[ BOARD OFFICERS ]

- **Chairman:** Scott Clemons  
The Clemons Company
- **Vice-Chair:** Dave Sellars  
Tallahassee Moving & Storage
- **Past Chair:** Elaine Bryant, PhD  
EW Bryant Associates
- **Treasurer:** Brent Chumbler  
Farmers and Merchants Bank
- **Secretary:** Mary Wellington  
Capital City Bank
- **Pres. of Housing:** Calvin Melton, PhD  
Retired, State of Florida

[ BOARD OF DIRECTORS ]

- Jon Bailey, PhD – Florida State University
- Gary Bliss, DBA – Florida State University
- Pat Brueckheimer – William Brueckheimer, DDS
- Kim Gay – League of Southeastern Credit Unions
- Catie Goodman – Tallahassee Community College
- Darren Haiman – Nations Real Estate
- Bruce Harter - Retired, State of Florida
- Kim King – King & Wood, PA
- Al McCambry – Gulf Coast State College
- Kimberly Clark – Menchion – Dept. of Transportation
- Jared Miller – Wakulla County Sheriff’s Office
- Gary Ostrander – Florida State University
- Camille Payne – Retired, Mayor of Thomasville, GA
- Steve Roden – LearnSomething, Inc.
- Stuart Rubenstein – Kaleidoscope Limited
- Elizabeth Walters – Burke & Blue

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**LEADERSHIP TEAM**

- Fred G. Shelfer, Jr. – President & CEO
- Shannon Harper – VP of Accounting
- Tamara Williams – VP of Human Resources
- Stacy Larkin – VP of Mission Services
- Alan Malnofski – VP of Retail Operations
- Lisa Land – VP of Support Services
- Jimmy Cumbie – VP of Transportation
- Collins Webb – VP of Contract Services
- Cody Gray – Manager of Public Relations
“THE GOOD IN GOODWILL” serves as this year’s theme. Maybe it should be obvious. After all, we have been doing GOOD for over a hundred years. In the beginning, Goodwill worked in inner-cities to assimilate immigrants into life in the United States. We then worked with veterans coming home from WWI, WWII, and the following wars, the jobless during the Great Depression, and most recently, with the Welfare to Work initiative. Even with all of this GOOD work, much of the population still does not know the story of how Goodwill helps people in communities all over the country.

Here are some facts about Goodwill Industries International. In 2016 Goodwill led the thrift business with 39% of total sales. We generated over $5.5B in annual sales in North America. We had over 3,000 stores that served more than 37 million people. 80% of the population in the North America lived within 10 miles of one of our stores, making Goodwill one of the most recognized brands in the world.

Unfortunately, many people do not know about the GOOD that Goodwill provides to the community. Based on a recent survey, many people view Goodwill in a positive way, but do not really know what we do. Most say they shop with Goodwill and donate because of convenience. On the other hand, some say they do not shop or donate with us because they don’t trust how the money is spent.

So, what happened to the GOOD? As long as we’ve been around, as many people as we’ve served, and as large as we’ve become, Goodwill is still not known for what we do in the communities we serve.

Now more than ever, donors and shoppers are more interested in community enrichment. And they now have access to a wide range of information in the palm of their hands. It’s not sufficient to be convenient and low priced without telling the community what makes Goodwill GOOD. Goodwill gives hope to the most marginalized members of our society. For people with disabilities, the disadvantaged, single parents, and individuals seeking re-entry in society, we provide self-sufficiency. Through education, job training, and job placement we help people reach their highest potential.

Those of you reading this letter may know more about Goodwill than most and we need your help spreading the word about THE GOOD IN GOODWILL.
HOW WE HELP

GOOD SERVICES

Job Placement Services
Onsite & Online Classes and Career Training
Employer Services
Re-Entry Employment
Disability Services
Youth Programs
Veteran Services
Affordable Housing
Volunteer Opportunities
2016
GOOD OUTCOMES

Funded directly from your donations & purchases, Goodwill Big Bend provided training & job placement services to 10,623 people in 2016.

DONATIONS: 461,220

SALES REVENUE: $28,368,273

[ MORE LOCAL IMPACT ]

40,211 Job Placement Sessions
35,029 Tutoring Sessions
29,302 Occupational Skills Training Sessions
17,888 GED Sessions
15,684 Post-Secondary Credentialing Sessions
8,634 Job Readiness Workshop Sessions
3,921 E-Learning Sessions
1,921 Medical Rehabilitation Sessions

1,742 People Received Career Training in a Goodwill Career Training Center
1,260 People Received Training on gwcareercampus.com
1,697 People Received Job Placement Services
318 Apartments provided by Goodwill to the local community
150 Children received services through The Learning Pavilion
128 People Volunteered in Mission Services
17 AmeriCorps Members served clients in our Centers

7.8M pounds of waste diverted from local landfills by Goodwill in 2016

$231K provided through The Learning Pavilion Round-up program

Over 850 people Employed by Goodwill in the Big Bend Area
This year's Mission Partner of the Year is Aramark. This award honors their commitment and ongoing partnership to Goodwill’s Job Placement Services.

Aramark, an organization that provides food services for Florida State University’s Seminole Dining facility in Tallahassee, enriches the community with hundreds of job opportunities every year. Aramark’s support of Goodwill’s mission has enhanced the job placement opportunities for over 100 clients we’ve served over the last two years.

A special partnership like this one allows Goodwill to continue to change lives through the power of work, and spread the GOOD of Goodwill.
Goodwill’s notable partners are special organizations that have gone above and beyond, donating their time, talent and/or financial support to the Goodwill mission over the past year.

- Bay Security
- Bethel Missionary Baptist Church
- Best Buy
- Big Bend After Reentry Coalition
- Corp. For National And Community Service (Americorps)
- Dollar General
- Early Learning Coalition
- Eglin Air Force Base - Family Services
- Florida Dept. Of Economic Opportunity
- Florida Dept. Of Vocational Rehabilitation
- Florida State University
- Respect Of Florida
- Step Up For Students
- Sniffen & Spellman, P.A.
- Suntrust Bank
- Target Print & Mail
- The Tallahassee Boys Choir
- United Way Of The Big Bend
- Volunteer Florida
ACHIEVER OF THE YEAR

When Travis first came to Goodwill, he faced significant barriers to employment. His job at Goodwill allowed him to prove himself, grow, and move forward.

Travis quickly became a dedicated and responsible team member. He rapidly moved up the ranks from an entry level sorter to Assistant Manager, then to the position of Warehouse Manager. As Warehouse Manager, he’s been vital in transforming the warehouse in both productivity and efficiency. He has organized thousands of products for over 38 locations and is a shining example of how the GOOD in Goodwill can help someone achieve success in spite of barriers.

VOLUNTEER OF THE YEAR

A Navy veteran and retired Coast Guardsman, Quentin first visited a Goodwill Employment Specialist looking for part time work.

After being quickly placed in a job, he was eager to give a little GOOD back to Goodwill and his community. Quentin volunteered with Goodwill, donating his time and talents to the Career Training Center in Panama City where he shared office duties and occasionally proctored CNA classes. He has often volunteered his time working with Goodwill’s Community Pride Program, painting and sprucing up homes of deserving homeowners – always with a big smile and contagious sense of humor.

His spirit of helpfulness and humor continues to make a significant impact on fellow volunteers and homeowners alike.
SAVANNAH COLE

EMPLOYEE OF DISTINCTION

Starting with Goodwill’s Capital Circle Store in 2011 as a 16 year old student, Savannah quickly mastered shoes and accessories, maintaining $17,000 in monthly sales. When our e-commerce department was launched, Savannah was hand-picked to join the team as the first Goodwill Lister. In 2014, she was promoted to Lead Lister, due to her accuracy and speed. Working full-time through college, Savannah’s assistance with organization, training and leadership were pivotal to the E-Commerce department surpassing $1 million in sales in its first year.

Savannah is now pursuing her Master’s Degree in Philosophy and was recently promoted to Buck Lake Bookstore Manager. Her drive, dedication and leadership at work and in the community embodies the GOOD in Goodwill.

THE LEARNING PAVILION AWARD

Growing up with a family member who has a physical disability, Jamie came to The Learning Pavilion (formerly the Dick Howser Center) in 2015 with a unique understanding of the hurdles families overcome each day, and the importance of support, inclusion and early intervention.

From day one, Jamie was excited and committed to the agency’s mission, and thrived on serving the families at The Learning Pavilion to the best of her ability. She has consistently shown initiative and continues to routinely volunteer for additional responsibilities and tasks, proudly representing the agency across the state. Jamie has demonstrated the GOOD in Goodwill with her impactful work enhancing the lives of hundreds of children and their families.

JAMIE SINGLETON
Goodwill is the original social enterprise. Goodwill Industries - Big Bend, Inc.’s mission related services are funded through income generated in our retail stores. Goodwill is market driven. We focus on the needs of individual communities and are always exploring new and innovative ways to grow our retail, donation, and program services.

At Goodwill, we want to make our very best impression when you visit one of our locations. That’s why we continue to update and add new locations to better service our customers.

Goodwill’s Dick Howser Center for Childhood Services recently became The Bruce Harter Learning Pavilion, opened an additional building, added 3 new classrooms, and dedicated the program to Bruce Harter. Bruce is a long–time advocate for people with disabilities and a lifetime board member of TLP.
Goodwill now covers over 1000 miles of roadway in north Florida with its Roadside Mowing and Litter services for the Florida Dept. of Transportation. Other services include, landscaping and grounds maintenance, janitorial, floor maintenance, event support and clean-up services, and more. These important service contracts provide various job opportunities for people with disabilities in our community.

With the addition of two Goodwill Super Suds Car Wash locations in the Tallahassee area, we are able to expand our employment opportunities with over 60 positions. You can even drop off your Goodwill donations here.

Looking for the GOOD? You’ll find it right here at Goodwill!
### FINANCIAL STATEMENT

#### 2016 Calendar Year (Unaudited)

#### MONEY IN

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodwill Store Sales (net)</td>
<td>24,400,428</td>
</tr>
<tr>
<td>Salvage Sales</td>
<td>1,131,552</td>
</tr>
<tr>
<td>Contract Income (Mission &amp; Contracts)</td>
<td>2,173,885</td>
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<tr>
<td>Residential Services</td>
<td>45,939</td>
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<tr>
<td>Other Income</td>
<td>616,469</td>
</tr>
<tr>
<td><strong>TOTAL MONEY IN</strong></td>
<td><strong>28,368,273</strong></td>
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#### MONEY BACK TO THE COMMUNITY

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Retail, Maintenance, &amp; Transportation</td>
<td>20,754,297</td>
</tr>
<tr>
<td>Salvage</td>
<td>352,546</td>
</tr>
<tr>
<td>Contracts</td>
<td>2,040,389</td>
</tr>
<tr>
<td>Residential Services</td>
<td>49,755</td>
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<tr>
<td>Mission Services</td>
<td>1,821,965</td>
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<tr>
<td>Operations</td>
<td>2,971,230</td>
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<tr>
<td><strong>TOTAL BACK TO THE COMMUNITY</strong></td>
<td><strong>27,990,183</strong></td>
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#### INCREASE IN NET ASSETS

<table>
<thead>
<tr>
<th>Increase in Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Increase in Net Assets</strong></td>
<td><strong>378,090</strong></td>
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</tbody>
</table>
HOW YOU CAN HELP
GET IN WITH
THE GOOD

You Can...

Donate your gently used items.

Shop at Goodwill retail stores or service locations.

Make a monthly or annual financial contribution.

Remember Goodwill in your will or trust.

Your Company Can . . .

Utilize Goodwill’s Contracted Services.

Hire Goodwill-trained workers.

Make a monthly or annual financial contribution.

Attend or sponsor a fundraising event.

Shop @ Online

goodwillbigbend.org/shop-online

Contact Us At
(850) 576-7145

Or Donate Online At
goodwillbigbend.org/donations
### STORE LOCATIONS

<table>
<thead>
<tr>
<th>Store Location</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apalachee Parkway</td>
<td>2309 Appalachee Pkwy Tallahassee, FL 32301</td>
<td>(850) 216-2437</td>
</tr>
<tr>
<td>Mall</td>
<td>2578 North Monroe St. Tallahassee, FL 32303</td>
<td>(850) 385-0716</td>
</tr>
<tr>
<td>Marianna Store</td>
<td>2800 North Hwy 71 Marianna, FL 32446</td>
<td>(850) 394-4131</td>
</tr>
<tr>
<td>Mall</td>
<td>13415 Panama City Beach Parkway PCB, FL 32413</td>
<td>(850) 234-6106</td>
</tr>
<tr>
<td>Pensacola Street</td>
<td>2551 W. Pensacola St. Tallahassee, FL 32304</td>
<td>(850) 350-0004</td>
</tr>
<tr>
<td>Perry Store</td>
<td>2050 S. Jefferson St. Perry, FL 32347</td>
<td>(850) 584-6480</td>
</tr>
<tr>
<td>Port Saint Joe Store</td>
<td>210 Monument Ave. Port St. Joe, FL 32456</td>
<td>(850) 229-1213</td>
</tr>
<tr>
<td>Quincy Store</td>
<td>1503 W. Jefferson St. Quincy, FL 32351</td>
<td>(850) 627 - 2244</td>
</tr>
<tr>
<td>Santa Rosa Beach Store</td>
<td>3223 US Hwy 98 West Santa Rosa BCH, FL 32459</td>
<td>(850) 267-0555</td>
</tr>
<tr>
<td>Tyndall Parkway Store</td>
<td>129 S Tyndall Pkwy Panama City, FL 32404</td>
<td>(850) 640-4061</td>
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<tr>
<td>Lynn Haven Store</td>
<td>1610 Ohio Avenue Lynn Haven, FL 32444</td>
<td>(850) 271-8600</td>
</tr>
<tr>
<td>Thomasville Store</td>
<td>15072 US Hwy 19 South Thomasville, GA 31792</td>
<td>(229) 226-2465</td>
</tr>
<tr>
<td>Valparaiso Store</td>
<td>143 W. John Sims Pkwy Valparaiso, FL 32580</td>
<td>(850) 729-0131</td>
</tr>
<tr>
<td>Panas City Outlet</td>
<td>3221 East Bus. Hwy 98 Panama City, FL 32401</td>
<td>(850) 872-2001</td>
</tr>
<tr>
<td>Tallahassee Outlet</td>
<td>300 Mabry Street Tallahassee, FL 32304</td>
<td>(850) 576-3176 ext. 123</td>
</tr>
<tr>
<td>Goodwill Home Décor</td>
<td>9561 US Highway 98 W Miramar Bch FL 32550</td>
<td></td>
</tr>
<tr>
<td>Bucklake Bookstore</td>
<td>3111 Mahan Drive Tallahassee, FL 32308</td>
<td>(850) 402-3111</td>
</tr>
<tr>
<td>Tallahassee Bookstore</td>
<td>1943 Thomasville Road Tallahassee, FL 32303</td>
<td>(850) 386-2165</td>
</tr>
<tr>
<td>Betton Road ADC</td>
<td>1943 Thomasville Road Tallahassee, FL 32303</td>
<td>(850) 385-2165</td>
</tr>
<tr>
<td>Lake Jackson ADC</td>
<td>3416 N. Monroe St. Tallahassee, FL 32303</td>
<td>(850) 562-9721</td>
</tr>
<tr>
<td>Killearn ADC</td>
<td>3610 W Shamrock Tallahassee, FL 32303</td>
<td>(850) 297-1114</td>
</tr>
<tr>
<td>Mahan ADC</td>
<td>1308 Mahan Drive Tallahassee, FL 32303</td>
<td>(850) 877-6840</td>
</tr>
<tr>
<td>Old Bainbridge/Tharpe ADC</td>
<td>1108 W. Tharpe Street Tallahassee, FL 32303</td>
<td>(850) 385-1559</td>
</tr>
</tbody>
</table>
Meridian ADC  
3401 North Meridian Rd  
Tallahassee, FL 32312  
(850) 668-0260

Bucklake ADC  
3111 Mahan Drive  
Tallahassee, FL 32308  
(850) 402-3111

Crestview ADC  
3935 S. Ferdon Blvd.  
Crestview, FL 32536  
(850) 924-4003

Cairo ADC  
2201 HWY 84 E.  
Cairo, GA 39827  
(229) 307-0344

Back Beach ADC  
22620 P.C. Beach Pkwy  
PCB, FL 32405  
(850) 233-0696

Tyndall Pkwy ADC  
5512 HWY 22  
Callaway, FL 32404  
(850) 747-1369

Sandestin ADC  
10896 Hwy 98  
Sandestin, FL 32550  
(850) 650-2082

Marianna  
2800 FL-71  
Marianna, FL 32446  
(850) 394-4131

Quincy  
1503 W. Jefferson St.  
Quincy, FL 32351  
(850) 627-2251

[ CAR WASHES ]

Goodwill Super Suds  
1480 Market Street  
Tallahassee, FL 32312  
(850) 893-0259

Goodwill Super Suds  
606 Capital Circle NE  
Tallahassee, FL 32301  
(850) 656-3391

[ CAREER TRAINING & PLACEMENT ]

Tallahassee  
300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-7145

Cairo  
270 US Hwy 84 East  
Cairo, GA 31757  
(229) 307-0344  
or (229) 378-4062

DeFuniak Springs  
1651 S. HWY 331  
DeFuniak Spgs, FL 32435  
(850) 951-1268

Thomasville  
15072 US Hwy 19 South  
Thomasville, GA 31792  
(229) 558-9020

Springfield  
3207 E. 4th Street  
Panama City, FL 32401  
(850) 522-3900

Panama City  
2520 W. 23rd Street  
Panama City, FL 32405  
(850) 784-8019

Valparaiso  
143 John Sims Parkway  
Valparaiso, FL 32580  
(850) 729-8690

Chipley  
1301 Main Street  
Chipley, FL 32428  
(850) 638-0093

[ SHOP ONLINE ]

amazon.com

goodwillbigbend.org/shop-online/

[ CHILD CARE ]

The Learning Pavilion  
3519 Easter Stanley Ct.  
Tallahassee, FL 32308  
(850) 921-5437

[ CONTRACT SERVICES ]

Contract Services  
300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-7145

[ CORPORATE ]

Corporate Office  
300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-7145

[ CAR SALES ]

Tallahassee Used Car Sales  
2800 West Tennessee St.  
Tallahassee, FL 32304  
(850) 656-8000

goodwillbigbend.org/cars

[ ONLINE LEARNING ]

gwcareer.ca

Help line:  
(850) 769-5155

gwcareer.com

Marianna  
2800 FL-71  
Marianna, FL 32446  
(850) 394-4131

Quincy  
1503 W. Jefferson St.  
Quincy, FL 32351  
(850) 627-2251

[ CONTRACT SERVICES ]

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