

2021 Annual Report





Daniel S.Varner

President & CEO
Goodwill Industries
of Greater Detroit

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. You are making a tremendous difference in our community.

Sincerely, Dan Varner



Tom Margosian

Board Chairperson

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 lockdown 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 wherever and whenever 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 100th 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 peoples' 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



THROUGH THE YEARS, THE COMMITMENT HAS REMAINED THE SAME

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.





CURRENT WORK LEADS WITH THE HEART AND THE MIND

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.

LOOKING TO OUR PAST-TO PLAN THE FUTURE

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





MISSION IMPACT

PEOPLE SERVED: 14,710

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)

93%

JOB PLACEMENT RATE

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

\$16.58

AVG. STARTING HOURLY WAGES

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

1,435 INTENSIVE JOB PLACEMENT SERVICES

(Employability skills, Job Readiness, and Job Development Services)

5,408 VIRTUAL SERVICES

(Virtual Unemployment Insurance Agency Liaison)

93% JOB

RETENTION

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

\$610,274
GOODWILL
WAGES PAID

Goodwill wages paid to persons in transitional work experience programs



Shannon Kelley

Specialized
Employment & Training
Coordinator

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

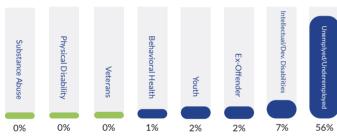


Joshua completed Goodwill Detroit's Flip the Script program in 2020 and then enrolled in Goodwill's welding school. When his training was interrupted by the pandemic, he made a commitment to come back and complete it. Eighteen months later, he kept his commitment and returned to the welding school when 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!



PERSONS SERVED PROFILE

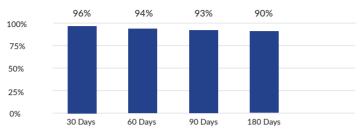
Total



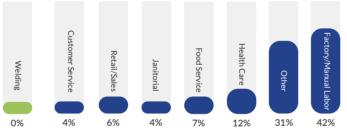
Substance Abuse	3
Physical Disability	37
Veterans	68
Behavioral Health	110
Youth	286
Ex-Offender	264
Intellectual/Developmental Disabilities	256
Unemployed/Underemployed	8,278

14,710

EMPLOYMENT RETENTION OUTCOMES



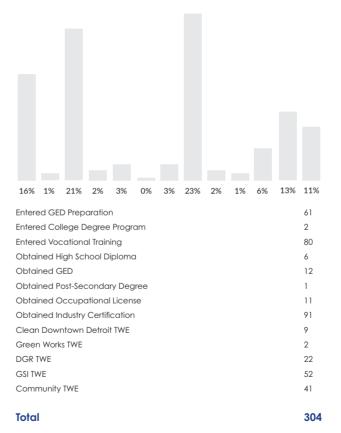
EMPLOYMENT TYPE



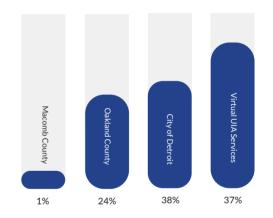
Welding	3
Customer Service	47
Retail/Sales	59
Janitorial	46
Food Service	71
Health Care	135
Other (Tech., Prof., Transportation)	273
Factory/Manual Labor	463

Total 1,079

POSITIVE OUTCOMES OTHER THAN EMPLOYMENT



PERSONS SERVED BY COUNTY



ENROLLMENTS	# SERVED
Macomb County	73
Oakland County	3,581
City of Detroit	5,684
Virtual UIA Services	5,408
Total	14,710

Financials

91.6% of every dollar is spent on Goodwill Detroit's programs and services

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



Daniel S. Varner
President & Chief Executive Officer

Felicia Hunter
Chief Mission Officer
& Executive Vice President

Jeffrey Ukrainec Vice President Goods Retail

Michael Kleinheksel Chief Financial Officer & Executive Vice President

Mark Maher

Vice President
Information Technology

Jennifer Merz
Vice President
Fund Development

Blair Vesterfelt

Executive Vice President
Goodwill Detroit
CEO
Goodwill Integrated Solutions

Joni Nelson

Vice President
Human Resources
& Organizational Development

Caleb Rutledge Vice President

Goodwill Detroit

President

Goodwill's Green Works

Karen Gamber
Executive Assistant
Office of the President

& Compliance Officer

BOARD MEMBERS

Thomas Margosian (Chair)
Retired, Director

IT Audit Services Ford Motor Company

Deirdre Groves (Vice Chair)

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 Talvis Love

Enterprise Architecture & Information Security
Cardinal Health

Laura Byars

Vice President
Human Performance
Blue Cross Blue Shield of Michigan

Lisa Muschong

V.P. Corporate Secretary & Chief of Staff
DTE Energy

Terrah Opferman

Executive Director Healthcare JPMorgan Chase

Clarence L. Pozza Jr., Mediator/Arbitrator

JAMS

Erica Robertson

Promise Schools

Dan Varner

President/CEO

Goodwill Industries of Greater Detroit

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Goodwill Detroit Donors



\$50,000 - ABOVE

Bank of America Merrill Lynch Beverly Chlopan Community Foundation for SE Michigan

\$10.000 - \$49.999

Ally Financial
Barton Malow Foundation
CVS Health
Goodwill Store Shoppers
Helen L. Kay Foundation
JPMorgan Chase
Madeline O'Neill
National Charity Services
Nicholas Martin Jr. Family Foundation
Rose Ann Comstock Living Trust
United Way for SE Michigan
William and Elvira Hahn

\$5.000- \$9.999

Blue Cross Blue Shield of Michigan & Blue Care Network Dennis Curtis

Laura Lamberti Robert Lott SEEL, LLC The Northern Trust Company

\$1,500-\$4,999

Amanda Van Dusen Blair Vesterfelt Daniel Varner Dr. Douglas and Lynda Hock Enterprise Holdings Foundation Frank and Maria Angileri Jane McKee JPMorgan Chase Foundation Leo and Marie Stevenson Mutual of America Talvis Love Ted and Janet Payne The Tuktawa Foundation

\$500- \$1,499

All Pro Color

Alvin Hunter

Annis Pratt

AIM Computer Solutions, Inc.

Arthur and Sharon Otlewski-Pulte

Barbara Cooper Brandon Hartke Bruce Brorby Dan and Michele McNary Daniel Cohen David Grossman David Hain Deirdre Groves DeLois Whitaker-Caldwell Eric Gold Erica Robertson Felicia Hunter Frank and Mary Agosti Grea Kloiber Harry Pearce James Gotch Jane Sackrison Jav Wilber John and Joanne Carter Joni Nelson Junior Group of Goodwill Industries of Greater Detroit Kirk Martin Lawrence Larson Mark and Heidi Maher Michael Dyorich Michael Mihalich Philip and Patricia Gerwert PricewaterhouseCoopers, LLP Robert Plowdrev Ruth Jones Sharlene Gage Thomas Margosian United Staffing Agency

William and Donna Sanders

William and Martha Ford Fund

\$499 AND BELOW

Adina Golemba Alan and Chervl Ann Novack Alan and Joanne Glantz Alan Sheets Aletha Risker Alice Ahearn Alicia Jordan Amazon Smile Amy Good Andrew and Eleanor Cleary Andrew and Philomena Rosnik Andrew Dincolo Angela Maday Ann and Dave Ottenhoff Ann Ford Ann Massad Anonymous Donors Anthony and Julia Panson Ara Howrani Ari-El Enterprises Arif Icke Armerion Fowler Arthur and Mary Carlson Ava Thrower Avern Cohn Barabara Davidson Barbara Andres Barbara Burns Barbara Lowe Barbara Miller Bernie Moray Betsv Smith Bettie Lyons Betty Smiley Bomi Hathikhanavala Bonnie Brooks Bradley and Laura Host Brandi Keith Brenda Krachenberg Brenda Simuel Jackson Brenda Trotter

Brian York

Bruce and Bernadette Taylor

Candace Campbell

Carmen Sluter Carol Gerlach Carovn Pope Charlotte Wolfe Cherie McCullough Cherrolyn Knowles Chervl Shewach Chloe Ureste Christian and Ruth Ann Remus Christopher and Debra Hughes Clarence and Cynthia La Budde Clarence Pozza Colette Jacobsen Constance Roberts Craig and Diane Wernette Cynthia Eicholtz Dan Chandler Daniel and Mary Holland David and Bernadette Broughton David and Karen Pyrce David and Kathy Guest David Bertram David Cain David Lussier Dawn Finn Deborah Gentry Denese Turner Dennis Deane Dennis Matthews Dennis Spensley Desi Simpson Dietrich Vincent Domingo Vidal Donald and Elizabeth Titus Donald and Michele Mullen Doreen Chandler Doris Topping Doris Witherspoon-David Dorothy Conrad Dorothy Knox Dorothy Sweda Dorothy Warren Dorris Fleming Douglas Neff

Douglas Shonk

E. Irene Greene

Edward and Betty Ann Burski Edward and Judy Kanasty Edward and Susan Winters Edward Augustyn Eleanor Saxon Flizabeth Fidler Elizabeth Gandelot Elizabeth Kline Flizabeth Lanzon Elizabeth Vuvlstee Elizabeth Rice Emily Addessi Erin Leipold Esther McCubbin Evelvn Gianino Fidelity Charitable Frederick and Sheila Hatch Garie Thomas-Bass Frederick and Sheila Hatch Garie Thomas-Bass Garv and Marv Gorski Garv Nadlicki George Cherian George Elemont George Thompson George Wojdacki Gerald Broniak Gerald Matthews Gerald Pickler Gi'Anna Cheairs Glenn and Ella Dee Pearson Glenn and Margretta Potts Gloria Bates Gloria Becker Graziano Canini Gregory Masel Gretchen Bitvk Gus and Doreen Christy Harold Boves Harry and Rachel Maisel Harry and Susan Letzmann Harry Hodgson Heather Lindberg Henry and Carolyn Stormer Hollis Witkowski

Howard Jacobs

\$499 AND BELOW (CONTINUED)

Irene Cavanaugh Jack Bilunes Jacob Grossett Jacqueline Rossi James and Constance Andres James and Elizabeth Galbraith James and Mary Stephens James and Patricia Duerr James Kudei James Slowik Jamila Zmudka Janet Anderson-Davis Janet Douglass Janet Heatley Janet Leslie Janice Porter Janyth Hess Jasen Wyatt Jeanne Stine Jeff and Rachelle Ukrainec Jeffrey and Marilyn Gilbert Jeffrey Huebner Jennifer and Steve Merz Jerome Harris Jerrell and Patricia Calvert Joan and Douglas Wright Joan Ford Joann Grav Joann Nawrocki Joesph and Julie Lesko John and Cynthia Williamson John and Helen Regan John and Janice Pacente John and Paula Acton John Catello John Gaver John Gorsky John Macieiewski John Novak John Spalding Jon and Cynthia Stults Joseph and Barbara Ann Brierly

Joseph and Barbara Frattarola

Joseph and Denise Dovle

Joseph and Margaret Pero

Joseph and Virginia Farrug Joseph Grocholski Joseph Marusic Josh Dubke Jovce Nilis Joyce Tucker Jovcelene Carter Judith Locher Judith Raetz Judy Crup Jules Breslow Julia Koths Julie Fisher Karen Gates Karen Watts-Dolan Kathleen and John Liadis Kathleen Keves Kathleen Lomako Kathleen Zalewski Kathrvn Ellis Kay Wasinger Keith Rushing Kenneth and Mary Seaberg King Kenneth Ogilvie Kevin Black Kevin Somerville Kevin Tutt Kristine Shevsky Kristopher and Suzanne Kapcia LaPonda Fitchpatrick Lary Smith Laurie Lane Lawrence and Linda Bolam Lawrence Taylor Leeann Gevercer Lena Barkley Leo and Helen Rumptz LeRov Asher Liesl Morelli Lillian Marzoug Lillian Slowik Linda Bernard Linda Elum Linda Hammell

Loretta Pve

Louise Bergiel

Lorna Pollock Dieter

Lisa Muschong Lois Norman

Manohar Jagasia Marcell Marcolina Margaret Danigelis Marie VanMarter Marilee Clark Marilny Smith Marjorie Covert Mariorie Mack Mariorie Thomas Mark Lifter Marvin Dick Marvin Fudalla Mary Babcock Mary Ellen Stroup Mary Humphries Mary Rodgers Mary Sepe Mary Stone Marybeth White Matteo Zakolski Matthew and Terri Franzen Matthew Trunsky Maurice Allmacher Megha Mehta Melvin and Sylvia Herner Melvin Lee Michael Currie Michael Hinsky Michael Kelly Michael Locricchio Michael Nowak Michael Radner Michael Rogers Michael Sharara Michael Zeller Mohammad Javaid Yousuf Nancy Boytor Nancy Giannone Nancy Kalef Nancy Nixon Neale Hoener Nicole Braxton Noah and Mary Greenhill Norman Cvr Nornine Jachym

Patricia Csatari

Patricia Harkey

Patricia Doemer

Paul and Angell Wolber

Paul Siatczynski Paul Wagner Paul Walters Peter De Steiger Phillip Nicolai Ralph Raciti Ramchandra Patel Randal and Susan Leslie Randall and Terry Lange-Winkel Randall Applebee Randall Murphy Randy Pantelis Raymond and Donna Doyscher Raymond Keeling Reanell Beaty Renate Reimer Rich Teets and Mary Pickett Richard and Carol Crowe Richard and Cheryl Bowman Richard and Emily Moellering Richard and Orlene Faulkner Richard Higginbottom Richard O'Neil Richard Snella Robert and Carol Anne Rigonan Robert and Carol Kellev Robert and Jacquelin Riley Robert and Mary Schroeder Robert and Mary Strong Robert and Patricia Sweitzer Robert Depietro Robert Jungwirth Robert Miller Robert Schmidt Roderick Kallgren Rodney III and Georgia Beckwith Rolf and Harriet Amsler Ronald and Arlene Ross Ronald and Valderes Clinton Ronald Frechen Ronald Hitt Ronald Jones Ronald Kopski Ronald Maika Rosemarie Piskoti Ruth Schettenhelm Ruth Schmidt

Sally Zabawa

Sandra Ulsh

Scott Cooley Seetha Uthappa Sharon Miller Sharon Pontius Sharvn Tudor Shirley Krol Shirley Lorie Sidney and Kathleen Berkowitz Simon Perry Snehal Chavan Sonia Plata Stanley and Marilyn Klos Stephen Bugin Susan Badalucco Susan Cranfield Susan Jeffries Susan Naimowicz Susan Quellette Susan Wyputa Suzanne Gagne The Helppie Family Charitable Foundation The Kroger Company The Network For Good Thomas and Diane Linn Thomas and Suzanne Ensch Thomas Blaser Thomas Guith Thomas Rinehart III Tom and Linda Handyside Tomalynne Srabian Tommie Spiller Tricia Hashimoto Virginia Weingate Vivian Stroman Vytautas and Mary Kaunelis Wade McCain Wade McCann Wallace Hopp Webster Living Trust Wilberta Johnson William Bowman William Dowling William Everal William Ramroth William Robinson Willie and Loretta Phillips

Yin Hing Klisowski

Yvette Samfilippo

Locations

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 313.557.4848

A Place of Our Own Clubhouse

1401 Ash Street Detroit, MI 48208 313.931.0901

North Oakland Career Center - Pontiac 1850 N. Perry Street Pontiac, MI 48340 248.276.1777

Detroit at Work Career Center

Northwest Activity Center 18100 Meyers Rd, Detroit, MI 48235 313.578.7500

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

Goodwill's GreenWorks, Inc. 6421 Lynch Road Detroit, MI 48234 313.499.3100

OTHER LOCATIONS

Goodwill Integrated Solutions

Dearborn, MI 48126 313 964 3900

Ynsilanti

Livonia

3782 Carpenter Road Ypsilanti, MI 48197 734.272.0667

12651 Middlebelt Road

Woodhaven, MI 48183

Livonia, MI 48150

20080 West Road

734.245.0115

Woodhaven

734.301.3902

14301 Prospect Street