Spending time with family without financial worries.
Starting a new, successful life after incarceration.
Contributing to your family and gaining independence.
Excitement for the future that lies ahead.

This is the Real Goodwill.
Alisha Hartman left a job with a bank in 2006 for medical reasons. When her husband lost his job due to a company closing, she was afraid her family wouldn't financially make it through the difficult time. With three children, Alisha and her husband struggled to support their family and pay medical bills that were piling up. She felt pressure to return to work, but was not able to find a job that would provide sufficient support for her family.

In April of 2010, Alisha learned about Goodwill from her husband who was receiving other services after losing his job. She enrolled in the Workforce Investment Act (WIA) Title I Adult program, which Goodwill operates for the Western Virginia Workforce Development Board. It became evident that a career in healthcare was suited to Alisha’s interests and abilities.

In the fall of 2010, Alisha began taking classes at Virginia Western Community College, with a goal of entering the Associates Degree Nursing Program. Although she received financial aid, she discovered that the funding would not be enough to cover all expenses of nursing school. In July 2011, Alisha was accepted into the nursing program and began receiving financial assistance through the WIA program at Goodwill. She graduated in May of 2013 with honors.

Finding a job was Alisha’s next step. Her Goodwill case manager helped revise her resume, supplied job leads, and also forwarded her resume to local contacts. In June, she accepted a full-time position with Carilion Roanoke Memorial Hospital, pending passing the state board exam. Goodwill paid for the exam and Alisha successfully completed the final step to becoming a licensed RN.

Alisha’s desire to get back to work and provide for her family led her to be named Goodwill’s Graduate of the Year. Each year this award honors an outstanding person who completed a Goodwill career services program and is competitively employed by a non-Goodwill employer.

Today, Alisha is nearing the completion of her Bachelors of Nursing degree at Radford University. In the spring of 2015, she will begin graduate studies to pursue her Doctorate in Nursing Practice. More importantly, Alisha is able to spend time with her family without the worry of how she and her husband will provide for their needs.

“Alisha’s children, Melissa and Trevor, shown here with their mom, play multiple instruments and sing.”

“Goodwill was the support I needed to achieve my dream of becoming a nurse. That has allowed us to provide for the kids and encourage their strong love of music.”
Jamaika Marshall was attending Heritage High School in Lynchburg, VA. Her relationship with her mother was strained. Having fallen in with the wrong crowd she was feeling pressure at school as well as at home. The stress culminated one afternoon when Jamaika was involved in a fight at school with another girl. As part of her discipline, Jamaika was sent to Lynchburg City Schools’ alternative education program at the Amelia Pride Center.

The new school was very different for Jamaika. She was searched every morning upon entering to ensure she carried no weapons. She did not let this and other changes get to her; instead striving to do her best resulting in her grades improving. Jamaika learned a lot while at Amelia Pride and realized that there were consequences to her actions and that she was ready to change her life.

Prior to leaving the alternative education program and returning to Heritage High School, Jamaika was introduced to Goodwill. She enrolled in the Workforce Investment Act (WIA) Title I Youth program, which Goodwill operates for the Region 2000 Workforce Investment Board; in September of 2012. Her case manager placed her in work readiness classes, but soon realized that Jamaika’s family situation made it necessary for her to find a job. He found her a work experience at the YMCA of Central Virginia in Downtown Lynchburg, within walking distance from her home, where she started working in February of 2013.

Jamaika worked at the front desk greeting members and answering questions both in person and over the phone. Her positive attitude and desire to learn more resulted in her being hired by the YMCA in July of 2013. Shortly after being hired, the staff realized Jamaika’s interest in dance and she soon began teaching classes.

Today, Jamaika is 17-years-old and looking forward to graduating from high school. She lives with her Grandmother and teaches Cardio Funk at the YMCA, Zumba at Heritage High School, and holds Praise Dance classes at her church. Originally planning to go into the Air Force, the YMCA is interested in Jamaika making her career with their organization. She is looking forward to her future, realizing now that she has options for a better life.

“Goodwill was a light in a dark situation. It gave me hope and helped me to be prepared for my future.”

Jamaika teaches a Cardio Funk class at the YMCA. Class participants say the young teen motivates them to do their best.
In 2008, Allen Woods was laid off from his job at American Martinsville when the plant closed. Due to a filing error, his unemployment was delayed. Allen had a wife, daughter, son on the way, mortgage, car payments, and the bills were still coming in. He made a decision that would cost him over four years of his life — Allen wrote four bad checks.

While incarcerated at Lunenburg Correctional Center, Allen received an Information Technology Certificate from Southside Community College and began working on his Associate’s Degree. He was determined to make the most of what opportunities he did have. This positive attitude led to Allen’s introduction to Goodwill’s Prisoner Re-Entry program in January of 2011.

The Prisoner Re-Entry program works with offenders 12-24 months from release. Highly structured and tightly supervised, the goal is to help individuals regain and discover skills and confidence needed for a successful transition to a stable, productive life. Allen worked with his Goodwill case manager to update his resume and develop skills to assist him once out of prison. Nearing release, Allen received notification that his mother had passed away. His case manager provided support and encouragement to keep him motivated during this difficult time.

On April 2, 2013, Allen was released. Goodwill helped him get clothing, a bed, and laptop so he could finish the education he began while incarcerated. Allen was also placed in a work experience at the Rocky Mount Goodwill Store on April 9th and was hired full-time in July. His positive attitude and work ethic led him to become Goodwill Industries of the Valley’s Achiever of the Year. Each year this award recognizes an individual who has shown great progress and accomplishment in overcoming barriers to employment. While still benefiting from a Goodwill work environment, or receiving services to support employment in the community, they are earning a paycheck and on their road to independence.

Today, Allen is attending Virginia Western Community College and expects to graduate in May of 2014. He has a new apartment that he shares with his children and girlfriend. He placed 19th out of 1,948 entries in a national competition and now has an App, which he developed, for sale in Apple’s App Store. Allen’s love of computers is not only a hobby but is providing for his future. He is currently working on his next App which he plans to sell as well.

“Goodwill gave me the chance for a new life. I’m happy, excited, and looking forward to life now with my family.”
Jonathan Hicks graduated from Cave Spring High School in Roanoke. Born with an intellectual disability, he lived in Franklin County, but attended a regional program through school for individuals with disabilities. Following graduation in 1996, Jonathan was able to find employment at Ferrum College where he worked until his hours were cut in 2000. Jonathan has an innate ability to make people feel good. When he first meets someone, their name and birthday are always asked. Based on that information, he can tell them the day of the week that they were born. He makes them feel good about themselves; however, this social nature can also be a barrier for Jonathan.

After leaving Ferrum College, his family struggled to find employment that suited Jonathan’s needs and abilities. He is easily distracted and has trouble staying on task. Jonathan also struggled with change and wanted things done his way or they weren’t done at all. Prior to Jonathan’s mother passing away, she was employed by the Developmental Center of Franklin County, which merged with Goodwill in 2000. His family realized the program offered at Goodwill might be the perfect fit for Jonathan.

Jonathan started working in the Work Center at Goodwill in Rocky Mount, through the Organization Employment program, in November of 2000. Commercial Services’ contracts provide outsourcing solutions to area businesses, resulting in work for those that Goodwill serves. Jonathan and others have learned a variety of different skills in order to complete the jobs. For Jonathan, this has taught him to be flexible, allowed him to increase his independence, and improved his socialization skills. Jonathan’s flexibility was tested in April of 2009 when all Organizational Employment participants began working in the Roanoke Work Center due to the lack of work in Rocky Mount. Having learned to better adapt to change, Jonathan embraced the move, even looking forward to the daily commute.

Today, Jonathan is 37-years-old and lives with his two brothers. The three are very close and have been through a lot together. Having lost both of their parents, they count on one another tremendously. For his brothers, Goodwill provides Jonathan the opportunity to be with friends, interact in the community, and contribute to his family through the paycheck that he earns.

“Jonathan just wants to be treated like everyone else. Goodwill provides him the opportunity to be with friends and have fun, but to also work and earn a paycheck.”

(Karl Hicks, Jonathan’s brother)
Goodwill programs provide training and employment opportunities for youth, adults, and seniors in our communities with disabilities, disadvantages, and those that have lost their job due to company closing or layoff so they may earn a paycheck and achieve greater independence.

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<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td><strong>NUMBER OF INDIVIDUALS SERVED</strong></td>
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<tr>
<td>2013</td>
<td>89,759</td>
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</tbody>
</table>

Last year, Goodwill served 80,301 people through basic services and 9,458 through intensive services.

Goodwill provides both basic and intensive services to individuals that it serves. Basic services are the gentle push that someone may need to regain employment or increase independence. Examples of basic services include job search assistance, community service work opportunities, and aid to write a resume.

Intensive services are those where a person requires a hand to hold along their road to independence. These are services which require the assistance of a case manager and include such programs as Workforce Investment Act (WIA) Title I programs for youth, adults, and dislocated workers, Supported Employment, Senior Community Service Employment Program, and those services within a Goodwill work center.

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tr>
<td><strong>INDIVIDUALS PLACED IN COMPETITIVE EMPLOYMENT</strong></td>
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<td>2,327</td>
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<tr>
<td>2013</td>
<td>2,894</td>
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</tbody>
</table>

Primary Barrier to Employment for Individuals Served Through Intensive Mission Services in 2013

- Visual/Hearing Impaired: 28
- Physical or Disabling Condition: 127
- Neurological Disability: 17
- Learning Disability: 770
- Chemical Dependency: 17
- Psychiatric/Emotional Disability: 233
- Developmental Disability: 621
- Disadvantaged or Laid-off: 7,454
- Criminal Background: 150
## 2013 FINANCIALS

### THE COMMUNITY INVESTMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sales of Donated Goods</td>
<td>$14,917,407</td>
<td>70.2%</td>
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<tr>
<td>Contract Earnings</td>
<td>4,238,171</td>
<td>8.5%</td>
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<tr>
<td>Workforce Development* and Program Services</td>
<td>9,417,224</td>
<td>18.9%</td>
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<tr>
<td>United Way</td>
<td>153,697</td>
<td>0.3%</td>
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<tr>
<td>Other</td>
<td>1,006,319</td>
<td>2.0%</td>
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<tr>
<td><strong>The Community Investment</strong></td>
<td>49,732,819</td>
<td>100%</td>
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</table>

*Workforce Development Funding by Workforce Investment Boards and Goodwill Industries International (GII) Grants:
- New River/Mount Rogers, Area 2: $722,763
- Western Virginia, Area 3: $1,273,943
- Shenandoah Valley, Area 4: $154,867
- Piedmont Workforce Network, Area 6: $866,203

### GOODWILL RETURNS TO THE COMMUNITY

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Wages, Benefits and Taxes</td>
<td>$29,106,139</td>
<td>59.5%</td>
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<tr>
<td>Supplies and Services</td>
<td>7,338,891</td>
<td>14.9%</td>
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<tr>
<td>Facility Expense</td>
<td>8,803,937</td>
<td>17.7%</td>
</tr>
<tr>
<td>Investment in Facilities and Equipment</td>
<td>3,528,297</td>
<td>7.1%</td>
</tr>
<tr>
<td>Other</td>
<td>955,555</td>
<td>1.9%</td>
</tr>
<tr>
<td><strong>The Community Returns</strong></td>
<td>49,732,819</td>
<td>100%</td>
</tr>
</tbody>
</table>
Goodwill Industries of the Valleys served 89,759 individuals. 33 Goodwill stores provided training and employment opportunities to individuals with disabilities and disadvantages. Goodwill Industries of the Valleys placed 2,894 people into competitive employment in the community. 917,765 material donations were made at Goodwill stores and Donation Centers in our community. Individuals with disabilities, served by Goodwill Industries of the Valleys, received Goodwill paychecks for 330,922 hours of work. Thousands of additional hours were worked by people in our community that Goodwill helped place in competitive community employment.

An increased focus on a strong mission-margin balance resulted in 91% of all Goodwill Industries of the Valleys revenues going directly to support the training and employment programs for individuals with disabilities and disadvantages.

The Goodwill Industries of the Valleys salvage operations helped protect the environment by keeping over 14.7 million pounds of materials out of area landfills.

Goodwill Industries of the Valleys worked with 6,023 area youth providing training, mentoring, and work opportunities.

Goodwill provided training and work opportunities to 1,417 individuals over the age of 55 in the work centers and through the Senior Community Service Employment Program.

Goodwill assisted 2,690 people, through job training and employment programs, who lost their job due to lay off or company closing.

Goodwill worked with 150 individuals, through the Prisoner Re-Entry program, that were seeking employment after incarceration.
Goodwill Industries of the Valleys is governed by a volunteer Board of Directors that provides vital support and oversight of the organization and its programs. The board is comprised of individuals with diverse backgrounds and fairly represents the geographical regions served by the organization.

BOARD OF DIRECTORS

Lewis Bishop, Chair
Retired, American National University

Harvey Brookins, Vice-Chair
Freedom First Credit Union

Ed Garner, Treasurer
Retired, Norfolk Southern Corporation

Khaled Hassouna, Secretary
Legacy International

Bruce Phipps, President & CEO
Goodwill Industries of the Valleys

OFFICERS

Neil Birkhoff, Woods Rogers, PLC
Dr. John Capps, Central Virginia Community College
Leah Glisy
Chuck Klear, Shultz, Kiser & Associates
James Laub, Edward Jones
Nathaniel Marshall, Babcock & Wilcox
Roy Martin, Retired, Goodwill Industries International
Khalid Hassouna, Secretary
Legacy International
Bruce Phipps, President & CEO
Goodwill Industries of the Valleys

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Goodwill Industries of the Valleys

RETAIL STORES

Goodwill operated 36 stores and one outlet in Goodwill’s 31-county service area. All stores are open Monday through Saturday 8 a.m. to 9 p.m. and Sunday noon to 6 p.m. unless otherwise noted.

SERVICE AREA

Bassett
5362 Virginia Avenue
(276) 627-8663
Bedford
784 Lynchburg Salem Turnpike East
(540) 966-6229
Blacksburg
101 North Maple Street
(540) 963-1059
Charlottesville
Westminster Square
(540) 842-9240
Lexington
948 Madison Lane
(540) 987-1471
Lynchburg
1210 Jefferson Road
(434) 236-6470
• 1210 Forest Brook Road
(434) 330-2375
• Madison Heights
6905 South Lord Hill Highway
(434) 538-1296
• Mecklen (Westside)
3805 Route 1, Washington Highway
(540) 739-1332
Martinsville
244 Commonwealth Boulevard
(276) 658-9530
Poleyard (Lake Monticello)
16 Heritage Drive
(434) 269-2504
Princeton
2401 North Maple Street
(540) 937-3232
Radford
2706 Electric Road, SW
(540) 778-9700
• 2708 Williamson Road
(540) 360-4855
• 10565 Forest Hill Road
(540) 379-9194
• 2522 Tanglewood Road
(540) 842-5100
• 2301 Orange Avenue NE
(540) 237-1140
Rocky Mount
1800 North Road
(540) 863-1027
• Rocky Mount
1800 North Road
(540) 863-1027
• 2301 Orange Avenue NE
(540) 237-1140
Salem
• 600 East Main Street
(540) 995-1030
Goodwill Outlet Store also at this location, (540) 995-1030
• Outlet hours: Monday –Saturday 8 a.m. to 8 p.m., Sunday noon to 6 p.m.

• 600 East Main Street
(540) 995-1030
Goodwill Outlet Store also at this location, (540) 995-1030
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Last year, Goodwill operated 36 stores and one outlet in Goodwill’s 31-county service area. All stores are open Monday through Saturday 8 a.m. to 9 p.m. and Sunday noon to 6 p.m. unless otherwise noted.
To each individual that we serve, the impact of Goodwill is different. For some, it’s the financial security that comes from having a job and knowing they can support their family. For others, it’s living independently or going out with friends.

We understand that we all have different circumstances, abilities, and interests. Goodwill helps people overcome barriers so they can achieve a better life and gain greater independence.

In 2013, Goodwill assisted a record number of individuals. Nearly 90,000 people walked through our doors in search of help. Of those, 2,894 were placed in competitive community employment. They are contributing to their local community and enjoying the pride, dignity, and self-respect that comes from earning a paycheck.

When we think about The Real Goodwill, it’s about building independence for individuals. It’s a youth that needs guidance from a mentor to get back on the right track to future success; an adult with disabilities that has the desire to work but needs coaching to be successful; a senior who lacks the skills to re-enter the workforce and faces a future of financial uncertainty.

The Real Goodwill is about building strong families. It’s a young mother who needs help finding a job and balancing career, family, and financial pressures of supporting her children; a father who lost his job and needs retraining to get back in the workforce so he can stop worrying and be a dad again. It’s helping individuals who have been incarcerated get back on their feet and have the support they need to stay on the right path. It’s about building a better community by working with community organizations to strengthen services, instead of duplicating what’s already there.

As we look to the future, we move forward with a renewed vision: Through the work of Goodwill, people will have the opportunity to achieve their greatest potential.

We look toward new ventures in neighborhoods where we already reside. In Roanoke City, we will plant our “Growing Goodwill” Garden and continue to work with others in the community on the Choice Neighborhoods Initiative.

We know the need is great and Goodwill is committed to helping individuals, families, and our communities achieve their greatest potential.

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Bruce Phipps, President & CEO, and Lew Bishop, Board of Directors Chair, discuss current projects during a facility tour.

FROM OUR LEADERS
MISSION STATEMENT
Helping people and families in our community achieve a better life through work and independence.

VISION STATEMENT
Through the work of Goodwill, people will have the opportunity to achieve their greatest potential.

VALUES
Values are our beliefs in action. They guide our behavior as we take action on a day-to-day basis to realize our mission and our vision. Our core values become the essence of our organizational philosophy and become the underlying principles in which we operate. Our values include:

• Respect. We treat all people with dignity and respect.
• Ethics. We strive to meet the highest ethical standards.
• Learning. We challenge each other to strive for excellence and to continually learn.
• Innovation. We embrace continuous improvement, bold creativity, and change.
• Collaboration. We will work collaboratively with community organizations as well as fellow teammates to advance the mission of Goodwill.
• Stewardship. We honor our heritage by being socially, financially, and environmentally responsible.

Through the work of Goodwill, people will have the opportunity to achieve their greatest potential.
This report is possible in part because of the generous in-kind contribution of creative services by Mikula-Harris and Sam Dean Photography.