THE POWER OF ONE ANOTHER

2021 ANNUAL REPORT
GOODWILL IS IN THE BUSINESS OF HELPING PEOPLE WHO ARE FACING BARRIERS TO OBTAIN AND KEEP JOBS, WHICH PROVIDES PURPOSE, PRIDE, AND DIGNITY. WE BELIEVE THE POWER OF WORK CHANGES LIVES.

2021 BOARD OF DIRECTORS

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OUR VISION IS SERVICE EXCELLENCE IN DEVELOPING HUMAN POTENTIAL.

OUR PHILOSOPHY IS THAT WORK PLAYS A CRITICAL ROLE IN ONE’S LIFE AND FORMS THE CORNERSTONE OF A PERSON’S RELATIONSHIPS WITH OTHERS. THROUGH THE POWER AND DIGNITY OF WORK, INDIVIDUALS ARE ABLE TO ACHIEVE BOTH ECONOMIC SELF-SUFFICIENCY AND A PRODUCTIVE ROLE IN SOCIETY.
LETTER TO THE COMMUNITY

Dealing with a pandemic of epic proportions over the past two years has presented challenges unlike any we have seen in the past. Families and organizations have been severely impacted by the pandemic, making it imperative that, collectively, we rise together to meet the challenge. Through innovation, collaboration, and the profound support of our community, Goodwill Industries of Mid-Michigan found new ways to positively impact the lives of those we serve.

As the labor market substantially changed, it was critical for us to find new ways to serve. Our Missions Services team provided a wide variety of programs and services including job training and assessment, employee development, self-employment services, community service projects, family strengthening programs, and digital skills training. In addition, our Mission Services team implemented two new credentialing programs in 2021, which included a customer service credential and a Social Media management credential. These new programs proved vital as individuals sought gainful employment. In spite of the challenges our team faced, we were able to provide services to over 700 people in our community!

The POWER OF PEOPLE working together to make the community a better place during a difficult time is what made 2021 a success. The generosity of our donors, the loyalty of our shoppers, the commitment of our Goodwill team, and the trust from the people we serve was the reason Goodwill continued its tradition of successful mission driven service.

While our core mission never changes, our timely and innovative response to new challenges and opportunities that brings that mission to life is ever evolving. We are here to help people learn new skills, grow their confidence, adapt to emerging industries, and ultimately become employed. With the continued support of our community partners, volunteers, shoppers, donors and Goodwill advocates, we are “CHANGING LIVES THROUGH THE POWER OF WORK!”

Joseph G. Mounger
President & CEO

Eric Ethington
Board of Directors Chair
COMMUNITY PARTNER OF THE YEAR
THE SAGINAW CHILDREN’S ZOO

Many children across the world often dream of becoming a Zoologist. They imagine hanging out with native species to their state, watching a bald eagle stretch its wings, or getting to learn more about kangaroos. In the summer of 2021, six students in Mid-Michigan got to do all this, and more!

In July of 2021 Goodwill Industries of Mid-Michigan partnered with the Saginaw Children’s Zoo to give a work experience to local high school students. The students would start their shifts working at a variety of exhibits, opening the enclosure doors for guests, interacting with farm animals in between customer’s visits, and informing the zoo guests on multiple animal facts. The students would end their shift by walking around the zoo, visiting nine different animals, documenting where the animal was within the enclosure.

The Saginaw Children’s Zoo staff went out of their way to make sure every participant felt comfortable asking questions. While stationed at an exhibit with each student, the staff would carry on conversations about the animals and got to know the students by chatting with them about their favorite foods, where they went to school, and what they wanted to be when they grow up. Many of the participants felt so welcomed that they plan to apply for a seasonal position at the zoo next summer.

Thank you to the Saginaw Children’s Zoo for providing a once in a lifetime opportunity for our participants to provide great customer service while learning about a variety of animal species. Goodwill looks forward to a continuing partnership with the zoo for years to come.

POWER OF SUSTAINABILITY

THE MAIN FOCUS OF SUSTAINABILITY IS TO CREATE PRODUCTION PROCESSES WHICH HELP THE EARTH.
HOW DOES GOODWILL DO THIS? EVERYDAY WE ARE CREATING SUSTAINABILITY BY TAKING IN DONATIONS, SORTING THEM, SELLING THEM OR RECYCLING THEM BY THE POUND THROUGH OUR OUTLET STORE AND OUTSIDE SALVAGE VENDORS.
HERE IS HOW MANY POUNDS OF UNSOLD SALVAGE WE KEEP OUT OF LANDFILLS IN 2021:

TOTAL POUNDS = 7,083,000

<table>
<thead>
<tr>
<th>Category</th>
<th>Pounds</th>
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<tbody>
<tr>
<td>Salvage Textiles</td>
<td>3,647,085</td>
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<tr>
<td>Salvage Linens</td>
<td>620,716</td>
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<tr>
<td>Salvage Paired Shoes</td>
<td>374,700</td>
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<tr>
<td>Salvage Accessories</td>
<td>98,650</td>
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<tr>
<td>Hard Toys</td>
<td>142,930</td>
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<tr>
<td>Soft Toys</td>
<td>46,300</td>
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<tr>
<td>Books</td>
<td>1,202,696</td>
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<tr>
<td>Glass</td>
<td>894,283</td>
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<tr>
<td>Christmas</td>
<td>55,640</td>
</tr>
</tbody>
</table>
SERVED 700 PEOPLE
WITH 847 SERVICE
PROGRAMS DELIVERED

PARTICIPANT SATISFACTION WAS 92.3%

SERVED 94% OF PEOPLE REFERRED FOR SERVICE

PAID OVER $9.5 MILLION IN WAGES TO 897 RESIDENTS
The Power of Benjamin
Graduate of the Year

Benjamin Herbert was referred to Goodwill Industries of Mid-Michigan for an On-the-Job-Evaluation (OJE) to access what Benjamin's skills were and what training he needed. In those four weeks, Benjamin worked on decreasing his negative self-talk and building up his self-confidence.

After successfully completing the On-the-Job-Evaluation, Benjamin was referred back to Goodwill for Job Development. Benjamin began to become discouraged after not finding a job after six months of searching. However, with patience and interview practice, Benjamin was hired as a packaging specialist at Michigan Brand, Inc. This company is located in Frankenmuth, Michigan. Their handcrafted premium meats include hams, jerky, sausage, and snack sticks. You can find their products at local retailers' through-out the state, many of which may have been processed and packaged by Benjamin himself!

Benjamin continues to work at Michigan Brand, Inc. part-time and is considering progressing to a full time position. He states that he enjoys his work very much and is excited to watch his savings account grow.
Tracey was referred to Goodwill Industries of Mid-Michigan in 2017 for a Work Assessment with the intent to see what her skills were and what her training needs may be. Tracey found this experience to be overwhelming and was unable to complete the assessment. She struggled with the pace of her jobs, lack of confidence and finding the right match for her. Over the next 4 years, Tracey was referred to Goodwill's Assessment/Work Adjustment programs several times. Tracey continued to battle with her learning disability but was determined to complete the assessment.

In 2021, Tracey was once again referred from Michigan Rehabilitation Services to the Work Adjustment program. Although, Tracey still struggled with some of her previous issues, she worked very hard at minimizing her negative thoughts, focusing on her work at hand, and building her self-confidence. Tracey was able to complete her program and recognize her growth.

At the end of the Work Adjustment, Tracey was offered a volunteer position in the store that she had been training in. Tracey accepted the position and continues to work hard for Goodwill and enjoys being part of the team.
The Power of Karen

Graduate of the Year Runner-Up

Karen Peters grew up in Nicaragua & moved to the United States when she was 7 years old. Although her primary language is Spanish, she is fluent in English as well. She has a background in retail & worked at Burlington Coat Factory in Miami, Florida before moving to Michigan. After the move, Karen became her mother’s primary caregiver until she passed. Karen found herself feeling depressed after her mom’s passing and the stress was causing frequent seizures. With the encouragement of her case manager, Karen reached out to Goodwill Industries of Mid-Michigan for a four-week-long Work Assessment. Soon after starting at Goodwill, supervisors noted her excellent work ethic, willingness to pick up additional hours, and ability to efficiently work with the team members. Goodwill staff encouraged her to apply for an open position on the warehouse team and as a result Karen was hired in December of 2021. Karen has made many friends at Goodwill and is always willing to help wherever needed. At times, a language barrier presents itself, but with the assistance of a translation service and other Goodwill workers that speak Spanish, Karen has been successful.

The Power of Danielle

Graduate of the Year Runner-Up

Danielle Hengehold was referred to Goodwill Industries of Mid-Michigan from Michigan Rehabilitation Services to evaluate her skills and any training that she may need. She started her 3-week Assessment in a Goodwill store in August of 2021. Danielle was a little shy when she started, but displayed a great work ethic. She began working with the sorting and tagging of clothing by placing them on racks. Eventually when the rack was full of clothes she would place them out on the floor to be sold. As her confidence rose and she became more confident with her duties, Danielle started to feel more comfortable interacting with staff and customers. After a successful completion of her assessment, Danielle was offered a position in the same store. She expanded her knowledge of the work stations and became a valuable member of the Goodwill team. Danielle continues to work at the store and welcomes learning new tasks as needed.

The Power of Jamiece

Achiever of the Year Runner-Up

Jamiece Taylor, is a junior in high school that did not have any work experience. In the Spring of 2021, Jamiece was referred to Goodwill Industries of Mid-Michigan for a 6-week Work-Based Learning Experience doing janitorial work at the school. After working in a janitorial position, Jamiece began a two-week Work-Based Learning Experience at the Saginaw Children’s Zoo. During his time at the zoo, Jamiece demonstrated strong leadership skills. He encouraged other students to break out of their shells, went out of his way to help guests find their way around the zoo, and could often be found making jokes with zoo staff members. Jamiece has always been a social person. While working at the Saginaw Children’s Zoo he learned to harness his out-going personality and pair it with great customer service. His favorite animal exhibit to work was the Outback exhibit, which featured two kangaroos and an Emu named Penelope. On his evenings off, Jamiece researched the Great Emu War of 1932 and went out of his way to inform guests of this historical event as they observed Penelope. The seasonal zoo staff members approached Mission Services’ staff to inform them that they were impressed with his dedication to the job, and enjoyed working with him immensely.
THE POWER OF MONICA
RETAIL EMPLOYEE OF THE YEAR

Monica Douglass is a Flint Township Store Associate who encourages and motivates every team member by offering kind words and helpful tips. She helps train new employees and offers helpful suggestions. Monica uses kind constructive criticism with redirection when someone is discouraged.

When we have had no donation attendants Monica has stepped into the position loading and unloading the truck along with taking in donations with exceptional donor service. Monica is willing to help in any area of the store. She will come in early and stay late to ensure that product is full in textiles and wares to ensure that production will continue.

Monica lets everyone know how working for Goodwill at the Flint Township location has strengthened her and is thankful for the friends that she has made. Monica considers the team part of her family, and will help however she can.

THE POWER OF DANIEL
OPERATIONS EMPLOYEE OF THE YEAR

Daniel Ferguson is the 2021 Operations Employee of the Year. Daniel’s energetic, friendly personality is contagious no matter what department he is working in. Daniel is always on time and never misses a day! Daniel is great with remembering his teammates names, whether he has worked with them for years or just a month. He goes above and beyond each and every day.

WE ARE STRONGER TOGETHER

"IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER."
-African Proverb
The Saginaw store had a remarkable year. In early 2021, their backroom was reset to follow the door-to-floor production model. The entire backroom team was positive throughout the experience and lent their ideas to the layout. With production flowing faster to the sales floor, the Saginaw team achieved a milestone—becoming a $2.2 million dollar store! They ended 2021 with a 29% net margin, 17% over the previous year. The Saginaw team won the coveted Goblin Sales Cup for the 2021 Halloween season by achieving the highest donated sales over the previous year. Store Manager Kelly DeShone marked her 26th year with GWMM in 2021. She is a strong, dedicated leader who strives to go beyond expectations.

Congratulations Kelly and the entire Saginaw team on your successful year!
COMMUNITY IMPACT
ROUND UP PROGRAM

Your change changes lives in our community. When you round up your purchase to the next dollar you help us generate additional funds for our mission. In addition – this revenue is shared with partner agencies to ensure resources they need are available. In 2021 this program raised $57,086.95 to support the following agencies in Mid-Michigan communities.

Cross Lutheran School
Bluewater Thumb (YFC)
Huron County Safe Place
Peer 360 Recovery Alliance
Thumb Industries
Trinity United Methodist Church
Fiddler’s Green
Safe Harbor Kitchen
Opportunity Center
Bay Area Women’s Center
Area 9 Special Olympics
Bay City Lions Club
Hope Network Foundation
Rebecca’s Reason
Paws With A Cause
Catholic Charities of Shiawassee and Genesee Counties
Motherly Intercession
Boys & Girls Club of Greater Flint
The Fowler Center
The Child Advocacy Center of Tuscola County
St. Christopher Parish Food Pantry
Revive Ministries
Good Samaritan Fund
Fellowship Baptist Church
American Legion Auxiliary
Unit 158 - Neeley - Labar
Bond of Brotherz 21 19 1
Disabled American Veterans,
Genesee Chapter #3
Prism Project

Linden Community Schools - Special Needs Program
Boys & Girls Club of Greater Flint
Fenton Center of Hope
Catholic Charities of Shiawassee and Genesee Counties
Valley Area Agency on Aging
Food Bank of Eastern Michigan
St. Francis Prayer Center
Boys & Girls Club of Greater Flint
The Table @ Lakeview Community Church
Heartbeat of Greater Flint
The Closet @ Lakeview Community Church
Equine Escape
Outreach East
YMCA Camp Ohyesa
St. Vincent de Paul Food Pantry
Holly Calvary Mega Kids
Desert Angels, Inc
Holly Calvary Food Pantry
Care House of Oakland County
Manna Food Pantry
St. Paul's Faith Garden

Blue Water Recovery & Outreach Center
United Way of Lapeer County
The Refuge of Lapeer County
Stone Soup Food Bank
Holiday Depot of Lapeer County
Family Literacy Center
LACADA - Lapeer Area Citizens Against Domestic Assault
The Arc of Midland
Mid Michigan Community Action
Disability Network of Mid-Michigan
Midland’s Open Door
Northeast Michigan Community Service Agency
Emmanuel Mission Emergency Homeless Shelter
Carol’s Baby Pantry
Hope Shores Alliance
 Oscoda Assembly of God
God’s Children Haiti
Communication Access Center for the Deaf and Hard of Hearing
My Brother’s Keeper of Genesee County
Carriage Town Ministries

Michigan Community Services, Inc
Whaley’s Children Center
Crossroads for Youth
Oxford/Orion FISH
Reining Warriors Ranch
Oxford Lions Club
Love Inc of North Oakland County
City Rescue Mission of Saginaw - Rescue Ministries of Mid-Michigan
Saginaw-Shiawassee Habitat for Humanity
Child & Family Service of Saginaw
Emmaus House of Saginaw
Saginaw ISD School to Work Program
## Financial Impact

### The Power of Numbers

**Total Support and Revenue from the Community**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>9,391,592</td>
</tr>
<tr>
<td>Store Sales and Salvage</td>
<td>18,365,845</td>
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<tr>
<td>WFD Fees and Grants</td>
<td>834,790</td>
</tr>
<tr>
<td>Other</td>
<td>264,834</td>
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<tr>
<td>PPP Loan Forgiveness</td>
<td>1,780,300</td>
</tr>
</tbody>
</table>

**Total in Expenses Given Back to the Community**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages, Benefits, Taxes</td>
<td>9,510,166</td>
</tr>
<tr>
<td>Contribution/Donated Goods</td>
<td>9,213,587</td>
</tr>
<tr>
<td>Utilities</td>
<td>531,555</td>
</tr>
<tr>
<td>Insurance, Property Tax, Maint.</td>
<td>1,155,360</td>
</tr>
<tr>
<td>Depreciation</td>
<td>183,334</td>
</tr>
<tr>
<td>Supplies</td>
<td>323,536</td>
</tr>
<tr>
<td>Retail Goods</td>
<td>1,696,284</td>
</tr>
<tr>
<td>Other</td>
<td>1,440,206</td>
</tr>
</tbody>
</table>

## Financial Support

We gratefully acknowledge generous financial support from the following people and many donors who wish to remain anonymous.

- Edith Campbell
- James Carlson
- Chuck & Lisa Ciaravino
- Elyse Ciaravino
- Lawrence Donnelly
- Pamela Dunlap
- Eric Ethington
- Tom & Teresa Gisewhite
- Claude High
- Olivia Maynard
- Chris & Jennifer McDonald
- Kathy McGee
- Gerald Menefee
- Joseph Mounier
- Dr. Keely Mounier
- Karine Pratt
- James & Betty Saule
- Dick & Kim Skaff
- Thomas & Deann Townsend
- Dr. Allen Turcke
- Kim & Ginger Virkler
- Beulah & Arvid Waller
- Laura Welsh
- Dave & Diane Wujciak
- Thomas Yeotis

**We Are Stronger for Giving**

"No one has ever become poor by giving"  
- Anne Frank
THE POWER OF PARTNERS

Goodwill Industries of Mid-Michigan is able to fulfill its mission in large part because of the interest and support of community organizations who refer individuals, provide facilities for vocational evaluations and training, and who hire our graduates. To them we say, Thanks to our MISSION PARTNERS!

24/7 Fire Restoration
AARP
Abeantogo Coffee
Agri-Valley Communications, Inc.
AI Hanson Motors
Amazing Engraving
American Gasser
American Red Cross
Ameriprise Financial
Area 22 Special Olympics
Bad Axe Lanes
Blue Water Youth
Boy Scouts Water and Woods Council
Brandon High School
Brew for You
Brown and Brown Insurance
Bureau of Services for Blind Persons
Burkhard Window Cleaning
Campbell Wood Products
Captain John’s
Caro Chamber of Commerce
Carriage Town Ministries
Carrollton Public Schools
Catholic Charities-Flint
Chase Bank
Cintas
Community First Initiative
Community Ventures
Consumer Services, Inc.
Courtney Manor
Coy’s Comics
Covenant HealthCare of Saginaw
Davison Outreach East
Disability Works
Dollar General
Dollar Tree
Downtown Outreach Ministries
Easter Seals
Evangel Life Church
EZ Awareness by Design
Fairfield Inn
Family Economic Security Project
Farm Bureau Insurance Agency
Farmers Market of Flint
Financial Group
Flint and Genesee County Chamber of Commerce
Flint Area Reinvestment Office
Flint Job Corps
Flint Kiwanis
Flint MTA
Flushing High School Key Club
Food Bank of Eastern Michigan
Franklin Inn
Genesee Health System
Genesee Intermediate School District
Girl Scouts of America
Goyette Mechanical
Green Clean Bean
Hamilton Community Health Network
HealthPlus
Holiday Inn Express Birch Run/ Frankenmuth
Huntington Bank
Hope Network
Huron County Child Abuse and Neglect Council
Janitorial and Paper Supply Co.
Janitorial and Paper Supply Co.
Jellystone Park-Frankenmuth
Jersey Zone
Job Corps
Kettering University
Lapeer Chamber of Commerce
LDS Employment Resource Center
of Oakland County
Linden High School
Luigi’s
Majeski Party Store
Masud Labor Law Group
McDonald Food & Family
Meinhold’s Car Wash
Metro Community Development
Michigan Association of Rehabilitation Organizations
Michigan Community Services, Inc.
Michigan Department of Health and Human Services
Michigan Rehabilitation Service
Moore Motors
Morley Companies
Motel 6
Mott Community College
Taylor Life Center
Treatment and Training, Inc.
New Hope Valley
NorthGate
O’Reilly Auto Parts
Osentowski Farm Equipment
Pasta House
People First of Genesee County
Prost Wine Bar & Charcuterie
Red Roof Inn
Ruth Mott Foundation
Safe and Active Genesee for Everyone-SAGE
Safe Haven House-Saginaw
Saginaw Animal Control Center
Saginaw Chamber of Commerce
Saginaw County Controllers Office
Saginaw Children’s Zoo
Salvation Army
Self Serve Lumber
Sports tees
Stardust Bowling
Starlite Coney & Burger
Student Learning Center East of Shiawassee County
Sullivan’s Blackforest Brew Haus & Grill
Taco Bell
Talaski Plumbing & Heating
Team One Credit Union
The Peppermill Restaurant
The State Bank
The Underground Railroad
Totem Books
Transitions Center of Saginaw
United Way of Genesee County
University of Michigan-Flint
Veit Biz Central, Inc.
Walgreen’s
Walsh Meat
Wears Like New
WellSpring Lutheran Services
Wendy’s Restaurant
Westcourt
Whaley Children’s Center
Willowtree Restaurant
YMCA Flint
THE POWER OF YOU
HOW YOU CAN HELP SUPPORT OUR MISSION

YOU CAN:
- DONATE YOUR GENTLY USED ITEMS
- SHOP OUR RETAIL STORES + WWW.SHOPGOODWILL.COM/MIDMICHIGAN
- MAKE A MONTHLY OR ANNUAL FINANCIAL CONTRIBUTION
- ROUND UP YOUR PURCHASES TO THE NEAREST DOLLAR AT ANY ONE OF OUR STORES

YOUR COMPANY CAN:
- HIRE GOODWILL-TRAINED TEMPORARY OR FULL-TIME WORKERS
- GIVE GOODWILL THROUGH MONTHLY OR ANNUAL FINANCIAL CONTRIBUTIONS

CARF ACCREDITATION

CARF is an international accreditation body which utilizes peer review to determine the effectiveness, efficiency, and access to employment services and the level of satisfaction with those services. Goodwill Industries of Mid-Michigan has been continuously awarded the maximum three-year CARF Accreditation for its employment services since 1966. Our last accreditation survey was conducted in March 2021 and included the following services:

- Community Employment Services: Employment Supports
- Community Employment Services: Job Development
- Employee Development Services
- Organizational Employment Services
- Self-Employment Services

While the actual survey is a three-day event, CARF is really a way of doing business, day in and day out. A maximum three-year accreditation outcome confirms that our program consumers receive quality services every day of every year.
By joining hands with donors, community partners, business leaders and other nonprofits, Goodwill Industries of Mid-Michigan is able to **empower, serve and change more lives than ever.** Through the generosity of our donors and network of hundreds of meaningful partners, we create avenues for many individuals facing barriers to find **purpose, pride, and dignity.**

As we reflect on the past year and all that was accomplished, it’s clear that **partnerships are an important and critical component of our mission to change lives through the power of work.** We are grateful for the many individuals, corporations, and organizations that passionately make our mission their mission. We could not do this important work without you.

**WE ARE MORE POWERFUL TOGETHER.**
**THE POWER OF ONE ANOTHER.**
**THE POWER OF WORK.**

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*Goodwill Industries of Mid-Michigan is a private non-profit 501 (c)(3) charitable organization. Member of Goodwill Industries International and Goodwill Association of Michigan. Accredited by CARE...the Commission on Accreditation of Rehabilitation Facilities. An Equal Opportunity Employer.*