





**2018 ANNUAL REPORT** 

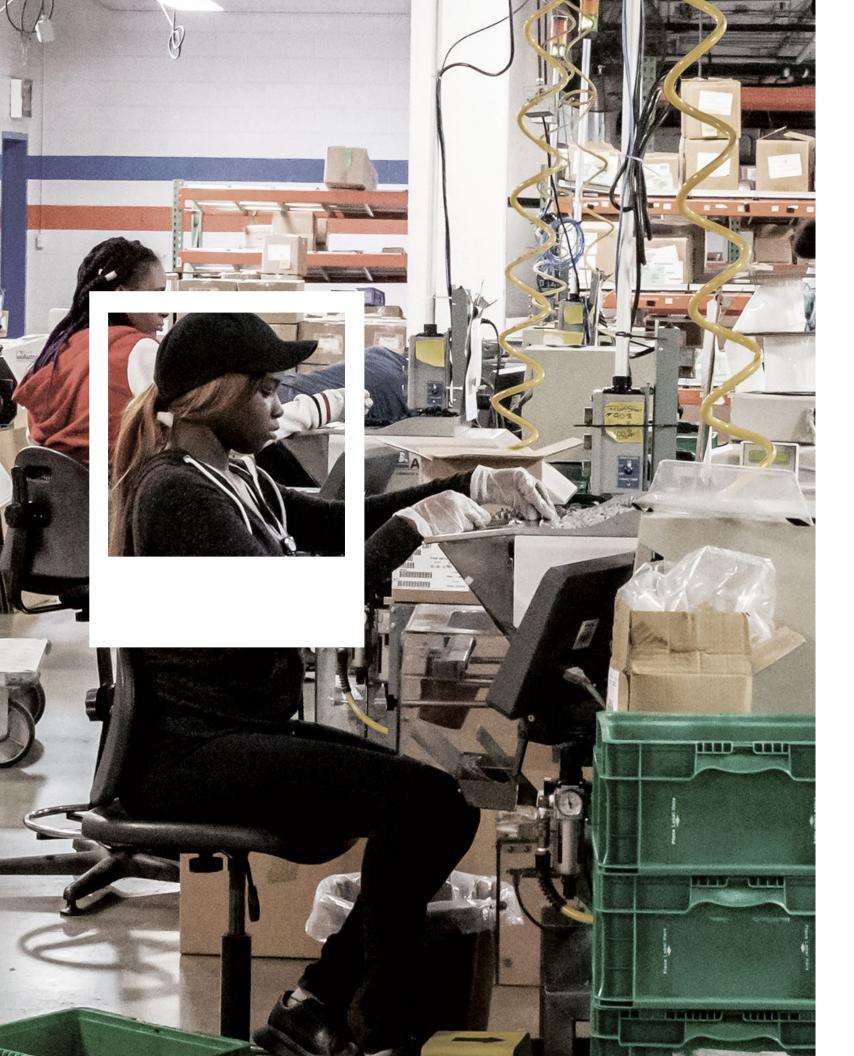
# More Than A Store, A Story.



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# Our mission: to co-create independence and dignity through the power of personal and workforce development.







When the economy is strong, Goodwill Detroit must be stronger.

We are pushing beneath the surface to uplift those overshadowed by a promising economy. We must remember there are still households struggling to make ends meet, folks who've dropped out of the workforce because they can't take one more rejection, returning citizens who know that once they 'check the box' their hopes for employment may be dashed.

Goodwill Detroit is the bridge that connects the recovery to the community. Now more than ever, we're strengthening our resolve to meet our mission of co-creating independence and dignity through the power of personal and workforce development.



Rolling up our sleeves. That's the best way for me to describe 2018. Whether it was diversifying our automotive operation. improving the brand experience at our donated goods retail operation or expanding key partnerships that allow us to put more people to work. We entered the year ready to dig in and make Goodwill Detroit an organization that reflected our values: dignity and respect, integrity, continuous improvement and diversity and inclusion.

Truthfully, once people come to Goodwill, they've already been put through the wringer. We're sensitive to the less than kind realities of living in the shadows. People deserve to be treated well regardless of their past, be it long term unemployment, recent incarceration or living with a mental illness. When we give people **dignity and respect** it builds trust and confidence in those we serve. It strengthens our reputation in the community and gives us the opportunity to do so much more.

And when we do more, we have a greater responsibility to our partners, stakeholders, vendors and donors. When the road gets tough and we fall short of what we hope to deliver, we have to be transparent with those who invest in our work. 2018 was a year that tested our **integrity.** But we knew there was no way we could teach accountability to others if we weren't willing to put it into practice ourselves. So we examined our enterprises, strengthened supplier relationships and began working to diversify our revenue streams beyond automotive. We improved the merchandising of our donated goods retail operation and enhanced its inventory.

As the region continues to evolve, Goodwill Detroit will periodically reevaluate how we're meeting the needs of the people; prioritizing growing our mission work to better serve them. When **continuous improvements** are made in operations like our placement services, critical partnership flourish. The expansion of our relationship with MI Works! granted us the opportunity to become the service provider for their Pontiac office. Now we're connecting more people in the region to quality employment.

And with the introduction of the SURGE Center, Goodwill Detroit is helping companies who want to retain their employees provide critical services like identifying affordable childcare and reliable transportation, access stable housing and improve their credit.

Goodwill Detroit's **diversity** has always been one of our greatest strengths. We're an organization that is a reflection of our community. But we can't stop there; what good is our diversity if the **inclusion** of those voices isn't a consideration? Employee engagement is more than a committee, it's a practice that we routinely put into action. We have a chorus of voices informing our efforts to make Goodwill Detroit a great place to work. We hold ourselves to the same standard that we hold our employer partners.

Goodwill Detroit has been serving the southeast Michigan region for nearly a century. Ours is a story that remains rooted in serving those who are on the fringes of a healthy economy—the parts of our community that have to work harder to experience a small piece of the recovery others relish.

The stories you'll read in this year's report are from those who exemplify our values. They're the folks who roll up their sleeves every day to ensure that vulnerable populations get the support they desperately need.

Because we're more than a store... Goodwill Detroit is at the heart of Detroit's story.

Dan Varner

CEO Goodwill Detroit



integrity



# 4 Honesty is something that's always been important to me. I expect it from the people around me "

in the bag.

Without thinking, I bunched it up in my

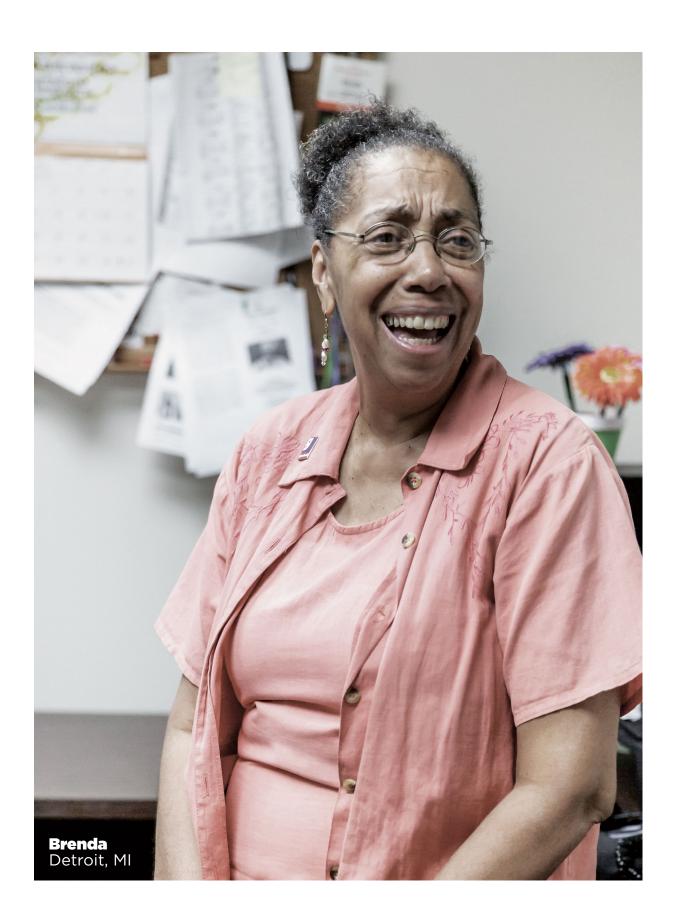
someone who died whose kids or caretakers to figure out who it belonged to, but no one

"Why didn't you keep it? Shouldn't it be

To be honest, it never once occurred to me.

it from the people around me. I expect people

# dignity & respect



# important to me that they know I have their back ?

People are missing out on real money because they just don't know. Filing taxes can be expensive and intimidating. Especially if you're low income. You wouldn't believe how many people don't file, make mistakes or even worse pay money they can't spare for expensive prep services. They don't know they qualify for credits or deductions. And it costs them hundreds, even thousands.

Goodwill Detroit serves as a tax intake and prep service to low income households during tax season. For three years I've been meeting with Goodwill employees and anyone, really, who qualifies for the Volunteer Income Tax Assistance (VITA) program. It's a critical service for both our employees and the community we serve.

It doesn't matter how much they make, as long as it's less than \$55,000 annually or if it's been years since they filed. They can trust me to keep their information confidential and treat them with respect. It's really important to me that they know I have their back. I don't take it lightly that they're trusting me with very sensitive information that, truthfully, because we're serving a vulnerable population, could've been compromised in the past.

There's no fear that their information is going to be used for purposes other than their taxes. No fear about confidentiality. I take the time to make sure they understand the process so it's not scary.

Most of my clients don't even know they could be eligible for the Earned Income Tax Credit (EITC) or the Home Heating Credit. They miss out on refunds that could make them more self sufficient when they don't have this information.

And because we're Goodwill, I can take it a step further and introduce them to services that can help their families budget, connect them with programs that can support their efforts to stay employed. Once I get them in, I make sure to take advantage of the opportunity.

I've met with over one hundred people and put more than \$80,000 in cash refunds back into the hands of those who need it most. I'm really proud of that.

It makes me feel like I helped. If you're filing, you're a tax payer and you shouldn't be leaving your money on the table. You can heat your home, have extra money for food; create an emergency fund... These credits allow people who are living paycheck to paycheck have a little extra money. It's the right thing to do.

# continuous improvement



# Helping women rise up, helps the community rise up <sup>33</sup>

I'm a counselor and instructor to women who are in Goodwill Detroit's Flip the Script program. It's harder to serve women. They're responsible for so much. They're almost always the head of household. They're suffer from high degrees of trauma and are often battling addition. They've got a lot on their plates. We're working all the time to improve how we serve women.

A lot of women have no one they can trust. They come in with walls up. We try to create a safe space for them where they can let down those walls. Many of our staff members have gone through similar issues. Sharing their own stories shows the women they're not alone.

The team and I sit down with participants and create a five year plan to get them back on track and reach their goals. Some may want to further their education, others want to find employment and be more financially stable. I have to respect how they want to improve and the vision they have for their life. This is their five year plan, not mine or Goodwill's.

When they first come to us, they're like, 'who has time for all this when I've gotta make sure the kids are fed, clothed and have a place to sleep.' But when they stick with us and graduate from the program, they always come back and share their journey and accomplishments.

I believe helping women rise up, helps the community rise up. Witnessing the growth of their confidence and independence... it's one of the reasons why I love what I do. It's amazing when you see it all come together for them.

# diversity & inclusion



# 44 Is it worth it? Absolutely Absolutely

Jay: we can't just be diverse. Being diverse isn't enough. We've gotta have a culture of inclusion. Too many employers are reluctant to hire people with mental illness and developmental disabilities. We're Goodwill Detroit! We've got to lead and model the way.

We want companies to err on the side of giving people a shot. Let them show you they can do it. And we'll show you they can do it. Maybe even be willing to redefine a job to match someone's skills, bring them in; give the dignity and respect they deserve.

Rick: I've been a member of the Clubhouse since 2017. I was homeless before and always felt written off by society. Then I got the chance to work at Green Works. They don't discriminate here. Now I have an apartment and I take classes when I'm not working.

Jay: Being inclusive makes us a better company. We've learned to step back and ask, 'if we do things a little different, how many more people can we help?' Does it take a little more time? Sure, sometimes. Is it worth it? Absolutely.



### social enterprises & program highlights









# **Goodwill Industrial Solutions**

#### **REBRAND & EXPAND**

Recognizing that we could do more than service the automotive industry, in 2018 we renamed Goodwill Automotive to Goodwill Industrial Solutions and began diversifying our client base.

In addition to responding to existing clients like GM, Ford and FCA, we're exploring new partnerships in med tech, heavy machinery and other areas of assembly and kitting.

We ship over 1,400,000 parts every month to our customers globally.



## **Donated Goods Retail**

#### **ROTATE & ENHANCE**

In 2010, when Goodwill Detroit reopened its donated goods retail division in Canton, we committed to providing a high-end resale experience to both donors and shoppers. Since then we have expanded to five other locations throughout metro Detroit.

Providing a high-quality resale option is not only good for our wallets, it's good for our environment, too.



# **Goodwill's Green Works**

#### **RECOVER & RECYCLE**

Every year millions of electronic products and retired utility assets containing materials harmful to our health and the environment are disposed of in landfills. Goodwill's Green Works is Detroit's solution to the problem of electronic waste and component disposal and recycling.

500 Detroit residents with employment challenges have been assisted since 2010.



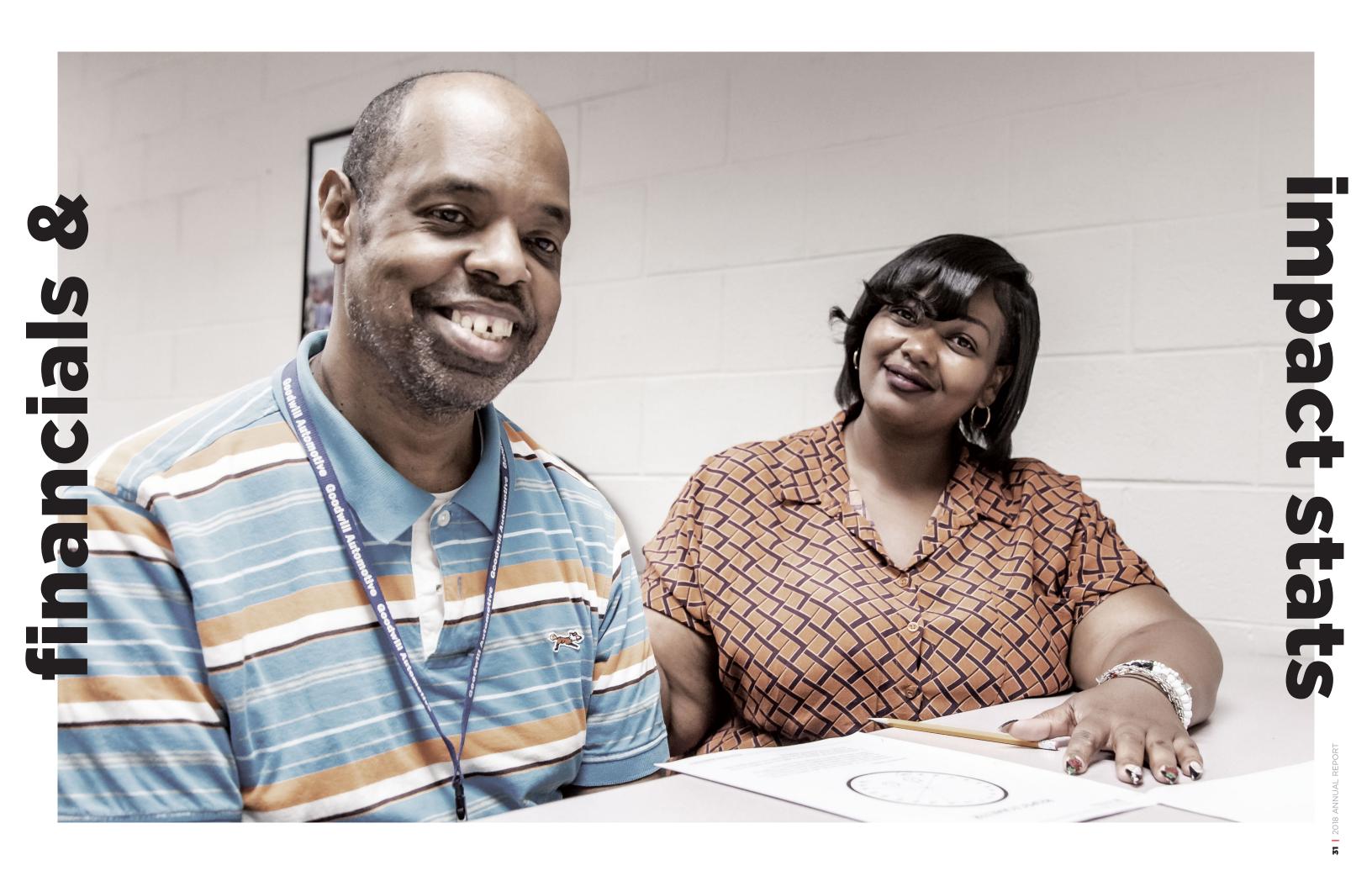
# **Employment** & Training Partnerships

#### **PARTNER & GROW**

Partnerships are key to our success: Oakland County MI Works!, GM and Henry Ford Community College, Clubhouse International, the W.K. Kellogg Foundation and the McGregor Fund; at the federal level and state.

Our dynamic partners provide the support and resources we need to help people create the lives they want, assist more people in finding quality employment and aid employers in retaining their workforce.



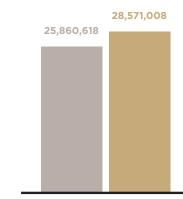


# financials & impact statistics

### **Combined Statement** of Activities

45,430,904

60.438.875



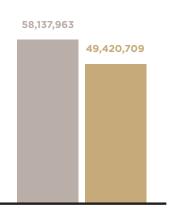
2018

2017

NET ASSETS AT BEGINNING OF YEAR

23.858.671

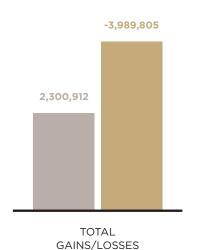
28,571,008

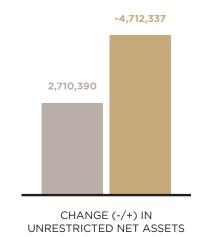


TOTAL REVENUE

& SUPPORT

TOTAL EXPENSES





**NET ASSETS AT** 

END OF YEAR

# **Community** & Basic Services

Individuals are not assigned a case manager and/or do not receive an Individual Employment Plan (IEP) or treatment plan for services.

8,625

## **Intensive Job Placement Services**

Mission services with an expected outcome of job placement. Individuals are assigned a case manager and/or complete an individual treatment plan. At least one service is focused on job entry.

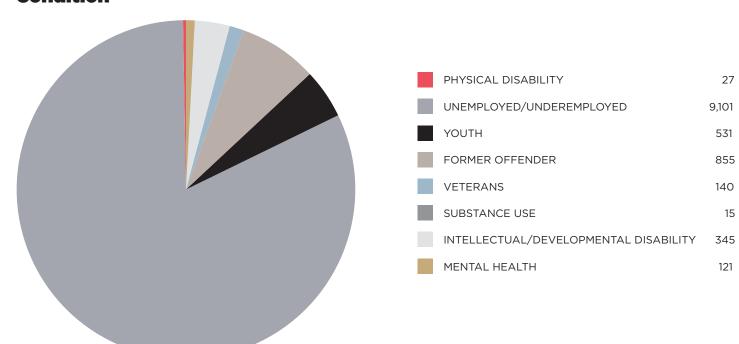
2,095

# Intensive Personal Development Services

Mission services that include case management and the development or use of a treatment plan. Intensive Personal Development Services are not focused on job entry.

415

# People Serving by Disability/Disadvantaging Condition



#### 2018 Snapshot

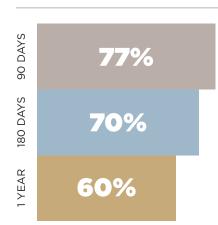
#### **People Hired**

1,135

In 2018, 1,135 people were placed in employment by Goodwill, primarily in the Factory/General Labor, Food Service/Hospitality, and Building Trade industries.

**Customer Satisfaction Rating** 

#### Retention Rates



#### **Average Salaries**



TOTAL NUMBER OF PEOPLE: 11.135

98%

#### \$499 & Below

Abdulsater, Denise Abdulsater, Judy Adams, Eric Adler, Doris Aldrich, Kathleen Amazon Smile Ang, Carolina Armelagos Barnett, Karen Armstead, Lisa Arndt, Keith Arnold, Diane Azary, Alex Balcazar, Daniel Bannister, Carole Barkley, Lena Barringer, Lee Bates, Gloria Becker, Gloria Beckwith, Georgia Belger, Susan Bergiel, Louise Berkowitz, Sidney Bernstein, Irving Besson, William Bethany Christian Church Betts, Candice Bialoglowski, Stanislaw Blaser, Thomas Bolam, Lawrence Boorsma, Dennis Bowman, William Boyes, James Brandana, Ron Brewster, John Bridenstine, Don Bright Funds Brooks, Bonnie Brown, Cordelia Brown, Paul Bruning, Richard Bugin, Stephen Burski, Edward

Byers, Raymond Calvert, Jerrell & Patricia Canini, Graziano Carnahan, Gloria Carver, Charles Catello, John Chandler, Dee Chandler, Dan Clark, Marilee Clinton, Ronald Connors, Joseph Cool, Constance Cottingham, Frederick Courtney, Mary Cranfield, Susan Crowe, Richard

Crup, Judith

Czako, Tibor

Davidson, Arthur De Basco, Frances De Steiger, Peter **Detroit Fish House** Dobson, Russel Dobson, Elaine Dove-Jones, Helen Downie, Mary Duerr, James Dunham, Douglas Ebbing, Raymond Edwards, Margery **EFC International** Eldridge, Audrey Ellis, Kathryn Engelhart, Steven Ensch. Thomas Etheridge, Brenda Evans, Joseph & Kaye Farnstrom, Alan Farrug, Joseph Fidelity Charitable Fidler, Elizabeth Flanigan, Therese Fleck, Sandra Ford, Ann Ford, Joan Fortin, Richard Franzen, Matthew Frattarola, Joseph Freind, Marcia Fromes. Gail Fuchs, Georgia Funkhouser, Brant Lee Galasso, Joseph Gasior, John Gayer, John Gerlach, Carol Gevercer, Leeann Gianino, Evelyn Gilbert, Jeffrey Glantz, Alan Glassman, Judy Gniatczyk, Sr., Jonathan Good, Amy Gorsky, John Greene, E. Irene Greening, Robert Grossman, David Groves, Deirdre Guest, David Hain, David Hamburger, Larry Hansen, Gail Hardin, Georgia Hathikhanavala, Bomi Heenan, John Heggen, Sylvia Hermann, Susan

Herner, Melvin

Hines, Beverley

Hicks, Kara

Hill. Cvnthia

Hines, Verna Hitt, Ronald Horne, Roseanne Horvath, John Houck, Gary Howell, Steven Hoye, Vialet Hritz, Ronald Hull, Robert Hunter, Felicia Ide, Don Imbriaco, Georgiana Irwin, Sherry Jachym, Norine Jacobs, Seymour Jagasia, Manohar Jaramogi, Paul Jeffries, Susan Jezierski, Jennie Johnson, Donald & Marietta Johnson, Wilberta Johnson, Melanie Jones, Ronald Jordan, James Joseph, John JPMorgan Chase Foundation Julius, Janet Jungwirth, Robert Kalisz, John Kapcia, Suzanne Kapetansky, Nedra Keeling, Raymond Kelly, Michael King, Jean Klein, Kathleen Kline, Elizabeth Knapp, Marco Knox, Dorothy Kosikowski, Lyn Koths, Julia Krol, Shirley Lanese, Donald Lange-Winkel, Terry Larson, Lawrence Lasister, Bobbie Leary, Rhonda Lee, John Leising, Maurie Leslie, Randal Lesser, Margo Leszczynski, Martha Levarsky, Nancy Lewis, John & Arlene Liadis, Kathleen Lloyd, Glen

Longo, Gloria

Lussier, David

Macksey, Judy

Mahler, Hugh

Maguran, David

Mahoney, Theresa

Lootens, Thomas

Majka, Ronald Makowiec, Ted Marcelli, Paul Martin, Elizabeth Martin, Maxine Marusic, Joseph Matthews, Gerald Matthews, Dennis Mavian, Dolores McCann, Wade McKim, Samuel McLeod, Mary Merz, Jennifer Mills, Mary Moellering, Richard Moon, Jacqueline Murphy, Sean Muschong, Lisa Nawrocki, Joann Nilis, Joyce Norling, Nancy Norman, Lois Novack, Alan Novak, John Nunley, Jerry O'Neil, Richard O'Neill, Madeline Ogilvie, Kenneth Ottenhoff, Ann & Dave Ouellette, Susan Pantelis, Randy Paros, Mary Patel, Ramchandra Paterra, Judith Patterson, Elizabeth Pawlukiewicz, James Paypal Charitable Giving Fund Pelkey, Darlene Penner, Anthony Peppler, Shirley Perakes, Andreas Perreault, Laura Peterson, Greg Phillips, Val Jean Phillips, Loretta Piasecki, David Pichler, Gerald Plonka, Francis Pope, Carolyn Porretta, Charles Porter, Janice Poston, Irvin Potts, Glenn Povlitz, Donald Pugh, Yvonne **PurSUIT** for Prosperity Raciti, Ralph Radner, Michael

Raetz, Judith

Ramos, Manuel

Randle, Venus

Ramroth, William

Redick, Frances Reilly, David Reimer, Renate Ricard, Marilyn Rice, Elizabeth Riehl, Rachel Rinehart, Thomas Roberts, Constance Rosso, Patricia Rumptz, Helen Sackrison, Jane Sampson, Michael Sanders, William Saxon, Eleanor Schloff, Kay Schwesinger, Betty Seling, Scott Sepke, Marylou Shevsky, Kristine Shewach, Cheryl Silber, Barbara Simon, Donald Simpson, Desi Slaughter, Johnny Slebodnik, Thomas Sluter, Carmen Smiley, Betty Smith, Linda Smith, Robert Smith, Lary Smith, Betsy Smith, Leslie Sorkiun, Sidney Spiller, Tommie Stephen, Mathew Stine, Jeanne Stokes, Anthony Stone, Mary Stormer, Henry Stroman, Vivian Strong, Robert Stroup, Mary Ellen Stults, Cynthia Suba, John Sweeten, Mary Sweitzer, Patricia Tayler, Bernadette Taylor, Lawrence Teets & Pickett, Rich & Mary Telang, Julie Tessier, Vern The Benevity Community Impact Fund Thomas, Beverly Thomas-Bass, Garie Thomson, Angela Thrower, Ava Titus, Elizabeth Torosian, Virginia Triest, Julian Trinklein, Donald

Trotter, Brenda

Troup, Robert

Tucker, Joyce Tuomari, Margaret Tutt, Kevin Ukrainec, Jeffrey United Way of Greater Knoxville United Way of Metropolitan Dallas United Way of Tampa Bay Uthappa, Seetha Vaawyk, Justin Van Marter, Marie Varma, Alakh Vernia, Sue Vidal, Domingo Vincent, Dietrich Voss, Laverne Walls, Laura Webster Living Trust, George Steven Weingate, Virginia Wernette, Craig White, Marybeth Whittaker, Thomas Wightman, Thomas Wilbert, Mary Grace Wilson, Daniel Winters, Edward & Susan Wixson, Kimberly Wixson, Jim Wolfe, Charlotte Woodcox, Richard Zabawa, Sally Zalewski, Kathleen Zamenski, Edward Zelinksi, Gary Zmudka, J. \$500 - \$1,499

AKKO Fastener Inc. Allied Building Services Barton Malow Foundation Byars, Laura Carlson. Susanne Clark, William **Comcast Business** Crawford Products CVS Health Doug Brown Packaging Products Ducey, Donald Duff, Gregory The Elmira L. Rhein Family Foundation Federated Campaign Stewards Flynn, Robert & Sandra Ford, Walter Fort Iron & Metal Co. Fraza Forklift

Agosti, Frank & Mary

Gell, Jared Groesbeck, Kathy Heys, Rick Host, Brad & Laura Hoyle, Ryan & Kimberly Industrial Stamping & Manufacturing Corporation Iron Workers Local 25 JPMorgan Chase The Kroger Company Kronos M-1 Rail Maher, Mark & Heidi Marathon Cable Corp Margosian, Thomas Martin, Kirk McNary, Dan & Michele Miller Canfield Paddock & Stone, PLC Mutual of America The Network For Good Payne, Ted & Janet Pinnacle Construction Group Pozza, Clarence Pratt, Annis PTM Corporation Quantum Lift, Inc.

Varner, Daniel

Ward, Scott

Wilber, Jay

123 Net

AlphaUSA

Network

Angileri Frank

Bowman, Jane

Dickens, Jamaine

Guardian Alarm Sales

**Ground Effects** 

Hudson-Webber

Ilitch Charities, Inc.

Foundation

Blue Cross Blue Shield

of Michigan & Blue Care

Fabrication Inc.

Wyatt, Marion

Vision Plastics Inc.

Westside Manufacturing &

XFER Communications

\$1,500-\$4,999

Foundation Barbara Smith Ann Fleischer DTE Energy Rayford Consulting Group Southeastern Michigan Sandalwood Engineering & Ergonomics Southeast Michigan Schroeder, Robert & Mary State Employees Charitable Campaign \$50,000 - \$199,999 Stevenson, Leo UHY Advisors MI, Inc. Van Dusen, Amanda

McGregor Fund

The Northern Trust Company Premier International Rivore Metals, LLC. SEEL, LLC Segal Consulting Smith, Donald Total Vending UHY LLP YourCause, LLC.

McKee, Jane

#### \$5,000 - \$9,999

Curtis, Dennis Dardas, Chuck Source Hub LLC

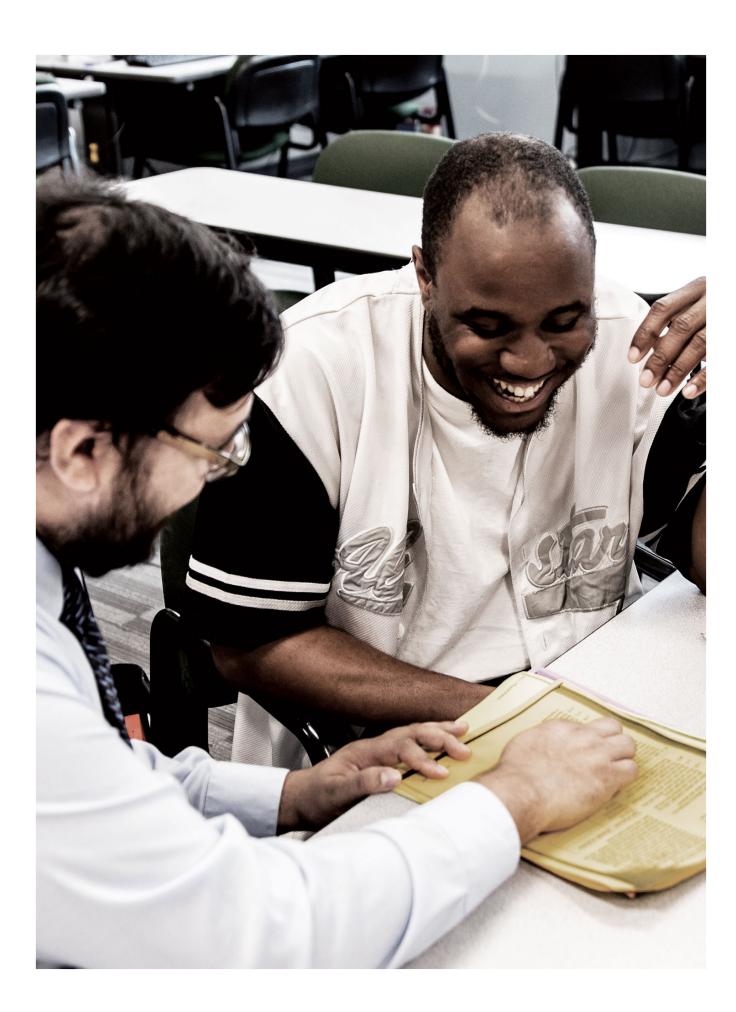
#### \$10,000 - \$49,999

Nicholas Martin Jr. Family Estate of Carl E. & Mary Community Foundation for New Economy Initiative for

United Way Southeastern Michigan DTE Energy Foundation Goodwill Industries International

#### \$200,000 & Above

W.K. Kellogg Foundation





#### **Executive Team**

#### **Daniel S. Varner**

President and CEO

#### Felicia Hunter

Executive Vice President Employment & Training

#### **Jeffrey Ukrainec**

Vice President

Donated Goods Retail

#### **Raymond Byers**

Vice President Finance

#### **Mark Maher**

Vice President
Information Technology

#### Jessica McCall

Vice President

Marketing & External Affairs

#### **Jennifer Merz**

Vice President
Fund Development

#### **Blair Vesterfelt**

Executive Vice President

Goodwill Industrial Solutions

#### **Joni Nelson**

Vice President
Human Resources
& Organizational Development

#### **Caleb Rutledge**

President
Goodwill's Green Works

#### **Karen Gamber**

Executive Assistant
Office of the President
& Compliance Officer

#### **Board**

#### **Laura Byars**

CHAIRPERSON
Vice President Human Performance
Blue Cross Blue Shield of Michigan

#### **Thomas Margosian**

VICE CHAIRPERSON
Director IT Audit Services
Ford Motor Company

#### Clarence Pozza Jr.

VICE CHAIRPERSON Mediator & Arbitrator JAMS

#### **Randal Leslie**

SECRETARY
VP Marketing, Distribution
& Product Support-Global
Johnson Controls

#### **Dennis Curtis**

TREASURER
Partner, National Power & Utilities
PricewaterhouseCoopers (PwC)

#### **Jane Bowman**

IMMEDIATE PAST CHAIRPERSON Retired Sr. Vice President/Market Manager JPMorgan Chase

#### **Board Members**

#### **Lena Barkley**

Area 7 Manager Workforce Initiatives CVS Health

#### **Charles Dardas**

President and Chief Operating Officer Alpha Stamping Company

#### **Amy Good**

CEO
Alternatives for Girls

#### **Deirdre Groves**

Executive Director Challenge Detroit

#### **Ryan Hoyle**

Senior Director *GalaxE.Solutions* 

#### **Talvis Love**

SVP & CIO Pharmaceutical Segment Cardinal Health

#### **Lisa Muschong**

Corporate Secretary & Chief of Staff DTE Energy

#### **Terrah Opferman**

Executive Director, Healthcare JPMorgan Chase

#### **Daniel S. Varner**

President & CEO Goodwill Industries of Greater Detroit

#### **Scott Ward**

Central Region Market Manager Bank of America



#### **Offices & Program Sites**

#### **Corporate Headquarters**

3111 Grand River Avenue Detroit, MI 48208 313.964.3900

#### Detroit Skill Building Services

3111 Grand River Avenue Detroit, MI 48208 313.557.8635

#### Supports Coordination Services

3111 Grand River Avenue Detroit, MI 48208 313.557.8610

#### North Oakland Career Center - Novi

31186 Beck Road Novi, MI 48377 248.926.1820

#### Flip the Script

2777 East Grand Boulevard Detroit, MI 48211 313.557.4850

#### A Place of Our Own Clubhouse

1401 Ash Street Detroit, MI 48208 313.931.0901

#### North Oakland Career Center - Highland

330 South Milford Road Milford Charter Twp, MI 48381 248.889.0410

#### North Oakland Career Center - Pontiac

1850 North Perry Pontiac, MI 48340 248.276.1777

#### Wayne County Employment & Training

28526 Van Born Road Westland, MI 48186 734.467.6600

#### **Other Locations**

#### Goodwill's Green Works, Inc.

6421 Lynch Road Detroit, MI 48234 313.499.3100

#### Goodwill Industrial Solutions

3111 Grand River Avenue Detroit, MI 48208 313.964.3900

#### **Resale Locations**

#### Canton

41937 Ford Road Canton, MI 48187 734.981.1692

#### **Commerce Township**

3281 Crumb Road Commerce Township, MI 48390 248.859.5927

#### **Dearborn**

22451 Michigan Avenue Dearborn, MI 48124 313.288.5927

#### Livonia

12651 Middlebelt Road Livonia, MI 48150 734.245.0115

#### Woodhaven

20080 West Road Woodhaven, MI 48183 734.301.3902

#### **Ypsilanti**

3782 Carpenter Road Ypsilanti, MI 48197 734.272.0667