



A COLLECTION OF OUR *finest* WORKS

Goodwill 9
Industries-Suncoast, Inc. goodwill

2021 - 2022 ANNUAL REPORT

Friends of Goodwill,

2021-2022 has been an eventful year. Goodwill Industries-Suncoast has built upon our collection of programs, both through new program launches and refinements of existing services. Our Goodwill family has created some truly amazing work!

Speaking of volunteer opportunities, our BookWorks team has been busy filming volunteers reading stories on camera. To date, they've created over 75 videos for their virtual story-time library! And in July, the BookWorks team partnered with Florida House Representative Susan Valdes at her Back-to-School Health Fair to spread our childhood literacy message. During the event, Goodwill gave away 548 books!


Last year, we began renovating space at Gandy to build a one-of-a-kind dress boutique for Belle of the Ball. We're proud to say that the space has artfully come together and we're anticipating a grand opening gala in time for Prom season!

Finally, the acquisition of a grant has helped to create a new program: Pathways Home. This program is designed to help female offenders served in our re-entry program prepare for their next chapter in life. By providing wraparound services and career-building opportunities, Pathways Home aims to reduce recidivism.

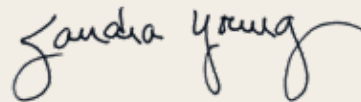
Overall, Goodwill-Suncoast has served 45,661 people this year and placed 1,711 in jobs. The continued support from the community is what drives our success.

We hope you enjoy your tour through the Goodwill Gallery. After all, you are a part of the masterpiece!

With gratitude,



Deborah A. Passerini, M.Ed., CE
President and Chief Executive Officer
Goodwill-Industries Suncoast, Inc.

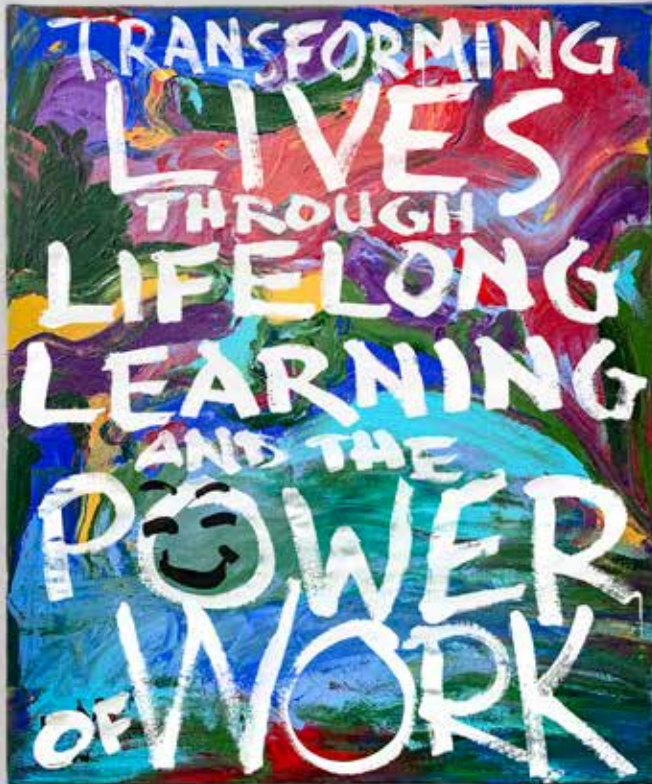
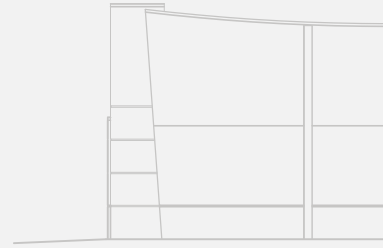


Sandra Young
Board Chair





At a Glance / Our Services



Our Mission

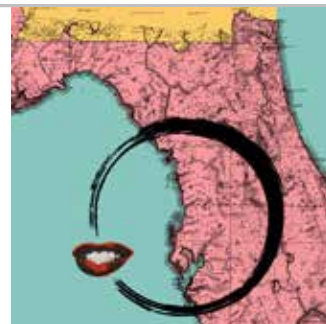
Goodwill Industries-Suncoast, Inc.
c1954

Serving the people of West Central Florida



Counties served:

Pinellas, Hillsborough, Polk, Pasco, Hernando,
Marion, Citrus, Sumter, Levy, Highlands.





Life

Gowns and career services for young women with limited incomes

Financial literacy programs for youth and adults

Residential re-entry program to help offenders transition back into society

Literacy program for children from families with low incomes



Home

Five affordable apartment communities

Barrier-free architecture for seniors and people with disabilities

On-site Goodwill management and service coordination



Work

Employment services for people with all types of challenges

Job training programs for people with disabilities



Assistance

Clothing and household items

Total people served: **45,661**

Helping people train for and go to work: **7,671**

Helping children and young people develop life skills for tomorrow..... **29,801**

Providing homes for seniors and people with disabilities **380**

Assistance for people in need **7,809**



Volunteers for our BookWorks children's literacy program gave **32,932** books to **25,466** children from families with low incomes.

People placed in jobs: **1,711**

Average hourly wage upon job placement:..... **\$10.88**

Operating budget devoted to programs and services **88.7%**

A complete financial statement appears on page 17.

Donated items: **54,082,250 lbs**
(82.67% of donated items were reused or recycled)

Number of donors: **1,081,645**

Number of shopping transactions: **2,263,507**

Goodwill-Suncoast Employed Team Members - **736**

Goodwill Temporary Staffing Team Members **254**

Total Employed Team Members **990**

Operating Budget **\$79,789,578**

Retail Program Revenue **\$83,245,681**

Total Revenue **\$94,026,583**

Human Services Revenue **\$9,736,732**

(The financials above and percentage of budget devoted to services include Goodwill Apartments.)

SUCCESS STORIES



A J.A.G. VOLUNTEER SHOWCASES HER COLLECTION

Ashlynn Majetich began her journey as a Junior Ambassador of Goodwill (JAG for short) with JAG Virtual in July 2021. At the time, through Key Club and other local volunteering outlets, Ashlynn had already earned 700 hours of community service, well above the 100-hour requirement for the Florida Bright Futures Scholarship. Through JAG Virtual, Ashlynn took her already-impressive volunteering resume to the next level, even during a pandemic-induced isolation. For 15 months, Ashlynn participated with JAG Virtual across six sessions, earning a total of 135 hours of community service with Goodwill Industries-Suncoast, all while learning about Goodwill's mission.

Ashlynn embraced the mission of lifelong learning and the power of work. "During my sessions, I found that so many people were unaware of all that Goodwill does and am proud to have helped educate them," Ashlynn said. Ashlynn employed creative ways to perform donation drives through JAG.

For BookWorks, she collected money by completing chores for neighbors and friends, and then used the funds she generated



to purchase new children's books. Ashlynn helped to bring a love of reading to the hearts and minds of 286 children.

Another pillar of Goodwill that Ashlynn exhibited was in sustainability and environmental awareness. Ashlynn personally removed 330 lbs. of refuse from her local community. In the spirit of lifelong learning, Ashlynn researched ways she and her family could strengthen the impact of their established recycling routine. Having noticed that their recycling methods overlooked common items like egg cartons, plastic grocery bags, and #4 plastics, she made an effort to gather those recyclables from her family and neighbors.

During lockdown, residents of Heritage Oaks and Freedom Village apartment communities were feeling especially lonely. Ashlynn and other Junior Ambassadors of Goodwill answered the call by caringly creating cards of encouragement for Goodwill Volunteer Services to share with the residents. Ashlynn's word of kindness and hope reached 98 residents, helping to make their days just a little less lonely.

"So much thought was put into the cards by the JAG kids that we all had tears in our eyes," one apartment manager remarked. "These cards will certainly be day brighteners".

After attending several Goodwill Ambassador Virtual Meet & Greets, Ashlynn said that the enthusiasm of Goodwill Ambassadors like Jannette McElwain of Suncoast Credit Union and Susan Marley of 10 Tampa Bay helped to strengthen her love of volunteering and cemented her passion in being a Junior Ambassador of Goodwill. This coming school year, Ashlynn will start her college career at the University of Florida, where she plans to continue volunteering with Goodwill.

Ashlynn, thank you for your contributions through JAG. We're excited for all that you will accomplish!



A GOODWILL EMPLOYEE FINDS FOOTING THROUGH EXPLORATION

We often showcase stories about people who have benefited from our mission service programs, like Job Connection, Project Search, and Pathways Forward. But for this success story, we're taking a look inside the Goodwill family and highlighting an inspirational employee that is growing her career with the help of our internal resources.

Meet Hailey Bethune.



Hailey began her journey with Goodwill Industries-Suncoast after moving to Florida for a fresh start. It was a hard reset; she had dropped out of college and was finding difficulty in maintaining work. However, once she entered the Goodwill family, her career began to look up!

Hailey started at Goodwill as a Sales Associate, but she was always determined to move into an office position. Paying close attention to job openings within the company, she found work in Goodwill-Suncoast's housing department as an Office Assistant. In that role, Hailey gained valuable corporate experience and immersed herself further in the Goodwill mission.

Hailey caught wind of an opening in the accounting department. Despite having no prior accounting experience, Hailey took a leap of faith and interviewed for the position. To her surprise, her adept learning skills and previous experience with number-oriented work made her a capable candidate, and she landed the role! "People have always said that I'm a good interviewee, so I think that got me there," she lightheartedly recalls.

Jumping into a full-time accounting position paved a solid path forward for Hailey's career. Utilizing Goodwill's tuition reimbursement program for full-time employees, she returned to school. For five years, Hailey studied as a part-time student at University of South Florida while simultaneously working full-time at Goodwill. "It was hard work," she says. "But it was worth it!"

After six years in accounting, Hailey once again found a new opportunity for career growth. Hailey's work ethic and skills resulted in encouragement to apply for a new position as a Corporate Compliance Coordinator!

"At first I was hesitant," Hailey says of the offer. "It was a completely new field and I was very settled in my [accounting] work."

Despite Hailey's initial apprehension, Hailey's supervisor encouraged her to pursue the new job.

"Tracey reminded me that an opportunity like this doesn't come around often," Hailey recalls. After some deliberation, Hailey proceeded with applying. She interviewed, got the offer, and accepted the new position!

After accepting the new position, Hailey continued attending school. In 2021, she completed her B.S. in Accounting. Almost immediately, she was promoted to Compliance Manager and experienced further development opportunities in association with her degree.

Hailey attributes much of her success to the support of her supervisors. Even now in a new department, she points out that her supervisors are encouraging and very respectful of work-life balance.

Hailey's career at Goodwill has been far from straightforward, but it surely has been rewarding! Hailey's optimism about her career has only grown. She is particularly excited about the impact she can have within Goodwill. In addition to her duties as a Compliance Manager, Hailey is enrolled in the Senior Leadership Program with Goodwill Industries International and is promoting further diversity and inclusion within Goodwill-Suncoast.

Thank you, Hailey, for your hard work and inspiring story. We can't wait for even more amazing accomplishments from you in the future!



Empowering the Women of Tomorrow

Belle of the Ball continued out of the Clearwater location as renovations took place at Gandy. The Belle team provided free formal gowns to girls who may not be able to afford them along with career development services.



Government in Action

Rep. Susan Valdes visited Goodwill-Suncoast's Hillsborough Avenue location to see the Virtual Job Connection Center in action. She experienced first-hand how Goodwill's Career Navigation specialists help individuals obtain access to community resources using technology. Goodwill staff then walked Valdes through the store and showcased the positive community impact created by "lifelong learning and the power of work."

Round Up Relief

With the support of our generous shoppers and our fantastic cashiers, we collected \$36,890 for Ukrainian refugees from our April Round Up! Goodwill Suncoast President and CEO Debbie Passerini along with the VP of Fund Development Jim Williams, presented a check to the Chief Development Officer Kristin Burke and Board Member Volunteer Ela Landegger from the American Red Cross-Central Florida.



J.A.G. Goes Prime Time

Students were welcomed back at Gandy to earn community service hours and more; J.A.G. Summer volunteers were treated to a lunch-and-learn with CBS Tampa Bay 10.

Our Year in Review



Kreative Kandy

For the second year in a row, our crafty and creative store employees delighted customers by creating Kooky, Spooky Candy Chutes. Each store made their own one-of-a-kind chutes that dispensed treats to help children celebrate Halloween in a socially-distanced fun way!



Special Delivery

We took part in Cereal for Summer, a food drive through Feeding Tampa Bay and CBS Tampa Bay 10. Our customers dropped off cereal and breakfast bars to Goodwill stores helping supply food for kids in need during the summer. We were proud to take part!



BookWorks Gives Back to the Community

Goodwill's BookWorks children's literacy program continued giving books to children who may not otherwise have them—in person again! Haydee Castro and Donna Lopez personally gave away 548 books during Rep Susan Valdez' Back-to-School Health Fair event. Book deliveries also continued to underperforming elementary schools.



MOSI Over to Meet Pepper!

We loaned our Pepper to the Museum of Science and Industry to help pique children's interest in STEM/STEAM education and careers.



Sixth Annual Hippie Dash was Held in Safety Harbor

The Safety Harbor waterfront was perfect for our annual Hippie Dash on May 14. More than 1,465 people participated in the run, walk and roll events while enjoying a morning of peace, love and Goodwill. Groovy!

PROGRAM SPOTLIGHTS

PATHWAYS HOME PAINTS A BEAUTIFUL PICTURE OF THE FUTURE

The new Pathways Home program is designed to help reduce recidivism rates throughout the community by offering career training and development opportunities. Pathways Home is all about helping individuals safely return to their communities.

The program is tailored to each individual and offers many options for participants to take part in their own progress. The women are introduced to a wide support system that includes access to career counseling, workforce credentialing, and an array of training programs.

Pathways Home training programs span across multiple in-demand industries, including food handling, customer service, retail management, manufacturing, and hospitality.

J.A.G. CONTINUES TO ADD TO THEIR COLLECTION

Having worked through pandemic-induced setbacks, JAG is now stronger than ever, and it shows in community impact. JAG volunteers have collected staggering amounts of household donations, canned foods, cleaned-up trash, and added to children's books for BookWorks.

Household Donations: 16,200 lbs

Canned Foods: 8,730 lbs

Trash: 5,348 lbs

Children's Books: 5,826

Cards of Encouragement to Goodwill Apartment Residents: 1,524

The JAG portfolio of volunteer opportunities continues to grow with the addition of JAG Retail. And not just volunteering, former students have found meaningful work at the Goodwill family — three at the Ocala Goodwill and two at Big Bend!



ADULT PROJECT SEARCH ARTFULLY CREATES OPPORTUNITIES

When it comes to finding meaningful work, getting a foot in the door can be tough for anyone. Add in developmental disabilities and the task can be overwhelming. That's why we're so proud of our Adult Project Search program.

Adult Project Search is a nine-month internship that helps adults with developmental disabilities obtain meaningful work experience with a host employer. Participants in the program are encouraged and empowered to explore career interests and build upon their current skills and strengths, all while working and learning in a positive environment. This program offers workplace immersion and combines classroom instruction, career exploration and hands-on training.

The inaugural site, The Villas of Casa Celeste in St. Petersburg, recently finished with six strong candidates. The interns graduated on September 15, 2022, and many had already accepted jobs!

What's next? The Adult Project SEARCH team has partnered with Tampa General, in connection and Pepin Academy. Goodwill hopes that this partnership marks the start of a steady pipeline between Adult Project SEARCH and Tampa General employment.



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Sandra Young at the 6th Annual Hippie Dash

*Recognition to Jacqui Miller who served in this position through 2021-2022 before retiring.

Thank you to our generous donors!

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Richard J. Sargent generously bequeathed the largest single gift in our history. This society honors donors whose cumulative gifts total \$100,000 or more.

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TTY for all locations:
(727) 579-1068
goodwill-suncoast.org

Human Resources

16432 U.S. Hwy 19 N.
Clearwater, FL 33764
(727) 523-1512, ext. 2676

Distribution Center

1407 S. U.S. Hwy 301
Tampa, FL 33619
(727) 523-1512

Good to Go Catering

(888) 279-1988
goodwill-suncoast.org/catering/

Goodwill Mission Services

Job Connection

Virtual services:
myjobconnection.org
Services by phone:
727-282-4478
JobConnection@goodwill-suncoast.com



Job Connection Center

2550 34th St. N.
St. Petersburg, FL 33713
(727) 321-7337

Job Connection Center

10739 Big Bend Rd.
Riverview, FL 33579
(813) 302-9405

Job Connection Center

4102 W. Hillsborough Ave.
Tampa, FL 33614
(813) 302-9405

Community Resource Directory

goodwill-suncoast.org/services/

Suncoast Business Solutions including

Goodwill Temporary Staffing and
Community Service

16432 U.S. Hwy 19 N.
Clearwater, FL 33764
(727) 577-6411
sbsgoodwill.com

J.A.G.

*(Junior Ambassadors
of Goodwill)*

(727) 440-3861
goodwill-suncoast.org/junior-ambassadors/

The Goodwill Ambassadors

(888) 279-1988, ext. 1050



JET (*Job, Education, Training*)

JET Certified
Project SEARCH
Project Vision

2920 W. Silver Springs Blvd.
Ocala, FL 34475
(352) 547-2386
powerofwork@goodwill-suncoast.com

JobWorks

8118 Hillsborough Loop Dr.
Building 263
MacDill Air Force Base
Tampa, FL 33621
(813) 840-2846 or
(813) 840-0866

Partner Service Locations

Junior Achievement of Tampa Bay

(Financial Literacy/Youth Services)
13707 N. 22nd St.
Tampa, FL 33613
(727) 243-8009
Finance.park@goodwill-suncoast.com

Junior Achievement 3DE

Sponsored at Gibbs High School
850 34th St. S
St. Petersburg, FL 33711

Goodwill BookWorks

16432 U.S. Hwy 19 N.
Clearwater, FL 33764
(727) 523-1512, ext. 2673

11954 C.R. 105
Oxford, FL 34484
(352) 643-2000 ext. 111
bookworks@goodwill-suncoast.com

The Adam Hanson Book Room

11954 C.R. 105
Oxford, FL 34484
(352) 643-2000 ext. 111
bookworks@goodwill-suncoast.com

in your community!

Goodwill Re-entry Services

Tampa Bay Community
Corrections Center
10596 Gandy Blvd.
St. Petersburg, FL 33702
(727) 523-1423

Goodwill Affordable Apartments

TTY for all Goodwill apartments:
(727) 579-1068

Freedom Village I

7700 66th St. N.
Pinellas Park, FL 33781
(727) 541-6620

Freedom Village II

5002 S. Bridge St.
Tampa, FL 33611
(813) 831-6988

Freedom Village III

1167 Turner St.
Clearwater, FL 33756
(727) 443-6799

Heritage Oaks of Palm Harbor

2351 Alderman Rd.
Palm Harbor, FL 34683
(727) 787-0792

Heritage Oaks of Ocala

2820 S.W. 34th St.
Ocala, FL 34474
(352) 854-1515



Goodwill Retail

E-commerce

shopgoodwill.com

Goodwill Stores

(SS) = Superstore

Pinellas County

3929 Tampa Rd. (SS)
Oldsmar, FL 34677
(813) 792-6092

1460 Missouri Ave. N.
Largo, FL 33770
(727) 581-7069

16494 U.S. Hwy 19 N.
Clearwater, FL 33764
(727) 315-4171

2550 34th St. N. (SS)
St. Petersburg, FL 33713
(727) 256-0900

10596 Gandy Blvd.
St. Petersburg, FL 33702
(727) 523-7354

Hillsborough County

1106 E. Brandon Blvd. (SS)
Brandon, FL 33511
(813) 689-6279

4102 W. Hillsborough Ave. (SS)
Tampa, FL 33614
(813) 874-7077

1407 S. U.S. Hwy 301
Tampa, FL 33619
(813) 542-8100

10739 Big Bend Rd. (SS)
Riverview, FL 33579
(813) 485-8900

2802 James Redman Pkwy.
Plant City, FL 33566
(813) 754-2778

3050 College Ave. E.
Ruskin, FL 33570
(813) 645-3615

Pasco County

11462 S.R. 54 (SS)
Trinity, FL 34655
(727) 247-1600

2390 Willow Oak Dr. (SS)
Wesley Chapel, FL 33544
(813) 751-2047

Hernando County

4750 Commercial Way (SS)
Spring Hill, FL 34606
(352) 596-1712

Polk County

5411 S. Florida Ave. (SS)
Lakeland, FL 33813
(863) 646-4301

600 Sixth St. N.W.
Winter Haven, FL 33881
(863) 299-1486

Marion County

2830 S.W. 27th Ave. (SS)
Ocala, FL 34474
(352) 629-4202

Citrus County

254 N. Suncoast Blvd.
Crystal River, FL 34429
(352) 795-5920

Sumter County

11954 C.R. 105 (SS)
Oxford, FL 34484
(352) 643-2000

Highlands County

420 Sebring Square (SS)
Sebring, FL 33870
(863) 314-3200

Goodwill Outlet Store

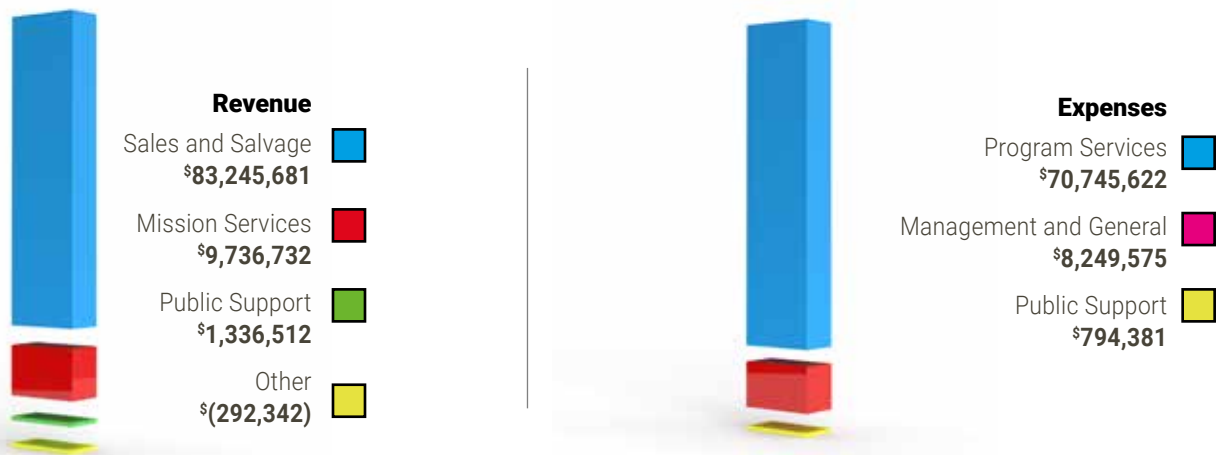
10596 Gandy Blvd.
St. Petersburg, FL 33702
(727) 523-1512, ext. 1450

Financial Statement

June 30, 2022

	Year ended 6/30/2022	Year ended 6/30/2021
Assets		
Cash and cash equivalents	\$41,615,343	\$27,026,472
Accounts receivable	1,471,144	2,655,620
Inventories	4,982,721	4,745,411
Prepaid expenses/other	3,332,846	2,560,408
Investments	11,612,664	12,123,476
Land, buildings and equipment	84,341,137	86,706,192
Total Assets	\$147,355,855	\$135,817,579
Liabilities		
Accounts payable	\$1,427,788	\$1,096,477
Accrued payroll	1,646,089	1,665,074
Other accrued expenses	2,793,268	6,860,726
Deferred gift payable	185,264	225,498
Deferred revenue	292,773	186,872
Deferred compensation payable	2,907,811	3,425,463
Long term debt	53,032,890	55,741,603
Total Liabilities	\$62,285,883	\$69,201,713
Net Assets	\$85,069,972	\$66,615,866
Total Liabilities and Net Assets	\$147,355,855	\$135,817,579

Total 2020/2021 Revenue	\$94,026,583
Total 2020/2021 Expenses	\$79,789,578
Change to Net Assets*	\$14,237,005



Consolidated financials include Goodwill Industries-Suncoast, G.I.S. Housing, and JobWorks. Figures for FYE 2021/22 are subject to audits by RSM and review by the Board of Directors.

* \$4,308,696 value of interest rate SWAP and (\$91,595) value of split interest agreements and annuities were eliminated.

Sales and Salvage includes \$21,079,758 fair value of gifts in-kind donated inventory.

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PDQ Restaurants-Pinellas Park
PDQ Restaurants-St. Pete
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Strictly Entertainment
Tri-Us Janitorial

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Sun State International Trucks, LLC
Value Merchandise

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Boley Centers
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Bureau of Justice Assistance - Office of Justice Programs
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Created Women
Crises Center of Tampa Bay
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Ed2Go Cengage Learning
Feeding TampaBay
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Florida Department of Corrections
Florida Developmental Disabilities Council
FREE Network
Hilton Ocala
Holiday Inn Express Inverness
Human Trafficking Commission of Polk County
IRise

Mojo's Grill and Catering
More Too Life
Pasco Human Trafficking Commission
People Empowering and Restoring Communities/
Pinellas Ex-Offender Reentry Coalition (PERC)
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Pinellas County Sheriff's Office
PNC
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Rotary Club of Tampa
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Springhill Suites
St. Petersburg College
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Tampa General Hospital
Tampa Police Department
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University of Phoenix
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