Goodwill Employment Services helps individuals overcome barriers by assisting them in finding work within the local communities we serve. In 2016, our Employment Specialists placed 72 individuals into jobs; 60 were placed within communities we serve and 12 were placed internally at Goodwill. 292 total individuals were served through our programs and 8,372 Job Readiness Training Sessions took place.

Donate stuff. Create Jobs: Last year, an Employment Services participant, a 40-year-old male, gained part-time employment after Goodwill staff prepared him by conducting a series of mock interviews designed to address his need for soft skills development. Within 90 days, the participant successfully garnered a $2 raise and full-time employment (in addition to gaining custody of his 8-year-old child).

During 2016, 143 students completed courses at the Goodwill Career Center. 6,030 Occupational Skills Training sessions took place and 16 certifications for our Medical Office Skills Training (MOST) were received. In addition, 730 Adult Basic Education (ABE) tutoring sessions took place and 1,040 hours of internship training was provided to our students through the assistance of our Career Center.

Your jeans gave her confidence: In 2016, the Career Center had a student of Goodwill’s Medical Office Skills Training (MOST). She came to Goodwill depressed and hopeless. Her prior work history involved holding only 1 job for a period of 5 months. After attending Career Center classes and receiving her Industrial Certification from the National Health Care Association, with 13 hours of college credit from Mountwest Community & Technical College, her self-esteem & self-confidence rose dramatically. As part of the MOST program, she gained experience through an internship with a local medical practice and was hired upon completion. She was excited to be more independent and now sees herself as more than just "somebody in a wheelchair."
As part of our **Family Service Counseling** division, our Licensed Mental Health Counselors conducted over 7,300 individual and group counseling sessions and worked with over 350 clients, throughout the 2016 year. Our counselors saw individuals with concerns ranging from substance abuse, anger management, anxiety & depression, stress management, grief, loss and partner violence, in addition to hosting group counseling programs and treatment plans for offenders. We were excited to welcome a new Director of Family Service Counseling to our program last year!

**Your jeans gave him courage:** A recently divorced male in treatment for adjustment disorder with mixed depression and anxiety was referred to our services. He was isolating himself socially and at work, periodically being triggered into anger. The client reported sleep and appetite disturbances as well as a depressed mood. By combining anger management techniques and tools to rebuild his self-esteem, he gradually came to see himself as capable and independent. After successful counseling sessions, he become more social and reported that his depression had decreased significantly, giving him the ability to become more energetic and positive.

**Consumer Credit Counseling Service (CCCS)** managed over $1.7 million dollars of debt during 2016, while serving 811 clients within the community. Whether it is mounting credit card debt or medical bills, your home being in danger of foreclosure or you simply need help with saving and budgeting, Consumer Credit Counseling Service, a division of Goodwill Industries of KYOWVA Area, Inc., offers counseling services designed to bring peace of mind to any financial situation.

**No matter where you are in your debt, we can help:** During a financial education workshop at the local women’s shelter, one woman mentioned how she found hope in being able to rebuild her credit and budget her money. At Early Head Start, another woman said she was excited about the financial education, saying, “it will help me greatly to use the budget for my family.”

**CCCS attended 30 different outreach events and speaking engagements in 2016, reaching over 640 individuals!**
**Every Purchase Has a Purpose**

Our Retail Stores and e-Commerce Division had a combined total of $4,898,814 in sales during 2016. This is all thanks to our 85,028 donors for their generous support and donations throughout the year. Brand new jewelry for kids, tweens & adults, fashion scarves, sheets, essential oils and paper products were added to our retail program last year to expand and allow more inventory and sales. We also introduced our 99¢ program in the retail stores, where many retail store items are marked down to 99¢ on their 5th week on the sales floor, before they are pulled and sent to be baled and recycled at our Recycling Center.

In 2016 alone, Goodwill Industries of KYOWVA Area, Inc. recycled more than 600 tons of salvaged goods, keeping nearly 1.2 million pounds of materials out of area landfills. That is in addition to 331 tons of mixed paper, 233 tons of cardboard and 11 tons of metal. Last year, we recycled nearly 56 tons of desktop computers, laptops, computer accessories and electronics. Goodwill’s school recycling program allowed us to partner with over 30 schools, across Cabell and Wayne counties. Through that comprehensive program, we recycled more than 125 tons of cardboard and paper products this past school year.

We have partnered with 2 new vendors in 2016 to assist with our book recycling efforts! Shared Knowledge sells our recycled books online and if our books do not sell, we recycle them with Thrift Books for an after market price. Therefore, we extract the maximum value from our book donating to utilize towards our mission.

**GOOD Work is Always in Style!**

- Our retail team had an Average Sale Per Customer (ASPC) of $13.43!
- Goodwill had 370,365 shoppers in 2016!
Throughout 2016, Goodwill Industries of KYOWVA Area, Inc. employed 415 employees, with a total payroll of $3,940,044. Through all of the programs that were offered in 2016, we were able to serve 3,059 individuals, with all of these individuals having an employment barrier, disability and/or disadvantage. 548 free tax returns were completed last year, throughout designated VITA (Volunteer Income Tax Assistance) site locations. 6 public grants and 13 private grants were received during 2016.

### Key Financial Information 2016

**Public Support:**
- Donated Goods Value: $1,429,253
- Number of Donations: 85,028

**Revenue:**
- Grants/Fees/Gifts: $1,052,988
- Stores & e-Commerce: $4,898,814
- Sale of Recycled Goods: $186,003
- Contract Cleaning Services: $684,203
- All Other Including Investments: $290,897

**Balance Sheet:**
(Unaudited at 12/31/2016)
- Assets: $7,005,864
- Liabilities: $330,383
- Net Worth: $6,675,481
The Goodwill Louisa store was re-located to a new plaza by Wal-Mart in March of 2016! The move was accompanied by a Ribbon Cutting event with the Southeast Kentucky Chamber of Commerce.

In July of 2016, our e-Commerce division was expanded and relocated to their own warehouse in West Huntington, to accommodate for the expansion and growth of the program. The world is now our market!

Throughout 2016, we partnered with the Facing.Hunger.Foodbank. to host 4 mobile food pantry events in different counties that we serve. 439 households were served given 22,000 pounds of food.

Our 3rd Annual Running Dead 5k, held in October of 2016, raised over $3,000 to benefit our Hire Attire program. There were 116 race participants, 50 volunteers and 13 race sponsors. The event continues to grow each year!
Each year, we raise money to purchase brand new coats, gloves and hats for children in need, in our local communities we serve. Through our 2016 Coats for Kids program, we were able to raise $5,500 so we could purchase and deliver 300 BRAND NEW coats, gloves & hats to children who were in desperate need.

Through our Hire Attire program, we were able to serve 138 men in the local community in 2016. We provided employment services, resume assistance and helped 'suit' them for success. We would like to thank our 17 community partners for their assistance in job placements and referrals last year.

In 2016, several children attended the various youth programming activities at the Scott Center, with 151 after school sessions taking place throughout the year. The children received meals and experienced learning activities, field trips, special events & more!

Through our 2016 Backpack Program, we were able to assist 830 individuals throughout the entire year, by providing food, drink and hygiene products. The program supported local schools, the Scott Community Center and Goodwill's Adult Hunger program. During the Back to School Bash at the Scott Center in August, 66 kids received backpacks full of school supplies!

"Our school & students certainly appreciate your coat drive. Many thanks to Goodwill for coordinating & donating these awesome coats! A child will be warmer because of you."
2016 was a fabulous year for Goodwill! Our e-Commerce division grew over 1,000%, we relocated our Louisa, Kentucky retail store to a high traffic area in the Walmart Plaza, we increased our recycling efforts with a new roll off truck and industrial shredder, grew our retail program with additional new and purchased goods items and completed the remodeling of all of our retail stores!

In 2016, our Goodwill Stores expanded their mission efforts by offering “Round Up” to our retail customers. Each month, we educated our customers on a different Goodwill program that empowers and assists individuals in our local communities. Last year, our Retail Customers donated $65,768.31, which 100% of the monies raised went back to support our mission programs!!

We were also very grateful and humbled, in 2016, to serve our local communities by donating over $25,000 worth of clothing and household items to people in need due to unforeseen and extenuating circumstances, such as: house fires, battered women and men starting a new life, children in need, individuals transitioning from prison, and helping to stock the clothing pantries at Wayne High School, Huntington East Middle School and Barboursville School. In addition, we partnered with Mountwest Community and Technical College to house their clothing pantry for their students onsite at our Virginia Avenue Retail Store location.

In closing, we at Goodwill could not be more proud of the work we do every day. We provide the tools, education and resources to empower individuals where most employers and educators tell them no. I stand proud to say that I would put my staff and people we serve up against anyone as we give them the opportunity to increase their self-esteem, self-worth, pride, confidence and the power that they can be and accomplish anything they set their mind to. Remember...

GOOD Work is Always in Style!

Alissa Stewart Sparks
Executive Director

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