



# 2022 Community Impact Report

Mark B. Boyd  
President & CEO



*An Investment in Opportunities For Others*

## Dear Friends of Goodwill,

Goodwill is a charity, a training center, a retail store, a donation center, an outsourcing partner and an employer all wrapped up into one solid, entrepreneurial-minded organization with a proven formula for success.

It starts with something as simple as the undersized coat in the back of your closet. By donating it to Goodwill, you create opportunities for your neighbors with special needs. It is sold to a value conscious shopper with proceeds funding Goodwill's job training programs that help local individuals with disabilities and disadvantages get to work. Your donation is an investment in people and the community. To be exact, with your support, Goodwill served **8,804 individuals** last year — a record for us!

A fixture in the local community for nearly 75 years, Goodwill is all about creating opportunities for anyone who needs or wants to work but needs assistance getting there. That's why we have created programs like **Goodwill's Helms Academy** which offers a 100% tuition free way to earn a high school diploma. We are proud to report that this program now has over 230 graduates. Other programs such as **Digital Skills Training** prepare individuals for working in the evolving automated office workplace. Thanks to support from **Comcast** this program got a major financial boost this year.

To fund these important programs, Goodwill continues to increase its retail and donated goods operations in Southern and Central New Jersey and the City of Philadelphia. We've opened new sites while continuing to make upgrades that make shopping and donating even easier. By investing in advanced technologies including a customized **Point of Sale (POS) system** and **Radio Frequency Identification (RFID) barcoding**, we are improving our customer service experience while extracting valuable data from every donation and sale. This enables us make data driven decisions and to react faster and with more confidence during these changing economic times.

The bottom line is this--big or small, never underestimate the value of the financial or material donations you make to Goodwill. Together, we are helping local residents achieve their highest level of personal and economic independence and to capture the self-esteem, pride and dignity that accompany the power of work. Thank you for your support!

Cordially,

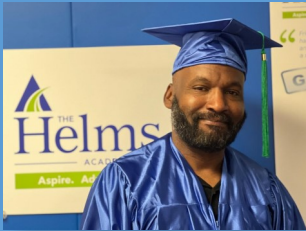
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## Our Mission

To provide education, job training and career services that prepare individuals with disabilities and disadvantages for competitive community employment.

## Our Mission in Action

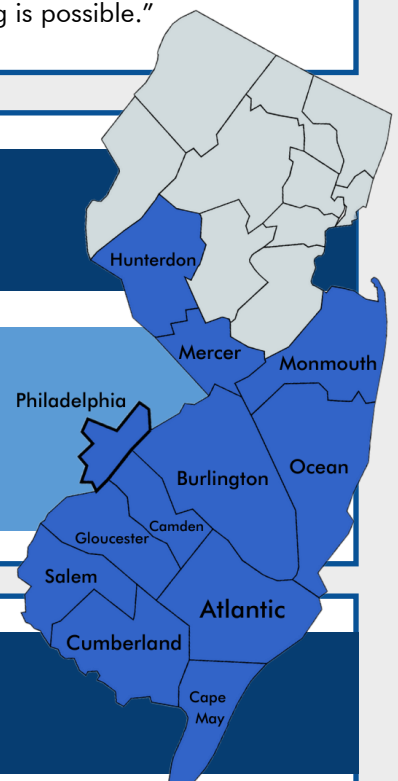


“ Goodwill helped move me from under a rock. Now I know that anything is possible. ”

Kevin dropped out of high school when he was 16 years old. He wanted to help his single mother care for his three younger siblings. He always got by working a variety of jobs from painting and cooking to transporting furniture. Yet his instincts always told him there were bigger opportunities out there. Nearly three decades after leaving high school, Kevin discovered Goodwill's Helms Academy. "I was hooked from the moment I walked in the door. The staff was incredibly supportive and kind and pretty soon I was believing in myself again," he said. Kevin is proof that at age 52 it is never too late to finish what you started. He is the proud recipient of a high school diploma! According to Kevin, "Goodwill helped move me from under a rock. Now I know that anything is possible."

## Our Coverage Area

Goodwill is proud to serve 11 counties in New Jersey and the City of Philadelphia.



## Our Board of Trustees

Our volunteer Board of Trustees helps connect us to the communities we serve; sets the vision for our future; provides fiduciary oversight; and overall ensures that our charitable mission is fulfilled with maximum impact.

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Thomas Pacek, *Vice Chair*  
Frank Giordano, *Secretary*  
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# A Year in Review...

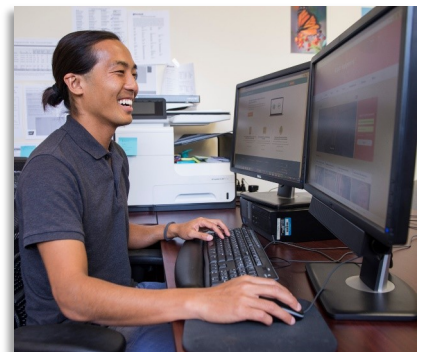
## Retail/Donated Goods Department



- **Processor incentive program** continues to thrive.
- Installation of **digital signage** to increase customer engagement and market special promotions and mission programs.
- **Green initiative** continued with installation of solar power in Lumberton, Maple Shade HQ and Pennsauken locations.
- Investment in technological upgrades including a new **Point of Sale (POS) system**; **Radio Frequency Identification (RFID) barcoding**; and new **credit card terminals**.
- Opening of Attended Donation Centers in **Toms River** and **Cherry Hill (Kresson Road)**.
- Grand opening of **Store & Donation Center** in **Hamilton, NJ**.
- \$363K donated through our point of sale **Round Up Program** to benefit Goodwill's Helms Academy.
- **Goodwill Home Medical Equipment** continues to grow and serve the local community.

## Mission Services Department

- Served **8,804 individuals** through job training and career services.
- Received **\$50k in grants** from Comcast to expand Digital Skills Training and to establish a Comcast WIFI-connected Lift Zone at Goodwill's Training Center in Stratford. Comcast also donated **500 Dell laptops** to distribute to local job seekers receiving training services from Goodwill.
- Expanded **Goodwill's Helms Academy** to 8 convenient locations. Also launched **English as a Second Language (ESL) program**.
- Partnered with **20+ schools** to give high school students a structured on the job learning experience.
- Worked with **LYFT** to distribute free rides to work and to job interviews for community members who needed them.
- Launched **LatinX in Finance** program in partnership with Unidos and funded by JP Morgan Chase.
- Received **\$15k Google Digital Career Accelerator**.
- Employed 76 individuals with disabilities at Goodwill's **Outsourcing & Production Fulfillment Center**.



“Work is what Goodwill does best. Last year, Goodwill's job training programs and support services reached a record number of individuals with disabilities and disadvantages. We empowered each one of them with the tools needed to achieve success in the workforce.”

-Ryan Peters, Chair, Board of Trustees



## Income Statement

Revenue	2022	2021
Public support and revenue		
Public support:		
Contributed revenue-donated goods	\$41,714,310	36,516,151
Contributions from individuals & businesses	443,346	413,847
Total public support	42,157,656	36,929,998
Fees from vocational programs and grants	2,045,987	1,905,745
Other revenue:		
Retail sales - donated goods	57,921,474	47,933,064
Contract revenue	862,314	408,823
Investment and other income	241,522	51,776
Net appreciation in value of investments	(1674)	4,014
Total other revenue	59,023,636	52,618,037
Total public support & revenue	103,227,279	91,453,780
Net assets released from restrictions	-	-
<b>Total unrestricted public support, revenue and other support</b>	<b>\$103,227,279</b>	<b>91,453,780</b>
<b>Expenses</b>	<b>2022</b>	<b>2021</b>
Program services:		
Retail operations:	\$49,186,585	41,460,613
Cost of goods sold - donated goods	41,171,477	35,992,222
Mission services	2,477,183	1,981,187
Extended employment	1,415,584	1,024,487
Total program services	94,250,829	80,458,509
Supporting services:		
Management and general:	3,367,882	3,058,683
Public relations	374,614	352,103
Total supporting services	3,742,496	3,410,786
Total expenses	97,993,325	83,869,294
Change in unrestricted net assets	5,233,954	7,584,486
<b>Temporarily Restricted:</b>		
Contributions & Grants	0	0
Net assets from restrictions	0	0
Change in temporarily restricted assets	0	0
Total change in net assets	5,233,954	7,584,486
Net assets, beginning of the year	10,967,363	3,382,877
Net assets, end of the year	\$16,201,317	10,967,363

## Balance Sheet

Assets	2022	2021
Cash	\$5,310,844	2,789,312
Investments at fair value	22,514	24,581
Accounts Receivable:		
State and county programs	12,774	12,533
Trade	208,259	71,905
Deposits	75,543	79,030
Prepaid expenses	2,200,898	2,867,414
Inventory	5,310,574	4,649,863
Land, building and equipment — net	14,948,055	11,435,433
<b>Total Assets</b>	<b>\$28,089,461</b>	<b>21,930,071</b>
<b>Liabilities and Net Assets</b>	<b>2022</b>	<b>2021</b>
Accounts payable and accrued expenses	\$3,527,186	2,292,482
Accrued salaries, wages and taxes	1,937,983	1,885,352
Deferred revenue	86,730	110,784
Capital leases payable	411,146	537,950
Notes payable	5,925,099	6,136,140
Total Liabilities	11,888,144	10,962,708
Net assets		
Without donor restrictions	16,200,317	10,966,363
Donor restricted	1,000	1,000
Total Net Assets	16,201,317	10,967,363
<b>Total Liabilities &amp; Net Assets</b>	<b>\$28,089,461</b>	<b>21,930,071</b>



**GoodwillNJ.org**

