Friends,

Thank you for your continued support and partnership through 2021! The year featured a number of highlights, but chief among them was the fact that in 2021, Goodwill Detroit celebrated 100 years of service to the greater Detroit community. What a 100 years it has been!

At the same time, the year represented a bit of a return to normalcy, as we returned to in-person programming for many of our trainees, and fully got back to business at our three social enterprises: Goodwill Integrated Solutions (GIS), Goodwill’s Green Works (GGW), and our six resale stores. I’m pleased to report that Goodwill Detroit continued to perform as a leader in helping the people and communities of southeast Michigan thrive.

The year was also a year of growth and new starts. To name a few highlights:

• We began a new “Digitability” program to provide digital skills training to our trainees living with intellectual or developmental disabilities.
• Our welding school began classes at its new location inside our headquarters facility on Grand River Ave., near downtown Detroit.
• We hired a new Director of Occupational Training near the end of the year, in support of our growing occupational training programs.

Speaking of occupational training, stay tuned for some BIG announcements toward the end of 2022!

Although we don’t brag about it enough, we also increased the level of mission integration at our social enterprises in 2021, by increasing the numbers of people with significant employment barriers who are employed at each of the businesses. Well over half of the employees at GIS, GGW, and our store warehouse live with a significant barrier to employment, whether an intellectual or development disability, or some level of involvement with the criminal justice system. These folks aren’t defined by those challenges, however. They are defined by their aspirations, and we could not be more proud to partner with them in achieving their dreams. Read on to learn more. If you see opportunities for any of our social enterprises to serve new/different customers, please don’t hesitate to let me know. As they grow, so does our impact.

Finally, I’ll end this letter where I began. Thank you! Your support and partnership makes all of this possible.

Sincerely,

Dan Varner

President & CEO
Goodwill Industries of Greater Detroit

Friends,

2021 was a comeback year for Goodwill Industries of Detroit. Most important was (President & CEO) Dan Varner’s comeback and full recovery from his illness. What a blessing! Through Dan’s energy and passion for people, he successfully led the organization out of the pandemic lockdowns and into the new way in which we work. The agency came back stronger in both the social enterprise and the mission. The Board adapted as well and leaned in whenever and wherever necessary to help the organization achieve its goals. As Board Chair, it was very gratifying to see the level of commitment from everyone across the organization as we settled into new norms while keeping a laser focus on the mission.

Goodwill Detroit also celebrated its 10th anniversary in 2021. Another blessing and significant milestone! As the organization embarks on the next 100 years, there are many challenges and opportunities to make a difference in people’s lives. Through the hard work of our employees, the commitment of our Board members, and the generous support of our donors and friends, Goodwill Detroit is well positioned to face these challenges and deliver even greater impact to our city and region.

I remain honored to be part of this great organization and to have served as Board Chair for the past two years. I continue to be personally touched by the success stories of the people we serve. As I finish my tenure as Board Chair, I want to thank the Board and the Goodwill Detroit team for your ongoing support. It was a tumultuous time in our history, and we pulled together to not only survive, but to come back even stronger. The work we do and the people we serve is critically important. I look forward to serving and supporting Goodwill Detroit for many years to come.

Sincerely,

Tom Margosian

Board Chairperson
Goodwill Industries of Greater Detroit
Diversity, equity, and inclusion are not just buzzwords for us. They are the reason Goodwill Detroit exists. They are in our DNA. Goodwill Detroit was founded in 1921 by Reverend Dr. John E. Martin, who wanted to help people who had been left out of access to job opportunities. Reverend Martin began his journey by creating a place for elderly and physically-disabled residents to repair and sell donated items. One of our subsidiaries, Goodwill Integrated Solutions, can trace its origins to 1924, when Goodwill began manufacturing glovebox manuals for early-century automobiles. In 1950 we dedicated a block-long headquarters and combined operations from three downtown retail sites for our stores. And that commitment inclusion continued in 1970, when we saw an opportunity to expand our impact by merging with the League for the Handicapped and became the nation’s largest private vocational rehabilitation agency.
Today, we operate three social enterprises: our fabled thrift stores, Goodwill Integrated Solutions, and Goodwill’s Green Works. These businesses provide both on-the-job training and income to our trainees, as well as revenue that is reinvested into our programs like Flip the Script and Specialized Employment & Training. Our ability to make an impact has never been stronger.

Although services have changed to meet the times’ needs, Goodwill Detroit remains committed to social justice and community service. We remain focused on skilled trades and expanding our welding program to bring more occupational training opportunities to Metro Detroiters. There is certainly a need and a passion for replicating our flagship program, Flip the Script, across the five counties we serve and potentially beyond Michigan, providing more opportunities for justice-involved individuals. On the retail front, we are advancing with e-commerce and planning to at least double the number of our stores over the next decade. As Goodwill Detroit continues its journey of the next 100 years, it is our vision to become the leading social enterprise in the region at helping people and their families move from poverty and dependence to prosperity and independence.
OUR MISSION

Co-creating independence and dignity through the power of personal and workforce development.

Goodwill Detroit provides best-in-class personal and workforce development training to Metro Detroit residents living with mental health challenges or developmental disabilities, people who are justice-involved, and residents who have been chronically underemployed or unemployed.

Providing a range of support services—from financial coaching and tax preparation to resume development and job training—Goodwill Detroit’s work is founded on helping people and their families move from poverty and dependence to prosperity and independence.

For a full description of our programs and services, visit WWW.GOODWILLDETROIT.ORG

OUR VALUES

INTEGRITY
We are truthful and honest in our interactions

DIGNITY & RESPECT
We treat all people with dignity and respect

CONTINUOUS IMPROVEMENT
We engage in intentional practices to improve our trainee and customer outcomes, our people, and our productivity

DIVERSITY & INCLUSION
We create environments where everyone’s participation is valued and celebrated

HEALTH, SAFETY & WELL BEING
We maintain safe environments and focus on the holistic well-being of our employees and trainees.
MISSION IMPACT

1,097 persons obtained competitive employment out of 1,174 job-ready candidates.

The skills gained through Goodwill services help individuals maintain employment beyond 90 days.

93% JOB PLACEMENT RATE

93% JOB RETENTION

7,520 COMMUNITY & BASIC SERVICES
(School to Work, Unemployment/Retention, and Walk-in Services)

347 INTENSIVE PERSONAL DEVELOPMENT SERVICES
(Ongoing Intensive Personal Development Services Focused on Job Entry)

1,435 INTENSIVE JOB PLACEMENT SERVICES
(Employability skills, Job Readiness, and Job Development Services)

5,408 VIRTUAL SERVICES
(Virtual Unemployment Insurance Agency Liaison)

The skills gained through Goodwill services help individuals maintain employment beyond 90 days.

93% AVG. STARTING HOURLY WAGES

$16.58

Job-ready individuals who participate in Goodwill programs earn competitive wages.

$610,274 GOODWILL WAGES PAID

Goodwill wages paid to persons in transitional work experience programs.

100 YEARS. Just the beginning.

2021 Annual Report
When the pandemic took away previously established partnerships for trainees at Goodwill of Greater Detroit, leaders within the organization took the opportunity to redefine the goals of their Specialized Employment & Training Program to build back stronger. The Specialized Employment & Training program provides services to adults with intellectual or developmental disabilities using a state-of-the-art digital platform.

The Digitability program is helping our trainees bridge any gaps in their digital knowledge. The program helps trainees access digital resources for things like financial management and transportation, as well as better prepare them to use technology to find and be successful in employment.

The program also improves trainees’ self-confidence and promotes the importance of self-advocacy in their personal and professional lives. “There is always quite a learning curve when starting something new – for the staff as much as the trainees. I couldn’t have asked for a better group of people to start this journey with. Each rose to the challenge of growing personally and professionally and it has been an honor to grow with them.”

– Shannon Kelley, Specialized Employment & Training Program Coordinator

Joshua Fields
Flip the Script, Goodwill’s Welding School

Joshua completed Goodwill Detroit’s Flip the Script program in 2020 and then enrolled in Goodwill’s welding school. When his training was interrupted by the pandemic, he made a commitment to come back and complete it. Eighteen months later, he kept his commitment and returned to the welding school when classes resumed. He completed his coursework while also working part-time, and when he took on the additional challenge of becoming debt-free, he also began working with a financial coach at Goodwill Detroit’s Center for Working Families. Joshua ultimately completed the welding program and began an apprenticeship with the Ironworkers Union, where he is on his way to earning $20/hour as a Journeyman!
## Enrollments

<table>
<thead>
<tr>
<th>County</th>
<th># Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macomb County</td>
<td>73</td>
</tr>
<tr>
<td>Oakland County</td>
<td>5,582</td>
</tr>
<tr>
<td>City of Detroit</td>
<td>5,694</td>
</tr>
<tr>
<td>Virtual UIA Services</td>
<td>5,438</td>
</tr>
<tr>
<td>Total</td>
<td>14,710</td>
</tr>
</tbody>
</table>

## Persons Served by County

<table>
<thead>
<tr>
<th>County</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macomb County</td>
<td>73%</td>
</tr>
<tr>
<td>Oakland County</td>
<td>38%</td>
</tr>
<tr>
<td>City of Detroit</td>
<td>24%</td>
</tr>
<tr>
<td>Virtual UIA Services</td>
<td>37%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

## Persons Served Profile

- Substance Abuse: 3
- Physical Disability: 37
- Veterans: 68
- Behavioral Health: 110
- Youth: 286
- Ex-Offender: 244
- Intellectual/Developmental Disabilities: 256
- Unemployed/Underemployed: 8,278
- Total: 14,710

## Employment Type

- Factory/Manual Labor: 463
- Oil Field: 6
- Food Service: 71
- Retail/Sales: 59
- Janitorial: 44
- Customer Service: 47
- Welding: 3
- Other (Tech., Prof., Transportation): 273
- Total: 1,079

## Employment Retention Outcomes

<table>
<thead>
<tr>
<th>Days</th>
<th>96%</th>
<th>94%</th>
<th>93%</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Days</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60 Days</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90 Days</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>180 Days</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

## Positive Outcomes Other Than Employment

- Entered GED Preparation: 61
- Entered College Degree Program: 2
- Entered Vocational Training: 80
- Obtained High School Diploma: 6
- Obtained GED: 12
- Obtained Post-Secondary Degree: 1
- Obtained Occupational License: 11
- Obtained Industry Certification: 91
- Clean Downtown Detroit TWE: 9
- Green Works TWE: 2
- DGR TWE: 22
- GSI TWE: 52
- Community TWE: 41
- Total: 304

## Substance Abuse:

- Total: 3

## Physical Disability:

- Total: 37

## Veterans:

- Total: 68

## Behavioral Health:

- Total: 110

## Youth:

- Total: 286

## Ex-Offender:

- Total: 244

## Intellectual/Developmental Disabilities:

- Total: 256

## Unemployed/Underemployed:

- Total: 8,278

## 100 YEARS. Just the beginning.

2021 Annual Report
91.6% of every dollar is spent on Goodwill Detroit’s programs and services.

Financials

Total Revenue and Support
$49,215,106

Total Expenses
$46,466,781

Net Assets at Beginning of Year
$19,314,784

Net Assets at End of Year
$22,383,832

Goodwill Detroit Leadership

EXECUTIVES
Mark Water
Vice President
Information Technology

Jennifer Marx
Vice President
Fund Development

Blair Vercher
Executive Vice President
Goodwill Detroit

Goodwill Integrated Solutions

Joni Nelson
Vice President
Human Resources & Organizational Development

Caleb Rutledge
Vice President
Goodwill Detroit

President

Goodwill’s Green Works

Karen Gunter
Executive Assistant
President & Chief Financial Officer

Brian Hodge
Senior Director

Data Analytics

Goodwill Detroit Leadership

BOARD MEMBERS

Thomas Mergian (Chair)
Retail, Director
IT Audit Services
Ford Motor Company

Deirdre Groves (Vice Chair)
CEO
Challenge Detroit

Jeff Huebner (Treasurer)
Managing Member
Pointe Capital Management

Randal Leslie (Secretary)
Retired VP Marketing
Distribution & Product Support
Johnson Controls

Lena Barkley
Lead Manager
Workforce Initiatives
CVS Health

Dennis Curtis
Partner
Risk Assurance
PricewaterhouseCoopers

Amy Good
CEO
Alternatives for Girls

Ryan Hoyle
Senior Director
GalaxE.Solutions

Tavis Love
Sr. VP
Enterprise Architecture & Information Security
 Cardinal Health

Laura Byars
Vice President
Human Performance
Blue Cross Blue Shield of Michigan

Lisa Munching
VP Corporate Secretary & Chief of Staff
DTE Energy

Terri Opferman
Executive Director
Healthcare
JPMorgan Chase

Clarence L. Piazza Jr.,
Mediator/Arbitrator
JAMS

Erica Robertson
CEO
Promise Schools

Dan Varner
President/CEO
Goodwill Industries of Greater Detroit

100 YEARS. Just the beginning.

2021 Annual Report
30,000 YEARS. Just the beginning.