

# Many Programs. One Purpose.



GOODWILL INDUSTRIES OF NORTHERN MICHIGAN

2011 ANNUAL REPORT

# MISSION

We help people overcome barriers to independence.

# VISION

All people in our community have opportunities to optimize independence.



At Goodwill we believe that everyone matters and is valuable to our community. Your donations help us fulfill our mission in Northern Michigan. Support from people like you also provides programs that empower local disabled and disadvantaged individuals and families to reach their highest levels of personal and economic independence.

Dear Friends,

As we begin our 40th year and celebrate 2011's successes, we look back not only on the past year, but over the years with realization that Goodwill is more than a store and more than a shelter. On any given day, at any given time, at any of our Goodwill locations, incredible things are happening!

Goodwill is about giving people the chance they need to succeed. For four decades, we have been providing life-changing chances to our community's most vulnerable citizens. In 2011, we added more programs and services to the Goodwill menu of opportunities, and we celebrated some important milestones.

- Opened Patriot Place, Veterans Transitional Housing Community in Gaylord
- Collected and redistributed Food Rescue's one millionth-pound of fresh food
- Launched an Employment and Training Services program
- Celebrated the 5th anniversary of the Goodwill Inn Keystone location and 25th year of providing shelter to our neighbors experiencing homelessness

We also had the opportunity to provide 14,238 services to over 7,100 individuals.

Together with our strong community partners, we continue to develop innovative programs to meet the needs of our disadvantaged and disabled neighbors. Goodwill believes that everyone matters and is valuable to our community. This is evident in the every-day successes of the people we serve as they continually learn new skills, access life-changing and even life-saving resources, build brighter futures and triumph over barriers to independence.

On this special anniversary year, we thank our donors, shoppers, volunteers, community partners, dedicated staff and board of directors who help us spread so much goodwill.

Sincerely,



Cecil McNally  
Executive Director



Mary Stanton  
Board Chairperson



# HOMELESS AND HOUSING PROGRAMS

Providing pathways to housing and independence

**STREET OUTREACH** works to improve the living conditions of individuals and families who are experiencing homelessness on the streets within the Grand Traverse area.

Street Outreach workers and volunteers provide emergency basic necessities and emotional aid so that the well-being of the people served is immediately addressed. Staff identify and reduce barriers to care and increase the use of available services through partnerships with programs that also work with homeless people such as Safe Harbor and community meals.

**THE GOODWILL INN** provides safe supportive emergency shelter, food, and basic essentials to men, women, and families who are experiencing homelessness in Northern Michigan. When every door seems closed the Inn's door is open 24/7, 365 days a year. The Inn instills hope through service and compassion, offering guests a path to rebuilding their lives.

The Goodwill Inn provides shelter, as well as a wealth of services designed to ease a guest's transition back into independent living.

Over 750 individuals and families turn to the Goodwill Inn each year.



**TRANSITIONAL HOUSING SERVICES** are offered at the Goodwill Inn and Patriot Place to provide safe, affordable, temporary housing for program participants who are working to reestablish their independence.

**PATRIOT PLACE** is located in Gaylord and serves homeless, low-income male veterans in Northern Michigan who may be coping with disabilities such as Post Traumatic Stress Disorder (PTSD), substance abuse disorders and/or mental health conditions.

Veterans live independently at Patriot Place, with on-site support services, for up to two years. The program focuses on stabilizing housing, improving economic situation (income, benefits, and employment) and reestablishing independence.

**HOUSING SUPPORT SERVICES** provides community-based case management services to formerly homeless people and community members with special needs.

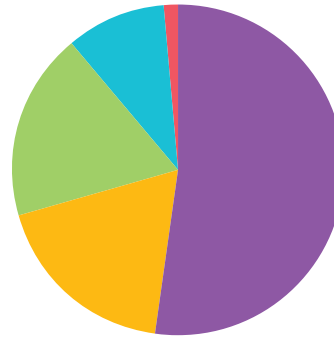
This program provides support to help people increase their self-sufficiency and housing stability. In doing so, people are able to live independently and reduce crisis situations.

# CONSOLIDATED FINANCIAL INFORMATION

Goodwill Industries of Northern Michigan, Inc., and Goodwill Inn, year ending September 30, 2011

## THE COMMUNITY INVESTMENT IN GOODWILL

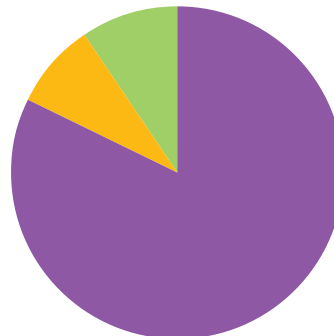
Retail Sales	\$6,155,747
Donated Goods	2,157,898
Contributions and Grants	2,137,038
Program Service Fees	1,143,395
Other	143,468
<b>The Community Investment</b>	<b>\$11,737,546</b>



Retail Sales	<b>52.45%</b>
Donated Goods	<b>18.38%</b>
Contributions and Grants	<b>18.21%</b>
Program Service Fees	<b>9.74%</b>
Other	<b>1.22%</b>

## GOODWILL RETURNS TO THE COMMUNITY

Program Services	\$9,660,627
Management and General	986,031
Investment for Future Program and Capital Expenditures	1,090,888
<b>The Community Returns</b>	<b>\$11,737,546</b>



Program Services	<b>82.31%</b>
Management and General	<b>8.40%</b>
Investment for Future	<b>9.29%</b>

A full financial statement, audited by Plante & Moran, is available by calling (231) 995-7719.

## COMMUNITY IMPACT

**14,238** services were provided to **7,123** individuals.

Food Rescue collected and distributed **516,209** pounds of food to area food pantries.

Food Services prepared **110,675** meals for Meals on Wheels and **53,074** meals for Goodwill Inn guests.

**874** Volunteers provided **8,091** hours of service.

Goodwill is proud to have **224** dedicated employees.

Our retail programs recycled over **3.4** million pounds of textiles, shoes, computers, metal, cardboard and other items last year.

## LIVES IMPACTED

Goodwill Inn Shelter	773
Housing Support Services	136
Street Outreach	247
Workforce Development	65
Paperworks Studio	53
SSDI/SSI Appeals Program	113
Workers on Wheels	190
Retail Operations	875
Community Support Services	4,671

## COMMUNITY SERVICES PROVIDED

Food & Essentials	4,311
Clothing & Household Goods Vouchers	84
Financial Assistance	143
Temporary Housing Assistance	108
Education & Back to School Assistance	150
Information and Referrals	104
Housing Packets	33
Holiday Needs Program	1,704
TOTAL	6,637



# CAPABLE

Goodwill workforce development programs strive to ensure that those we serve are prepared to contribute to the vitality of their community in ways that maximize their unique skill sets.

## **JOB PLACEMENT AND EMPLOYMENT SUPPORT SERVICES**

provide job skills, training, on-the-job support services and the resources to help Goodwill program participants secure competitive meaningful employment.

The program brings quality, motivated employment candidates to area businesses to meet their hiring needs, as well as offer transitional support services that benefit both the employee and employer.

**PAPERWORKS STUDIO** enriches the lives of individuals with disabilities or other barriers to employment. They learn transferable job skills through the creation of beautiful paper products, made from recycled materials.

Every card made and every purchase of cards at [www.paperworkstudio.com](http://www.paperworkstudio.com) translates into greater offerings of job skills training, employment opportunities and independent futures.





# HOPE

During unpredictable crises, **COMMUNITY SUPPORT SERVICES** provides the “hand up” needed to keep community members afloat, with assistance such as: temporary housing assistance, food baskets, vouchers for clothing and household goods, emergency medical care, vehicle repairs, assistance obtaining birth certificates or other essential identification and more.

Goodwill provides services to individuals and families who might otherwise find themselves in a critical situation such as homelessness. These support services ensure that members of the community have resources to maintain their quality of life when times are toughest.

Community Support Services also hosts the Grand Traverse and Leelanau County Holiday Needs programs.



# VALUE

**FOOD RESCUE OF NORTHWEST MICHIGAN** has been putting good food to good use by collecting soon-to-expire food, and then delivering the same day at no cost to area community meals, shelters and food pantries.

Each day Food Rescue provides better nutrition to neighbors relying on the emergency food system so that they can feed their families.

# REDUCE, REUSE, REPURPOSE

Goodwill retail operations and donation centers significantly contribute to the financial support of our programs and services through the sale of gently used merchandise.

Donated goods are essential to Goodwill’s retail operation, which operates under a reduce, reuse, recycle business model. The sale of donated goods fund Goodwill’s many life-changing programs and provide many jobs throughout Northern Michigan.



# SERVICE

**FOOD SERVICES** prepares over 180,000 meals annually for Meals on Wheels, Goodwill Inn guests, Good Willies Café and business luncheons.

Taste of Goodwill Catering Services is pleased to provide delicious options for area corporate or private meetings and events.

- Specializing in serving small groups
- Select from appetizers to full meals or just desserts
- Design your own options or choose from a menu
- Outstanding service from box lunches to full service meals



# WORTH



Goodwill's **SOCIAL SECURITY DISABILITY INSURANCE AND SUPPLEMENTAL INCOME APPEAL SERVICES** (SSDI/SSI) are designed to evaluate, plan and assist with the appeals process after an initial claim has been denied.

Our professional staff provides the opportunity for an individual with a disability the support that could forever change their life.

# ABLE

**WORKERS ON WHEELS (WOW)** provides safe, reliable transportation for low income, working families. In the past decade, WOW has awarded over 740 vehicles, helping hundreds maintain employment and achieve an improved quality of life.

Building on the generosity of vehicle donors, WOW inspects, assesses, repairs and awards vehicles to local hard-working families in need who are without reliable transportation.

## BOARD OF DIRECTORS

### CHAIRPERSON

Mary Stanton

### VICE CHAIRPERSON

Glenn Hirt

### SECRETARY

Jan Warren

### TREASURER

Mike Hornby

## FOOD RESCUE ADVISORY BOARD

Norm Bamberg  
Bruce Byl  
Cathy Cooley-Wedow  
Paul Guyon  
Becky Mang  
Sandi McArthur  
Cecil McNally  
Homer Nye

## DIRECTORS

John Bales  
Terry Berden  
Louis Czubak  
Robert Holdeman  
Bob Jackson  
Joe Kau-Be-Naw  
Pam Marsh  
Dave Maxson  
Greg Payne  
George Powell  
Ralph Soffredine  
Dave Stave  
Bob Zimmerman

## SENIOR MANAGEMENT TEAM

Cecil McNally, Chief Executive Officer  
Margaret Alexander, Director of Paperworks Studio  
Ruth Blick, Director of Marketing  
Raymond Cormier, Director of Food Services  
Darwyn Dunham, IT Manager  
David Drake, Chief Financial Officer  
Cindy Eveleigh, Housing Services Manager  
Trish Fiebing, Co-Director Food Rescue  
LuAnn Heinert, Director of Volunteer Services /WOW Coordinator  
Rose Martin, Director of Accounting and Administration  
Leah McCallum, Director of Fund Development  
Carol Moorman, Director of Housing  
Elizabeth Post, Goodwill Inn Manager  
Ray Steffner, Director of Retail Operations  
Barbara Turner, Director of Human Resources  
Sharron Zimmerman, Co-Director Food Rescue

George Powell  
Jim Rowlett  
Barbara Rowlett  
Brandon Seng  
Dawn Shields  
Val Stone  
Jay Youngflesh



# GOODWILL LOCATIONS

## Corporate Office

Goodwill Industries of Northern Michigan, Inc.  
2279 South Airport Rd W  
Traverse City, MI 49684  
(231) 922-4805

## Goodwill Inn

2943 Keystone Rd  
Traverse City, MI 49686  
(231) 922-4890

## Paperworks Studio

2889 Aero Park Dr  
Traverse City, MI 49686  
(231) 995-7757

## Patriot Place

1430 Patriot Drive  
Gaylord, MI 49735  
(989) 448-2260

## Retail and Donation Centers Traverse City Campus Store

2279 South Airport Rd W  
Traverse City, MI 49684  
(231) 922-4826

## Goodwill Donation Express Blair Plaza, Chums Corner

853 US 31  
Traverse City, MI 49685  
(231) 421-9009

## Cadillac Goodwill Store

2025 North Mitchell  
Cadillac, MI 49601  
(231) 779-1311

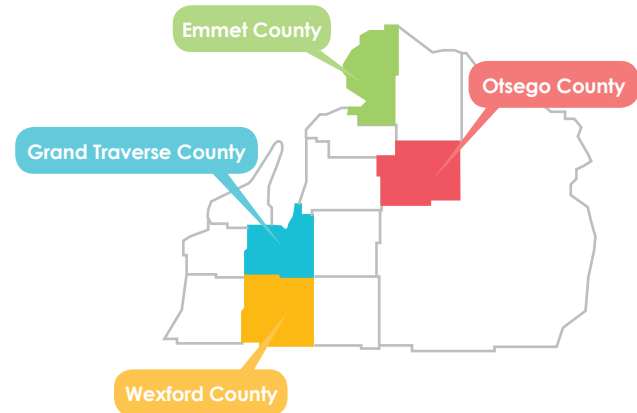
## Gaylord Goodwill Store

1361 Pineview Dr  
Gaylord, MI 49735  
(989) 705-1747

## Petoskey Goodwill Store

Bear Creek Plaza  
1600 Anderson Rd  
Petoskey, MI 49770  
(231) 348-6947

[www.goodwillnmi.org](http://www.goodwillnmi.org)  
[www.goodwillinn.org](http://www.goodwillinn.org)  
[www.paperworksstudio.com](http://www.paperworksstudio.com)  
[www.foodrescuenw.org](http://www.foodrescuenw.org)



Goodwill Industries of Northern Michigan Inc. is a private, non-profit 501(c)3 corporation.

## THANK YOU

We extend our sincere gratitude to all those who made charitable and in-kind gifts in support of the mission of Goodwill Industries of Northern Michigan, Inc. A full donor recognition list is available at [www.goodwillnmi.org/annualreport](http://www.goodwillnmi.org/annualreport).