



Our 75th Anniversary 2001 Annual Report Goodwill Industries of Northwest North Carolina, Inc.

Mission Statement

Goodwill Industries of Northwest North Carolina, Inc.'s mission is to serve the community by providing innovative education and workplace training to individuals seeking personal development and economic opportunity.

1926-To help community members with disabilities and other barriers to employment find jobs and earn income by repairing and reselling clothing and other household goods that would otherwise be discarded, the John Wesley Clay Sunday School Class of Centenary United Methodist Church of Winston-Salem raises \$500 for a Model-T Ford and space in a three-room building on East Fifth Street.

1926

1936-The Great Depression takes its toll on the Winston-Salem Goodwill, but a generous donation by the Community Chest puts us back on firm financial ground.

1941-As the United States is drawn into World War II, we use our expertise in collecting salvageable goods to provide materials such as paper, rubber and metal for the war effort.

1942-Our Winston-Salem Goodwill joins the National Association of Goodwill Industries.

1952-After a decade of continued growth, we open our 4th store, but remain the only Goodwill organization in North Carolina.

1957-With a federal grant through the Vocational Rehabilitation Act, we renovate buildings and invest in machinery to support rehabilitation of persons with disabilities. The first formal training program for repairing radios and small appliances is launched.

1959-We begin building a state-of-the-art center offering workforce training and occupational therapy. As we continue to grow, new training programs are established, including work adjustment training to help persons with mental and physical challenges function productively and independently.

1961-We move into our new Goodwill Rehabilitation Center.

1972-A major acknowledgment of our excellent vocational programs is our first award from the Commission on Accreditation of Rehabilitation Facilities (CARF). From this point forward, we will maintain this valuable and prestigious accreditation.

1975-Having reached an annual budget of approximately \$2 million, Goodwill of Winston-Salem is financially sound and poised for new challenges.

1976-As we celebrate our 50th anniversary, our training programs include Food Service, Laundry and Dry Cleaning, Upholstering, Industrial Sewing, Building and Ground Maintenance, and Electrical Repairs.

Mid-1980s-We expand to serve all people, shifting emphasis from physical rehabilitation services to employment training and placement in a competitive work force. In the ensuing two decades, we will place approximately 4000 people in jobs.

1988-We open the first Attended Donation Center (ADC). By 2001, with 19 ADCs, we receive donations from approximately 390,000 people.

1989-Our new name, "Goodwill Industries of Northwest North Carolina, Inc.," reflects our expansion to other communities.

Late 1980s-We continue to update employment and training services, including health careers and computer training.

Early 1990s-We make the decision to emphasize ownership of retail facilities, beginning a new era of financial opportunity that allows us to expand services while building net worth.

We purchase land and build new facilities in Kannapolis (1990), Hickory (1992), Tunnel Road in Asheville (1993), Salisbury (1995), Statesville (1999), Lenoir (2000), Clemmons (2000), Patton Avenue in Asheville (2001) and Jernettown Road in Winston-Salem (2001). We renovate and expand our facilities on University Parkway in Winston-Salem in 1999.

January 1999-We strengthen our mission by joining forces with the former Asheville Handi-Skills, Inc. Also this month, we dedicate our newly renovated and expanded headquarters facility on University Parkway.

February 2000-We purchase a 14-acre site to renovate a 70,000 square foot facility for a western regional satellite.

May 2001-The new Employment and Training Center opens at Goodwill's Asheville facility on Patton Avenue.

December 2001-We explore the opportunity to expand services by applying for approval as a state Job Link affiliate site, opening up Goodwill services to a new, broader population of working professionals.

2001



LETTER FROM THE PRESIDENT AND CHAIRPERSON, BOARD OF DIRECTORS

Dear Friends of Goodwill:

In 2001, Goodwill Industries of Northwest North Carolina, Inc. celebrated 75 years of service to communities. Since 1926, we have made it our goal to offer the people of North Carolina employment and economic opportunities.

Goodwill is driven by the generosity of its donors, but we are more than just a retailer. We believe that every individual deserves an opportunity for success, regardless of personal circumstance, and we live that philosophy every day through our employment and training programs.

In this special edition of our annual report, we reflect on our first 75 years. Join us in looking toward many more years of a continued tradition of excellence.

Sincerely,

Billy G. Whitaker
Billy G. Whitaker
President

Dr. Bob H. Greene
Dr. Bob H. Greene
Chairperson, Board of Directors

2000-2001

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2000-2001

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Linda S. Wood, R.J. Reynolds Tobacco Company

2000-2001

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2000-2001

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Jo Van Gorder-Hyson, N.C. Division of Vocational Rehabilitation, Chairperson, Employment and Training
Jerry Wood, City of Winston, Chairperson, Industrial Contracts
Skip Skoglund, Bono's Trade & Associates, Chairperson, Community Access
Dr. Harold E. Littleton, Jr., Colton Systems & Company, Chairperson, Marketing and Community Relations

EMPLOYMENT AND TRAINING SERVICES

Our goal is to help people work toward independence. We offer education and career training that prepares participants to succeed in their chosen job fields. To accomplish this goal, Goodwill partners with many community colleges and other agencies throughout northwest North Carolina.

Through our Employment and Training Centers, participants take an active role in their career development, whether they are seeking employment or simply in need of vital skills to ensure continued success in their current positions.

Goodwill works with both entry-level and professional job seekers who experience barriers to employment. Our services include career planning and vocational evaluation, job readiness training, employment (job placement) services and job retention services. Our Asheville Employment and Training Center serves adults with developmental disabilities through a Community Access Program. In partnerships with community colleges, we make a variety of programs available, including: Nursing Assistant Training, Pharmacy Technician Assistant Training, Introduction to Office Technology, and courses in Microsoft Word and Excel computer software. In partnership with Forsyth Technical Community College, Goodwill also houses the "CareersNOW? Night Center," providing training and employment services from 6 to 9 p.m., Monday through Thursday.

In 1980, Goodwill Industries of Northwest North Carolina, Inc. organized a Business Advisory Council (BAC) to provide an opportunity for professional interaction between Goodwill staff and local business leaders. Later, an advisory council was established to serve the Asheville Employment and Training Center. There are now six councils with 160 BAC members. The councils provide advice and labor market information in areas such as Office Technology, Service Industries, Human Services, Industrial Relations, and Art Expression Programs. Our Community Advisory Council (CAC) also promotes social and cultural events.

INDUSTRIAL CONTRACTS

Goodwill's Industrial Contracts division provides a valuable service to local businesses and prepares trainees to enter

a competitive workforce. By offering professional production services, Industrial Contracts gives businesses the cost-efficient option of outsourcing labor-intensive projects. We offer a 100% quality control guarantee, and complete projects on schedule. Employees of the Industrial Contracts division have capabilities ranging from sewing, collating, packaging, sorting, bulk mailing, shrink-wrapping, assembling, inspecting and light manufacturing.

Goodwill's state-of-the-art warehouse located at 21st Street in Winston-Salem features 48,000 square feet of working space and six loading docks. The facility also provides UPS on-line service and 24-hour security. Other locations include University Parkway in Winston-Salem and Patton Avenue in Asheville.

The Industrial Contracts division has received Goodwill Industries International's Contract Excellence and

Operations Awards for performance in the past, and currently ranks in the top 5 percent of 178 Goodwill contract operations in North America.

RETAIL DONATED GOODS PROGRAM

From clothing of every style to toys and household items, generous donations keep our retail stores filled with exciting merchandise just waiting to be discovered. Goodwill Industries now has dozens of convenient retail locations throughout northwest North Carolina. These stores provide funds that make it possible for us to provide assistance for those in our community who need employment and training services. Almost 90 percent of all retail profits are directed toward funding our Employment and Training Centers. Each person who donates goods and each person who shops at a Goodwill store contributes to the social and economic vigor of our communities.

SUMMARY OF 2001 OUTCOMES

Individuals Served in Employment and Training Services	Number Served
Winston-Salem Facility (day programs)	999
CareersNOW? Night Center	323
Asheville Facility	914
Career Connections (Davidson County)	147
Salisbury Goodwill Retail Store	250
Statesville Goodwill Retail Store	95
Asheville Retail Store (CIEI)	10
Goodwill/Works Training	234
TOTAL	2,972

Placement of Individuals Served	Number Employed
Winston-Salem Facility (day programs)	206
CareersNOW? Night Center	8*
Asheville Facility	272
Career Connections (Davidson County)	44
TOTAL assisted placements	530
TOTAL employment including CareersNOW?	604

*Not all individuals participating in the CareersNOW? Night Center created a sustainable job placement.

FINANCIAL INFORMATION FOR 2001

Benefits to People Served	In dollars	Percent of budget
Wages, Benefits & Taxes	\$10,400,335	54.25%
Facility Expenses	\$3,032,854	15.82%
Supplies & Services	\$1,249,225	6.51%
Other	\$205,619	1.07%
Facility Improvements	\$4,284,806	22.35%
TOTAL	\$19,172,839	100.0%

Other Employment Data	In dollars	Percent of budget
Average wage for hired participants	\$7.23 per hour	
Percentage of employed individuals with confirmed benefits	54%	
Retention percentage (12 months after hire date)	48%	

The Community Investment in 2001	In dollars	Percent of budget
Sale of Donated Goods	\$12,629,474	65.9%
Employment & Training	\$3,414,646	17.8%
Contract Earnings	\$1,862,318	9.7%
United Way	\$298,971	1.6%
Other	\$967,430	5.0%
The Community Investment	\$19,172,839	100.0%

THE ENVIRONMENT

Your donations play an important role in today's recycling efforts. By selling donated items, Goodwill recycles 35,924,629 pounds that might otherwise end up in landfills throughout northwest North Carolina.



Attended Donation Centers	Winston-Salem (seven locations)	Kannapolis
Advance *NC Hwy 158 and 801 (First Union Bank)	3476 Kohnsland Road (Lambach Plaza)	1836 S. Cassway Boulevard
Asheville *11651 Hendersonville Road (BBQ Plaza)	4580 Korte Mill Road (Wal-Mart)	Kernersville
Kernersville 81 E. S. Main Street (Kernersville Shopping Center)	3864 E. 110th Street (Bank of America)	344 North Main Street
King 614 S. Main Street (Five Forks Village)	7698 Hanes Mall Boulevard (Piedmont Center - Bank of America)	Lenoir
Lexington 1307 Lewis Boulevard (Lexington Home Improvement Center)	3800 Valleyville Road (Lockwood's Plaza)	900 Blowing Rock Road, NE
Lenoir 6780 Shallowford Road (Coke Shopping Center)	1000 Hanes Mall Boulevard (Home Depot)	Lexington Hwy 64 West (Lexington Center)
Mocksville 290 Valley Road (Bio-Lab)	*Donates weekend-only Attended Donation Centers	Mooresville
Mooresville 809 Glen Hwy (Low's Home Improvement Center)		214 Williams Road (Mountain Plantation)
Mt Airy 1050 Hwy 87 South (Low's Home Improvement Center)		Mt Airy
Statesville *2680 University Parkway (BBQ Plaza)		208 Main Avenue
		Salisbury
		115 E. Hwy 21 North
		Statesville
		901 Broad Light Street, Suite 1 (Thomasville Plaza)
		Trenton
		666 Main Street
		Wilmington
		1421 US Hwy 421
		Winston-Salem (three locations)
		2301 University Parkway
		814 Washington Street
		208 Jernettown Road
Retail Stores	Asheville (three locations)	Clemmons
Asheville 86 South Tunnel Road 1011 Patton Avenue 1614 Patton Avenue	2645 Lexington-Clemmons Road (Baldwin Beckwith's Trust)	
Hendersonville 211 Asheville Hwy (Hanes North Shopping Center)		
Hickory 1172 Lenoir-Kelley Boulevard		

