



GOODWILL CENTRAL COAST

ANNUAL REPORT

2024



HR Manager Bethany Taylor keeps on course after life's twists and turns

When Bethany Taylor joined Goodwill Central Coast's workforce, she felt as if it were a short bridge to somewhere else. Nearly 15 years after taking a "temporary" position as a Lead Sales Associate, she has settled nicely into a career as Human Resources Manager.

Bethany took a circuitous, wearying route — abandoning old dreams and battling major health issues. On the other side, however, she found transcendence based on growth and change rather than loss.

She moved to coastal Marina when she was 9 years old when her father transferred from the CSU Chancellor's Office in Long Beach to help open the new campus at CSU-Monterey Bay. "I loved the ocean and the Monterey Bay Aquarium, which ended up having a big impact on my schooling," she said. "From middle school, I knew I wanted to go into marine science."

Bethany attended Monterey High School's Monterey Academy of Oceanographic Science program, completed her degree in Marine and Coastal Ecology from CSUMB, and earned a Master's in Environmental Science and Management with an emphasis in Economics and Politics of the Environment from UC-Santa Barbara.

"I had a grand plan that I wanted to be the bridge between scientists and policymakers, and help influence future environmental policies," she said.

Following grad school, she returned to the Monterey Peninsula, but struggled to find a job in her exact field without having to move. Around this time, GCC had opened its first new store in years in Marina, and Bethany applied.

"I accepted the job thinking it would be temporary," she said. Less than a year later she was promoted to Assistant Store Manager, and worked at the Marina store for almost 6 years before she left to work in Human Resources.



"I remember applying to HR the first time, which did not work out," she said. "However, Jaime (Reynolds, VP of Human Resources and Administration) reached out to me and let me know the reasons why I wasn't picked (it was a front desk position), and that she might have another position in a few months. She told me her vision for the team and that she'd be willing to train me from the ground up."

A MAJOR OBSTACLE TO OVERCOME

Like others, a major part of Bethany's journey became navigating the challenges of the pandemic, but she also faced a major health scare beyond COVID.

"COVID was an unprecedented time for everyone, but, as an employer there were so many things we had to do, and the laws and requirements were constantly changing," she said. "I was so proud of how we put our employees first, such as when we paid everyone for four weeks while we were closed, then

bringing everyone back and managing all the COVID cases and requirements."

Through it all, Bethany contracted COVID herself. "Everyone would have understood if I needed to take time off to recover, but I wanted to work through it because our employees needed support through a really confusing time."

Around this same time, Bethany noticed a lump in her breast, and in March of 2021 she was diagnosed with stage 2 breast cancer. "As someone under 40, my diagnosis came with extra concern," said Bethany, who spent the next 20 months navigating chemotherapy, infusions, radiation and surgeries.

While she was offered time off or intermittent leaves, Bethany decided to work through all her treatments. "I worked from home and the flexibility was invaluable to me. Working was a way to keep my mind going, and not wallowing in my diagnosis and

treatments. I'm not going to lie, it was a struggle, and some days I could not work because I felt absolutely awful, but I always knew everyone at GCC was rooting for me. I love my job and a good portion of that is because of the care and support I received."

Reynolds said Bethany was chosen for her position because she "embodies professionalism and resilience" and that she set a precedent for others during the pandemic.

"She wanted nothing more than to be there for our employees, to guide them through the unprecedented times," Reynolds said. "I had to check in with her and remind her that it was okay to clock out or take more breaks. However, she was convinced that she needed to keep working. Her strength became the guiding principle, and most people would start to work from home with COVID, because if Bethany could work with COVID and cancer, none of us wanted to look bad."

HELD IN HIGH REGARD

A typical day on the job for Bethany involves fielding employee or supervisor questions, completing internal and external audits, approving/reviewing documents, following up with supervisors on items, and supporting other departments in what they need. She conducts micro-training sessions covering diverse topics to help managers address complex issues. She also designs and delivers training to guarantee compliance with safety, workers' compensation and California's wage and hour regulations.

"Bethany helps managers venture beyond their comfort zones," Reynolds said. "Having experience in our retail stores, they hold

her in high regard."

She especially loves providing the same development to the staff that she received when she first started. "Some days are fast paced and it feels like putting out fires. Some days are low-key and I can really concentrate on auditing policies and procedures we have in place. If nothing else, being in HR in a company as large as ours, it's never a dull moment."

It's been almost eight years since Bethany came to Human Resources and she's advanced from HR Specialist, to HR Assistant Supervisor, to HR Supervisor, and now, HR Manager. She's received her SHRM California Law HR Specialist certification and she's "grown, learned and cannot imagine myself in another career."

Despite her desire to work in the science field, her decision to pivot in a completely different direction worked out perfectly.

"Some people look at me like my schooling was a waste," she said. "I didn't end up in the field I thought I would, but I think I'm actually in a career that better fits me. My schooling isn't wasted because HR still requires a lot of policy reading, research and analysis. The skills I learned in school are skills I'm still applying."

Bethany believes there is still a long path ahead for her at GCC.

"I have learned so much by being in this position and feel confident I could take my skills to other organizations because of the empowerment and autonomy I've received," she said. "I'm still here because I'm still learning, still growing, and I like our work culture and the support I receive."



Ryan Lincoln, a participant in the WIOA Regional Equity and Recovery Partnership (RERP) program, turned to the program during a difficult time while seeking a better future for his family. Encouraged by a Cabrillo College academic counselor, he enrolled in the IT Institute program with the support of Employment Specialist Lizbeth Frasca. Thanks to RERP, which helped cover tuition and guided him through the college system, Ryan earned four IT certifications in summer 2024. He is now working part-time as a Help Desk Technician at Santa Cruz County Bank and plans to continue his education to further his IT career.

RYAN LINCOLN

**WIOA – REGIONAL EQUITY AND RECOVERY PARTNERSHIP (RERP) PARTICIPANT
HELP DESK TECHNICIAN**



MESSAGE FROM THE PRESIDENT

Building Stronger Lives and Communities: A Year of Growth at Goodwill Central Coast

Thomas Moran

President and CEO
GOODWILL CENTRAL COAST

For nearly 100 years, since our founding in 1928, Goodwill Central Coast has transformed lives and strengthened communities through the power of employment — all while helping protect the planet by promoting reuse and recycling.

I'm thrilled to share that 2024 was a remarkable year of growth and impact. Across all of our programs, we served more than 23,000 people — an incredible 34 percent increase from the previous year! This support took many forms, including direct hires, job placements with partner companies, job training for county programs, and helping individuals in the community find meaningful work.

FUELED BY THE COMMUNITY, POWERED BY SUCCESS

As a social enterprise, the heart of our funding comes from our 16 thrift stores and outlets. Thanks to the incredible support from the community — through donations and shopping — and the hard work of our dedicated team, we've seen outstanding performance. Among the 152 Goodwills worldwide, we ranked No. 6 in donations per household and No. 4 in sales per household — a testament to the strength and generosity of our community.

This success allowed us to reinvest more than \$4 million in employee benefits while continuing to offer starting wages above

the minimum wage. It's proof that when the community shows up, the impact is real and far-reaching.

OUR OPPORTUNITY PLATFORM IS A GAME-CHANGER

In 2024, we significantly expanded the reach of our Opportunity Platform, a groundbreaking program that connects participants with a Resource Specialist to create a personal plan for success. This includes career training, education, financial guidance, and help with budgeting, credit management, housing, and more. We even offer one-time assistance with practical challenges such as opening a bank account, navigating public assistance, and dealing with medical bills or identity theft. Last year alone, we supported 4,397 people through this program — up nearly 50 percent from the year before.

COMMUNITY SUPPORT MAKES IT ALL POSSIBLE

Every donation and every purchase fuels this momentum. Pure generosity helps build lives, support families and create stronger communities across the Central Coast. On behalf of everyone at Goodwill Central Coast, thank you for being part of this incredible journey. Together, we're making a real difference — and we're just getting started!

— Thomas Moran

GOODWILL CENTRAL COAST BOARD OF DIRECTORS

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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.

Goodwill Donation Cycle



Aurora Sandoval rejoined the Monterey Expanded Subsidized Employment (ESE) program determined to overcome past challenges like unstable housing and financial hardship. With guidance from her Employment Specialist Abriana, and support from Goodwill's Opportunity Platform and Resource Specialist Sulema Eustaquio, Aurora gained job skills, improved her digital literacy, and received vital resources, including utility assistance and legal aid referrals. She successfully secured a full-time position as a homecare provider with Monterey County In-Home Supportive Services. She now earns \$18/hour, is stably housed with a housing voucher, and is pursuing her phlebotomy certification to continue advancing her career.

Aurora Sandoval

**MONTEREY EXPANDED SUBSIDIZED EMPLOYMENT
IN-HOME SUPPORTIVE SERVICES – HOMECARE PROVIDER**

Retail Training Academy enhances employee skills for work at GCC and beyond

With a focus on empowering individuals through education and hands-on experience, GCC supports those seeking to build successful careers in the retail industry – even within our own stores.

Recognizing the evolving demands of the retail sector, our Retail Training Academy is designed to equip participants with the skills and knowledge necessary to succeed. 141 employees attended hands-on classes at our Marina Campus and Scotts Valley training centers, earning certificates in customer and donor service, merchandising, and point of sale operations.

To support employee attendance, GCC provided free Uber rides for employees facing transportation challenges. We also instituted flexible scheduling, planning additional classes on varying days and at different times.

TRAINING & DEVELOPMENT

The Training & Development (T&D) staff remains committed to equipping employees with the skills they need for their current roles and career advancement.



After being laid off from the automotive industry in summer 2023, Andrew Muñoz applied for a Sales Associate position at Goodwill in Monterey. His background in training, customer service, and youth counseling impressed Regional Retail Director Juan Ramirez, who encouraged him to apply for the Training and Development Associate (TDA) role instead. Embracing Goodwill's mission, Andrew excelled through onboarding, training programs, and supporting both employees and the community with resources like the Opportunity Platform and Digital Literacy courses. He further advanced his skills by completing Coursera's Career Coach and Navigator Certificate. In November 2024, Andrew was promoted to Reentry Employment Specialist in Santa Cruz County, where he provides job readiness and placement services to justice-involved individuals while continuing his own professional journey—embodying Goodwill's mission in action.

Andrew Muñoz

**FORMER TRAINING & DEVELOPMENT ASSOCIATE
PROMOTED TO REENTRY EMPLOYMENT SPECIALIST – SANTA CRUZ COUNTY**

ANNUAL RETAIL SUMMIT

Every year, the retail leadership team organizes a Retail Summit that all fourteen store managers attend. The event combines celebration with learning opportunities. This year, contributions from Human Resources, Donated Goods Retail, and Mission Services equipped managers with tools and strategies they can apply to strengthen team performance and drive mission-aligned outcomes. In 2024, six store managers were honored for working with Human Resources on initiatives in compliance, reducing employee turnover, and advancing the mission. Managers also received insights from the Opportunity Platform on having purposeful conversations with employees and how to connect them with a Resource Specialist to support their well-being.



"Working at Goodwill has helped me grow as an individual and has also helped me develop in the workforce."

Colt Turpin

Before joining Goodwill, Colt Turpin struggled with addiction and incarceration, facing constant job rejections due to his criminal background. Determined to secure a fresh start, he discovered Goodwill's mission to remove employment barriers and was hired as a part-time Sales Associate. He embraced training opportunities, quickly advancing to Lead Sales Associate and then Assistant Store Manager.

Colt also utilized Goodwill's Opportunity Platform, working with Resource Specialist Jaclyn Jauregui to establish goals, secure stable housing, and pursue personal growth within the company. Additionally, he expressed interest in the Risk Management Department and is learning relevant skills with guidance from the management team, preparing for future opportunities.

Colt Turpin

OPPORTUNITY PLATFORM MEMBER
GOODWILL CENTRAL COAST – ASSISTANT STORE MANAGER

Mission Services Outcomes 2024

Category	2024	2023	% Change
High Impact	825	732	13%
Light Touch	22,267	16,440	35%
Total Served	23,092	17,172	34%
Total Job Placements	292	315	-7%
Average Wage of Those Placed	\$23.88	\$21.29	12%

2024 Overview

The Mission Services Department had a very successful year, serving a total of 23,092 individuals, which is a 34% increase from 2023. The average wage of those placed into employment increased by 12% in 2024 at \$23.88 per hour. Our dedicated staff, streamlined program designs, and expanding community partnerships allowed us to efficiently serve an additional 6,000 individuals this year.

Prop 47 – Coordinated Access for Empowering Success (CAFES) – This two-year \$322,000 contract from Santa Cruz County Probation targets a significant gap in Santa Cruz County's services for justice-involved individuals, providing diversion opportunities and access to substance use treatment and mental health support, case management, peer support, employment support, and housing.

Lived Expertise Advisory Board (LEAB) – Supported by a \$231,000 grant from the County of Santa Cruz Human Services Department Housing for Health Division, LEAB is a collaboration between Goodwill Central Coast, Santa Cruz County and nonprofit partner Homebase. The goal of this partnership is to establish and support a Lived Expertise Advisory Board consisting of individuals who have experienced

homelessness in order to identify and inform on the policies for the improvement of the community's response to homelessness.

Pathways AB109 – This \$250,000 grant, through the Santa Cruz County Probation Department, is to provide employment development services for in-custody and post-release justice-involved individuals. Using our Pathways to Employment (P2E) curriculum model, the Digital Literacy Program, and active referrals to Goodwill Central Coast's Opportunity Platform program, the focus of this program is to help participants obtain and retain employment and avoid recidivating.

CA RISE (California Regional Initiative for Social Enterprise) – This award of \$500,000 was granted by the California Office of Small Business Advocate and the Robert Enterprise Development Fund (REDF). It will allow Goodwill Central Coast to expand its External Mission Services impact through two key initiatives: expanding our on-the-job-training model to target underserved populations in Santa Cruz County, and to work in partnership with Goodwill of Silicon Valley to launch a Retail Apprenticeship Program in 2025.

2024 Financials

FINANCIAL POSITION

Current Assets	\$5,681,274
Property & Equipment	\$ 27,944,856
Right of Use—Leases	\$ 6,162,561
Other Assets	\$ 7,135,256
Total Assets:	\$46,923,947

Current Liabilities	\$ 3,387,462
Long-Term Liabilities	\$ 5,095,712
Total Liabilities	\$ 8,483,174

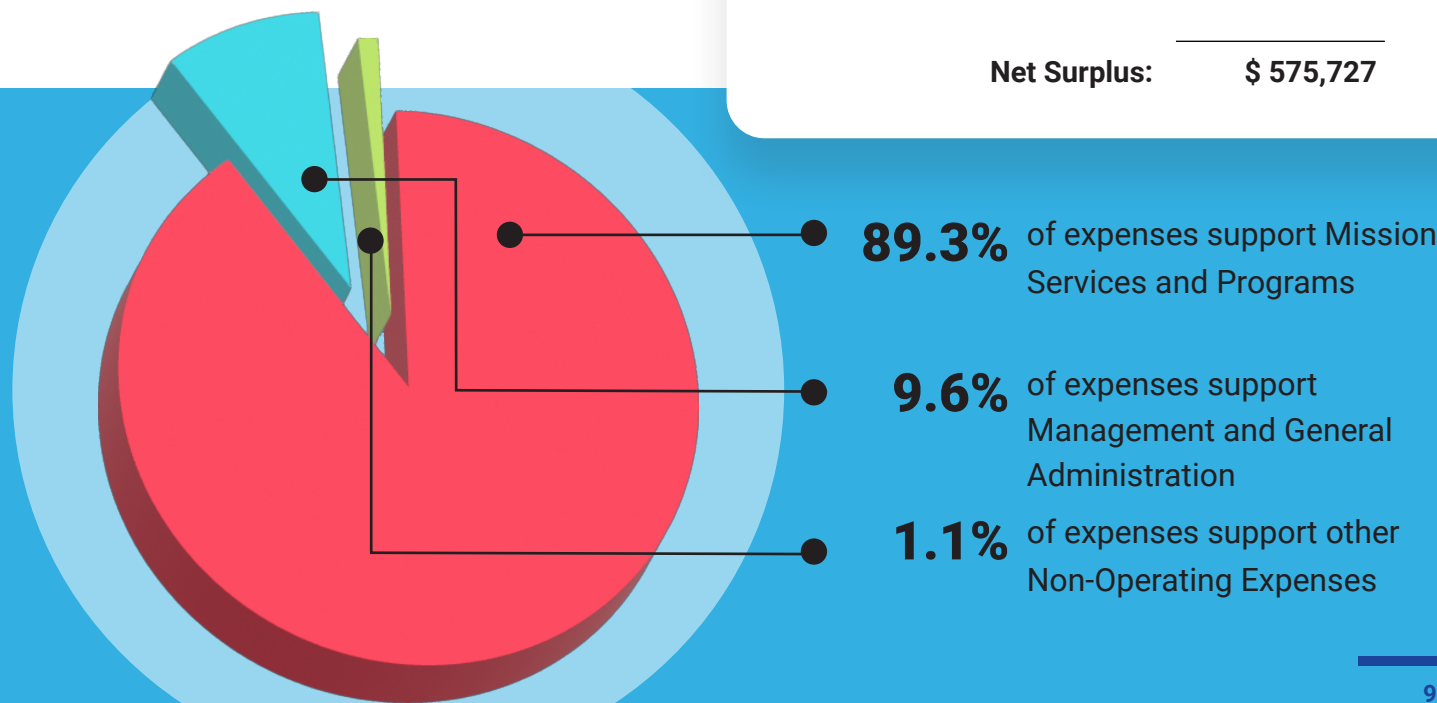
Unrestricted Net Assets	\$ 37,081,049
Restricted Net Assets	\$ 1,359,724
Total Net Assets	\$ 38,440,773

FINANCIAL POSITION

Sale of Donated Goods	\$36,492,247
Donated Goods	\$5,265,682
Government & Foundation Grants	\$1,373,386
Contract Services	\$2,127,011
Monetary Donations	\$97,455
Net Gain on Investments	\$1,187,147
Other Sources	\$1,541,445
Total Support & Revenue	\$48,084,373

EXPENSES

Mission Services & Programs	\$42,426,412
General & Administrative	\$4,575,566
Other Non-Operating Expense	\$506,668
Total Expenses:	\$47,508,646
Net Surplus:	\$ 575,727



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 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 training, 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

Serves 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

Eligible CalWORKs participants are provided subsidized work experience and expanded services including career-focused training, intensive case management, job performance evaluations, job search assistance, and job placement services.

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



Santa Cruz Expanded Subsidized Employment Program

Eligible CalWORKs participants are provided subsidized work experience and expanded services including career-focused training, intensive case management, job performance evaluations, job search assistance, and job placement services.

16



Reentry – Warm Hand-Off

In collaboration with Santa Cruz County Probation, Goodwill Central Coast offers in-custody employment workshops and post-release case management to support individuals as they transition from incarceration to community life. These wraparound services are designed to foster long-term stability, reduce recidivism, and promote successful reintegration into society.

17



Reentry – Post Release

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 2024

23,092

Adults and youth served by Goodwill programs and services

980

People placed into outside employment

292

People placed into outside employment

\$23.88

Average hourly wage of people placed into outside employment

15,119

Visits to our Career Centers

687,633

Total Donations

4,757

Hours of training provided in 2024

283,717

Pounds of electronic waste collected

\$32,829,716

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

ENVIRONMENTAL IMPACT

19.7 million

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



CARF ACCREDITATION

The CARF (Commission on Accreditation of Rehabilitation Facilities) three-year accreditation represents the highest level of accreditation awarded to an organization and shows the organization's substantial conformance to the CARF standards.