



2018 | ANNUAL REPORT



www.goodwillsr.org



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Letter From Our CEO

Dr. Edgar Helms, the Methodist minister who in 1902 started the movement that became Goodwill, recognized that equipping individuals to support themselves was the most sustainable way to lift them out of poverty. His philosophy of – *“not charity but a chance”* – still applies today. Over 100 years later, Goodwill is committed to helping meet the needs of all job seekers – youth, veterans, seniors, displaced workers and those with disabilities.

In 2018, our career centers served over 29,600 people within our 50-county region of West Georgia and East Alabama. We hosted a series of career fairs where we brought hundreds of employers together resulting in over 3,100 individuals making a job connection.

In addition, we saw an increase in donated items to our stores and donation centers which helped us deliver another record-setting year in retail sales which provides funding for services such as career counseling, resume preparation, GED classes and numerous skill building services and certifications at no charge to our clients. Further, our retail stores recycled almost 8,000,000 pounds of unsold textiles and household goods keeping them out of local landfills.

As a partner with the IRS' Volunteer Income Tax Assistance (VITA) Program, our volunteers were able to assist over 4,000 individuals in filing their taxes free of charge. Meanwhile, over 160 employees in our PowerWorks division provided janitorial and/or grounds maintenance services to our men and women in uniform at the Marine Corp Logistics Base in Albany and Fort Benning's Maneuver Center of Excellence.

We implemented a continuous improvement process consisting of teams that are focused on studying how to become more efficient in every facet of our operation, from how we process donated goods to how we connect employers to individuals seeking employment. We are making plans to continue our retail expansion in both traditional brick & mortar stores as well as e-commerce, which in turn will provide additional resources allowing us to expand our mission. Specifically, we are evaluating how we can expand our services to better assist veterans and at-risk youth in our communities.

To our donors, shoppers and business partners, on behalf of the nearly 700 employees of Goodwill Southern Rivers, thank-you for helping us change lives through the power of work!


JACK WARDEN



2018 RESULTS

Goodwill Industries of the Southern Rivers, Inc. (GoodwillSR) is one of 160 independent community-based Goodwill nonprofits across the United States and Canada. Headquartered in Columbus, GA, GoodwillSR serves 50 counties in West Georgia and East Alabama with free services such as job coaching, access to computers and skills classes to facilitate job placement and advancement.

These programs are made possible through your donations of gently used clothing and household goods that are sold at GoodwillSR retail stores.



29,692

People Served In Goodwill Career Centers



3,118

People Connected to Jobs



9

Career Center Locations



12

Retail Stores

20

Attended Donation Centers



7,868,392

Pounds Diverted from Landfills



4,726

People Served In Tax Preparation



1,950

Tax Preparer Volunteer Hours



\$5,299,631

Total Federal Refund Dollars

Career Center

Centro de Carreras Profesionales



Goodwill Career Centers

We believe all people should live fulfilled lives and for many, that starts with finding the right job. Whether you are looking for a fresh start or advancing your career, we can help you identify how your current skills and experience can translate to new opportunities. Our career centers offer training, certification and other skill-building services to prepare you and help you find your next opportunity.



Meet Stephanie Boufford

A life of facing eviction and living off government assistance was no longer a life Stephanie Boufford wanted to live. The struggle to make ends meet and having to rely on others was something she was determined to change. Through recommendations from friends and family, Goodwill came into her life at just the right time.

"Me and my husband always had friends who worked for Goodwill and they suggested going through the training program at Midtown (in Columbus, Ga.)," Boufford said

She trained for two months and was immediately hired by Goodwill. With prior experience in customer service, but never having worked in retail, the training program allowed her to learn about many different aspects of the job. From working the cash register to processing textiles, Boufford was happy to be at Goodwill where she felt right at home.

"What I like most about working for Goodwill is that it feels like a family, and at previous jobs I never felt like that," Boufford said. "I always felt I was just another number in the marketplace, but I like knowing Goodwill is here for everybody."



PowerWorks Industries

78% Direct Labor Hours Performed by Individuals With a Significant Disability

PowerWorks Industries, Inc.

PowerWorks Industries, Inc. (PWI) is a GoodwillSR affiliate that provides custodial and grounds maintenance services for two military installations in Georgia: The Marine Corps Logistics Base in Albany and the Army Maneuver Center of Excellence at Fort Benning. We earned these federal contracts through the Javits-Wagner O'Day Act which requires that federal agencies purchase certain services from nonprofits that employ people with significant disabilities. PWI allows people with disabilities to serve our nation's greatest while achieving economic independence through meaningful work.



Meet Jessica Knight

Before her time as a quality control manager for PowerWorks in Fort Benning, Jessica Knight was known as Staff Sergeant Knight in the United States Air Force. At the time, her home was Pope Air Base, now Fort Bragg, North Carolina, 43rd Airlift Group. Leaving the military in September 2013 marked the beginning of her transition back to civilian life.

In June 2014, Knight started out as a part-time cashier at Goodwill's Veterans Parkway store and by February 2015, she was promoted to a leadership position at the Midtown location. She went on to successfully master every position on the retail side of the Goodwill operation. But, in October 2015, she was made aware of a job opening at PowerWorks, and this role catapulted her into the leadership position she holds today.

From her early difficulties returning to civilian life to her success at Goodwill, Knight knows this isn't the end of her journey. She intends to continue growing and developing both personally and professionally. She is also well aware of the positive impact she has had on other people through her job. She is forever grateful for the part-time cashier position at Goodwill that was, in essence, the first chapter in her civilian-life success story. And, she is also grateful that Goodwill gave her a chance even though she had no retail experience. That opportunity changed her life for the better, and she now uses that experience to change the lives of others.

JOB FAIRS



Harris County Job Fair

In August 2018, GoodwillSR partnered with the Harris County Chamber of Commerce to host a massive job fair for the Harris county residents and the surrounding community. With over 2,000 jobs available, approximately 1,200 individuals waited in long lines and blazing heat to take part in the hiring event. Hundreds of individuals were connected to jobs and introduced to potential employers as a result of this event.



Focus On Veterans

In the spirit of celebrating, honoring and supporting the men and women who have served our country, we hosted the "Hiring Heroes" job fair in November. The hiring event saw a great turnout including 44 employers seeking to fill over 1,200 positions. Goodwill is always honored to help the heroes in our community and is excited for our future in better supporting veterans and their families. Through the generous donations from our community, we are able to put on events like this for the heroes and extraordinary people that make our community so great.



Business Success Story

Rex Stinson, a district manager for Advance Auto Parts in the Columbus and LaGrange areas, is one of our most appreciative and supportive business partners. He will gladly tell anyone he knows, and maybe some people he doesn't, how grateful he is for his partnership with Goodwill. Stinson's decision to partner with us came as he sought to resolve recruitment issues and to identify a better way to find quality applicants for open positions.

"We've now done several job fairs and hired over 50 team members, including three general managers, through our hiring events here at Goodwill," Stinson said. "We have experienced an 85% retention rate from the individuals that we've hired through this process."

From recruiting, screening and hiring candidates to providing training classes for current employees, there are a multitude of services that Goodwill regularly provides to Advance Auto Parts and many other employers throughout our region. Our commitment to our employer partners and to our clients is that we always strive to find the right job for the right person. It's a success story that has been proven time and again.

**Advance
Auto Parts** 



2018 Financial Outcomes

Revenue

Mission & Workforce Development	\$1,094,980
Other Contracts	\$12,960
PowerWorks Industries (PWI)	\$10,635,246
Retail Stores & After Market Sales	\$19,990,400
Grants, Fundraising, Public Support, Misc.	\$458,839
Total Revenue	\$32,192,425

Gross Profit

\$32,192,425

Expenses

Wages	\$15,451,396
Payroll Taxes	\$1,109,753
Benefits	\$3,435,993
Total Payroll	\$19,997,142
Employee Recruitment	\$73,440
Professional Fees, Employee Training	\$1,242,345
Supplies	\$1,170,503
Telephone	\$256,352
Postage and Shipping	\$14,449
Occupancy	\$5,280,777
Advertising and Promotion	\$363,575
Automotive/Travel	\$489,837
Dues	\$310,827
Bank Charges, Employee Relations, Misc.	\$407,058
Total Non-Payroll Expenses	\$9,609,162

Total Operating Expenses

\$29,606,304

Net Income (Loss) Before Depreciation and Investments

\$2,586,121

Assets	\$21,406,211
Liabilities	\$2,620,603
Net Worth	\$18,785,608



Locations List

Goodwill Industries of the Southern Rivers Headquarters

2601 Cross Country Drive,
Building A
Columbus, GA 31906
(866) 325-8265

Albany Retail Store, Career & Training Center

2015 N. Slappey Boulevard
Albany, GA 31701
(229) 317-0970

Opelika Retail Store & Career Center

3740 Pepperell Parkway
Opelika, AL 36801
(334) 275-4815

Carrollton Retail Store & Career Center

1301 South Park Street D
Carrollton, GA 30117
(678) 839-5923

Valdosta Retail Store, Career & Training Center

1000 North St. Augustine Road
Valdosta, GA 31601
(229) 253-0763

Midtown Columbus Retail Store

3201 Macon Road,
Suite 255 B
Columbus, GA 31906
(706) 660-5607

Midtown Columbus Career Center

2601 Cross Country Drive,
Building A
Columbus, GA 31906
(706) 324-4366

Midtown Columbus Training Center

2601 Cross Country Drive,
Building E
Columbus, GA 31906
(762) 208-4381

Midland Retail Store & Career Center

6707 Flatrock Court
Midland, GA 31820
(706) 341-4724

LaGrange Retail Store

143 Commerce Avenue
LaGrange, GA 30240
(706) 884-4451

PowerWorks Industries Albany Marine Corps Logistics Base

1406 Weed Street
Albany, GA 31703
(229) 889-8140

PowerWorks Industries Fort Benning

2085 Waite Street
Fort Benning, GA 31995
(706) 687-9074

Thomas Crossroads Retail Store, Career & Training Center

3121 Highway 34 East
Newnan, GA 30265
(678) 854-6839

Newnan Retail Store & Career Center

228 Bullsboro Drive
Newnan, GA 30263
(770) 254-8480

Phenix City Retail Store & Career Center

3605 US Highway 431 North
Phenix City, AL 36867
(334) 664-9716

Tifton Retail Store

1915 Larkin Road
Tifton GA, 31794
(229) 382-0093

Veterans Parkway Retail Store

6499 Veterans Parkway
Columbus, GA 41909
(706) 324-1330

Attended Donation Centers



Homerun Foods

2728 Dawson Road Suite A
Albany GA, 31707

Lee Crossing

1206 US Highway 19 S
Leesburg, GA 31793

Mike's Groceries

1627 Philema Road S
Albany, GA 31701

Cary Creek

2900 E. University Avenue
Suite 145
Auburn, AL 36830

Tiger Crossing

1631 South College Street
Auburn, AL 36830

Billings Crossing

6361 Talokas Lane
Columbus, GA 31909

Parkway Centre

7600 Schomburg Road
Suite L Columbus, GA 31909

Milgen Plaza

5435 Woodruff Farm Road
Columbus, GA 31907

Cataula Center

1051 US Hwy 27
Cataula, GA 31804

Columbus Park

6770 Veterans Parkway
Columbus, GA 31909

Target

1591 Bradley Parkway, Suite 160
Columbus, GA 31904

Plantation Village

1468 Lafayette Parkway, Suite 160
LaGrange, GA 30241

Saw Mill Crossing

1861 Roanoke Road, Suite J
LaGrange, GA 30240

Jackson Street

487 Jackson Street, Suite 101
Newnan, GA 30263

Summerlin Corners

1741 Newnan Crossing Blvd, Suite J
Newnan, GA 30265

ParkPlace (ThomasC)

2730 East Highway 34
Newnan, GA 30265

Ft. Benning

1683 Gaudette Avenue
Ft. Benning, GA 31905

The Market

1811 Stadium Drive
Phenix City, AL 36867

Perimeter Park

3310 C Inner Perimeter Road
Valdosta, GA 31602

Villa Rica

660 W Bankhead Hwy, Suite F
Villa Rica, GA 30180

FIND US



Goodwill Industries of the Southern Rivers

2601 Cross Country Drive
Columbus, GA 31907
(706) 324-4366



#GoodwillSR

