



## Vision, Mission and Leadership

### Our Vision:

To be a premier employer in our marketplace.

### Our Mission:

Goodwill Industries of Mississippi assists people with disabilities and other barriers to obtain employment.

### Board of Directors:

- David Henry – Board Chair
- Ricki Garrett – Vice-Chair
- Jana Nicols – Secretary
- Fremel Backus – Treasurer
- Amy Wilson Smith – GIVS President
- Mary Helen Bowen
- Jacob A. Bradley
- Kimberly Conerly
- Evelyn Edwards
- Spence Fletcher
- Shannon Hillman
- Deanne Mosley
- Lauren Mazingo
- Melissa Neyland
- Greg Ross
- Stephanie Shaw
- Leslie Sorrell
- Sherry Stegall
- Steve Waite

David Hollingsworth – President & CEO



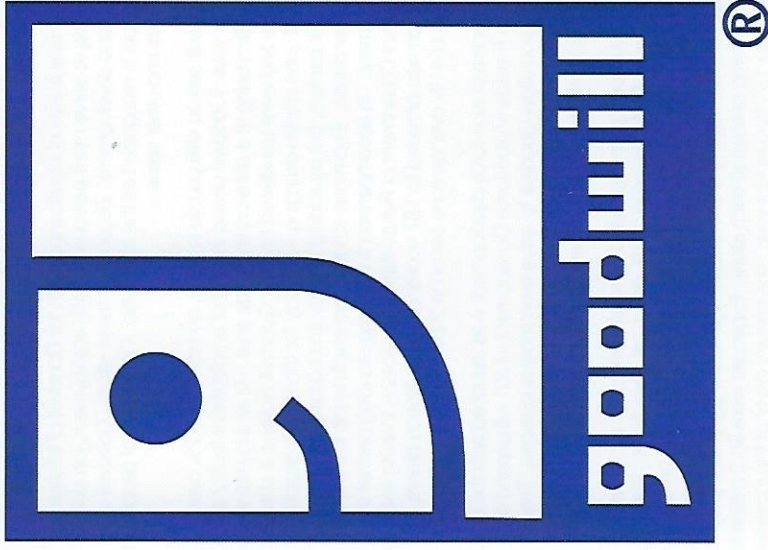
## Select Stores & Donation Centers

- Byram Store & Donation Center  
5764 Terry Road  
Byram, MS 39272  
601-882-5152
- Centre Street Outlet & Donation Center  
863 Centre Street  
Ridgeland, MS 39157  
601-991-9299
- Clinton Store & Donation Center  
941 Hwy 80 East  
Clinton, MS 39056  
601-708-1797
- Crossgates Store & Donation Center  
5708 Hwy 80 East  
Pearl, MS 39208  
601-664-3443
- Hattiesburg Store & Donation Center  
5916 Hwy 49  
Hattiesburg, MS 39401  
601-584-0448
- 51 Place Store & Donation Center  
637C Hwy 51 North  
Ridgeland, MS 39157  
601-605-0948
- Reservoir Donation Center  
1923 Spillway Road  
Brandon, MS 39047  
601-853-8110



### Contact:

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www.goodwillms.org



# Goodwill of Mississippi 2019 Annual Report

### Our Mission

“Goodwill Industries of Mississippi assists people with disabilities and other barriers to obtain employment.”



## Letter to Stakeholders

2019 was a year of significant growth for Goodwill of Mississippi, continuing to serve more persons through employment, job skills training and development. Because of these efforts, Goodwill of Mississippi is recognized as the state's No. 1 employer of people with disabilities and other barriers.

Goodwill served 449 people in 2019, an increase of 2% over the previous year. (Goodwill closed its largest employment facility due to the location being in a deteriorating trade area. All employees retained their jobs and were transferred to other Goodwill facilities and stores). Goodwill jobs are life-changing – not only for those with disabilities and other barriers, but by adding stability and building a stronger family foundation. Enormous strides were made in job training and development. In accompaniment with long-standing partner the Mississippi Department of Rehabilitation Services -- training and work evaluation was provided to 187 vocational rehabilitation clients, an increase of 41% over persons served in 2018.

A new era in workforce development was launched with the hiring of a Vice President/Workforce Development which will expand our Mission and allow Goodwill to serve even more audiences. These include ex-offenders, youth-at-risk, as well as furthering our assistance to those with disabilities or other barriers to employment.

Total revenues, primarily fueled by retail store sales and training income, were \$6.56 million in 2019, up 11.3% from 2018. Retail store sales growth improved through store expansions, closing an outdated facility, and adding our first attended donation center. Training income to support client training and evaluation increased significantly, by adding training centers at each store. Expenses were \$6.2 million for the year, up 15.7% over last year. The primary driver of the increase was payroll which is in line with our Mission. An across-the-board pay increase was given to all employees. As a result, all employees are paid above minimum wage. Net income after depreciation was \$325,623, down 39% from 2018.

Retail sales are a derivative of donations, shopping visits and a caring community. We are blessed to have an extremely charitable community that impacts the lives of those most in need. The community made 385,057 shopping visits to our Goodwill stores, up 5% over last year and contributed 108,081 donations – a 15% increase over the previous year!

There are a number of highlights that furthered our Mission in 2019. Goodwill of Mississippi launched a Workforce Development Department to better focus resources and funding toward this vital need throughout Mississippi. A major need was addressing transportation challenges. Through support from the Mississippi Council of Developmental Disabilities, a handicapped-accessible van was purchased for clients. New stores and store expansions were made that added in-store training centers to better offer job skills training and counseling. We continued to provide a safer work environment for our employees, with our Worker's Comp premium continuing to significantly drop (lowered by 26% in 2019). An investment fund was established to be a better steward of our cash reserves with a portion of the reserves now being invested in a portfolio of conservative equity funds.

Goodwill receives servant volunteer leadership and financial support from our Goodwill Industries Volunteer Services (GIVS) auxiliary. This fabulous collaboration began in 1957 and has grown and

flourishes to this day. The GIVS volunteers ensure that each of our employees receive a birthday party, devotional services at each store, Thanksgiving and Christmas holiday meals, a holiday cash gift and conduct our major fundraiser of the year - The Goodwill Salute Dinner, a signature community gala recognizing outstanding community volunteers.

We are grateful to those who touch Goodwill every day and thank the community for its generous support. We will continue to be diligent in maintaining a disciplined approach to growing our operations, while **always** mindful that we are in the business of changing lives.

Whether shopping, donating or volunteering, we invite you to continue sharing your goodwill, as your contributions to Goodwill provide a hand up – by creating jobs, through workforce development and training, providing work experience -- with the goal of long-term independence for Mississippians with disabilities and other barriers to employment.

Goodwill to all,



David Henry  
Board Chair



David Hollingsworth  
President & CEO

## 2019-2021 Strategic Plan

### Summary Points

#### GOAL 1: We will grow our mission to support our clients, employees and other stakeholders within the community.

- Expand social media presence (Google Adwords)
- Stronger in-store messaging
- Develop presentation of Goodwill Mission for community outreach
- Develop multi-media advertising campaign (refresh 2X)
- Associate, partner with other non-profits to co-promote, expand mission
- Develop Historic Goodwill Timeline mural

#### GOAL 2: We will assure our financial success in support of the mission: expanding the mission by improving margin.

- Market Optimization
  - Grow e-commerce store
  - Move Hattiesburg store location, expand 51 Place Store
  - Add Attended Donation Centers – 3 by 2020
- Develop structured funding program: emphasizing grants, contributions
- Enhance customer shopping experience through consistent merchandising, delight customer senses (sight, sound, scent)
- Invest in stores, remodeling to modernize, brand consistency and improve backroom efficiencies
- Review category pricing to determine optimal price points

#### GOAL 3: We will engage, develop and support employees and board members in order to grow and support the mission.

- Provide Digital Evaluation and Training to employees, clients and community
- Develop a 3-year Workforce Development Plan with input from community partners
- Hire Workforce Development Director
- Set targets
- Determine opportunities or deficiencies in services offered
- Pinpoint needs, allocate resources
- Establish community advisory board
- Employee Recognition program developed by Board, staff and employees
- Continue strong partnership with VR to grow and advance our Goodwill Mission
- Develop a GWS Board in regional markets
- Establish community partnerships (corporate, education, state, non-profits)

#### GOAL 4: We will strive to improve day-to-day operations and embrace technology to grow your employees and our operations.

- Continue to emphasize safety in the workforce
- Continue to operate by CARF standards; encourage a staffer to become a CAHF surveyor
- Improve production efficiencies through Kaizen events at all stores, ecommerce
- Continue to review expense line items for optimal cost/benefit savings
- Develop production metrics to understand, manage production workflow
- Automate Enhanced Monthly Reporting to GII; determine necessary data to submit

- Continue process of moving to a paperless organization
- Develop logistics plan(s) for donated goods retail and transporting clients
- Review technology and update security to safeguard against cyber theft

#### GOAL 5: We will promote ourselves as a Green company and develop a "sustainability" model to reduce our waste footprint.

- Look for other recycling opportunities (computers, single shoes, books, etc)
- Evaluate and plan for energy conservation
- Develop internal sustainability plan
- Promote Goodwill as a Green company

## Statement of Financial Position

2019 Information

Income Statement	Audited 2019	Audited 2018
Revenue from Store Operations	\$ 5,660,19	\$ 5,142,324
Training Income	\$ 875,790	\$ 719,956
Other	\$ 140,040	\$ 140,854
Total	\$6,676,021	\$ 6,003,134
Expenses		
Payroll Related	\$4,154,358	\$ 3,509,240
Other	\$ 1,305,795	\$ 1,137,694
Rent	\$ 797,549	\$ 761,675
Total	\$6,257,702	\$ 5,408,609
Net Income Before Depreciation	\$ 472,944	\$ 672,847
Depreciation	\$ 147,321	\$ 140,492
Net Income After Depreciation	\$ 325,623	\$ 532,355
<b>Balance Sheet - 12/31/18</b>		
Assets		
Current & Other	\$ 1,661,344	
Fixed	\$ 1,113,057	
Total Assets	\$ 2,774,401	
Total Liabilities	\$ 151,897	
Net Assets Without Donor Restrictions	\$ 2,622,504	
Total Liab & Equity	\$ 2,774,401	