



# Annual Report 2014



## Goodwill Central Coast

Previously known as Goodwill Industries of  
Santa Cruz, Monterey and San Luis Obispo Counties

## Executive Summary

Goodwill Central Coast's role in the community is one of service. Our mission is to build lives, families and communities by helping people with employment needs become successful, supported by innovative enterprises that preserve earth's resources. Since our beginning, the range of revenue generating activities and approaches that blend Goodwill's not-for-profit and for-profit thinking has expanded enormously. Even so, the Goodwill mission remains more relevant than ever. We still believe that work is the mechanism by which people gain dignity as well as financial and personal independence.

Your local Goodwill began in 1928 in the city of Santa Cruz and today we have expanded into three counties with eighteen stores, twenty-five attended donation centers, five donation processing centers, four career centers and two schools. We employ over 480 people, including employment training professionals, sales personnel, donation center attendants, warehouse and distribution workers and administrators. Goodwill paid \$13.6 million dollars in wages and \$2.2 million in employer related taxes and benefits in 2014. Merchandise that wasn't sold last year through our stores was sold on the salvage market keeping over 4,000 tons from entering our local landfills.

Our education and job training division assisted 11,332 people in 2014 with services that will help them get back to work. Our services include evaluation, assessments, vocational exploration, placement assistance and supported employment. Our goals have always been to work with people's abilities rather than their barriers. We provide a positive learning environment and assist people to acquire skills to get jobs.

We could not accomplish this mission alone. To deliver our services, we rely on partnerships because clients come to Goodwill with many different barriers to employment. We rely on the community to donate items that can be sold in our stores to make it possible for Goodwill to change lives through our programs and services. Last year Goodwill received more than 400,000 donations totaling almost seven million pounds of clothing and household items.

Your local Goodwill organization is considered one of the most efficiently run not-for-profit agencies in the region. Our social enterprise model continues to be anchored upon the understanding that we can accomplish more together than we can do alone, and our greatest assets are our people.

Edward J. Durkee, President and CEO



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## Programs & Services 2014

In 2014 Goodwill's Workforce Development Services team assisted 11,332 job seekers find dignity through work. Our services include evaluation, assessments, vocational exploration, placement assistance, and supported employment.

### Employment Services

In each county we serve, Goodwill has established long-term, productive working partnerships with the federal and state workforce development agencies in the region including the local Workforce Investment Boards, social service agencies, the Employment Development Department, the State Department of Rehabilitation, regional occupations programs and veterans groups. Developing strong business relationships with local employers is another hallmark of our success at placing job seekers into competitive employment.

Our four Goodwill sponsored career centers offer a series of workshops for participants to learn lifelong skills in job search, job retention and the essentials of employability skills. In 2014, Goodwill began the Organizational Work Program, integrating our workforce services and our donated goods operation. This highly successful program paves the way for expanding our mission integration services so more people can experience the power of work.

### Cosmetology Program

Located in Capitola, this program operates in a newly remodeled facility using state of the art equipment. This vocational education program is designed to prepare students for competitive positions in the cosmetology industry such as cosmetologist, estheticians, stylists, colorists, makeup artists and manicurists. The curriculum is covered five days a week for a 10 month period to meet the State of California cosmetology license exam requirements.



### Culinary Arts Program

In this 12-24 week course students learn a variety of culinary techniques that prepare them for jobs in all phases of food production. Graduates also receive job seeking skills preparation and job placement assistance on a group and individual basis. Curriculum includes Serv-Safe certification from the National Restaurant Association. The Culinary Arts program is presented in a manner amenable to people with limited English skills. There is also a Spanish Culinary Arts Training Program. Students acquire real life culinary experience by preparing food for the Goodwill Conference Center located with the culinary school.



Financials 2014

**2014 FINANCIAL REPORT Financial**

Position Current Assets	\$7,220,987
Property & Equipment	\$14,904,392
Other Assets	\$8,200,504
<b>Total Assets</b>	<b>\$30,325,883</b>
Current Liabilities	\$1,629,929
Long Term Liabilities	\$4,098,500
<b>Total Liabilities</b>	<b>\$5,728,429</b>
Unrestricted Funds Net Assets	\$24,100,921
Restricted Funds Net Assets	\$496,534
<b>Net Assets</b>	<b>\$24,597,455</b>

**FROM THE COMMUNITY TO GOODWILL**

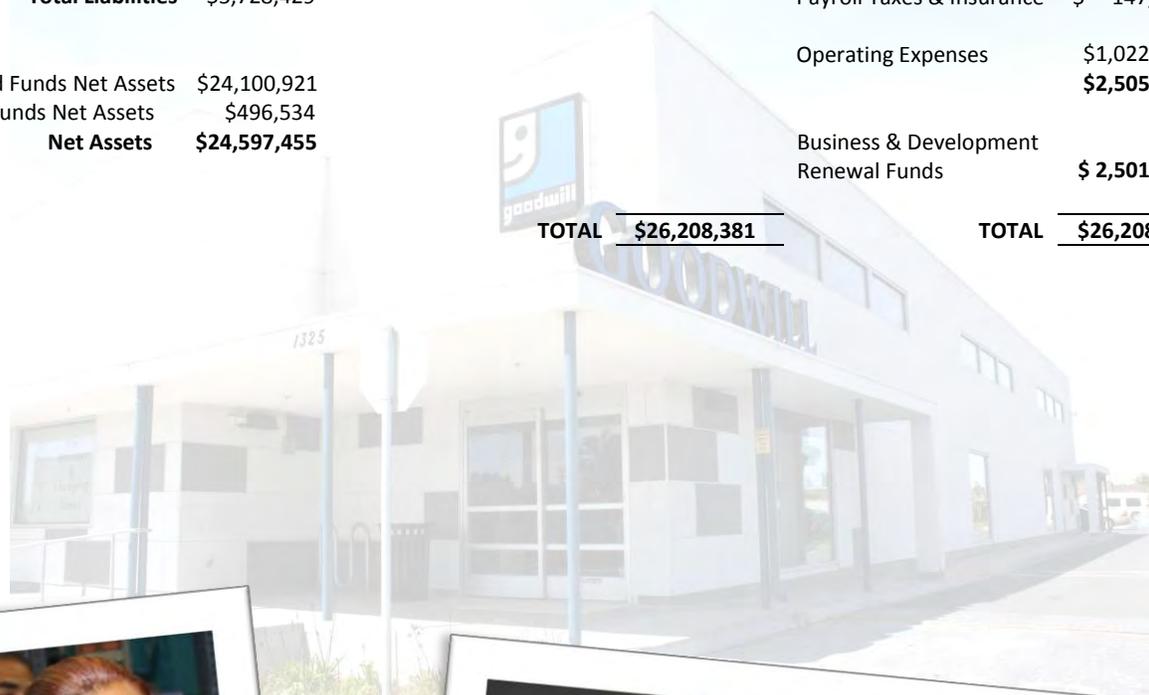
Cash Contributions	\$ 78,013
Donated Goods	\$7,372,248
Grants & Govt. Support	\$3,422,163
Workforce Dev Training	\$ 709,588
Retail Sales	\$12,886,302
Related Rental Income	\$1,122,351
Investments & Misc.	\$ 617,716

**FROM GOODWILL TO THE COMMUNITY Program**

Wages & Benefits	\$12,359,407
Payroll Taxes & Insurance	\$ 1,858,608
Operating Expenses	\$ 6,983,962
<b>\$21,201,707</b>	
<b>Admin &amp; Fundraising</b>	
Wage & Benefits	\$ 1,335,108
Payroll Taxes & Insurance	\$ 147,608
Operating Expenses	\$1,022,444
<b>\$2,505,160</b>	
Business & Development	
Renewal Funds	<b>\$ 2,501,514</b>

**TOTAL \$26,208,381**

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## Board of Directors 2014

NAME	OFFICER
Peter Bagnall	
Susan Barich	
Jess Brown	Vice Chair
Carol Canaris	Treasurer
Katrina Dermer	
Carol "Charlie" Hanna	
Mark Hannah	
Walt Henning	
Robert Jenkins	
Charles Leigh-Wood	Secretary
Otis Lloyd	
Mark Mizuki	Chair
Joe Pulford	
Tom Moran	Immediate Past Chair
Ed Durkee	CEO/President
Candice Kachel	Auxiliary
Erwin Young	
Mark Willison	
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