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.

994 people engaged in retail transactions.

220,000 donor transactions.

717,000 total number of job placements through Goodwill.

6,184,700 individuals received Goodwill services.

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

33 donation drop-off sites throughout SF, Marin and San Mateo 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
## Statement of Financial Position

### For the 12th Period Ended June 2014

<table>
<thead>
<tr>
<th></th>
<th>FY 2013-2014</th>
<th>FY 2012-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and equivalents</td>
<td>3,071,320</td>
<td>2,777,110</td>
</tr>
<tr>
<td>Cash (Other)</td>
<td>100,000</td>
<td>45,259</td>
</tr>
<tr>
<td>Contribution receivable</td>
<td>27,289</td>
<td>158,968</td>
</tr>
<tr>
<td>Accounts Receivable, net of allowance</td>
<td>738,518</td>
<td>1,208,622</td>
</tr>
<tr>
<td>Note receivable</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Merchandise Inventories, net of reserve</td>
<td>1,532,763</td>
<td>2,140,863</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>1,047,504</td>
<td>1,178,734</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>6,517,393</td>
<td>7,509,557</td>
</tr>
<tr>
<td><strong>Property and Equipment - Net</strong></td>
<td>13,965,721</td>
<td>14,765,907</td>
</tr>
<tr>
<td><strong>Contribution Receivable - Net</strong></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>CDs/Stocks Short Term Investment</strong></td>
<td>122,700</td>
<td>400,000</td>
</tr>
<tr>
<td><strong>Deposits and Other Assets</strong></td>
<td>218,864</td>
<td>228,742</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>20,824,678</td>
<td>22,904,206</td>
</tr>
</tbody>
</table>

|                            |              |              |
| **Liabilities and Net Assets** |            |              |
| **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      |
| **Total Current Liabilities** | 3,674,702    | 3,488,201    |
| Deferred Rent                | 728,813      | 566,364      |
| Note Payable less current maturities | 16,798       | 180,522      |
| **Total Liabilities**        | 4,420,314    | 4,235,087    |

|                            |              |              |
| **Net Assets**             |              |              |
| Unrestricted               | 16,142,114   | 18,130,404   |
| Temporarily restricted      | 262,251      | 538,715      |
| **Total Net Assets**       | 16,404,364   | 18,669,119   |

|                            |              |              |
| **Total Liabilities and Net Assets** | 20,824,678 | 22,904,206 |

*our financials*
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

Microsoft    Wells Fargo    San Francisco State University

Columbia College of the Arts    ProInsurance

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/