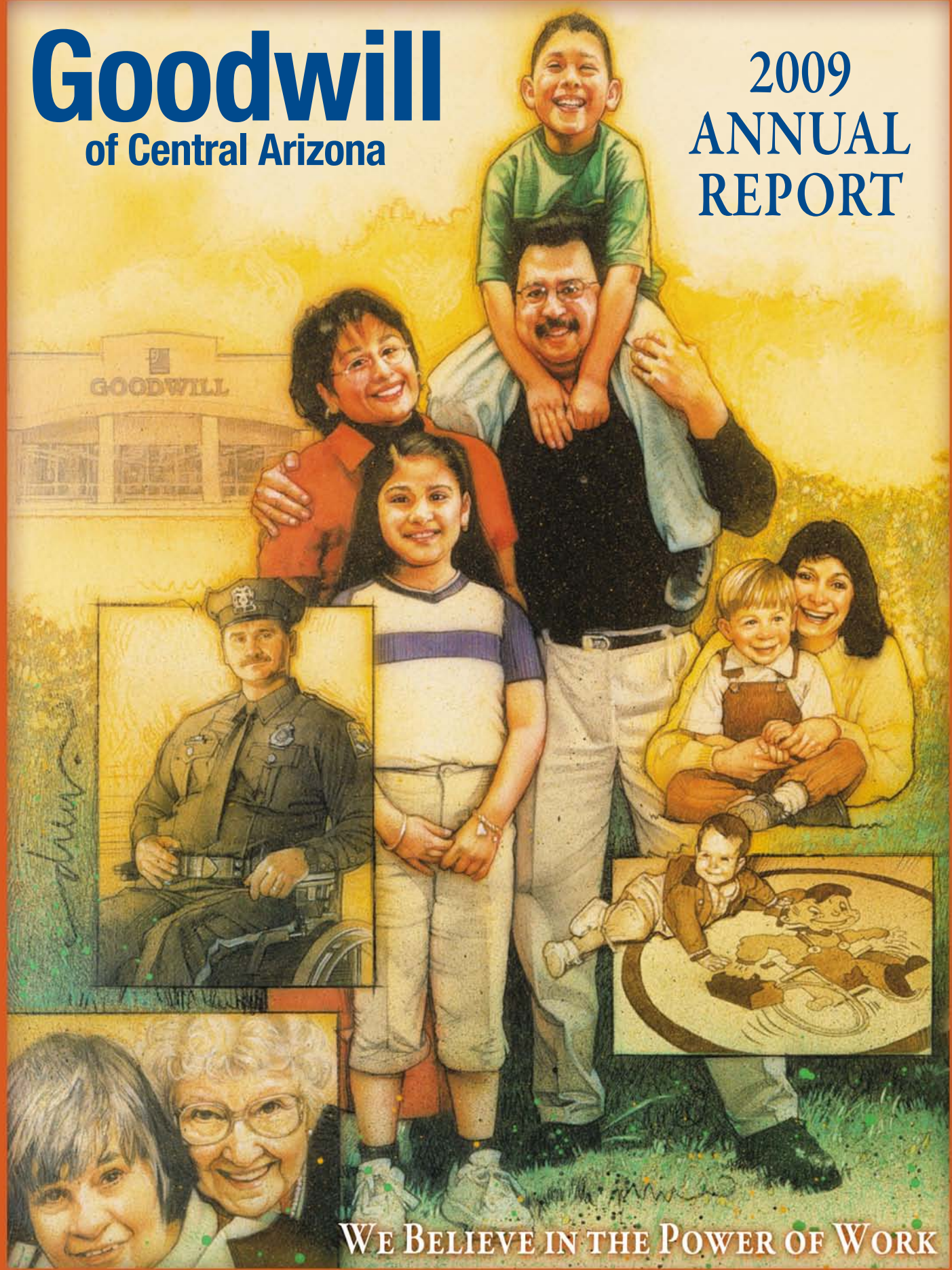


# Goodwill

of Central Arizona

2009  
ANNUAL  
REPORT



WE BELIEVE IN THE POWER OF WORK

# A message from our Board Chair and President & CEO

Although our nation's economy went through one of its most difficult periods in history, 2009 turned out to be the best year in Goodwill of Central Arizona's 63-year existence.

The economic downturn sparked a huge demand for our 36 human service programs and our team did an outstanding job in responding to the needs of Arizona residents.

In fact, our organization broke records for the numbers of people served, individuals placed into jobs and the amount of visits we received at our 10 Career Centers. In addition, the *Phoenix Business Journal* and Best CompaniesAZ named Goodwill of Central Arizona as one of the **"Best Places to Work"** in the Large Company category! This honor is a true testament to the professionals who consistently challenge themselves to strive for excellence in community service and economic revitalization.

Our primary fundraising mechanism – Goodwill's 42 retail stores in central Arizona – earned more than \$60 million in revenue in 2009. We grew in a year when most retail operations were forced to cut back. As a result of our success, we opened five stores, hired several hundred people and increased our performance from 2008.

More importantly, we were able to dedicate more funds toward our Mission to **Put People to Work!** Thanks to the program and outreach efforts of Goodwill's Workforce Development team, Retail Department, Commercial Services Division and Ecademie High School, we provided services for 25,333 individuals and placed 6,721 Arizona residents into employment.

Goodwill is proud of our accomplishments in 2009 and we will continue to implement strategies and initiatives that build on our success. We'll continue to foster growth, strive for service excellence and financial stability in all areas.

We appreciate central Arizona's communities, our donors, shoppers, Goodwill staff and the Board of the Directors for their incredible support and we look forward to another extraordinary year in 2010!

Kind Regards,



Jim Teter  
President & CEO



Jack Milligan  
Board Chair (as of 2010)





# Goodwill of Central Arizona Highlights

## Record-breaking Year in 2009 for People Served, Placed and Career Center Visits

We continue to break records in our efforts to provide job training programs and employment services for disadvantaged youth and adults who need a “hand up” as our nation’s economy continues to rebound.

In 2009, Goodwill of Central Arizona’s Workforce Development team served 25,333 individuals and placed 6,721 people into jobs. Furthermore, Career Centers registered 105,319 visits from individuals looking for assistance with job training and educational opportunities. A huge success for Goodwill and the central Arizona community.

Yolanda Carrothers, Vice President of Workforce Development, outlined several key factors for Goodwill’s astounding results in 2009.

“The sluggish economy forced record numbers of Arizonans to search for jobs,” Carrothers said. “Our 10 Career Centers, which are conveniently located throughout the Valley and in Yuma, made it easier for job seekers to rely on our staff members, services and programs for assistance.”

Carrothers added, “The news media coverage in 2009 supporting Goodwill did an excellent job of connecting our retail and workforce development initiatives. Arizonans seemed to be more informed about how their donations to Goodwill help people find jobs.”

In 2009, Goodwill also awarded more than \$22,000 in scholarship funds to recipients for post-secondary education and received a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF). The CARF accreditation is the highest level possible for programs and service providers and is a seal of approval for Goodwill’s services.

In 2010, Workforce Development aims to build on its momentum by developing individualized training opportunities in targeted industries such as health care and opening a new career center in Prescott, Arizona in late 2010.

In addition, the Pathways Out of Poverty Grants program will be implemented, which will utilize \$1.5 million in funds to serve about 200 people. This grant will provide high-growth “green” jobs training to individuals living in local poverty areas via cohesive programs that integrate training

and supportive services to help individuals move toward economic self-sufficiency. This grant continues to support and broaden Goodwill’s mission to offer all individuals the opportunity for personal independence, through the power of work.

## More 2009 Highlights

- Overall, Goodwill of Central Arizona earned \$70.9 million in Total Revenue, a 9.9 percent increase over 2008.
- Goodwill of Central Arizona was named to the “2009 Best Places to Work List” (Large Company category) by the *Phoenix Business Journal* and BestCompaniesAZ.
- More than 4.8 million transactions occurred in our 42 stores and 1,082,993 individuals donated items to Goodwill.
- Goodwill’s Volunteer Program welcomed 1,016 individuals who contributed 21,421 work hours at our stores and career centers.
- Goodwill raised \$171,000 for our Ruth & Hartley Barker Post-Scholarship Fund and education initiatives during the ninth-annual Evening of Goodwill on Oct. 3.
- Ecademie High School, a charter school operated by Goodwill of Central Arizona, graduated 85 students in 2009 and received a \$206,000 grant to build the Ortiz Media Library.
- Goodwill’s Youth with Disabilities program was recognized in November by the City of Phoenix with an Excellence Award certificate for Exceeding All Program Measures.
- Goodwill Commercial Services Division’s janitorial and landscape crews at the Sandra Day O’Connor Federal Building and United States Courthouse were a partner in winning the Building Owners and Managers Association (BOMA) Local, Regional and International *The Office Building of the Year (TOBY) Awards* in 2009.

# Goodwill Success Stories

## Jabbar Muhammed

If you sit down and have a conversation with **Jabbar Muhammad**, you'll have a hard time believing he has a shy bone in his body.

Muhammad was 20 years old when he was first referred to Goodwill of Central Arizona by the state's Department of Developmental Disabilities. He was described as shy and quiet, unsure of himself, yet very polite. However, Muhammad had the desire to learn work skills so he could one day help provide for his family.


Muhammad was enrolled in Goodwill of Central Arizona's sheltered employment program in 2005. Known as the Workforce Adjustment Training Program, the program helps individuals to prepare for competitive employment with strong emphasis on building soft skills, such as communication, collaboration and punctuality. Goodwill of Central Arizona staff members also teach participants how to process donated items in our stores under the direction of retail store employees and a job coach in a team environment. Muhammad worked hard over a two-year period to overcome his barriers and increase his employability.

In August 2007, Jabbar decided to enroll in the Janitorial Training Program at Goodwill's Main Service Campus in Phoenix. Muhammad learned how to clean private offices, cubicles, restrooms, indoor and outdoor public areas as well as floor care, proper chemical usage and safely working independently throughout the day. Muhammad quickly became a standout performer.

In May 2008, Arizona's Vocational Rehabilitation Department authorized Goodwill to assist Muhammad in finding a job out in "the real world." In the Job Development and Placement Program, Muhammad's employment specialist taught him job searching skills, interview preparation, filling out applications, resume building, transportation to interviews and making follow up phone calls.

A janitorial position opened in Goodwill's Commercial Services Division at the United States Courthouse Federal Building in downtown Phoenix. According to his supervisor, Robert Steinbach, Muhammad is doing great, earns almost \$12 per hour and he works 25 hours per week. The 25-year-old janitor employed with Goodwill of Central Arizona's Commercial Services department enjoys his job and his co-workers.

"Working with Goodwill is a good experience," said Muhammad. "I feel good about finishing my tasks everyday and I like meeting new people."



"Jabbar has worked hard over a two-year period to overcome his barriers and increase his employability."

Program Supervisor  
Robert Steinbach

Muhammad is also enrolled as a student at South Mountain Community College and eventually wants to earn his bachelor's degree. Muhammad continues to receive Supportive Employment Services while working with Goodwill.

With the progress he is making by learning real-world skills through his work with Commercial Services, it's a sure bet that Muhammad won't shy away from any challenges that come his way.



# Goodwill Success Stories

## Sally Ockenfels

Sally Ockenfels is an excellent example of how Goodwill transforms individuals with barriers into shining stars.

In September 2007, Ockenfels, who is developmentally disabled, enrolled in Goodwill of Central Arizona's Computer and Customer Service Training (CCST) class to advance her skills and improve her chances of finding meaningful employment.

The CCST program prepares students for employment in clerical, financial services or customer service fields. The fast-paced curriculum consists of 120 classroom hours on the topics of computer basics, customer service, telephone service, financial services and human relations. Students also learn how to use the Internet and the basics of Microsoft Office products. Ultimately, the CCST class allows students to obtain higher paying jobs with benefits, thus providing the graduates the opportunity to financially support themselves and their families – which equals a foundation of self-sufficiency.

"I liked the class," stated Ockenfels. "I learned how to use computers and e-mail people."

CCST instructor Louann D'Elosua said Ockenfels was awarded a Certificate of Achievement for her hard work and dedication. D'Elosua said that Ockenfels continued to work with Goodwill Workforce Development staff members over the following year. According to D'Elosua, Ockenfels realized her attitude was hampering her ability to retain employment. Goodwill helped her to work through those issues with additional training and coaching while continuing her search for jobs.


Ockenfels' relationship with Goodwill finally paid off in November 2008 when she was hired as a Courtesy Clerk at Fry's Food Stores. Her job duties include packing groceries, collecting carts and providing solid customer service.

"I really like working for Fry's," Ockenfels exclaimed. "I have nice bosses and co-workers. Most of all, I feel better knowing that I can help people."

Ockenfels recently received a "Star Award" during a secret shopper exercise conducted by her employers.

"The Star Award made me feel good," said Ockenfels. "It was a surprise."

Ockenfels recommends Goodwill to anyone who needs help with skills training or finding a job.

A portrait of Sally Ockenfels, a woman with short brown hair and glasses, smiling. She is wearing a white top with a purple floral pattern and a black necklace with a small pendant. The background is a blurred indoor setting with vertical wooden slats.

**“Goodwill has really helped me out over the years and I’m thankful for that.”**

# Financial Overview

## Support and Revenue from Community

Donated goods program	\$60,275,355
Workforce development services	\$ 4,142,499
Commercial services contracts	\$ 2,034,616
Charter school	\$ 1,720,782
Contributions and grants	\$ 2,109,120
Other	\$ 701,441
<b>Total Support and Revenue</b>	<b>\$70,983,813</b>

## Goodwill Gave Back to the Community

### Program Services

Donated goods – programs	\$48,828,146
Workforce development services	\$ 5,725,004
Commercial services contracts	\$ 2,102,241
Charter school	\$ 2,195,545

### Support Services

Management and general	\$ 7,208,496
Marketing and public relations	\$ 941,749
Funds Available for growth	\$ 3,982,632
<b>Total amount given back to community</b>	<b>\$70,983,813</b>

## Consolidated Statements of Financial Position

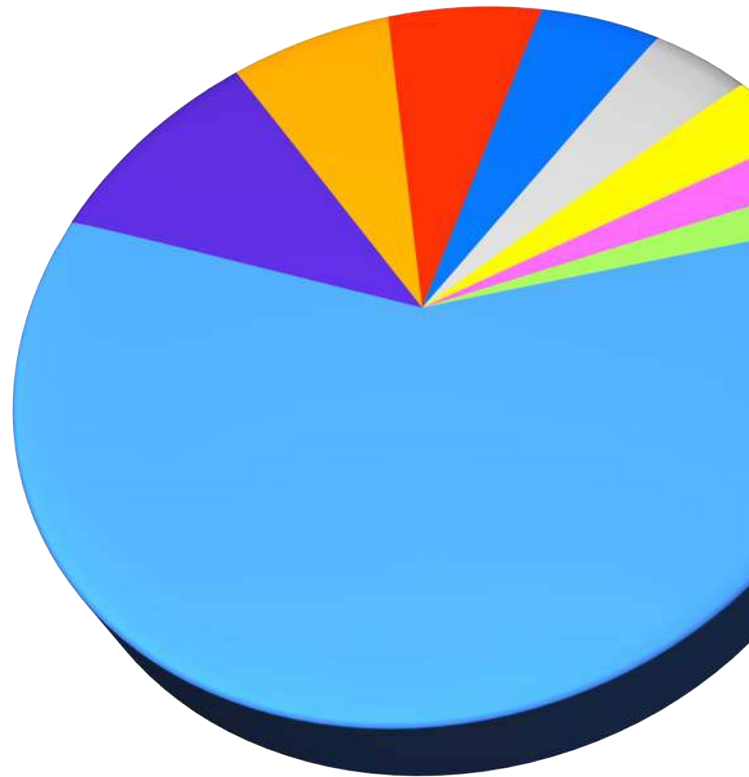
### Assets

Cash and receivables	\$ 6,164,021
Prepays	\$ 338,500
Inventories	\$ 3,508,353
Investments	\$ 383,827
Land, buildings & equipment	\$23,833,326
Other	\$ 734,894
<b>Total Assets</b>	<b>\$34,962,921</b>

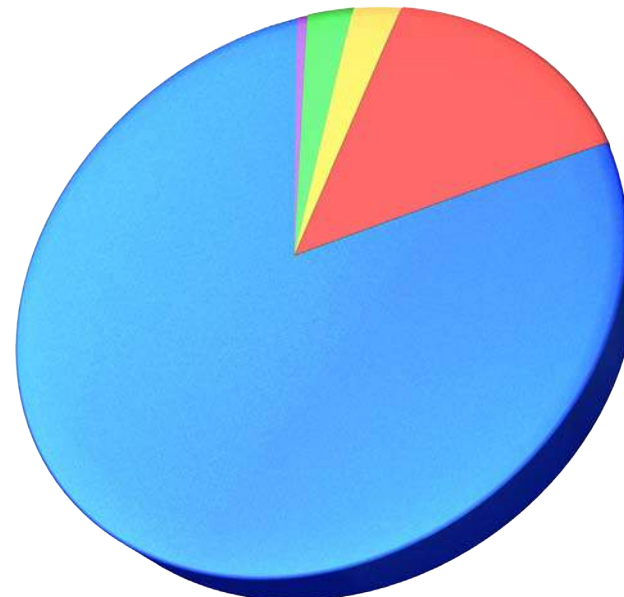
### Liabilities and Net Assets

Accounts payable	\$ 1,438,877
Accrued Expenses	\$ 3,480,508
Long-term debt	\$18,329,050
Other	\$ 2,412,934
<b>Net Assets</b>	<b>\$ 9,301,552</b>
<b>Total Liabilities and Net Assets</b>	<b>\$34,962,921</b>

## 2009 Percentage of People Served by

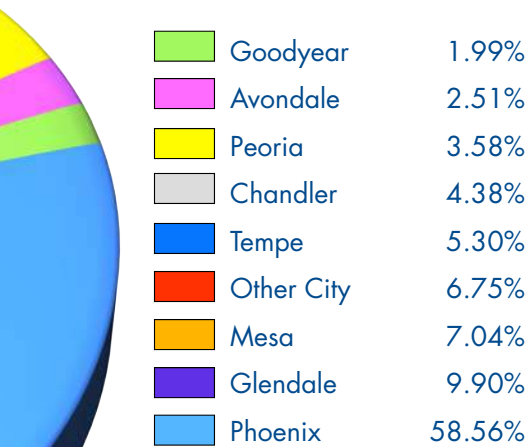


## 2009 Percentage of People Se



# People Served through Workforce Development

## by Maricopa County Cities



### Rehabilitation Services

Work Adjustment and Sheltered Employment	92
Community Employment	53
Ticket to Work	27
School to Work	71
Magellan Health Services	36
Projects with Industries (PWI)	113

### Career Services

Arizona Center for Responsible Fatherhood	151
Senior Community Service Employment Program (SCSEP)	259
Career Centers	21,307
Employer Recruitments	4,413
Microsoft	270
Phoenix Workforce Connection (PWC) Adult	227

### Staffing Solutions

1,165

### Youth Services

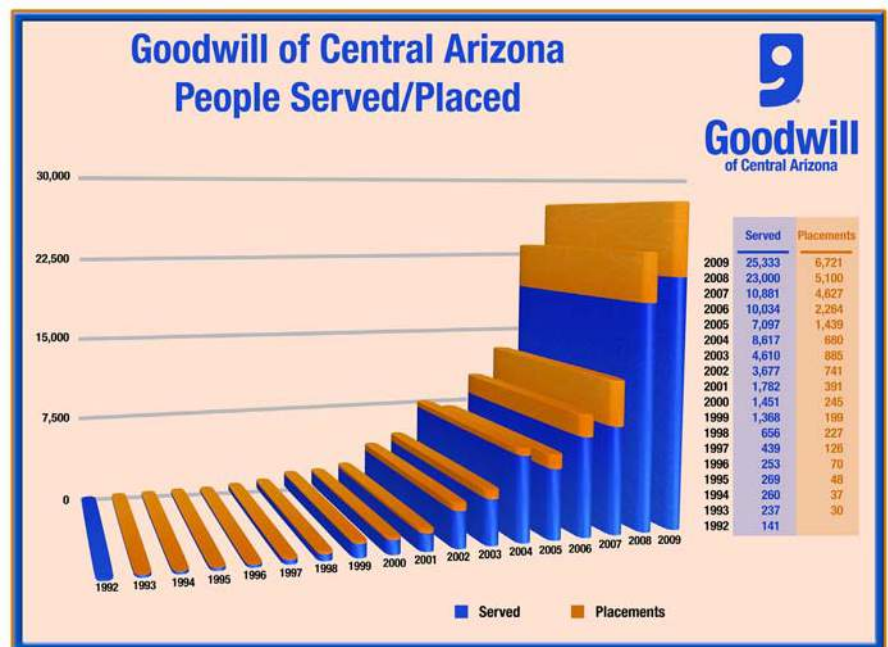
Computer and Customer Service Training (CCST)	508
Arizona Women's Education and Employment (AWEE)	121
General Equivalency Diploma (GED)	81
Job Fairs	134
Learning Centers	116

Training (Work Adjustment and Sheltered Employment)	10
One-Stop Disability Program Navigator Services	227
Portable Practical Educational Preparation (PPEP)	73
Volunteer Income Tax Assistance (VITA)	1,252

### Total People Served

25,333

## Served by AZ County

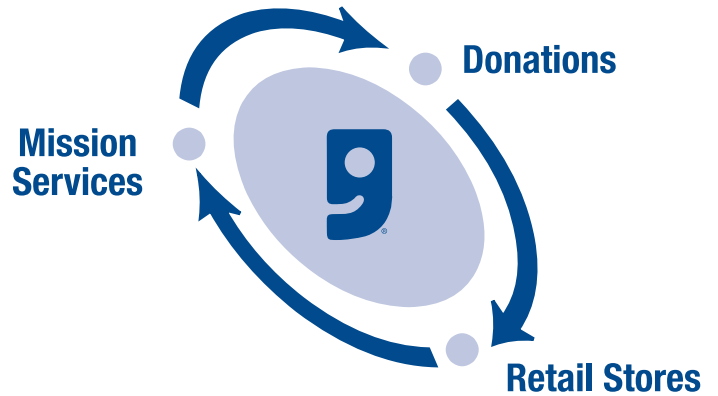


# About Goodwill

Goodwill of Central Arizona is one of 166 autonomous Goodwill organizations serving North America. Each organization is governed by a local, volunteer Board of Directors and is dedicated to serving individuals with disabilities and other vocational barriers giving them the opportunity to achieve their highest levels of personal and economic independence. We are headquartered in Phoenix and serve Maricopa, Yuma, La Paz, Gila and portions of Pinal and Yavapai counties.

In 2009, retail revenue generated more than \$60 million for Goodwill. Goodwill of Central Arizona's retail initiative raises the majority of the funding that enables Goodwill to help Arizonans prepare for and find work. Our retail initiative also employed thousands of people and diverted **100 million pounds** of material from entering Arizona landfills last year.

Our human service programs provide job skills, training, education, life skills and employment services, as well as job placement opportunities and post-employment support services. Additionally, as an extension of our Mission, we operate Ecademie High School, a public charter school.



## Your Vehicle Donations Fuel Goodwill's Drive to Put People to Work

Did you know your old vehicle can help Goodwill teach new skills to disadvantaged individuals so they can get on the road to success?

When you donate your old clunker to our GoodWheels Auto Sales program, you'll walk away with a nice tax deduction and the knowledge that your gift will help central Arizona residents find work!

Our GoodWheels Auto Sales team accepts almost anything - running or not. We are seeking cars, trucks, motorcycles, all-terrain vehicles, scooters, boats, jet skis, canoes, recreational vehicles, buses, lawn tractors, utility trailers and even airplanes!

Goodwill utilizes proceeds to operate our 36 human service programs - ranging from GED classes to Rehabilitation Services - that help youth and adults prepare for and find work.





# Leadership & Board

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Kristen Smith  
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Paul Wilson  
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- Midstate Mechanical

### Achievement - \$10,000

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### In Kind Donations

- encore! creative, \$15,000
- Desert Litho Printing, \$4,000

Every effort has been made to ensure a full and accurate list of donors. If your name was omitted, please accept our apologies and contact Chandra Stewart at 602.535.4037.



# Goodwill of Central Arizona Retail Stores & Career Centers

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# We Put People to Work!

Goodwill of Central Arizona is committed to revitalizing lives and communities locally. With your generous material and cash donations we can continue to expand the breadth and depth of our human and employment services – offering education, jobs, hope and sustainability to central Arizonans in need.

For more information about Goodwill or to make a cash donation, please visit [goodwillaz.org](http://goodwillaz.org).

## Goodwill of Central Arizona 2009 Annual Report

Writer/Editor • Tremaine Jasper  
Graphic Artist • Andy Perez  
Photographer • Ken Krehbiel, Imageworks  
Printer • Desert Litho



Selected Goodwill of Central Arizona programs have been accredited by the Commission on Accreditation of Rehabilitation Facilities.



Corporate Center  
2626 W. Beryl Avenue  
Phoenix, Arizona 85021  
phone: 602.535.4000  
fax: 602.535.4340  
[www.goodwillaz.org](http://www.goodwillaz.org)