

Photo by: Keegan Houser



# TRANSITIONS

2021-2022 Annual Report

### Transitions inspire powerful outcomes.



This annual report arrives at a moment of significant transitions. There's a lot at stake right now for the world, our nation, and in our communities. And because we all live on this planet and we're all connected by what happens here, the social challenges we face are ours collectively. This requires that we all work together to create stability for our communities.

At Goodwill, we are unrelenting in our mission to be a stabilizing force by offering skills building and paid work histories for some of the most vulnerable populations in the Bay Area. Despite extraordinarily difficult circumstances, Goodwill participants emerge from incarceration, homelessness, addiction, limited education or skills, and more to leverage the dignity of work, transitioning from surviving to thriving. We proudly hire people that many companies won't. With our unique "earn while you learn" model, program participants become Goodwill employees earning wages plus benefits. They receive real world experience in Goodwill's non-profit social enterprise in areas such as technology, warehousing, logistics and distribution, online

"e-commerce" businesses, brick and mortar retail, computer de-manufacturing and refurbishing, transportation and trucking, and earn certifications for the skills that industries demand. We have proven over and over again that acquiring skills and solid work histories are onramps to sustainable careers and financial security.

We also know that employment and housing are inextricably linked and addressing them together creates sustainable solutions for economic mobility and housing stability. For most of us, our employment determines whether we can afford housing at all, how much housing, and where that housing is located. Given this reality, we are currently formulating a comprehensive approach to workforce development that pairs employment and housing so the people we serve build both a work history and a rental history. This will provide the greatest chance for success for individuals and will allow our region to reach better outcomes in response to homelessness.

### And just as our world and communities are transitioning, so is Goodwill.

**With a spirit of cooperation, San Francisco Goodwill recently merged with Goodwill of the Greater East Bay, forming Goodwill San Francisco Bay, one of the largest Goodwills in California.** We now work across six counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano encompassing 4,000 square miles of territory and 5.2 million residents. For two organizations that originally began as one, our reunification feels like coming home again and this important transition has already resulted in improvements that will allow us to exponentially amplify our impact.

### Sharing hope.

On a personal note, I was very honored to receive the 2022 Peter E. Haas Public Service Award from UC Berkeley where I spoke to 40,000 graduates and alumni at the commencement in May. Speaking at my alma mater about the importance of public service was a great honor.

As I look toward the future for Goodwill, I feel hope. Not a frivolous hope, but the hope we feel when we believe our work is worth doing and our communities are worth improving.

I invite you to tap into this hope by participating in Goodwill in the coming year. One opportunity starts this October 13, 2022, when the **Week of Goodwill** series of events will celebrate what it means to "do good" in our communities. I hope to see you there.

**Thank you for reading about our work and for being such an important part of Goodwill San Francisco Bay.**

With gratitude,

**William Rogers**  
PRESIDENT & CEO

## Transition: “The process of changing from one state or condition to another.”

Founded just 10 years after the great San Francisco earthquake of 1906, SF Bay Area Goodwill has borne witness to countless transitions. Since 1916, the organization has lived through the high-tech boom, supported veterans returning from world wars and dealt with several global pandemics, all while serving as a workforce development leader in what is now a regional economy whose GDP ranks sixth largest in the nation and 19th largest in the world.

When I became Board Chair, I never imagined that I would have to lead our organization through a pandemic or in a transformational merger. I am proud of our strong culture, which enabled us to become stronger through these significant transitions.

In December 2021, after much planning, Goodwill of San Francisco, San Mateo and Marin merged with Goodwill of the Greater East Bay. Actually, this was more of a reunification because Goodwill of the Greater East Bay was once a part of SF Goodwill. Our merger created an organization that now serves two of the largest cities in California, six counties and a service area of over five million people.

I am always inspired by our staff who take great pride in what they do and by the commitment of my fellow board members for their time and investment. But, my greatest joy is seeing the success of those who walk through our doors, leaving with new confidence and keys to a brighter future. It is a testament to our mission of providing second chances for those who must work the hardest just to get by.

I am honored to continue leading the new Goodwill of the San Francisco Bay and I am grateful for your support. I hope you continue helping us build this next chapter in our history as we transition out of the pandemic, much stronger than ever, partly thanks to our transformational merger.

With great admiration and appreciation,

**Eric Sippel**

**CHAIR, BOARD OF DIRECTORS**



100% of our Board made philanthropic contributions

### BOARD OF DIRECTORS

**Eric Sippel, Board Chair**  
*Investor & Advisor*

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*Vice Chair*  
*Nonprofit Consultant*

**Alexis Sturdy, Secretary**  
*Facebook*

**Heather Wisniewski,**  
*Treasurer*  
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*Retired, Nonprofit*  
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**Marcus Gore**  
*J.P. Morgan*

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*M. Lai*

**Joe Mahoney**  
*Retired, Ford Motor*  
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**Stuart McCullough**  
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**Sudha Pennathur**  
*House of Pennathur*

**Ramanan Raghavendran**  
*Amasia*

**Ayni Raimondi**  
*Angel Investor*

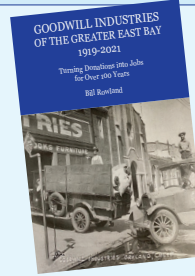
**Taj Tashombe**

**Azadeh Zohrabi**  
*UC Berkeley*  
*Underground Scholars*





"Goodwill Industries of the Greater East Bay was born in 1919 when a building at 479 Sixth Street in Oakland was purchased as a branch of the San Francisco Goodwill"



Goodwill Industries of the Greater East Bay was born in 1919 when a building at 479 Sixth Street in Oakland was purchased as a branch of the San Francisco Goodwill.

## REUNITED AGAIN

### SF GOODWILL AND GOODWILL OF THE GREATER EAST BAY HAVE MERGED TO FORM GOODWILL OF THE SAN FRANCISCO BAY

When founded in 1916, Goodwill was one organization that bridged the Bay. As populations grew, the region had to break into two. After decades apart, the opportunity to reunite became clear. In December 2021, the reunification was approved by the state of California to form Goodwill of the San Francisco Bay.

#### OUR LEADERS, NEW LEADERSHIP

**NARE JAGROOP**  
Chief Financial Officer



**VALERIA CULLIVER**  
Chief Operations Officer



**LYDIA KOKOLSKYJ-WEST**  
Vice President of Development





**100% LOCAL,  
100%  
NONPROFIT**

SERVING 6 COUNTIES:

**01** Alameda, **02** Contra Costa,  
**03** San Francisco, **04** San Mateo,  
**05** Marin, **06** Solano



**34**  
STORES



**33**  
DONATION  
SITES

Serving the Bay Area  
since 1916

” Our work now impacts a region that represents over 5.2 million Bay Area residents.  
– Travers McNeice, VP of Mission Services and Workforce Innovation

**TRAVERS MCNEICE**  
Vice President, Mission Services  
& Workforce Innovation

**CHRISTY DOBBS**  
Vice President, Marketing  
& Communications

**MICHELLE ELSTON**  
Executive Assistant,  
Office of the President

**RICHARD PIO RODA**  
General Counsel



# GOODWILL

## BY THE NUMBERS

While many nonprofits must raise 100% of their operating and program budget, our social enterprise allows us to leverage every item donated and purchased to generate 80% of what we need to fulfill our mission—leaving a gap of 20% to be raised through philanthropy and government support.

### FINANCIAL POSITION<sup>1</sup>

(In Millions)	2022	2021
Current Assets	\$33,270,666	\$31,597,817
Property & Equipment	\$57,641,947	\$61,958,157
Other Long Term Assets	\$40,000	\$370,736
<b>Total Assets</b>	<b>\$90,952,613</b>	<b>\$93,926,710</b>
Current Liabilities	\$20,006,192	\$21,766,504
Long Term Liabilities	\$30,820,468	\$37,435,424
<b>Total Liabilities</b>	<b>\$50,826,660</b>	<b>\$59,201,928</b>
Unrestricted Net Assets	\$39,420,314	\$34,577,660
Restricted Net Assets	\$705,639	\$147,122
<b>Net Assets</b>	<b>\$90,952,613</b>	<b>\$93,926,710</b>

### ACTIVITIES<sup>1</sup>

(In Millions)	2022	2021
Donated Inventory <sup>2</sup>	\$60,569,654	\$51,086,444
Government Grants	\$2,990,381	\$9,997,134
Contributions	\$1,661,426	\$1,122,671
Total Public Support	\$65,221,461	\$62,206,248
Revenue	\$72,272,946	\$62,251,986
<b>Total Public Support &amp; Revenue</b>	<b>\$137,494,408</b>	<b>\$124,458,234</b>
Functional Expense	\$141,035,121	\$131,466,355
Non-operating Activities	\$4,220,784	-\$968,657
<b>Change in Net Assets</b>	<b>\$680,071</b>	<b>(\$7,976,778)</b>

1. Numbers based on FY2022 unaudited financials

2. Due to merger, calculation methodology was updated to be consistent across organization



71% of SF Bay Goodwill employees have at least one barrier to employment.



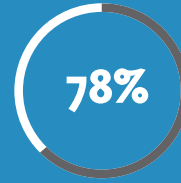
● **80%**

Money raised by items donated and purchased

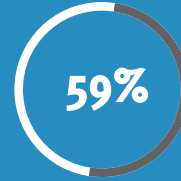
● **20%**

Money raised through philanthropy & government support

## WHO WE SERVE



**Black, Indigenous, and People of Color**



**Individuals Impacted by the Justice System**



**Housing Insecure**



**2,876**

Bay Area residents served

**1,128**

people placed in jobs

**40M**

pounds diverted from local landfill

**3M**

pounds e-waste diverted

**334**

employer partners hired our clients



# A YEAR IN HIGHLIGHTS:

## A LOOK AT 2021 - 2022

### → **Katie Ferrick**

Senior Director,  
Workplace Programs at LinkedIn

### → **Rodney Fong**

President & CEO,  
San Francisco Chamber of Commerce



### → **Unite SF**

William Rogers, President & CEO of Goodwill of the San Francisco Bay, kicked off a two-day Unite SF event with a keynote speech while Goodwill Career Advisors assisted students with resume building and mock interviews. In partnership with the San Francisco Chamber of Commerce and LinkedIn, we helped promote meaningful career pathways for high school and college/post-secondary students.



### → **Partnering with the Oakland A's**

In honor of Earth Day, Goodwill of the San Francisco Bay partnered with the Oakland A's to welcome over 200 donors whose donations diverted more than 2,400 pounds of electronic goods from landfills.

### → **Good to Know: A New Webinar Series**

In 2021, we premiered our "Good to Know" Webinar series. The series will continue to deliver programming that raises awareness on important topics. This past year we held conversations on the post-pandemic workforce, hosted a Lunar New Year celebration, and took a deep dive into Second Chances Month.





### → Peter Haas Award

As the recipient of the Peter E. Haas Public Service Award, William Rogers delivered a powerful speech to the UC Berkeley Class of 2022, their friends and family, faculty members, and honored guests including Keynote Speaker Nobel laureate Randy Schekman, California State Senator Nancy Skinner '77, M.A '89, California State Assemblyman Phil Ting '92, and the Haas Family.



Photo by: Keegan Houser

### → Ebbies

San Francisco Chamber of Commerce Excellence in Business (Ebbies) Awards 2021 Sustainability Award was presented to Goodwill of the San Francisco Bay.



### → TedX City of San Francisco

In honor of the 2021 Climate Action Plan, our President & CEO was invited to speak at the TEDxCityofSanFrancisco for their series, Hope in a Heated Planet, a global initiative that aims to accelerate solutions to the climate crisis. In this empowering talk, "What are you doing with that water in your closet?", William Rogers asks us to consider the clothes in our closets as a way to help save our planet.



### → Clothing Vouchers for the Tenderloin

Goodwill of the San Francisco Bay partnered with the Tenderloin Linkage Center (TLC) in providing clothing vouchers to distribute to our local community. The vouchers allowed clients to shop at local Goodwill stores.

# PARTNERING WITH

## SOBRATO PHILANTHROPIES

Goodwill believes that ALL 21<sup>st</sup> century sustainable career pathways require digital skills and comfort with technology—and we've invested deeply long before the pandemic to help underserved populations make the transition and obtain the digital skills necessary to thrive in the modern labor market.

As we sought to further catalyze economic opportunity and self-sufficiency through launching IT career pathways, we were thrilled to partner with Sobrato Philanthropies—who has been leading the sustainable and equitable growth of Silicon Valley across three generations over the past 70 years. Through its Pathways for Success program, Sobrato is working to build economic mobility and resilience by addressing barriers and broadening economic capacities through training pathways. Through this initiative, Goodwill established the Technology Career Academy for its employees and community members in Silicon Valley.

“We are excited to partner with Goodwill and support the organization in serving San Mateo County clients with barriers to employment—including individuals involved with the justice system, individuals who have experienced homelessness, immigrants, and veterans.”

– Kailyn FitzGerald, *Senior Program Officer*

As COVID-19 accelerated the opportunity gap by further excluding populations with barriers from accessing education, training, quality jobs, and career advancement, Sobrato's deep understanding of systemic inequity and exclusion helped us adapt our model to provide a comprehensive basic digital literacy curriculum to better meet the needs of Goodwill participants and community members, including a clear need for workplace-specific IT training.

Academy graduates, who have the opportunity to pursue intermediate courses as part of the Tech

Academy, have expressed much pride at earning an industry-recognized technology credential—the first step in building a career in tech in the industry's epicenter. Many students have undergone a life-changing experience, beginning the course without knowing how to turn on a computer and now able to perform many tasks that also impact them personally. For example, one participant recounted to her instructor how she saved money by using Amazon for the first time to send her granddaughter a birthday present. “The class is perfect. I would recommend it to everybody,” said graduate Dung Nguyen. “Before I only knew how to do it on my phone. Now I know what to do in email. I can create new emails. Our confidence level has increased from a 2 to a 8 or 9.”

Hsiang “Tony” Lo, who initially worked at Goodwill in our e-Commerce department, was promoted to a full-time position on the IT team after graduating from the Tech Academy. “I’m originally from Taiwan and completed my degree in IT. In 2012, I moved to the US and began working in e-waste and e-commerce, managing my own store on eBay. Living in the US, I’ve strengthened my IT skills and knowledge of the software. My goal is to become an IT professional, a true San Francisco “techie.” The Tech Academy is helping me actualize these goals and continue to boost my IT credentials. Also, I was recently promoted!”

” We have been impressed by Goodwill’s ability to pivot and meet client needs over the last two years.

– Kailyn FitzGerald, *Senior Program Officer*





“Hope is the one thing you must never lose” – William Rogers



# JERMILA MCCOY

## CAREER ADVISOR AT GOODWILL OF THE SAN FRANCISCO BAY

**Jermila McCoy is a survivor.** Growing up in the streets of East Oakland, she matured early and carried the weight of her family from a young age. By the time she was 15, she had been on and off the streets for three years. Eventually, after multiple arrests, she ended up in prison.

After being released from federal custody she was introduced to Center for Employment Opportunities (CEO). In 2021, she landed an interview with Goodwill of the San Francisco Bay and as she says, “the rest is history.”



Goodwill took a huge chance on me. They opened their arms to me and they really do believe in second chances. I have an opportunity here to do work that I am really passionate about. God has called on me to be of service to someone else.



Jermila is currently employed as a Career Advisor supporting the reentry population.

“I try to make sure that every client gets the same high level of service. I’m judgement free and I come with a sense of compassion and empathy because I’ve been in their shoes. I share my story to help motivate and to help build their self-confidence to the point where they believe they can do it, too. They relate to me. I’m giving back and it’s really empowering.”

What are her goals and dreams for the future? “I want to start a transitional house for women. There are women who lack self-esteem and basic skills. It’s back to the drawing board for them. They need all the help they can get and I’ve been there. Women are survivors of PTSD, trauma and abuse. I want to help change their narrative.”

We are proud of our dedicated team here at Goodwill who, like Jermila, work every day to make a difference in the lives of others.

It's rare to find someone who hasn't heard the name Goodwill. In fact, I think many would agree that there is nothing more fun than a shopping spree at a Goodwill store. *But Goodwill is so much more than a store.*



I have always donated clothing to Goodwill to support recycling but I didn't know the true benefits of my donations until I started working at Goodwill.

My orientation began with a tour given by our CEO, William Rogers. The tour showcased the lifecycle of each donated item. The story begins at a donation center. I learned how items are sorted, categorized, loaded and prepared for transit to the warehouse. The operation is very well-organized and impressive.

The next stop on my tour was our warehouse—the nerve center of our social enterprise. Here our fleet of trucks move in and out all day long, unloading, loading and delivering to our various locations across the Bay. Beyond the trucks are dozens of people sorting through giant piles of donated goods to find the best treasures for retail.

It is here you also see the massive book sorting and selling operation, where thousands of books are recycled every day. Experts say that approximately 24 trees are cut down to produce 1,000 pounds of printing paper. In the United States, each year we produce 626,000 tons of paper just for books. Goodwill is literally saving forests. Then, onto the after-market operation where I learned that we divert approximately 40 million pounds of material and 3 million pounds of e-waste from landfills—every year!

I saw first-hand Goodwill's significant role in sustainability.

And most importantly, I heard from the many staff I met, "I don't know where I'd be without Goodwill" and "Goodwill saved my life."

We ended our day visiting a retail location—our boutique in San Francisco. It took tremendous restraint to keep myself from shopping but ignoring the amazing goods became very easy when I started interacting with the team and heard their personal stories. Some came to Goodwill through re-entry or recovery programs while others were just down on their luck. In each case, their love of Goodwill shone and everyone is working to pay it forward by supporting all those who come through our doors seeking help.

When my tour ended, William turned to me and asked, "So, what do you think?" I couldn't control the tears welling up in my eyes as I replied, "My heart is smiling and I am where I need to be."

We are so grateful for your generosity and support of Goodwill. We are 100% local, 100% non-profit with 90 cents of every dollar earned reinvested into providing career counseling, training, job placement and jobs—creating second chances through the power of work.

We invite you to continue your investment and join in the mission of serving others to make the world a better place because, we're more than just a store.

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**Lydia Kokolskyj-West**  
**VICE PRESIDENT OF DEVELOPMENT**



## DEVELOPMENT STAFF



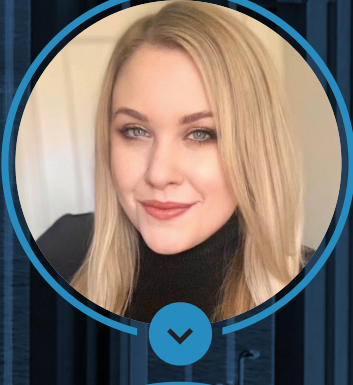
**ANNA FERBER**  
Director of Development



**DREW FOXMAN**  
Director of Development



**SELENA WOOD**  
Development &  
Special Events Manager

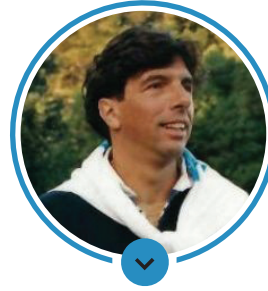


**DANICA BURT**  
Prospect  
Development Manager



**JOSEPH FERRIS**  
Special Projects Associate

## GRATITUDE



## PETER GOCHIS

### GENEROUS GIFT

**Goodwill SF Bay is deeply grateful** for the generous \$1,075,000 bequest from the late Peter Z. Gochis (September 5, 1948 - May 15, 2020)

Peter worked at Goodwill for many years as Director of Real Estate where he identified and secured excellent locations and favorable leasing terms for our retail and donation sites. He continued to support Goodwill even after leaving his full-time position. Peter was well known and respected by some of the city's most sophisticated landlords and will be warmly remembered as an incredible ambassador of Goodwill's mission, a patient and persistent negotiator and an incredibly kind person.

This generous gift will help Goodwill SF Bay continue to grow and deepen our mission impact across Peter's beloved Bay Area.

## KORET FOUNDATION

**Steeped in the fiber of the San Francisco Bay Area**, the Koret Foundation has been funding local programs and supporting causes in Israel and around the world since 1980.

In that time, the foundation has given away more than \$700 million in grant funding that reflect the foundations' values and supporting projects that help the most vulnerable in the community. In the spring of 2019, the Koret Foundation launched a new grantmaking initiative to support local military veterans. In partnership with Goodwill of the San Francisco Bay, the foundation has provided critical funds for workforce development programs that offer training, career counseling and permanent job placements for veterans.

## INDIVIDUALS

Linda Ackerman	Timothy and Margaret Brown Fund	Dave Dickens	Margot Giusti
Robert Addiego	Lauren Buchholz	Deepak Dilipkumar	Jeri L. Glaser
Luann Y. Aki	Martin and Patricia Buerger	Carolyn Dixon	Meryl J. Glass
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Angela Anderson	Kathleen Cannon	Joyce M. Dubay	Michael J. Gothelf M.D.
Brandis Anderson	C. Carmines	Bill Duhamel	James and Teresa Gozzano K.
Roy Michael Anderson	James Carolin	Oliver Dunlap	Sprinkel Grace
Andy and Maya Charitable Giving Fund	Casnocha Family	Rachel A. Dyke	Herbert and Bonita Grand
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Barry Bass	Steve Clayton	Anna Ferber	Michael Ham
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Cathleen and Lee Battles	Dustin and Heidi Cole Martin	Robert Fleming	Tom Hammer
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Peggy Brennan	Jan Peter Day	Eddie Fung	Steven Hibshman
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Margaret Brown	Karen Devaney	Gayling Gee	Dynisha Hodges
Tyler Brown	Stephen Dever	George and Theresa O'Connell	Mathew Hoffman
		George Sery and Rosemary Campbell	Melissa and Lorraine Holzapfel
		David Gilliam	
		Martha Gish	



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Ronald Karpowicz	McClain Family Charitable Fund	Mukesh Rathor	Alexis Sturdy and Paul Cole
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Walter Knoepfel	Jonathan Miller	Ehsan Roosta	Lee A. Thomas
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Christopher Kocher	George Misersky	Jerome A. Rosenthal	Pamela Tormey
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William Koo	Lee Mm	James Ruff	Andrew Twarek
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**10.15, 10.16, 10.17**

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