission—helping people transform their lives by giving them second chances at employment—we need your help. Training people to compete in today's economy requires more than material donations—it also requires financial support.

Goodwill self-funds approximately 75 percent of its costs, largely through the retail stores you frequent (thank you!). The rest we raise through financial gifts.

I choose to serve on the Goodwill board because this is a remarkable nonprofit—each year this dynamic organization serves our community by transforming lives through employment. Together, we can help those needing a Second Chance.

To learn more about Goodwill and to make a contribution, please visit: sfgoodwill.org

Best,

Margot Golding, Board Chair

OUR MISSION

Goodwill breaks the cycle of poverty through the power of work. Our training and career pathways provide a bridge to employment for thousands of people struggling to build workforce skills, confidence and self-sufficiency. We believe a job is the key to a better life.



“

Year after year, Goodwill exemplifies our common values as San Franciscans. Goodwill, through its free, innovative digital training and career programs, is committed to creating opportunities for all San Franciscans, including those who have been left behind by the rapidly growing digital divide.”

— London Breed, Mayor, San Francisco



Sustainability: People, Planet and Performance

Today, the San Francisco Bay Area is riding a phenomenal wave—the economy is booming, the unemployment rate is at a historical low, and housing is at a premium.

But not everyone is sharing in this economy. In San Francisco alone, more than 23,000 households live below the poverty line. This figure represents members of our community who can't

GOODWILL HELPS PEOPLE WHO HAVE BEEN OUT OF WORK DUE TO:

- Incarceration
- Military Service
- Homelessness
- Low Education/Skills

break into the job market and, as a result, struggle to stay housed and put food on the table for their children.

Goodwill is rising to meet this challenge. For more than 100 years, Goodwill has been an organization of Second Chances. Today, with the economy leaving too many people behind, our job training and placement services are urgently needed. We are forming strategic partnerships, launching new business lines and incorporating 21st century skills learning into our training programs. For example, this past year we cemented partnerships with leading companies such as Microsoft and Google to train job seekers in must-have 21st-century digital skills.



Protecting the Planet

Environmental sustainability has always been at the heart of our mission. Our planet's resources are finite and are being stretched to a breaking point. Here in the environmentally conscious Bay Area, Goodwill of San Francisco, San Mateo and Marin counties is leading the way. Last year we diverted 31 million pounds from local landfills largely through selling and repurposing textiles—the clothes you donate—and by refurbishing donated computers and electronics.

Through our commitment to both people and planet, Goodwill has a tremendous impact on the community. For example, last year we received more than 700,000 donations that our 19 stores converted into more than \$26 million in revenue—which funded our Career Services Programs, which in turn got people back into the workforce. This represents thousands of members of our local community connected with Goodwill to help us further our mission of breaking the cycle of poverty through the power of work.

“ Goodwill strengthens San Francisco communities, not just as a business partner but as an exceptional community leader that reaches deep into neighborhoods with services and support.”

— Henry Karnilowicz, President, San Francisco Council of District Merchants Association

Carolyn

“My mother died of HIV in prison,” Carolyn shares, as she emotionally recalls a childhood without foundation or family roots. “I bounced around.” Carolyn vowed to live a different life and after high school secured her own apartment and a job at AT&T.

Then, when she was 25, it all fell apart. “I made bad choices that ended with prison time,” she says. Restarting her life, with a young son, Carolyn recalls, “I wanted to come out of poverty.”

“The woman I know I can be.”

With no family to help, Carolyn pursued housing and employment resources that led her to an administrative position at Goodwill. She realized that her dream was to become a medical assistant at San Francisco General Hospital.

“I feel at home there. My mother was there a lot with her addiction and HIV,” she says.

Once again, Carolyn turned to Goodwill. This time Goodwill helped her obtain a phlebotomy license that was critical to earning her medical assistant credential. “With Goodwill I was able to overcome obstacles to get my [medical assistant] certification,” she says. “Goodwill gave me hope.”



Skills Training for 21st Century Jobs

Jobs in today's economy require a set of skills vastly different from those needed even five years ago. According to the U.S. Department of Labor, there are more than 6 million job openings in the United States, and many remain unfilled because applicants do not have the specific skill set employers need, in particular, digital skills.

This is even more relevant in the tech-centric Bay Area. A lack of digital skills can lead to a lifetime of lost job opportunities and poverty. To address this urgent need, last year Goodwill took significant steps to expand its suite of scalable, leading-edge digital skills training.

Our new, enhanced Career Center, in the heart of the Mission, offers an array of digital skills classes (including free LinkedIn Learning) and courses leading to industry-recognized, stackable credential certifications.

SPOTLIGHT: Career Pathways

Goodwill's training programs have an added benefit—these skills give job seekers the opportunity to not only break into the job market, but to also embark on a career pathway. Through our robust digital training courses, Goodwill is uniquely positioned to help motivated job seekers who need a Second Chance gain the training and experience necessary to secure higher-paying, sustainable jobs with opportunity for advancement.



“ We partnered with Goodwill to incorporate digital skills training into its already amazing training infrastructure for job seekers. One trainee spoke of the value of her own experiences. ‘Before I learned digital skills, I felt unsure of myself,’ she said. ‘Now I feel confident.’ ” — Google CEO Sundar Pichai

In 2018, we formed partnerships with two leading tech companies. In partnership with Google, we offer an industry-standard IT certification training program. Our Microsoft partnership allows us to provide training in the company's Office Suite products—essential for any job. Our new offices in the Tenderloin

will include a Microsoft MakerSpace providing job seekers with the opportunity to explore, create and learn.

OUR TRAINING PROGRAMS INCLUDE:

- Google IT Support Professional Certification
- Microsoft Office Specialist Certification
- LinkedIn and LinkedIn Learning
- Retail Management
- eCommerce
- Loss Prevention
- IT Security
- Canva Graphic Design Tool

Sy

After years of steady work in the construction industry, Sy suddenly found himself unemployed. As he recalls, “the jobs dried up.” With four sons counting on him, getting back to work was critical. Sy was encouraged to visit Goodwill’s Career Center, where a Goodwill Career Advisor helped him secure a full-time warehouse job at Goodwill processing donated goods. Sy, now stabilized, was just getting started.

“*Goodwill’s mission is about training.*”

“Goodwill’s mission is about training,” he declares. The opportunities Goodwill presented made Sy determined to develop a career path. He enrolled in several Goodwill training programs, including Goodwill’s Warehouse & Logistics Academy, Forklift Certification and the Google-funded IT Support Professional Certificate to obtain the digital skills required for so many 21st century jobs. Inspired by an eye-opening tour of Google’s campus with his Goodwill class, Sy says, “I believe technology is the future. I live in San Francisco and that’s all I see.” Hand-picked by his manager for Goodwill’s Leadership Excellence program, Sy tells his sons, “You don’t want to fall behind. Have a plan. Prepare yourself and know what you want to do.”



The Goodwill Retail Experience

IN-STORE EXPERIENCE

Events and Customer Engagement



In 2018, Goodwill completely remodeled six of its stores—adding a whole new look and launching a series of curated shopping events hosted by fashion bloggers and stylists. Additionally, our 250 retail employees underwent a comprehensive, intensive, customer engagement training program

so they can create an improved shopping experience for Goodwill customers.

For example, our June Bridal Gown Pop-Up Event at Goodwill's West Portal Boutique in San Francisco, hosted by the fashion bloggers DoubleMinted, attracted budget and eco-conscious brides.

"I love seeing people discover what a Goodwill store can look like and what it can offer that they might not expect," says Devon of DoubleMinted. "The store was so beautifully stocked that I think the brides-to-be couldn't help but feel glamorous."

First Job in a Long Time

For many of Goodwill's 250 retail employees, working in one of Goodwill's 19 stores is their first job, or their first job in a long time due to issues such as incarceration, recovery from substance abuse, military service or low skills. Goodwill's retail training program is an accessible starting point for people who want to learn transferable skills such as operating a cash register and customer engagement.



To help retail employees gain skills so they can advance in their careers at Goodwill or beyond, Goodwill piloted a Retail Career Pathway Program in 2018. The retail staff had the opportunity to work with Goodwill Career Advisors to determine goals, identify jobs and companies that may be a fit, and learn what training and coursework are required to fulfill their goals and embark on a path to better jobs.

Debra

Visit Goodwill’s Haight Street Store and you’ll be greeted by the welcoming smile of Sales Associate Debra, who knows her shoppers by name and considers the store team her community. “Goodwill is like my second family,” she says.

“ *I feel like Goodwill was looking out for me.*”

But Debra’s life wasn’t always filled with smiles. After a destructive path of drinking and partying, Debra looked into her heart and knew she needed help. She arrived at Goodwill in personal crisis and with an inconsistent work history. When it came to work, “I didn’t fit in,” she recalls. At Goodwill, Debra received training from the very start: forklift certification, safety instruction, customer engagement programming and a basic computer skills class. The training, Debra says, “made me feel important and better about myself. I feel like Goodwill was looking out for me since the day I started here.”

Debra developed her work skills by sorting donated books for eCommerce, then moved to production before joining the retail team. Her favorite part of the job? “Introducing myself to customers and making the store shine,” she says. “The training and experience you get at Goodwill makes you feel like you have opportunities and can go further. You get a Second Chance.”





Environmental Sustainability

“ *San Francisco Unified is committed to a sustainable present and future. That’s why partnering with Goodwill makes so much sense. Goodwill is leading the way in reducing impact on Bay Area landfills through the reuse and repurposing of items—which is a great educational message for our students.*” — Darya Soofi, Conservation Manager, San Francisco Unified School District

As a triple-bottom-line organization, Goodwill is focused on helping to maintain a healthy and sustainable Bay Area environment. For more than 100 years, Goodwill has been a steward of the planet through landfill diversion and green jobs. Goodwill, a California Certified Green Business, has created hundreds of jobs dedicated to reducing waste, and through our ReCompute program, we refurbish computers—helping to divert 2.2 million pounds of electronics from landfills last year.

Your donations and financial gifts not only help give people a Second Chance, but also help us preserve our astounding natural resources, by reducing the impact on Bay Area landfills.

Goodwill gives reusable items a Second Life and people a Second Chance.



Electric Trucks are Here!

Goodwill’s programs devoted to environmental sustainability continue to innovate. Goodwill, in partnership with the Bay Area Air Quality Management District, BYD Motors and the Center for Transportation and the Environment, is transitioning 11 trucks in the Goodwill fleet to electric vehicles. The California Air Resources Board funded the project in order to positively impact disadvantaged communities.

These electric trucks, which can reach 250 miles on a full charge, will replace half of Goodwill’s diesel trucks.

The zero-emissions trucks, built by BYD (Build Your Dreams), are expected to prevent more than 135 tons of greenhouse gases from being released into the environment each year.



Goodwill Teams Up With Eileen Fisher

In June, Goodwill was invited to participate in the Eileen Fisher: “The Future is Circular Panel” at the California College of the Arts in San Francisco. Goodwill Vice President Jenn Andrews told the audience of conscientious clothing designers, fashionistas and students: “Every year, 68 pounds of textiles per person go into the landfill. By shopping at Goodwill, you can reduce that figure, while at the same time supporting people in need in your local community.”



Our Impact Partners

Goodwill teams with community organizations and Fortune 500 companies to help people find economic self-sufficiency.

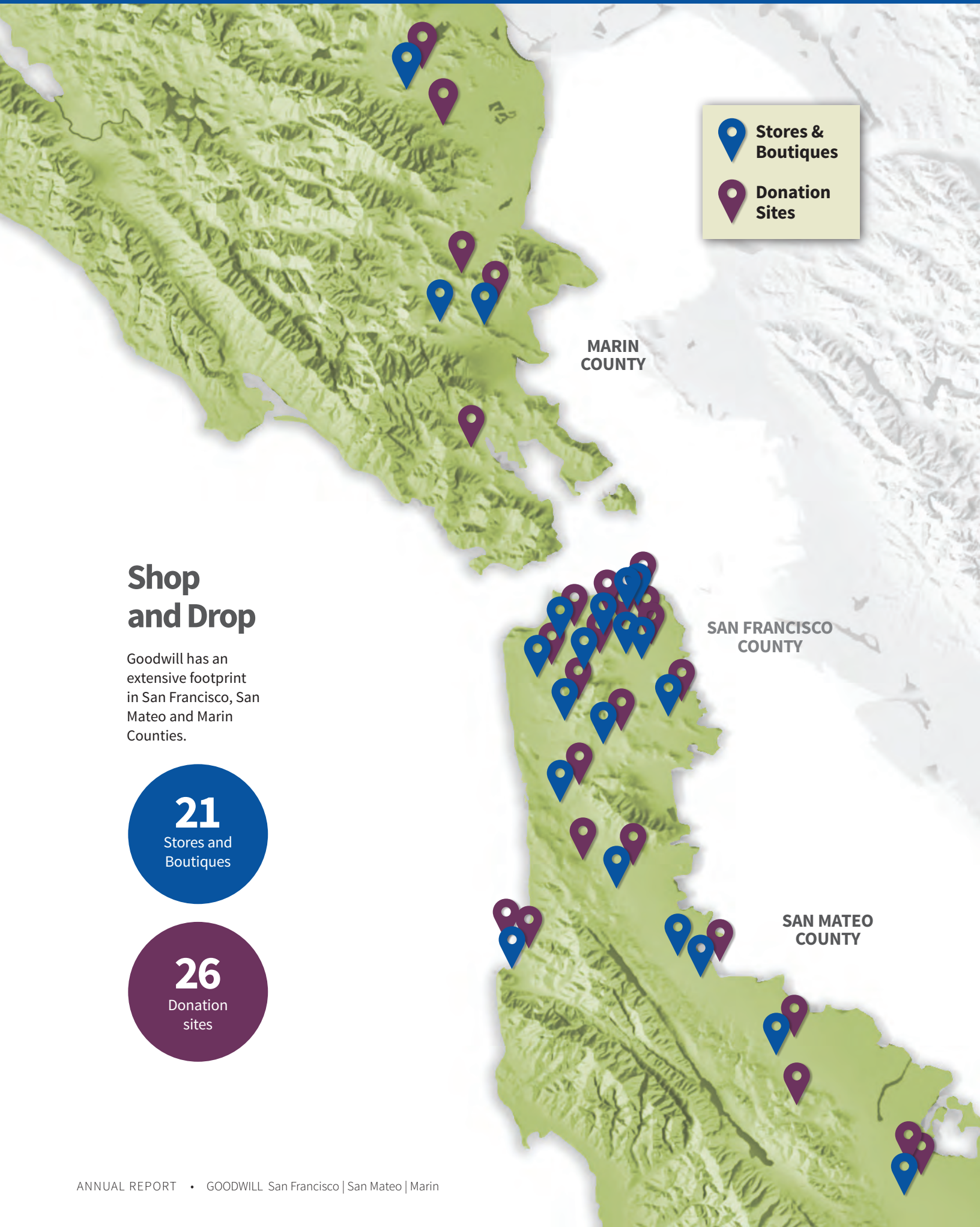


“ Our Microsoft/ Goodwill partnership will focus on the critical role of digital upskilling as the foundation for career paths that lead to middle income jobs for people and communities left behind.”

— Jason Ford, General Manager of Microsoft Corporation’s Northwest Region



Left to right: Derek Grunewald; Melinda Anderson, Community Engagement Manager, Microsoft; Jason Ford, Microsoft executive; Tanya Moore, Goodwill Vice President of Mission Advancement; William Rogers, Goodwill President & CEO.



 **Stores & Boutiques**

 **Donation Sites**

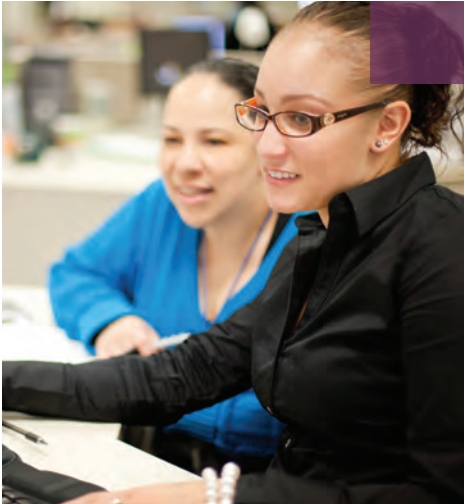
Shop and Drop

Goodwill has an extensive footprint in San Francisco, San Mateo and Marin Counties.

21
Stores and Boutiques

26
Donation sites

Local Impact



PEOPLE

6,663

Number of visits to Goodwill's Career Center

343

Number of Goodwill job seekers placed at top Bay Area companies

372

Number of job seekers Goodwill hired

\$17.15

Average wage of those placed in employment



PLANET

31,143,240

Pounds diverted from local landfills

26

Donation sites

2,222,419

Pounds in electronics diverted



PERFORMANCE

\$26 million

Total retail sales

700,444

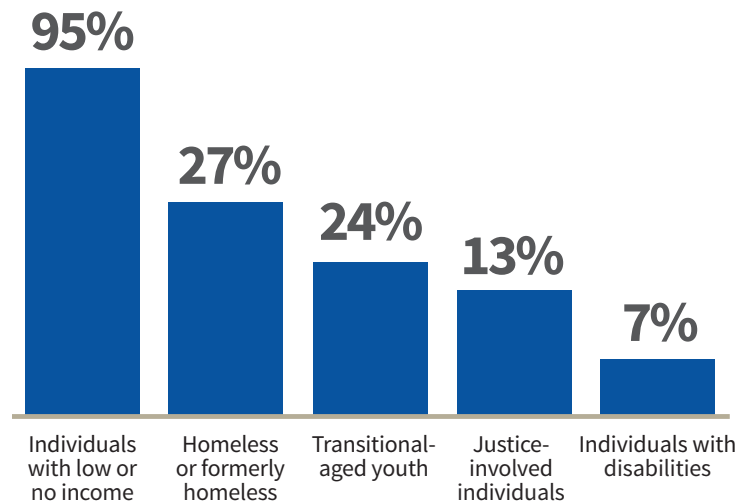
Total number of donations

1,748,780

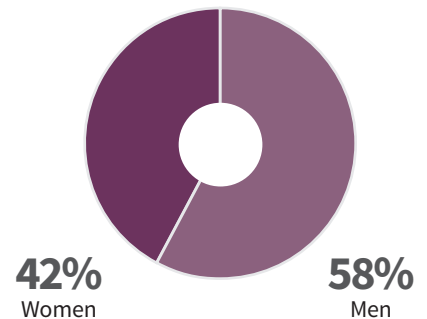
Total retail transactions

People We Serve

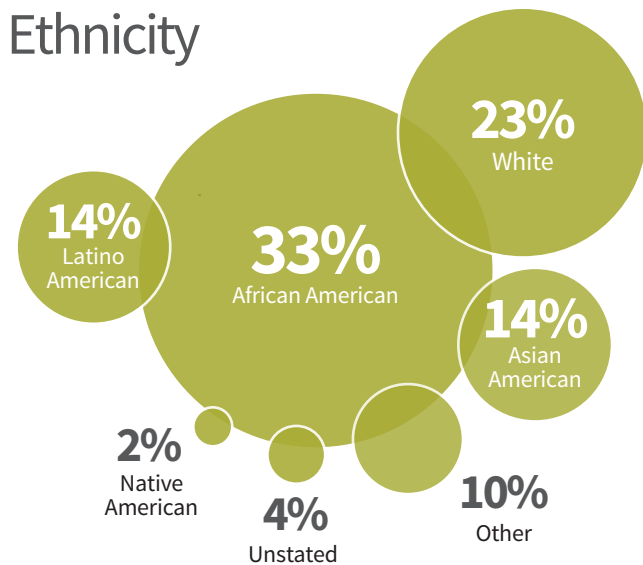
Barriers to Employment



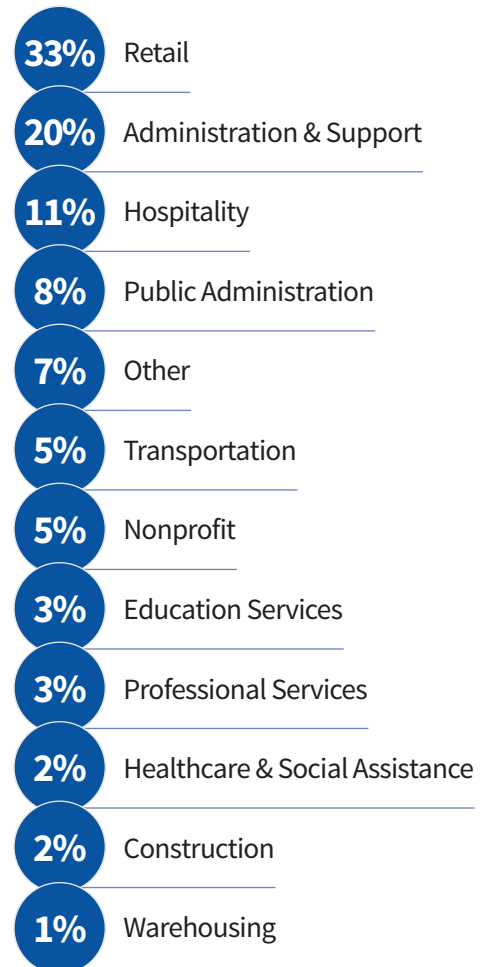
Gender (self-identified)



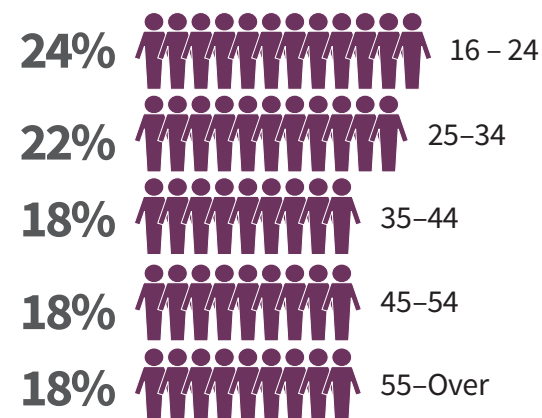
Ethnicity



Job Placement by Industry



Age



Financial Summary

Financial Position

	2018	2017
Current Assets	\$31,708,294	\$47,080,542
Property & Equipment	34,379,919	24,678,300
Other Long Term Assets	2,662,944	474,813
Total Assets	68,751,157	72,233,655
Current Liabilities	9,394,312	7,449,104
Long Term Liabilities	745,322	799,465
Total Liabilities	10,139,634	8,248,569
Unrestricted Net Assets	58,432,397	63,885,960
Restricted Net Assets	179,126	99,126
Net Assets	\$58,611,523	\$63,985,086

Activities

	2018	2017
Donated Inventory	\$31,193,024	\$31,284,251
Government Grants	985,993	904,279
Contributions	467,324	212,508
Total Public Support	32,646,341	32,401,038
Revenue	34,274,172	34,216,060
Total Public Support & Revenue	66,920,513	66,617,098
Functional Expense	74,169,221	73,359,707
Non-operating Activities	1,875,145	3,829,293
Change in Net Assets	\$(5,373,563)	\$(2,913,216)



The financial information provided, including any change in net assets, reflects the multi-year initiatives to strengthen our long-term growth and better positions us to drive innovation across our organization. These investments enable us to respond to evolving regulatory and economic changes in the Bay Area, such as wage and lease costs and the changing nature of work.

We are in the middle of an investment plan to increase our mission impact, infrastructure and revenue generating opportunities. These investments extend to our retail, e-commerce, warehousing, recycling and logistics operations, including replacing half our fleet with electric trucks. Additionally, we are enhancing programs to embed technology in job functions and improve employee training to create new career pathways.

These infrastructure investments are focused on long-term financial, social and environmental impact. Our goal is to provide 21st century skills for individuals who are stigmatized by former incarceration, poverty, homelessness, low skill sets and others who are in need of a second chance.

Strengthening Our Community Together

At Goodwill San Francisco, San Mateo and Marin, thanks to generous partners like you, we are building a stronger community. Your donations help train hundreds of people every year who are struggling to gain a foothold in the job market attain the skills necessary to compete in today's tech-propelled economy.

As the digital divide leaves more people behind or simply leaves people out, our work is more imperative.

And we need your help. In our nonprofit social enterprise model, 75 percent of the revenue that funds our programs comes from the businesses we operate. That means we need to raise 25 percent of our operating costs from foundations and individuals in our community who believe, as we do, that we are only as strong as our most vulnerable members.

With your financial support, we will continue to work tirelessly with our neighbors and communities in San Francisco, San Mateo and Marin counties to ensure that our Bay Area remains an equitable environment with possibility for all of us.

Please visit sfgoodwill.org to learn about how you or your organization can help Goodwill break the cycle of poverty through the power of work.



“ *Living in the Bay Area is difficult for many people. As a Second Chance employer, we have a responsibility to the people we serve. We must be sure we're preparing job seekers for the jobs of the future, not just the jobs of the past or the present. Your generous giving makes that mission possible.* ”

— William Rogers, Goodwill President & CEO

WE BELIEVE IN THE **POWER OF WORK.**

WE BELIEVE THAT WORK CAN **CHANGE**
NOT JUST ONE LIFE BUT **THE LIVES OF MANY.**

WE BELIEVE IN THE **POWER OF GOOD.**

THE GOOD TREATMENT OF **PEOPLE.**

THE GOOD OF OUR **PLANET.**

THE GOOD OF OUR **MISSION.**

WE ARE GOODWILL. 100% NOT-FOR-PROFIT. 100% LOCAL.



sfgoodwill.org

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