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# ANNUAL REPORT

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**Goodwill**

Erie, Huron, Ottawa and Sandusky Counties



# GIVE SOMEONE IN YOUR COMMUNITY

# A FRESH START.

94%

PERCENTAGE OF REVENUES  
THAT DIRECTLY SUPPORTS  
MISSION SERVICES

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183,392

POUNDS OF COMPUTERS RECYCLED  
THROUGH OUR PARTNERSHIP  
WITH DELL COMPUTERS

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24,180

# OF SERVICES PROVIDED TO  
INDIVIDUALS WITH DISABILITIES  
OR DISADVANTAGING CONDITIONS

---

4,304,535

POUNDS OF DONATED ITEMS  
DIVERTED FROM THE  
LANDFILLS

---

19,760,512

# OF COMPONENTS GOODWILL  
EMPLOYEES ASSEMBLED AT OUR  
SANDUSKY & FREMONT PLANTS

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1,646

# OF INDIVIDUALS  
WHO PARTICIPATED IN  
GOODWILL PROGRAMS

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597

# OF PEOPLE GOODWILL  
EMPLOYED IN ERIE, HURON,  
OTTAWA & SANDUSKY COUNTIES

488,199

# OF CUSTOMERS & DONORS  
WHO VISITED OUR STORES AND  
DONATION CENTERS

# LEADERSHIP



Dear friends,

We are pleased to share our 2014 Annual Report and to sincerely thank you for your continued support. For more than 40 years, residents in the four county area have consistently and abundantly given to Goodwill, joining us in providing a hand up, not a hand out to those in need. At the core of our mission are individuals with disabilities or other challenges to employment. On their journey to independence, they learn new skills, find new jobs, and tackle each day at Goodwill with optimism and the possibility of a fresh start.

In 2014, we provided over 24,000 mission services, with 1,646 program participants. Nearly 600 employees earned a Goodwill paycheck this year. Our job developers and coaches placed individuals into community employment in 32 area businesses. We hosted our first annual Career Fairs in Erie and Sandusky Counties bringing together 400 jobseekers and 70 employers during Goodwill International Week in May.

We gave the Sandusky Store a fresh new look celebrating the start of the summer season with beach balls, sun glasses and Cedar Point taffy for our customers. Donations to our stores provide more than 50% of our annual budget, with 94% of all revenues directed to supporting jobs and job training.

A much needed renovation to the building exterior of Goodwill's Administrative Offices and Sandusky Plant on Market Street began in the fall of 2014. With generous grant support of local foundations, the building project included extensive masonry restoration, an entire new roof, windows, and a second story fire escape.

In December, we received the extraordinary gift of the former Pamida Building in Bellevue from the Lichtcsien family. Goodwill is currently utilizing the 68,000 square foot facility for warehouse storage for its Retail Operations, with future plans to expand manufacturing and recycling programs in 2015. The Pamida facility, with an appraised market value of over \$600K represents the largest single gift in Goodwill's history. When fully staffed, we anticipate 200 new jobs will be created.

We gratefully acknowledge the generosity of all of our donors, volunteers, businesses, and community partners and ask for your continued support in the coming years. Your support makes our success possible.

Eric Kochendoerfer, President and CEO

## BOARD OF TRUSTEES

Mike Adelman  
Brian Allen  
Carl Anderson  
Don Berkey

Meg Chrislip  
Rob Duncan  
Darryl Edge  
Rich Finneran

Lute Harmon  
Sharon Mastroianni  
Challen Missler  
Thomas Reckart

Kay Reiter  
Jeff Rosengarten  
Bill Rodwancy, Board Chair



## WORKFORCE DEVELOPMENT SERVICES

- Computer Training
- Community based Assessments
- Dress to Impress
- Job Club
- Job Coaching
- Job Development
- Job Seeking Skills Training
- Worksite Development
- Personal and Social Adjustment
- Summer Youth Work Experience
- Supported Employment
- Vocational/Day Habilitation Program



# 24,180

# OF SERVICES PROVIDED TO INDIVIDUALS WITH DISABILITIES OR DISADVANTAGING CONDITIONS

# GOODWILL MISSION SERVICES

The people we serve are a diverse group. They come to Goodwill from all walks of life, with different educational backgrounds, work experiences, and life lessons. The one thing they have in common is that they are looking for a fresh start. They want to learn new skills, to try new jobs, and to become more independent. We offer a wide array of education, training, coaching and support services to help them achieve their goals. In 2014, we provided over 24,000 mission services to local residents from Erie, Huron, Ottawa and Sandusky Counties.



## CARF ACCREDITATION

Goodwill Industries of Erie, Huron, Ottawa, and Sandusky Counties is accredited by The Commission on Accreditation of Rehabilitation Facilities (CARF) in three areas: Community Employment Services, including Job Development and Employment Supports; Employee Development Services; and Organizational Employment Services. Goodwill has achieved CARF accreditations for its employment programs since 1976.



## COLLABORATIONS

Goodwill works closely with the Bureau of Vocational Rehabilitation, Bureau of Worker's Compensation, County Boards of Developmental Disabilities, Jobs and Family Services, Firelands Mental Health and Recovery, U.S. Department of Veterans Affairs and other agencies in providing services and programs to our job seekers. Funding from these governmental agencies allows participants to receive all services at no charge to the individual, with each individual's plan based on his or her needs and goals.



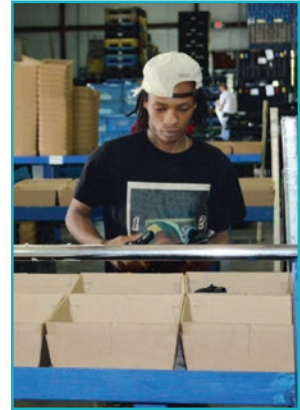
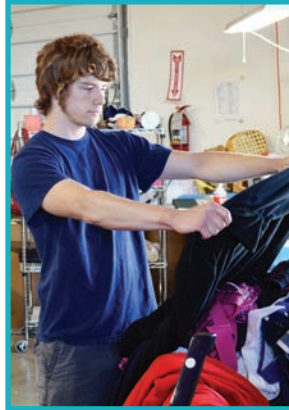
## CAREER FAIR

More than 400 job seekers attended Goodwill's first annual Career Fair in Erie County and Sandusky County in May during Goodwill International Week. Job seekers met with 70 local employers to learn about job openings and opportunities. Goodwill's Workforce Development staff offered workshops on how to write a resume, interviewing skills and the importance of a good work ethic. Our retail managers assisted job seekers in selecting appropriate interview clothing and accessories from the on-site Dress to Impress shop.

## BUSINESS PARTNERS

We sincerely thank our business partners who employed Goodwill trained individuals in 2014.

AdFilm  
American Legion  
Autoplas  
Avon  
Bemis North America  
Cedar Point  
Chelsea Court Apartments  
Collins Cleaning  
Community at Parkvue  
Concord Care  
Connect Ohio  
Country Inn and Suites  
Danny Boys  
Dollar General  
Econo Lodge  
Elder Beerman  
First Choice of Ohio  
Great Wolf Lodge  
Hillside Acres  
JSI Janitorial Service  
Kalahari  
Lowe's  
Marco's Pizza  
McDonalds  
MTD Products (Spherion)  
North Shore Custom Cleaning  
Reino Linen Services  
Senior Helper  
Sleep Inn  
T.J. Maxx  
WalMart  
Wilbert Plastics



4,304,535

POUNDS OF DONATED ITEMS  
DIVERTED FROM THE  
LANDFILLS



488,199

# OF CUSTOMERS & DONORS  
WHO VISITED OUR STORES AND  
DONATION CENTERS



## GOODWILL RETAIL OPERATIONS



In 2014, more than 488,000 shoppers and donors visited Goodwill's eight retail stores in Bellevue, Fremont, Huron, Norwalk, Port Clinton, downtown Sandusky, Willard and the newly renovated Sandusky Store on Perkins Ave. Our Goodwill ranks 7th in the nation among all 165 Goodwill organizations for donations per household, thanks to area residents who helped others in their community by generously giving a fresh start to items they no longer needed.

In its second year of operations, the Port Clinton Day Habilitation Center in Ottawa County employs about 10 individuals with disabilities who package items to be sold in our Retail Stores, including clothes hangers, small toys and jewelry.

## GOODWILL COMMERCIAL SERVICES



Goodwill employed nearly 600 individuals in 2014, with two thirds of employees working at the Sandusky or Fremont Plants. Our crews assembled over 19 million components for area manufacturers, including washing machine parts and literature, and automotive headlight assemblies.

Since 2004, 2,000 Goodwill locations across the U.S. have accepted computers for recycling through the Dell Reconnect program. Computers that are donated to Goodwill in good condition are refurbished or recycled at Dell. More than 427 million pounds of e-waste have been diverted from landfills through the program, with approximately one third of all recycled computers coming from 2,000 participating Goodwill locations. In 2014, our organization recycled 183,392 pounds of computers.

## DONATED GOODS



The number of donation drop boxes popping up in Goodwill's territory steadily increases each year, creating competition for donated goods that support our retail stores. Some drop boxes benefit local charities, but others are owned by for-profit businesses and can be misleading to donors.

When people give donated goods, they help others in need in their local communities. Donors may be confused by drop boxes that appear to support a charitable cause but are in fact for-profit businesses. The City of Sandusky passed an ordinance requiring registration of all donation drop boxes in 2014. All boxes in Sandusky must now have a label with the business owner's name, address, phone number and a statement that the donations will support a charitable organization. A number of states and communities across the nation have adopted similar legislation to ensure that donations are being utilized for charitable purposes as the donor intends.

The ordinance also requires the owner of the drop box to keep the box and surrounding area clean and neat. Goodwill recently installed Smartbin sensors that send a signal to our transportation department to let us know when a drop box is nearly full and ready to be picked up. The Smartbin technology works like a GPS system, and also maps out the most cost effective route for our truck drivers to travel to pick up the donations.



# HONORED ASSOCIATES

Goodwill recognizes employees for exemplary work performance and positive attitude. Those who were honored in 2014 come from all nine Goodwill locations, and from all sectors of our business operations. Each year, one employee is honored as the Associate of the Year from 12 Associates of the Month. The Associates are nominated by their peers and selected by votes of the Management Team. This year, for the first time, we had a two way tie for Associate of the Year with Coneda Baker and Jeff Ferguson.



## ASSOCIATE OF THE YEAR

**Coneda Baker, Fremont Plant Receptionist**

“One glance at me and you would never guess that I am physically disabled. Thank goodness for employers like Goodwill. I can honestly say that I love my job. I come to work with a smile and I leave with a smile. I enjoy my job because no day is ever the same. Each day I am presented with new challenges and situations. I am a people person and enjoy working with such a diverse group of individuals at the Fremont Plant. One of my favorite quotes by poet Maya Angelou is ‘try to be a rainbow in someone’s cloud’ and I live by that daily.”



## ASSOCIATE OF THE YEAR

**Jeff Ferguson, Fremont Plant Assembler**

Jeff Ferguson has been employed as an assembler at Goodwill for nearly 20 years when he moved to Fremont from Chicago. He liked Fremont because “it was peaceful and you could leave your bike outside.” He credits his father for instilling in him a good work ethic. Jeff states he likes to work and he enjoys his job at the Goodwill Fremont Plant because he likes the people. When Jeff was selected as the Associate of the Year, he was very surprised but adds, “I treat people kind. I always try to lift people up and make them smile. I like to brighten their day.”



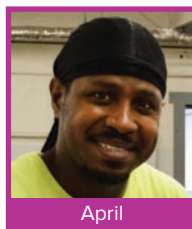
January



February



March



April

## January

Pat Lynch, Fremont Plant

## February

Delight Ellis, Bellevue Store

## March

Cecilia Muratori, Sandusky Store

## April

James Smith, Sandusky Plant

## May

Ariel Miller, Sandusky Office

## June

Jeff Ferguson, Fremont Plant

## July

Ray Hill, Fremont Store

## August

Coneda Baker, Fremont Plant

## September

Linda Hamilton, Port Clinton Store

## October

Cari Miller, Sandusky Plant

## November

Gina Muratori, Norwalk Store

## December

Linda Carpenter, Norwalk Store



May



June



July



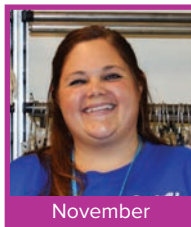
August



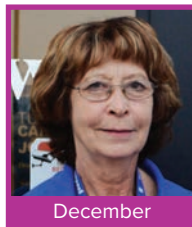
September



October



November



December



# EMPLOYEE PROGRAMS



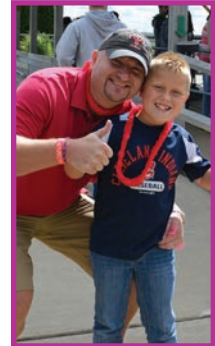
## HEALTH & WELLNESS PROGRAM

In 2014, we challenged Goodwill employees to improve their health by participating in our Walk, Wheel and Run 10 week exercise program. We formed teams with nearly 200 employees signing up. From June through mid-September, walkers logged daily steps. Fremont Plant's team took home first place with 19 million steps, but all together, Goodwill employees walked over 61 million steps.



## EMPLOYEE CELEBRATIONS

Goodwill employees are a dedicated, hardworking group, but we take time to celebrate with our co-workers and families twice a year. In September, more than 200 employees and their families attended our second annual Island Adventures Family Fun event in Port Clinton. This event is entirely funded by corporate sponsorships and includes miniature golf, bumper boats, go karts, games, and all the pizza our Goodwill families can eat. Individual top walkers and winning teams of the Walk, Wheel and Run competition were announced with trophies and prizes distributed.



Over 300 employees attended the annual Holiday Party in December where guests enjoyed dinner, dancing, and prizes. The highlight of the evening is the recognition of Associates of the Month, and the announcement of the Associate of the Year.

**597**

# OF PEOPLE GOODWILL EMPLOYED IN ERIE, HURON, OTTAWA & SANDUSKY COUNTIES



## MANAGEMENT TRAINING

Thirty five members of Goodwill's management team attended a series of leadership training workshops in 2014. Sessions were taught by Goodwill senior managers with a focus on improving communication and corporate culture, interviewing and hiring, resolving conflicts, and managing community relations and customer service. Various activities and team building exercises were conducted throughout each day.



# 2014 GRANTS



## BUILDING RENOVATION

The Sandusky Plant and Administrative Offices in downtown

Sandusky consists of three historic buildings that have been joined together over the years. With generous support of local foundations, a major renovation of the exterior of the building was undertaken, including extensive masonry restoration, a complete roof replacement, and installation of new windows, doors and a second story fire escape.

Sincere thanks for support from the Randolph J. and Estelle M. Dorn Foundation, Erie County Community Foundation, Sidney Frohman Foundation, Frost-Parker Foundation, Sam and Rose Stein Foundation, Wightman Wieber Foundation, and Zion Lutheran Church Foundation.



## FAMILY STRENGTHENING PROGRAM

Goodwill's Family Strengthening Program offers education, training and services in Computer Education, Financial Literacy, and Health and Wellness with grant funding in 2014 from KeyBank Foundation, Ohio Bureau of Worker's Compensation, Sam and Rose Stein Foundation, United Way of Erie County, and United Way of Sandusky County.



## PAMIDA BUILDING DONATION

The Lichtcsien family donated the former Pamida building in Bellevue to Goodwill in 2014. According to Steve Lichtcsien, "We wanted the building to go into the right hands, where it would be utilized for the good of the community. We felt that our decision to gift the property to Goodwill would accomplish this, and that Goodwill would bring jobs and commerce to Bellevue."

Photo: Steve Lichtcsien (center), with Board member Don Berkey and President and CEO Eric Kochendoerfer.

# 2014 FINANCIALS

## REVENUES



● Retail Operations/Donated Goods	\$6,690,311
● Commercial Services	\$2,572,769
● Workforce Development	\$718,730
● Recycling	\$510,035
● Other	\$855,056
<small>(Donations and Special Events, United Way Support, Grants and Investment and Other Income)</small>	

**\$11,346,901**

## EXPENSES



● Retail Operations/Donated Goods	\$5,398,373
● Commercial Services	\$2,375,265
● Workforce Development	\$621,711
● Other	\$1,801,606
<small>(Recycling, Transportation, Fundraising, General and Administrative)</small>	
● Reserves for Future Community Investments	\$1,149,946

**\$11,346,901**

## 2014 DONORS

Goodwill sincerely thanks the following donors for their generous support in 2014.

Mike and Melodie Adelman  
 Brian Allen  
 Carl and Karen Anderson  
 Autogate  
 Autoplas  
 Barnes Wendling CPAs, Inc.  
 John and Barb Bauer  
 Gabriele Beck  
 Buckeye Cablevision  
 Chapter BE, PEO  
 Citizens Bank  
 Bill and Jayme Criscione  
 Leon and Susan Cross  
 Steve Davey  
 Tammy David  
 Dawson Companies  
 Edward Jones  
 Elder-Beerman

First National Bank  
 Fisher Titus Medical Center  
 Ghostly Manor  
 Steve and Sharon Gillespie  
 Marcia Goff, in memory of Don Goff  
 Barb and Don Hanck  
 Lute and Sue Harmon  
 Hartung Title  
 Hijab Hicham  
 Mark Hiemstra  
 David Hooper  
 Jim's Auto Sales  
 Margaret Keller  
 KMG Enterprises  
 Eugene and Marilyn Koby  
 Eric Kochendoerfer  
 Graden Kochendoerfer

Mark Advertising  
 Doug and Sharon Mastroianni  
 Mathews Ford  
 McDonalds  
 Medical Mutual  
 Cecilia Muratori  
 George Mylander  
 N2Y  
 Neundorfer, Inc  
 Carolyn Nitz  
 OE Meyer  
 Ohio Athletic Committee  
 Clare and Corey Opfer  
 Payne, Nickles and Co  
 Remax Realty  
 Marlis Rock  
 Bill and Shirley Rodwancy

Jeff Rosengarten  
 Sam and Rose Stein Foundation  
 Sam's Club  
 Sandusky 250 Perkins LLC  
 Sandusky Steel  
 Sawmill Creek Resorts  
 Bill Springer  
 Robert Talcott  
 Steve Timmerman  
 UBS Financial Services  
 Charlotte Wagner  
 Ken and Rhonda Watt  
 Whirlpool  
 Wilson Marketing Group  
 William Wilt



NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
SANDUSKY, OH  
PERMIT NO. 3

419 W. Market Street  
Sandusky, OH 44870

## GOODWILL LOCATIONS

### Administrative Offices

419 W. Market Street  
Sandusky, OH 44870  
(419) 625-4744

### Port Clinton Goodwill Store

205 S.E. Catawba Road  
Port Clinton, OH 43452  
(419) 734-6042



# OF DROPBOX LOCATIONS  
IN YOUR COMMUNITY.  
VISIT OUR WEBSITE FOR A  
COMPLETE LIST OF LOCATIONS

### Bellevue Goodwill Store

855 W. Main Street  
Bellevue, OH 44811  
(419) 483-2244

### Sandusky Goodwill Store

924 East Perkins Avenue  
Sandusky, OH 44870  
(419) 625-2910

### Fremont Goodwill Store

1040 Oak Harbor Road  
Fremont, OH 43420  
(419) 355-1579

### Willard Goodwill Store

108 Blossom Center  
Willard, OH 44890  
(419) 935-4048

### Goodwill Outlet Store

419 West Market Street  
Sandusky, OH 44870  
(419) 239-2067

### Bellevue Plant

1082 Castalia Street (Rt. 269)  
Bellevue, OH 44811  
(419) 719-2007

### Huron Goodwill Store

422 Cleveland Road East  
Huron, OH 44839  
(419) 433-7542

### Fremont Plant

1597 Pontiac Avenue  
Fremont, OH 43420  
(419) 334-7566

### Norwalk Goodwill Store

295 Milan Avenue (Rt. 250)  
Norwalk, OH 44857  
(419) 668-4205

### Sandusky Plant

419 West Market Street  
Sandusky, OH 44870  
(419) 625-4744

