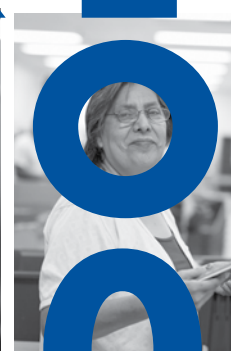


# ANNUAL REPORT 2013



**GOODWILL**  
of Silicon Valley



“

## MISSION STATEMENT:

Goodwill of Silicon Valley's mission is to

# SUPPORT

our employees, our customers and people with challenging barriers to employment;

# RAISE

to their

# STANDARD OF LIVING

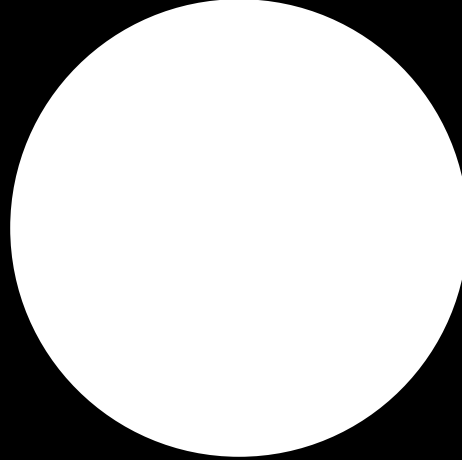
and

**IMPROVE**

their

**LIVES**

through our services and social enterprise.”



# Thank you to our generous Donors!

Cisco

Suresh Pachiappan

PWC • PricewaterhouseCoopers Campaign

VMWare Foundation Matching Gift Program

Goodwill Industries International

Microsoft Matching Gift Program

Richard or Sheryl I. Haller

Josephine Ruscigno & family

Carol Lee Ishikawa

UWSV • Western Digital 2012

Google TRIPS for Charily

Richard and Emily Levin Foundation

Robert N. Schaff

Howard & Barbara Shaw

Big Joe Leasing Rentals

William Martin

JustGive.org

WFB Ohio • Foundation (MN)

UWSV • Western Digital 2012

Network for Good

Richard & Judith Kato

## 2013 Board of Directors

"Goodwill of Silicon Valley thanks its all-volunteer Board for its dedication and service"

Brian Shetler – Chairman of the Board

Phillip Boyce – Vice Chairman

Christopher Schumb – Secretary

Dale Achabal, Ph.D. – Treasurer

Jim Cunneen – Member

Erik Hallgrimson – Member

John Hirokawa – Member

Jeanice Owens – Member

Jessica Welker – Member

Inder Sidhu – Member

Jeanice Owens – Lifetime Member

FPO

FPO

CEO and Board Letter

Picture in B& W

Reference this page to sample picture size and style

Pop of color can be a quote

Pop of color is gold

CEO and Board Letter

Picture in B& W

Reference this page to sample picture size and style

Pop of color can be a quote

Pop of color is gold

CEO and Board Letter

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JULY



## MISSION SERVICES 2013

In 2013 Goodwill created a 12 month paid experience program for people with barriers to employment, unemployed or who are not ready to join mainstream workforce called Employment Readiness Program (ERP). During the 12 month period the employees are given the opportunity to enroll in workshops preparing them for their next employment. In 2013 Goodwill enrolled 228 people in the ERP program. Of those completing the program 70% moved on to permanent employment.

Goodwill's GoodGuard training program provides their students the tools and skills necessary to succeed in the security industry. Of the 56 students who enrolled in 2013, 80% obtained employment.

Goodwill is passionate on helping our Veterans. In 2013, the Veterans program was able to assist 160 Veterans who were homeless or at-risk of becoming homeless. Of the veterans who were enrolled in our employment services program, 80% were placed into unsubsidized employment.



Goodwill provides after school academic and enrichment activities to over 2,874 high school students. In addition, Goodwill served 326 young adults with developmental disabilities by providing them with the skills to live a more independent life.

Over 70,000 people in Santa Clara County are in need of mental health services. Approximately 25% of those individuals are unable to receive services due to lack of resources. The Wellness Center, is a mental health clinic at Goodwill. It provides services to people at no cost. In 2013 Goodwill served 317 people for an average of 20 sessions per person. The Wellness Center's work is lead by award winning Psychologist Dr. Eval Gal-Oz.

The New Opportunity for Work (NOW) Program was launched in 2013. This program reduces recidivism for people reentering mainstream society after incarceration by giving them the opportunity to work and earn a paycheck within a few days of enrollment.

**"No joy can  
equal the  
joy serving  
others"**

- Sai Baba





AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2014

SEPT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

# RETAIL



Pop of Color: Orange

Reference focus is on the page where the big 3 is.

Big #s in blocks of charcoal boxes w/pop of color boxes (see reference link)

Pictures in B&W

Can we do horizontal picture collage to the left and text box to the right.

3255 (goodwill Gilroy grand re-opening)

3199 (rack of colorful clothes)

1160 (guy with the two fans)

15 (pumpkins)



OCT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

2014

NOV

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## E-COMMERCE

Overall **SALES** for 2013  
**\$2,240,957**

**E-Books** \$1,520,927

**E-Goods** \$720,030

Total items **SOLD**  
**192,000**



Antique Violin  
marked J.B.  
Vuillaume 1829 Paris  
**\$3005**



71 piece  
Roger's Sterling  
Wedding bells Flatware  
**\$1122**



RARE Franz  
Bergman Bronze  
Figural Lamp  
**\$3101**

Launched an overhaul of E-Commerce facility to increase operating capacity.

Increased the output of the E-Books and E-Goods businesses through more efficient listing processes.

Redesigned the warehouse process for storing goods to allow for accurate inventory control and re-listing process.

Started a weekly newsletter to engage the whole agency with E-Commerce.

DECO

2014

2015

JAN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

“

Protect the work of  
Goodwill employees  
and guard the trust  
of the community that  
supports Goodwill”

LP

# Q & A

**What is the main purpose of a Goodwill LP agent?**

An LP agent ensures that the Goodwill employees work in a safe and accident free workplace by enforcing regulations and monthly safety audits.

**What are some responsibilities of an LP agent?**

A major portion of the job responsibilities of an LP agent is criminal activity detection and investigations.

**How important is Team work within the LP department?**

Each LP agent is assigned an amount of stores that they are responsible for when relating to LP and Safety issues. When required, the agent will also “team up” to investigate specific types of crimes and provide the necessary manpower and expertise to solve the crime.

**What is included in an LP Anti-theft Arsenal?**

Social media, stealth technology, digital video, crime prevention/ law enforcement associations and partnerships.

**Has the LP department received awards?**

In 2013 the LP department was awarded the Goodwill International Industries “Eagle” award for “Excellence in Loss Prevention”.

**Do the LP agents collaborate with the local law enforcement?**

LP assisted law enforcement in the identification and arrest of a robbery, suspect, and victim identification in a homicide investigation. There were 15 arrests for theft, 12 sobriety test administered and 25 Terminations due to LP action.

# FEB

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

2015

# MAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# GOODSOURCE

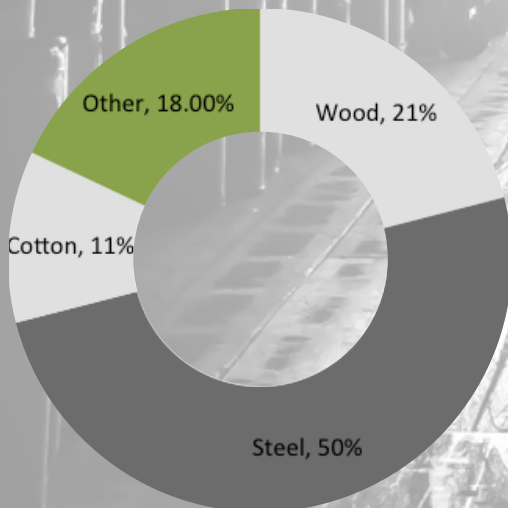


22,702  
Mattresses

Number of veterans  
in the program

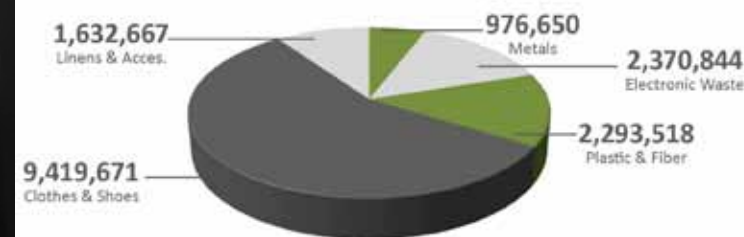
23

Mattresses consist of:



**Goodwill of Silicon Valley** serves our community by providing convenient ways for people to repurpose their household goods. Currently there are 38 locations throughout Santa Clara and San Benito Counties that receive donations to fuel our social enterprises. Over 758,000 donations were received in 2013 and are the source of valued merchandise in our retail stores. Approximately, only 15% of the estimated 41 million pounds of donations received were sold. Goodwill of Silicon Valley also operates a robust aftermarket and recycling program to generate mission supporting revenues and jobs, while also helping maximize landfill diversions. In 2013 we diverted 86% from landfill as a result of our green initiatives while staffing these businesses with mission related program participants.

## Aftermarket/ Recycling



## OPERATIONS

APRIL

2015

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



# FINANCIALS 2013

<b>PUBLIC SUPPORT AND REVENUE:</b>	<b>TOTAL 2013</b>	<b>SUMARIZED 2012</b>
Retail Programs	\$25,603,307	\$22,710,537
Donated Goods	\$8,760,447	\$8,999,304
Operations Programs	\$5,950,862	\$6,170,512
E-commerce	\$2,280,456	\$581,350
Grants and Contributions	\$1,848,772	\$1,507,711
Production Programs	\$914,808	\$1,084,571
Rent Income	\$304,483	\$329,452
Miscellaneous	\$296,427	\$403,858
Investment Income	\$282,262	\$146,150
Vocational School Fees	\$22,935	\$259,186
<b>Net Assets Released From Restrictions</b>		
<b>Total Public Support and Revenue</b>	<b>\$46,264,759</b>	<b>\$42,192,631</b>
<b>EXPENSES</b>		
Program Services:	\$25,660,745	\$21,536,321
Retail Programs	\$8,515,800	\$8,524,712
Cost Assigned to Donated Goods Sold	\$1,339,379	\$1,531,372
Production Programs	\$3,268,439	\$2,927,117
Vocational School Programs		
<b>Total Program Services</b>	<b>\$38,784,363</b>	<b>\$34,519,522</b>
<b>SUPPORTING SERVICES</b>		
Management and General	\$3,968,250	\$3,667,697
Fundraising	\$87,529	\$77,723
Total Supporting Services	\$4,055,779	\$3,745,420
<b>Total Expenses</b>	<b>\$42,840,142</b>	<b>\$38,264,942</b>
Change in Net Assets Before Pension Plan	\$3,925,065	\$3,610,659
Investment (loss) and Impairment	\$510,448	\$(254,530)
Pension Plan Investment Loss	\$(10,000)	\$(62,500)
Impairment Loss on Antique Collection	\$3,610,659	\$3,610,659
<b>CHANGE IN NET ASSETS</b>		
Net Assets, Beginning of Year	\$16,793,848	\$13,183,189
<b>Net Assets, End of Year</b>	<b>\$20,718,913</b>	<b>\$16,793,848</b>

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

2015

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



# TIMELINE

JANUARY

"Start your new year with a DIY project"



FEBRUARY



MARCH

"Let the sun shine in, begin your Spring cleaning and donate to Goodwill"

APRIL

MAY

"Happy Mother's Day" and "Memorial Day"



JUNE

"Kick-off to summer" "Don't forget to pick-up your summer needs - sunscreen, sunglasses, sandals, bbq tools, etc". "Happy Father's Day"



JULY



AUGUST

"Don't be late...start your school year with all the right supplies. Shop at one of our Goodwill stores today"

Ask us about our Youth Programs

SEPTEMBER

"Don't be scared to save. Shop at one of our Goodwill stores for all your Halloween needs."

Goodfest Employee Appreciation event



OCTOBER

NOVEMBER

"Happy Thanksgiving"

"Veterans Day" Ask us about our Veterans Program.



DECEMBER

Thank you for your Donations!



# “How can you make a difference..... **DONATE TODAY**”

## RETAIL LOCATIONS:

Almaden Store  
3060 Almaden Exp. Way, San Jose, 95118-1201

Alum Rock Store  
3020 Alum Rock Ave. San Jose, CA 95127

Blossom Hill Store  
1339 Blossom Hill Road, San Jose, CA 95118

Campbell Store  
60 S. San Tomas Aquino Road., Campbell, 95008

Cupertino Store  
1125 De Anza Blvd. San Jose, 95129

Gilroy Store  
845 First St., Gilroy, 95020

Hollister Store  
550 Tres Pinos Road, Hollister, 95023

Milpitas Store  
91 S. Abbott Ave., Milpitas, 95035

Morgan Hill Store  
17630 Monterey Rd. Morgan Hill, 95037

Mt. View Store  
855 E El Camino Real, Mt View, 94040

Palo Alto Store  
4085 El Camino Way, Palo Alto, 94306

San Carlos Store  
1691 West San Carlos St. San Jose, 95128

Santa Clara Store  
2800 El Camino Real, Santa Clara, 95051

Santa Teresa Store  
7098 Santa Teresa Blvd., San Jose, 95139

Silver Creek Store  
1640 E. Capitol Express Way, San Jose, CA 95121

Snell Store  
461 Blossom Hill Road, San Jose, 95112

Sunnyvale Store  
151 E. Washington Ave., Sunnyvale, 94086

Willow Glen Store  
1579 Meridian Ave., San Jose, 95125

Winchester Store  
1303 S Winchester Blvd. San Jose, 95117



"How wonderful it is that nobody need wait a single moment before starting to improve the world." - Anne Frank



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](mailto:Contactus@goodwillsv.org)  
[www.goodwillsv.org](http://www.goodwillsv.org)  
[www.shopgoodwill.com](http://www.shopgoodwill.com)

Photos by Jesús Piceno  
[www.jpphotography.biz](http://www.jpphotography.biz)  
and Joe Budd

