

Imagine the



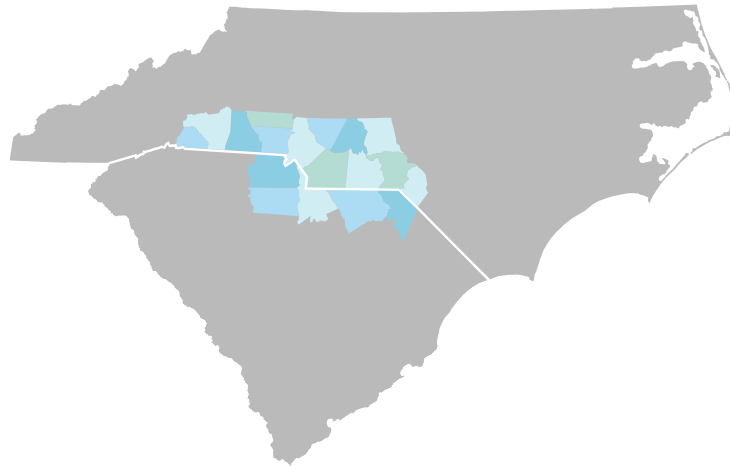
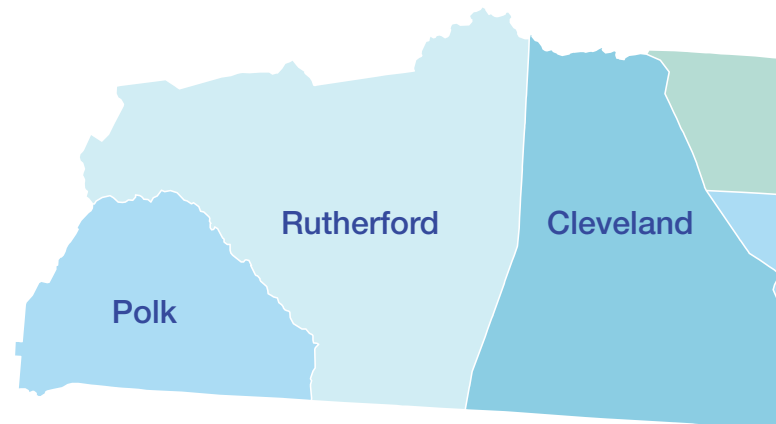
we can do,
together!

2022 COMMUNITY REPORT



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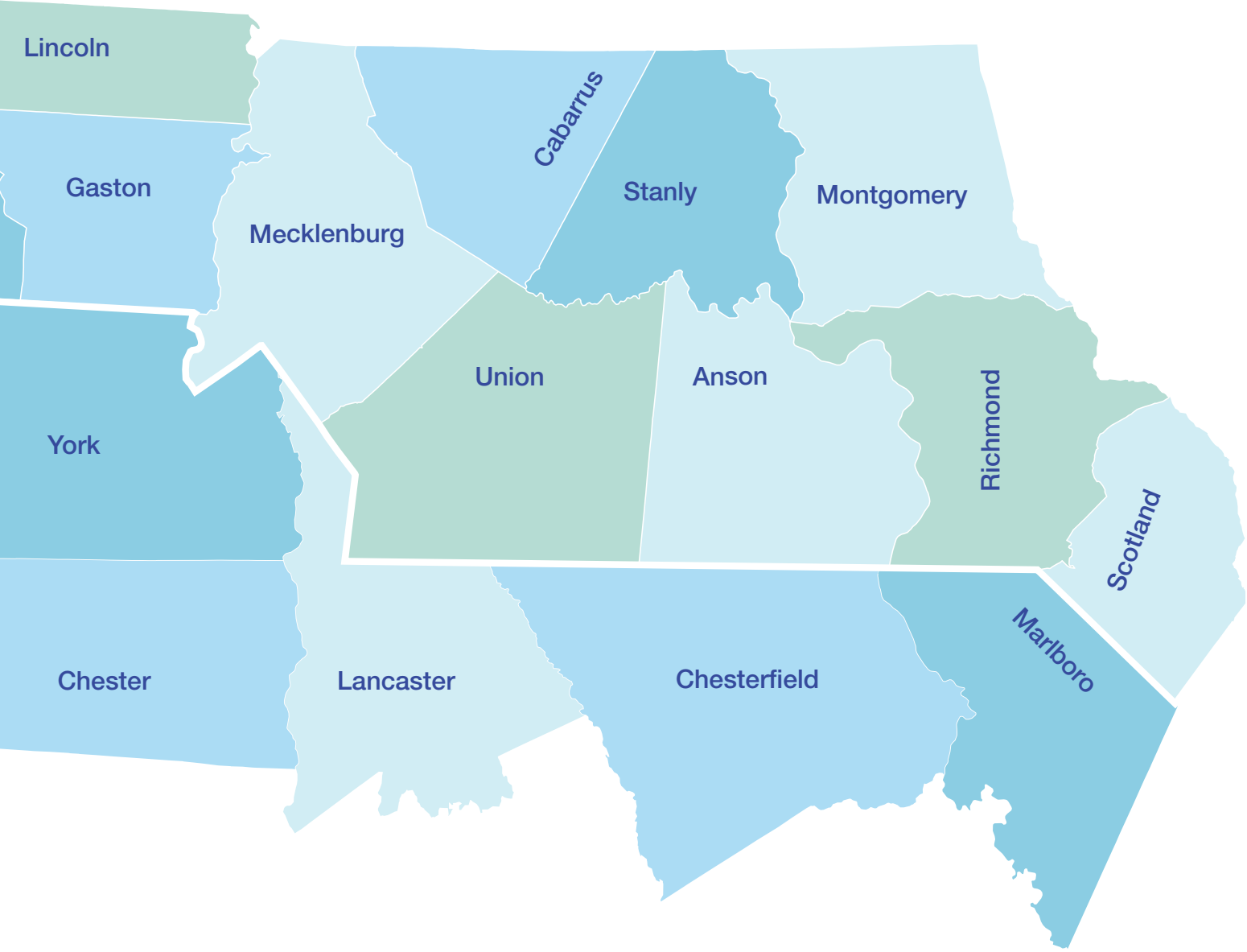
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A WORD FROM OUR BOARD CHAIRPERSON, RONNIE BRYANT

"I'm proud that Goodwill Industries of the Southern Piedmont is having such an impact on our region, especially the fact that we're able to support a significant number of people within a community, where some people have no other opportunity to gain the training and access to employment that Goodwill offers at no cost. I am extremely passionate about the services we provide and about the people I get to work with through Goodwill," said Ronnie Bryant, chair of the Board of Directors for Goodwill Industries of the Southern Piedmont. "I really am most proud of our effort to be the leader in diversity, equity, inclusion and belonging within our region, ensuring that everyone, regardless of their demographic, will have an opportunity to be engaged in what we're doing at all levels."

WHERE WE SERVE



OUR PURPOSE

Goodwill exists to help people see possibilities, seize opportunities and prosper.

OUR VISION

We envision a community where equitable access to career opportunities is available for all.

OUR MISSION

Goodwill builds pathways that help people pursue the life they want to achieve.

ABOUT GOODWILL

Goodwill Industries of the Southern Piedmont is a nonprofit organization that connects people to opportunities to find gainful employment and meaningful work. Through its current 31 retail stores and more than 35 donation sites, the Goodwill Opportunity Campus, and partnerships with employers and other organizations, Goodwill builds pathways for members of the community to uncover their passions, enhance their skill sets, and achieve more for themselves and their families—creating a brighter future for all. As a social enterprise, proceeds from the sale of donated goods fund job training and employment services offered free of charge to members of the community.

LETTER FROM OUR PRESIDENT & CEO

At Goodwill, our purpose is help people see possibilities, seize opportunities and prosper. That purpose requires us to be bold in how we envision the future, and how we achieve that dream. On behalf of our entire community, we envision a future where equitable access to career opportunities is available for all.

This should be the standard. And while I believe this vision is achievable, I know we cannot accomplish it alone!

Success doesn't happen in a vacuum, which is why we encourage partnership and collaboration to help our organization and the people we serve in achieving their goals. It truly takes a village, and by ensuring everyone can fully participate in the prosperity in our region, we create a brighter future for all of us.

So first, I want to say thank you for being part of our village. The work we do would not be possible without our community investing in us, and trusting Goodwill to take on challenges and to innovate; helping to ensure what we do has the greatest impact possible.



Chris meeting the family of team member Karlos Scott at a Goodwill University graduation.

Throughout this report, you will see stories that highlight four key areas of service delivery for our organization – first, to help people in **finding stability and working toward prosperity**, because you cannot thrive in your career without stability in your life outside work. Then, you will read how our training programs **provide access to in-demand skills**, which open doors for our participants. Our team members walk side-by-side with participants to provide support, sponsorship and encouragement, which you will see in the third section about **partnering to support the individual journey**. And finally, you will have the opportunity to read about how the relationship doesn't stop there, but through relationships and our community village, Goodwill team members help participants **build social capital and employer connections**.

Within these pages, you will meet numerous individuals sharing their personal journeys of overcoming obstacles, uncovering their passions and changing their trajectory – all because of their talent and determination, and a little support from their community.

We owe it to Chasity, Jeremy, Sharon, Joseph, Ritu, Justin, Matieyos, Tanesha, Colette and countless other individuals in our community to make access to quality jobs and promising careers easier for them to attain.

At the end of the day, we want people to be able to reach their full potential and work toward generational prosperity. We advocate for people to be able to participate in the economy with pride, and to wake up each day with a sense of hope and purpose.

It will take all of us working together to help bring our vision to life. I hope you join us in envisioning what our community can be if we choose to invest in creating opportunities for all.

Just imagine the good we can do, together.

A handwritten signature in blue ink, appearing to read 'Chris Jackson'.

Chris Jackson, President & CEO

BY THE NUMBERS



1,152

Goodwill team members



180

New Goodwill jobs created in 2022



7,740

All participants served

3,275

Total referrals made for family stability



Rent: **1,107**



Utilities: **288**



Food: **610**



\$251,216,400

Total economic and fiscal impact*



17,115,691

Items resold and given a second chance



1,278,159

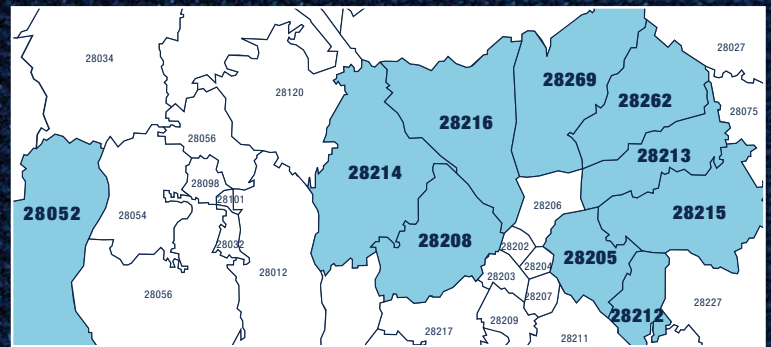
Pounds of electronics recycled or refurbished

* Goodwill Industries International contracted Elliot D. Pollack & Company to create a model to gauge the impact of Goodwill organizations on the community. Economic impact analysis examines the regional implications of an activity in terms of three basic measures: output, earnings and job creation. The Economic & Fiscal Impact Model calculates the impact of business operations based on the number of workers placed in those businesses as well as direct company operations.

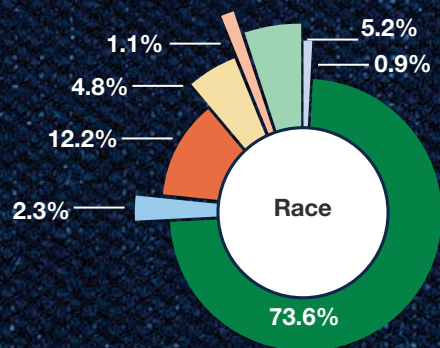
To see our audited financial statements, visit: goodwillsp.org/financial-statements

WHO WE SERVE

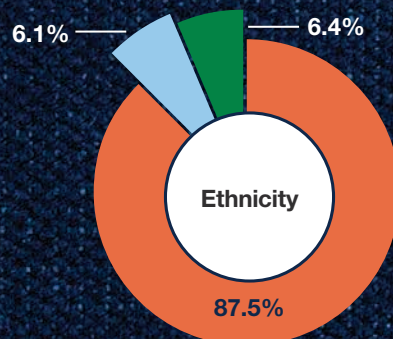
We partner with people to support them on their journey toward prosperity. This includes anyone looking to achieve more in work, and life! By actively listening to our participants and neighbors, Goodwill aims to advocate and bring our community together to create change and advance equitable access to career and personal development opportunities for all. Below is a snapshot of our participants in 2022.



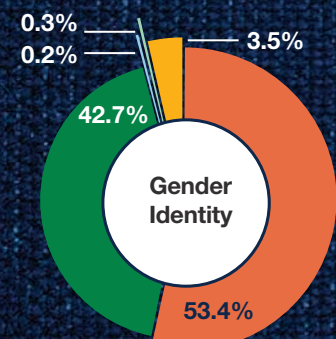
Top Ten Zip Codes of Individuals Served



- Black
- White
- Two or more
- American Indian
- Not provided
- Other
- Asian



- Not provided
- Non-Hispanic
- Hispanic



- Male
- Female
- Other
- Did not provide
- Transgender

IMPACT OF OUR CAREER PROGRAMS

1,441

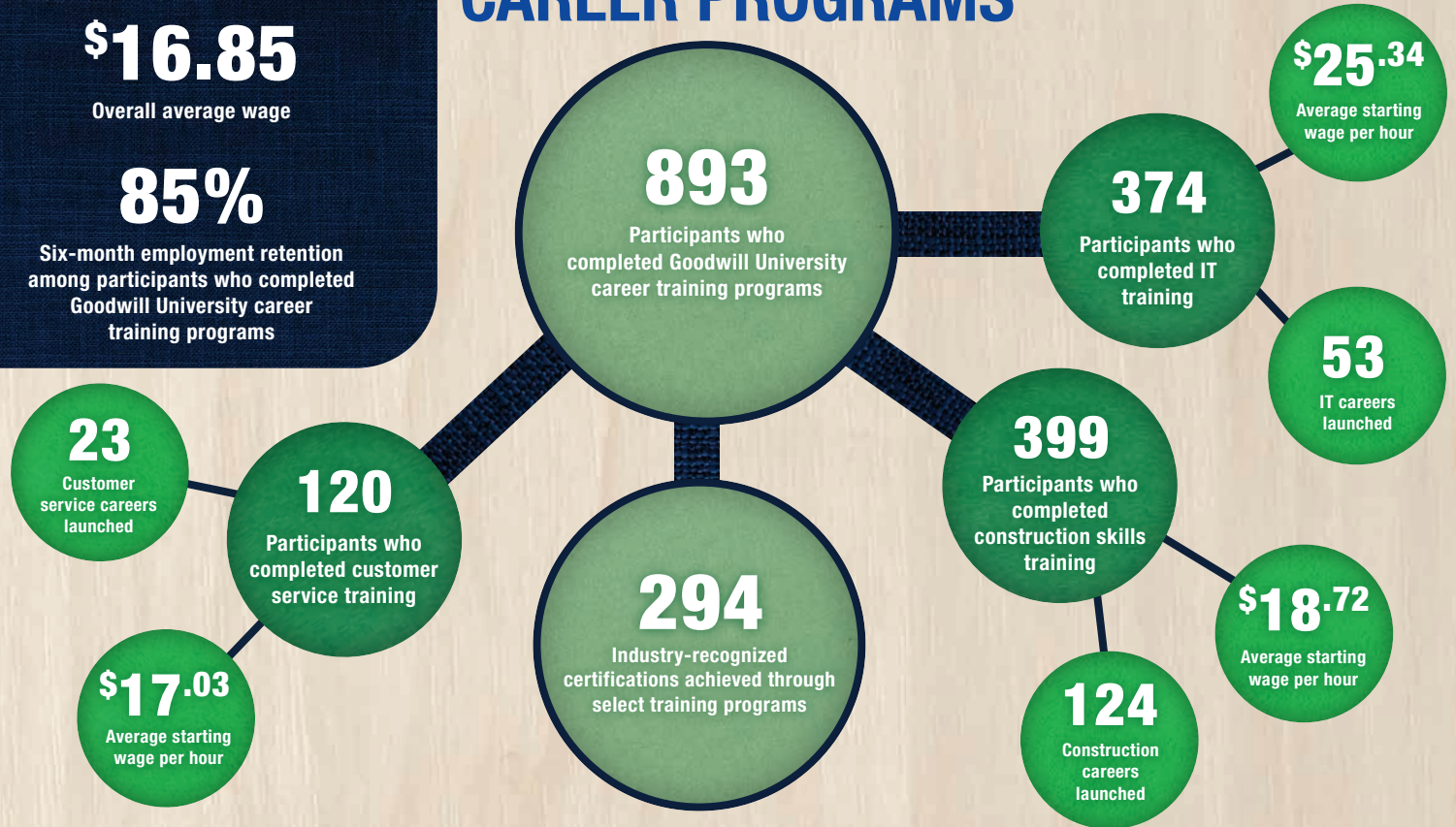
Participants found employment

\$16.85

Overall average wage

85%

Six-month employment retention among participants who completed Goodwill University career training programs



CELEBRATING POSSIBILITIES TOGETHER AT GOODWILL UNIVERSITY GRADUATION

In short, Goodwill’s work is to partner with people to help them achieve their unique goals. Because of the close relationships between Goodwill team members and participants, we were overjoyed to celebrate their success together again as Goodwill University graduations returned in person in 2022!

The first in-person graduation ceremony since 2019 took place in July of 2022, bringing together participant graduates, their families, career navigators, instructors, employer engagement team members and more to celebrate personal growth and achievement, and the possibilities that lie ahead. Chasity, pictured here with her children, was one of hundreds of graduates who walked across the stage at the Goodwill Opportunity Campus to receive her certification in 2022.

She shared the impact this moment was for her, and her family,

“My kids got to see me walk up on that stage. They were so happy for me, and they still talk about my certificate to this day,” she said. “To see their mommy stand up there and be recognized for all the hard work that I put in, after they saw me going to classes at night and studying, it meant so much to know that it all was for something greater for us.”

After completing the Business Analyst & Quality Assurance Analyst course, Chasity accepted a position as a Programmer Analyst with Cognizant, a role that allows her to work remotely and spend more time with her family. ★



See Possibilities
Seize Opportunities
Prosper



PURSuing THE LIFE HE WANTS TO ACHIEVE

"Priceless." That was the word 2022 IT graduate Jeremy used to describe his experience at Goodwill. "Incredibly thankful because I wouldn't be where I am without Goodwill." Jeremy is still considered a fresh face at the City of Charlotte, where he began working as a Business Systems Analyst in October 2022.

"We are tier-two technology support for the applications that our HR systems teams utilize. If they need a new system for free HR, our role would be to identify which applications meet their requirements, determine what their requirements are and vet those different vendors that could provide those requirements," Jeremy shared while explaining his role. Before coming to Goodwill, Jeremy was working in logistics, but was in desperate need of a new job because of the overwhelming stress it was creating for him and his family.

"With the kids, me having to work overtime a lot and just the stress included with that job it spilled over at home. As much as we like to keep it separate, especially when you're working from home it's almost impossible to

do that. The company I was in was large but where we were it was kind of stagnant. I just knew that I wanted to do something more and have more technical skills," Jeremy said. While passing by Goodwill, Jeremy learned about Goodwill University, the organization's training division designed to help develop the skills needed to launch a career, and enrolled in the Business Analyst course. "In the course, we learned how to conduct tests for different websites, do some programming and write codes," he said.

After completing the Business Analyst course, Jeremy wanted more training, so he came back to Goodwill and took another IT course. This time he enrolled in the Data Analyst course. While taking that class his Career Navigator and the Employer Engagement Team at Goodwill also helped him find a better job, with increased pay and a better schedule. Although Jeremy was not technically in IT, this job provided him a lot of the skills he uses today in his current role. "It was literally a data analyst role, but they didn't require you to perform it in a data analytical fashion," he explained.

Jeremy has had a smooth transition thanks to his career navigator, David Washam, who Jeremy described as very supportive and understanding. "David's been awesome, and he's always been available.

He was there to support me through the process, not just the hard stuff, not just resume writing or my elevator pitch, just keeping me encouraged."

Training courses, like the ones Jeremy took, are available free of charge thanks to donations and purchases made by shoppers at Goodwill retail locations.

"My mom is like the Goodwill Queen,"

Jeremy proudly shared. "Ever since I was a child she's constantly donated to Goodwill. All her clothes come from there." Jeremy has also begun donating to Goodwill and hopes his donations help transform the life of a future participant. ★

VOICE OF A PARTICIPANT: MEET SHARON

Here at Goodwill, everything and everyone matters, including our participants. That's why we are encouraged when participants like Sharon share their personal experiences and feedback about their Goodwill experience! Sharon was referred to us through the Women Executives WINGS Scholarship Program, a life-changing scholarship program for non-traditional female students at

Charlotte-area universities offered by Women Executives. She has received a number of services from Goodwill Industries of the Southern Piedmont, and we were proud to read the letter she sent about her interactions in our Career & Employment Center with Leah Campbell, manager of Family Stability Services. Below is a message that Sharon sent to Leah.

"Hi Leah, the Family Stability team member just called, thank you. The nice lady got me set up in the Loaves and Fishes database. She also set up my home delivery date and I am supposed to call them tomorrow to confirm the date and time of delivery. The contact was quick! You are a lady of your word.

Yes, I must write my goals, tasks, and specific appointments - it keeps me on track and motivated. I am appreciative for the support, knowledge, guidance and all the assistance. It reflects what the Goodwill Opportunity Campus is, a great place for career development, growth/learning, new important resources, computers and technology navigations, etc. The director as well as the entire staff of team members are special, unique, and make the difference to me and many others!

I am thankful to be part of Goodwill. It is a diverse group of professionals who care first about people, their needs, and their careers in order to help individuals improve and have a healthier lifestyle, wellness, and employment. The team goes the extra mile to make sure citizens are equipped and ready and able for many opportunities and careers. I am so happy and grateful about all the beautiful people and things I am being blessed with in order to reduce my stress level and continue to move forward in a positive way right now as I focus on my goals. Thanks to Goodwill and the various teams who care.

Have a nice, peaceful day." ★



FINDING STABILITY & ACHIEVING PROSPERITY

COORDINATING WITH COMMUNITY PARTNERS

Goodwill recognizes that there are many factors that go into building a successful life – factors that aren't necessarily related to employment, such as equitable access to food, transportation, healthcare and housing. Our team helps to address these needs by coordinating crisis intervention services on behalf of participants through partnership with these local organizations.

Crisis Assistance Ministry
Loaves & Fishes
Good Friends of Charlotte
Good Fellows Club
NCCARE360

VISION NC
Department of Health and Human Services
Charlotte Community Health Clinic & Dental Clinic
Common Wealth Charlotte

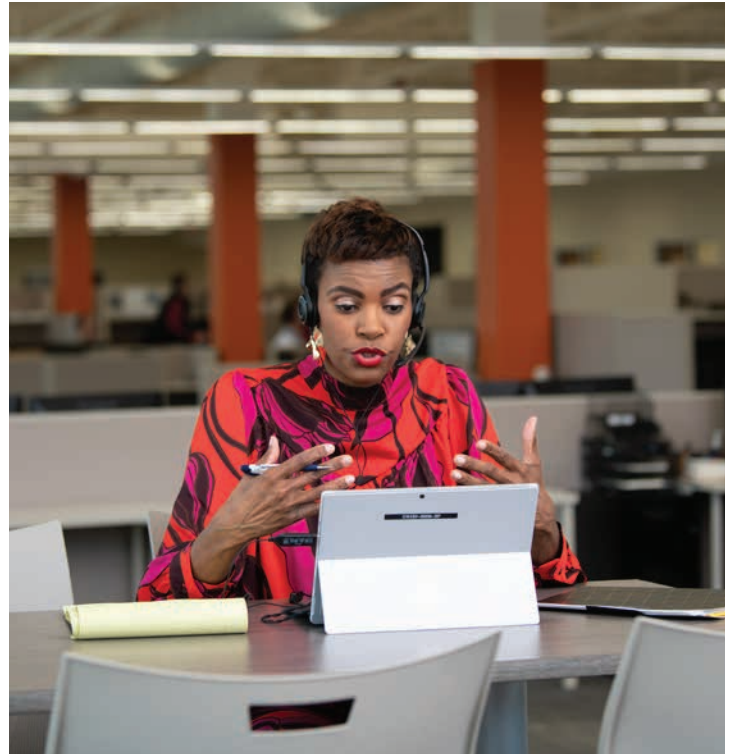
TECHNOLOGY AND INNOVATION DRIVE ACCESS TO PARTICIPANT SERVICES

As we all work to overcome the strains the pandemic put on our lives, we have also found ways to be more nimble and innovative in response to challenges.

An example of those responsive innovations is the Indeed Essentials to Work partnership, which addresses the fact that talent is universal, but unfortunately opportunity is not. Together with Goodwill in 2022, Indeed, Lyft and PCs for People worked together to help people overcome challenges that make it difficult to find or access a great job. Job seekers are able to access laptop and desktop computers as well as mobile hotspots to train, search and interview for jobs. To address transportation challenges, Lyft codes are offered for traveling to training courses, job interviews and to and from the first three weeks of a new job.

But, one of the simplest ways we can support people is by meeting them where they are – and with transportation, childcare, time and more creating obstacles to accessing in-person services, Goodwill worked in 2022 to increase our virtual service offerings, especially our initial meetings with participants to uncover how we can help – our intake process.

In fact, in 2022, 57% of our participant intake meetings took place virtually - making it easier for people to find a partner along their journey toward prosperity. ★



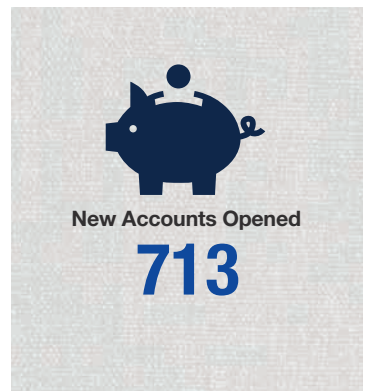
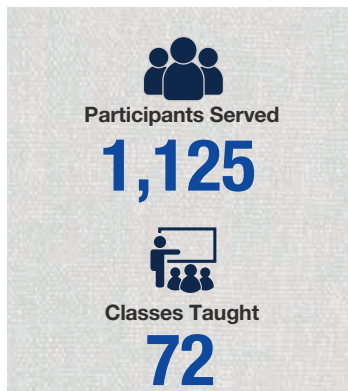
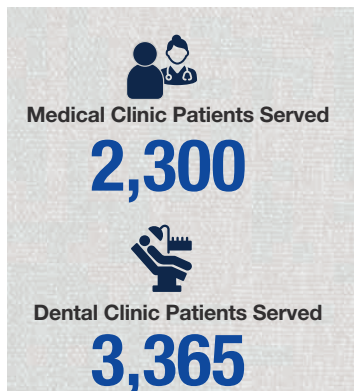
FINDING STABILITY & ACHIEVING PROSPERITY

PARTNERS: WRAPAROUND SERVICES

Partnerships are central to the purpose of the Goodwill Opportunity Campus - a place where people in our community can find a number of nonprofit services under one roof. At Goodwill, we believe a holistic approach is critical as people look to make a change in their lives – you can't find stability in your career without stability in your finances, health and home life. Each of the partners

at the Goodwill Opportunity Campus plays a critical role in supporting our community as a whole, and participants Goodwill serves as they seek opportunities to prosper and thrive.

Below are some of their impact numbers at the Goodwill Opportunity Campus in 2022.



SPECIALIZED TRAINING LEADS TO HIGH-TECH CAREERS



Joseph is excelling as a Drone Pilot 1 with Duke Energy, but the retired Gaston County Sheriff's Deputy never imagined he'd one day be operating drones for a living.

"I had no clue," Joseph explained. "I wasn't even looking for a career in drones, that's what blew my mind more than anything."

With 30 years in law enforcement, Joseph was first introduced to drones as a deputy, when he and a colleague were assigned a one-week training course at Gaston Community College. It was a few months later that Joseph, then retired, saw an ad for drone training at Goodwill and inquired.

"I started reading up on it and seeing the opportunities in drone technology. So, I thought this might be a good opportunity to get in the field," Joseph explained. "I learned a lot in that initial one-week course, but it was still not enough for me to receive my certification."

At the Goodwill Construction Skills Training Center, Joseph was able to take the Drone Pilot Training course, which in just eight weeks provided him the knowledge and skills needed to operate drones and pass

the FAA remote pilot knowledge test, with fees covered by Goodwill.

The skills learned at Goodwill provided Joseph the knowledge needed to excel at his current job with Duke Energy.

"We fly the drone, and we take pictures of the power lines and all the equipment that's on that pole," Joseph explained. "Before drones, they used to send a bucket truck out there with a man and a bucket to get up on the lift and look at the equipment. They still do it, but with our job we can travel and cover a lot more ground."

Drone training is not the only innovative training taught at the Goodwill Construction Skills Training Center. Students also receive realistic virtual training using Interplay and VR technology. Through Oculus headsets, participants receive hands-on experience in construction, electrical, HVAC, solar and maintenance.

"Goodwill is a great program. I mean, a lot of people don't realize what is offered and how it helps folks." ★



INDUSTRY LEADERS INVEST \$375,000 IN GOODWILL CONSTRUCTION SKILLS TRAINING CENTER

Four different organizations are providing funding to support the construction and trade training program offered by Goodwill Industries of the Southern Piedmont. In 2022, CTE, Stanley Black & Decker, Lowe's Foundation and Ally Charitable Foundation awarded grants to the program, totaling \$375,000.

"It's really exciting to receive these grants," said Marvin Kelley, director of Construction & Trade Training for Goodwill. "I think this is our third iteration of funding with the Lowe's Foundation, so the fact that they're continually willing to invest, shows the level of will for our program."

Grants include \$75,000 each from CTE and Stanley Black & Decker, \$200,000 from the Lowe's Foundation and \$25,000 from Ally Charitable Foundation.

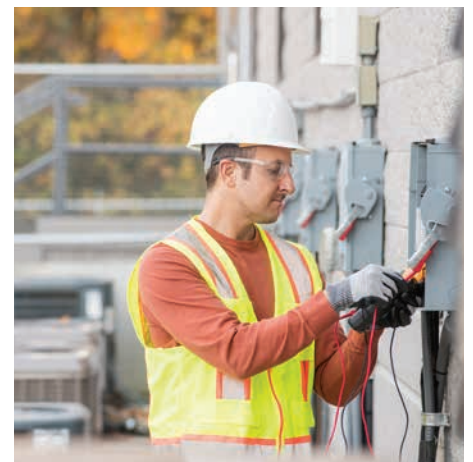
This additional funding for the construction program will support the increased costs of instruction, materials and equipment for the in-demand program.

"Because so much of our course work is hands-on, we're trying to constantly ensure that we have the equipment, materials and the projects that allow our participants to get the training necessary so that when they walk on a job site, they look like, and feel like, they've been there," Kelley added.

The Goodwill Construction Skills Training Center was opened in 2019 to create a pathway for upward mobility through the trades, while also addressing the labor shortage of local construction companies. Since then, the Goodwill program has graduated hundreds of adult students,

increased its list of employer partners and has begun to create a reliable pipeline of talent to local construction companies.

"In May, there were 36,000 new jobs added in construction. In April, there were 494,000 openings, up 40 percent from the prior year. So, there's a huge demand for our programs," Kelley explained. ★



EMPLOYER PARTNERSHIPS PROVIDE REAL-WORLD EXPERIENCE AND MENTORSHIP

Justin

*T*his internship has literally changed the trajectory of my life,” Justin explained. “To get in the position that I’m working in right now, as a SharePoint Administrator, I would have had to do a lot more to even be considered for this position.”

Justin was one of four advanced IT graduates in 2022 selected to intern with Polypore International, a leading global high technology company. The nine-month pilot program in partnership with Apparo, provides paid, hands-on experience for Goodwill graduates – in addition to mentorship.

Apparo, a local nonprofit that provides tech and business solutions to other nonprofits, helped with the development of this program. “We can be a solution to a problem that your company might be having in regard to your talent pipeline,” said Kristen Reed, Corporate Engagement Manager for Apparo.

The experience was a success for Justin and Polypore International. Justin now works as a Business Execution Consultant – SharePoint Administrator with Wells Fargo, and Polypore is training its second cohort of interns from Goodwill, this time for a 12-month internship. “I realized throughout the process, that it’s not really about a degree or a certification. Employers just want to know if you can do the work.

*Goodwill prepared me to be here where I am today.**



Ritu



*P*artnerships come in many different forms at Goodwill Industries of the Southern Piedmont. In addition to internships, we also provide mentorship opportunities to our participants, thanks to employer partners. A dozen women enrolled in our fall 2022 advanced IT courses had the opportunity to receive mentorship from executives and leaders with Accenture, an IT and consulting firm committed to the advancement of women in IT.

Ritu was paired with Melinda Sansone, Senior Manager of Data Architecture & Business Integration with Accenture. “I really valued her time,” said Ritu, a graduate of Goodwill’s Data Analyst course. “The mentoring was very beneficial because it motivated and elevated us.”

Melinda reviewed and provided feedback to Ritu on her resume, encouraged her to continue her IT education, but most importantly, she gave her the confidence needed to get back in the workforce.

“When you are on a career break you feel that you are lacking something,” Ritu explained when talking about taking time off from work to raise her children. “When I spoke to her, I told her what projects I have done in the past. She was really happy to mentor me.”

With Melinda’s direction, Ritu continued her IT education and received certification in cloud technology, in addition to certifications she acquired at Goodwill. ★



MATIEYOS TURNED AN IDEA INTO HIS REALITY

Today, Matieyos is a Building Engineer for CBRE, but in 2021, he was working as an Uber driver. Several years ago, Matieyos was in nursing school but had to drop out due to family issues. He pivoted and became a truck driver, driving state-to-state for several years. Eventually, being away from his wife and two teenage children on a regular basis took a toll. From there, he began driving for Uber, and in a fortunate turn of events, one of his passengers led him to Goodwill.

One day, a person riding with Matieyos told him that he had taken classes with Goodwill University and found success.

Matieyos asked the passenger, “Goodwill has classes? How do you get them?” His passenger emphasized to him that not only were Goodwill University’s training courses good, but they were also offered at no cost to participants thanks to community support. Matieyos decided to email Goodwill, and within a couple of days, he was signed up to start the Construction Basics course.

“I liked the class because it just opened the door for me. That class would have cost a lot if I went to trade school; it’s not cheap,” Matieyos said.

He was so impressed with the Construction Basics course, that he also enrolled in the HVAC course.

Upon completion, Matieyos began working with his Goodwill partners—a Career Navigator and Employer Engagement team member—to build his resume and find a career in the construction and trade industry.

“We do a lot of hands-on training that leads to certifications,” Marvin Kelley, director of the Construction and Trade Skills Training Program, said. “But really, pairing the skills training with personal coaching and employer relations, we’re really preparing folks to access opportunity in the industry.”

A hiring fair, set up at the Goodwill Construction Skills Training Center, helped Matieyos land his current position with CBRE, where he oversees four buildings for the company—checking the interior and exterior, and making sure they are safe for everyone. He is currently

working with his supervisor to train to become a Lead Building Engineer.

In just a matter of months, his life trajectory was changed. Matieyos began his first course in September 2021 and was able to gain employment in the industry by January 2022.

Matieyos has expanded his construction education since starting with Goodwill, but he’s not done yet. He plans to also take an electrical course with Goodwill to continue to grow his skills to capitalize on opportunities.

“This field needs a lot of manpower, and it still has a lot of opportunity to grow.”

he added. Matieyos encourages anyone who needs help with their career to take advantage of the classes Goodwill provides, gain knowledge and make themselves valuable in their industry of choice.

“I invite a lot of people to join in these classes. This is the best opportunity,” he emphasized. ★



TANESHA'S TALENTS HELP HER SEIZE OPPORTUNITY

Tanesha is finally working the job she's been hoping for as a teller at Carolinas Telco Federal Credit Union, but her pathway to success wasn't easy. The mom of two worked at a fast-casual restaurant chain for nearly nine years before she was introduced to the Rise2Work program through Central Piedmont Community College, where she was taking courses to obtain her associate degree.

"I was going to CPCC at the time but I was failing a little bit and I needed a better job," Tanesha said. While in this program, Tanesha was introduced to Goodwill, and sought out opportunities to gain new skills at no cost, and find support to advance her career to meet her aspirations.

Through Goodwill University, Tanesha took the Customer Service Experience course and learned about customer dynamics and how to interact with customers from a new perspective.

"I was already working in a customer-facing role at the restaurant for eight to nine years, so I knew a lot, but taking the class taught me so much more as far as how to handle

situations. I learned how to de-escalate situations and I learned how to listen to customers," she explained.

In addition to courses, Goodwill participants also receive wraparound services. They have access to family stabilizing services and are assigned a Career Navigator and Employee Engagement representative, which Tanesha believes changed the trajectory of her career.

"I didn't realize that the Career Navigator would reach out to me because I thought it was just a class that we take, we get a certificate and we're done," she said. She said the level of support she received, coupled with the deep encouragement from her Career Navigator, Antonia "Toni" Voliton, and an Employer Engagement team member, contributed greatly to what came next in her story.

"When I met with Toni, I would tell her what I was looking for and Toni sent me some modules on how to interview and then helped me with my resume. I think those were two big things that I was missing when looking for other jobs."

Tanesha always felt like she was qualified for banking positions but was missing the tools and confidence needed to land the job. With Toni's patience, persistence and guidance, she landed her dream job at the credit union.

"Through LinkedIn I filled out an application for the credit union, I sent in a resume that I had been working on, and when they called me for an interview, I used everything that I had learned from Toni.

I was able to go to my interview and use what I learned, and I got hired the same day."

Tanesha began her job as a bank teller and has loved it ever since. ★

CONNECTING TALENT TO CAREER OPPORTUNITIES

"Goodwill will encourage, empower and prepare you for a foundation in the workforce." said 2022 Goodwill University graduate, Colette.



"I'm excited! I loved going to work when I was a teacher, but I'm really enjoying what I'm doing now," Colette explained.

The former educator worked as a math teacher for 20 years before retiring and working as a daycare worker. Like many others during the pandemic, Colette faced challenges and ultimately left her position at the daycare for her safety.

"Goodwill was a good opportunity to rebrand myself and get some certifications under my belt," Colette explained.

With new skills and a newfound confidence, Colette works as a billing specialist for Spectrum, a job she loves.

Through Goodwill University, Colette was able to take the Customer Service Experience and Microsoft Essentials for Business courses virtually, which helped her advance her skills.

"Goodwill made me feel comfortable," Colette said when speaking on the training she received. "They educated me, they taught me how to do a phone interview and talk to people."

Employer Engagement Representative Julie Salinas helped Colette land her job with Spectrum by informing her of the company's hiring event at the Goodwill Opportunity Campus. Longstanding relationships like this, between Goodwill and Spectrum, provide access to career opportunities for Goodwill participants.

Today, Colette is not only a Goodwill graduate, but an advocate for the nonprofit.

"I thank God for Goodwill," Colette exclaimed. ★

CHARLOTTE'S LARGEST NONPROFIT STAFFING COMPANY*

Goodwill team members help to connect people to opportunities in a variety of ways, one of which is through an in-house staffing organization, GoodWork Staffing, which specializes in providing industrial, clerical and management employees to reputable employers in our region.

GoodWork Staffing not only generates revenue to support workforce programs offered at Goodwill, but creates direct lines to well-paying jobs with reputable companies to help people achieve meaningful employment.

Their innovative approach benefits businesses by providing pre-screened and motivated workers, while also contributing to the development of a robust and highly-skilled local workforce.

**Source: Charlotte Business Journal*

EMPLOYERS HELP TO INFORM AND DELIVER CORE CURRICULUM

Goodwill is known for helping people find work. But we know success isn't achieved alone, which is why we encourage partnership and collaboration to help our team and the people we serve in achieving their goals.

DPR Construction plays an important role in the Goodwill Construction Skills Training Center, helping participants learn about the possibilities within the industry, experience hands-on learning and helping to develop and deliver a well-received carpentry course led by DPR employees Chuck Haskett and Scottie Semder.

DPR mechanical, electrical and plumbing subcontractors Adams Electric and Harris Mountain West have also helped drive the program, adding curriculum in electrical, plumbing and piping prefabrication. The courses bring Goodwill participants into DPR's Charlotte prefabrication warehouse to work in a safe, controlled environment, where they receive hands-on learning on how to create prefabricated, multi-trade racks.

Additionally, Goodwill has hosted training classes in DPR's local prefabrication warehouse and have brought training classes out to DPR's Atrium Health project site for tours and interaction with active construction team members.

Industry partnerships like these not only provide valuable learning opportunities for Goodwill participants, but also paths to promising careers. ★



FORKLIFT TRAINING COURSE CREATES TALENT PIPELINE IN GASTON COUNTY



One of our core values at Goodwill is to listen actively. We take pride in offering training that delivers the skills community members need to take advantage of opportunities in growing industries, and that employers tell us are needed to meet the demand for qualified talent. As manufacturing continues to be the leading employment sector in Gaston County, we expanded our Forklift training course to our Gastonia Career Center.

In 2022, we helped more than 23 participants quickly gain the skills and certifications they need to operate a forklift in a professional setting, and deliver certified talent to the local industry. ★

EMPLOYER ENGAGEMENT TEAM ADVOCATES FOR OPPORTUNITIES



Craig Kalhagen, Employment Engagement Specialist supporting Advanced IT participants and graduates, takes his efforts a step further and features participants on his LinkedIn page. The simple, but added effort, has allowed Craig to reach employers looking to hire, land interviews for participants and share Goodwill's mission with organizations who may not be familiar.

"We do a great job marketing the fantastic training Goodwill has to offer but employers want to know more of the professional story behind the students in our classes," he said.

Craig regularly posts summaries of participants work history, database knowledge, education, certifications and more to highlight the quality of talent available through Goodwill.

"This initiative helps catch employers' attention through social media or when we reach out to them via phone or email sometimes, they have seen these posts, so they already know what Goodwill does and the participants we assist," Craig explained. ★

If you're looking to hire a qualified candidate for your company, Goodwill can help.

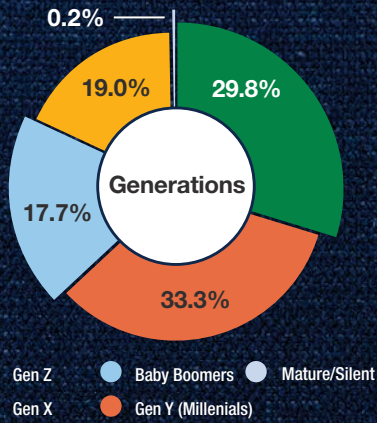
Goodwill's Employer Engagement Team connects qualified Goodwill participants and graduates with employers searching for their next hire, helping the right people land the right roles. Our professional team offers one-on-one services to assist job seekers with identifying their strengths and to help employers match skilled candidates to job openings.

TOP TEN HIRING EMPLOYERS

The secret is out - Goodwill is a talent destination in Charlotte and beyond. Here are ten of the organizations who hired a significant number of individuals who sought services, or completed training programs through Goodwill in 2022.

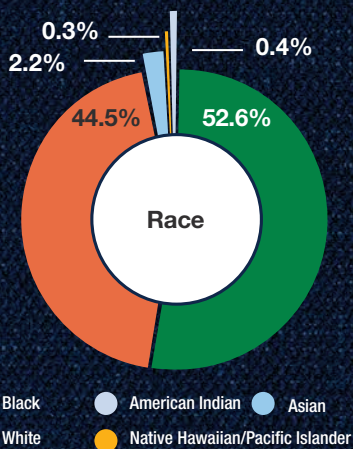
- Amazon
- Atrium Health
- Bank of America
- Charlotte Water
- Coca-Cola Consolidated
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- Spectrum
- Walmart
- Wells Fargo

OUR TEAM



PROVIDING PARTNERSHIP TO OUR MOST VALUABLE ASSET – OUR PEOPLE

It truly takes a village to execute our unique social enterprise model. With team members spread across nine counties, working in a variety of roles from retail to career navigation and everything in between, we take seriously our responsibility to support our team as they work toward their own personal and professional goals. We want our team members to be able to succeed and thrive – at home and at work – whether that’s with Goodwill or not! We are proud to offer coaching services and personalized support through our Pathways program, to offer direct access to resources available through Goodwill and our community partners, and to be investing time and energy in leadership training to ensure our leaders feel supported and equipped to foster a workplace culture that is welcoming, inclusive and creates a sense of belonging for everyone who walks through our doors.



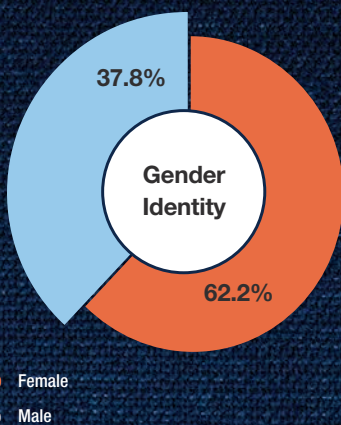
Pathways

Team members have the opportunity to grow with Goodwill through our internal development program, Pathways. Team members who take advantage of this resource are paired with a coach, who work with them to reach goals, personally and professionally, that will help them with advancement in their careers and lives. They receive assistance with everything from job training resources that will help them receive promotions to referral for financial literacy education to purchase homes and family stability services.

In 2022, more than 130 team members were registered as Pathways participants.

Access to Resources

It’s our mission to build pathways that help people pursue the life they want to achieve. That’s why the services we offer to the community free of charge, are also available to team members at Goodwill. Team members can take training courses through Goodwill University, our training division; access our digital Learning and Growth Hub—our one-stop shop for learning needs through any electronic device; receive food, rental, utility, furniture and transportation assistance through our family stability program, and financial literacy from Goodwill Opportunity Campus partner, Common Wealth Charlotte.



Leading with Love

Goodwill is committed to developing our organization from the inside out. That’s why our management team participates in the Heart Work training, with Heart Work Leadership Group Founder, Glenn Thomas. The program equips organizations with the tools to develop and nurture heart-centered leaders. This training has been so successful, it’s now being provided to more team members across the organization.



GROWING WITH GOODWILL

Our purpose at Goodwill is about helping people see possibilities, seize opportunities and prosper – and that aim is not only for our community, but also for our team members. Through internal training and skill building programs, leadership workshops, on-demand personal and professional growth courses and more, our team members are uncovering and seeking out opportunities to grow both personally and professionally. In fact, in 2022, more than 1,000 team members completed more than 1,600 courses through our learning management system! A number of team members also graduated from one of our intensive training programs offered by Goodwill University, including Electrical Training, IT Operations and a Customer Service & Sales Certified Specialist course.

Our Goodwill Opportunity Campus Manager, Karlos Scott, had the honor of serving as the student speaker at the January 2023 graduation ceremony. He shared,

“Never did I imagine the many different opportunities for growth that Goodwill has to offer.”

He closed by advising the audience, “If anyone is thinking about a career change or wants to further expand their expertise, don’t hesitate. Look around you! These graduates just showed you that it’s possible. You never know, the next person telling their story up here could be you.” ★

WITH NEW GROWTH COMES NEW OPPORTUNITY

You may have heard we are in a period of expansion, resulting in the opening or relocation of a total of seven retail stores in 2022, bringing the total number of Goodwill stores in our region to 31. These store openings are also opening up opportunities for us to increase our capacity as an employer, and to allow for new opportunities to repurpose spaces for community use, and repurpose even more items generously donated by our neighbors to support a circular economy and help to fund our mission.

Increasing employment opportunities

The most important element of this growth is that it enables us to reinvest in our greatest asset, our team members. Our growth in 2022 created **180 new jobs** in our community and is helping us expand deeper into our 18-county territory to support more people through skills development, career navigation and employment.

Repurposing spaces to support community connections

Two of the stores opened in 2022 – in Rockingham and Shelby, NC – are now among the largest traditional Goodwill stores in the country. But their uniqueness doesn’t end there. These spaces are also a one-of-a-kind concept, combining a traditional Goodwill shopping experience with additional locations of our technology store, The GRID: Powered by Goodwill, a multi-purpose community room available for gatherings and events, and boasts partnerships with local entrepreneurs to operate café spaces—Big Red’s Café in Shelby, and Salty Bean in Rockingham.

“Since our first meeting with Goodwill, we were sold on the concept and what the organization is envisioning for the community,” said Daniel Ruperd, owner of The Salty Bean. “Rockingham has been our home for going on 15 years now, and we look forward serving and giving back to Richmond County for the foreseeable future.” ★





ED M^CMAHAN: WHY I GIVE

“It’s always exciting and fulfilling to contribute or donate to organizations where you know your resources will be put

to really get use,” said Ed McMahan, managing partner at Falfurrias Capital Partners and top donor for Goodwill Industries of the Southern Piedmont.

In addition to donations and shopping at our retail stores, individual contributions help Goodwill build pathways that help people pursue the life they want to achieve.

“My mom and dad were Charlotte natives and were fairly active in the community. As I’ve been able to accumulate resources, I feel like it’s important to be able to continue the work that they did over the years,” said McMahan.

McMahan generously donated money to launch the advocacy campaign around the Benefits Cliff Project, spearheaded by

Goodwill Industries of the Southern Piedmont. In partnership with Goodwill of North Georgia, the Federal Reserve Bank of Atlanta and Atrium Health, the organizations are working to raise awareness of benefits cliffs, experienced by workers when a pay raise would leave them worse off financially. This happens when public assistance “drops off a cliff” at a certain income level.

“My focus has always been on some of the structural barriers that exist for families that are in situations where they’re not able to improve their financial stability or economic mobility,” he explained when speaking on why he chooses to invest in Goodwill. “We just want to get rid of those lack of incentives and create a more shared environment for families that are trying to do the hard work to improve their financial situation.” ★

BENEFITS CLIFF COMMUNITY LAB



Building economic security for yourself and your family is the dream for many Americans. Navigating the financial barriers to upward economic mobility can be challenging and stressful to overcome. One significant barrier occurs when career advancement and wage increases put a family above the income eligibility threshold for public assistance programs. This financial barrier comes in the form of the benefits cliff.

Workers encounter benefits cliffs when a pay raise would leave them worse off financially. This happens when public assistance “drops off a cliff” at a certain income level. Workers may decline job offers, quit, or choose not to apply for jobs because a pay increase could trigger an even greater loss of benefits.

The realities of balancing a tight budget with no room for unexpected reductions in income or increases in expenses are stressful. However, finding and keeping a job, and continuously working to improve your skills and salary, are the best long-term strategies for economic security.

This is why Goodwill Industries of the Southern Piedmont and its strategic partners, the Federal Reserve Bank of Richmond, Federal Reserve Bank of Atlanta and NC Budget & Tax Center have been championing solutions to mitigate the impact of the benefits cliff on workers and their families in North Carolina. A diverse coalition of North Carolina businesses and nonprofits, led by Goodwill, is advocating for policymakers to address benefits cliffs so that workers can progress further in their careers and businesses can better hire and retain talent.

The goal of the Benefits Cliff Community Lab is to eliminate the benefits cliff all together. As income gradually increases, public assistance should gradually decrease until low-income workers reach self-sufficiency. Although public assistance would increase initially to bridge the cliff, it would decrease over the long term relative to the status quo as workers reach self-sufficiency. This is a logical solution for workers, businesses and taxpayers.

Throughout 2022, the coalition has made great progress in developing tools and products, elevating this issue to key stakeholders and identifying policy solutions for lawmakers. Now, the project is focused on raising awareness about the benefits cliff to the community and igniting others to join Goodwill in advocating solutions that inform policy decisions.

At the heart of this work is to promote economic dignity, family stability and upward mobility for those affected by the benefits cliff. The cliff experience can leave individuals feeling defeated or hopeless as they support their families. Goodwill is here to change the narrative and provide solutions for individuals and their families looking to prosper. ★

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Gizaw Bedana is now helping the next generation of Goodwill participants in his new role as Board Advisory Member with the nonprofit. The 2019 Goodwill University graduate, who works as Senior Data Analyst for an insurance company, became a board member in 2021.

“I’ve seen some of the strategies of how we’re going to expand our stores, education and training, and it’s really impressive. It’s helped me to connect the dots,” Gizaw explained.

As an advisory board member, he now has the ability to provide feedback to those strategies to ensure participants, preparing to embark on their pathway to prosperity, are receiving the best trainings possible.

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