



# GOODWILL

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## of Silicon Valley

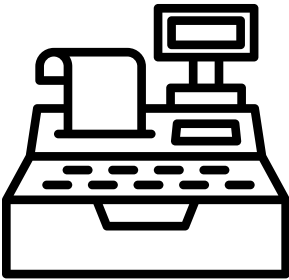


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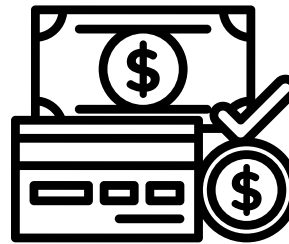
**ANNUALREPORT2022**



## RETAIL



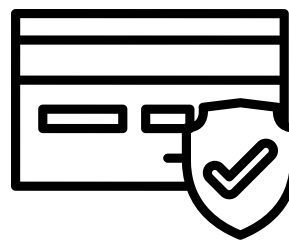
Achieved Yearly Sales of **\$40.20M** - **10% more** compared to last year result of **\$36,41M**



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 **La-bor 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



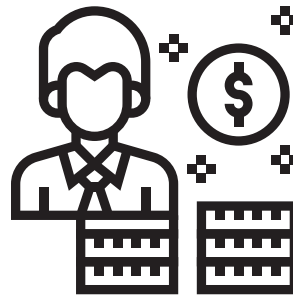
Net income of **\$2,051,127** which is **37%** of revenue generated



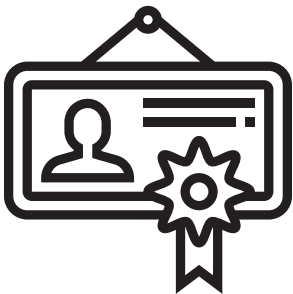
# MISSION SERVICES



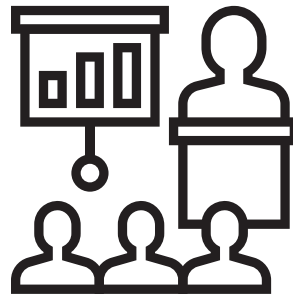
**354 people** received paid job training in our **Career Development Program**



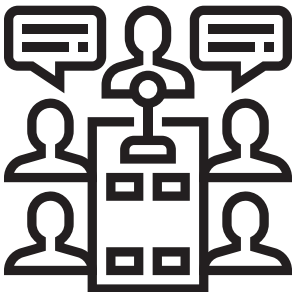
**309 people** received employment and employability skills in our **New Opportunity Work Program** after being released from incarceration



**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**

	2022	2021
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	73,405,818	72,984,698
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	62,151,221	57,239,135
Supporting services:		
Management and general	4,510,626	3,545,418
Fundraising	110,272	79,825
Total supporting services	4,620,898	3,625,243
Total expenses	66,772,119	60,864,378
Change in net assets before pension plan investment gain	6,633,699	12,120,320
Pension-related changes other than net periodic benefit costs	377,255	185,348
Change in net assets	7,010,954	12,305,668
Net assets, beginning of year	48,857,844	36,552,176
Net assets, end of year	\$ 55,868,798	\$ 48,857,844

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