



# 2020

# Impact Report



# Board of Directors

Tom McDaniel	Board Chair, (Aflac)
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Richard Young	Treasurer, (Retired – TSYS)
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Nancy Boren	Columbus Consolidated Government
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John Creech	Synovus
Sam Hall	Retired – Georgia Department of Labor
Daphne Hill	Daphne’s Bridal Boutique
April Hopson	Columbus Technical College
Wayne Joiner	Retired - Piedmont Columbus Regional
Joey Loudermilk	Chattahoochee Judicial Court
Jacki Lowe	Retired – Georgia Power Company
Tom MacDonald	Tiya Services
Weezy Wingo Motzel	Columbus Country Club
Sharon Sanders	Synovus
Keith Seifert	Muscogee County School District
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Len Williams	Housing Authority of Columbus, GA

# Letter From Our CEO



I am excited to share with you the 2020 accomplishments of Goodwill Industries of the Southern Rivers, Inc., (GoodwillSR) and PowerWorks Industries (PWI), an affiliate organization of GoodwillSR.

As you might imagine, 2020 was perhaps the most challenging year our organization has faced. With the advent of COVID-19, we made the decision to close all retail stores and career centers on March 21<sup>st</sup> for a period of six to eight weeks. I am particularly proud of the fact that approximately 375 team members associated with our mission and retail operations were granted paid time off while sheltering in place, and many administrative team members worked from home.

We quickly implemented significant measures to mitigate the spread of the virus and continued to accept donations through the 19 attended donation centers across our 50-county territory except for the Albany area. We then shifted sales of many of those donations from our stores to our e-Commerce channel and, ultimately, surpassed expectations for that line of business during its inaugural year. Further, we constructed a beautiful new store in Villa Rica and opened for business ahead of schedule in July.

The PWI team, who performs contract custodial and grounds maintenance services to two military installations in Georgia including Fort Benning and the Marine Corps Logistics Base in Albany, actually secured additional contract work at both locations because of the fact that they are trained and certified to perform hospital-grade sanitation which positioned them well to respond to request for intensive cleaning as part of the COVID response. They continued to maintain very high customer satisfaction ratings despite challenging circumstances.

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 million un-restricted gift that we are committed to using as a way to implement programs that we previously could only dream about. We are eliciting ideas from community stakeholders to solidify our plans which we look forward to sharing in the near future.

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,

A handwritten signature in black ink that reads "Jack Warden".

Jack Warden  
President and CEO

# 2020 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.

26,488

People Served In Goodwill  
Career Centers

4,941

People Connected to Jobs

9

Career  
Center Locations

5,412

People Served In Tax Preparations

14

Retail Stores

19

Attended  
Donation Centers

699

Team Members

\$34,910,871

Revenue

406,217

Donors

\$5.9 Million

Total Federal Refund Dollars

7,694,220

Pounds Diverted from Landfills



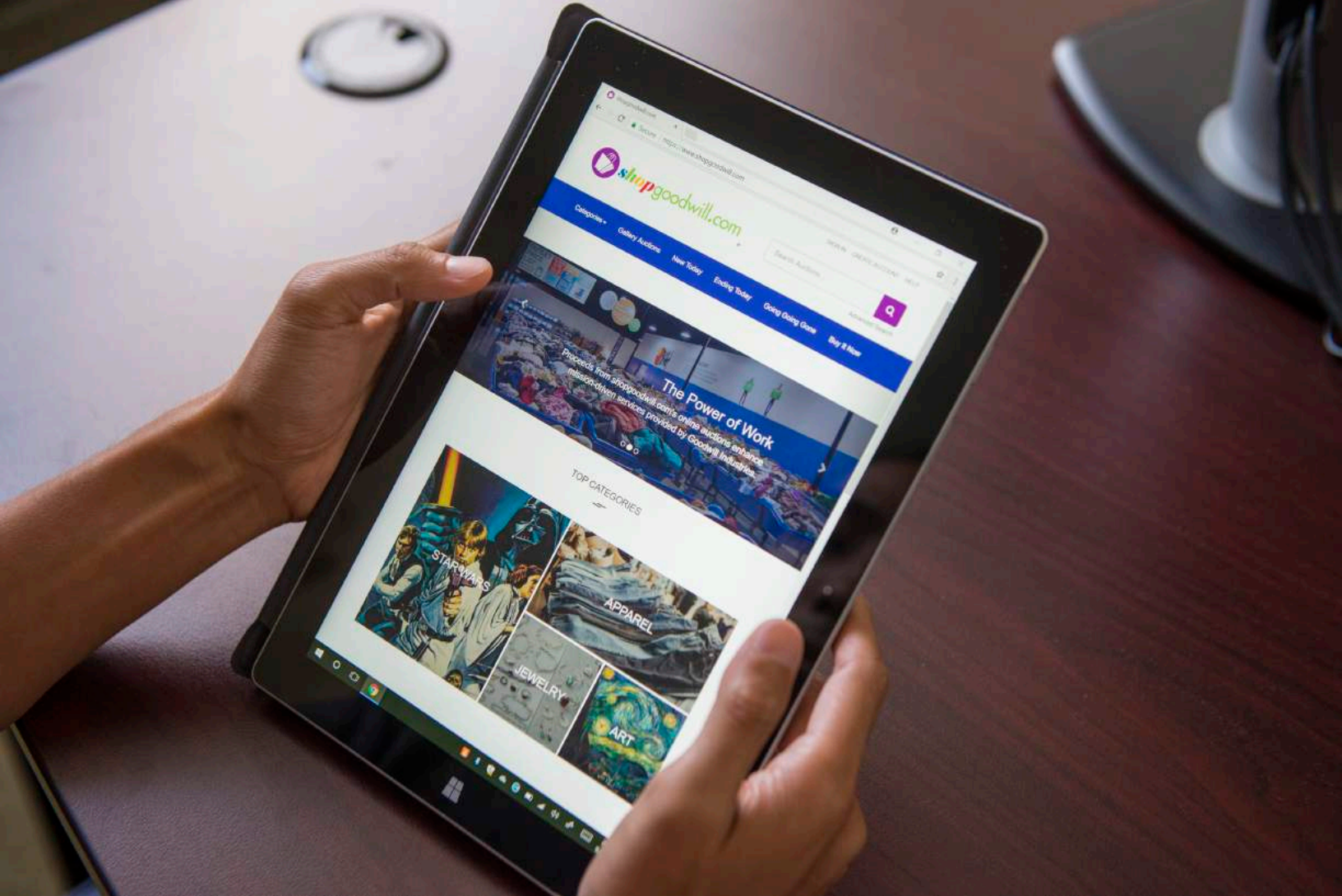
# Our Mission

## Putting America Back To Work

Our mission is to change people's lives through the power of work. Helping individuals find sustainable employment as well as helping businesses find dependable and skilled employees are essential parts of what we do every day.

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 will help you identify how your current skills and experience can translate to new opportunities. Our career centers offer training, certifications and other skill-building services to prepare you and help you find your next opportunity. With our abundance of career services, Goodwill strives to help businesses find the employees they need as well as connecting individuals to employment that best fits them.

In 2020, 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 **4,941** individuals in securing a job in 2020. In addition, we provided free tax return services to **5,412** families resulting in **\$5.9 million** in refunds back into the local community. In the past year we have also implemented and grown our veteran's services program as we are committed to supporting the men and women who have served our country. As such, we continue to offer a variety of career-related programs absolutely **FREE** of charge for veterans and their families.



## e-Commerce: Shop GoodwillSR Online 24/7!

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Our e-Commerce business experienced strong growth during its inaugural year of operation and, in fact, exceeded our original projections. This is primarily due to the fact that when we closed our stores for six to eight weeks in March, we had the opportunity to shift many of the donations that came into the stores to the e-Commerce channel. The business was so successful that we actually doubled the size of our e-Commerce facility, which also provided additional opportunities for employment.

You can visit [shopgoodwill.com/columbusga](https://shopgoodwill.com/columbusga) to view and purchase an incredible selection of specialty items and collectibles. You never know what you may find!

# Powerworks Industries, Inc.

PowerWorks Industries (PWI) is a Goodwill 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 organizations that employ people with significant disabilities. PWI allows people with disabilities to serve our nation's greatest while achieving economic independence through meaningful work.

81%

Direct Labor Hours Performed By  
Individuals With A Significant Disability



# Columbus Police Department

## Success Story

John O'Neill, Maria Vidrio-Giron and Darquis Brown all attended the first annual Columbus Police Department Hiring Event back in 2019 with the hope of becoming police officers and serving their community. For the first time ever, the Goodwill Community Campus was hosting a massive public safety hiring event with the Columbus Police Department, who were 100+ officers short at the time and needed hiring assistance. O'Neill, Vidrio-Giron and Brown all agreed that having one-on-one interactions with different departments of the police department were selling points not only to attend the event, but following through with their application.

Even though the application process to become a police officer is lengthy, in-depth and tedious, all three candidates stuck with the process and were eager to join the Columbus Police Department as soon as possible. Now with over a year of experience under their belts, O'Neill, Vidrio-Giron and Brown are all thankful for their experience at the Columbus Police Department Hiring Event, which gave them a direct connection to other officers and a look at their futures.

They now urge others who want to be difference makers in their community to attend events like the Columbus Police Department Hiring Event so they are able to see what possibilities await them as a police officer, but also be aware of the dedication needed to serve the community. Through the partnership with the Columbus Police Department, Goodwill is not only able to change lives through the power of work, but also play an instrumental part in promoting the force for good.





# Hotel Indigo

## Business Success Story

When a brand new, boutique hotel made the Columbus riverfront its landing place, Goodwill stepped in to make their hiring needs a breeze. After a representative from the Goodwill Career Center in Columbus reached out to the newly constructed Hotel Indigo Columbus at Riverfront Place, hotel management jumped on the opportunity to join forces with Goodwill to find the talent needed to bring the luxurious boutique-style hotel experience to life.

With Goodwill's expertise in planning and promoting hiring events, a two-day event for Hotel Indigo on the Goodwill Community Campus saw a return of nearly 100 job seekers eagerly waiting at the career center doors ready to be a part of something new and appealing on the riverfront in Columbus.

As a result, the hotel filled nearly 20 positions with almost all candidates staying on board months after the hotel's opening. Through the newly-found business partnership, Goodwill was not only able to help a new business fill urgent positions, but also serve as a catalyst to bring a new vibrancy to life in Columbus.

# Thomas Lunsford

## Success Story



Thomas Lunsford joined the PowerWorks Albany team in April 2015 after his dad brought him to the Albany Goodwill Career Center to fill out an application. After completing his interview at the Marine Corp Logistics Base in Albany, he officially became part of the team.

In the beginning, Thomas was very shy but ready to work. He was originally hired as a custodian, but after showing interest in grounds keeping and floor technician duties, the team decided to give him the opportunity to cross-train in different areas.

It didn't take long for Thomas to come out of his shell, and he is now the go-to for giving encouraging words to his team, and he also loves to dance at the PowerWorks team parties and picnics.

"I come into work, and I'm happy because my life has changed," Thomas says.

As he encourages his team to chase their dreams and meet their goals, Thomas also has dreams of going back to school and eventually going into security.

LeDora Inman, Thomas' case manager, raves about his development since he joined the team and how he has become a vocal leader who now builds relationships with his fellow team members.

# 2020 Financial Outcomes

## Revenue

Mission & workforce development	\$486,840
Other contracts	\$33,823
Powerworks Industries (PWI)	\$11,810,708
Retail stores & after market sales	\$22,104,935
Grants, fundraising, public support, misc.	\$10,474,565
<b>Total Revenue</b>	<b>\$44,910,871</b>

## Gross Profit

**\$44,910,871**

## Expenses

Wages	\$17,324,548
Payroll taxes	\$1,255,696
Benefits	\$3,988,889
Unemployment	\$27,188
<b>Total payroll</b>	<b>\$22,596,321</b>
Team member recruitment	\$51,989
Professional fees, employee training	\$1,304,030
Supplies	\$1,485,655
Telephone	\$326,817
Postage and shipping	\$167,641
Occupancy	\$5,948,887
Advertising and promotion	\$319,721
Automotive/travel	\$502,456
Dues	\$238,684
Bank charges, team member relations, misc.	\$419,327
<b>Non-payroll expenses</b>	<b>\$10,765,207</b>

## Total Operating Expenses

**\$33,361,528**

Net income (loss) before depreciation and investments	\$11,549,343
Assets	\$37,730,549
Liabilities	\$5,794,452
<b>Net Worth</b>	<b>\$31,396,097</b>



# Locations

## Goodwill Industries of the Southern Rivers Headquarters

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

## 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

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

## Columbus Outlet Store

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

## 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



# 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

## **Billings Crossing**

6361 Talokas Lane  
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

**#GoodwillSR**