



goodwill
central
coast



Donate Stuff. Create Jobs.

GOODWILL CENTRAL COAST
ANNUAL REPORT
2023



Jessie Call went from despair to fulfillment – and her turnaround started by walking into Goodwill

For more than a decade, Jessie Call found herself struggling with employment and housing, sleeping in whatever spare space became available. She experienced sporadic employment and jobs that never understood Jessie's true potential.

Her circumstances left her disappointed that she had not achieved the life goals she had set when she was younger, and she fell into a deep depression.

In March of 2019, Jessie's mom recognized an urgent need for change, and made her daughter go to the local Goodwill for help. This act of love and concern from a mother was a turning point in Jessie's life.



"I had a great experience with Goodwill! I was not expecting to be successful in getting a job so quickly, On a scale of 1-10 how likely am I to refer someone else to use these services? Definitely a 10!"

After not being able to find a job for a year, Keith secured employment within 1 month of participating in Goodwill's DOR Employment Services program.

KEITH SONICO

**DOR EMPLOYMENT SERVICES
GROCERY STORE ASSOCIATE, SAFEWAY**



"Life will only change when you're more committed to your dreams."

Marissa self-referred to the Opportunity Platform with the ultimate goal to obtain stable housing. In addition to housing services, Marissa worked one-on-one with a Resource Specialist in different areas, including budgeting, credit score improvement, and retirement plan contribution. Because of Marissa's determination, she and her family have gone from renting a small apartment to a four-bedroom house her family now calls home! She closely follows her budget to maintain her now-stable housing. Together, Marissa and the Resource Specialist have begun to map out new, long-term goals, including preparation to become a homeowner.

MARISSA LARA

**EMPLOYMENT SERVICES SPECIALIST,
GOODWILL CENTRAL COAST**

She took the advice and walked into the Monterey Goodwill to fill out an application. Store manager Andrew Moffett hired Jessie as a part-time sales associate, and after a year Jessie was promoted to full-time sales associate. A few weeks later, the pandemic struck, and Jessie lost her sense of purpose. She did not have self-control and fell back into bad habits and depression.

Once the pandemic subsided, Jessie returned to work at the Monterey store. Goodwill Central Coast Retail Director Amber Vick took Jessie on a tour of the GCC headquarters in Salinas, including the E-Commerce Department. Jessie found E-Commerce fascinating and requested a transfer.

GCC's E-Commerce Manager welcomed Jessie to the team and encouraged her to work with the Opportunity Platform to help obtain a driver's license, viable housing, a vehicle and needed dental work. Jessie's dad co-signed for an apartment in Salinas, with the United Way of Monterey County awarding Jessie rental assistance, including a security deposit and the first and last month's rent.

In June of 2023, Jessie returned to school for a certificate in addiction counseling while maintaining her full-time

E-Commerce position. Jessie and her fiancé Sophia had an opportunity to get an apartment by the beach, so she applied for a position as a Goodwill Training & Development Associate (TDA) close to her new home in Seaside. Jessie worked as a TDA until she was offered her dream job as a state-registered substance abuse counselor.

Jessie plans to become state certified in her field, work on getting "six-pack abs," and obtain a motorcycle license — all while planning a wedding. She and Sophia also have put a 10-year goal of purchasing a home in the area.

"I tell everybody that Goodwill saved my life; that is literally what the heck happened," she said.



SCAN HERE TO VIEW SUCCESS STORIES



"Coming into the program, I did not know what to expect, but I am glad I took on the opportunity. Everyone around me is understanding and flexible for obstacles that I am facing. I have been working in the e-commerce department and I love it here. I did not know this side of Goodwill. I thought they only had the retail stores. I have learned all the different duties in the department and love that it is fast paced. Everyone is very welcoming and it's a positive environment. Coming into work distracts me from the stress happening in my life. Having this job has helped me pay my bills, and be able to save for when I find a place."

Through working with Goodwill, Perla was able to learn valuable, transferable skills, as well as secure a stable job position. Perla's next goal is to attend Hartnell College to pursue a psychology degree.

PERLA RODRIGUEZ

MONTEREY ESE – GOODWILL HQ
SALES ASSOCIATE, LOVES



"WIOA helped me when I needed it the most. My Employment Specialist supported me throughout my training and during my job search."

ORLANDO GUERRA,

BUS OPERATOR/DOUBLE CAB OPERATOR
ORLANDO COMPLETED TRAINING AT THE TRUCK DRIVER INSTITUTE AND OBTAINED HIS CLASS A LICENSE.



Thomas Moran
President and CEO
GOODWILL CENTRAL COAST

GOODWILL CENTRAL COAST BOARD OF DIRECTORS

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Message from the President

Over the last century, Goodwill has grown and changed to respond to the needs of the times. The original movement began in 1902 by helping people with disabilities and disadvantages learn to repair donated items. During the Great Depression, Goodwill connected needy folks to basic services. And following World War II it provided training and jobs to returning soldiers.

Although services have changed, our belief in the power of work has remained constant. At Goodwill Central Coast, we effect change on several fronts: removing obstacles to employment; supporting job seekers on every step of their journey; creating jobs within our own retail sector; guiding people on the road to financial self-sufficiency; and instituting a reuse-repurpose economy that helps to preserve the Earth's resources.

Our growth and impact make me incredibly proud of our mission and our amazing team. In 2023, out of 154 Goodwills worldwide, GCC ranked No. 6 in donations per household and No. 4 in sales per household! Other major accomplishments include the following:

- Retail revenue rose 4.7 percent to \$37.5 million.
- Mission Services helped 17,172 people, up 62 percent
- Opportunity Platform expanded to all counties, helping 3,027 people (up from 289).
- Employees underwent 3,149 hours of training, and our Retail Training Academy opened in Santa Cruz.
- We invested nearly \$4 million in employee benefits, while maintaining all starting wages above minimum wage.

Looking forward, we are excited to continue the expansion of our Opportunity Platform, the improvement of our facilities (renovation of the Alisal store begins in June), and the prioritization of employee safety, among other lofty goals.

On behalf of Goodwill Central Coast, I want to thank everybody in the community for their support, which makes all of this possible. Your donations and purchases fuel all of this positive growth and really do help build lives and families all across the Central Coast. Let's keep growing!

— Thomas Moran
President and CEO
GOODWILL CENTRAL COAST

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.



"The ESE program has been extremely helpful since the start and up until my last day, giving me the opportunity to grow and accomplish some of my long-term goals. I can honestly say that I grew a lot in the couple weeks I attended. The resources and help were definitely given, I am so grateful for the opportunity to have been able to be part of this program."

Evelyn came into the ESE program with the goal of obtaining a permanent position with the county offices of Monterey. She was placed as an offsite to advance her skills and abilities. With her dedication, perseverance and drive, Evelyn's work ethic did not go unnoticed! She was offered a permanent position with Monterey County as an Office Assistant.

EVELYN APOLONIO

MONTEREY ESE - CWES OFFSITE
OFFICE ASSISTANT, MONTEREY COUNTY

GCC sees dramatic growth in impact of Opportunity Platform, Retail Training Academy

Within our mission at Goodwill Central Coast is a commitment to support those members of the community who want to remove obstacles to employment and embark on a journey toward financial security.

Through our team of Opportunity Platform Resource Specialists, we provide free and confidential one-on-one financial coaching to help others pursue their long-term financial dreams, gain job security, increase income, and become debt free in a structured and compassionate way. We also work to connect them with other trustworthy organizations and services.

Throughout 2023 we saw exponential growth within Opportunity Platform, as well as other important initiatives such as Digital Literacy and our important Retail Training Academy. All of these programs put a hyper-focus on training that allows individuals to gain job skills that help them advance within GCC or used elsewhere.

OPPORTUNITY PLATFORM 2023

- In conjunction with the United Way of Monterey County, our Opportunity Platform assisted 212 households and individuals through the Housing Stability Grant. Resource Specialist Nicole Ramirez helped 39 enrolled members' access housing services, resulting in direct monetary assistance to 16 households totaling \$29,957.48.
- The OP collaborates with Monterey County Food Bank to host a food distribution event. One hundred and fifty bags containing fresh produce and dry goods are assembled and delivered to employees in Monterey County.
- In partnership with San Luis Obispo Food Bank, the OP organizes a monthly food distribution for GCC employees. This distribution happens on the last Thursday of each month and aims to provide 80 bags of dried goods and fresh produce. The OP also offers "No Cook Bags" containing non-perishable items that can be consumed without additional cooking tools. These bags are available to any employee or platform member currently experiencing homelessness.



- In partnership with Pacific Western Bank (PWB), the OP hosted 12 one-hour financial literacy and college preparation workshops.
- Through a collaborative partnership in May 2023, the OP became part of Central Coast Energy Services as a trained agency network to assist low-income families in completing and submitting HEAP, CARE, REACH, Home Weatherization, and LIHEAP applications. Through this program, low-income families can obtain up to a \$587 credit for direct energy bill assistance and a 20 percent discount on utility bills for up to 2 years.
- As a trained agency, we have direct access to submit applications on the Central Coast Energy Services' portal, and applications submitted on our behalf process in 2-3 business days. This resource is open to all Monterey and Santa Cruz county members. Within the first 8 months of becoming a trained agency, 250 members have already been provided with this service.
- In partnership with United Way of Monterey County, the OP hosted a Financial Literacy Workshop in mid-August at GCC's Salinas headquarters. The free workshop covered the following topics: budgeting, banking, credit, asset building and home ownership.
- Every 6 weeks, the OP continues to host Active Referral Network Meetings, with an average turnout of 20 community partners who gather and network to help strengthen our referral network.

Training and Development Department a growing part of GCC's culture

MONTEREY COUNTY RETAIL TRAINING ACADEMY

By the end of 2023, 134 employees had participated in Marina's Retail Training Academy, putting in 2,001 hours. Proper training enhances employees' confidence and positively impacts job performance and overall engagement. Incorporating RTA into our mission integration demonstrates our commitment to investing in their professional growth. Continuously teaching our employees new skills and abilities will improve their work performance and make them feel like valuable members of our organization.

SCOTTS VALLEY RETAIL TRAINING ACADEMY

The Santa Cruz County RTA officially launched in December, providing comprehensive training for our retail associates. Considering several crucial factors, our team carefully selected the Scotts Valley retail location to host the Santa Cruz County RTA to establish an ideal learning environment. The site has a well-equipped training room with a state-of-the-art Point of Sale system. It's a decentralized location, allowing trainees to engage with real-life donors and shoppers, providing them with invaluable exposure to the day-to-day operations of a retail establishment. By simulating authentic interactions and challenges, retail associates begin their jobs confidently. Additionally, this location offers ample parking, and the transit is across the street, providing easy access for employees and program participants attending RTA. By prioritizing accessibility, we aim to eliminate any logistical barriers hindering individuals from participating in the training program.

SUPERVISOR TRAINING

Miriam Cordero organized three supervisor training workshops in February with Bethany Taylor and Amber Vick. The workshops aimed to boost supervisors' confidence in effectively leading their teams. During the training, supervisors engaged in various activities, such as solving Workers' Compensation scenarios, onboarding new employees, and participating in an interactive drawing game.

The Training & Development department collaborates with other departments to arrange training courses. Employees were provided diverse training opportunities through various platforms. These platforms encompass in-person, virtual, and online training. The subjects covered in these trainings are varied and include examples such as:

- Mental health and awareness
- Writing clear and concise emails
- Critical thinking and problem solving
- Shoplifting and customer service standards

STRATEGIC DOERS

The Strategic Doers event is held twice a year, with six committee members planning it. The sessions are interactive and informative for leaders who connect in person to build upon their training. The topics discussed are chosen from Strategic Initiatives. VP of Mission Services Shelby Mason presented topics such as diversity, equity, inclusion, and belonging. At the same time, Human Resources Supervisor Bethany Taylor discussed safety and the current state of WC claims. VP of Human Resources & Administration Jaime Reynolds presented on professional development, using employee examples for interviews. Vick



"My experience with WIOA has been exceptional! The WIOA team has a resourceful staff who helped me every step of the way."

Lluvia Alvarez,
Dental Assistant

LLUVIA COMPLETED THE DENTAL ASSISTANT PROGRAM AT CAREER TECHNICAL EDUCATION PARTNERSHIP, EARNING A DENTAL ASSISTING CERTIFICATE AND FULL-TIME EMPLOYMENT.



focused on mission integration and training opportunities for employees. Cordero’s team spoke about available resources for employees and the public through the Opportunity Platform, concluding with a lesson on employee engagement.

MISSION SERVICE-IN-SERVICE DAY

In June, all Mission Service staff received a 16-hour training on Motivational Interviewing, Trauma-Informed Care, and Evidence-Based Practices. The training included exploring ACE scores, discussing work-life balance, and managing burnout. Attendees learned how to work with individuals who have experienced trauma and gained hands-on practice in motivational interviewing techniques to support clients in achieving their goals.

TRAINING & DEVELOPMENT ASSOCIATE UPSKILLING

Armando Trevino, a TDA in Atascadero, actively participated in all Financial Literacy classes provided by Pacific West Bank. During these classes, Trevino acquired essential skills, such as saving money, establishing credit, and managing debt. Trevino was compensated for attending these classes, and he intends to utilize his newfound knowledge to assist the individuals he serves.



Trevino and Saab Sahi, Training and Development Associates, are finalizing their last course on Coursera to acquire their Career Coach and Navigator credentials. This credential encompasses various skills, such as human-centered communication, assessment conducting, career planning, career coaching, intake and skills analysis, as well as recruiting and outreach. Offered by Goodwill Industries International, this credential represents professional-level training.

Fernando Galindo, Training & Development Specialist, is certified to conduct RTA and digital literacy training in English. Galindo underwent training with Alyssa Ferguson, the Digital Literacy Coordinator, to enhance his skills during the latter part of 2023.

In late October, Amber Vick organized a meeting at the Marina Training Center for the TDAs. Twelve employees attended this important event. Adrian Licea, the Director of Mission Services, provided training on writing evaluations for Workforce employees. Shelby Mason, the Senior Director of Mission Advancement, gave a presentation on Diversity, Equity, Inclusion, and Belonging. Miriam Cordero, the Program Manager for the Opportunity Platform, spoke to the TDAs about the available resources for themselves, employees, and the public. Additionally, Vick took the opportunity to present GCC’s retirement plan.



“The WIOA program helped me gain more skills that led to better career opportunities and to provide my daughters a better future.”

Teresa Gonzales,
Bus driver

TERESA COMPLETED TRAINING AT MTS TRAINING ACADEMY, EARNING HER A CLASS B LICENSE.

2023 Financials

FINANCIAL POSITION

Current Assets	\$10,665,189
Property & Equipment	\$ 28,496,190
Right of Use—Leases	\$ 6,910,087
Other Assets	\$ 10,989,309

Total Assets: **\$ 57,060,775**

Current Liabilities	\$ 3,164,698
Lease Liabilities	\$ 7,016,587
Other Long-Term Liabilities	\$ 9,014,442

Total Liabilities **\$ 19,195,727**

Unrestricted Net Assets	\$ 37,001,256
Restricted Net Assets	\$ 863,792

Total Net Assets **\$ 37,865,048**

SUPPORT & REVENUE

Sale of Donated Goods	\$37,221,461
Donated Goods	\$4,256,955
Government & Foundation Grants	\$960,081
Contract Services	\$1,689,841
Monetary Donations	\$93,789
Net Gain on Investments	\$1,442,339
Other Sources	\$1,551,945

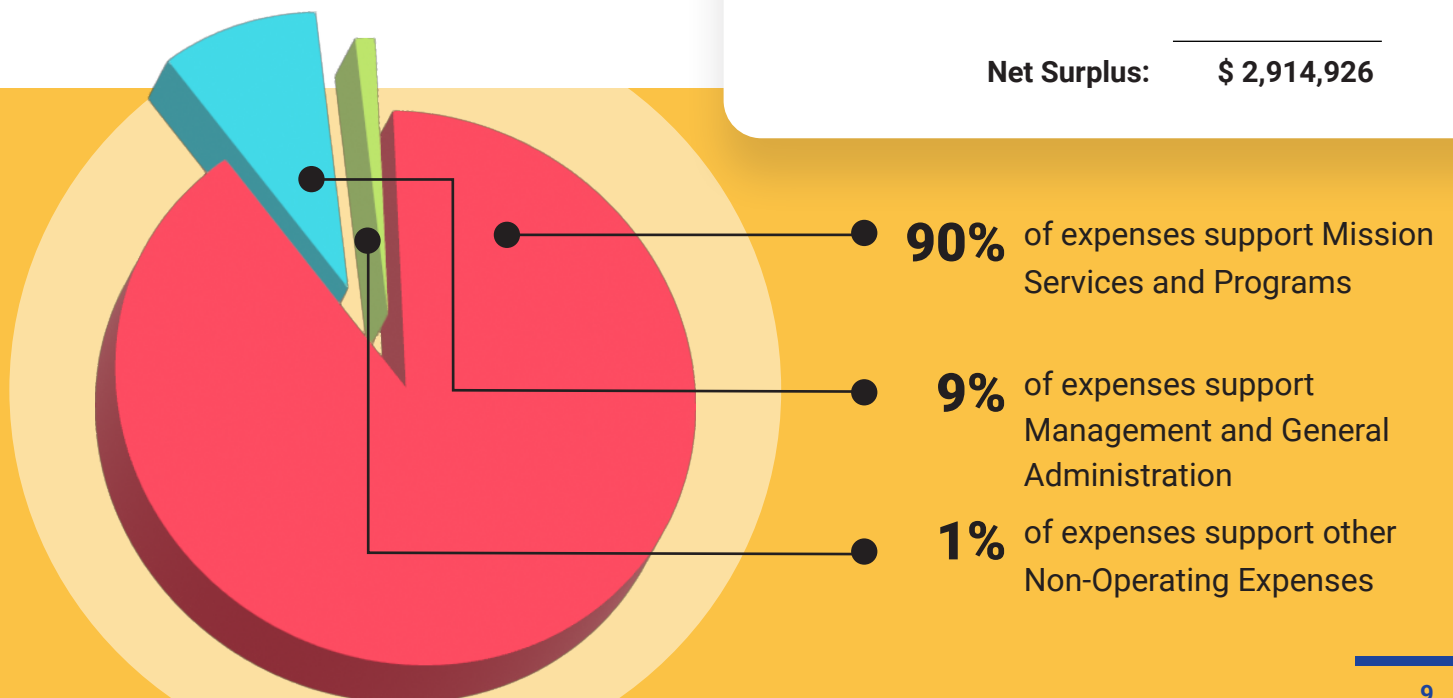
Total Support & Revenue **\$47,216,411**

EXPENSES

Mission Services & Programs	\$39,730,078
General & Administrative	\$3,972,386
Other Non-Operating Expense	\$599,021

Total Expenses: **\$44,301,485**

Net Surplus: **\$ 2,914,926**



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.



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.



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.



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.



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.



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.



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.



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.



WIOA Job Readiness Training

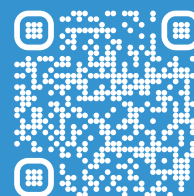
In partnership with the Monterey County Workforce Development Board (MCWDB), Goodwill Central Coast provides job-readiness workshops to eligible WIOA-enrolled individuals to help them gain the competencies needed to succeed during the workday while on the job.



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



Community Impact

2023

16,626

Adults and youth served by Goodwill programs and services

980

People employed by Goodwill

137

Local households received Emergency Rental Assistance

\$21.16

Average hourly wage of people placed into outside employment

315

People placed into employment

7,409

Visits to our Career Center

1,553,195

Shopper transactions in our 16 stores

167,343

Items sold in our online stores

657,149

Donation drop offs

\$31,140,372

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

ENVIRONMENTAL IMPACT

19.5 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.