GOING FOR THE GOLD
Goodwill Industries - Big Bend, Inc. was founded on June 1, 1965 with one store on Jackson Bluff Road in Tallahassee. Over the next 10 years, GIBB would open a second store in Perry, build a new larger store and training center in Tallahassee, add 6000 square feet to that space, and establish a Halfway House for men in its training program.

Throughout the late 1970s and early 1980s Goodwill Industries – Big Bend, Inc. would continue its expansion, adding stores and services to the area surrounding Tallahassee. In 1981, GIBB began the Gulf Coast Division, a branch operation, with a store in the Panama City area.

Expanding on its mission of providing job training, education, and employment to people with disabilities and other barriers to employment, Goodwill Industries – Big Bend, Inc. opened their first residential community in Tallahassee for people with disabilities in 1989.

By the turn of the century, Goodwill Industries – Big Bend had stores throughout the Big Bend area. The first computer training class began in March 2001 and a number of Career Training Centers were added. GIBB also now provided 271 apartments for people with disabilities in the Big Bend Area.

Now with 26 Retail Stores, 14 Attended Donation Centers, 9 Career Training Centers, 13 Residential Communities, and an Automotive Resale Lot, Goodwill Industries – Big Bend, Inc. continues to grow and offer more services to people with disabilities and other barriers to employment.
Our 50th was a Very Good Year

In 2013 and the first two quarters of 2014 Goodwill Industries - Big Bend, Inc. faced some significant headwinds. While we had grown substantially in the previous 10 years, our growth rate had begun to flatten, both in sales and donors: Retail is the engine that pulls our organization down the tracks, and it must be viable to sustain our services provided to the community. For this reason, two major efforts were put into place, and they wrote the story of the 2015 report on the health of our company.

The first of those efforts was the rebranding of our stores. Some efforts were bold, others subtle. We moved the Quincy, Perry, and Marianna stores to new locations within their same market area. They were not only larger, their new configuration, color scheme, presentation, and layout made them more attractive and easier for our customers to shop. The results are in the numbers. Quincy increased sales by $230,035 for the past 12 months, Perry is averaging $151,000 per month compared to $81,350 per month before the move, and Marianna had the largest single day of sales in our history. We now know the direction we want to go with our remaining 23 stores.

The second major effort was in cost containment. While the rate of increase in income was reducing, our expenses were steadily rising. Our Vice Presidents were tasked with reducing the expense in their respective departments. We budgeted $420,000 in annual cost reductions effective the fourth quarter of 2015 and for 2016 and, thus far, have exceeded our budgeted cost savings. Because of this, our mission, training, housing, Dick Howser school, and our employees are enjoying the ride behind the powerful engine that is Retail. 2015 was a very good year, and we are "Going for the Gold."
Donations are the life-blood of Goodwill Stores. The services we provide each year to over 25,000 people are funded directly from collecting and selling donations through our 28 retail locations throughout the Big Bend area. These retail stores, e-commerce and donations centers allow Goodwill to employ over 800 employees and provide free services to thousands at the local level.
HOW WE HELP

- Affordable Housing
- Classes and Career Training
- Contracted Services:
  - Janitorial
  - Landscape Maintenance
  - Sign Maintenance
  - Promotional Products
  - Right of Way & Retention Pond Maintenance
- Disability Services
- Employer Services:
  - Job Applicant Screening & Prep
  - Skills Training for Job Applicants
- Volunteer Opportunities
- Job Placement Services
- Re-Entry Employment
- Youth Programs
- Veteran Services

MISSION PARTNER OF THE YEAR AWARD
SunTrust Bank
Goodwill Industries - Big Bend, Inc. appreciates the support given by many individuals and businesses throughout 2015. The Mission Partner of the Year Award is given to one inspirational partner who has gone above and beyond, donating their time, talent and/or financial support to the Goodwill mission over the past year.
There is an intrinsic value in the power of work that cannot be denied. We have been honored to help people earn self-respect and a sense of accomplishment for over 50 years. We do this by connecting people with marketable skills and employment. Through our Career Campus, Career Training Centers, and through our Job Placement Services, we connect people with barriers to positions in our contracted services, retail stores, and with local businesses looking to hire reliable employees.

ACHIEVER OF THE YEAR AWARD
Zachary Egger
Zach is a GED student at the Goodwill Career Training Center in DeFuniak Springs. Since starting the program at the Kindergarten level, he has shown tremendous achievement through his determination and positive attitude. He has not only improved his reading and math skills, but his confidence, memory, and interpersonal skills have also increased. He always thinks of others first and is eager to assist using the skills he has learned.

Despite facing several barriers, Zach has proven that he can achieve whatever he sets his mind to, and can truly live up to his full potential. In addition to his advancements in the GED program, he has received his Red Cross Certification in First Aid and CPR through Goodwill.

GRADUATE OF THE YEAR
Kristen Matyas
When Kristen left the School for the Deaf in Massachusetts, she was extremely shy. She came to the Goodwill Career Training Center in DeFuniak Springs, having never held a job before and had no formal training. She went through a job skills development program to learn the basics of working in our Goodwill stores. She quickly learned how to evaluate donations and was able to start at our Santa Rosa Beach store where she continues to be employed.

The power of work has given Kristen the ability to push past her comfort zone in many areas of her life. The confidence and independence she continues to demonstrate proves that she will not let her barriers hold her back.

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Giving back to our community is at the heart of Goodwill’s mission. The many individuals who participate in volunteer and service programs at Goodwill, donate their time, talent and expertise to help enrich the lives of people right here in our communities. Adding tremendous value and support to the Goodwill mission, they give many people with barriers the ability and support to achieve personal success, stability, and truly change lives.

OUTSTANDING COMMUNITY SERVICE VOLUNTEER OF THE YEAR AWARD

Jo Shaffer

When it comes to volunteerism, Jo Shaffer is a true champion of Goodwill. In 2015, Jo created the Community PRIDE Program in which volunteers and AmeriCorps service members clean, prep, and paint homes of disadvantaged members of the Glenwood neighborhood of Panama City. In addition to this, Jo regularly assists in the organizing of volunteer events and is always front and center when recruiting community manpower and financial support of service projects. She has given and continues to give of herself in many ways without regard to personal gain or recognition. Her dedication and contributions throughout 2015 have added great value to Goodwill’s services and much needed facelifts to homes in Panama City.

Among the many people that volunteer, our Board of Directors dedicate a great deal of time, thought, and commitment to overseeing our mission and making major decisions governing the activities of Goodwill. A diverse group of professionals from all types of businesses in the Big Bend area, this valued group of individuals give of themselves in service to others, leaving a lasting impact on the communities that Goodwill serves.

MARY V. GOODMAN AWARD

Brent Chumbler, Board Member

In addition to serving as Treasurer of the Goodwill Industries – Big Bend, Inc. Board of Directors throughout 2015, Mr. Chumbler has and continues to illustrate the utmost sense of dedication and enthusiasm for the mission that is Goodwill as exemplified by the late Mary V. Goodman, a Goodwill board member whose dedication was unparalleled.
GIBB EMPLOYEE OF DISTINCTION
Jermaine Baker
As a dock associate at the Bradfordville Goodwill Store, Jermaine demonstrates the highest quality of work. Overcoming his own barriers has led him to build on his strengths; he has a kind and compassionate nature with co-workers and a willingness to work hard. Jermaine recently received a 6 star rating on all secret shopper events, and his efforts to make sure our donors are well taken care of and know how important they are have led to an increase of donations. With zero absences in 2015, he shows true leadership and takes pride in setting an example for others. His motto is, “It all starts here at the donation dock.”

THE DICK HOWSER AWARD
Amy Ingraham
When her infectious smile caught the attention of a Dick Howser Center Director in the checkout line of a local retail store, it seemed like fate that Amy asked if DHC was hiring. From the very beginning she showed her passion to teach children at DHC. Since beginning at DHC in 2011, Amy has obtained her State of Florida Childcare Certificate, and through the TEACH scholarship at DHC, went on to obtain her Associates degree from Tallahassee Community College in Early Childhood Education. Amy is currently enrolled at FAMU studying social work, but continues to show her commitment to DHC with her willingness to balance the needs of children, parents, staff, and volunteers alike with positivity, consistency, and dedication.
RETAIL AWARDS

21.49%  Largest Percentage Increase Over Prior Year
PANAMA CITY BEACH PARKWAY STORE | Manager, Sandy Walsh

$308,489.00  Largest Dollar increase Over Prior Year
CAPITAL CIRCLE STORE | Manager, Fred Watford

193.80%  Largest Department Increase ($670,458.00)
E-COMMERCE | Director, Donna Jernigen

SAFETY AWARDS

INNOVATION IN SAFETY

QUINCY STORE | Manager, Kathy Folsom

VALPARAISO STORE | Manager, Sonny Benoit

CRAWFORDVILLE STORE | Manager, Debbie Smith
2015 FINANCIAL STATEMENT

Year Ended December 31, 2015 (unaudited)

**REVENUE**
- Goodwill Store Sales (net): $24,151,823
- Salvage Sales: $1,402,147
- Contract Income: $1,999,911
- Residential Services: $161,137
- Other Income: $569,661
- **Total Revenue**: $28,284,678

**EXPENSES**
- Retail, Maintenance, & Transportation: $20,461,603
- Salvage: $391,979
- Contracts: $1,635,044
- Residential Services: $185,091
- Mission Services: $1,750,802
- Administration: $3,043,842
- **Total Expenses**: $27,468,361

**Increase In Net Assets**: $816,316

**HOW YOU CAN HELP**

**YOU CAN**...
- Donate your gently used items.
- Shop at Goodwill retail stores or online at www.shopgoodwill.com.
- Make a monthly or annual financial contribution.
- Remember Goodwill in your will or trust.

**YOUR COMPANY CAN**...
- Utilize Goodwill’s Contracted Services.
- Attend or sponsor a fundraising event.
- Hire Goodwill-trained workers.
- Make a monthly or annual financial contribution.