



Changing of the Guard

We are welcoming our new **Board of Directors' Chair, Nathaniel P. Ford Sr.**

Congratulations and welcome to Nathaniel Ford, Chief Executive Officer of Jacksonville Transportation Authority (JTA), as our 2021-2022 Chairman of Goodwill Industries of North Florida.

Ford will be instrumental in pushing Goodwill to the next level through our strategic plan process as we continue to serve our 14-county region providing employment opportunities, resources for high school and adult students, and educational services.

Ford transitions into the chairmanship post following Jeanne Miller's two-year tenure. Under Miller's board leadership, Goodwill of North Florida opened three new retail locations and conducted an extensive, nationwide search for a new CEO. "We recognize and are so grateful to Jeanne for steering the Board these last two years that were so pivotal to the organization. We know Mr. Ford is going to continue the legacy when he takes the baton. We're excited for the leadership and expertise he brings to the table," said Goodwill President and CEO David Rey.

Outgoing Chair Jeanne Miller has established a reputation for bringing diverse stakeholders together to create positive change. She is the President & CEO of the Jacksonville Civic Council, where she works with leaders of Northeast Florida's largest companies to identify and promote solutions to the region's greatest challenges.



New Board of Directors' Chair, Nathaniel P. Ford Sr. with Jeanne Miller

OVER 80 YEARS OF SERVING NORTH FLORIDA

With heartfelt thanks and gratitude, we pause to reflect and recognize the retirement of five long-time members of the Goodwill of North Florida Board of Directors. Together, their distinguished service totals over 80 years of tireless commitment, insight and dedication to removing barriers to employment throughout the North Florida community.

Curtis Henson

Founding Chairman, Goodwill Endowment Board 1997 – 2020
Past Chairman, 1986 – 1987

Jim Lanahan

Past Chairman, 2006 – 2008
1st Vice Chairman, 2003 – 2005
Marketing Committee Chairman, 2000 - 2004

Ron Mallet

Operations Committee Chairman, 2014 – 2020
Public Affairs Committee, 2008 – 2013

Kirk Hansen

Workforce Development Committee Chairman, 2014 – 2018
Workforce Development Committee, 2006 - 2020
Take Stock In Children Advisory Council, 2014 - 2020
GINFL Services Inc. Chairman, 2020

Frank Watson

Operations Committee, 2013 – 2018
Endowment Board, 2018 – 2020

"We make a living by what we get, but we make a life by what we give." - Winston Churchill

President's Report

2020 is a year we won't soon forget, with the COVID-19 pandemic closing businesses, tackling the new work structure of remote work, the spotlight on systemic racism and social injustices and disrupting even the most fundamental parts of our communities like sporting events, church gatherings, and closing our classrooms.

At Goodwill, we have had to make some of the most difficult decisions in our organization's 80-year history of serving the Northeast Florida community. We were forced to go from 800 employees to less than 250 as all stores were shut down for six to ten weeks. In the face of the immense challenges each one of us have faced over the past year, we, like so many of our neighbors, also saw so much good. We were uniquely positioned to witness the amazing influences of kindness and hard work play out each and every day – and remain incredibly fortunate to continue these good deeds to help families in need.



David Rey, President and CEO

Not only are we back open and operating all our retail stores and actively hiring key positions, we were also able to open three new stores, Blanding, Oakleaf, and Durbin Creek. We hosted several virtual celebrations, including a Take Stock in Children family dinner and socially-distanced mentor outings. Thank you to our entire team of professionals for your incredible service to Goodwill and the North Florida community.

I would like to express my deepest gratitude once again to MacKenzie Scott for choosing Goodwill Industries of North Florida as one of 384 organizations across the country to receive an unexpected and most generous donation. This \$10 million influx will profoundly impact our community programs and events for generations to come.

Jacksonville is strong. North Florida is strong. And together, we're driving forward and continuing to get through this one day at a time by following three simple principles: be kind, be safe and work hard. –

2021 BOARD OF DIRECTORS

Nathaniel Ford, Sr. *Chairperson*
 Aundra C. Wallace *1st Vice Chairperson*
 Kevin Hyde *2nd Vice Chairperson*
 Eric Eastland *Treasurer*
 Cindy S. Stover *2nd Treasurer*
 Dr. Marie Gnage *Secretary*
 Patrick Sugrue *Endowment Chair*
 Rob Mennie *Mission Services Chair*
 Randolph Moorer *New Ventures Chair*
 Jeanne Miller *Immediate Past Chairperson*

David Rey *President & CEO*

Curtis Henson
 Guy Marvin, IV
 Jodi Bryant
 John Murray
 Patrick Coleman
 Jim Gilmore
 Bob Ellis
 Andy Dahiya
 Leslie Wickes
 Shantel Davis
 Edward Brownlee
 Isabelle Renault
 Scott Mattson
 Orville Dothage
 Kerri Stewart

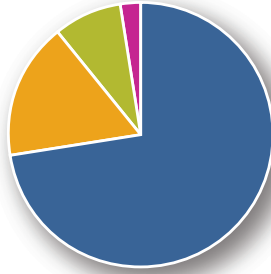


2020 Year In Review

Revenue

Year Ended 12/31/2020

Donated Goods	\$ 25,112,240
Contracts	\$ 5,578,481
Mission Services	\$ 2,798,741
Miscellaneous	\$ 817,411
Total Revenue	\$ 34,306,873



Expenses

Year Ended 12/31/2020

Payroll & Related	\$ 18,450,883
Operating	\$ 7,938,598
Occupancy	\$ 6,908,401
Total Expenses	\$ 33,297,882



Keeping North Florida Green for Over 80 Years!

Goodwill’s donation collections and resale operations diverted more than **19.5 million pounds** of clothing and goods from landfills since 2019 and helped support cardboard recycling efforts for nearly **500,000 pounds** of cardboard material.

The Florida Recycling Partnership (FRP) recognized Goodwill Industries of North Florida for its outstanding economical and environmental recycling efforts leading up to National Secondhand Wardrobe Day on Tuesday, August 25, 2020.

FRP Executive Director Keyna Cory shared that, “At the Florida Recycling Partnership, we know that following the three R’s - reduce waste, reuse items whenever possible, and recycle items into new materials – builds a greener future for our communities and supports our local economies. We’re proud to partner with Goodwill Industries of North Florida to celebrate National Secondhand Wardrobe Day and congratulate them for the great work they are doing to improve recycling rates across North Florida.”

When you donate to Goodwill or recycle at home, you are keeping North Florida green while also helping to fill thousands of jobs and connecting individuals with the resources they need to advance their education and career.

GOODWILL OF NORTH FLORIDA HAS BEEN PRACTICING GREEN LIVING FOR 80 YEARS, WITH 19.5 MILLION POUNDS DIVERTED FROM LANDFILLS OVER THE LAST TWO YEARS.

WHEN YOU DONATE TO GOODWILL, YOU ARE DOING YOUR PART TO HELP THE ENVIRONMENT AND REDUCE WASTE. YOU'RE ALSO HELPING OTHERS IN YOUR COMMUNITY BY CREATING JOBS AND EDUCATION OPPORTUNITIES.

**Save the Planet!
Reduce, Reuse, Recycle!**

A-STEP

The **Academic Support Through the Employment Process (A-STEP)** aims to provide working adults in North Florida access to higher education to elevate earning potentials and job security. The key to A-STEP’s success is that we tailor the program specifically for each individual to overcome barriers. Currently, there are 87 candidates and 27 graduates in 2020, despite the pandemic. We hired two new college navigators this year to further expand our services in other areas of the city.

In 2020, the Goodwill A-STEP program received the Financial Opportunity Center (FOC) designation from the U.S. Department of Housing and Development. We partnered with Family Foundations of Jacksonville to offer a Financial Coach in our program with workshops on goal setting, wealth acquisition, debt management, and building good credit.

Congratulations to Karen Mathis, who was recently promoted to A-STEP Program Manager. Karen became an A-STEP College Navigator in August 2019, and is embedded at First Coast Technical College. Karen’s position allowed Goodwill to expand the A-STEP program and services in St. Johns and Flagler counties. Most recently, she was instrumental in the A-STEP salesforce database migration. Karen brings leadership and management experience from non-profits, state agencies, and national businesses.

Thank you to Mayor Curry and the Jacksonville City Council

We are excited to share that we received the second year of funding from Mayor Lenny Curry and the Jacksonville City Council to provide dedicated services to residents in North West Jacksonville (zip codes 32205, 32208, 32209, 32218, 32219 & 32354). An A-STEP College Navigator is embedded in the Emmett Reed Center, working directly within the community, actively enrolling residents in GED classes, assisting with immediate employment, and registering candidates in the A-STEP program to receive an industry certification or first degree. Candidates also work one-on-one with a financial coach through the Financial Opportunity Center in partnership with the Family Foundations. Cynthia’s story below is a direct result of this helpful funding.

A-STEP in the community

Cynthia is a 52-year-old, single woman with a high school degree. She worked as a patient sitter at a local hospital when she applied for the A-STEP program to earn a Certified Nursing Assistant (CNA) certificate to be eligible for a promotion at work. Goodwill A-STEP provided financial support to enroll Cynthia in a CNA program in June 2020. Our College Navigator provided ongoing academic support to help Cynthia overcome many challenges with returning to school and taking classes online for the first time. She also worked with the A-STEP Financial Counselor to create a budget to pay off outstanding debt. Cynthia earned her CNA and CPR certificates in September 2020 and received the promotion she was seeking that included a pay increase from her employer. Cynthia recently referred her son and his girlfriend to the A-STEP program to develop generational growth and empowerment. Her son is eager to get into our Commercial Driver’s License (CDL) program. His girlfriend wants to get her General Education Diploma (GED) and then her CNA with a long-term goal of developing a medical career in nursing.



Get There Faster

In partnership with First Coast Technical College (FCTC), the Florida Prepaid College Foundation and St. John’s County Chamber of Commerce; Goodwill is launching the “Get There Faster” initiative. The program will serve low-income students in St. Johns and Putnam Counties beginning as early as sixth grade to begin career exploration. FCTC will host a series of programs and workshops for students to identify their skills and interests. All FCTC technical career programs offer life-long career opportunities in high-demand sectors. These career pathways result in stable employment at a sustainable living wage while maintaining the potential for continued growth in the industry. Get There Faster began through the generosity of a private donor to provide one-year college scholarships, which The Florida Prepaid College Foundation matches. All Get There Faster participants will receive a two-year college scholarship.

AbilityOne

In partnership with **AbilityOne**, **Goodwill of North Florida** manages a contract for the **U.S. Department of Defense** to provide employment opportunities for individuals with documented disabilities. Our **33 employed individuals** have been essential workers throughout the pandemic, helping in the food source departments at both **Mayport Naval Station** and **Naval Air Station Jacksonville**. We are proud to highlight that **93.3 percent of the work performed** at the naval stations is completed by adults with documented disabilities.



Under the supervision of Goodwill of North Florida, individuals with documented disabilities can enter the workforce and become independent and self-sufficient community members. They develop a positive work ethic and learn work skills that will allow them to maintain meaningful employment. Read two stories below about lives changed from employment through our AbilityOne program.

Meet Devin

Devin works at one of the naval bases and shares, "I started working part-time two years ago and was collecting social security. Now, I'm working full time, and I don't need money from social security anymore. I am so thankful for the opportunity."



Meet Joniqua

When asked about how the AbilityOne program has changed her life, Joniqua said, "When I first started working here, I did not drive. My sister and mom had to give me a ride to work, or I had to catch an Uber. This job has helped me a lot because now I have my own car, and I don't have to ask for a ride, plus I pay half of the rent for my house, and I'm able to pay bills."



The grass is still growing, even during a pandemic

Landscape Consultants Inc. (LCI) offers lawn maintenance, irrigation, pest control, and enhancement services for 100 commercial accounts.

Are you looking to spruce up your lawn? Go to LCIjax.com for more information.



Take Stock in Children

This year, we served 360 students through our **Take Stock in Children (TSIC)** program. We guide qualified low-income students, with the assistance of volunteer mentors, throughout the student's journey from middle school, high school graduation and into the college transition. Like most companies in 2020, we were forced to move most of our mentoring programs and events online. However, we made the best out of the situation and ensured 100 percent of current TSIC students were promoted to the next grade level.

Mentoring at the Museum

In October 2020, TSIC Duval hosted "Mentor at the Museum" at the Cummer Museum of Arts & Gardens. The event provided a safe place for Jacksonville students to meet with their mentors in-person. Over 30 youth and volunteer mentors toured the museum, enjoyed a scavenger hunt and a light meal. The event was a hit, and many students requested it become a new annual tradition.



Congratulations to the Class of 2020!

Our dedicated team didn't let the challenging 2020 year stop them from excelling as they finished out the school year, delivering gift baskets and yard signs to each of their **46 graduates**.

TSIC Duval Student

We are proud to highlight one of our outstanding seniors, Jonathan Shelton. Since the ninth grade, Jonathan has been enrolled in TSIC and assigned to a wonderful, consistent mentor Mr. Joseph Stabile. With the help of his College Success Coach, Ariana Johnson, Jonathan applied for a prestigious fellowship called Leaders4Life

with the hopes it would help propel him into his dream career of being a Disney Imagineer. While Jonathan was not selected as a Fellow, he did make it to the final round and received an Apple MacBook Pro. He aspires to be a student at the University of Central Florida and pursue his career as an Imagineer.

Virtual Family Dinner

We were able to feel a sense of normalcy with our 7th Annual Family Dinner. We invited students, their families, and mentors to virtually come together for an evening of



food, fellowship, and fun. By sending out pizza gift cards, 150 people gathered online for the keynote speaker, former Jacksonville Jaguars running back Rashad Jennings. College representatives also attended and answered questions from students about college life and academic programs.

Gold Level of Excellence Award

TSIC Jacksonville is also celebrating the recognition given to us by the state of Florida, who awarded us with the Gold Level of Excellence Award. Every year the state grades each TSIC division based upon a scorecard that measures 10 key performance indicators. Some of those indicators include the number of students recruited, mentor matching rates, college success coach visits and college readiness workshops, and other statistics. This year, amid COVID-19, social distancing, meeting virtually, and homeschooling, our TSIC staff, and mentors didn't miss a beat. Staff continued their work, and mentors continued to build relationships with their students. The school year finished strong with COVID-style graduation celebrations, including drive-by congratulations, yard signs, and gift baskets. Receiving this Gold Level Excellence Award recognizes our TSIC staff and mentors' hard work and dedication.

Mentors Needed

None of these amazing success stories are possible without the dedication of our wonderful mentors. One hour a week, virtual or in-person can profoundly impact a student's life. If you are interested in being a mentor, please visit www.takestockjax.org to learn more.



Mayor's Young Leader's Advisory Council

In October 2020, Goodwill became the lead agency for the **Mayor's Young Leader's Advisory Council (MYLAC)**. MYLAC assists **32 Duval County students** in grades 10-12 with the opportunity to learn more about city government and effective citizenship, empowering them to make a positive difference as young leaders. This includes social learning projects, and city-wide youth initiatives focused on civic engagement and issues that directly impact the youth of Jacksonville. Students are offered workshops in career exploration, leadership, college preparation, and participating seniors receiving a one-year college scholarship.



Goodwill Temps

Housed inside of already existing **GoodCareer Centers**, **Goodwill Temps** offers individuals unique opportunities to enter the workforce and provide employers exposure to qualified candidates. In addition, Goodwill Temps holds the unique distinction of being a non-profit social enterprise. Revenue generated through the program is reinvested into Goodwill of North Florida's mission, dedicated to assisting all individuals who face barriers to employment.



Our Goodwill Temps program is designed to help both employers and qualified candidates find temporary, "temp-to-perm" and direct hire positions in various specialized fields, including warehousing and logistics, hospitality, housekeeping, customer service, facilities maintenance, and lawn-care. Comprehensive pre-employment, soft skill coaching and job training are part of the services we offer at no charge to either party. Goodwill has contracts with Sulzbacher Villages, Feed NE Florida, Ability Housing, and several local hotels to provide temporary staffing.

In loving memory of Kathy Streater

You have most likely seen and heard Kathy on one of our new Goodwill television commercials. She shares her story of leaving prison, and in 2009, Goodwill "gave her the chance that she needed."

Kathy Yvette Streater was born on August 5, 1965, to Mr. Willie, Jr. and Ruby Streater in Jacksonville, Florida. She graduated from William M. Raines in 1982 and attended Florida Junior College. She held several jobs, working in many capacities, including Goodwill, where she worked faithfully for 11 years. Kathy was a member of Greater New Mount Lilla Baptist Church under the leadership of Clarence Hester, where she was a member of the usher board and an active member of District II. God blessed Kathy with a son, John Hickson, who was the love of her life.



Removing barriers to employment

As we complete our eighth decade, the time has come to match the ever changing world around us. Be sure to follow us on Facebook, Instagram, and LinkedIn to stay updated on the latest information. @GoodwillInfl on Instagram, **Goodwill Industries of North Florida** on Facebook and LinkedIn.

Despite Pandemic, Retail Expansion Plans Stayed On Track

In a year filled with uncertainty, Goodwill of North Florida successfully opened three new stores servicing Duval, Clay and St. Johns Counties. These free-standing flagship stores have more than doubled in size and now offer convenient drive-thru service for donors to drop off their gently used clothing and household items without ever leaving their cars! Shoppers enjoy an enhanced retail experience with new and improved lighting, flooring, fixtures and colorful graphics proudly displaying Goodwill's mission to "Remove Barriers To Employment."

Together, these three new stores created 75 new full and part-time jobs with opportunities for advancement! If you've never shopped our stores or donated to Goodwill, you must check us out and see what you've been missing. These are not your grandmother's Goodwill stores!



The Honorable Terrance Freeman, Jacksonville City Council At Large, Group 1 officially welcomed Goodwill's newest store located at 6059 Blanding Blvd. on the Westside in mid-July. "I'm pleased to be here and support Goodwill of North Florida – not just today but every day.

What they do for our community is of utmost need right now. I'm committed to fighting for funds for them to continue their mission," said Freeman. "Congratulations on your new location."



The Honorable Randy White, Jacksonville City Council, District 12 and Developer Toney Sleiman officially welcomed the new Oakleaf Store located at 8460 Merchant's Way on August 6th. "We are excited to have Goodwill expand its footprint and positively contribute to enhancing the quality of life our Oakleaf community has come to expect," said White and Sleiman.



Officials from the St. John's County Chamber of Commerce, Goodwill Board Members and business partners were on hand for the ribbon-cutting festivities of Goodwill's newest store in the fast-growing **Durbin Creek Retail District** on December 2nd. "The residents of St. Johns County have been generous supporters of Goodwill for many years. We are excited to be a part of the community's phenomenal growth," said David Rey, Goodwill President & CEO.

GOODWILL
INDUSTRIES OF NORTH FLORIDA

We Are Pleased To Share Our Achievements

With Special Thanks To Our Donors, Shoppers and Community Partners!



92 Cents of Every Dollar Spent is directly invested in our programs and services.



838 Employees



Since 2019 **19,455,457 Pounds** diverted from the landfill. **We've been green for 80 years.**



100 Commercial Landscape Contracts



Food Service Contract at NAS/Jax and Mayport Naval Station employing 24 individuals with documented disabilities.

GOOD CAREERS

3,827

Jobs Filled for Employers in North Florida



Assisting motivated adults to transform their lives through education.

100 Candidates Currently Enrolled
189 Graduates To Date



Over **26 Years** of proven success breaking cycles of poverty through mentoring, scholarships and hope.

Serving over **360** Duval County Students

46 High School Graduates
325 Active Mentors



4527 Lenox Avenue
Jacksonville, FL 32205
904.384.1361
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Goodwill Of North Florida is a not-for-profit 501(c)3 organization. Our mission is to provide job training and placement services for people with barriers to employment.

Open 24/7

Shopgoodwill.com/Jacksonville

