



2019 Community Impact Report

Mark B. Boyd
President & CEO



The Many Faces of Goodwill

Dear Friends of Goodwill,

Goodwill is more than a retail store, more than a donation center. While these are the most visible aspects of our business, the truth be told, we touch the lives of thousands of individuals each year seeking new beginnings.

For example, at Goodwill, one can earn their high school diploma; obtain a Commercial Driver's Class B License (CDL-B); or take computer training classes to enhance office skills. We are all about advancing the social and economic well-being of local residents who experience barriers to independence be it a physical or mental disability or a disadvantaging condition. Helping people obtain the marketable job skills needed to compete in the evolving workforce is at the heart of everything we do.

The more visible aspects of our business provide the fuel for our mission programs. We collect gently-used items, sell them in our retail stores and use the revenue from their sale to fund mission programs that help people with disabilities and disadvantages get to work.

This *Community Impact Report* will give you a brief overview of our last fiscal year which was our best on record. It included the opening of additional stores and donation centers to fuel growth; the expansion of our adult education program (The Helms Academy); and the discovery of a rare piece of history at one of our sites.

With your ongoing support and our dedicated Board of Trustees and staff, we will continue to expand our footprint in the region and change more lives. Thank you for believing in our "working" mission.

Cordially,

Mark B. Boyd
President & CEO



Our Mission

Goodwill helps people with disabilities and other disadvantages achieve and maintain employment to gain a better quality of life.

Helms Graduate Testimonial

Imagine being comfortable in a managerial position for 20 years and then abruptly told that due to a corporate takeover your job was being eliminated. It happened to me. Suddenly, I was without a job at age 44. I was lacking something else in a very competitive workforce--a high school diploma.



I needed to earn my high school diploma once and for all. Goodwill's Helms Academy was the place to do it! Their amazing staff developed a customized, adult education learning plan for me and provided encouragement every step of the way. 100% tuition free! Before long, I successfully passed all of the tests needed to attain my high school diploma from the State of New Jersey.

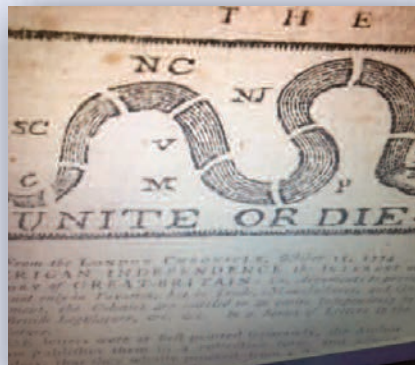
Being able to list HIGH SCHOOL DIPLOMA on my resume positions me for much better job growth and prosperity. Thank you, Goodwill, for believing in me!

*Sincerely,
Margaret
2019 Helms Academy Graduate*

A Rare Historical Find

Last fall, a quick eye by a Goodwill Donation Attendant in Woodbury Heights turned up framed pages from an original 1774 Philadelphia newspaper with an iconic "Unite or Die" snake design on the masthead. The frayed Dec. 28, 1774, edition of the "Pennsylvania Journal and the Weekly Advertiser" boasts three items signed by John Hancock, then president of the Provincial Congress, who pleads for the Colonies to fight back "enemies" trying to divide them.

In January 2019, Goodwill President & CEO Mark B. Boyd and Board Chair Frank Schickling



handed the rare newspaper over to the American Philosophical Society (APS) in Philadelphia where the public can use it as yet another mechanism for tracing American history.

A Year In Review

Retail & Donated Goods

- Retail stores experienced a 13.2% increase in sales.
- Generated nearly two million shopper transactions.
- Increased e-commerce sales by 12.4% through shopgoodwill.com and ebay.com.
- 733,874 people donated material goods to Goodwill.
- Increased Goodwill's presence in Monmouth County with the opening of a Store & Donation Center in Atlantic Highlands, NJ.
- Opened a 15,000 square foot Store & Donation Center in Audubon, NJ.



- Relocated Goodwill's Northeast Philadelphia Store & Donation Center to larger quarters.
- Opened an Attended Donation Center in Voorhees, NJ.
- Expanded Goodwill Home Medical Equipment's footprint in the region with additional warehouse hours and accounts receivable.
- Recipient of Goodwill Industries International's Data Innovation Award for cutting edge POS and bar coding technology.

Mission Services

- Served 1,750 individuals with barriers to employment through mission programs and career services.
- Enrolled 649 students in Goodwill's Helms Academy.
- Opened a fifth Helms Academy location on the campus of Temple University in North Philadelphia.
- Employed 211 individuals with disabilities at Goodwill's Outsourcing & Production Fulfillment Center. Here, they receive hands-on job training performing light sub-industrial contract work for GSB, Comcast, Subaru of America, and others while earning a weekly paycheck.



Board of Trustees

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

Frank Schickling, Jr., Chair
Bishop David G. Evans, Vice Chair
Frank Giordano, Secretary
John Nihill, C.P.A., Treasurer
Lou Colameco, III, Past Chair

Mark B. Boyd, President & CEO
Joseph Clarke, Esq.
Pamela Cyr
Matthew Freimuth

Les Gordon
Gregory Montanaro
Thomas Pacek
George Zallie

Income Statement

Revenue	2019	2018
Public support and revenue:		
Public support:		
Contributed revenue-donated goods	\$26,725,821	23,652,525
Contributions from individuals & businesses	550,009	362,839
Total public support	27,275,830	24,015,364
Fees from vocational programs and grants	1,584,320	1,553,501
Other revenue:		
Retail sales - donated goods	37,682,209	33,078,635
Contract revenue	509,569	515,111
Investments & other income	11,751	18,982
Loss of disposal of assets	0	(87,157)
Net appreciation in value of investments	(1,730)	1,824
Total other revenue	38,201,799	33,527,395
Total public support & revenue	67,061,949	59,096,260
Net assets released from restrictions	0	31,867
Total unrestricted public support, revenue and other support	\$67,061,949	59,128,127

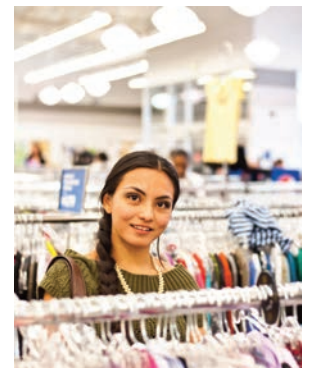
Expenses	2019	2018
Program services:		
Retail operations:		
Cost of goods sold	\$31,628,696	28,199,151
Mission services	2,209,318	2,398,250
Extended employment	1,166,276	1,091,194
Total program services	61,429,556	55,198,765
Supporting services:		
Management and general:	3,030,877	2,625,366
Public relations	236,741	297,607
Total supporting services	3,267,618	2,922,973
Total expenses	64,697,173	58,121,738
Change in unrestricted net assets	2,364,776	1,006,389
Temporarily Restricted:		
Contributions & Grants	0	0
Net assets from restrictions	0	(31,867)
Change in temporarily restricted assets	0	(31,867)
Total change in net assets	2,364,776	974,522
Net assets, beginning of the year	7,567,000	6,592,478
Net assets, end of the year	\$9,931,776	7,567,000



Balance Sheet

Assets	2019	2018
Cash	\$2,026,247	1,093,023
Investments at fair value	39,943	46,974
Accounts Receivable:		
State and county programs	10,906	168,168
Trade	173,247	174,518
Other	1,225	1,446
Deposits	86,819	59,936
Prepaid expenses	1,549,916	836,027
Inventory:		
Donated goods	3,493,021	3,107,456
New goods	0	20,000
Land, Building & Equipment - net	9,469,421	8,343,880
Total Assets	\$16,850,745	13,831,428

Liabilities and Net Assets	2019	2018
Accounts Payable & Accrued Expenses	\$1,673,113	1,003,521
Accrued salaries, wages & taxes	756,218	552,969
Deferred Revenue	36,471	35,324
Capital Leases Payable	551,577	342,215
Notes Payable	3,901,590	4,330,399
Total Liabilities	6,918,969	6,264,428
Net assets:		
Unrestricted	9,930,776	7,566,000
Temporarily restricted	0	0
Permanently restricted	1,000	1,000
Total Net Assets	9,931,776	7,567,000
Total Liabilities & Net Assets	\$16,850,745	13,831,428



www.goodwillnj.org

