

# 2023 **Community Impact Report**

Southern New Jersey & Philadelphia



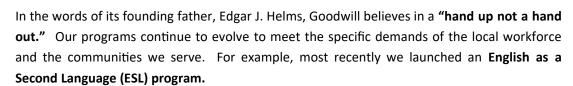
Mark B. Boyd President & CEO

# Celebrating 75 Years of Goodwill

#### The year was 1948...

- NASCAR held its first race in Daytona Beach.
- Truman was President of the United States.
- Scrabble was introduced.
- The Philadelphia Eagles won the NFL Championship.
- And Goodwill Industries of Southern New Jersey opened its doors for the very first time!

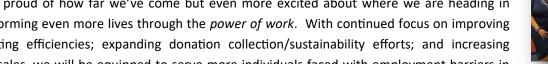
While a lot in the world has changed during the last 75 years, Goodwill's mission remains firmly intact and poised for growth. Since its founding in Camden, NJ in 1948, we have operated as an entrepreneurial-minded nonprofit with a mission of helping local residents with disabilities and disadvantages get to work. Long before the words "recycling," "sustainability," and "going green" became buzz words, Goodwill was collecting gently-used unwanted items; selling them in its thrift stores; and using the revenues to fund job training programs aimed at helping people get better jobs. This, in turn, leads to enhanced dignity and independence.



On the donation side of our business, Goodwill is a major contributor to the region's sustainability efforts. On average, Goodwill collects 100+ million pounds of textiles each year plus many more millions of pounds of electronics, household items, toys, furniture and other items.

Today, thrifting is trendier than ever before—letting shoppers curate new styles at lower price points and creating fantastic adventures doing it. Beyond brick-and-mortar stores, our shoppers can also peruse **shopgoodwill.com** to find outstanding buys.

We're proud of how far we've come but even more excited about where we are heading in transforming even more lives through the power of work. With continued focus on improving operating efficiencies; expanding donation collection/sustainability efforts; and increasing retail sales, we will be equipped to serve more individuals faced with employment barriers in the next 75 years. We've made it to this juncture because of our supporters. Thank YOU for being a part of it!



Cordially,

Mark B. Boyd President & CEO

















### **MISSION**

To provide education, job training and career services that help prepare local residents with disabilities and disadvantages for competitive employment in our communities. The large-scale collection and sale of donated items fund this mission while contributing to the region's sustainability efforts.



# MISSION IN ACTION

Throughout its 75-year history, Goodwill has developed programs that meet the needs of the communities it serves. This includes our recently launched **English as a Second Language (ESL) program**. Programs like this have become increasingly important in today's globalized world. Strengthening English skills helps individuals elevate their quality of life through better community integration and opens opportunities for both career and academic advancement.

### **MEET SHUKRIA**



"I want to be the very best version of myself using my new skills in reading, writing and communication on the job and beyond"

A native of Afghanistan, Shukria came to Goodwill looking for a job. She got that and much more. She was hired as a Customer Service Associate in a Goodwill retail store. A fast learner and hard worker, Shukria graduated high school in Afghanistan at the ripe age of 16! Yet she was incredibly nervous and self-conscious on-the-job because of her communication skills. A store manager suggested that she take advantage of Goodwill's free English as a Second Language (ESL) program offered at the Helms Academy. Seven months into this program, Shukria dramatically increased her communication skills which, in turn, boosted her self-confidence in her daily job and in her community. For her amazing efforts, she was recently honored with a Student of the Month Award.

### 75TH ANNIVERSARY RECAP







- Unveiling of a captivating timeline photo montage in Goodwill's corporate headquarters showcasing milestones, events and touching stories of the lives of those impacted by Goodwill.
- ♦ Launch of 75<sup>th</sup> Anniversary **Act of Good initiative** highlighting how our employees spread goodwill in their communities. From a Boys Scouts leader to a volunteer tour guide at historic Batsto Village and an end-of-life doula, Goodwill's employees show immense kindness in their everyday lives which help make the community a better place to live and to work.
- \$\phi\$ **75**<sup>th</sup> **Anniversary Awards Reception** honoring Holman for their commitment to philanthropy in South Jersey and beyond.

# A YEAR IN REVIEW

## **RETAIL/DONATED GOODS**

- Recorded **highest retail revenues** to date totaling \$63 million.
- Installation of new technologies and Point of Sale (POS) systems to improve operating
  efficiencies and the customer service experience.
- Construction began on a new Attended Donation Center (ADC) in Cinnaminson, NJ.
- Closed Columbus, NJ Store & Donation Center and Lawrenceville, NJ Attended Donation Centers.
- Continued growth in **E-Commerce** with sales totaling more than \$2.2 million.
- Over \$350k donated through our point of sale Round Up Program to benefit Goodwill's Helms Academy.
- **Goodwill Home Medical Equipment** continues to thrive and create a presence for itself in helping local residents obtain affordable refurbished home medical equipment.









#### MISSION SERVICES DEPARTMENT

- Provided career services to more than 10,000 individuals.
- Expanded **Goodwill's Helms Academy** to eight convenient locations including a new site in Hamilton, NJ. Currently, 408 individuals are enrolled in this free adult education program to earn a high school diploma.
- Developed an English as a Second Language (ESL) program which is now available at all Helms Academy locations. We currently have 129 individuals enrolled in this program.
- Partnered with local schools to give 130 high school students a structured on the job learning experience.
- Worked with LYFT to distribute over 300 free rides to work and to job interviews for community members who needed them.
- Employed 80 individuals with disabilities at Goodwill's Outsourcing &
   Production Fulfillment Center fulfilling sub-contract jobs for companies including Roam Pets, Destination Maternity and Yerbae.
- Launch of pilot operation at Goodwill's Production & Fulfillment Center on **Erie Avenue** in Philadelphia to do custom apparel printing.

## **OUR BOARD OF TRUSTEES**

Our dedicated Board of Trustees helps connect us to the community; sets strategic vision for our future; provides fiduciary oversight; and ensures that our mission is reflected with measurable results and impact.

Ryan Peters, *Chair*Thomas Pacek, *Vice Chair*Frank Giordano, *Secretary*John Nihill, CPA, *Treasurer*Frank Schickling, Jr., *Member at Large* 

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#### **Income Statement**

Revenue	2023	2022
Public support and revenue		
Public support:		
Contributed revenue-donated goods	\$45,794,767	\$41,714,310
Contributions from individuals & busines	sses 470,215	443,346
Total public support	46,264,982	42,157,656
Fees from vocational programs and grants	2,097,096	2,045,987
Other revenue:		
Retail sales - donated goods	63,375,106	57,921,474
Contract revenue	614,143	862,314
Investment and other income	126,761	241,522
Net appreciation in value of investments	9,600	(1,674)
Total other revenue	64,125,610	59,023,636
Total public support & revenue	112,487,688	103,227,279
Net assets released from restrictions	-	-
Total unrestricted public support,		
revenue and other support	\$112,487,688	103,227,279
Expenses	2023	2022
Program services:		
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Retail operations:	\$54,956,821	49,186,585
Retail operations:  Cost of goods sold - donated goods	\$54,956,821 45,538,090	49,186,585 41,171,477
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Cost of goods sold - donated goods	45,538,090	41,171,477
Cost of goods sold - donated goods Mission services	45,538,090 2,835,600	41,171,477 2,477,183
Cost of goods sold - donated goods Mission services Extended employment	45,538,090 2,835,600 1,655,089	41,171,477 2,477,183 1,415,584
Cost of goods sold - donated goods Mission services Extended employment Total program services	45,538,090 2,835,600 1,655,089	41,171,477 2,477,183 1,415,584
Cost of goods sold - donated goods Mission services  Extended employment  Total program services  Supporting services:	45,538,090 2,835,600 1,655,089 104,985,600	41,171,477 2,477,183 1,415,584 94,250,829
Cost of goods sold - donated goods Mission services Extended employment Total program services  Supporting services: Management and general:	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882
Cost of goods sold - donated goods Mission services  Extended employment  Total program services  Supporting services:  Management and general: Public relations	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466 348,795	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882 374,614 3,742,496
Cost of goods sold - donated goods Mission services Extended employment  Total program services  Supporting services:  Management and general: Public relations Total supporting services	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466 348,795 4,088,261	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882 374,614 3,742,496
Cost of goods sold - donated goods Mission services  Extended employment  Total program services  Supporting services:  Management and general:  Public relations  Total supporting services  Total expenses	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466 348,795 4,088,261 109,073,861	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882 374,614 3,742,496 97,993,325
Cost of goods sold - donated goods Mission services Extended employment  Total program services  Supporting services:  Management and general: Public relations Total supporting services  Total expenses  Change in unrestricted net assets	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466 348,795 4,088,261 109,073,861	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882 374,614 3,742,496 97,993,325
Cost of goods sold - donated goods Mission services Extended employment Total program services  Supporting services: Management and general: Public relations Total supporting services  Total expenses  Change in unrestricted net assets  Temporarily Restricted:	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466 348,795 4,088,261 109,073,861 3,413,827	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882 374,614 3,742,496 97,993,325 5,233,954
Cost of goods sold - donated goods Mission services  Extended employment  Total program services  Supporting services:  Management and general:  Public relations  Total supporting services  Total expenses  Change in unrestricted net assets  Temporarily Restricted:  Contributions & Grants	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466 348,795 4,088,261 109,073,861 3,413,827	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882 374,614 3,742,496 97,993,325 5,233,954
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Cost of goods sold - donated goods Mission services  Extended employment  Total program services  Supporting services:  Management and general: Public relations  Total supporting services  Total expenses  Change in unrestricted net assets  Temporarily Restricted:  Contributions & Grants  Net assets from restrictions  Change in temporarily restricted assets	45,538,090 2,835,600 1,655,089 104,985,600 3,739,466 348,795 4,088,261 109,073,861 3,413,827 0 0	41,171,477 2,477,183 1,415,584 94,250,829 3,367,882 374,614 3,742,496 97,993,325 5,233,954 0 0





#### **Balance Sheet**

Balance Sheet		
Assets	2023	2022
Cash	\$6,400,070	5,310,844
Investments at fair value	31,864	22,514
Accounts Receivable:		
State and county programs	12,412	12,774
Trade	192,630	208,259
Deposits	71,704	75,543
Prepaid expenses	1,922,529	2,200,898
Inventory	5,830,037	5,310,574
Land, building and equipment — net	14,665,152	14,948,055
Operating lease right-of-use-assets	41,558,509	-
Total Assets	\$70,684,907	28,089,461
Liabilities and Net Assets	2023	2022
Accounts payable and accrued expenses	\$2,927,663	3,527,186
Accrued salaries, wages and taxes	714,579	1,937,983
Deferred revenue	19,597	86,730
Notes payable	5,120,144	5,925,099
Capital leases payable	-	411,146
Finance lease liabilities	212,907	-
Operating lease liabilities	42,074,873	-
Total Liabilities	51,069,763	11,888,144
Net assets		
Without donor restrictions	19,614,144	16,200,317
Donor restricted	1,000	1,000
Total Net Assets	19,615,144	16,201,317
Total Liabilities & Net Assets	\$70,684,907	28,089,461







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