

# Highlights

Summer 2022



**Goodwill**  
Southern  
California

Transforming Lives  
Through the Power of Work



# Dear Friends,

Like many organizations, when the COVID-19 pandemic hit, Goodwill Southern California “went digital.” Although most of our staff remained at our employment centers as essential workers, we began offering our workforce and career development services digitally. In 2021, more than two-thirds of our program participants utilized our programs over the internet.

Today access to the internet and computer fluency is a necessity. It is essential to managing our personal and work lives. Some jobseekers, however, do not have access to internet, computers or smart phones – and in some cases, they lack computer skills – a situation known as the “digital divide.”

Lack of digital access and skills puts people at a disadvantage, particularly those from vulnerable communities, in an economy that is focused increasingly on information and communication technologies. Workers need these skills and tools to succeed in higher-wage jobs that provide living wages and create sustainable communities.

Helping our participants bridge the digital divide is an increasing priority for Goodwill Southern California. We work closely with employers to ensure that the digital skills training we provide participants will meet the long-term needs of the workplace. Furthermore, we are also addressing the lack of hardware. This year we partnered with “PCs for People” to provide computers and hotspots to 300 families in our communities.

We are thankful to our employer partners who help us keep pace with this fast-changing workplace. Employers provide invaluable feedback that shapes our programs. With your partnership, we remain committed to providing relevant job skills training that prepare jobseekers for the digital economy.



**Patrick McClenahan**  
President and CEO  
Goodwill Southern California



## Do Good. Do Goodwill.

Our goal at Goodwill Southern California is to connect unemployed and underemployed workers with the resources to get them into training and jobs that lead to sustainable employment. We are committed to serving everyone who walks through our doors, while maintaining our focus on populations with the highest barriers to employment. Whether it is through a one-time or recurring gift, planned giving, a vehicle donation or a donor-advised fund contribution, together we can build a strong and healthy region. Find out more at [DoGoodwill.com](https://www.dogoodwill.com). Thank you!

*Cover photo: In February, Goodwill Southern California unveiled an art installation titled “FABRICS” at the Atwater Village Goodwill Store. The project was a collaboration between designer Darren “DRx” Romanelli, artist Spencer Lewis, Better World Fragrance House and the American Sewing Guild Los Angeles Chapter, whose members stitched massive canvases from discarded textiles upon which Lewis painted. The project was funded in part by a grant from the Coca Cola Company. Photo: Patrick Parado*

# 2021 at a Glance

Despite the ongoing challenges of the COVID-19 pandemic, 2021 found Goodwill Southern California bouncing back. We almost doubled the number of individuals to whom we provided job services (33,089 in 2021 vs. 17,079 in 2020), and helped create new career pathways. Many of these were for our strategic populations of people facing barriers to employment: veterans, the unhoused, uniquely abled, disconnected youth and justice-involved.



## Whom We Served

- 33,089: Total participants
- 19,209: Unemployed
- 3,119: Unhoused individuals
- 1,170: Veterans
- 2,560: Uniquely abled
- 5,064: Disconnected youth
- 2,527: Justice-involved

## How They Participated

- 3,567: Career exploration services
- 2,262: Job readiness training
- 1,628: Occupational skills training

## Outcomes

- 5,829: Total placed in employment
- \$18.09: Average starting wage
- 217: Number of businesses engaged

## Demographics

- 52%: Hispanic
- 23%: Caucasian
- 19%: Black
- 4%: Asian/Pacific Islander
- 2%: Other

## Doing Good in 2022!



*Nike hosted a curated secondhand shopping experience at the Goodwill SoCal Fairfax store in April. The event celebrated Earth Day and Nike's new partnership with singer-songwriter Billie Eilish, who was featured on the rooftop billboard. Photo courtesy Nike*

## Cost of Career Services

Ever wonder what it costs to train someone for a new career? Here are just a few examples. Your continued support makes this work possible for so many jobseekers!

- Software Developer/Programmer, \$7,500
- Communications Technician, \$7,500
- Financial Records Processor, \$6,500
- IT Security Professional, \$6,500
- Class A&B Driver, \$5,995
- Crime Scene Investigation Certification, \$5,545
- Clinical Medical Assistant, \$5,500
- HVAC Technician, \$3,705
- Certified Nursing Assistant, \$3,450
- Security Officer, \$2,682
- Pharmacy Technician, \$2,495

# Working with Vets Is Rewarding for Bryan Smith



Bryan Smith

*"That is the cool moment when you see people who are excited about life."*

Talk to Bryan Smith for two minutes and it's clear: Here's a guy who really likes people. He's got an easy laugh and an enthusiastic take on his job as a Career Services Specialist in the Homeless Veteran Reintegration Program at Goodwill SoCal's Victorville Career Resources Center.

"The Homeless Veteran Reintegration Program is designed for veterans who are just getting out of the service without a plan, those who are at-risk of becoming homeless, and those who are genuinely homeless," he said. "My job is basically to help them find employment and assist with topics that will enable them to become financially stable and productive."

His experience helps him relate to his clients. Bryan served eight years in the Marine Corps, and then had a lengthy career in construction. He took some time off to finish a Bachelor of Science degree in business, and then started looking for something new to do.

He joined Goodwill SoCal in May 2021. "I like that I'm helping people who need some assistance. They really appreciate the help."

As a vet, he can "talk-the-talk" with his fellow vets who come in looking for work. Whoever the client is, he is eager to share resources and help get them employed.

Ask him about clients who made a special impression, and he says it's hard to pick just one. But he mentions a hiring event where eight people experiencing homelessness were hired for fulltime jobs. "They're nervous and scared and think they're going to get kicked again. Then they get a job and you see that almost instant transformation. That is the cool moment when you see people who are excited about life."

That's one of the rewards of working for Goodwill. "That's what I like," he says. "If you're looking for a job, come to our career center. We'll help you out."

# Meet Diana, a Goodwill SoCal Success Story



Diana Carmona

Diana Carmona is 18. She successfully trained for a career through Goodwill Southern California Workforce and Career Development programs. Here's her Goodwill story:

Born and raised in Los Angeles, Diana faced challenges growing up. "I did not have much," she said. "I also did not grow up in the best crowd, and so my life has been a little rocky."

She went to the San Bernardino Youth Opportunity Program for career guidance, and found herself on the path to self-sufficiency. "Before enrolling in the program, I knew I wanted to be in the medical

field, but I was not so sure where I would start or how to enroll."

Diana completed her training and today she is a certified nursing assistant.

"Goodwill has shaped me into the person I am today," she said. "Not only did it change me for the better, but I also learned so much and I met many amazing people. The instructors and staff there were immensely helpful and patient with their students."

"A huge thanks to Goodwill Youth Opportunity Program! I am a lot wiser and stronger now."