



# FOR ONCE IN MY LIFE

Featuring the  
*Spirit of*  
**Goodwill**   
*Band*

A story about the greatness  
within each of us.

**Goodwill Industries of South Florida  
2010 Annual Report**



# GOODWILL: 2010 Year in Review



*Goodwill Industries Corporate office, Miami, Florida.*

## **Goodwill's mission is to train, employ and place people with disabilities in community jobs**

- The Human Services Division vocational rehabilitation program had their most successful year ever; 21.7% increase in people served; 31.1% increase in people placed in jobs; 30.1% increase in new earnings created for people with disabilities.
- Prepared for and earned a three year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF). The survey rendered a perfect report – no recommendations were cited. This accomplishment is achieved by only three percent of the CARF accredited organizations in the nation.
- Maintained and supported requirements for Agency for People with Disabilities (APD), Delmarva Foundation, Florida Division of Vocational Rehabilitation (DVR), Miami-Dade County Public Schools (M-DCPS), and International Service Organization (ISO) and NISH.
- Conducted satisfaction surveys with referring agencies, participants and parents to determine the perceived quality of our services. Participants were 99% satisfied; parents 95% satisfied; and referral sources were 100% satisfied with our services.
- The Corporate Compliance Committee reported not receiving any reports of suspicious activities through the EthicsPoint toll free line or through the Suspicious Activity Boxes, or reports of other illegal or fraudulent activities during the year. Also, no formal grievance complaints were reported.
- In partnership with The Internal Revenue Services, the VITA Program (Volunteer Income Tax Assistance) with volunteer students from the University of Miami, School of Law, provided free tax preparation for 99 employees and citizens from the community.
- Opened up an evening program offering ESOL (English for Speakers of Other Languages) for employees who needed to learn English.
- We filed all Federal Reports, i.e. EEO- 1 Report, VETS-100 and Affirmative Action in a timely manner.
- The Human Resources Department complied with the new Healthcare Reform Act which allows our insured employees to keep their dependent children on the health plan until the age of 26.
- We complied with American Recovery and Reimbursement Act which allows employees that are eligible for COBRA to pay only 35% of the total premium for Health and Dental coverage.
- By changing the Medical Bill Review vendors, Goodwill's Workers' Compensation medical bill savings increased from 36% in the 2009 policy to 62% in the 2010 policy – a savings of \$312,062 in 2010.
- Employee Health Services provided job protection under regular FMLA for 361 absence periods for employees in 2010 – a 19% increase over the previous years.
- Administered Seasonal Influenza Vaccines at no cost to employees and program participants; also had numerous on-site Blood Drives.
- Conducted Safety, Human Resources' Orientation and training on Ethics and Whistleblower policies.



Photo: Martin/AbilityOne

Goodwill manufacturer's the U.S. Interment flag in Miami, Florida.

- Conducted monthly Safety Meetings to minimize overall costs on Workers' Compensation and general liability.
- Provided training to employees on: American Heart Association CPR, Basic First Aid for the Workplace; DOT Supervisor Drug and Alcohol Awareness Training; HIPAA; Medical Privacy; Workers' Compensation; FMLA; and Choking/Airway Obstruction Training.
- Employees' Health Services organized two very successful Health Fairs in Miami-Dade and Broward Facilities.
- Launched a Haitian Relief Fund to aid our employees after the disaster. Our 272 Haitian employees received grief, vocational and family counseling. \$80,000 was sent in small remittances to family members in Haiti to purchase food. Blankets, ponchos, mobility devices and other items were also sent through the generosity of friends and associates.
- Successfully launched *For Once In My Life* Documentary winning thirteen awards at film festivals and special events. It was previewed in 100 cities by PBS and in dozens of communities by Goodwills, NISH and other organizations. It was Broadcast nationally on February 1st on 511 PBS TV stations throughout America. This was the first time that a significant documentary about Goodwill Industries was broadcast nationally.
- Designed a new proprietary Janitorial Cleaning System using new technology based on: green cleaning, cleaning for health, and team cleaning combined with an advanced quality monitoring system. Despite government cut backs on Goodwill contracts by changing our work to performance based, the use of this new technology helped Goodwill operate with a much better financial margin.
- As a result of increased production demand in Apparel Manufacturing, we increased the percentage of people with disabilities employed from 80% in 2009 to 87% in 2010, an increase of over 300 jobs.
- Successfully started to produce Army Combat Uniforms (trousers and shirts), that are Fire Resistant and Multi-camouflage. This involved: acquiring large quantities of new equipment; a complete plant layout change; re-training of people with disabilities. It resulted in increasing trouser output from 25,000 units to 45,000 units per month. Also, increased the Advance Combat Shirts from 5,000 to 20,000 units per month with on time delivery performance and zero quality defects.
- Installed safety upgrades on all Schiffli embroidery machines to improve efficiency, reduce noise and increase machine life and acquired one additional automated Gerber fabric cutter and spreader to expand cutting capacity to meet future growth needs.
- Successfully obtained a \$17.4 million industrial development revenue bond from Miami-Dade County that consolidated ten different loans into one thus saving over \$500,000 in interest and principal payments annually.

# GOODWILL: Hope & Opportunity



Joseph Lacher, Chair



Dennis Pastrana, President & CEO

Dear Friends of Goodwill,

The theme of this year's Annual Report, "For Once In My Life - a Story of Hope and Opportunity," reflects not only the title of the documentary about the *Spirit of Goodwill* Band, but it captures the essence of the message of the film and Goodwill's mission: to show the world what people with disabilities can do when given the opportunity.

The most impacting story from last year was the continued success of "For Once in My Life" worldwide. It brought positive awareness about people with disabilities and not only the work of our Goodwill but also other Goodwills around the nation. Thanks to the many awards, film festivals and a national PBS broadcast, the feedback for the film was incredible. The way that it has touched so many lives has inspired all of us. We look forward to expanded distribution and sales in 2011.

The documentary's success is only part of the story of hope and opportunity that we wrote in 2010. Here are some of our other stories from the past year:

- Goodwill served 4,521 individuals with disabilities – 97% of them reported incomes below the federal poverty level when entering our programs and 76% were of foreign origin and faced acculturation difficulties. Additionally, a large number of them have been the victims of abuse, neglect, lacking family support, and have been homeless or would have become homeless without Goodwill's services.
- Goodwill successfully graduated 2,648 individuals. We placed 1,117 in competitive employment and assisted 1,531 in pursuing other previously impossible goals - such as higher education or technical training at other institutions.
- Goodwill created a total of \$34.7 million in new earnings for people with disabilities previously unemployed. This will create \$7.9 million in new federal, Social Security and Medicare taxes.
- Of the \$109.7 million in revenues used to operate Goodwill last year, \$105.1 million (96%) came from Goodwill's business activities. Only \$4.6 million (4%) came from government fees and grants, United

Way and public contributions. We are positioned to be able to rely more on our Social Enterprise business model to support our mission.

- Of the \$100.1 million in expenses, only \$4.6 million (4%) went to Management and Fund-raising expenses, and \$95.5 million (96%) went directly to programs.

Despite many challenges, including a slowly strengthening economy, Goodwill had a very good year in 2010 in creating new jobs and in generating more resources to support the mission.

In our Donated Goods Division, we opened three new stores and relocated and modernized two. Our Services Contracts Division developed a comprehensive Janitorial Cleaning System that is based on: Green Cleaning, Cleaning for Health, Team Cleaning and Quality Monitoring. Using new equipment technology, it will provide Goodwill with the opportunity to be very competitive in cost and quality. This will allow us to enter and grow in the commercial janitorial business as well as creating many new jobs for people with disabilities.



Photo: Martin/AbilityOne

Goodwill program participants inspecting the stars on the U.S. Flag star field .

The Apparel / Flag Manufacturing Division responded to the challenges of the poor camouflage capabilities of our soldiers in a variety of Afghani terrains by quickly planning an expedited start-up, pilot testing and resulting in manufacturing over 250,000 Army Fire Resistant garments Multi-camouflage (Trousers and Combat Shirts) in 2010. Goodwill's efforts, in conjunction with other nonprofits across the nation, produced the fastest rollout of a new uniform product line ever experienced by the U.S. Army, resulting in actually saving the lives of many of our soldiers in Afghanistan. Initially, this division manufactured 100% of the trousers with other for-profit manufacturers being added months later as the success of the Multicamouflage pattern became self-evident. Accolades were expressed by the U.S. Army Research and Development team to Goodwill for a job well done!

Last year, we reaffirmed our commitment to operate programs to serve people with disabilities according to the highest professional

standards. In November 2010, Goodwill passed the Commission on Accreditation of Rehabilitation Facilities (CARF) audit consisting of over 760 standards with no recommendations. According to CARF, "only 3% of over 3,000 accredited organizations in the United States achieve this feat."

Thanks to our many successes in 2010, we are more hopeful than ever that Goodwill of South Florida will be an important part of our community's growth and success. As always, I thank you for your support and wish you a successful and blessed 2011.

Joseph Lacher  
Chair, Board of Directors

Dennis Pastrana  
President & CEO



Every year we highlight organizations that help us support our mission. This year's recognitions go to:

Jay Fraser  
Turner Construction Company  
Miami, Florida

Deloitte LLP  
Miami, Florida  
Lisa Napier  
Mariana Faustinelli  
Ray Soriano

Winn Dixie Supermarkets  
Miami, Florida

GBS Consulting / Business Services  
Pembroke Pines, Florida

Santa Barbara Airlines (SBA)  
Doral, Florida

U.S. Army Research Development and Engineering Command

U.S. Government General Services Administration  
Miami, Florida

# In 2010, Goodwill Provided Services to 4,521 People with Disabilities

## Primary Disabilities:

411	Developmental Disabilities
1,750	Psychiatric, Emotional and Behavioral Disabilities
82	Orthopedic/Mobility Impairments
39	Hearing, Speech and Visual Impairments
1,649	Other Disabling Medical Conditions
<u>590</u>	Special Needs
4,521	<b>Total People Served</b>

## We Accomplished 2,648 Successful Outcomes:

1,117	People Placed into Competitive Employment
1,531	People Who Went On To Pursue Other Personal Goals Of Independence That Were Previously Impossible
<u>2,648</u>	<b>Total Successful Outcomes</b>

## Contribution to Miami-Dade County:

**\$18.5 Million**  
**\$16.2 Million**

Wages paid to people working for Goodwill while receiving services  
Dollars that will be earned by 1,117 placements

**\$34.7 Million**

### Total New Earnings Created

**\$7.9 Million**

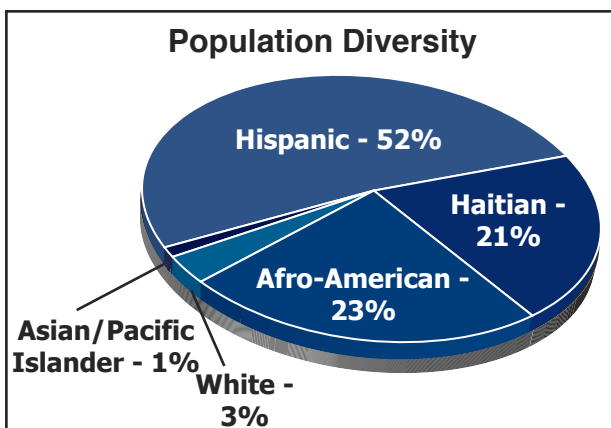
Generated new federal and social security taxes from people with no previous income. This does not include savings in public and governmental support that these individuals were receiving previously.

**\$7.08**

Was created in new earnings for each dollar received in public funds from government, United Way and contributions.  
This is a 708% rate of return for the year.

## From the 4,521 People Served:

1,307	Were People with Multiple Disabilities
4,376	96% Were Living Below Poverty Level When Entering Program



**We are one of the most cost-effective nonprofits in the U.S. with only 4% of our cost going to management and fund-raising and 96% to direct programs.**

**2010 Evaluation of Services Satisfaction Survey:**

Program Participants:	99%
Parents:	95%
Referring Sources & Others:	100%



Photo: Robert Hughie

Spirit of Goodwill band performing at the U.S. Conference of Mayors at the Adrienne Arsht Center.

“A Triumphant Performance” .... *NY Times*

“This crowd-pleasing film will rouse audiences” ... *Variety Magazine*

Uplifting.. this group makes beautiful music together”... *Los Angeles Times*

As many of you may have heard, the award-winning film, *For Once In My Life*, has been met with much enthusiasm and support and has touched many people on many levels.

Most importantly, audiences have reacted with great enthusiasm and recognition, not about the band and the Miami Goodwill, but rather about the work of Goodwill across the county, in general.

Many Goodwill’s, nonprofits, universities, churches and private industry have licensed, screened and sponsored the film to promote their organization’s efforts, mission and even bridged organizations within their respective communities.

**The film has also screened in the Independent Len’s “Community Cinema” outreach series in over 100 cities and aired nationally on PBS in February.**

We have been overwhelmed by the reaction. Here are just a few of the heartwarming testimonials we’ve received:

- *I saw this AWESOME - AMAZING - INSPIRING film last Saturday. I am Soooooooooooo proud to work for Goodwill! I cried & I cry out to ALL GW employees to see this film. Enjoy & expand your human experience.*
- *This film touched me beyond words. I work in the Special Education field and this was like a wonderful peek into the future of what I know my students are capable of. I can't wait to get back to work tomorrow. Thank You!!!*

- *What an incredibly inspiring presentation! Most people tend to think of Goodwill as a "second hand store". This gives a little insight into the real importance of their mission. The level of independence and positive lifestyle opportunities made available to, and demonstrated by the participants in this presentation speaks volumes! Congratulations to Goodwill and the work they do all over our country for the disabled and disadvantaged.*

- *I am - was - severely depressed. Terrible thoughts of suicide. I just watched "For Once in My Life" and it has given me hope...*

### Awards & Recognitions:

- SXSW (South by Southwest, Austin, TX) Film Festival: Audience Choice Award
- Nashville Film Festival: Music Impact Award
- Nashville Film Festival: Audience Choice Award
- Sonoma Valley Film Festival: Audience Choice Award
- Sarasota Film Festival: Audience Award for Best Documentary Feature
- Port Townsend Film Festival: Winner for Feature-Length Documentary
- Heartland Film Festival: Audience Choice Award for Documentary Feature
- Rincon International Film Festival: Best Feature Documentary Award
- Rincon International Film Festival: Audience Choice Award
- Ft. Myers Film Festival: Best Diversity Film
- IDA: International Documentary Association: Best Music Documentary
- Barbara Jordan Media Award: Best TV Documentary
- United Way of Miami: Community Impact Award

DVD’s & CD Music soundtrack for events, gifts, retail, etc. available at:

[www.4onceinmylife.com](http://www.4onceinmylife.com)

## GOODWILL: Rehabilitation Services

The Human Services Division is at the core of Goodwill Industries; it is here that the mission emanates and then radiates throughout the entire organization. This Division provides the rehabilitation, education, and work services that are integral to leading people with disabilities and special needs to a positive outcome that enables them to be mainstreamed back into our community and into the work force so they can sustain lives of dignity and independence.

The need for these services is evidenced by the U.S. Census report that indicates that there are 229,900 people with disabilities in Goodwill's service area of Broward, Miami-Dade and Monroe Counties who are unemployed. The public school systems from this tri-county area report an enrollment of 60,254 students from kindergarten to high school with disabilities that will be future recipients of Goodwill's services.

The majority of the people we serve refer themselves to our program. We have become widely known in our communities, and the satisfaction surveys that are mentioned elsewhere in this report substantiate that our participants, their parents and our other referral sources are extremely pleased with the professionalism of our services.

When a person enters our program they are guided through a vocational assessment which provides us with valuable information about the person's potential as it relates to their aptitude, their skill, their disability, and of course, their aspirations which are so important. Upon conclusion of this assessment, a person-centered individualized program plan is developed with an interdisciplinary team and the participant.

Following the assessment the participant can be served in a variety of different programs according to their needs. The Work Activities Center and the School to Work Program minimize the negative impact of their disabilities. Vocational Training provides certificated programs for those who are able to acquire more challenging skills. These Programs are taught by state certified teachers from the Miami-Dade County Public School System. The Work Services Program provides jobs through our four entrepreneurial divisions. Through these jobs, our participants learn appropriate work habits, attitudes and values, and they are able to earn a paycheck while they are building work experience. Upon completion of any of the programs, the participants are referred to the Job Development and Placement Department where jobs are developed consistent with their aptitudes, skills and desires.

*Manufacturing U.S. Navy work uniforms.*



This department provides support to our participants by elevating their employability skills so they are competitive during the interview process.

The Division collaborates with the broader community including various state agencies, public education, United Way agencies and other organizations to insure that our participants have access to all needed services and that the services are coordinated logically.

The staff of the Human Services Division are dedicated and highly qualified professionals that adhere to the standards of three nationally recognized accreditation organizations. These staff are also well poised by being fully committed to Goodwill Industries' staff and organizational creeds.

*Pressing U.S. Air Force Garrison caps.*



*Photo: MartinAbilityOne*

**AbilityOne**

**PROGRAM**



## **Creating Job Opportunities for People With Significant Disabilities in South Florida**

AbilityOne was federally enacted to create employment opportunities for people with significant disabilities. It is a joint effort by three entities: The Committee for Purchase from People Who Are Blind or Severely Disabled, which provides the federal oversight, and two nonprofit organizations, National Industries for the Blind (NIB) and NISH, which assist with technical expertise and ensure that nonprofit agencies (NPAs) like ours can be awarded contracts with the federal government.

Goodwill's partnership with The Committee, NISH, NIB and AbilityOne has been mutually beneficial. Over the years, our experience in fulfilling these contracts greatly contributed to our knowledge base. It enabled us to further expand into commercial, state and local contracts that resulted in hundreds of additional jobs.

Today, our Goodwill provides AbilityOne customers a wide array of quality services and products, while providing over 556 jobs for people with significant disabilities, of which the majority are also poor, and all were previously unemployable. Goodwill salutes the Committee, NISH, NIB and our Federal customers for excellent jobs in Broward, Miami-Dade and Monroe Counties that truly employ people with significant disabilities.

## GOODWILL: Achievers



**Cashmore Tennant** *(With Counselor Najat Elkihel)*

Cashmore is 53 years old and single. He came to the United States from Jamaica in 1987. He lives with two sisters and a brother who look after him. He was born with severe disabling conditions due to water penetration in his brain during his mother's pregnancy. Cashmore has had to overcome extreme obstacles to become gainfully employed.

Cashmore was referred to Goodwill's services in July, 1991. At first, he encountered many difficulties mastering simple tasks. He had no awareness of time and had difficulty understanding and retaining instructions. At Goodwill, he learned to read and write simple words and sentences to be able to communicate with his coworkers and supervisor at the worksite. One of Cashmore's major achievements has been to learn, with the assistance of Goodwill's job coach, to use public transportation to and from work.

After an intensive period of training and counseling, in June, 1992, he commenced training to work as a custodian with Goodwill's Service Contracts Division at the Fort Lauderdale Courthouse. Also, through practice and role modeling techniques he has been able to fully master his job duties in an efficient manner. In December, 2007, Cashmore was placed at a cleaning job with BJ Wholesale Store in Fort Lauderdale where he continues to work earning \$10.95 an hour. Cashmore's employer has stated to be highly satisfied with Cashmore's work performance. He is well liked by the management and coworkers.

Cashmore is a happier person these days. He has learned to independently assume responsibility for most household chores. He enjoys spending time with his family and the social activities he attends on Sundays at his community church.



**Brenda Byrd** *(With Counselor Yanet Novoa)*

Brenda, age 38 is single and has one sister. When her mother died in 1991, she went to live with her aunt. She graduated from the public schools' special education program and was referred to Goodwill in July, 1993. Brenda was diagnosed with Mild Mental Retardation and had a large number of functional limitations. After a year of training, academic instruction and counseling, Brenda improved her ability to concentrate on tasks, follow instructions, and the need for constant supervision was reduced.

In July 1994, she was enrolled in the sewing training program where the bar tack machine became a perfect match for Brenda's hyperactive personality. In November, 1994, she started working on Battle Dress Uniform (BDU) trousers cargo pockets earning an average of \$7.00 per hour. Due to changes on contract orders, she trained in multiple tacking operations. Her last position was operating the Automatic Pencil Pocket machine for an Advanced Combat Shirt (ACS) where her earnings reached \$8.19 per hour. Since that contract ended Brenda is now working on a new Navy Work Uniform Blouse contract.

After almost 18 years of counseling and work related training, Brenda has become a great example of the power of work and rehabilitation support for people with intellectual disabilities. She developed appropriate social skills, has decreased immature behaviors and improved her relationship with others. She has improved work related judgment and tolerance to frustration. Brenda is a fast producer with very good quality. She feels proud of herself, her job and accomplishments; she feels part of a big working family and a productive member of her own family.



**Guillermo Rivera** *(With Counselor William Ramirez)*

Guillermo, age 30, is bilingual and single. He came to the United States in 1990 when he was nine years old with his mother and younger sister. He finished 7th grade education but could not continue due to mental illness which started at age 12. Guillermo is diagnosed with Schizophrenia Chronic Undifferentiated type; Diabetes Mellitus; and a Congenital problem of the left hip. Guillermo was referred by the Division of Vocational Rehabilitation in December 2005 to undergo a comprehensive vocational evaluation.

Goodwill's first effort to place Guillermo failed when he did not pass the drug test and was referred to undergo drug addiction treatment. Guillermo returned to Goodwill's Comprehensive Adjustment Training (CAT) to monitor behavior and perform random drug testing. He had difficulties staying awake due to the psychiatric medication he had to take, but with time he got adjusted to the work schedule. Through daily encouragement and counseling he increased his stamina, motivation for employment, social skills and self confidence.

In July 2007 he was given the opportunity to work on a special machine to set a utility pencil pocket for the Air Force Trousers. With the assistance of the staff he achieved a high level of productivity earning up to \$6.83 per hour. He was transferred to perform the same operation in the Advanced Combat Shirt earning \$8.48 per hour. Throughout years of training and counseling Guillermo has been able to overcome many barriers and improve his social skills and self esteem. His mother expressed positive changes in his behaviors at home. During family reunions he used to be isolated and stayed quiet. Now he joins the family in conversations, and he likes to have discussions with his mom about what to do with his money.



**Darren Gregory** *(With Counselor Victoria Salom)*

Darren, age 37, is single and lives with his family. Darren is diagnosed with cerebral palsy and uses an electrical wheelchair for mobilization. Darren's family provides the care he needs to perform his duties at the worksite and transports him to wherever he needs to go.

Darren was referred to Goodwill by the Division of Vocational Rehabilitation (DVR) in February 2008. Goodwill staff has been highly instrumental in Darren's successful transition from obtaining temporary employment to graduating with a master's degree in social work from Florida International University (FIU) in 2007 and subsequently in becoming a full time career coach for FIU Career Services Department in May 2009. After his employment by FIU, Goodwill has continued to assist Darren with arranging the necessary job related accommodations with DVR and his employer.

Darren's employer has provided special accommodations by rearranging his office so he could maneuver his wheelchair more easily and by purchasing two customized software programs to facilitate his use of a computer. Darren assists students with their career choices, helping them write their resumes and improve their writing and job readiness skills. He is enthusiastic and loves his job and always available to assist.

Darren is a civic minded individual with a successful track record of voluntarism with the Veteran's Administration Hospital, Big Brothers and Sisters; was a spokesperson for the Recording for the Blind and Dyslexic. He is active in promoting opportunities and inclusion for people with disabilities. In 2009, Darren was appointed by the Governor to the Board of Directors of the Governor's Family Care Counsel that oversees funding in Florida for the Agency for People with Disabilities. Goodwill Industries is proud and honored to recognize Darren Gregory.

# GOODWILL: Social Enterprise

## Apparel/Flag Manufacturing

Goodwill runs business enterprises in four entrepreneurial divisions. The divisions provide rehabilitation-driven work programs in the areas of donated goods, commercial services, service contracts and apparel/flag manufacturing.

Goodwill strives to provide its customers quality products and services at competitive prices with on-time deliveries, and has earned a reputation for a very high degree of customer satisfaction. However, it is the program participants – not the products and services Goodwill provides – that are the reason for Goodwill's existence.

The following are groundbreaking ways that Goodwill operates its business enterprises to generate revenue to support our mission for people with disabilities.

This division is the essence of disability integration. An employee with developmental disability sits next to an employee with a physical disability who sits next to an employee with a mental health disability. Equipment automation, de-skilling operations, adapting the equipment and tools of the job to the individual, extensive training and vocational rehabilitation case management support are all essential components to the success of this program. Many people, especially individuals with developmentally disabilities, learn through repetition. In Apparel/Flag Manufacturing, each garment requires multiple operations that are completed one step at a time.

This past year saw the largest growth of employees with significant disabilities in this division. As an apparel manufacturing and development site for the U.S. Army, Goodwill produced two new products

in support of the war effort and continued the output of essential go-to-war items which helped secure even more jobs for people with significant disabilities in South Florida.

In 2010, this ISO 9001:2008 certified division's customers included the U.S. Department of Defense, the U.S. Department of Veterans Affairs, National Industries for the Blind, NISH, Publix, State of Florida and several other nonprofits across the country. By the close of 2010, this division's statistics included employing over 925 people with over 75% of the direct labor work performed by people with significant disabilities and producing over 1.5 million garments and flags annually. Goodwill gives a special thanks to the U.S. Army and NISH, Inc. for the increase in jobs and to the State of Florida for the vital equipment to make it all happen!

*Preparing for final inspection - U.S. Army Fleece Jackets.*



*Photo: Martin/AbilityOne*



*Producing and packing blankets that were donated to Haiti.*

## Haiti Relief Efforts:

Last January, we were shocked by the news of the earthquake in Haiti. As the days passed we realized that that the disaster had affected us very closely – 272 of our Haitian employees, most of them were AbilityOne participants with significant disabilities, experienced a large loss that eventually totaled 2,407 members of their immediate families. One AbilityOne employee lost eight members of his family. Our Counselors mobilized to provide badly needed grief counseling and also to collect information about the status of the families and determine what could be done for them. The grief that emerged from the counseling sessions was such that at times it even overwhelmed our counselors.

We learned that food is what they needed the most and \$50 could feed a family of four in Haiti for six weeks and that food was available

for cash. Thanks to the generous contribution of our Goodwill Board Members and employees we were transferred over \$80,000 in small remittances to the family members of our Haitian employees.

At the same time, 135 employees, among them 95 sewing machine operators, volunteered their time, after work hours, to manufacture thousands of blankets that were shipped to Haiti. Goodwill suppliers assisted in the effort. Polartec donated a truck load of blanket materials and American & Efrid and Coats America donated the thread. American Power Source provided cash and items. AbilityOne colleagues also assisted the effort. Nonprofits like ORC Industries and Winston Salem Industries for the Blind provided multipurpose ponchos and garments which we shipped to Haiti.

When the need in Haiti for wheelchairs, walkers and crutches was identified,

a call for help was issued and the Goodwill Industries in Indianapolis, IN. Tacoma, WA. Austin, TX. Springfield, MA. Lawton, OK. Roanoke, VA, responded doing a truly wonderful job in packaging the wheelchairs to facilitate our shipments. In a letter expressing regrets of not having wheelchairs and walkers to donate, Bob Dugas, CEO of the Goodwill Industries of San Antonio Texas, sent a \$5,000 check that was sent in 100 remittances of \$50 each to the families that had the greatest need and lost immediate family members.

*“I will never be able to describe well enough the immense gratitude that has been expressed to us from all of our Haitian employees for the assistance that we have provided to them, to their families and their country. On their behalf, I want to thank you and express their profound gratitude.” -Dennis Pastrana*

## Commercial Services:

This division performs packaging and distribution functions for The Miami Herald and document services which provide opportunities for persons with disabilities who can benefit from activities that require repetitive movements but where crucial decision-making is not required.

## Newspaper Services:

For over 16 years, Goodwill has maintained a special partnership with The Miami Herald. People with disabilities are employed at Goodwill to insert pre-printed advertising materials, such as comics, Parade Magazine, the TV Magazine and all advertisements. An average of 1.4 million packages was inserted into The Miami Herald and El Nuevo Herald each week during 2010. It is ideally suited for persons with good physical stamina who need a job

that keeps them active due to hyperactivity or depression and other emotional disorders. In October of 2008, we began staffing insert positions at The Miami Herald building. In 2009, we staffed positions on the Loading and Receiving docks. These positions are similar to the positions that we have in our building. Goodwill's further expansion of services to The Miami Herald created about 60 additional jobs in 2010.

## Document Services:

Document destruction is a key weapon in the fight against identity and information theft. Since information is one of the most valuable assets of a company or organization, protecting it by destroying documents properly can be vital. Several recent laws have also made proper disposal of legal, medical or other documents containing personal information a matter of legal compliance.



Photo: Sandy Levy/Visual Impact

*Collating advertisements for The Miami Herald newspaper.*

*Goodwill program participants sorting and preparing documents for shredding.*



Photo: Sandy Levy/Visual Impact



Photo: Sandy Levy/Visual Impact

*Goodwill program participants washing one of the 330 busses each night for Miami-Dade Transit.*

Goodwill Document Services' business line provides four document management services for companies of all sizes: scanning, indexing, destruction and storage. This line of business adheres to national standards and is well-suited for people with significant disabilities. Goodwill has made a large investment in state-of-the-art technology and is extremely competitive in the marketplace. We are excited about the continued growth of this business endeavor which has demonstrated that it can provide excellent job opportunities, especially for people with developmental disabilities.

### **Janitorial:**

In today's world, the connection between health issues and microbial transmission of pathogens has led to a greater understanding of how important the role of cleaning for health truly is.

Custodial professionals understand there are three levels of cleaning: for health, for preservation of the planet, and for appearance. While "green" cleaning is currently the primary focus, and cleaning for appearance is popular, at Goodwill Industries we understand that cleaning for health is of utmost importance. We always take care to provide a neat appearance while using products and techniques that protect our planet.

At Goodwill Industries, we take this training seriously, especially when it comes to cleaning for health. Founded in 2006, Goodwill Cleaning Institute is a full service training facility dedicated entirely to providing training programs related to the janitorial industry.

In 2010, we applied green cleaning to the over 137 buildings and a fleet of buses and 760 acres of groundskeeping.

### **Flags:**

The Goodwill Flag Center produces custom-made and specialty flags. As a supplier to the U.S. Department of Defense, we currently manufacture US, State of Florida, and City of Miami flags that are available for purchase at [goodwillflags.com](http://goodwillflags.com).

*Goodwill's flag store front location.*



Photo: Sandy Levy/Visual Impact

## Retail:

Goodwill pioneered the concept of thrift stores in Boston over 100 years ago. Since then, we've been raising the bar on the customer experience across our 28 thrift stores in Miami and Ft. Lauderdale. Because Miami is such a diverse, trendy and eclectic city, our stores are no different. For the past ten years, Goodwill Retail has been dutifully—and creatively—reflecting our community's diversity and converting our thrift stores, one by one, into so-called "Superstores" that attract a larger customer base who may not have thought to shop Goodwill. A customer seeking designer names, unique styles and high quality at incredibly affordable prices.

In a logical quest to create a more profitable retail environment, Goodwill went into high gear and has been upgrading the Superstores into "fashion forward" stores, crossing over to a combination of a boutique feel and that of a department store, while still keeping low thrift store prices.

At Goodwill, store transformations must be both creative and cost-effective. Most of the displays, props, and designer fixtures are created from the donations received, and from buying fixtures deeply discounted from closed businesses and retailers. Goodwill's retail team are challenged creatively with every new store to create looks and themes based on the donations that come in. Donations are used to create color, texture – from tree stumps, aluminum foil, and electrical wire to torn-out pages from books, fabrics—even the very shopping bags we receive—to create visually interesting displays.

Our customer feels good about, and is even grateful for, our new look and improved surroundings that replicate the environment they have seen at conventional stores. Despite drawing in new customers with the overall look, Goodwill never loses sight of the nature of Goodwill as both a retailer and a social institution with a clear mission: to help provide training and employment services to people with disabilities and special needs. The money from sales of the donated merchandise is the cornerstone that supports that mission. And this continuous form of "fundraising" is presently helping some 5,000 people that Goodwill will serve in rehabilitation programs this year.

# Goodwill Superstore

Our Goodwill stores remain a social enterprise, with a fresh twist.



*Our Junior Department offers trendy, bold, unique styles for a one-of-a-kind youthful look.*



Photo: Sandy Levy/Visual Impact

Photo: Sandy Levy/Visual Impact



Photo: Sandy Levy/Visual Impact

*Integrating Goodwill's mission in our retail environment is essential for mission awareness.*



Photo: Sandy Levy/Visual Impact

# GOODWILL: How You Can Help Us

## Need Shredding?

We provide secure and confidential destruction of sensitive data. We are NAID Certified which ensures your peace of mind and compliance with legal and HIPPA regulatory requirements.

We offer:

A green, recyclable solution that's cost efficient.

Document scanning and indexing—Go Paperless with Goodwill...we can design a custom plan to scan and index of all your vital documents.

Document storage—free-up your office space with Goodwill's secure document storage facility. Please call 954-497-2238.

## Need Cleaning?

Janitorial and Cleaning Services—our high performance cleaning systems combine total quality control and state-of-the-art Green Cleaning technology to deliver healthier and cleaner offices. Please call 305-326-4107.

## Need Flags?

As a leader in the manufacturing and sale of flags and banners—American flags, International flags, corporate flags, custom flags, promotional banners and more, we'd be happy to be your flag provider and expand Goodwill's capacity to provide people with disabilities job training services to place them in community jobs. Please call 305-967-4136.

## Need Employees?

Goodwill's placement professionals partner with local businesses to place Goodwill graduates in community jobs. The Placement Specialist is dedicated to meeting the needs of our participants who are looking for meaningful jobs in community settings and the employers who look for trained, reliable, and capable employees. This strategy emphasizes Goodwill Industries as a vocational rehabilitation and placement agency that offers a package of services to the employer in exchange for competitive employment opportunities for Goodwill's participants. Please call 305-326-4205.

## Have Cash?

Send enclosed envelope or visit [www.goodwillssouthflorida](http://www.goodwillssouthflorida) to send your cash donations.

## Have Donations?



Introducing a new logo and the "Donate Movement," powered by Goodwill. The "Donate Movement" is a new social responsibility platform designed to raise awareness about the importance of donating gently used items and the positive impact those items have on people and the planet.

- The new "Donate Movement" — encourages people to donate their gently used clothes and household items to help reduce waste and benefit communities across the country.
- Donating to Goodwill provides many benefits such as job training programs and employment placement services to people with disabilities, those who lack education or job experience, and others facing challenges in finding employment.
- Consumers can get involved by donating today, and visiting [donate.goodwill.org](http://donate.goodwill.org) to use the new Donation Impact Calculator to learn how their donation gets turned into valuable community services.

*Making the most important flag of the United States, the Interment flag.*



Photo: Martin/AbilityOne

# GOODWILL: Directors & Trustees

The key to Goodwill's success is in the volunteer Directors and Trustees that are comprised of community members who are active, dedicated and generous supporters of the mission. The Board of Directors challenges management to continue to meet the needs of the growing number of people with disabilities. They also demand adherence to the highest standards of efficiency, quality, service, ethical conduct, public accountability and transparency.

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Partner  
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**Benefactors and Other Contributors: Goodwill cannot continue to grow and fulfill its mission without the financial support of benefactors and other contributors. Thank you to the following people and organizations for their generous support of Goodwill in 2010:**

**\$50,000 +**

Clenon L. & Carolyn Newsome

**\$25,000 – \$49,000**

Mr. & Mrs. Leonard L. Abess, Jr.  
Turner Construction Company:  
2009 Holiday Golf Classic  
(Participating companies are listed individually).

**\$10,000 – \$24,999**

Blank Family Foundation  
Goodwill Miami Employees  
(Haitian Relief)  
Publix SuperMarkets  
Ryder System  
Charitable Foundation  
Turner Construction (Miami)  
Beatrice Simon

**\$5,000 – \$9,999**

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Berg Demolition, Inc.  
Goodwill Industries of San Antonio  
Morrison Brown Argiz & Farra, LLP  
The Cobb Family Foundation  
The Estate of Edward J. Robinson  
Turner Construction Company  
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**\$2,500 - \$4,999**

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Central Florida Equipment  
Rentals  
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Coreslab Structures  
CST Environmental, LP  
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Empire Electric, Inc.  
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**Up to \$500**

Caribbean United MultiServices  
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# GOODWILL: Financials

## BALANCE SHEET

December 31, 2010 and 2009

	2010	2009
<b>ASSETS</b>		
Cash and cash equivalents	\$ 4,547,904	\$ 3,917,620
Accounts and other receivables	8,814,156	6,551,105
Inventories	10,423,957	4,722,102
Other assets	2,866,772	2,847,158
Land, building and equipment, net	<u>29,365,724</u>	<u>28,857,473</u>
<b>TOTAL</b>	<u>\$ 56,018,513</u>	<u>\$ 46,895,458</u>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts and trade notes payable	\$ 6,022,335	\$ 3,034,803
Accrued payroll and other liabilities	2,490,551	2,607,114
Long term debt	<u>20,598,295</u>	<u>22,445,153</u>
<b>TOTAL</b>	29,111,181	28,087,070
<b>NET ASSETS</b>	<u>26,907,332</u>	<u>18,808,388</u>
<b>TOTAL</b>	<u>\$ 56,018,513</u>	<u>\$ 46,895,458</u>

## STATEMENT OF ACTIVITIES

For the Years Ended December 31, 2010 and 2009

	2010	2009
<b>SOURCES OF REVENUE</b>		
Industrial and commercial revenues	\$ 104,824,154	\$ 76,934,394
Government fees	2,789,376	2,328,902
Grants for capital expenditures	626,672	-
Public and corporate support	688,544	702,053
United Way of Miami-Dade County	473,106	526,437
Miscellaneous income	<u>294,350</u>	<u>285,353</u>
<b>TOTAL</b>	109,696,202	80,777,139
<b>EXPENSES</b>		
Industrial and commercial programs	91,068,108	69,667,813
Rehabilitation services	5,226,305	4,676,793
Management and general	4,098,547	3,584,401
Fundraising	<u>570,921</u>	<u>377,918</u>
<b>TOTAL</b>	<u>100,963,881</u>	<u>78,306,925</u>
<b>INCREASE IN NET ASSETS</b>	8,732,321	2,470,214
Change in fair value of interest rate swap	<u>(633,377)</u>	<u>607,532</u>
<b>CHANGE IN NET ASSETS</b>	<u>\$ 8,098,944</u>	<u>\$ 3,077,746</u>

\* Financial statements are subject to audit.

# GOODWILL: Stores & Donation Centers

## Miami Region

### Thrift Stores

#### Miami Gardens – Stadium

(305) 621.0914  
19300 N.W. 27th Avenue,  
Miami Gardens, FL 33056

#### North Miami – Skylake Superstore

(305) 940.3252  
1780 N.E. Miami Gardens Drive,  
North Miami Beach, FL 33179

#### North Miami – West Dixie

(305) 769.5722  
11990 W. Dixie Highway, FL

#### Biscayne

(305) 756.8000  
538 N.E. 79 Street, Miami, FL 33138

#### Hialeah – (Gratigny)

(305) 556.4777  
1800 W. 68 Street, Hialeah, FL 33014

#### Hialeah – Flamingo Plaza (Coming Soon)

4410 W 16th Ave, Hialeah, FL 33012

#### Hialeah (305) 888.4711

461 Palm Avenue, Hialeah, FL 33010

#### Allapattah (Central) Superstore\*

(305) 545.9421  
2125 N.W. 21 Street, Miami, FL 33142

#### Allapattah Outlet Store (305) 326.4236

2121 N.W. 21 Street, Miami, FL 33142

#### Little Havana – Calle Ocho (Coming Soon)

984 SW 8 Street, Miami, FL 33133

#### Tamiami Trail Superstore (305) 554.1878

9760 S.W. 8th Street, Miami, FL 33174

#### Bird Ludlam Superstore (305) 661.4222

6842 S.W. 40 Street, Miami, FL 33155

#### Coral Way Superstore (305) 223.9313

14610 S.W. 26 Street, Miami, FL 33185

#### Loehmann's (Kendall/Sunset Superstore)

(305) 598.0543  
7101 S.W. 117th Avenue, Miami, FL 33183

#### Palmetto Bay Superstore (305) 252.3101

17631 S. Dixie Highway,  
Palmetto Bay, FL 33157

#### Country Walk (305) 253.1326 (Opening Soon)

13762 S.W. 152 Street, Miami, FL 33177

#### Redland (305) 259.3233

19800 S.W. 177 Avenue, Miami, FL 33187

#### Princeton (305) 258.1068

24311 S. Dixie Highway, Miami, FL 33032

#### Homestead (305) 248.0063

250 N.E. 8 Street, Homestead, FL 33030

(Furniture donations not accepted at these locations: Gratigny, Country Walk Redland, Hialeah & W. Dixie)

### Donation Centers

(Donation centers do not accept furniture)

#### Miami Beach Normandy Isle

2050 N. 71. Street (Next to Alicia Market)

#### Aventura Mall (Across from J.C. Penny)

Aventura Blvd. & Biscayne Blvd.

#### California Club (Publix Parking Lot)

N.W. 199 St. & US 441

#### Hialeah – El Mercado (Publix Lot)

W. 60 St. & W. 24 Ave.

#### Hialeah Las Tiendas (Grocery Store)

W. 68 St. & W. 12 Ave.

#### Miami Gardens (Near Jiffy Lube)

N.W. 67 Ave. & N.W. 186 St.

#### Miami Lakes (Publix Parking Lot)

N.W. 150 St. & N.W. 67 Ave.

#### North Miami (Behind Office Depot)

N.E. 121 St. & N.E. 16 Ave.

#### North Miami – Biscayne (305) 956.7826

(Lotus Plaza) Donation Center (In Mall)

15504 Biscayne Blvd, N.E. 155 St. & Biscayne Blvd.

#### Bird Road (Wachovia Parking Lot)

S.W. 40 St. & S.W. 58 Ave.

#### Bird Road 2 – Concord (Near Anna's Linens)

S.W. 40 St. & S.W. 113 Ave.

#### Bird Square (Near McDonald's)

S.W. 42 St. & S.W. 147 Ave.

#### Coral Way (Wachovia Parking Lot)

S.W. 22 St. & S.W. 16 Ave.

#### Coral Gables (Ponce & 59th Ave.)

One block east of 57th Ave.

#### Downtown Miami - Brickell 1 (Lot 23)

S.E. 26 Rd & Brickell (Toll intersection)

#### Downtown Miami - 7th St. (Lot 28)

I 95 & S.W. 7th St.

#### Flagler (Rear Parking Lot Publix/Office Depot)

W. Flagler St. & S.W. 82 Ave.

#### West Doral 2 (Sedano's Parking Lot)

10700 N.W. 58 St.

#### Fountainbleau (West Corner Parking Lot)

N.W. 7 St. & N.W. 107 Ave.

#### International Mall (Behind Sears)

N.W. 16 St. & N.W. 107 Ave.

#### Kendall Town and Country Mall

S.W. 84 St. & S.W. 117 Ave.

#### Kendall Meadow's (Near Publix)

S.W. 42 St. & S.W. 152 Ave.

#### Westchester (next to SunTrust SW. 24 St.)

S.W. 24 St. & S.W. 87 Ave.

#### West Tamiami (Bank of America)

S.W. 8 St. & S.W. 137 Ave.

#### West Tamiami 2 (LaRoc Plaza Sedano's)

East Corner on S.W. 8 St. & S.W. 147 Ave.

#### Dadeland Mall (Near JC Penney)

S.W. 88 St. & S.W. 72 Ave.

#### Kendall-Sunset (DOT property)

S.W. 72 St. & SR 874

#### 1 block West of 87 Ave.

#### Kendall (DOT property)

S.W. 88 St. & S.W. 97 Ave.

#### Kendall 3 – Hammocks (Publix Lot)

S.W. 104 St. & S.W. 154 Ave.

#### Kendall Crossings (Near Publix)

S.W. 112 St. & S.W. 132 Ave.

#### West Kendall- West Miller

(behind Sedano's) S.W. 147 Ave. & 56 St.

#### Pincrest (Publix Parking Lot)

S.W. 146 St. & S. Dixie Highway

#### Pincrest 3 (Near Staples)

8507 S.W. 136 St. (786) 573.4004

#### Suniland (305) 669.2253 (Next to Keg South)

10501 S. Dixie Highway

#### South Miami Heights - Eureka

(Near Winn Dixie)

S.W. 183 St. & S.W. 137 Ave.

#### Cutler Ridge (Publix Parking Lot)

S. Allapattah Rd. & S. Dixie Hwy.

#### Homestead (Near Publix)

S.W. 308 St. & S. Dixie Highway

## Broward Region

### Thrift Stores

#### Oakland Park (954) 390.0147

1099 E. Oakland Park Blvd.

Oakland, FL 33304

#### Oakland Outlet (954) 564.8808 (Coming Soon)

550 E. Oakland Park Blvd.,

Wilton Manors, FL 33334

#### Coral Springs (954) 755.5880

Royal Palm Shopping Center

10369 Royal Palm, Coral Springs, FL 33065

#### Davie Ridge Plaza (954) 472.2367

9160 W. State Road 84, Davie, FL 33324

#### Lauderdale Lakes (954) 739.8755

3282 N. State Road 7 (U.S. 441)

Lauderdale Lakes, FL 33319

#### Deerfield Beach (954) 571.2093

289 S. Federal Highway,

Deerfield Beach, FL 33441

#### Hollywood (954) 989.8038

250 S. State Road 7 (U.S. 441)

Hollywood, FL 33023

#### Margate Superstore (954) 975.8950

2057 N. State Rd. 7 Margate, FL 33063

#### Hollywood Taft Superstore (954) 966.3555

6819 Taft Street, Hollywood, FL 33024

#### Hallandale Superstore (954) 989.2405

3149 Hallandale Beach Blvd.

Pembroke Park, FL 33009

#### Pembroke Pines (954) 538.1482

154 N. University Pembroke Pines, FL 33024

#### Sunrise Store (954) 748.5887

2029 N. University Drive

Sunrise, FL 33322

#### Goodwill Outlet (954) 564.8808

#### Closing August – 2011

2900 N.W. 60 St.

Ft. Lauderdale, FL 33309

Open daily 9am - 2 pm

(Furniture donations not accepted at these locations Sunrise, Lauderdale Lakes, Hollywood US 441, Ridge Plaza, Deerfield & Crossroads)

### Donation Centers

(Donation centers do not accept furniture)

#### Fort Lauderdale-(NW corner Park & Ride Lot)

Commercial Blvd. & Andrews Ave.

#### Fort Lauderdale-(Park & Ride Lot)

Cypress & I-95

#### Lauderhill (Lauderhill Mall) 441 & N.W. 12 St.

#### Pembroke Pines (954) 450.7121

(Silver Lakes Shopping Ctr.) 18351 Pines Blvd.

#### Davie/Cooper City (Plaza Shopping Ctr.)

Hiatus & I-595

#### Davie/Cooper City (Towers Shopping Ctr.)

University Dr. & South of I-595

#### Hollywood (Park & Ride Lot)

Sheridan Street & I-95

Please visit

[www.goodwillsouthflorida.org](http://www.goodwillsouthflorida.org)

for location updates.

# GOODWILL: Accreditations

## Demonstrating Our Commitment to the Highest Standards of Quality, Public Accountability and Transparency

Goodwill is in compliance with the **Sarbanes-Oxley Act of 2002**, including an independent Board of Director's Audit Committee and a Compensation Committee, the latter in compliance with the **IRS Regulations**.

The **Commission on Accreditation of Rehabilitation Facilities (CARF)** accredits our Vocational Rehabilitation Programs.

The **Joint Commission of Healthcare Organizations (Delmarva Foundation)** accredits our programs for developmentally disabled.

The **Council on Occupational Education Committee (COE)** accredits our Vocational Adult and Basic Education Programs.

**ISO 9001:2000 Registered and Certified by RWTUV USA, Inc.** in the area of design and manufacture of sewn goods, flags and accessories.

**Member of National Association for Information Destruction (NAID) Compliant** – Document Destruction Division.

**Green Seal GS-42** – Service Contracts Division is currently in the process of becoming compliant.

ISO 9001:2000 Certified



Goodwill Industries of South Florida, Inc. is an independent and autonomous non-profit organization governed by a Board of Directors from Miami-Dade, Broward and Monroe Counties. Goodwill Industries of South Florida, Inc. is affiliated with Goodwill Industries International, Inc. in Washington D.C.

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An award-winning film that shatters preconceived notions about what people with disabilities are capable of... revealing the humor, hope and greatness within us all

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is dedicated to the 54 million people with disabilities living in America. It demonstrates what people with disabilities can do when given the opportunity to develop their potential.

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