Our Mission

We provide job training, education and employment to people that have disabilities or other obstacles to employment. Our barrier free apartment complexes allow people with disabilities to live independently. We operate the Dick Howser Center for Childhood Services which provides developmental preschool, early intervention and on-site physical, speech, occupational, and ABA therapies to children with special needs.

In each part of our mission, we aim to help the people in our communities reach their fullest potential in supporting themselves and their families.

WHO GOODWILL Matters to

Family

Individual

Community

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The network of Goodwill retail stores and donation centers matter!

- **432,617** donations throughout our community
- **7,637,030** lbs of waste diverted from landfills
- **$22,072,625** raised for our community

- More than **85%** of every dollar raised through the sale of donated items goes directly into providing training, job placement, education and housing for the people we serve.
- People working within our **25** Goodwill retail stores, our two Good Cents Outlet stores and our two bookstores are typically individuals who have faced, and are overcoming multiple barriers in their lives.

This year saw the revamping of our entire pricing system. Our everyday low prices ensure that people can make purchases at the right price without having to wait for a sale day. Sizing our clothing makes finding just the right pieces for you and your family easier, and your shopping experience more enjoyable.
Improvement Matters!
In 2013 two stores showed commendable gains in many areas, including sales. Increase in sales over the prior year is the number one barometer used in retail to assess overall improvement. Other components that really MATTER are production, rotation, presentation, and customer service.

Sales Data

<table>
<thead>
<tr>
<th>Store</th>
<th>2013</th>
<th>2012</th>
<th>$Change</th>
<th>%/+</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. MONROE</td>
<td>$1,200,215</td>
<td>$1,110,807</td>
<td>$89,408</td>
<td>8%</td>
</tr>
<tr>
<td>QUINCY</td>
<td>$285,926</td>
<td>$255,675</td>
<td>$30,251</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

Volunteer Florida, through the 2012-13 AmeriCorps Grant, supported 22 members with the means to further the GIBB mission within Goodwill’s Career Training Centers. Throughout the year, Volunteer Florida partnered with Goodwill in several local, regional and national events, including: Martin Luther King Day of Service, Dick Howser Loyola Law Project, AmeriCorps Week I CAN Food Drive, Sportsability, Global Youth Service Day, Conference by the Bay, National Service Impact Award Nomination, and Veterans Stand-Down.
Helping our community in 2013, over 25,000 people received services at Goodwill.

- 39,456 Job placement sessions with Vocational/Career Counselors
- 36,062 Tutoring sessions
- 26,312 Contact Hours of Adult Mentoring
- 17,520 GED preparation sessions
- 10,488 Career advancement service sessions were provided
- 9,985 Post Secondary Credential Hours
- 2,380 People obtained a post-secondary credential including certificates in QuickBooks, Microsoft Office, Hotel/Lodging Guest Services and Restaurant Guest Services.
- 200 Vouchers provided to each Leon County School every month

- 2,082 Underemployed
- 11 At-Risk Youth
- 153 Welfare Recipient
- 183 with Learning Disability
- 34 with Substance Abuse
- 303 Homeless
- 393 Veterans
- 127 with Neurological Disability
- 530 with Other Disabling Conditions
- 164 Older Workers
- 51 with Autism
- 497 with Physical Disability
- 320 Lack of GED
- 392 with Criminal Background
- 63 with Hearing Impairment
- 95 with Visual Impairment
- 165 with Emotional Disability
- 183 Homeless
- 118 with Other disabling Conditions
- 34 with Substance Abuse

Impact Matters
21 years ago, Eva was left widowed with two small children after a horrific car accident. She would face a mountain of obstacles in the years to come. Eva has overcome these obstacles, and has proven to be a vital asset at Goodwill. Eva was recommended for the Ticket to Work program, and was subsequently hired at the Beach Store in May 2012.

“Eva runs with the best of my employees and at times outruns most. She manages the register, customer service (with a smile), the clothing racks, the wares, accessories, shoe carts, puts everything away, cleans up the store, hangs clothes on the racks, chases customers who’ve forgotten their purchase at the register; all this “on a pair of crutches.” She is tireless and pleasant to all. Eva receives positive customer feedback through a “Hey Fred” almost every day that she is running the register. Her customer service is Gold Standard!! ” – Sandy Walsh, Beach Store Manager.

Lee came to Goodwill via a Vocational Rehabilitation referral in July 2012. She’s dealt with some trying experiences in recent times. An extended coma and Traumatic Brain Injury after a near fatal auto accident, followed by a fall from a horse (and several broken bones) a year later, have left Lee with limited mobility. Standing and walking is no longer easy, and the damage to her windpipe makes breathing and speaking difficult. Working within the safety of Job Club, Lee learned that she can indeed speak in public and be understood. She can now complete a project fearlessly, and on her own. Within a few months, Lee gathered the courage to start applying for jobs. Today, Lee is the smiling face that greets customers at Sam’s Club on the beach. She knows all the regulars by name and takes great pride in treating customers as family. As Lee says, “you don’t forget your family’s names do you?"
I didn't know Goodwill did that??

Goodwill Industries of the Big Bend has always looked for new and inventive ways to create jobs for individuals with barriers in our community. The Contract Services Division of Goodwill works with state and local government agencies to fulfill work on a contract basis. In 2013, over 75% of our labor was provided by persons with verifiable disabilities within these contracts, and in 2014 we are looking to take that number even higher.

These opportunities currently include: Janitorial Services, Landscape Services, Roadway Litter Control, Roadway Mowing Services, and Promotion Product Services. Our current customer base consists of: Florida Department of Transportation, Florida Lottery, Florida State Hospital, Georgia Industries for the Blind, Department of Environmental Protection, Panama City Airport, and Florida Fish and Wildlife. These agencies and these partnerships matter!
**Champion of the YEAR**

**Kim has ensured** that the Dick Howser Center has remained steady during challenging times. When Goodwill became involved in the Center’s management, Kim was integral in developing a vision of what the new center could be. She implemented a much needed infrastructure, staying true to the mission and purpose of the Dick Howser Center. Kim is a wonderful representative, never losing sight of what matters most: the needs of the children. She is a true professional and champion.

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**Distinguished Employee of the YEAR**

**Michelle is a great asset** to the Dick Howser Center’s one and two year old classrooms. She provides an enriched learning environment that fosters children in their overall development. Michelle promotes independence by encouraging self-help skills in her students throughout everyday activities. Michelle understands that teachers not only need to listen, but actively facilitate a student’s language and vocabulary development. She will be enrolling in the The Dick Howser Center’s T.E.A.C.H. scholarship program to bolster her abilities even further!
For 110 years, Goodwill has been a pioneer of "Reduce, Reuse, Repurpose" practices. Our mission is funded by the reuse of clothing and other goods. This falls right in line with our efforts to support individuals in repurposing their lives. When items are donated to Goodwill, they are sold in Goodwill stores, giving them a “second life.” We take pride in our role as an environmentally responsible organization and hope that others will follow in our green efforts.

Jason Rousset has proven that you can be successful despite having a disability and social delays. At Goodwill, Jason attended Job Club where he learned about elevator speeches, resumes, attire, interviews, and employability skills. He attended Money Sense classes and one-on-one sessions with the Employment Specialist to develop Life Skills. Today, Jason is neatly groomed, and working towards his potential with other people who understand his computer knowledge. His hard work paid off: Jason applied for and received an internship at ARA of Valparaiso, FL! He is now working 20 hours a week while continuing his classes at Troy University, currently working on a team project, paying his own bills, and making a difference!
Donate MOVEMENT

People have a strong desire to make donations and help others.

Nearly two-thirds (62%) of consumers donate to support causes they believe in.

For every one article of clothing donated, consumers have at least 30 more articles of clothing ready to be donated.

The “Donate Movement,” powered by Goodwill, is a 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.

JOIN THE DONATE MOVEMENT!
Visit http://donate.goodwill.org to calculate the real-world impact of your Goodwill donations.

Did you donate three pairs of jeans?

Did you donate three pairs of jeans? 28 minutes of free financial literacy training for someone, thanks to you!

Support of Goodwill from Community Donations, Goods and Services

Retail Store Revenue $20,415,436
Salvage Sales $1,634,774
Contract Revenue $2,021,615
Residential Services $177,799
Other Income $30,471

Total Revenue $24,411,884

Goodwill Invested $24,411,884 Back into the Community

Giving Back MATTERS

Goodwill Invested $24,411,884 back into the community.
Looking to the FUTURE

Goodwill continues to grow because of our community’s generous support.

This is why we continue to look for ways to give back.

In the next year we will be able to serve more families, offering additional ways of supporting health and stability at the Prosperity Center. Located at 300 Mabry Street in Tallahassee, the Prosperity Center will include:

- **Financial Advising and Coaching Lab** - Open to anyone seeking help in preventing impulse spending, or planning for a sound financial future. Financial Mentoring services will be available to any community member regardless of income.

- **State of the Art Music Room and Musical Instruction** - Part of being healthy and stable is participating in something that provides a sense of pride. Private and group musical instruction will be available within the Prosperity Center. Interested applicants will detail their level of commitment to the band, and are accepted based on those factors.

- **Fitness and Wellness Facilities** - Ensuring healthy habits and regular exercise are important aspects of being a healthy person and supporting a healthy community. The Prosperity Center will house an accessible fitness center, which can be used at a nominal cost. Various fitness classes and individual health plans will also be offered to members.

- **Youth Mentoring** - Young adults need to be connected so they can visualize their future. Mentors will work one-on-one with youth aged 14 to 18 on subjects like financial planning, college, engagement in work, and making their own money. Our purpose is to develop an entrepreneurial spirit in our youth that will serve them well in a time of large growth in global opportunities.

YOUR COMPANIES CAN...

- **Take advantage of Goodwill’s business services.**
- **Hire Goodwill-trained temporary or full-time workers.**
- **Attend or sponsor a fundraising event.**
- **Make a monthly or annual financial contribution.**

YOU CAN...

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

Learn more at goodwillbigbend.com

OR CONTACT US AT (850) 576-7145.

DONATE ONLINE AT GOODWILLBIGBEND.COM/DONATIONS/MAKE-AN-ON-LINE-DONATION
Goodwill Industries - Big Bend wouldn’t be able to do so much in our community without the support of many individuals and businesses. Our thanks to these inspirational partners and community members who have partnered with Goodwill and/or have donated their time and talent in support of our mission.

City of Tallahassee
Volunteer Florida
Department of Juvenile Justice
Hunger & Homeless Coalition of Northwest Florida
Catholic Charities
Compass Marketing & Consulting
WorkSource
Division of Vocational Rehabilitation
Department of Transportation
Northwest Florida Beaches International Airport
Department of Environmental Protection
Florida Fish & Wildlife Commission
Florida Disabled Outdoor Association
Florida Lottery
Respect of Florida
Keiser University
Florida State University
University of Florida

Fred G. Shelves, Jr.
CEO/President

Goodwill Industries - Big Bend, Inc. has a total of 29 retail locations throughout our 22 county service area.
Goodwill Industries-Big Bend, Inc. is excited to announce that it has once again received a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) International, a prestigious recognition of Goodwill’s outstanding community employment services in job development.