

Many Programs. One Purpose.



GOODWILL INDUSTRIES OF NORTHERN MICHIGAN

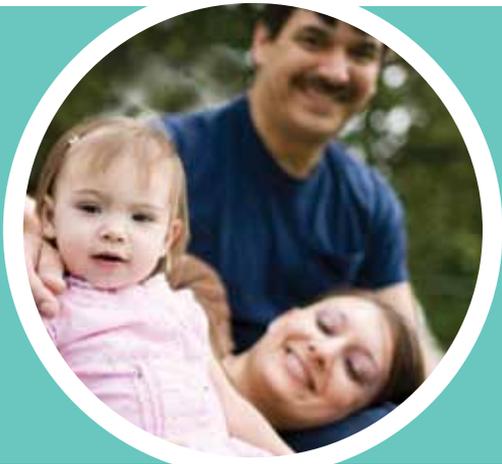
2011 ANNUAL REPORT

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.

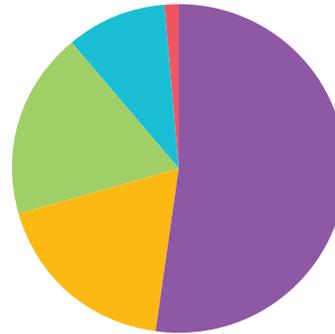
This program provides support to help people increase their self-sufficiency and housing stability. In doing so, people are able to live independently and reduce crisis situations.

CONSOLIDATED FINANCIAL INFORMATION

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

THE COMMUNITY INVESTMENT IN GOODWILL

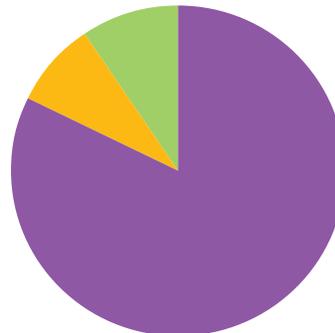
Retail Sales	\$6,155,747
Donated Goods	2,157,898
Contributions and Grants	2,137,038
Program Service Fees	1,143,395
Other	143,468
The Community Investment	\$11,737,546



Retail Sales **52.45%**
 Donated Goods **18.38%**
 Contributions and Grants **18.21%**
 Program Service Fees **9.74%**
 Other **1.22%**

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
The Community Returns	\$11,737,546



Program Services **82.31%**
 Management and General **8.40%**
 Investment for Future **9.29%**

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 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

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

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Louis Czubak
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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

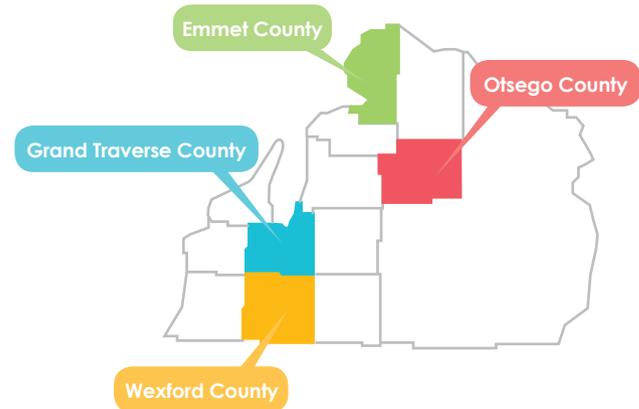
Gaylord Goodwill Store

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
www.goodwillinn.org
www.paperworksstudio.com
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.