



Never Ending Change



GOODWILL

of Silicon Valley



Goodwill of Silicon Valley

Transforming lives through the power of work.

1080 N. 7th Street, San Jose, California 95112

Phone: 408.998.5774

Fax: 408.283.0201

Email: Contactus@goodwillsv.org

www.goodwillsv.org

www.shopgoodwill.com

Photos by Jesús Piceno

www.jpphotography.biz

LETTER FROM CEO & CHAIRMAN OF THE BOARD

Dear Supporters and Friends of Goodwill,

“The times they are a-changin’ ” as Bob Dylan so appropriately sang for his time, the times are changing at Goodwill of Silicon Valley. We have effected tremendous growth over the last 3 years, adding new stores, implementing a new store design, investing millions of dollars in our Mission Services, and increasing our focus on impact and results. We have invested over 3 million dollars into capital assets benefiting our local economy and have created over 100 new partnerships with social service organizations, universities, non-profits, and governmental organizations. We added a recycling line in 2011, generating hundreds of thousands of dollars in revenue and decreasing our landfill costs by the same, greatly lowering our waste footprint. We experienced dramatic improvement in every facet of our business and mission in 2011. Our triple bottom line is healthy and growing. Our board and management team are committed to driving significant value to our community. We encourage you to review our annual report and see for yourself the positive changes Goodwill of Silicon Valley is producing for our community.

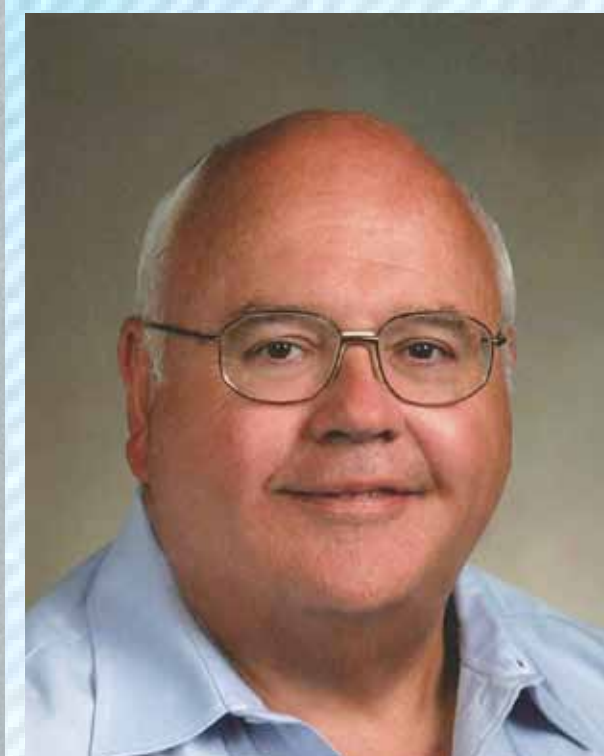
Sincerely,

Michael Fox
President & Chief Executive Officer
Goodwill of Silicon Valley

Phillip Boyce
Chairman of the Board



Michael Fox
President & Chief Executive Officer



Phillip Boyce
Chairman of the Board



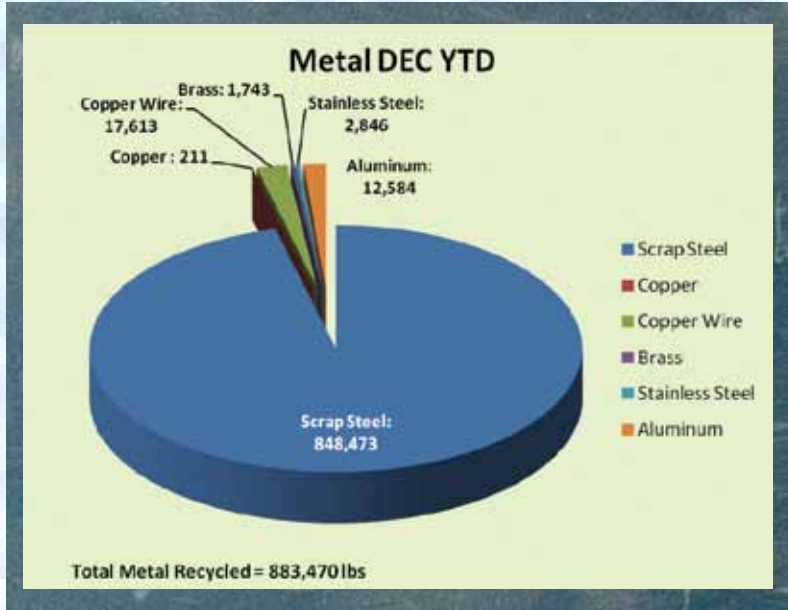
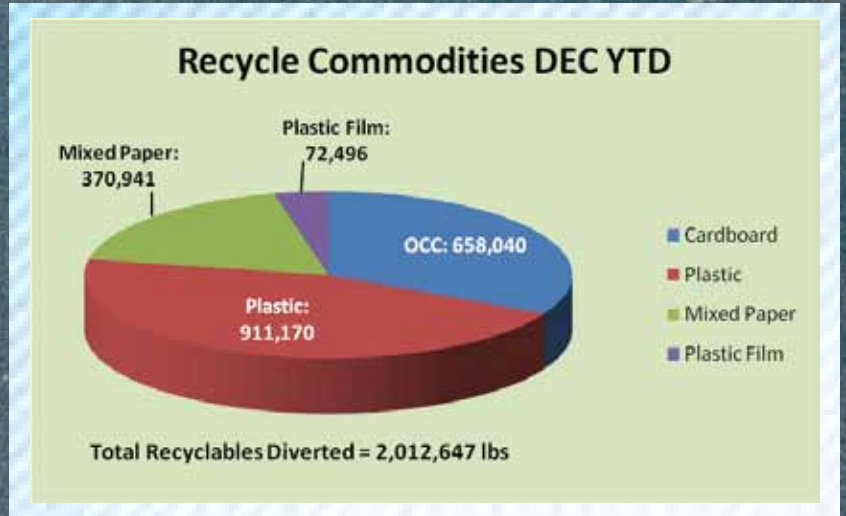
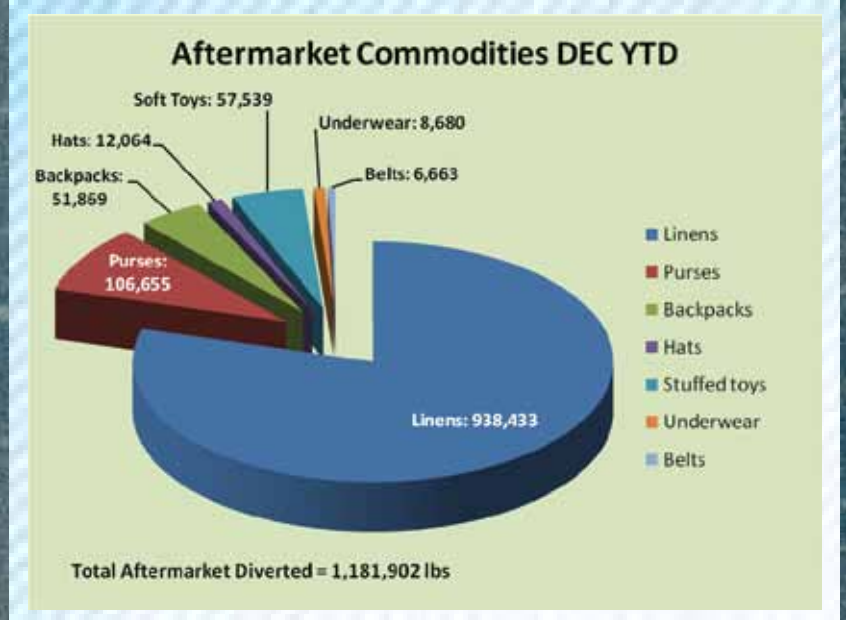
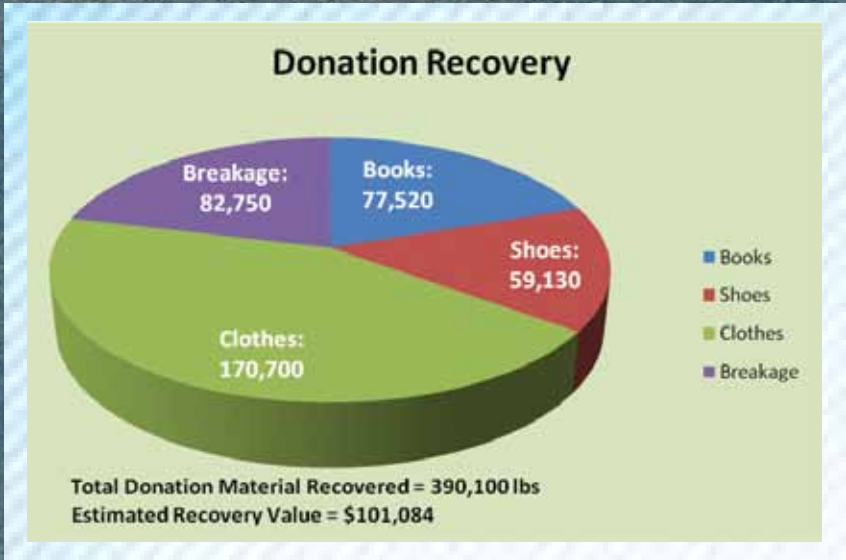
OPERATIONS

Goodwill of Silicon Valley (GWSV) is committed to ensuring that the highest value is realized from every donation. While the highest value is gained by selling donations through our retail stores, this accounts for only a small percentage of the total donation volume. In 2011, Goodwill of Silicon Valley received over 690,000 donations which equates to approximately 28 million pounds. With the retail stores only selling roughly 15% of the total weight, recycling and aftermarket operations are charged with further value extraction and landfill diversion from the remaining 24 million pounds. The success of these efforts has resulted in a 74% landfill diversion.

This figure elevates to 81% when the estimated weight of illegal dumping (non-donation) is removed from the gross tonnage. Recycling and aftermarket businesses focus not only on sustainability initiatives but also to provide a relevant training platform for employees to learn transferable skills.

“ We champion sustainable practices ”







MISSION SERVICES

TRANSITIONAL EMPLOYMENT

The Career Readiness Program (CRP) and Transitional On-the-Job Training program (TOJT) were designed to assist individuals with barriers to employment in obtaining and retaining employment. Because for most of the participants in these two programs lack of or very sporadic work history is very common, the main component of these two programs is paid work experience. This work experience can be up to 12 months working in any of our divisions.

*“Goodwill’s CRP Program **CHANGED MY LIFE**; in 2007 I was laid off and I did not find work for five years and after that the CRP Program gave me a job and a new life, it’s a good program. Goodwill is a big company and they gave me an opportunity. I am working here and I am happy.” ~ Atsede Eyewas*

Did you know in 2011, 96% of the participants completed the CRP program and were transitioned to jobs in our community.

VETERANS PROGRAMS

With support from the US Department of Labor and the Veterans’ Administration, Goodwill is able to serve homeless veterans and families of veterans on the verge of homelessness.

The Veterans Individualized Placement (VIP) program serves a total of 120 homeless veterans to 1) find

“We value each other- our being, knowledge, wisdom and expertise”

suitable housing and 2) get jobs to help them maintain that housing. In order to be able to help these veterans, basic needs must be addressed so, VIP participants get intense case management to connect them with food, clothing, counseling, basic computer training, life skills training, job search assistance and job retention support.

The Veterans’ Families Services (VFS) program focuses on keeping families of veterans from losing their housing or being homeless for more than 90 days. In 2011, GWSV helped 27 veteran families keep their housing.

YOUTH PROGRAMS

Goodwill’s Youth Programs serve about 2,500 high school students per school year. The GoodHealth program is a work experience/life skills program serving special education students in eight different high schools. In 2011, GoodHealth provided more than 11,000 hours of work experience/ life skills training to 315 special education High School students.

Also, with the help of two grants from the California Department of Education (CDE) and partnerships with San Jose Unified School District and East Side Union High School District, Goodwill has been able to set and run an After School Safety and Enrichment for Teens (ASSETs) program in two different high schools. In 2011, ASSETs programs served over 2,500 High School students who cumulatively attended more than 37,000 after school activities.

Transitional participants get case management that includes planning, coaching and instruction in basic computer training and employability skills.

Total clients served 3,620

Job search assistance is also provided to help the participant’s transition into, and retain, regular employment out in the community.

“I didn’t see it as a program. I saw it as “I was working.” It gives me a place to belong. I’m a person. Before, I was nervous. I didn’t have confidence. [Now,] when I see kids come in for their hours, I see me. I think “they can do it.” It’s Goodwill, but it’s more than that. If they complete a task by doing a rack or by interacting with customers, they understand that they are not a bad person. They can do it. They know they are doing something positive.”- Elizabeth Campos



“I had past criminal record and it was hard to get a job. **Goodwill gave me a chance.** I thought I would never be able to get back on my feet and provide for my family. Now I’m at a job that they helped me get. I’m living life and feeling happy. That’s something I thought I would not get back. I recommend it to anyone struggling. They will help other employers see that you are a human being that makes mistakes and deserves a second chance. Join the program. It will change your life!” ~ Brian Alves

“I became part of the Goodwill program because I wanted to change my life. Before I went to Goodwill I had no place to stay. I had no job. I had no car or anything like that. I came to San Jose with nothing. I didn’t know anyone. So I wanted to change my life. I wanted to start all over again, so I could be a better person, a more responsible person, for my kids and for myself. **Goodwill of Silicon Valley overlooked my background and saw the person I am and not the Record I was.** I came to Goodwill for a year, and within that year I made progress. I went from nothing to “I’m doing great now!” ~ Jarrad Beard





GOODSOURCE

GoodSource is a division of Goodwill of Silicon Valley, established in 1976. We are one of the most versatile and flexible outsourcing services in the United States. We provide product assembly, order fulfillment, mailing services, blister packaging, kitting, and warehousing for third party businesses, both big and small. GoodSource has been involved with everything from helping with inventor concepts to assembling medical devices. Whether you are a customer who is running an online business trying to get your products to the end-user in a time efficient manner or a new business that is looking to expand, GoodSource can help!

Through our innovative services we are able to introduce new markets into the economy and adhere to all types of diverse demands found throughout the Silicon Valley from high technology to promotional materials.

Changing the Silicon Valley one BUSINESS at a time!

Did you know we recycle approximately
over 12,832 mattresses per year?

GoodSource recycles approximately
855,958 lbs of paper per year.

"We "wow" our internal & external customers"



WELLNESS CENTER

The Wellness Center is a mental health clinic serving low income individuals who are in need of mental health care but, because of the lack of medical insurance, they do not have access to it. The Wellness Center also serves individuals pursuing their Master's or Doctorate degree in Psychology. These counseling practicum interns, under the guidance of our licensed Psychologist, provide counseling services to clients served by Goodwill's Mission Services, Goodwill's employees and other individuals referred by partner agencies. At this time, the Wellness Center is fully funded by Goodwill.

FUTURE

Mission Services goal for 2012

- Increase our services to veterans
- Find a way to include the ex-offender population in our programs
- Increase number served in our transitional employment programs

Goodwill of Silicon Valley has a lot to look forward to in 2012.

In 2012, Retail plans to remodel 2 stores; Campbell and Morgan Hill, as well as open 2 new stores; Snell and Winchester and expand two stores, Silver Creek and Winchester. The total sales are projected to increase and reach \$22,500,000 for all 19 stores. Kaizan will be implemented to 5 additional stores in 2012.

THANK YOU TO OUR 2011 DONORS

Richard or Sheryl Haller
JustGive.org
Cupertino Rotary Endowment Foundation
Network for Good
United Way Silicon Valley
J. Leuder
Anonymous
Chris Schumb
Eric Hallgrimson
Bruce Shimizu
Los Altos Community Foundation
Gary R. Hubbard
United Way Silicon Valley
The Richard & Victoria Burt Charitable Fund
Richard & Emily Levin Foundation
United Way for Southeastern Michigan
Howard & Barbara Shaw
Levi Strauss & Co
Abbott Laboratories Employee Giving Campaign
Big Joe Leasing & Rentals, LLC
Heffernan Group Foundation
Max Steinke
Danny Wallace
Rakesh Mehta
Peter M. Joachim
Wells Fargo Foundation
Silicon Valley Community Foundation
Patricia B. Kelly
Michael E. Fox

DONORS

Dear Donor,

Thank you to our 2010-11 donors, who have helped Goodwill support the mission to help others move forward in their lives. Your commitment to Goodwill of Silicon Valley has a lasting impact on the lives of the many extraordinary people and families. Most of all, thank you for investing in what promises to be a dynamic and exciting tomorrow.

2011 BOARD OF DIRECTORS

Phillip Boyce - Chairman of the Board

Brian Shetler - Vice Chairman

Christopher Schumb - Secretary

Dale Achabal, Ph.D. - Treasurer

Jim Cunneen - Member

Erik Hallgrimson - Member

John Hirokawa - Member

Jeanice Owens - Member

Inder Sidhu - Member

Jessica Welker - Member

Never Ending Change





Goodwill of Silicon Valley

Transforming lives through the power of work.

1080 N. 7th Street, San Jose, California 95112

Phone: 408.998.5774

Fax: 408.283.0201

Email: Contactus@goodwillsv.org

www.goodwillsv.org

www.shopgoodwill.com

Photos by Jesús Piceno

www.jpphotography.biz