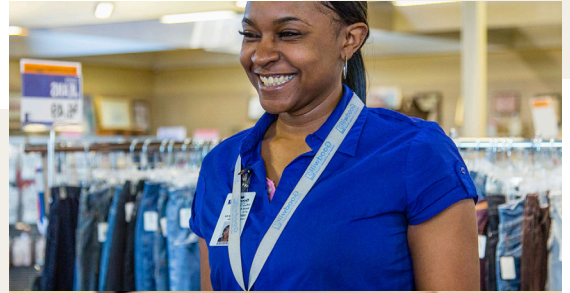




Goodwill
of Greater Detroit

ANNUAL REPORT

2022





Daniel S. Varner

President & CEO
Goodwill of Greater Detroit



Deirdre Groves

Chairperson, Board of Directors
Goodwill of Greater Detroit

Friends,

Thank you for your continued support and partnership!

2022 was truly a banner year in terms of mission outcomes. Building on the momentum we established in 2021, we reached record levels of “mission integration” in each of our three social enterprises. Community members living with intellectual or developmental disabilities now make up almost 30% of our store warehouse staff. 70% of our team at Goodwill’s Green Works are local residents who are or have been justice-involved. And nearly 70% of the production hours at Goodwill Integrated Solutions are performed by people living with intellectual or developmental disabilities!

We are a community that believes in second chances, believes in personal growth and development and believes that everyone should have an opportunity to achieve their highest potential. Your support, your partnership and your commitment make these kinds of outcomes possible.

Last year we told you to stay tuned for some big announcements. Well, as you may have recently read, we partnered with CVS and broke ground in late 2022 on a CVS Health Workforce Innovation and Talent Center (WITC) at our headquarters in Detroit. In 2023, we will celebrate its opening! The WITC will provide retail and pharmacy tech training for local residents and is emblematic of a new and deeper level of partnership that we have reached with CVS. It is also another step forward for our occupational training program.

We also are busy growing much of our mission programming, ranging from an expansion of our best-in-class Flip the Script programming for folks who are justice-involved, to an increased reach for our innovative SURGE Center, which helps both employers and employees improve job retention.

Like you, we are still adjusting to all of the ways in which our world has changed post-pandemic. We remain wildly committed to the health and well-being of our employees and trainees. And we are listening carefully to jobseekers, who are sometimes looking for a different balance of personal life with work, or a different career path than the one they were on pre-pandemic. Employers also have changed in myriad ways, and our programming and partnership is changing to meet their needs.

That having been said, one thing remains the same. We are as committed as ever to our mission: to build pathways to independence through personal development and the power of work. We are proud to work alongside you in pursuit of that mission, and to join you in creating a region that provides an opportunity for everyone to achieve their full potential.

Sincerely yours,

Deirdre Groves and
Daniel Varner

OUR MISSION

**We build pathways
to independence**
through personal
development and
the power of work.



21% OF WAYNE COUNTY RESIDENTS AND 41% OF DETROIT RESIDENTS LIVE BELOW THE POVERTY LINE.
We strive to help more residents get access to liveable wages.

Goodwill of Greater Detroit provides best-in-class personal and workforce development training for Metro Detroit residents with barriers to employment, including those living with physical, intellectual or developmental disabilities, or mental health challenges and those who are justice involved.

As a provider of personal and workforce development services, from financial coaching and tax preparation to resume building and job training, Goodwill of Greater Detroit is helping people live more independent, fulfilled lives.

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.



Goodwill of Greater Detroit is here for you.
FOR OVER 100 YEARS WE HAVE BEEN SERVING DETROIT AND ITS NEIGHBORING COMMUNITIES.

MISSION IMPACT

PEOPLE SERVED: 11,751

- 9,655 BROAD COMMUNITY SERVICES
(school to work, unemployment retention and walk-in services)
- 406 INTENSIVE PERSONAL DEVELOPMENT SERVICES
(ongoing intensive personal development services focused on job entry)
- 1,690 INTENSIVE JOB PLACEMENT SERVICES
(employability skills, job readiness and job development services)



91%
JOB PLACEMENT
RATE

1,859 people obtained competitive employment out of 2,053 job-ready candidates.



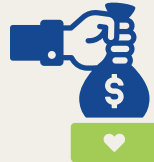
\$17.91
AVG. STARTING
HOURLY WAGES

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



94%
JOB
RETENTION

Goodwill training helps individuals maintain employment beyond 90 days.



\$889,981
GOODWILL
WAGES PAID

These are the total wages paid by Goodwill to people in transitional work programs.





Meet LeAngela

Goodwill of Greater Detroit's Welding Program

LeAngela is a recent graduate of Goodwill of Greater Detroit's welding program and is now working with one of our employer partners, Ferrous Metals.

She dreams of creating a bright future for herself and her young son. Now, with her new skills, new job and stable income, she is able to map out goals for her future and achieve them one step at a time.

WHAT DOES THE FUTURE LOOK LIKE FOR YOU AND YOUR SON?

"I have dreams of ultimately becoming a corporate attorney. I have many different ideas for businesses, but being a welder is a stepping stone to building wealth so I can get my law degree and practice law. Eventually, I want to get a business started for my son that I can hand down to him where he can learn the value of hard work."



Meet Harvey

A Place of Our Own Clubhouse

Harvey's struggles with mental illness began over 30 years ago. Now 57, he has faced mental illness for more than half of his life. 8 years ago, Harvey entered A Place of Our Own Clubhouse and has been given the support he needs.

He entered a Wayne County program for supported education that has helped him learn how to study, take tests and access resources on campus so he can continue his education. His ultimate goal is to attend the culinary arts program at Schoolcraft College and become a chef.

HOW HAS CLUBHOUSE HELPED YOU?

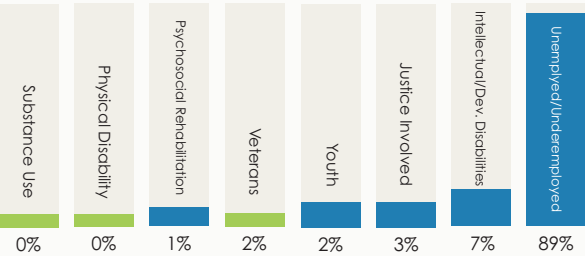
"If I didn't have the support of Goodwill and my connection to the Clubhouse, I would probably be dead, in prison, homeless or some other place that's not good. Instead, I'm setting goals and spreading a positive attitude everywhere I go. I enjoy that. It reminds me that my life is important... that I am important and that I have value."



Proceeds from all our social enterprises support our mission
TO HELP LOCAL PEOPLE BECOME TRAINED AND READY FOR WORK.

STATISTICS

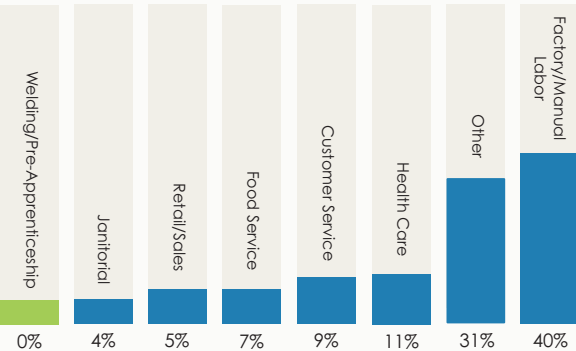
PERSONS SERVED PROFILE



Substance Use	17
Physical Disability	15
Psychosocial Rehabilitation	120
Veterans	232
Youth	222
Justice Involved	387
Intellectual/Developmental Disabilities	305
Unemployed/Underemployed	10,453

Total 11,751

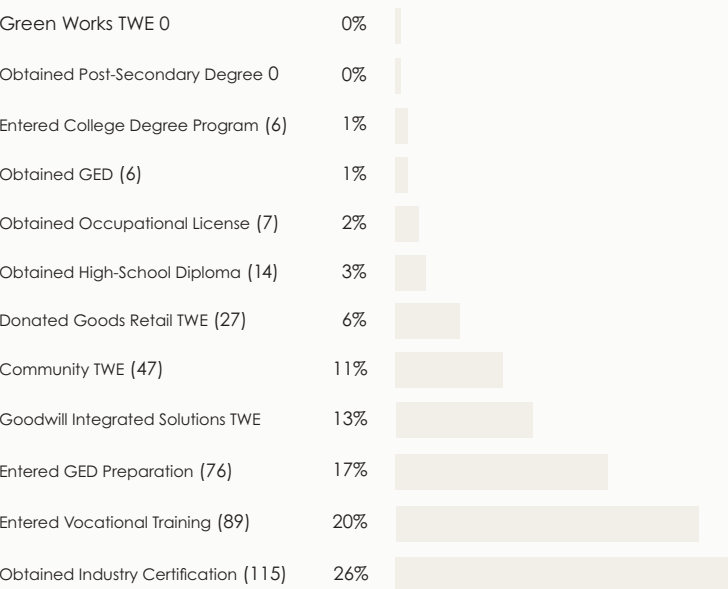
EMPLOYMENT TYPE



Welding/Pre-Apprenticeship	2
Janitorial	65
Retail/Sales	99
Food Service	135
Customer Service	163
Health Care	196
Other (Tech., Prof., Transportation)	453
Factory/Manual Labor	746

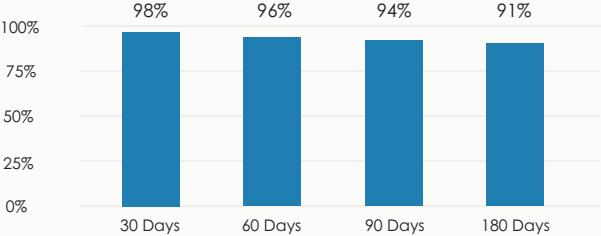
Total 1,859

POSITIVE OUTCOMES OTHER THAN EMPLOYMENT

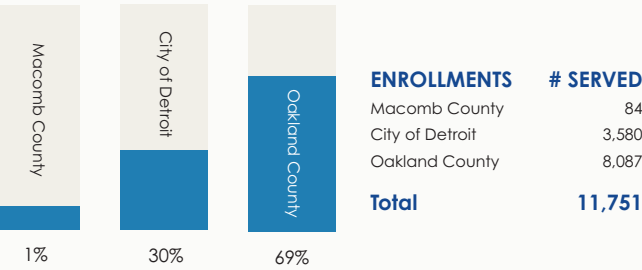


Total 443

EMPLOYMENT RETENTION OUTCOMES



PERSONS SERVED BY COUNTY





FINANCIALS

NINETY-TWO CENTS of every dollar spent at our stores supports personal and workforce development programming.

\$48,334,401

Total Revenue
and Support

\$19,389,328

Total Public Support

\$28,945,073

Total Other Revenues

\$50,052,595

Total Costs
and Expenses

\$45,703,910

Program Services

\$3,817,487

Management
and General

\$531,198

Fundraising

\$22,383,832

Net Assets at
Beginning of Year

\$20,596,378

Net Assets at
End of Year

LEADERSHIP

EXECUTIVES

Daniel S. Varner
President & CEO

Felicia Hunter
Chief Mission Officer &
Executive Vice President
Employment and Training

Gayle Joseph
Vice President
Communications, Marketing
and Government Affairs

Michael Kleinheksel
Chief Financial Officer

Mark Maher
Vice President
Information Technology

Jennifer Merz
Vice President
Fund Development

Caleb Rutledge
President & CEO
Goodwill's Green Works

Raul Soto
Vice President
Human Resources and
Organizational Development

Jeffrey Ukrainec
Vice President
Donated Goods Retail

Blair Vesterfelt
President & CEO
Goodwill Integrated Solutions

BOARD MEMBERS

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Retired VP Marketing
Distribution & Product Support
Johnson Controls

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CEO
Promise Schools

Jeff Huebner (Treasurer)
Managing Member
Pointe Capital Management

Lena Barkley
Lead Manager
Workforce Initiatives
CVS Health

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

Dennis Curtis
Partner
Risk Assurance
PricewaterhouseCoopers

Amy Good
CEO
Alternatives for Girls

Ryan Hoyle
Senior Director
GalaxE.Solutions

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

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Retired, Director
IT Audit Services
Ford Motor Company

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

Wendy Richards
Title TBD
Miller Canfield

Dan Varner
President & CEO



In partnership with CVS Health,
WE WILL BE THE FIRST GOODWILL IN THE COUNTRY TO OPEN UP A WORKFORCE INNOVATION & TALENT CENTER.





DONORS

\$50,000 - ABOVE

Ballmer Group
General Motors Foundation, Inc.

\$10,000 - \$49,999

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Barton Malow Foundation
Community Foundation for
Southeastern Michigan
CVS Health
Dennis Curtis
Flagstar Bank
Jay Wilber
JPMorgan Chase
Kresge Foundation
National Charity Services
Nicholas Martin Jr. Family Foundation
Stanley Black & Decker

\$5,000- \$9,999

Harold Kassab
Harry Pearce
Lowe's
Motor City Casino Hotel
Rebuild Group
The Northern Trust Company
UHY LLP
United Way for
Southeastern Michigan

\$1,500- \$4,999

Blair Vesterfelt
Blue Cross Blue Shield of Michigan
& Blue Care Network
Daniel Varner
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Frank and Mary Agosti
Frank and Maria Angileri
Guardian Alarm Sales
Hudson-Webber Foundation
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and Stone, PLC
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Solomon Plumbing

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Seetha Uthappa
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Stephen Gorsline
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William Ramroth
William Thorpe
William Zulczyk
Willie and Loretta Phillips
Yin Hing Klisowski
Yolanda Frazier
Zora Hargrave

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

DONATED GOODS RETAIL LOCATIONS

Canton
41937 Ford Road
Canton, MI 48187
734.981.1692

Commerce Township
3281 Crumb Road
Commerce Twp., 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

SOCIAL ENTERPRISES

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

Goodwill Integrated Solutions
14301 Prospect Street
Dearborn, MI 48126
313.964.3900