

# COMMUNITY IMPACT

***MISSION: Enable employment by  
providing opportunities for personal  
and professional growth.***

2018 ANNUAL REPORT



# 2018 BOARD

Thank you to the Southern Oregon Goodwill® Board of Directors for their commitment and dedication to our mission.

Shae Johns, Board President, Southern Oregon Goodwill  
Ryan Vanderhoof, Board Chair, Hornecker Cowling LLP  
Lindsey Olson, Vice Chair (Jan. - July), Regence Blue Cross Blue Shield  
Tim Clayton, Vice Chair (Aug. - Dec.), US Bank  
Colletta Young, Secretary/Treasurer, Rogue Community College  
Steve Brown, Retired, Workers Compensation Board  
Scott Clauson, Medford Police Department  
Linda Eek, Retired, Banner Bank  
Mike Gillette, Herb Pharm  
Jeri Keeton, Consultant  
Baylee LaVoie, Living Opportunities  
Lisa Lewis (Jan. - May), Retired, La Clinica  
Steve Loosley, Loosley Development Company LLC  
Lisa Mandell, Rogue Valley Manor  
Lorenzo Mejia, Judge, Jackson County Circuit Court  
Dustin Poland (Jan. - June), CPA  
Ted Risser, Emeritus Board Member



*From the desk of Shae Johns*

## 2018 MARKS DRAMATIC TRANSFORMATIONAL CHANGE

What started in 2015 as a desire to be recognized as a [Model of Retail Excellence](#), [Service Provider of Choice](#), [Employer of Choice](#), and a [Leader of Sustainability](#) culminated in 2018 for Southern Oregon Goodwill®. The results are dramatic, transformational change for an organization that is 51-years old.

- Over the last four years, Goodwill promoted 118 employees through a laser focus on career development and advancement.
- In 2018, Goodwill served over 6,393 people in the community by intentionally providing services that enable employment — this is an **increase of over 200% from 2015**.
- We paid over \$9.2 million in wages for approximately 320 employees in 2018 — up from \$8.2 million in 2015 due to internal promotions and wage adjustments.
- From 2015, donations grew by 19% and the number of people making purchases in our stores grew by 3%, allowing us to fund six Job Connection centers and four Learning Labs, which served over 3,000 people in 2018.

While some of these changes might not have been visible to our stakeholders, they have allowed Goodwill to position itself for the future. I am very proud of the efforts contributing to this success.

I look forward to sharing our continued growth with you.

Shae Johns  
President & CEO  
Southern Oregon Goodwill Industries

*(Photo left) Ashland Chamber of Commerce members, Goodwill Board and staff at Ashland remodel ribbon-cutting ceremony in November 2018.*

# 2015 - 2018 STRATEGIC INTENT MILESTONES

## Retail Excellence

In 2015, we revamped our branding by updating our logo, store and truck graphics, employee attire and other elements for consistent presentation and brand recognition. We embraced more customer-centric practices, maximized opportunities to promote within and hire Goodwill® program graduates, provided more on-the-job learning, and developed efficiencies to keep staffing levels in line with production goals.



## Employer of Choice

Goodwill stressed employee recognition, engagement, communication, and enriched career development opportunities. A peer-to-peer recognition committee was formed by employees, as well as other committees for wellness, communication, career development, and green practices. New programs were instituted from employee feedback including the Employee of the Month program, a work shoe discount, holiday turkeys, and employee and family summer picnics.



## Service Provider of Choice

Program relevance to job seekers, employers, and the community was an area of concentration. Stakeholders were educated about the economic impact of Goodwill's workforce development efforts. New programs were launched to widen the net of people served in our region including a ground-breaking partnership with Klamath Community College for GED test preparation. Four Job Connection centers were opened, as well as two additional Learning Labs, to provide free resources for career development and employment connections.



## Sustainable Leadership

Goodwill prioritized organizational viability in all decisions — reducing redundancies and inefficiencies. We leveraged and integrated all available resources (manpower, equipment, etc.) to meet the needs of an organization that funds mission-based programs by selling donated goods. We also increased the number of categories of items we recycle to 30 and have kept an average of nine million pounds of household items and clothing out of local landfills.



# GOODWILL®

## STORIES BEHIND THE STORE

# CELEBRATION

Each spring, we host the “Goodwill® Stories Behind the Store Celebration” to honor achievement in employment and share success stories with community members. It is an opportunity to recognize individuals in our workforce development programs for their progress and to extend praise to community partners who helped train or hired our graduates in Southern Oregon and Northern California. We also spotlight a Goodwill team member for their role in executing our mission and core values.

### Award Categories

#### Personal and Professional Growth Award

Presented to an individual to celebrate achievements which lead to meaningful employment

#### Opportunity Award

Presented to a business for creating opportunity for a Goodwill participant to gain valuable job skills as a work experience partner

#### Enabling Employment Award

Presented to a business for enabling employment for an individual with a barrier to work

#### President’s Award

Presented to an employee who exemplifies our mission and core values

The event is supported by generous sponsorship from many local businesses and organizations.

There is a  
**STORY**  
BEHIND every  
**STORE**

## PERSONAL & PROFESSIONAL GROWTH AWARD

### Victoria Cornett, CNA



*“I could finally tell my children that mom finished school!”*

Victoria Cornett is a single mother of four school-aged children, but she hadn’t finished school herself. She was referred to Goodwill’s GED program by the Department of Human Services to improve her earning potential by removing an education barrier. She connected with Lisa Welt, Goodwill Program Specialist and instructor for the GED exam prep classes.

“I was really surprised and didn’t know they had this office, job coaches, and all of the programs, but Goodwill became a second home to me. I felt like I’d known Lisa my whole life,” Victoria said.

Victoria arrived with determination and held a positive attitude throughout the GED courses, even when she dealt with health issues and other challenges.

Less than a year later, Victoria walked at Rogue Community College’s June 2018 GED graduation.

She continued in Goodwill’s Job Development programs and also earned two CNA (Certified Nursing Assistant) certifications on her own.

“When I got my GED, I was very happy and my children were happy. It was very exciting for all of the family because I could finally tell my children that mom finished school!”

She is now a CNA 2, which led her to landing a job at a local assisted-living facility by the end of 2018. Her next goal is to work for a large hospital. With her new motto “if you’re not happy, change it,” she has the confidence to do anything she sets her mind to.

“Lisa always believed in me, and all the employees did. It was constant support I haven’t received from anybody else.”

## OPPORTUNITY AWARD

# Mountaineer IT



At 57, working at short-term jobs in retail, landscaping, and janitorial, Dennis Cisar desperately wanted to work in computer technology, but he didn't have formal training. His Asperger Syndrome affects his social interaction. He was often underestimated and lacked support or mentors.

Wanting more, Dennis met Goodwill Job Developer, Hannah Schneider, in hopes she could lead him to reach his goal. Dennis was also a client of Far Northern Regional Center, which had a funded internship spot open. Everything fell into place when Hannah found a local business opportunity for on-the-job training with Mountaineer IT in Yreka. Owner, Chris Thompson, saw Dennis' potential and passion and accepted the opportunity.

Chris' brother and sole employee, Lloyd, had years of management experience and became Dennis' job coach and helped him with interpersonal skills to work directly with customers.

"Working with Dennis has been a blessing, has helped us in how we treat our customers, and it's formed our training processes for the future," Lloyd said.

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***"My self-worth definitely went up!"***

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Dennis soaked up all he could from the on-the-job learning. He earned a Veeam Certified Engineer certification for customer service and is working on a Computing Technology Industry Association A+ certification, which is the industry standard for establishing a career in IT. "My self-worth definitely went up," he said.

His interpersonal skills are markedly changed, too. "Dennis is a completely different person than from when he came to us. He was unsure of himself, but now he's confident and knows what he wants," Hannah said.

## ENABLING EMPLOYMENT AWARD

# Garrison's Home

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***"The Goodwill® partnership is definitely a win-win because it's going to have a positive effect on your people, on your business, and on your position in the community."***

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Garrison's Home in Central Point partnered with Goodwill to be a supported work site for clients like Travis Green, an adult with intellectual and developmental disabilities. Prior to Garrison's Home, Travis was working in a dish room, but he likes people and craved more community interaction. Goodwill Employment Specialist, Cydney Smith, set out to find an area business that would meet his work goals and offer him personal growth.

She approached Brian Garrison, owner of Garrison's Home, to "carve" a furniture dusting position for Travis based on his abilities, work goals, and what the company needed accomplished. Travis also enjoys greeting customers.

"He is not afraid to do anything," Garrison's Home employee, Laurie Reilly, said, noting he always arrives early to enjoy a cup of hot chocolate before his shift. "Travis tells us what he's done and then asks for more work," she said.

The company honored Travis with a "Ray of Sunshine Award" at their Christmas party because of his attitude and the amount of joy he brings to coworkers. "I feel we get a lot more than we give ... having Travis on our team makes us happier and better to our customers," Brian said.

Brian recommends other businesses become work experience sites. "Garrison's is extremely proud to enable employment for Travis and others in the future. The Goodwill partnership is definitely a win-win because it's going to have a positive effect on your people, on your business, and on your position in the community."

# President's Award Missy Varney

What was once the "Employee of the Year Award" was re-envisioned in 2018 to focus on how our team members embrace our mission and embody the core values in their daily business practices and personal lives. Nominated by co-workers, the President's Award winner is honored as the most exemplary model of passion and dedication to Southern Oregon Goodwill.

Medford Southgate Retail Production Associate, Theresa Von Haden, nominated her Store Manager, Missy Varney, for this award. Theresa highlighted her work ethic, devotion to family and Goodwill, ability to turn a bad situation into positive, informative experiences with customers, her willingness to listen to customers and employees, and collaboration with management to bring out employee potential in a sustainable work environment.

"I don't know how one person can take on so much and still keep her good nature," Theresa wrote in her nomination. Theresa transferred from the White City store when Missy took on leadership in the



Missy Varney, second from left, celebrated with team members Kathleen Barnett, far left, Theresa Von Haden, and Shae Johns when Theresa won an award at the 2017 Stories Behind the Store Celebration.

***"She manages to balance family and career because she truly believes in the Goodwill mission."***

Southgate store. "When Missy told me she was transferring, I actually teared up and jumped at the chance to transfer with her, as after three years, I am still learning from her."

## Southern Oregon Goodwill® Core Values

The Core Values of Southern Oregon Goodwill represent our highest priorities and deepest beliefs we hold as an organization. Core values are the fundamentals of what we do, why we exist, and how we execute our Mission for the communities we serve: clients, donors, shoppers, volunteers, agency and business partners, advocates, our employees, and the people of Southern Oregon and Northern California.



# Thank You 2018 Sponsors

Many thanks to our sponsors who provide important funding for Goodwill® programs.

## 2018 Signature Partners



## 2018 Program Sponsor



## Story Behind the Store Celebration Table Sponsors

Banner Bank	Shop N Kart of Ashland
Buffalo Imports	SignCraft
Garrison's Home	Siskiyou Central Credit Union
Harry & David	Superior Office Systems/Xerox
KDP LLC	Sustainable Leadership Consultants
Klamath Community College	United Way of Jackson County
Lithia 4 Kids Foundation	US Bank
Moss Adams	Willamette Dental

## Employee Celebration Sponsors

Herb Pharm  
The Human Bean  
The Sign Dude

# 2018 FINANCIALS

## Combined Income Statement

	Revenue	Expenses
Donated Goods	\$ 2,744,397	\$ -
Sales & Recycling	\$ 14,244,339	\$ 14,534,196
Mission Services	\$ 2,536,554	\$ 2,868,189
Business Contracts	\$ 527,168	\$ 436,346
Other	\$ 227,111	\$ 2,617,158
<b>Total</b>	<b>\$20,279,569</b>	<b>\$ 20,455,889</b>

## Current Assets

Unrestricted Cash and Equivalent	\$ 2,420,355
Restricted Cash	\$ -
Accounts Receivable	\$ 208,206
Year End Inventories	\$ 252,013
Prepaid Expenses	\$ 153,072
<b>Total Current Assets</b>	<b>\$ 3,033,646</b>
Property and Equipment (net of depreciation)	\$ 7,237,553
<b>Total Assets</b>	<b>\$ 10,271,199</b>

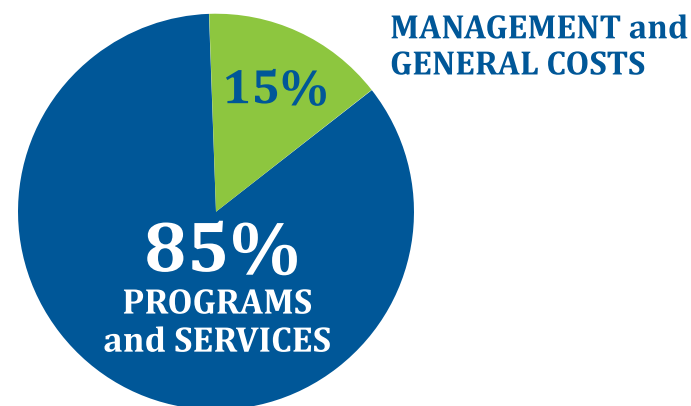
## Current Liabilities

Accounts Payable	\$ 50,579
Accrued Expenses	\$ 1,393,086
<b>Total Current Liabilities</b>	<b>\$ 1,443,665</b>
Long Term Debt	\$ 2,850,758
<b>Total Liabilities</b>	<b>\$ 4,294,423</b>

## Net Assets

Unrestricted	\$ 5,976,776
Temporarily Restricted	\$ -
Permanently Restricted	\$ -
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 10,271,199</b>

## Regional Impact of Goodwill® Programs



### Employment Impact

**209** LOCAL EMPLOYERS hired Goodwill graduates

**\$11.46** Average **WAGE EARNED** by Goodwill graduates

### Economic Impact

**\$16.5 M** In **SALARIES EARNED** from **PEOPLE EMPLOYED**

### Fiscal Impact

**\$1.25 M** In payroll taxes **REINVESTED** in the **LOCAL ECONOMY** by wage earners

Southern Oregon Goodwill is audited annually by an independent organization. We are also fully accredited through CARF, which is the highest accreditation any human services, non-profit organization can receive. We hold a "silver" rating from GuideStar Exchange for our transparency of fundraising and use of donated goods.



# THE JOURNEY OF THE JEANS: *The Path from Donations to Jobs*

Community Support to Goodwill

FIRST  
STOP

DONATE



A community member donates a gently used pair of jeans.



In 2018, **357,367 DONATIONS** were made  
**13,200 lb** of items  
**COLLECTED AT CAMPUS DONATION DRIVES** (SOU and Oregon Tech)

**5 SECONDS** = time staff spends **EVALUATING** each item

Depending on the quality, each donation is routed to a Goodwill® department:

- Retail stores
- As-Is outlets
- Good & Will boutique
- Recycling
- Shopgoodwill.com

NEXT  
STOP

SHOP



Jeans are sold to a community member in stores or online.

**\$.85 of every \$1** spent at Goodwill is **REINVESTED** into **PROGRAMS**



**SHOPPERS** made over **950,669** purchases in 2018

**\$118,825** donated at registers to **"ROUND UP"** to **SUPPORT PROGRAMS**

ON TO  
RECYCLING

RECYCLE



Unsold jeans move on to recycling.

Goodwill is good for people and the planet!



We **RECYCLED** **6.1M lb** of unsold **ITEMS** in 2018

Locally, we **RECYCLE** **30 CATEGORIES** of everyday items



THE JOURNEY CONTINUES AS  
**COMMUNITIES THRIVE**



Revenue raised is reinvested into programs that put people to work.

Goodwill's Workforce Development programs provide a personalized approach to supporting people to overcome employment barriers, explore career interests, learn and practice job skills, and obtain meaningful work.

In 2018, we provided **212,641 INDIVIDUAL EMPLOYMENT** and **TRAINING SERVICES** in five counties

**6,393 PEOPLE** accessed Goodwill services

**18 PEOPLE** earned a **GED**

**1,326 PEOPLE** used a **GOODWILL JOB CONNECTION**

**324 PEOPLE** found a **NEW JOB** at an average wage of **\$11.46**

Through one of our Core Programs individuals obtain goals that propel them to greater independence.

Want to learn more?  
Schedule a Goodwill®  
behind the scenes tour.  
[sogoodwill.org/tour](http://sogoodwill.org/tour)

**That's  
the Story  
Behind  
the Store!**



Goodwill Support  
to the Community