



2016 Report to the Community

Mark B. Boyd
President & CEO



Making an Impact

Income Statement

Revenue	2016	2015
Public support and revenue:		
Public support:		
Contributed revenue-donated goods	\$20,605,966	18,979,773
Contributions from individuals & businesses	147,353	121,458
Total public support	20,753,319	19,101,231
Fees from vocational programs and grants	2,065,758	1,810,125
Other revenue:		
Retail sales - donated goods	28,239,681	26,458,148
Retail sales - new goods	146,934	151,066
Contract revenue	1,076,043	2,717,149
Investments & other income	27,721	37,886
Loss of disposal of assets	(11,300)	-
Net appreciation in value of investments	(504)	1,330
Total other revenue	29,478,575	29,365,579
Net assets released from restrictions	195,505	-
Total unrestricted public support, revenue And other support	\$52,493,157	50,276,935

Expenses	2016	2015
Program services:		
Retail operations:		
Cost of goods sold - donated goods	\$25,032,632	22,706,094
Cost of goods sold - new goods	20,532,999	18,870,348
Cost of goods sold - new goods	143,567	183,034
Mission services	3,270,700	4,640,052
Extended employment	1,016,163	1,009,111
Total program services	49,996,061	47,408,639
Supporting services:		
Management and general:	2,385,152	2,121,349
Public relations	285,624	208,998
Total supporting services	2,670,776	2,330,347
Total expenses	52,666,837	49,738,986
Change in unrestricted net assets	(173,680)	537,949
Temporarily Restricted:		
Contributions & Grants	198,922	-
Net assets from restrictions	(195,505)	-
Change in temporarily restricted assets	3,417	-
Total change in net assets	(170,262)	537,949
Net assets, beginning of the year	5,530,283	4,992,334
Net assets, end of the year	\$5,360,020	5,530,283

Balance Sheet

Assets	2016	2015
Cash	\$250,297	596,443
Investments at fair value	45,773	46,528
Accounts Receivable:		
State and county programs	198,729	97,296
Trade	250,599	382,428
Other	1,670	775
Deposits	69,603	67,868
Prepaid expenses	487,935	457,857
Inventory:		
Donated goods	2,717,750	2,644,783
New goods	19,174	33,307
Land, Building & Equipment - net	9,069,883	9,097,090
Total Assets	\$13,111,413	13,424,348

Liabilities and Net Assets	2016	2015
Accounts Payable & Accrued Expenses	\$1,671,549	1,613,503
Accrued salaries, wages & taxes	594,983	471,915
Deferred Revenue	3,869	30,131
Capital Leases Payable	383,604	157,391
Notes Payable	5,069,388	5,621,125
Total Liabilities	7,751,393	7,894,065
Net assets:		
Unrestricted	5,355,603	5,529,283
Temporarily restricted	3,417	-
Permanently restricted	1,000	1,000
Total Net Assets	5,360,020	5,530,283
Total Liabilities & Net Assets	\$13,111,413	13,424,348

Dear Friends of Goodwill,

It all started in 1902 in Boston's North End when a man named Edgar J. Helms began collecting used clothing and household goods in wealthier areas of the city. He then hired and trained impoverished immigrants to mend and repair the used goods. Revenue from the sale of the donated items was used to pay the immigrants' wages. The system worked, and the Goodwill philosophy of "a hand up, not a hand out" was born.

This philosophy remains intact today more than 115 years later here at Goodwill Industries of Southern NJ & Philadelphia. We continue to operate as an entrepreneurial-minded non-profit organization. Our network of retail stores and donation sites collect the items you no longer want and transform them into JOBS for local residents with disabilities and disadvantages. Our administrative overhead is less than 10%. The job seekers who come to us receive a myriad of services ranging from comprehensive case management to training in computer skills, forklift certification and commercial driving (CDL-B) as well as job placement and retention services. Individuals can even attain their high school diploma at Goodwill through The Helms Academy! And it's all made possible by your generous donations.

This past year we spent considerable time and money addressing operational issues and strengthening our IT infrastructure so that we can continue to grow as an organization while operating at maximum efficiency. For example, our new retail point of sale system in stores enables us to be more proactive in gauging retail sales and performance while also monitor our donation flow.

Our career services continue to grow, too. We opened a second Helms Academy in West Philadelphia, where adults 18 years and older who have dropped out of high school can attain their high school diploma for absolutely FREE! Thanks to our partnerships with Drexel University, Camden County College and The Community College of Philadelphia, our students can also earn up to 30 college credits.

In summary, thanks to the community's generosity, Goodwill provided career services to more than 1,800 local residents last year. We are sincerely grateful to our Board of Trustees, shoppers, donors, supporters, vendors and our incredible staff members who made this significant impact possible.



Board of Trustees

Goodwill is fortunate to have an active and dedicated Board of Trustees committed to our charitable mission.

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Mark B. Boyd
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Goodwill's President & CEO



Our Mission

To provide education, job training and career services that help individuals with disabilities and disadvantages secure competitive jobs in our communities.

Who We Serve

Put quite simply, Goodwill helps anyone who needs or wants a job. This includes those with physical and developmental disabilities and those faced with disadvantages such as at risk youth, welfare recipients, ex-offenders, veterans, displaced workers and many others.



Highlights

- **The Helms Academy** received a \$150,000 grant from the Pennsylvania Department of Education and became an approved administrator of the GED. We now operate two locations—in Stratford, NJ and West Philadelphia where adults 18+ and older can attain their high school diploma for free. We also received grants from BNY Mellon and Roma Bank for this much needed program.
- Through a new point of sale system, our retail stores implemented a **ROUND UP** program which enables shoppers to round up their purchase to the nearest dollar in support of Goodwill's mission programs.
- **Shopgoodwill.com** revenues continued to rise generating on average \$100,000 per month.
- WalMart invested in Goodwill's **JOB CLUB**, a free community service that links job seekers with employment, with a \$50K grant.



Key Mission Programs

The Helms Academy	JOB CLUB
Diagnostic Vocational Evaluation	School-to-Work
Computer Skills Training	CDL-B Training
NFR Retail Management/Operations	Forklift Certification
Job Coaching & Placement	Member for Life

Community Impact

- 1,835** individuals received support in the form of career services
- 627,296** hours of training and support services provided by Goodwill staff
- 419** individuals placed into competitive employment
- 697** individuals took advantage of our free weekly JOB CLUB
- 145** individuals with disabilities employed by our contracts division
- 945** individuals employed by Goodwill
- 52** students participated in Goodwill's School-to-Work program
- 110** students enrolled in The Helms Academy
- 23** Goodwill Stores & Donation Centers
- 32** Goodwill Attended Donation Centers
- 52** Municipality Donation Sites
- 21 million** lbs. of textiles collected

- Ewing-based **Goodwill Home Medical Equipment** opened an online store to get affordable medical equipment to the people who need it most.
- Our Goodwill was honored by **Goodwill Industries International** for having the largest same store sales increase in North America.
- **Goodwill's Outsourcing & Production Fulfillment Center** continues to employ more than 140 individuals with disabilities—providing them with work opportunities and a paycheck thanks to contracts with Comcast, Destination Maternity, Subaru of America and others.