



GOING FOR
THE GOLD



In 1902 Rev. Edgar J. Helms, a Methodist minister in Boston founded Goodwill. Helms collected used goods and clothing, then hired and trained those who were poor to mend, repair and resell them. The system worked, and the Goodwill philosophy of "a hand up, not a hand out" was born, setting in motion a worldwide movement that would transform millions of lives through the power of work.

1965-1975

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.

1975-1985

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.

1985-1995

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.

1995-2005

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.

2005-2015

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.

Career Development Center to Help Prepare Disabled For Employment

According to the 1990 Census of the United States, over 60 percent of all working Americans with disabilities are unemployed. A Harris Poll taken last year, showed that 79 percent of people with disabilities not working, want to work, but 70 percent of employers fears, have not been preparing for their G.E.D. They build confidence through daily affirmations. Resume preparation, interviewing and proper work ethics are also taught. The instructor provided by the Leon County School System.

This year, the federal government has allocated 10 times more money to support people with disabilities who are not working. Funds to assist them in preparing for employment.

For these reasons, Goodwill Industries - Big Bend, Inc. has begun a Career Development Center to prepare people with disabilities and other barriers to employment in the community. Through this program, people who have various disabilities receive work experience, job training and classroom training to help them prepare for jobs through which they can support themselves. Once employed, they are on welfare. Aid to Families with Dependent Children or Social Security Disability Insurance. At Goodwill, they become tax payers instead of tax users.

People like Margaret who was diagnosed with Lupus and rheumatoid arthritis not long after high school. She has previous experience as a teacher's aide, but has faced only closed doors in her job search. In recent years, employers in recent years have been reluctant to hire people with disabilities.

Not a Coin In His Hand



But a Tool In His Hand



Changing lives through the power of work.

goodwill

DONATIONS DROP BOX

goodwill

Donate today

shop local learn local

BOARD OFFICERS

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EW Bryant Associates

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King & Wood, PA

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Florida State University,
Panama City

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Farmers and Merchants Bank

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Clemons Company

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Calvin Melton, PhD
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Mary Wellington – Capital City Bank

LEADERSHIP TEAM

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Monica Youmas

Vice President, Accounting:
Shannon Harper

Vice President, Human Resources:
Tamara Williams

Vice President, Mission Services:
Stacy Larkin

Vice President, Retail Operations:
Alan Malnofski

Vice President, Support Services:
Lisa Land

Vice President, Transportation:
Jimmy Cumbie

Director, Contract Services:
Collins Webb

Manager, Public Relations:
Cody Gray



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."

Fred G. Shelfer, Jr.
President/CEO

Dr. Elaine Bryant
Chairperson of The Board

RETAIL & DONATIONS



449,215 - Donations

\$25,553,970 - Sales Revenue

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.

2015

- 19,021 GED Preparation sessions
- 7,036 job coaching sessions
- 11,038 job readiness workshop sessions
- 2,398 received a Post-Secondary Credential
- 192 at-risk youth received career-related mentoring
- 129 members at our Goodwill Fitness Center
- 804,900 pounds of computer related E-scrap that Goodwill recycled
- 110 individuals participated in our Goodwill Music Program, including the Spirit of Goodwill Community Band and the Tallahassee Boys Choir.
- 9,128,739 pounds of waste diverted from our landfills by Goodwill
- 318 apartments that Goodwill provides for our community
- 941,160 pounds of household electronics and metal recycled

COMMUNITY IMPACT

- 243 people volunteered within our service centers
- 26,222 computer skills training sessions
- 139 children given early intervention services at DHC
- 2,185 people received training in our labs and/or classes in the community
- 51 adults with severe barriers given paid work experience in either TWE (or OJT)

Turning DONATIONS into SERVICES

- 192 at-risk youth received career-related mentoring
- 926 people were placed into jobs in the community
- 1,606 people were served through the services of the Prosperity Center
- 2,135 people received job search assistance and assistance to maintain their jobs.
- 41 Leon and Bay County students were served in the GoodOpps Program
- 13 AmeriCorps Members served clients in our Centers

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.



Overcoming barriers, igniting dreams, shaping the future, and strengthening our community is how Goodwill helps individuals and families go for the gold. In America, roughly 80 percent of people with disabilities do not have jobs. Goodwill has made it, its mission to help people in need reach their full potential through learning and the power of work. When people walk through our doors, we help them look past any disabilities and barriers they may have to identify and strengthen their abilities.

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.



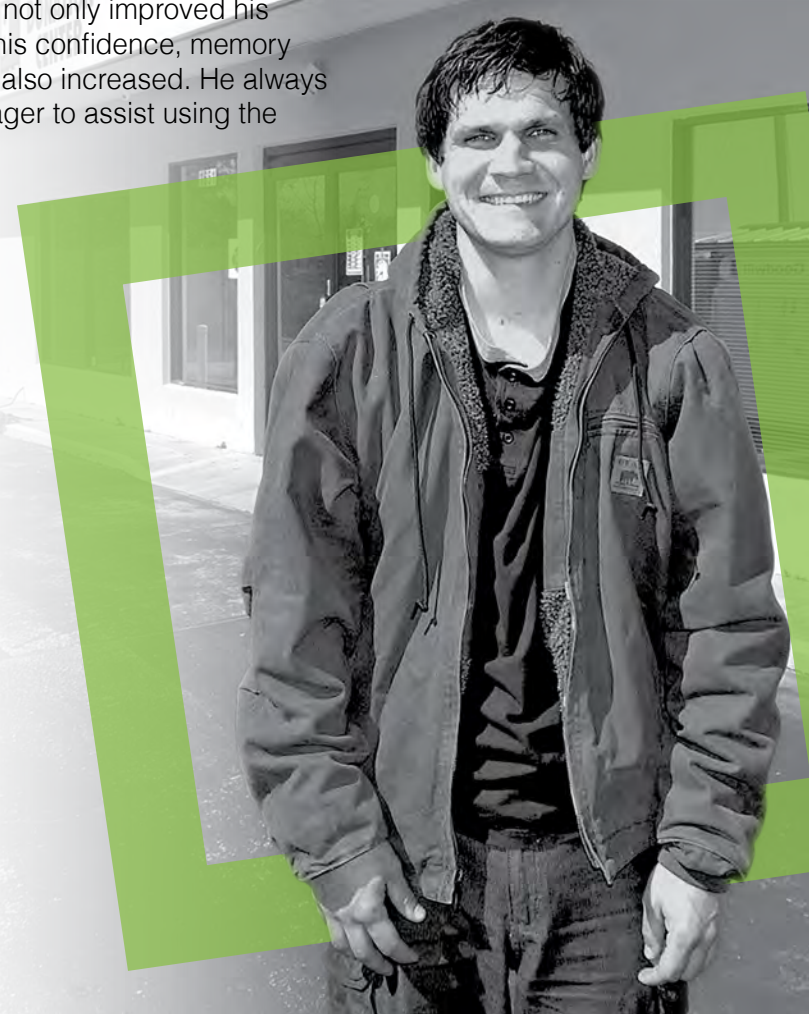
There is an intrinsic value in the power of work that cannot be denied. We have been honored to help people earn self-respect and a sense of accomplishment for over 50 years. We do this by connecting people with marketable skills and employment. Through our Career Campus, Career Training Centers, and 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. Zach has grown so much in 2015 and is a true example of how Goodwill can change lives.



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.

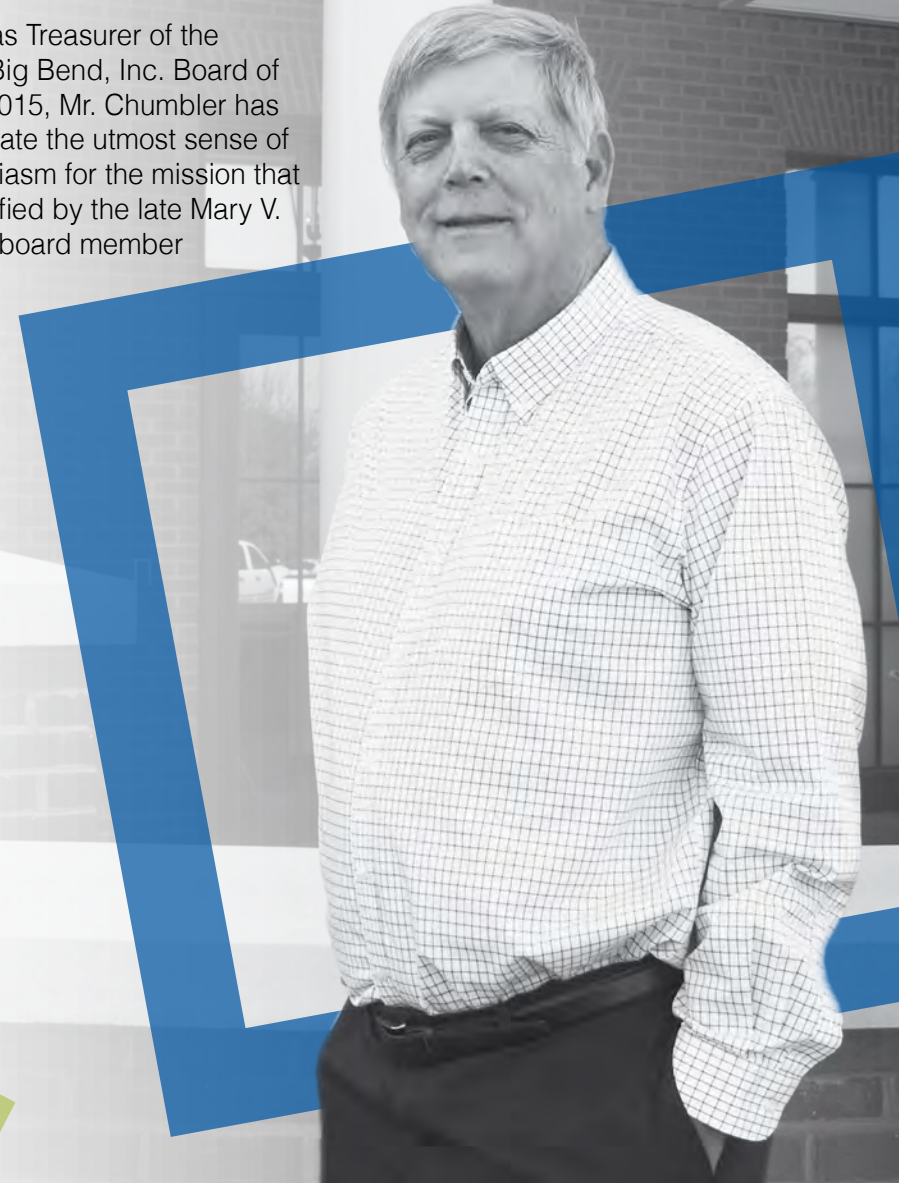
She has given and continues to give of herself in many ways without regard to personal gain or recognition. Her dedication and contributions throughout 2015 have added great value to Goodwill's services and much needed facelifts to homes in Panama City.



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

GOODWILL

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

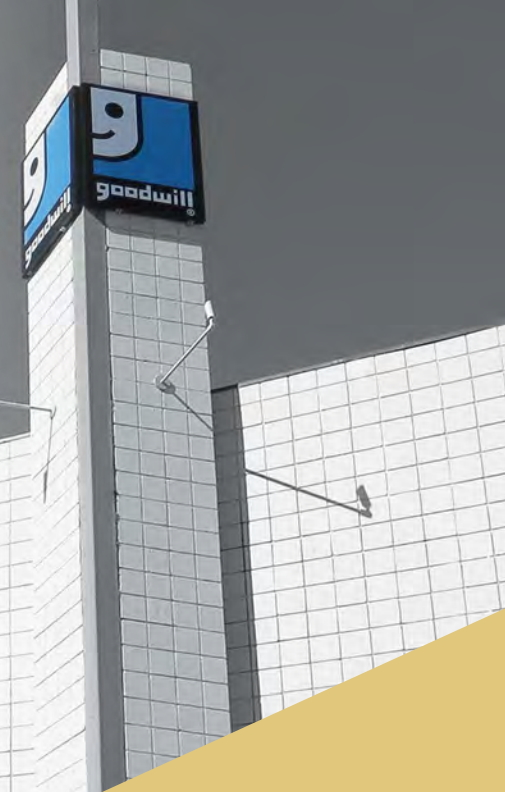
SAFETY AWARDS

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

28,284,678

27,468,361

816,316

HOW YOU CAN HELP

Contact Us At (850) 576-7145
Or Donate Online At
www.goodwillbigbend.org/Donations

YOU CAN ...



Donate your gently used items.



Make a monthly or annual financial contribution.



Shop at Goodwill retail stores or online at www.shopgoodwill.com.



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.

SHOP @ ONLINE

www.goodwillbigbend.org/shop-online/



RETAIL STORES

Appalachee Parkway Store
2309 Appalachee Parkway
Tallahassee, FL 32301
(850) 216-2437

Bainbridge Store
1602 East Shotwell Street
Bainbridge, GA 39819
(229) 246-5035

Thomas Drive Store
2826 Thomas Drive
Panama City Beach, FL 32405
(850) 233-6092

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

Bradfordville Store
6810 Thomasville Road
Tallahassee, FL 32312
(850) 893-3566

Capital Circle Store
2729 Capital Circle N.E.
Tallahassee, FL 32308
(850) 386-6985

Chipley Store
1301 Main Street
Chipley, FL 32428
(850) 638-1488

Crawfordville Store
2173 Crawfordville Hwy
Crawfordville, FL 32327
(850) 926-2253

Crestview Store
793 N. Ferndon Blvd.
Crestview, FL 32539
(850) 689-2664

Destin Store
747 Harbor Blvd.
Destin, FL 32541
(850) 837-8516

Lynn Haven Store
1610 Ohio Avenue
Lynn Haven, FL 32444
(850) 271-8600

North Monroe Store
2578 North Monroe Street
Tallahassee, FL 32303
(850) 385-0716

Marianna Store
2800-E North Hwy 71
Marianna, FL 32446
850-394-4131

Panama City Beach Parkway Store
13415 Panama City Beach
Parkway
Panama City Beach, FL 32413
(850) 234-6106

Springfield Good Cents Store
3219 East Bus. Hwy 98
Panama City, FL 32401
(850) 872-2001

Springfield Store
3221 East Bus. Hwy 98
Panama City, FL 32401
(850) 769-8723

Pensacola Street Store
2551 West Pensacola Street
Tallahassee, FL 32304
(850) 350-0004

Tallahassee Good Cents Store
300 Mabry Street
Tallahassee, FL 32304
(850) 576-3176 ext. 123

Perry Store
2030 South Jefferson Street
Perry, FL 32347
(850) 584-6480

Port Saint Joe Store
210 Monument Ave.
Port St. Joe, FL 32456
(850) 229-1213

Quincy Store
1503 West Jefferson Street
Quincy, FL 32551
(850) 627-2244

Santa Rosa Beach Store
3223 US Hwy 98 West
Santa Rosa Beach, FL 32459
(850) 267-0555

Thomasville Store
15072 US Hwy 19 South
Thomasville, GA 31792
(229) 226-2465

Valparaiso Store
143 West John Sims Parkway
Valparaiso, FL 32580
(850) 729-0131

BOOK STORES
Mahan Drive Bookstore
3111 Mahan Drive
Tallahassee, FL 32308
(850) 402-3111

Tallahassee Bookstore
1943 Thomasville Road
Tallahassee, FL 32303
(850) 386-2165

COMPUTER/ ELECTRONICS SALES & SERVICE

Tallahassee Electronic Sales Service
2734 Capital Circle
Tallahassee, FL 32308
(850) 504-0958

Panama City Beach Parkway Store
13415 Panama City Beach
Parkway
Panama City Beach, FL 32413
(850) 234-6106

CAR SALES Tallahassee Used Auto Sales

2608 West Tennessee St
Tallahassee, FL 32304
(850) 656-8000

ATTENDED DONATION CENTERS (ADC'S)

Betton Road ADC
1943 Thomasville Road
Tallahassee, FL 32303
(850) 385-2165

Lake Jackson ADC
3416 North Monroe Street
Tallahassee, FL 32303
(850) 562-9721

Killearn ADC
3610 W Shamrock
Tallahassee, FL 32303
(850) 297-1114

Mahan ADC
1308 Mahan Drive
Tallahassee, FL 32303
(850) 877-6840

Old Bainbridge/Tharpe ADC
1108 W. Tharpe Street
Tallahassee, FL 32303
(850) 385-1559

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. Ferndon Blvd.
Crestview, FL 32536
(850) 924-4003

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

Panama City Beach Pkwy ADC
22620 Panama City
Beach Pkwy
Panama City Beach, 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

Niceville ADC
100 Redwood Ave
Niceville, FL 32578
(850) 729-0020

Online Career Campus



www.gwcareercampus.com

CAREER TRAINING CENTER LOCATIONS

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 Springs, FL 32435
(850) 951-1268

Thomasville
15072 US Hwy 19 South
Thomasville, GA 31792
(229) 226-2465

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

Marianna
2800-E North Hwy 71
Marianna, FL 32446
850-394-4131

Quincy
1503 West Jefferson Street
Quincy, FL 32351
(850) 627-2251

www.goodwillbigbend.org

