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

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Investor & Advisor
Katherine Bella, Vice Chair
Nonprofit Consultant
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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.

---

**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
SERVING 6 COUNTIES:
01 Alameda, 02 Contra Costa, 03 San Francisco, 04 San Mateo, 05 Marin, 06 Solano

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

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

<table>
<thead>
<tr>
<th>(In Millions)</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$33,270,666</td>
<td>$31,597,817</td>
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<tr>
<td>Property &amp; Equipment</td>
<td>$57,641,947</td>
<td>$61,958,157</td>
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<tr>
<td>Other Long Term Assets</td>
<td>$40,000</td>
<td>$370,736</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$90,952,613</strong></td>
<td><strong>$93,926,710</strong></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>$20,006,192</td>
<td>$21,766,504</td>
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<tr>
<td>Long Term Liabilities</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$50,826,660</strong></td>
<td><strong>$59,201,928</strong></td>
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<td>Unrestricted Net Assets</td>
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<tr>
<td>Restricted Net Assets</td>
<td>$705,639</td>
<td>$147,122</td>
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<tr>
<td><strong>Net Assets</strong></td>
<td><strong>$90,952,613</strong></td>
<td><strong>$93,926,710</strong></td>
</tr>
</tbody>
</table>

ACTIVITIES

<table>
<thead>
<tr>
<th>(In Millions)</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donated Inventory²</td>
<td>$60,569,654</td>
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<tr>
<td>Government Grants</td>
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<tr>
<td>Contributions</td>
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<td>$1,122,671</td>
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<tr>
<td><strong>Total Public Support</strong></td>
<td><strong>$65,221,461</strong></td>
<td><strong>$62,206,248</strong></td>
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<tr>
<td>Revenue</td>
<td>$72,272,946</td>
<td>$62,251,986</td>
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<tr>
<td><strong>Total Public Support &amp; Revenue</strong></td>
<td><strong>$137,494,408</strong></td>
<td><strong>$124,458,234</strong></td>
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<td>Functional Expense</td>
<td>$141,035,121</td>
<td>$131,466,355</td>
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<td>Non-operating Activities</td>
<td>$4,220,784</td>
<td>-$968,657</td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td><strong>$680,071</strong></td>
<td>$(7,976,778)</td>
</tr>
</tbody>
</table>

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

**OUR IMPACT**

- **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

**WHO WE SERVE**

- **78%** Black, Indigenous, and People of Color
- **59%** Individuals Impacted by the Justice System
- **38%** Housing Insecure

**Money raised by items donated and purchased**

- **$80M**
- **$20M**

**Money raised through philanthropy & government support**

- **$20M**

**Individuals Impacted by the Justice System**

- **78%**

**Housing Insecure**

- **38%**
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.

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.

Ebbies

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

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

– Kailyn FitzGerald, Senior Program Officer
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.

“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.”

“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.
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.

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.
We are so grateful for your support. If you do not see your name or feel there is an error please contact us:
Development@sfgoodwill.org. Thank You.
DONOR LIST

JULY 1, 2021 – JUNE 30, 2022

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Keiko Hsu
Homer and Gloria Hudelson
William Hudson
Eleanor Hull
Freddie Faye Hurt
Jane Hussain
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Parke Lee
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Levy
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Marina Lew
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Katie Vilchez
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LIFE CHANGING OPPORTUNITIES

WE ARE AN EMPLOYMENT SOCIAL ENTERPRISE. WE PROVIDE:

- Skill Building & Industry Certifications
- Individualized Career Services
- Paid Employment and Benefits

People can change their lives. People do change their lives when given an opportunity.

LEADERSHIP TEAM

Alana Frick  
Senior Director of Retail

Andy Simons  
Associate Vice President, Business Innovation & eCommerce

Anna Ferber  
Director of Development

Bill Erben  
Director of Mission Services

Brandi Hudson  
Interim VP of Human Resources

Cristina Segatto  
Product Manager, eCommerce

Cynthia Alexander  
Director of Marketing & Communications

Drew Foxman  
Director of Institutional Development

Hannah MacDonald  
Director of Operations and Strategy, Mission Advancement

Jonathan Silverio  
Facilities Manager

Jonathan Toledo  
Director of Operations

Kyle Richards  
Regional Director of Retail Operations

Linda Pratt  
Project Manager

Marlon Ortez  
Director of Asset Protection

Michael Ware  
Director of Aftermarket, Donations & Wholesale

Patricia Chu  
Controller

Rachel Herrmann  
Director of Learning & Development

Raymond Yang  
Associate Vice President of Finance & Operations

Sara Creech  
Director of Retail & Visual Merchandising

Taamra Rose  
Oakland Plant Manager

Tamy Ilacqua  
Regional Director of Retail Operations

Wen Batiz-Vegas  
Director, Information Technology

Wilson Li  
Director of FP&A

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OCTOBER 13, 2022 - OCTOBER 19, 2022

10.13
“FASHIONING A BETTER FUTURE”
Panel Discussion & Reception
Shack15 - 1 Ferry Building in San Francisco

10.15, 10.16, 10.17
SHOP 'TIL YOU DROP AT GOODWILL STORES

10.18
LOOK GOOD, FEEL GOOD:
STYLING FOR SUCCESS

10.19
BRIDGING OF THE BAY MERGER
Celebration & Donation Drive