



2014  
annual  
report

# our mission

We create solutions to poverty through the businesses we operate.

## How We Do It

We open doorways to jobs for local people in need – providing job placement services and structured on-the-job training for people ready to transform their lives.

## Who We Serve

We focus on those who have been out of work for a long time. We help them migrate from public assistance to paycheck and regain their self-sufficiency.

## How We Fund It

More than 80% of our revenue comes from selling goods generously donated by residents of our three counties, with philanthropy and grants making up the balance.

## Why It Matters

By helping people rise into the middle class, Goodwill is preserving economic diversity. And by diverting over 25M lbs. from landfills yearly, we're helping achieve zero waste.

## from our CEO

Dear Friends of Goodwill,

For almost 100 years, Goodwill has helped local families restart their lives through the power of work. Thank you for continuing to stand at our side as we continue to modernize, innovate, and serve more people in need.



In gratitude,

Maureen Sedonaen  
President & CEO



## from our board



On behalf of the entire board of directors, thank you for your ongoing support of our mission. We continue to have an indelible impact on local people in need who, through the support of Goodwill, escape from poverty for good.

Cordially,

Jane Vaughan  
Chair, SFGoodwill Board of Directors



4,700

individuals received  
Goodwill services

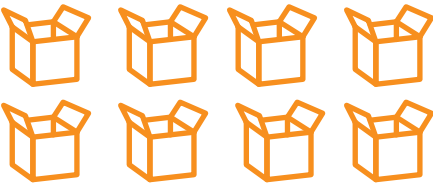


 618

total number of  
job placements  
through Goodwill

717K

donor transactions



220K

retail transactions



33 

donation drop-off  
sites throughout  
SF, Marin and San  
Mateo counties

21 

Goodwill stores &  
boutiques across  
SF, Marin and San  
Mateo counties

994 

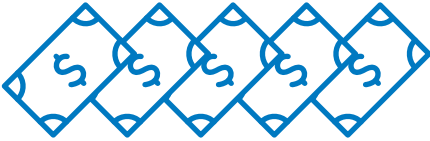
people employed by Goodwill across San Francisco, San Mateo and Marin counties.

113 

number of additional local jobs generated by the economic impact of Goodwill

\$13.89

average wage paid by Goodwill

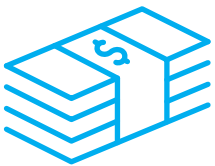


25 

million

pounds diverted from local landfills

\$28.6 million



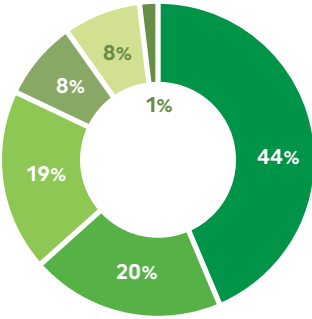
annual wage impact

\$65.6 million

total economic output of Goodwill in its three counties

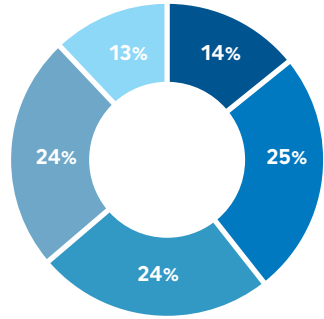
# who we serve

## Ethnicity



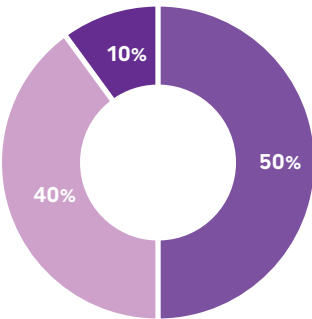
- 44% African American
- 20% Caucasian
- 19% Hispanic Origin
- 8% Asian or Pacific Islander
- 8% Other
- 1% American Indian, Eskimo

## Age



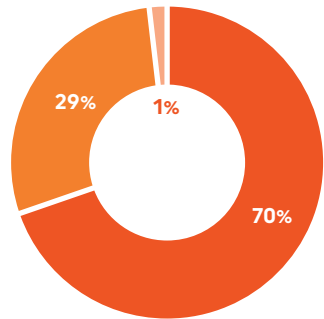
- 25% 16 - 24
- 24% 25 - 34
- 24% 35 - 44
- 13% 45 - 54
- 14% Over 55

## Employment Barrier or Disadvantaging Condition



- 50% Ex-Offender
- 40% Homeless
- 10% Disabling Conditions

## Gender



- 70% Male
- 29% Female
- 1% Transgender

# our financials

## STATEMENT OF FINANCIAL POSITION FOR THE 12th PERIOD ENDED JUNE 2014

	FY 2013-2014 PERIOD 12 ENDED 06/30/14	FY 2012-2013 PERIOD 12 ENDED 06/30/13
<b>ASSETS</b>		
CURRENT ASSETS:		
Cash and equivalents	3,071,320	2,777,110
Cash (Other)	100,000	45,259
Contribution receivable	27,289	158,968
Accounts Receivable, net of allowance	738,518	1,208,622
Note receivable	0	-
Merchandise Inventories, net of reserve	1,532,763	2,140,863
Prepaid expenses	1,047,504	1,178,734
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Total current assets	6,517,393	7,509,557
PROPERTY AND EQUIPMENT - Net	13,965,721	14,765,907
CONTRIBUTION RECEIVABLE - Net	0	0
CDs/STOCKS SHORT TERM INVESTMENT	122,700	400,000
DEPOSITS AND OTHER ASSETS	218,864	228,742
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TOTAL ASSETS	<b>20,824,678</b>	<b>22,904,206</b>
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<b>LIABILITIES AND NET ASSETS</b>		
CURRENT LIABILITIES:		
Accounts payable and accrued expenses	3,426,849	3,306,967
Deferred Revenue (Vouchers)	93,856	36,985
Current portion of note payable	153,997	144,250
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Total current liabilities	3,674,702	3,488,201
Deferred Rent	728,813	566,364
Note Payable less current maturities	16,798	180,522
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Total liabilities	4,420,314	4,235,087
NET ASSETS		
Unrestricted	16,142,114	18,130,404
Temporarily restricted	262,251	538,715
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Total net assets	16,404,364	18,669,119
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TOTAL LIABILITIES AND NET ASSETS	<b>20,824,678</b>	<b>22,904,206</b>
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# our board

Jane Vaughan  
**Chair, SFGoodwill Board of Directors**

Susan Brennan	Lynda Grose	Michael Stajer
Jenny Cheng	Michael Joseph	Mary Topliff
Kelly Dearman	Elliot Maluth	Michael Weir
Patrick Flannery	Aden Pavkov	Kenneth Wong
Margot Golding	Liz Jackson Simpson	Cedric Yap

(Board of Directors as of December 2014)

# our partners

**Partner of the Year**

**LEVI STRAUSS & CO.**

**Most Valuable Partners**



**Honorable Mentions**

Bernstein Global Wealth Management

City of Burlingame

County of Marin

Foley & Lardner, LLP

Frog

Google

Disqus

Square

Haas School of Business

SF.Citi



Goodwill Industries of San Francisco, San Mateo, and Marin Counties is a non-profit organization that relies on your support. To learn more or make a gift, please visit [sfgoodwill.org/donate/](http://sfgoodwill.org/donate/)