



2020 COMMUNITY IMPACT REPORT

Goodwill 
Industries of the Valleys 



63,078

INDIVIDUALS
WERE SERVED
IN 2020

408
SENIORS
SERVED

285
YOUTH
SERVED

1,096,982

Material donations were given by the community. By selling these donations in stores, Goodwill generated critical revenue to support job training and employment programs.

Goodwill assisted

17,760

people last year
through
Virtual Services
which were
created in response
to the COVID-19
pandemic.

Salvage & Recycling
efforts kept

11 Million LBS

of materials out of
local landfills.

517
INDIVIDUALS WITH
DISABILITIES
SERVED

231
INDIVIDUALS WITH
CRIMINAL
HISTORIES
SERVED



2,598

INDIVIDUALS
PLACED INTO
COMPETITIVE
EMPLOYMENT



6,321

INDUSTRY-
RECOGNIZED
CREDENTIALS
EARNED

806 individuals received training
in high-demand occupations



Information
Technology

664



Advanced
Manufacturing

21



Healthcare

121

23
JOB FAIRS
WERE HELD
REPRESENTING

108
VIRGINIA
EMPLOYERS

599
JOB SEEKERS
ATTENDED
JOB FAIRS

GOODWILL
BUSINESS SERVICES
WORKED WITH
70
LOCAL BUSINESSES



89%

of all revenues go
directly to support
mission programs.

Patrick's work life took an unexpected turn and he needed a career that would enable him to support his family. Goodwill's IT Training program provided Patrick the means and support to get where he wanted to be.

When Patrick heard about Goodwill's Information Technology training, he quickly applied and was accepted into the program attending the IT classes at night. After completing the training and passing his CompTIA A+ certification, it wasn't long before Patrick was offered a Help Desk Technician position at the Bank of Botetourt.

Life has led Patrick through many tough transitions in a short time span, and he has persevered. He achieved his goals with sheer determination and the continued support of Goodwill. Through the Coronavirus pandemic, Patrick took advantage of services Goodwill was offering including, resume building workshops, virtual job fairs, interview preparation, and much more. "They did a good job not leaving us out to dry since it was an unfortunate circumstance with all of this," Patrick stated. "Goodwill's IT Training team stayed on top of things. They tried to steer us in the right direction and kept motivating us and keep encouraging us."



View a Video of Patrick's Story
on our YouTube Channel!



Patrick Curtis

Laura McKay is from Franklin County. When she graduated from Franklin County High School, she needed assistance developing work skills and learning to speak up for herself and express herself on the job.

Laura came to Goodwill and was first enrolled in a program that seeks to help individuals with disabilities to develop jobs skills. The program helped her to become more independent and develop her self-confidence and now Laura has been a part of the Goodwill family for 30 years.

Laura enjoys learning new things, meeting people, and being part of a community. Goodwill helps her with each of these, and she often recognizes Goodwill as part of her family. Laura has impeccable attendance and a positive attitude.

Today, Laura participates in the Organizational Employment program at the Goodwill facility in Rocky Mount where she is a member of the janitorial team and works alongside the team in the Rocky Mount store.

We are so proud of all she has accomplished and for her dedication to Goodwill.

**View a Video of Laura's Story
on our YouTube Channel!**



Laura McKay

JANUARY



[Discovery Services](#) programs for adults with severe disabilities in Rocky Mount held an Open House to celebrate the opening of their newly renovated space.

Individuals enrolled in Discovery Services in Radford, Roanoke, and Rocky Mount receive the support they need to acquire, retain, and improve their skills in areas that they have identified.

MARCH



The COVID-19 pandemic shutdown caused Goodwill to close its 41 [retail stores](#), and all in-person [mission services](#).

Goodwill Industries of the Valleys employees formed a grass-roots movement, "GIV Rise", to support one another during the crisis. RISE stands for Resilient, Intelligent, Supportive, Employees. They also received individual coaching services during this time.

APRIL



Goodwill pivoted from in-person services to launch [Virtual Services](#) helping meet the growing need for employment and training in the wake of the pandemic. Free online training, planning and support including career coaching, community resources, and access to programs to start a career in IT or healthcare are offered. Goodwill served 17,760 individuals through its Virtual Services in 2020.

JUNE



All 41 Goodwill reopened all [retail stores](#), throughout the 35 county, 14 city service area in Virginia reopen with rigorous new COVID-19 sanitations and safety measures in place.

Goodwill's retail store revenues provide 70% of the funds for life-changing work and training programs that help people with disadvantages and disabilities.

AUGUST



[Science Camp](#) at [YouthHQ@Goodwill](#) looked a little different in 2020. There were fewer students in attendance, and the camp was only one week instead of two, but the joy of learning was still evident, thanks to the generous support of Elbit Systems whose sponsorship allowed the camp to continue for its 5th year.

SEPTEMBER



The [Annual Awards Ceremony](#), usually held in May, took place outdoors on September 17 with social distancing.

The ceremony celebrated individuals who received services from Goodwill and are now working and continuing to excel. It also recognized community partners and employees who have supported the Goodwill mission.

OCTOBER



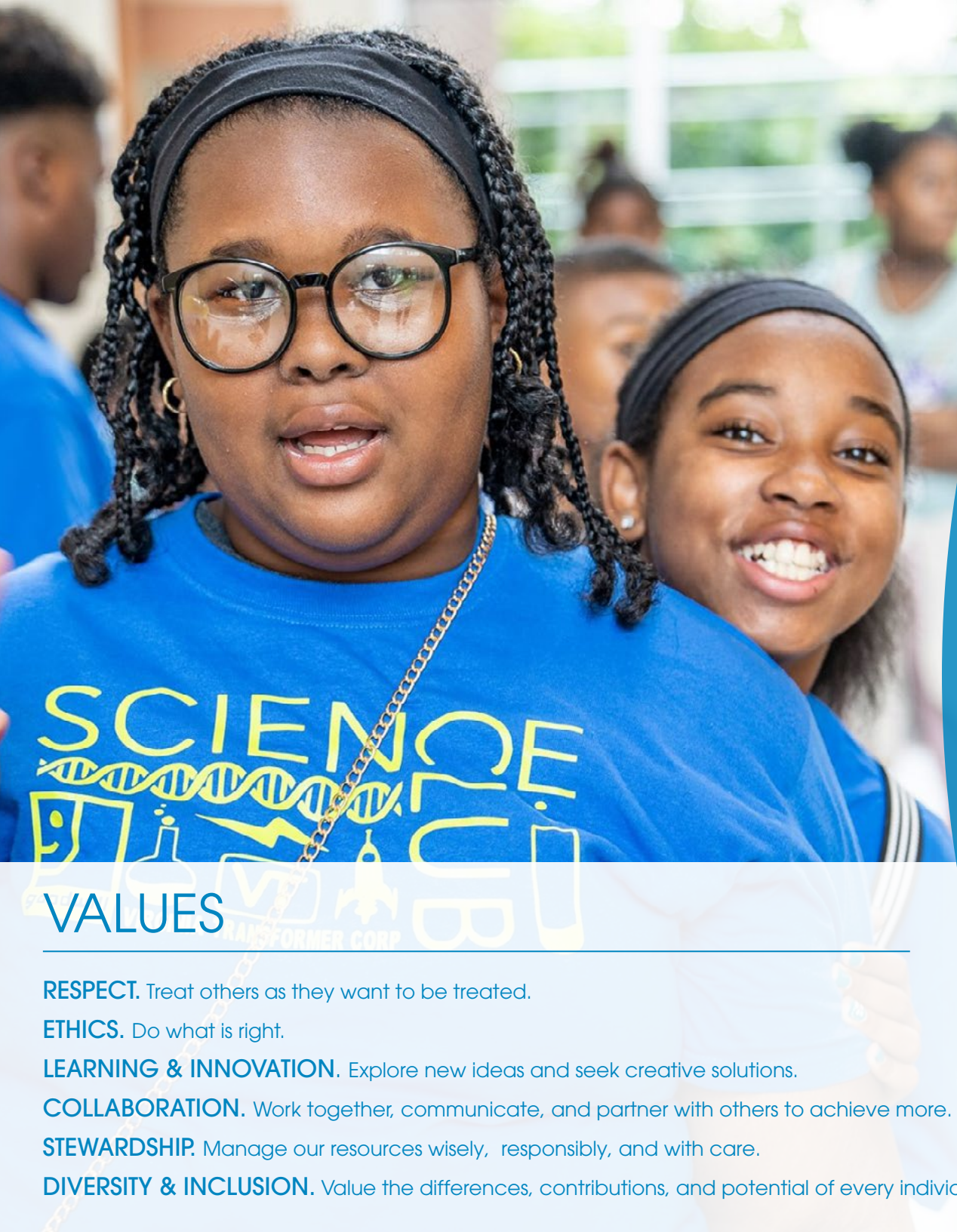
Goodwill hosted a Virtual Fundraiser to support training and employment programs, which saw a nearly 40% increase in demand during 2020.

While different, this year's event was hosted by MODERN FAMILY actor, Reid Ewing, and involved community Event Ambassadors who shared their passion for Goodwill.

DECEMBER



In December, Goodwill Industries of the Valleys received a \$10 million donation from MacKenzie Scott. The investment will enable Goodwill to expand its direct efforts to equip Virginians with the skills they need to get back to work and onto sustainable career paths. The gift will support mission, business, and human service needs.



MISSION

Helping people and families in our community achieve a better life through work and independence.

VISION

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

VALUES

RESPECT. Treat others as they want to be treated.

ETHICS. Do what is right.

LEARNING & INNOVATION. Explore new ideas and seek creative solutions.

COLLABORATION. Work together, communicate, and partner with others to achieve more.

STEWARDSHIP. Manage our resources wisely, responsibly, and with care.

DIVERSITY & INCLUSION. Value the differences, contributions, and potential of every individual.



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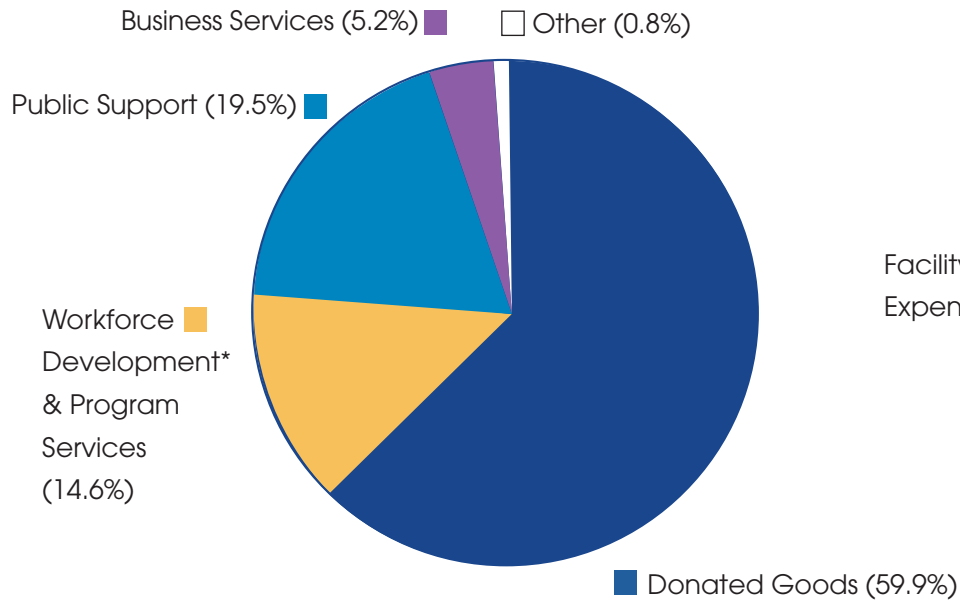
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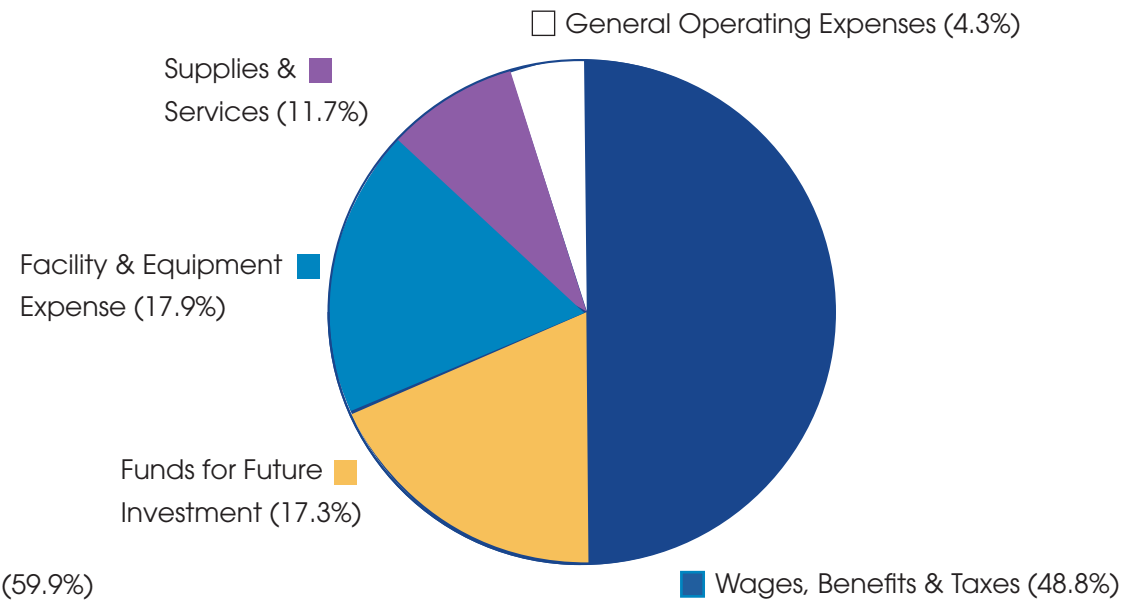
John Wood, Vistar Eye Center

GOODWILL INDUSTRIES OF THE VALLEYS COMMUNITY INVESTMENT (Revenues)



■ Donated Goods (59.9%)\$35,528,145
■ Business Services (5.2%)\$3,084,121
■ Workforce Development* & Program Services (14.6%)\$8,648,012
■ Public Support (19.5%)\$11,575,103
Contributions\$10,671,694
Investment Income\$888,728
United Way\$14,681
□ Other (0.8%)\$471,888
Total Community Investment (100%)\$59,307,269

GOODWILL INDUSTRIES OF THE VALLEYS RETURNS TO THE COMMUNITY (Expenses)



■ Wages, Benefits & Taxes (48.8%)\$28,910,051
■ Supplies & Services (11.7%)\$6,964,604
■ Facility & Equipment Expense (17.9%)\$10,590,802
□ General Operating Expenses (4.3%)\$2,565,773
Interest\$218,697
Professional Fees & Insurance\$1,349,754
Contributions to Goodwill Industries International\$176,940
Other\$820,382
■ Funds for Future Investment (17.3%)\$10,276,038
Total Returned to the Community (100%)\$59,307,269

*Workforce Development Funding by Workforce Investment Boards and Goodwill Industries International (GII) Grants:

New River/Mount Rogers, Area 2\$319,566
Shenandoah Valley, Area 4\$441,855
Piedmont Workforce Network, Area 6\$519,344
Senior Community Service Employment Program (GII)\$1,715,932

GROW - Reentry (GII)\$294,548
TechHire (GII)\$183,480
Jobs Plus (HUD)\$105,652
GoodCare (HHS)\$2,346,259

Due to environmental reasons, Goodwill
CANNOT accept the following items:

- MATTRESSES or WATERBEDS
- TELEVISIONS
- CAR SEATS
- POISONOUS or HAZARDOUS MATERIALS
- PAINT, CAR BATTERIES, FLAMMABLE and CORROSIVE MATERIALS
- MICROWAVE OVENS
- LARGE APPLIANCES
- CARPETING and BUILDING MATERIALS
- ANY ITEMS RECALLED BY THE CONSUMER PRODUCT SAFETY COMMISSION



For a complete list of items, and more
information about Goodwill, visit
www.goodwill.org

Thank You For Your Support.

Thank You!

Visit Goodwill Valleys online:



www.goodwillvalleys.com