



GOODWILL

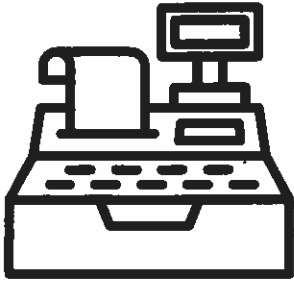
of Silicon Valley



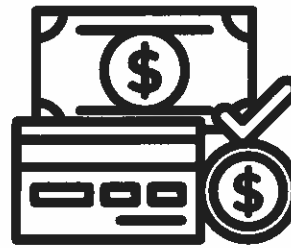
ANNUALREPORT2022



RETAIL



Achieved Yearly Sales of **\$40.20M** - **10% more** compared to last year result of **\$36,41M**



Net income of **\$10,995,892** - **19.7%** of overall revenue



Achieved **Highest Average Transaction** in history of **\$24.62** from **\$24.16**, a **1.9%** increase.



Record sale day on Labor Day \$229,040.74 October, Record breaking sales of **\$3,686,536** which is a **3.7%** increase from 2021 (\$3,553,743)

In 2021 GWSV made history with its first store achieving **3 Million dollars** in sales.

In 2022, **three locations** exceeded the \$3 Million dollars mark in sales (**Willow Glen, Almaden, and Alum Rock!**)

Website Key Performance Indicators:

Establishing new benchmarks and constant growth.
250k users in the 2022 calendar year
50.38% more sessions per user
+494.45% Average session duration (time spent on the website during a session)
-48.98% Bounce rate (people leaving after only viewing one page)

E-COMMERCE



RECORD YEAR
Total revenue of **\$5,481,347** increase of **1.5%** from 2021



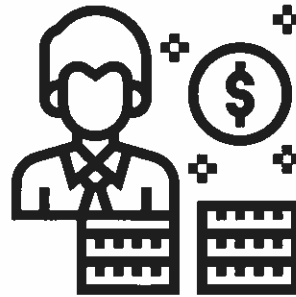
Net income of **\$2,051,127** which is **37%** of revenue generated



MISSION SERVICES



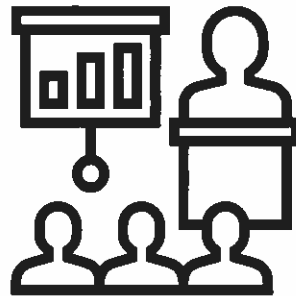
354 people received paid job training in our **Career Development Program**



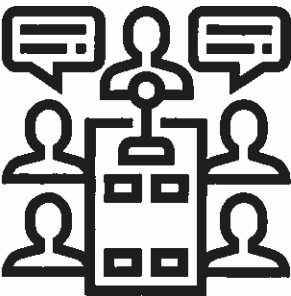
309 people received employment and employability skills in our **New Opportunity Work Program** after being released from incarceration



127 Veterans served through **Veterans Programs** received housing and/or employment services



Career Technical Education - 176 people attended one of six Vocational training courses



STRIVE - 109 un-housed individuals were placed into transitional jobs and emergency interim housing



12503 Youth were provided **After School programs** in High Risk areas

ExpandAbility - 67 individuals who live with severe disabilities received employment services



466 incarcerated individuals attended classes in county jails



412 people placed in non-transitional **permanent employment**



GOODWILL OF SILICON VALLEY
(A California Nonprofit Public Benefit Corporation)

CONSOLIDATED STATEMENTS OF ACTIVITIES

FOR THE YEARS ENDED DECEMBER 31, 2022 AND 2021

	<u>2022</u>	<u>2021</u>
Public support and revenue:		
Retail programs	\$ 40,208,587	\$ 36,417,635
Grants	7,612,467	8,199,227
Contributions	304,094	326,995
Donated goods	14,223,797	14,522,538
Operations programs	4,693,486	5,002,945
E-commerce	5,481,340	5,398,067
Contract and business service programs	1,447,252	1,372,169
Investment (loss) income, net	(2,477,472)	1,385,217
Rent income	304,788	291,117
Miscellaneous income	107,479	72,769
Settlement income	1,500,000	-
Loss on disposal of property and equipment	-	(3,981)
Total public support and revenue	<u>73,405,818</u>	<u>72,984,698</u>
Expenses:		
Program services:		
Retail programs	37,243,189	33,279,499
Cost assigned to donated goods sold	14,330,223	14,283,365
Workforce development and school programs	9,461,292	8,675,219
Contract and business service programs	1,116,517	1,001,052
Total program services	<u>62,151,221</u>	<u>57,239,135</u>
Supporting services:		
Management and general	4,510,626	3,545,418
Fundraising	110,272	79,825
Total supporting services	<u>4,620,898</u>	<u>3,625,243</u>
Total expenses	<u>66,772,119</u>	<u>60,864,378</u>
Change in net assets before pension plan investment gain	<u>6,633,699</u>	<u>12,120,320</u>
Pension-related changes other than net periodic benefit costs	<u>377,255</u>	<u>185,348</u>
Change in net assets	<u>7,010,954</u>	<u>12,305,668</u>
Net assets, beginning of year	<u>48,857,844</u>	<u>36,552,176</u>
Net assets, end of year	<u>\$ 55,868,798</u>	<u>\$ 48,857,844</u>

See accompanying notes and independent auditors' report



Board Officers

Jim Campagna - Board Chair & Secretary
Erik Hallgrimson - Vice Board Chair
Phillip Boyce - Treasurer
Jessica Welker, Past Board Chair

Board Directors

Jim Cunneen
Tracey Infantino
Nicole Goehring
Victor Gomez
Jason Rodriguez
Dave Sanders
Inder Sidhu
Ru Weerakoon

2022 Senior Leadership Team

Michael E. Fox, Jr. President & Chief Executive Officer
Christopher Baker - Chief Financial Officer
Stephen Borasi - Vice President of Retail & E-Commerce (January - October 2022)
Jessica Castello - Vice President of Retail & E-Commerce (October - Present)
Trish Dorsey - Vice President of Mission Services
Julie Coy - Executive Assistant to Senior Leadership Team
Travis Diaz - Director of Loss Prevention
John Seaman - Director of Facilities and Workplace Safety
Gustavo Viana - Director of Operations
Nandor Fejer - Director of Information Technology
Michael Mancini - Senior Director of Strategy, Innovation and Impact
Simone Robinson - Vice President of Human Resources
Christopher Schumb - General Counsel



2022 Donors

Over \$10,000 Club

Dong Vinh Restaurant

\$1,000 - \$10,000 Club

Netapp

Huong T. Nguyen

Rebecca Ritger

\$500 - \$999 Club

Christopher Schumb

Prasad Paranjape

Max Steinke

Stephen Borasi

\$499 & Under Club

Gloria Yu

Jeff Lewis

Judy Huang

Ein Delacroix

Bhupendra Shah

Don & Susan Watters

John Frenzel

Debbie Lefkowitz Consulting

Peter Soriano

Venkata Tadepalli

Dennis Fox

Sui Han To

Tanja Hofner

Huaiter Chong

emmanuel krakaris

Satish Raghunath

Johanna Seele

qing yu

mike heinrich

Yi Zhang

Lena Kuhar

\$499 & Under Club (Continued)

Robert Miller

Cheng-Hao Kuo

Deborah Lefkowitz

Gloria Yu

Shih Yin Kuo

Susan Demirjian

Fernando Leal

Alexandra Kurtz

Young Nguyen

Chihyen Chen

Yuet-Lin So

Kourosh Massarat

Bill Sueoka

Dan-Min Wang

Suraj Bharech

Qing Yu

Siva Murugesan

Majid Farmanfarmaian

Veeresh Kalmath

Venkata Uppuluri

Majid Farmanfarmaian

Judy Huang

Hui-Hsuan Chen

Joe Serrano

Manjeet Singh

Nandor Fejer