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Donate Stuff. Create Jobs.



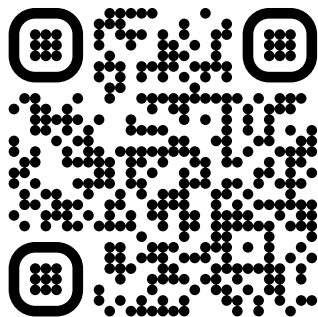
GOODWILL CENTRAL COAST  
**ANNUAL REPORT**  
2022







## A Local Goodwill Central Coast Success Story!



SCAN HERE TO  
VIEW TAYLOR'S  
SUCCESS STORY

**Ms. Taylor Strang finds the strength and determination to overcome multiple life obstacles through hard work and utilizing GCC employment programs and Career Services.**

Supporters and Donors, along with our staff at Goodwill Central Coast, understand that navigating through life's obstacles and barriers is difficult for many, especially in areas of high living costs.

### TAYLOR'S STORY

Imagine this: A single mom, her two young children and the family dog all living inside a car for nine months in Arizona. Then imagine the desperation when the bank repossesses that car.

Taylor Strang lived that nightmare back in 2014, just a few months after the birth of her son Bentley. She was 25, unemployed, and out of options.

Or so she thought.

After feeling like she had hit rock bottom, Taylor made a phone call to her father, who lived in Santa Cruz. He was not aware of his daughter's plight. Her pride had kept her from reaching out earlier, but this was an important step to regaining some traction in her life, so she took that important step.

Santa Cruz used to be home for Taylor, who grew up there and attended Soquel High School. During this time, her freshman year, her mother passed away from breast cancer. Eventually, Taylor left Santa Cruz.

But now reunited with her dad, Santa Cruz would be home once again.

Taylor quickly realized it would be nearly impossible to support herself and two children without some assistance. She was able to qualify for basic benefits such as food stamps, but she knew that she needed to find employment. Her father worked full time during the day, and therefore could not help her with what seemed like two insurmountable obstacles—lack of transportation and childcare.

*"I felt kind of hopeless," Taylor says.*

### **Taylor meets Goodwill Central Coast through CalWORKs**

Through a county social worker, Taylor sought help from CalWORKs (California Work Opportunity and Responsibility to Kids), a public assistance program that provides cash aid and services to eligible families with children. The program paid for her childcare, allowing her to enter a job training program through Goodwill Central Coast.

GCC provides CalWORKs participants with comprehensive training and experience in basic job seeking, and helps them manage all the potential pitfalls that prevent people from gaining employment and thriving.

### The success story continues

*"I started a 3-month temporary position at Goodwill, where I was trained and got paid," Taylor said. "It was all a complete shock to me, and just what I needed."*

A month into her temporary position at the Goodwill store in Capitola, a permanent sales associate position opened up and Taylor applied.

She got the job, and it changed the course of her family's life!

*"I knew that if I just worked hard and proved myself, something good would happen," she said. "I just had that drive. Goodwill values their employees and they foster this learning environment, and people who seek better positions can have them with hard work because they promote from within. I saw that early on and I knew it would just take hard work."*

Still, nothing came easy without perseverance. Phased out of the CalWORKs program, Taylor now had to pay for her own childcare. Still without a car, she woke up each day at 5:30 a.m., loaded up her double stroller and headed to the bus stop. After dropping her kids at childcare, she took another bus to her new job. At the end of the day, she did the same journey in reverse.

Through it all, Taylor appreciated how GCC worked around her schedule when possible.

*"They really want to see people grow and be stable," she said.*

### Taylor today in her journey of success

Taylor's initiative was recognized as she endeavored to learn every aspect of store operations; and she was first promoted

to assistant manager of the Capitola store. Alan Martinson, VP of Retail states, "Taylor's determination and sense of responsibility were really evident, and it showed in her ability." In December of 2021 Taylor was promoted again, this time to manager of the third largest retail store in the GCC territory. Six months later, Taylor achieved the sought-after Level 2 Store Manager title and continues to thrive in the Scotts Valley store, where she manages a staff of more than thirty employees.

The support and faith in Taylor has really paid off—and at the same time, she has learned to have faith in herself as well.

*"I think about where I was and where I am now, and it just feels so good to be able to support myself and my kids, and that I have the confidence to rely on myself," she said.*

Taylor has a strong relationship with her father and is now in a healthy relationship.

*"I have a supportive boyfriend, and two bonus kids!" she said. "I'm living the life that I always wanted as a kid. I wake up on weekends and the house is full of laughter. We go to their sports events. It's a stable life."*

When asked what she would say to someone now who finds themselves in a similar situation, Taylor replied,

*"I'm not going to sugarcoat how difficult it can be to pull yourself up. Not every day is easy. But, if you have the drive to want to live a better life, then it really is worth it in the end."*

*"I'm so grateful to Goodwill for the opportunities given to me, but in the end you have to take advantage of that, and put in the hard work."*

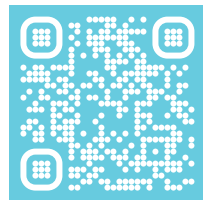
### THE SUCCESS STORY CONTINUES



*Goodwill stands for its name "goodwill," and what they do is just amazing. They help you out, you grow, you know it's not just you in one spot and that's it. There are no limits. They make me feel real comfortable, they're respectful with everything and the way they speak to me. I really love this job."*

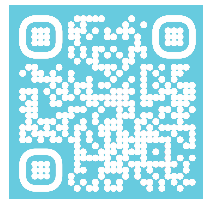
Sara Camacho

Assistant – Mission Services and Administration



*"It feels good to know that someone appreciates you. Goodwill is always motivating me to do better at what I do, and I appreciate that. I love working here at Goodwill Central Coast. They give you opportunity, they give you a chance to grow."*

Gloria Baltazar  
Grants Accountant





**Thomas Moran**

*President and CEO*  
**GOODWILL CENTRAL COAST**

## **GOODWILL CENTRAL COAST BOARD OF DIRECTORS**

**David Cury** – *Chair*

**Patrick Feehan** – *Vice Chair*

**Lisa Beaudreau** – *Secretary*

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**Shannon Downing**

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**Kristy Santiago**

**Tom Strait**

**Wesley Van Camp**

# **Message from the President**

**At Goodwill Central Coast, we measure success by how much we are able to expand our mission of building lives and families through employment, while also helping to preserve the Earth's resources.**

By that standard, 2022 was a great year.

We appreciate the tremendous support we received from the community, both in the form of donations of household goods, as well as shopping at our thrift stores, outlets and on our e-commerce site. This enabled us to provide employment and training-related services to nearly 10,000 people last year, including placing 748 people into jobs. At the same time, the re-use and recycling of products donated to us kept nearly 19 million pounds out of our Central Coast landfills.

Looking forward, we are excited to expand the support we provide both to our employees and others in the community through our Opportunity Platform. This innovative program pairs participants with a Resource Specialist to help develop a personal plan based on their own goals. Elements of this include training and education (both formal and occupational), along with financial capability and asset-building (access to financial services, budgeting and savings, debt and credit management, housing). We also provide one-time services, such as help opening a bank account, navigating public assistance, or dealing with situations such as collections, medical bills, or even identity theft. We have already assisted more than 700 individuals through this program, which meets a significant need in the community. It represents yet another way we work to help others help themselves.

On behalf of Goodwill Central Coast, I want to thank everybody in the community for your support, which makes all of this possible. Please continue to think of us when you have those extra items you no longer want or need. And be sure to visit our stores when you are looking for those unique, gently used items to add to your wardrobe or household. This will enable us to continue our mission and impact in our local community.

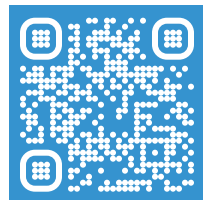
# OUR MISSION

*Goodwill Central Coast builds lives, families and communities by helping people with employment needs become successful, supported by innovative enterprises that preserve the Earth's resources.*



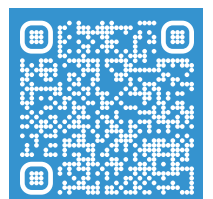
*"This job helps people out in more ways than one. It helps more than you can possibly imagine. So if you are donating, please continue. If you are not, give it a shot, and see how many doors you open up for individuals who feel like they don't have nothing left. Now look at me. Now I have a job, because somebody made a donation that opened the door for me."*

Rick Stevens  
Production Associate



*"It is satisfying to see that the work one puts in is recognized. I really, really enjoy what I do. To know that I have helped already with the growth that's happened at Goodwill within the last couple years, and now to have a hand in what is coming next, that is exciting."*

Jorge Huerta-Becerra  
Ecommerce Manager, Salinas, CA





## Opportunity Platform focuses on economic self-sufficiency

Through a partnership with a broad network of local organizations, GCC continues to make a difference through a program that helps individuals work toward self-sufficiency.

Our Opportunity Platform helps people to reach financial independence by working one-on-one (in person or online) with one of our Resource Specialists. We help individuals navigate through vulnerable situations, chart a path toward stability and reach their goals.



The Opportunity Platform aims to move participants from a crisis situation to one that sees them thriving. Our Resource Specialists provide individualized support to meet financial goals, earn job security, increase income, build credit and reduce debt. In addition, our Resource Specialists work with an extensive network

of other trustworthy organizations and community partners to provide individualized services through our Active Referral Network. Everyone is welcome, and services are free.



Goodwill is very excited to announce Miriam Cordero as the Program Manager for the Opportunity Platform in all three counties. Miriam started with Goodwill in 2019. Miriam was promoted from Workforce to Human Resources, where she served Goodwill in Training & Development. Miriam currently works with a team of Resource Specialists, including Sulema Eustaquio, Nicole Ramirez, and Jaclyn "Jackie" Jauregui.

Jackie is one of our newest Resource Specialists, and she works at 880 Industrial Way serving SLO county. Jackie was initially hired at GCC in 2015 as the Atascadero Assistant Store Manager. She was promoted to store manager in 2018 before her promotion to Resource Specialist in February. Jackie works through a partnership with Pacific Western Bank, coordinating unique workshops to help community members become more independent, intending to elevate them to economic self-sufficiency. These workshops cover a variety of topics, including Credit Reports and Scores, Borrowing Basics, Managing Debt, and Using Credit Cards. Several of the topics include staff training nights. College Workshops help prospective students identify different ways to pay for college, find student loans, grants, scholarships and work-study, and how to navigate FAFSA (federal student aid program). What the Opportunity Platform Team loves the most is helping families reach their goals whatever that means to them—moving to a different neighborhood, buying a home, obtaining the skills needed for another job, learning to budget or reaching financial freedom.

Visit our Opportunity Center in Salinas located at 1566 Moffett St., Salinas, CA 93905.

**Miriam Cordero**, Program Manager, Santa Cruz, Monterey, & San Luis Obispo  
[mcordero@ccgoodwill.org](mailto:mcordero@ccgoodwill.org) Office: (831) 423-8611 Ext. 8296  
 Goodwill Central Coast 1566 Moffett St., Salinas, CA 93905



Donate Stuff. Create Jobs.



*"Thank you for all your help. Without the help of the WIOA program and my Employment Specialist, I wouldn't have done it. Thank you so much for the support and guidance."*

Ana Campos  
Surgical Technologist, WIOA Program

**ANA GRADUATED FROM THE WIOA PROGRAM WITH A NEW CAREER AS A SURGICAL TECHNOLOGIST.**



*"Goodwill gave me the extra push and support I needed to be successful. Working with Goodwill, I was able to strengthen my work ethic, advance into a career that was more than just a job, and surround myself with a strong support network. They have assisted me in so many different aspects of my life and I will always be grateful."*

Abriana Uribe  
Career Center Coordinator, Goodwill Central Coast

**ABRIANA RECEIVED JOB TRAINING THROUGH THE MONTEREY COUNTY ESE PROGRAM, AND UPON COMPLETION WAS HIRED FULL-TIME AT GOODWILL AS THE CAREER CENTER COORDINATOR.**



*"Being here at Goodwill, you have people who connect with you, understand you and help you! I never thought I would feel this confident leaving this program. I'm not going to lose insight into my goals again."*

Oscar Malarin-Arata  
Caterer, Classic Events Catering

**THROUGH THE MONTEREY COUNTY ESE PROGRAM, OSCAR RECEIVED JOB TRAINING AND WAS HIRED BY A SUCCESSFUL CATERING COMPANY.**



*"Sulema (Employment Specialist) was able to help me with clothing and other necessities to make sure I would be work-ready. Although my job begins at 1a.m., I am thankful that I was given the opportunity to be self-sufficient. Through the skills provided in the program and with the immense help of Sulema, I now have a bank account, a vehicle, housing, and above all, confidence. It feels great to know that I am a productive member of society."*

Michael Yost  
UPS Package Handler, MCBH Servicios

**MICHAEL RECEIVED SUPPORTIVE SERVICES AND JOB PLACEMENT WITH UPS, THROUGH THE MCBH SERVICIOS PROGRAM.**



*"The WIOA program allowed me to be able to focus on my studies and not worry about how I was going to make it financially, and that is something I am very grateful for."*

Jennifer Navarro  
Medical Assistant, WIOA Program

**JENNIFER GRADUATED FROM THE WIOA PROGRAM WITH A NEW CAREER AS A MEDICAL ASSISTANT.**

# Mission Services Programs

1



## Opportunity Platform

Connecting individuals, families and employees to resources and services through an individualized plan to reach their goals, ultimately leading them to self-sufficiency, higher wages, higher education and asset-building.

2



## Employment Services

Whether you're a first-time job-seeker or looking for a new career, Goodwill offers a variety of services to support you throughout every step of your employment journey.

3



## Department of Rehabilitation (DOR) Employment Services

Employment planning services help DOR clients choose employment or career development opportunities based on their preferences, strengths, abilities, and needs.

4



## Department of Rehabilitation Short-Term Supports

Goodwill's Short-Term Supports program offers direct on-the-job support to DOR clients in subsidized employment, aiding them in learning the necessary skills, standards, and processes required by their employer.

5



## Department of Rehabilitation Situational Assessments

Situational Assessment services inform DOR clients of their employment strengths and barriers, helping to choose a goal based on preferences, abilities, and needs.

6



## Department of Rehabilitation Student and Adult Work Experience

Adult and Student Work Experience assists DOR clients in identifying their skills, interests, and career prospects. It also provides them with the opportunity to engage in real-world work, thereby enhancing their soft skills and preparing them for unsubsidized employment.

7



## Digital Literacy

The Digital Literacy program offers free classes to Monterey and Santa Cruz County residents, to help navigate the increasingly technological world. Students receive specialized curriculum, both virtually and in person, on the most widely-used programs and applications such as Microsoft Word, Excel, and PowerPoint.

8



## Goodwill Career Center

Our Career Center provides free employment services to the community, including job placement, resume development, mock interviews, help with online applications, typing certifications, and fulfilling community service requirements.

9



## Job Search Workshop

Goodwill Central Coast provides job search workshops for CalWORKs participants to prepare them for competitive employment. These workshops assist participants in finding and keeping long-term employment by providing comprehensive training in basic job seeking, understanding employer expectations, increasing job readiness, and retaining employment.



10



### Workability & KickStart

Provides at-risk and justice-involved youth referred by the Workforce Development Board in Monterey County; and students who receive services with the Department of Rehabilitation, referred from Santa Cruz and Pajaro School Districts. Our programs assist these students with obtaining real-world work experience, building soft skills, and gaining habits that positively influence them.

11



### Monterey County Community Action Partnership

Our organization provides employment, income, and asset building services to low-income individuals and families in North Monterey County. Services include resume and cover letter development, mock interviews, job application assistance, networking, and employment retention programs.

12



### Monterey County Office of Education Work Experience

Goodwill Central Coast offers work experience programs to Monterey County Office of Education students. Participants work at a Goodwill store or collaborating agency to develop soft skills necessary for success in any job or occupation.

13



### Monterey Expanded Subsidized Employment Program

Goodwill Central Coast provides eligible CalWORKs Welfare-To-Work clients expanded services including subsidized employment, training, supervision, intense case management, job performance evaluations, and subsidized job coordination.

14



### San Andreas Regional Center Supported Employment Program

The Supported Employment Program offers tailored support to people with developmental disabilities, helping them prepare for, find, and keep competitive integrated employment in the community.

15



### Subsidized Transitional Employment Program

Eligible CalWORKs participants gain work experience and new skills through STEP services. This includes a 16-week paid placement, attendance at a Job Readiness Academy (JRA), case management services, and direct on-the-job supervision.

16



### Temporary Employment to Meet Participation

TEMP services provide eligible CalWORKs participants with one-month paid temporary employment at GCC to meet federally required work hours, serving as a gap activity and offering direct job supervision and valuable work experience.

17



### WIOA Job Readiness Training

In partnership with the Monterey County Workforce Development Board (MCWDB), Goodwill Central Coast provides job-readiness workshops to eligible WIOA-enrolled individuals to help them gain the competencies needed to succeed during the workday while on the job.

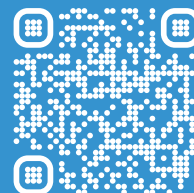
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### Re-Entry

Goodwill Central Coast provides intensive case management to help formerly incarcerated individuals successfully reintegrate into society, including referrals for mental health and substance use treatment, housing assistance, job placement, and increased family support.

**HOW CAN YOU HELP**



# 2022 Financials

## FINANCIAL POSITION

Current Assets	\$13,718,602
Property & Equipment	\$28,472,536
Right of Use—Leases	\$7,492,620
Other Assets	\$9,604,515

**Total Assets:** **\$59,288,273**

Current Liabilities	\$7,215,239
Long-Term Liabilities	\$9,569,114
Lease Liabilities	\$7,553,798

**Total Liabilities** **\$24,338,151**

Unrestricted Net Assets	\$34,100,427
Restricted Net Assets	\$849,695

**Total Net Assets** **\$34,950,122**

## REVENUE

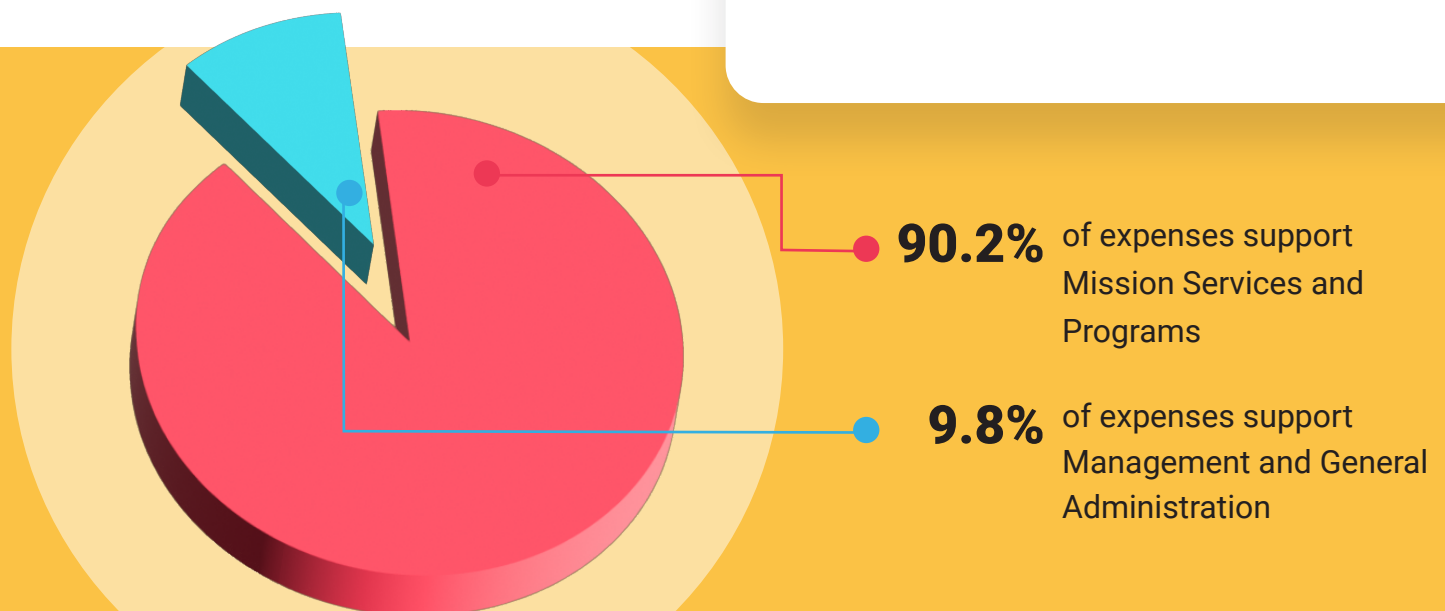
Retail Sales	\$35,847,087
Grants & Contract Revenue	\$4,650,270
Donated Goods Valuation	\$4,016,026
Scrap & Recycle Revenue	\$1,804,172
Cash Contributions	\$187,564
Investments & Misc.	\$(797,399)

**Total Revenue:** **\$45,707,720**

## EXPENSES

Mission Services & Programs	\$39,140,399
Management & General	\$4,248,765

**Total Expenses:** **\$43,389,164**





# Testimonials

## SHOPPING IN OUR STORES

*"Always a good day whenever I find treasures at the thrift store...!! I've been a thrifter my whole life. As a child, my grandmother and my mother sold at local flea markets as well as owning their own thrift stores, so I know all about the business. And I know a lot of treasures are awaiting shoppers of all kinds. Goodwill has always been a part of our lives and still is."*

~ Michael H.

## DONATING TO GOODWILL

*"I just dropped off a donation at this store and it was very quick and easy. They have a drive-through with an attendant to assist. He was friendly and courteous, asked if I needed a receipt and thanked me for my donation. This is a donation center AND a retail store. Highly recommended."*

~ Diane M.



## TRAINING AND DEVELOPMENT

*"Recently I had the opportunity to participate in Retail Training Academy. I learned new things regarding sales, customer service, and I also learned about myself. At the end, they gave me a framed diploma. When I took it in my hands, I felt something. I felt empowered! I had accomplished something, a small goal, that for some may not mean much, but for me it meant a lot. Thank you for this opportunity, for helping create in employees that awareness towards the customer and a desire to improve themselves day by day."*

~ Dulce Hernandez  
Lead Sales Associate, Santa Cruz Store

## OPPORTUNITY PLATFORM

*"Once enrolled, they got right to it in setting me up and guiding me with my credit restoration. Thanks to them, I have established a budget and a laid-out plan to reduce and eliminate accrued debt. As a result of the established plan, I have been able to bring up my credit score and pay off debt accounts. They have made it possible for me to get established in a new apartment and have been great with me in their network of resources. Once again THANK YOU."*

~ Eugene C.

# Community Impact

## 2022

**9,766**

adults and youth helped by  
Goodwill programs and services

**1,079**

people employed by  
Goodwill

**137**

local households received  
Emergency Rental Assistance

**\$404,315**

increase in wages for our employees  
promoted to higher-paying positions after  
training and experience

**7,409**

Visits to our  
career center

**\$1,260,207**

Emergency Rental Assistance given  
to people in our community

**1,471,099**

shopper transactions in our  
16 stores

**165,900**

items sold in our online  
stores

**644,741**

donation drop-offs

**\$31,579,098**

reinvested back into communities in Santa Cruz,  
Monterey, and San Luis Obispo counties through  
wages, leases, contracts and financial assistance

## ENVIRONMENTAL IMPACT

**18.7 million**

estimated pounds of material kept out of area landfills  
through resale and recycling



### CARF ACCREDITATION

The CARF three-year accreditation represents the highest level of accreditation awarded to an organization and shows the organization's substantial conformance to the CARF standards.