



2021 Community Impact Report

Mark B. Boyd
President & CEO



Empower • Strengthen • Build

Dear Friends of Goodwill,

Empowering individuals. Strengthening families. Building stronger communities. This is what Goodwill Industries of Southern NJ & Philadelphia is all about. It is because of you—our shoppers, donors, and employer and community partners—that we are able to carry out the Goodwill legacy of collecting unwanted items, selling them and using the revenues to fund our incredibly important mission programs.

During FY 21, I am proud to report that Goodwill served more than 4,000 individuals with barriers to employment—a record high since our founding in 1948. This reinforces our unwavering commitment to providing job training and career services that help unemployed or underemployed individuals prepare for and secure higher paying jobs. Helping people build better futures for themselves and their families is at the heart of the Goodwill mission.

As you will read, Goodwill has made a huge impact this past year on the people we serve, on the communities we live in and on the environment. We are incredibly proud to help people reach their fullest potential through the power of work. Thank you for supporting Goodwill in its quest to empower people, strengthen families and build stronger communities.

Cordially,

Mark B. Boyd
President & CEO



Our Mission

Goodwill Industries of Southern NJ & Philadelphia is a non profit 501 (c)(3) organization dedicated to providing job training programs and career services that help individuals with disabilities and disadvantages get to work.

A Year In Review...

Mission Services Department

- Served 4,043 individuals faced with employment barriers—the most served in our 70+ year history.
- Enrolled 551 students in Goodwill's Helms Academy, our signature adult education program that helps individuals who have dropped out of high school to earn their diploma.
- Employed 71 individuals with disabilities at Goodwill's Outsourcing & Production Fulfillment Center. Participants receive hands-on job training performing light industrial contract work for companies including Destination Maternity, GSB and Subaru of America, and others.
- Launched a janitorial temporary service in September 2020.

Retail & Donated Goods Department

- Welcomed 1.8 million shoppers into our stores.
- Collected 80 million pounds of donations from more than 800,000 donors.
- Relocated our Aberdeen, NJ store to Hazlet, NJ—recording our second most successful grand opening to date.
- Raised our average customer transaction from \$19 last year to \$23 per sale this year.
- Invested in pilot programs for testing Radio Frequency Identification (RFID) and Dynamic Pricing technologies to better track inventory and control shrinkage.
- Initiated planning for a Buy Online Pick Up in Store (BOPIS) program.

Our Impact...

- 27 Goodwill Store & Donation Centers
- 17 Goodwill Attended Donation Centers
- 930+ Employees
- 4,043 Individuals served by Goodwill Job Training Programs
- 80 Million lbs of Donations Diverted From Landfills



Thanks to you, I am a high school graduate!

"I left high school many years ago due to high anxiety. I went on to have two children and worked various jobs. I never liked being labeled a 'high school drop out'. At age 36, I vowed to put an end to this. From the moment I stepped into Goodwill's Helms Academy, I felt at home. I had finally found a self-paced adult education program that seemed like it could work for me. I put my all into it while juggling mom and work duties. I will never forget the Helms Academy staff or the pep talks and infinite wisdom they shared with me. I am proud to say I earned my high school diploma. Not even a global pandemic could stop me. I am no drop out! I am now a Certified Recovery Support Practitioner in the mental health field. A dream that once seemed so far off is now a reality. No more labeling here. Thanks to Goodwill, I am a new person with a bright future."



Lauren Pelley delivers a motivational speech at a Goodwill event as President & CEO Mark B. Boyd looks on.



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Our dedicated Board of Trustees provides an extraordinary level of vision, policy and strategic guidance to ensure our charitable mission is fulfilled.

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Income Statement

Revenue	2021	2020
Public support and revenue:		
Public support:		
Contributed revenue-donated goods	\$36,516,151	24,529,108
Contributions from individuals & businesses	413,847	299,347
Total public support	36,929,998	24,828,455
Fees from vocational programs and grants	1,905,745	1,888,524
Other revenue:		
Retail sales - donated goods	47,933,064	33,248,982
Contract revenue	408,823	370,931
Investments & other income	51,776	48,980
Loss of disposal of assets	-	(6,974)
Net appreciation in value of investments	4,014	72
Total other revenue	52,618,037	33,661,991
Total public support & revenue	91,453,780	60,378,970
Net assets released from restrictions	-	-
Total unrestricted public support, revenue and other support	\$91,453,780	60,378,970

Expenses	2021	2020
Program services:		
Retail operations:	\$41,460,613	36,330,328
Cost of goods sold	35,992,222	23,987,344
Mission services	1,981,187	2,122,634
Extended employment	1,024,487	1,181,182
Total program services	80,488,509	63,621,487
Supporting services:		
Management and general:	3,058,683	2,983,244
Public relations	352,103	323,137
Total supporting services	3,410,786	3,306,381
Total expenses	83,869,294	66,927,868
Change in unrestricted net assets	7,584,486	(6,548,898)
Temporarily Restricted:		
Contributions & Grants	0	0
Net assets from restrictions	0	0
Change in temporarily restricted assets	0	0
Total change in net assets	7,584,486	(6,548,898)
Net assets, beginning of the year	3,382,877	9,931,776
Net assets, end of the year	\$10,967,363	3,382,877



Balance Sheet

Assets	2021	2020
Cash	\$2,789,312	2,799,853
Investments at fair value	24,581	20,818
Accounts Receivable:		
State and county programs	12,533	4,925
Trade	71,905	39,618
Deposits	79,030	86,819
Prepaid expenses	2,867,414	1,134,420
Inventory	4,649,863	4,006,627
Land, building and equipment - net	11,435,433	10,341,627
Total Assets	\$21,930,071	18,434,699

Liabilities and Net Assets	2021	2020
Accounts Payable & Accrued Expenses	\$2,292,482	4,329,755
Accrued salaries, wages & taxes	1,885,352	962,563
Deferred Revenue	110,784	66,470
Capital Leases Payable	537,950	517,976
Refundable advance	-	4,220,360
Notes Payable	6,136,140	4,954,698
Total Liabilities	10,962,708	15,051,822
Net assets:		
Without donor restrictions	10,966,363	3,381,877
Donor restricted	1,000	1,000
Total Net Assets	10,967,363	3,382,877
Total Liabilities & Net Assets	\$21,930,071	18,434,699



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