Never Ending Change

Goodwill of Silicon Valley
Transforming lives through the power of work.

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Photos by Jesús Piceno
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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
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.
Donation Recovery

- Breakage: 80,750
- Books: 77,520
- Shoes: 55,130
- Clothes: 370,790

Total Donation Material Recovered = 590,100 lbs
Estimated Recovery Value = $301,084

Aftermarket Commodities DEC YTD

- Soft Toys: 57,539
- Items: 12,064
- Backpacks: 5,616
- Purses: 6,000
- Linens: 918,453
- Underwear: 3,460
- Belts: 6,640

Total Aftermarket Diverted = 1,183,782 lbs

Recycle Commodities DEC YTD

- Mixed Paper: 370,891
- Plastic: 911,170
- OCC: 659,048
- Plastic Film: 72,996

Total Recyclables Diverted = 2,012,647 lbs

Metal DEC YTD

- Brass: 1,292
- Copper Wire: 17,413
- Copper: 216
- Stainless Steel: 12,824
- Aluminum: 673

Total Metal Recycled = 50,470 lbs

YTD Expense Comparison

2010: $456,452
2011: $540,735

GOODWILL CHANGING LIVES | ANNUAL REPORT 2011
"We act with integrity to build trust at all levels of organization"

The Retail department of Goodwill of Silicon Valley is based upon growth and change. The opening of new stores as well as the renovations of our existing stores revolves around change, change to increase our shopper experience as well as customer satisfaction. In 2011 two stores were remodeled, Willow Glen and Cupertino along with the opening of a new store, Blossom Hill. With 17 retail stores in Santa Clara and San Benito County, GWSV strives to provide great merchandise at low prices.

In 2011 Gi Kaizen was introduced to the backrooms of 5 stores; Alum Rock, Cupertino, Willow Glen, Blossom Hill and Santa Teresa. “Kaizen” in Japanese means continuous improvement and “Gi” stands for Goodwill. By implementing Kaizen at the GWSV stores, it has allowed the backrooms to be cleaner with less clutter, and rational workplaces which has resulted in improved morale, higher productivity and more efficient use of space.
“We value each other—our being, knowledge, wisdom and expertise.

“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

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.

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 find...
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.

**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
We “wow” our internal & external customers

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.
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. Kaizen will be implemented to 5 additional stores in 2012.

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.
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