

A MESSAGE FROM THE PRESIDENT & CEO

## To the Supporters and Friends of Goodwill Industries of Greater Detroit



The past year brought challenges to our community that tested our collective fortitude. From auto bankruptcies to political scandal, Metro Detroiters endured a painful passage in our shared history.

Throughout our generations of service, Goodwill Industries of Greater Detroit has helped the Detroit community recover from tough times. With the passage of the Great Depression, the Riots of 1967 and the auto industry downturns in the 1970s and 1980s, Goodwill has consistently stepped forward to lead the way toward solutions that help put our community back to work. We are right in the forefront once again as part of the solution: creating and finding jobs.

The question now is “How will our region recover?” We believe it will be through progressive change and innovation. Goodwill is creating new ways to deliver career training and job development programs for a new economy.

In this annual report, you will read the success stories of our neighbors who are taking steps toward a lifetime of employment and positive community contribution, thanks to the help that only Goodwill can provide. From fresh starts to second chances, Goodwill often creates the first opportunities toward productive lives. You will read how our “Flip the Script” program gets young men and women on the right path and into the workforce. You will also learn how Goodwill helps motivate and educate members of our community to start new careers from scratch.

In our nearly 90-year history, our mission in this community has never been more vital and needed than it is today. On behalf of everyone at Goodwill in Detroit, we thank you for supporting us as we help our community become Trained. Trusted. Ready to Work.

Sincerely,

A handwritten signature in black ink that reads "Lorna G. Utley". The signature is fluid and cursive.

Lorna G. Utley  
PRESIDENT & CEO

FINANCIAL REPORT

## Revenue and Expense Summary

For the year ended December 31, 2009

<b>Support and Revenue</b>	<b>Amount</b>	<b>Percentage</b>
Government Fees and Grants	\$11,674,428	56.26%
Earned Revenue	\$8,508,727	41.00%
Contributions and Bequests	\$568,690	2.74%
<b>Total Support and Revenue</b>	<b>\$20,751,845</b>	<b>100.00%</b>

<b>Costs and Expenses</b>	<b>Amount</b>	<b>Percentage</b>
Salaries, Wages, Benefits and Payroll Taxes	\$13,071,253	62.99%
Material Costs Supplies Expense	\$2,713,712	13.08%
Other Operating Expenses	\$3,581,142	17.26%
Occupancy Costs	\$1,071,198	5.16%
Depreciation	\$250,704	1.21%
Reserve for Capital Expenditures	\$63,836	0.31%
<b>Total Costs and Expenses</b>	<b>\$20,751,845</b>	<b>100.00%</b>

## Outcomes and ROI

More than 830 employers hired Goodwill participants in 2009

### People Served

28,360 individuals received services from Goodwill Industries of Greater Detroit.

### Job Placements

1,132 job placements were facilitated as a result of Goodwill services.

### Quality Survey Data

As an ongoing measure of service quality, Goodwill regularly surveyed employers, family members, guardians and trainees. Survey results showed a 99% approval rate from those receiving Employment Services and a 98% approval rating from those receiving Pre-Employment Services.

### Wages

The average hourly wage paid in Goodwill's job placements was \$10.61.

### Retention

86% of individuals placed into jobs remained working after 90 days.

### People Served by County

Oakland	23,356
Wayne	2,736
Macomb	2,088

2009 LEADERSHIP TEAM

## Board of Directors

### Chairperson

Alex Ver  
*Retired, Automotive Component Holdings  
Ford Motor Company, CEO/COO*

### Immediate Past Chairperson

Thomas Mark  
*President, Detrex Corporation*

### Vice Chairperson

David Handleman  
*Handleman Investments*

### Vice Chairperson

Michael Kondogian, P.E.  
*Retired, DTE Energy Consultant*

### Vice Chairperson

Clarence L. Pozza Jr.  
*Principal, Miller Canfield*

### Secretary

Janet Payne  
*Community Leader*

### Treasurer

B.J. Rodgers  
*Owner, McDonald's Franchises  
Retired, General Motors  
Finance Executive*

### Board Members

Jane Bowman  
Dorothy Brown  
Gregg Brumm  
Doreen Chandler  
E. Erle Dail  
Edward Deeb  
Andrew Dincolo  
Sharlene Gage  
Eugene Grabinski  
Raymond J. Janisse  
Talvis Love  
Thomas Margosian  
Lorna G. Utley

## Executive Staff

### President & Chief Executive Officer

Lorna G. Utley

### Executive Vice President of Employment & Training

Felicia Hunter

### Vice President of Finance

William Wimsatt

### Vice President of Administration

Joseph Hatzl

### Vice President of Industrial Operations

Kathleen Laird

### Vice President of Marketing, Development & Public Relations, Commercial Operations & Business Development

Lindsay Chalmers

### Vice President of MIS & Infrastructure

Dennis Deane

### Executive Assistant

Karen Gamber

## HIGHLIGHTING EXCELLENCE

# Awards and Recognition

Goodwill continues to set a high standard for non-profit communication and development initiatives. We are proud to have been recognized for leadership in these areas:

### **Crain's Detroit Business "Salute to Entrepreneurs"**

Leading Southeast Michigan business publication Crain's Detroit Business recognized Goodwill Industries of Greater Detroit as a "poster child for social entrepreneurship" as part of its "Salute to Entrepreneurs" awards program. The publication cited Goodwill's efforts to support its mission by launching new divisions, including the Detroit Ben & Jerry's PartnerShop and its expanded cleaning services enterprise. Crain's also recognized Goodwill for "blazing a path" in its use of emerging social media platforms to generate support among potential volunteers and donors.

### **PR News Nonprofit PR Award**

The market-wide one-day "Broadcasting for Jobs" radio awareness campaign implemented by Goodwill Industries of Greater Detroit and its partners was one of only seven marketing programs recognized nationwide by the publication PR News in its annual Nonprofit PR Awards program. Judged by a blue-chip panel of communications experts, the program honors "the most talented communicators and teams in the nonprofit sector." Awards are presented to the best, most innovative, highly creative firms that exceed industry expectations.

### **Michigan Rehabilitation Conference Excellence Award**

Felicia Hunter, Executive V.P. of Employment & Training, was recognized by the steering committee of the Michigan Rehabilitation Conference for demonstrating excellence in leadership, effectiveness, creativity, advocacy and commitment on behalf of persons with disabilities and other barriers to employment.

### **Bank of America Neighborhood Excellence Initiative**

Goodwill volunteer Virginia Deozletian's dedication to her community garnered recognition as a "local hero" from the Bank of America Neighborhood Excellence Initiative. The program recognizes, nurtures, and rewards community-based organizations, local heroes and student leaders working to improve their communities. Known affectionately as "Miss Dee" by her colleagues, Deozletian has been part of the Goodwill family for more than 40 years as a trainee, employee and volunteer.

### **Social Media "Pacesetter" Award**

CVMedia (a Metro Detroit media company) recognized Goodwill Industries of Greater Detroit as the winner of its first New Media Pacesetter Award. The award recognizes Michigan nonprofit organizations demonstrating innovative use of social media technologies to advance their missions. Goodwill was recognized for its use of social media platforms including YouTube, Twitter and Facebook to raise awareness for programs designed to help unemployed Metro Detroiters earn jobs.