

# GOODWILL

INDUSTRIES OF NORTH FLORIDA



Goodwill Industries of North Florida is a local, not-for-profit organization that removes barriers to employment through training, education, and Wcareer opportunities for the communities we serve.

# President's Report

While 2021 was another challenging year for our Goodwill with constantly changing regulations and tricky supply chain and labor markets, it was also one of our most productive years in terms of what we were able to accomplish. We delivered on our **mission** to remove barriers to employment through training, education, and career opportunities at every level.

Overall, we placed more than 3,100 individuals in new jobs, and our programs assisted more than 38,000 people with wrap-around services across the 14 counties we serve. Our **Take Stock in Children** program, successful in Duval County for many years, expanded exponentially in Putnam County in 2021 – skyrocketing from just two enrollees to more than 50. The **Mayor's Youth at Work Partnership**, an inaugural program funded by a grant from the City of Jacksonville's Kids Hope Alliance, had more than 150 students in its first 2021 summer session, nearly 300 enrollees for fall and winter/spring, and more than 30 partner businesses and organization providing internship and work opportunities. The one-on-one mentors and support assistance of our **A-STEP** program helped more than 200 working adults engage in higher education with 50 graduating from programs in 2021. Our annual **Striving to Succeed** fashion show spotlighted individuals who have benefitted from our programs and the sustainable fashion you can find in our 20 stores.

All of this amazing work was made possible by our wonderful staff and employees who make up our Goodwill family. There is still much more work to be done across North Florida, so let's take this momentum and create even more future opportunities.

**President & CEO of Goodwill Industries of North Florida**  
**David Rey**



## 2022 Board of Directors



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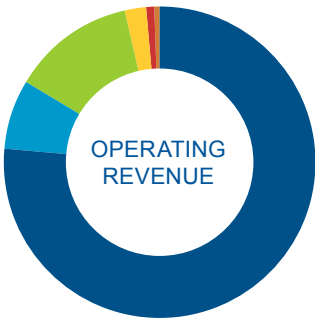
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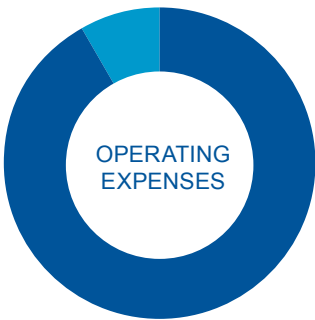
# GOODWILL INDUSTRIES OF NORTH FLORIDA

## 2021 YEAR IN REVIEW



### OPERATING REVENUE Year End 12/31/2021

Donated Goods	\$33,914,043
Contracts	\$3,207,749
Mission Services	\$5,660,238
Grants and Contributions	\$1,061,856
Rental Income	\$389,851
Miscellaneous	\$72,394
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Total Revenue	\$44,306,131



### OPERATING EXPENSES Year End 12/31/2021

Total Program Expenses	\$37,324,990
Total Support Expenses	\$3,245,657
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Total Expenses	\$40,570,647
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Total Program Expenses	92.0%
Total Support Expenses	8.0%
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NOI	\$3,735,484

Excluded from the above Operations was a one time contribution of \$10M from author and philanthropist MacKenzie Scott, the largest in our Organization's history. This Board Designated contribution will be utilized for expanding our self-sustaining social enterprise, advancing our mission services, and leveraging major donors with matching funds.

## Goodwill programs include:



In 2021, more than **10,691,932 lbs**

were diverted from the landfill through Goodwill donations.

✓ Clothing	8,538,449 lbs
✓ Linen	1,106,177 lbs
✓ Books	797,101 lbs
✓ Shoes	69,415 lbs

✓ Metal	35,319 lbs
✓ Cardboard	71,000 lbs
✓ Computers	3,160 lbs
✓ Misc	71,311 lbs

We've been **green** for more than 80 years.





# Striving to Succeed

*2021 reaches wider audience  
with inaugural virtual format*



The annual Striving to Succeed celebrity fashion show has grown into a popular in-person event with an average audience of 500-600 attendees. For the last two years, the COVID-19 pandemic brought the typical format to a halt.

Under the direction of public relations coordinator Liz Morgan and vice president of marketing/communications Rebekah Suwak Worsham, the event was recreated for 2021 using a clever virtual format, which was streamed interactively on Facebook Live on July 8 and then made available as a video for people to watch. Still featuring local celebrities walking the runway and spotlighting the year's honorees who have benefited from Goodwill programs, Striving to Succeed 2021 turned out to be one of the best events ever.

"The virtual event was really wonderful, as we were able to take a much deeper dive into how to shop at Goodwill, to talk more about who is affected by the organization's programs and to be able to really drive home the message of Goodwill's mission – which is to break down barriers to employment," said Morgan. "It also let us reach a much wider audience than normal and to showcase our beautiful city by filming the fashion show throughout Jacksonville. We gave away gift certificates during the streaming and involved the community in sharing their stories on Facebook of their favorite Goodwill purchases."

The video also highlighted the sustainability of the Goodwill philosophy and the fact that 93¢ of every \$1 spent in Goodwill stores goes back into programming and helping the community.

Celebrity models included a number of familiar Jacksonville faces – Sadie Akers and Anthony Austin of First Coast News, Melanie Lawson-Miner of News4Jax, Eden Kendall of Gator Country radio and host of River City Live on WJXT-4, and writer/blogger and self-proclaimed "selfie queen" Kerry Speckman.

The pre-taped format allowed stylist Argie Mitra to share her thought process with viewers as she worked with celebrity models to select and design outfits. Viewers were treated to entertaining conversation as the models initially tried on outfits behind the scenes.

Fun finds that made it into this year's show included barely used Coach flats priced less than \$10, a \$139 dress with the tags still on that cost \$7.49, a sophisticated

chartreuse flowing short gown, a retro jumpsuit, and a stylish coral men's jacket that Mitra paired with two different shirts for multiple looks. The final outfits, which included accessories and shoes, ended up totaling between \$12 and \$25 each, showcasing the incredible bargains and treasures that can be found across Goodwill stores throughout Northeast Florida. The final fashion show took place on runway walks across Jacksonville in a number of recognizable venues.

As fun as the fashion show was to watch, the heartwarming focus of the event was the touching stories about Goodwill Industries' Striving to Succeed honorees. CEO David Rey provided an introduction with a brief history of Goodwill – reminding viewers that the movement to repurpose goods for consumer use actually began around 1901, while Goodwill as an organization has been around for more than 80 years.

Honoree Kathy Streater credits Goodwill Industries with giving her a second chance after she got out of prison. She began working in the laundry and worked her way up with diligent work, perseverance, and a willingness to learn and cross-train throughout her journey. She is now a warehouse supervisor, loves the increased responsibility, and says she will keep striving for more.

"When I met Kathy, I knew right away that she had leadership potential," said Ken Johnson, VP of Operations. "She is so willing to teach and help others and always takes that extra one-on-one time with people. She really steps up and exemplifies the mission of Goodwill."

Honoree Kayla Garcia was working as a cashier and struggling to make ends meet to support her two young sons when she fell in love with welding, enrolled at FSCJ in the Welding Technology program, and discovered the A-Step program. A-Step Program Coordinator Martha Tellez mentored Garcia along the way through graduation and provided assistance with such things as childcare, gas cards, and school support.

"A-Step is so much more than just financial support. They were literally like my pit crew, who would root for me and help me get back out there when I got overwhelmed with so many things along the way," said Garcia, who now has a full-time welding position and just bought her first home. "Welding is like painting with fire, and it has sparked my creativity and passion. I hope to eventually gain enough experience to teach and expose other women to the field."

# Mayor's Youth at Work Partnership



*More than 150 students participate in the first session of our inaugural year*

The year 2021 was the inaugural of our new Mayor's Youth at Work Partnership (MYAWP) program, designed to connect youth ages 16-21 with career pathways through education, training, and employment. MYAWP was made possible through a City of Jacksonville grant from the Kid's Hope Alliance. More than 150 students participated in the first session, which took place in the summer of 2021. The fall session had 80 enrollees, and the winter/spring 2022 session has more than 220 student participants.

MYAWP participants work 15 hours a week for a partner company or organization and are provided a career assessment, employment readiness training, and additional workforce training – covering such topics as emotional wellness, financial literacy and job skills such as resume building and interview preparation. The goals are to introduce youth to the world of work and expose them to career pathways and opportunities, help build essential work-readiness skills, orient participants to educational pathways that support life and career goals and introduce them to the benefits of asset building, banking



access and economic mobility.

More than 30 businesses and organizations partnered with the program in 2021 to provide employment opportunities, and each student and employer was provided a job coach, who worked with the students weekly and served as a liaison with the employers.

“The first year of the MYAWP program was very successful, and we are hoping to double the number of partner employers in 2022,” said Nikki Thompson, MYAWP Program Manager for Goodwill Industries. “One of the greatest challenges for our students is transportation, so one of our criteria is to try and place them with employers that are nearby where they live or attend school.”

Participating employers have included the Jacksonville Business Journal, Sweet Pete's Candy Shop, the Jacksonville Zoo and Gardens, Baptist Health,

Greyhound Lines, Habitat for Humanity and Guidewell. Students also worked at Duval County public libraries and a number of City of Jacksonville sites, and there were employment opportunities at Goodwill Industries' retail facilities and corporate offices. During the 2021 summer session, READ USA employed 40-50 students, training them to tutor fourth graders in reading. This had the added benefit, said Thompson, of also increasing the participants' reading abilities.

One exciting upcoming opportunity is a partnership with the Jacksonville chapter of the non-profit 100 Black Men of America that will employ more than 200 students in a STEM initiative, teaching them skills such as coding.

“We are always looking for new employment partners, and it is particularly helpful in our fall and winter/spring sessions to have online, afternoon and weekend opportunities for students who are in school during the weekdays,” said Thompson, who is hoping to place between 300-500 participants for the 2022 summer session.

To apply for the program, participants must be between the ages of 16-21 and be enrolled in a Duval County high school, a GED program or high school equivalency program, technical school or college. They also have to show a 2.0 cumulative high school GPA for current students or a high school diploma and must complete a mandatory career assessment and screening process.



# Take Stock in Children (TSIC)

*2021 showcases growth for TSIC in Putnam County*



When the Take Stock in Children (TSIC) program first expanded in Putnam County in 2018, it got off to a very slow start. TSIC provides in-school support, mentoring and scholarships to children grades 6-12 in underserved communities, had been hugely successful in Duval County for the last two decades, enrolling about 400 children a year. With a high number of low-income, at-risk families in Putnam County, the program decided to expand services there.



SCAN ME

By the beginning of 2021, TSIC Putnam only had two enrollees – and then along came Wendy Hansford. Hansford took over management of the program as Putnam's College Success Coach, and by December, there were 49 participants, adding up to a growth of more than 1,500% in less than a year. Hansford's secret has been a combination of persistent outreach and education, and the Putnam County community has responded positively to her presence and boots on the ground.

"It helps that I am married to someone from Putnam County and that I have a lot of connections in the community and understand the area," said Hansford. "I have worked really hard to gain the trust of the local schools and organizations, and Goodwill has also invested by purchasing a number of scholarships to get things off the ground."

When Hansford arrived, TSIC Putnam also only had one community mentor involved in the program – that number has grown to 26. Among them are assistant principals, counselors, district staff and data clerks from local schools, as well as two school board members. The program also has mentors from the Florida Migrant Interstate Program.

"The mentorship aspect of TSIC is particularly valuable to our students, and it has been heartwarming to see the community be open and receptive to helping and expanding the program," said Hansford.

Mentoring has been instrumental in the success of one of the original TSIC Putnam participants, Sidney Williams, who was just named one of seven Take Stock Leaders 4 Life Fellows for 2022. Williams joined the program in 2018 and used its resources to take full advantage of educational opportunities. She will graduate from high school a year early, having skipped her junior year, and is already a full-time dual enrollment student at Santa Fe College, in addition to competing in three varsity sports at Interlachen High School, volunteering and working a part-time job.

"Sidney was already a very bright and driven student when she enrolled in TSIC Putnam, but the program has certainly helped her excel even more," said Hansford. "She has memories of her mom struggling, and she was very motivated to use education to get to a better place to be able to help her family. Sidney is a wonderful example of how our students benefit from TSIC and what the program can offer."

Learn more at [www.takestockjax.org](http://www.takestockjax.org).

# LOCATIONS

(D) – Donation  
Center Only

## ALACHUA COUNTY

**Gainesville North** 1223 Northwest 23rd Ave.  
**Gainesville South** 3520 SW 34th St.  
**Hunters Walk (D)** 5141 NW 43rd St.  
**Newberry (D)** 14451 West Newberry Rd.

## CLAY COUNTY

**Fleming Plaza (D)** 1605 County Road 220  
**Loring Plaza** 756 Park Avenue  
**Oakleaf** 8460 Merchants Way  
**Orange Park** 1300 Blanding Blvd.

## COLUMBIA COUNTY

**Lake City** 4281 West US Highway 90

## DUVAL COUNTY

**Atlantic Beach (D)** 675 Atlantic Blvd.  
**Bartram Park (D)** 13720 Old Saint Augustine Rd.  
**Bartram Springs (D)** 40 Everest Ln.  
**Baymeadows (D)** 8738 Baymeadows Rd. Suite 100  
**Blanding Store** 6059 Blanding Blvd.  
**Cobblestone** 2771 Monument Rd.  
**Dunn Avenue** 4243 Dunn Ave.  
**Hodges Point** 13500 Beach Blvd. #44  
**Jacksonville Beach** 1036 Beach Blvd.  
**Lakewood** 5953 St. Augustine Road  
**Lenox Pound Store** 4527 Lenox Ave.  
**Mandarin** 11524 San Jose Blvd.  
**Mandarin (D)** 9910 San Jose Blvd.  
**Marsh Landing Plaza (D)** 950 Marsh Landing Pkwy.  
**Miramar/San Marco (D)** 4448 Hendricks Ave.  
**New Berlin** 3186 New Berlin Road  
**Southside** 8101 Southside Blvd. #5  
**St. Johns Bluff** 11160 Beach Blvd.  
**Venetia Plaza (D)** 5393 Roosevelt Blvd. #21  
**Villages of San Pablo (D)** 13474 Atlantic Blvd. #101

## DUVAL COUNTY GOODCAREER CENTERS

**Jax Beach GoodCareer Center** 1036 Beach Blvd.  
**Lenox GoodCareer Center** 4527 Lenox Ave.



## FLAGLER COUNTY

**Palm Coast** 420 Palm Coast Pkwy. SW  
**Palm Coast (D)** 250 Palm Coast Pkwy. NE #1301

## NASSAU COUNTY

**Yulee** 474282 East State Road 200

## PUTNAM COUNTY

**Palatka** 103 N SR 19

## ST JOHNS COUNTY

**CR 210 (D)** 2245 County Road 210  
**Durbin Creek** 1115 St. John's Parkway  
**Murabella (D)** 124 Capulet Drive  
**Palencia (D)** 7440 U.S. 1 North #102  
**Ponte Vedra (D)** 880 A1A North  
**St. Augustine** 2005 US Highway 1 South



Learn more at [www.goodwilljax.org](http://www.goodwilljax.org) and [www.takestockjax.org](http://www.takestockjax.org)

