



2021 ANNUAL REPORT





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STAKEHOLDER LETTER

Dear Stakeholder,

I am excited to share with you the 2021 accomplishments of Goodwill Industries of the Southern Rivers, Inc. (GoodwillSR) and PowerWorks Industries (PWI), an affiliate organization of GoodwillSR.

Team members from both organizations work every day to generate opportunities for people. They achieve economic stability and make it possible for us to change lives thru the power of work. These pages illustrate how well our mission and financial outcomes align with the vision and objectives of our strategic vision.

At PWI, a company that provides meaningful work for people with disabilities, our team members perform custodial and grounds maintenance work at the United States Army Maneuver Center of Excellence at Fort Benning, Ga. and the Marine Corps Logistics Base in Albany, Ga.

These federal contracts are made possible by the Javits-Wagner O'Day Act, which requires that workers with disabilities perform at least 75 percent of direct labor hours. In 2021, approximately 85 percent of PWI's workforce had a documented disability. Wages paid to workers with disabilities topped \$1.66 million in 2021, further demonstrating our commitment to improve the quality of life for everyone in our community, regardless of ability.

Our career center staff worked tirelessly throughout the quarantine period by shifting their service delivery model from in-person to virtual services. During a time when so many people are out of work, we are proud to be responsible for assisting 4,679 individuals in securing a job in 2021. In addition, we provided free tax return services to 7,675 families resulting in over \$8.7 million in refunds back into the local community.

In December 2020, we were honored by a phenomenal one-time gift from author, writer and philanthropist, MacKenzie Scott. Ms. Scott gave our organization a \$10,000,000 un-restricted gift that we are committed to using to implement programs that we previously could only dream about. In 2021, we decided to donate \$1 million of the gift to the seven technical colleges in our 50-county territory to serve as "gap grants" for students whose scholarships or funding did not cover the total cost of tuition, etc. The first two colleges received gifts totaling \$280,000 in 2021, and the remaining five were donated in 2022.

We also began a pilot program in partnership with Piedmont Regional Hospital in Columbus through which we provide free basic healthcare screenings in our stores such as blood pressure screenings as a means to prevent serious adverse events by way of early detection. Our goal is to expand our healthcare initiative and help educate individuals about the importance of good health and provide information regarding healthcare services that are available to them within their community.

We have also earmarked money to help individuals attain training and certification in areas such as construction, medical/personal care and information technology. Plans are to partner with area technical colleges and other established partners to provide these services.

Our donated goods and retail business also enjoyed a phenomenal year. We exceeded our revenue goals and completed our first rural community expansion project with the addition of a new store in Moultrie, Georgia. The store has performed very well, and the community embraced our presence. Further, our e-Commerce business continues to thrive. In 2021, we expanded our offerings to include books and media such as DVD's, etc.

In summary, GoodwillSR created a total overall economic impact of \$217.9 million in Georgia and \$22.1 million in Alabama*. Further, support of our mission to help families achieve economic stability continued to grow, with 406,217 donations of gently used items sold in our retail stores.

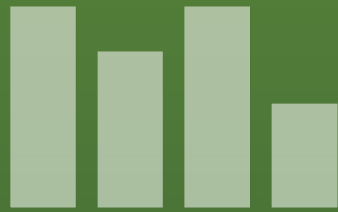
We continue to see how the community shows support to GoodwillSR and PWI, through donating, shopping, contracting with us and spreading the word about the services we offer to help people earn jobs. We are grateful for the trust you place in us.

With appreciation,

Jack Warden

President and CEO

*Source: Elliott D. Pollack & Company; IMPLAN




2021 Impact

Goodwill Industries of the Southern Rivers, Inc. (Goodwill) is one of 157 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 Goodwill retail stores.



29,362
People Served In Goodwill Career Centers



4,679
People Connected to Jobs



9
Career Center Locations



7,932
People Served In Tax Preparations



15
Retail Stores



18
Attended Donation Centers


724
Employees

\$42,349,659
Revenue

406,217
Donors



\$8.7 Million
Total Federal Refund Dollars



8,764,459
Pounds Diverted from Landfills



Amazon Partners With GoodwillSR

TO ASSIST WITH STAFFING NEW FULFILLMENT FACILITY

Amazon Partners With GoodwillSR To Assist With Staffing New Fulfillment Facility

Amazon is an American multinational technology company that focuses on e-commerce, cloud computing, digital streaming and artificial intelligence. Amazon decided to locate a new, one-million-square-foot fulfillment facility in Newnan, GA. The tech giant needed assistance in filling multiple positions, they called upon the Goodwill Career Center located in Newnan to help them staff the mega-operation.

Goodwill Career Center Manager, Larry Tucker, worked closely with Amazon's management team to fill approximately 1,600 open positions that would be hired to pick, pack, and ship Amazon customer orders. To achieve that goal, Amazon set up all interviews at the spacious Goodwill Career & Training Center in Newnan. Amazon has partnered with other Goodwill's across the country to facilitate their staffing efforts by utilizing Goodwill staff and their facilities which include reception areas, computer banks, conference rooms and private interview rooms.

To recruit and fill the 1,600 positions, Larry and his team worked alongside the Amazon team to screen and process 75-100 people a day for eight weeks. Applicants made use of Goodwill's computers to finalize and/or update their applications online. In addition, Goodwill Training Center Manager, Barbara de Castro and her team of case managers, collaborated with Amazon to provide support and accommodations to any applicants with disabilities. Further, Goodwill's bilingual staff was on hand to provide translation services as needed. More and more companies, both large and small, rely on Goodwill today to support their hiring and staffing needs.



PowerWorks Industries

81% Direct Labor Hours Performed by Individuals With a Significant Disability

Meet Contarious Herring

For those impacted by developmental disabilities, securing employment is often a daunting, if not impossible task. Issues with verbal communications and social interaction often make it difficult to integrate seamlessly into the workforce. Such was the case for Contarious Herring. After years of struggling to achieve independence and self-sufficiency, Contarious was introduced to PowerWorks Industries, and his life hasn't been the same since.

PowerWorks Industries is a Goodwill affiliate company that provides a work environment that allows individuals with developmental disabilities to thrive. The organization provides contract custodial and grounds maintenance services to two military installations in Georgia: The Marine Corps Logistics Base in Albany and the Army Manuever Center of Excellence at Fort Benning. These contracts were awarded through the Javitz-Wagner O'Day Act which requires that federal agencies purchase certain services from organizations that employ people with disabilities.

Over 75 percent of PowerWorks' workforce has a documented disability. The key to their success lies in the one-on-one case management services provided to its team members with disabilities. According to PowerWorks Case Manager, Deneen Thornton Hill, Contarious was extremely shy when he first started. Further, he was largely dependent on family to help him function on a day-to-day basis and, in fact, his uncle transported him to and from work each day. However, since coming to PWI, he has truly blossomed.

Not only is the quality of his work very high, Contarious is a tremendous support and encouragement to his entire team. And, perhaps, most telling of his progress are the facts that he is now working two jobs, has obtained his driver's permit and purchased his own car. He is also making plans to move into his own apartment. Contarious is a living example of how the power of work can dramatically change a life.



Moultrie Grand Opening



Growing Our Reach

On August 19, 2021, GoodwillSR grand opened a new retail store and donation center in Moultrie, GA, signaling the first location established as part of its rural expansion plans.

Previously a Goody's retail store, the beautiful 21,000 square foot facility boasts a 12,000 square foot retail sales floor that was fully stocked with amazing merchandise.

Shoppers stood in line that morning anxiously awaiting the grand opening event. Goodwill is planning additional rural stores in 2022 and beyond.

2021 Financial Outcomes

REVENUE	
Mission & workforce development	\$609,090.85
Other contracts	\$40,520.86
Powerworks Industries (PWI)	\$10,652,974.16
Retail stores & after market sales	\$30,403,233.63
Grants, fundraising, public support, misc.	\$643,840.12
TOTAL REVENUE	\$42,349,659.62

EXPENSES	
Wages	\$19,495,258.77
Payroll taxes	\$1,414,727.41
Benefits	\$4,183,710.35
Total payroll	\$25,093,696.53
Employee recruitment	\$60,189.79
Professional fees, employee training:	\$1,662,791.54
Supplies	\$2,257,983.83
Telephone	\$300,702.15
Postage and shipping	\$292,315.23
Occupancy	\$6,554,377.22
Advertising and promotion	\$438,607.18
Automotive/travel	\$588,127.41
Dues	\$294,718.41
Bank charges, employee relations, misc.	\$600,048.40
Non-payroll expenses	\$13,049,861.16

TOTAL OPERATING EXPENSES	\$38,143,557.69
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Net income (loss) before depreciation and investments	\$4,206,101.93
Assets	\$42,412,358.07
Liabilities	\$5,746,637.04
NET WORTH	\$36,665,721.03



Retail Locations

GOODWILL INDUSTRIES OF THE SOUTHERN RIVERS ADMINISTRATION

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

ALBANY RETAIL STORE & CAREER AND TRAINING CENTER

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

AUBURN/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 AND 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 & TRAINING CENTER

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

MIDLAND RETAIL STORE & CAREER CENTER

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

LAGRANGE RETAIL STORE

319 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

COLUMBUS OUTLET STORE

3857 St. Mary's Road
Columbus, GA 31906
(706) 405 - 2399

MOULTRIE RETAIL STORE

141 Talmadge Drive SE
Moultrie, GA 31768
(229) 785-1083

THOMAS CROSSROADS RETAIL STORE & CAREER AND TRAINING CENTER

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

NEWNAN RETAIL STORE

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

VILLA RICA RETAIL STORE

110 North Bay View Drive
Villa Rica, GA 30180
(678) 568-5014

DOUGLAS RETAIL STORE

1300 South Madison STE A
Douglas, GA 31533
(912) 922-2634



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 COUNTRY STORE
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

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

PARK PLACE
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

FIND US



GOODWILL INDUSTRIES OF THE SOUTHERN RIVERS

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

FIND US:



GOODWILLSR.ORG