Goodwill Industries of Central Indiana, Inc.

2012 report to the community
Everyone knows that Goodwill accepts donations of used goods and sells them in retail stores. Some assume we do this solely to raise money. When they learn why we have retail stores and what their donations and purchases make possible, usually they are genuinely amazed.

Since Goodwill’s founding, the collection and sale of goods has always been a means to an end, providing employment for people whose options have been limited by disability, a criminal history, low education level or other significant barrier. In central Indiana, for example, our Retail Division employs nearly 2,000 people, two-thirds of whom have one or more barriers to employment. Over half are the primary source of income in their households.

But in our organization, the collection and sale of goods plays several other significant roles. Retail is Goodwill’s financial engine, and without its strength, we would not have been in a position to develop and launch a lot of the new high-impact opportunities and mission services we now have — such as Indianapolis Metropolitan High School, The Excel Centers, Nurse-Family Partnership and Goodwill Guides.

In addition, these services are supported by the infrastructure that grew and developed largely to support our growing retail operations. Without retail, it is highly unlikely we would have the level of accounting, information technology, human resources, marketing and facilities management talent that today serves and benefits all parts of Goodwill.

Finally, our retail operations are playing a growing role in enabling Goodwill to take a much more holistic, whole-family approach to enhancing lives, increasing the economic self-sufficiency of families, and reducing some of the social problems associated with poverty.

For example, some of the students in our schools might find part-time employment in a Goodwill store. Retail employees who lack a high school diploma might enroll at The Excel Center. Nurse-Family Partnership parents might take advantage of employment in a store or education opportunities at The Excel Center. And many of these individuals can benefit from an extended relationship with a Goodwill Guide, who will link them with other services and help them move toward their goals.

Linking opportunities and services in this way offers the potential for much greater, longer-lasting impact than the fragmented approaches that too often are the norm in our society. Yet, we are constantly aware that little of what we’re able to do today would be possible without the hundreds of thousands of generous citizens who donate goods to Goodwill and who shop in our stores.

Thank you for all that you make possible through your support of Goodwill. We are deeply grateful.

Jim McClelland, President and CEO
Whether as a result of spring cleaning, kids outgrowing their clothes and toys, a vehicle that’s taking up precious driveway space or a certain green chair that doesn’t quite fit the new décor — through Goodwill, people find a use for the stuff that others can’t use anymore. Nearly 1.9 million times last year, central Indiana residents donated their gently used clothing items and household goods to Goodwill. And thanks to them, Goodwill is able to provide education and career opportunities, and many services that individuals and families use to improve their well-being.

Donors brought goods to Goodwill locations nearly 1.9 million times

There were 5.6 million cash register transactions last year

[58% of them came from Rewards members]

Donations are sold at one of our more than 50 retail locations.

Outsells items are sent to one of three Outlets and sold by the pound.

Remaining donations are recycled, sold in developing markets or disposed of.

13.1 MILLION pounds of goods were recycled and diverted from landfills

Recycling saved Goodwill nearly $400,000 in waste removal costs

ECommerce sales reached $7.7 million

Certain items are sold online, where they bring higher values.

Goodwill Rewards, our customer loyalty program, grew to nearly 300,000 MEMBERS

Stacked up, those cards would reach to the top of the Chase Tower in downtown Indianapolis

More than 800 vehicles were donated last year

Revenue from the sale of donated goods generates support for education, employment and other high-impact mission services. Goodwill also succeeds thanks to our financial donors, business and community partners, and commercial customers.

In this annual report, you’ll read the stories of some of the people who, by connecting with Goodwill, are on the path to learning and achievement, discovering careers and building better lives — all possible because of our supporters.

Jadzia Hogue
Indianapolis Metropolitan HS

Ro Rel Lian
The Excel Center

Giselda Cortez
Goodwill Retail

Todd Parker
Goodwill Commercial Services

Kristin Tripplet and Josh Meeks
Nurse-Family Partnership
Jadzia Hogue had a challenging start to high school. Living in New Orleans, she attended three different schools, and her grades suffered. After moving to Indianapolis, she started at Indianapolis Metropolitan High School as a junior, and here she found a support system of teachers and friends.

“Indianapolis Met changed my life because I have met teachers and friends that I will never forget,” she said.

Through hard work, determination and creativity, Hogue has transformed from a struggling student into a leader among her peers. She has said that her personal mission is to get the most out of her education. Her teachers have been inspired by her self-discipline and motivation to keep improving.

“The Met has become a second home to me because I don’t have to try and fit in within the crowd,” said Hogue. “I can be who I am.”

Success has come through grade replacement courses, advanced placement classes and caring teachers. Hogue continually challenges herself — for example, taking two Spanish courses simultaneously. But teachers say it’s how she impacts other students that is, perhaps, most impressive. She pushes everyone around her to reach their potential, creating an atmosphere of high achievement.

“This has allowed me to fix the mistakes I made at school in the past. It has given me the chance to excel,” she said.

Jadzia is thrilled to be graduating from Indianapolis Met. She is a gifted artist, whose creativity and drive are taking her to IUPUI where she will study informatics, working toward her dream career as a video game designer.

Founded in 2004, Indianapolis Metropolitan High School is Goodwill’s public charter school for grades 9–12, focused on students’ college and career opportunities.

There were 98 students in last spring’s graduating class.

ALL GRADUATES had at least one post-secondary acceptance.

Graduates earned $1.3 million in scholarships.

49 graduates had post-secondary acceptance at more than one institution.

22 students earned 174 college credits, valued at $34,800 — at no cost to students.

Fall enrollment reached 330 students.

Meet Jadzia and hear her story. Visit goodwillindy.org/community.
Finding hope and success in the face of obstacles and persecution have made Ro Rel Lian the positive, determined person that she is today. Born in Burma, Lian fled to India as a teenager to escape religious persecution. As a refugee, she was unable to obtain education in India. After much struggle, her family settled in the United States in 2011.

“My past life was horrible sometimes, but that guides me,” she said. “By the grace of God, we resettled to the United States. It was very great for me because I want to improve my life like other people. I want to learn, and I want to study.”

Lian soon came to The Excel Center. She started with no credits, but quickly earned enough to graduate. She has also obtained her Patient Access Certification and is completing an externship at Methodist Hospital.

The Excel Center began in 2010 and provides adults the opportunity to earn a high school diploma, begin post-secondary education and develop a career path.

When Lian is not at school or working, she volunteers at The Excel Center as a translator, student ambassador and orientation volunteer. She also gives her time to the Immigrant Welcome Center in Indianapolis, helping new arrivals adjust socially and culturally.

Through her experiences at The Excel Center, Lian has emerged as a talented hard-worker who sets an example for her peers.

“The Excel Center changed my life,” said Lian. “They gave me an education. They took care of me. If I hadn’t found The Excel Center, I feel like I would have lost part of my life.”

Lian plans to pursue a degree in nursing at IUPUI and hopes to return home to help provide healthcare to the Burmese people. She wants to show them that they, too, can aspire to greater achievements and succeed in whatever field they choose.

Meet Ro and hear her story. Visit goodwillindy.org/community.

The Excel Center – Decatur
Outstanding Student Achievement Award Recipient
Graduating June 2013

RO REL LIAN

THE EXCEL CENTER CHANGED MY LIFE. THEY GAVE ME AN EDUCATION. THEY TOOK CARE OF ME.

THE EXCEL CENTER

55% of graduates enrolled in or completed college or a certification program

1,620 STUDENTS
Total enrollment among all sites

GRADUATED IN 2012
145 students

469 families used the child care drop-in centers, providing a safe, learning environment for children while students attended classes

New sites for The Excel Center opened in Anderson and Indianapolis, bringing the total number of sites to 5

Learn more about The Excel Center at excelcenter.org
Any retailer would love to have Giselda Cortez as an employee. Customers go out of their way to stand in her checkout lane. Managers know they’ll have extra Goodwill Rewards applications to process when Cortez is working, because she enrolls so many customers in the loyalty program. Cortez is also a person with a disability. It affects her speech and movement, but it doesn’t slow her down or define her. She cleans the dressing rooms, hangs clothes, helps shoppers find items, takes care of customers at checkout and more.

“I try to talk with customers or help them find something good. If I need help with a customer, I ask for it. And my co-workers help me,” she said. “My motivator is my paycheck — to pay my bills and the payments on my home.”

The key to Cortez’ success is her belief that her performance and productivity should be no less than that of her co-workers. She usually exceeds expectations, and she sets the tone for those around her.

“I say, ‘Yes, I can do it.’ I work hard and give all my strength, so they know I can do it,” she said. Cortez symbolizes the entire Goodwill mission, not just by overcoming her barriers, but because she actively contributes to her store’s success through her leadership and outstanding customer service.

Todd Parker works at the U.S. Customs Mail Center, which has a contract with Goodwill through AbilityOne — the federal program that provides employment opportunities for people with significant disabilities. As a mail clerk, Parker performs all the functions of a post office, from weighing mail to sorting and delivering. Last year, he handled 500,000 pieces, making deliveries to 40 departments. He had just five errors — by far a record.

“I recheck my work, and I feel good about that,” said Parker. “I have the habit of always going back, checking it and making sure it’s good.”

When Parker first started, he had a tough time connecting with others. Customer service was a challenge. But he’s long since mastered the role, and now he trains employees in customer service and other responsibilities.

“Helping train others makes me feel good. I try to help them out and give them suggestions.”

Goodwill means more to Parker than a paycheck. It’s where he’s grown and built his confidence for nearly 20 years.

“I learned by working at Goodwill to deal with life and get along with people. I’ve found a place where I’m comfortable,” he said. “And I’ve found peace at work and happiness.”

Meet Todd and hear his story. Visit goodwillindy.org/community.
When Kristin Tripplet learned she was pregnant, she wasn’t sure where to turn. The provider that gave her the pregnancy test told her about Nurse-Family Partnership (NFP), but she wasn’t sure the program was for her. Once she read that NFP focused just on first-time moms like her, she decided to make the call. Soon after, she connected with NFP nurse, Ashley Kinker.

“At first, I wasn’t too sure about opening up to Ashley. But she helped me a lot. I was nervous, and I didn’t know what to expect,” said Tripplet. “I had lots of questions and she always had answers — about what to expect in the second and third trimesters, what labor would be like, how to feed him and which way to let him sleep. I had spent a little time around babies, but for the most part it was all new.”

Kinker helped Tripplet apply for Medicaid and choose a healthcare provider. During more than a dozen visits, they covered topics ranging from Tripplet’s anxieties about being a mom, to smoking cessation, healthy diet and exercise. They used a teaching doll to practice holding the baby, changing diapers and comforting techniques. Frequently, dad-to-be Josh Meeks joined in these visits.

Early on, Kinker realized that the family’s income challenges were causing a great deal of stress. Unemployed, the couple found it hard to focus on their relationship and the pregnancy. Finding work was particularly difficult for Meeks, an ex-offender.

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Thomas met with the family, assessed their needs and soon encouraged Meeks to apply for a job at Goodwill’s Outlet Store-East. Knowing that Meeks had the support of a Goodwill Guide was a factor in the manager’s decision to hire him. He’s worked at the store since last summer.

“The Guides don’t hand-feed you, but if you want the help, it’s available,” said Meeks. “Eddy was able to come in, quickly figure out what I needed and help me connect with the right resources. Kristin and I have been a lot closer since I’ve been able to provide for us.”

Thomas said the family’s story shows how well the services of NFP and Guides complement one another. With income coming in, Tripplet and Meeks were better able to focus on the guidance that their nurse provided — making NFP’s intervention more successful. Tripplet gave birth to a healthy boy, Ares, in December.

“Ashley and I have talked about reading to Ares, listening to soothing music and talking to him, especially when he ‘talks’ to us,” said Tripplet. “I’m so glad I called. This has turned my whole world around. I have a different idea of how to be a mom now. Ashley showed me that Ares doesn’t have to follow the same path that I did.”

The couple is now engaged, and they continue to meet with both nurse and Guide, creating new goals to strive for and the plans to get there.

Learn more about Nurse-Family Partnership’s services at goodwillindy.org/nfp or nursefamilypartnership.org

Goodwill is the implementing agency in Indiana for Nurse-Family Partnership (NFP), a national, evidence-based model that serves first-time mothers in low-income households.

The most influential period of long-term cognitive development occurs in a child’s earliest years, even before birth. Through NFP, registered nurses visit with families until children reach age 2.

Through Goodwill Guides — who help connect resources for education, employment, health, housing and more — Goodwill can extend this relationship until children are age 5.

Outcomes achieved in past research trials include:

- 50% reduction in language delays in children age 21 months
- 67% reduction in behavioral and intellectual problems in children at age 6

- 46% reduction in criminal arrests of children ages 11–17
- 48% reduction in child abuse and neglect

319 families were enrolled and active with NFP in 2012

Clients’ median age was 19

104 BABIES WERE BORN

Goodwill Guides provided services to 294 individuals, including NFP clients, family members and Goodwill employees

KRISTIN & JOSH TRIPPLET & MEEKS
2012 Summary Financial Statements

Balance Sheet  

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<thead>
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<th>Assets</th>
<th>Dollars in Thousands</th>
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<tr>
<td>Cash</td>
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<td>Accounts receivable</td>
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<td>Inventories</td>
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<td>Land, buildings &amp; equipment, net</td>
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<td>Investments held</td>
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<td>Other assets</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$94,443</strong></td>
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| Liabilities |  |
| Accounts payable & accrued liabilities | $12,973 |
| Bonds & notes payable | 14,498 |
| **Total liabilities** | **$27,471** |

| Net Assets |  |
| **$66,972** |

| Total liabilities and net assets |  |
| **$94,443** |

Income Statement

For the Year Ended December 29, 2012

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<th>Revenues</th>
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<td>Retail sales – new &amp; used goods</td>
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<td>Commercial services</td>
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<td>Workforce services</td>
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<th>Expenses</th>
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<td>Program expenses</td>
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<td>Fundraising</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$113,228</strong></td>
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| Operating income | $3,742 |
| Unrealized gain on investments | 2,529 |
| Realized gain on investments | 432 |
| Gain on interest rate swap | 92 |
| **Net income** | **$6,795** |
Thank you to our 2012 supporters.
For a list of financial contributors, please visit goodwillindy.org/community.