Highlights
Winter 2022

goodwill

Goodwill Southern California

Transforming Lives
Through the Power of Work

Dear Friends,

Goodwill Southern California was founded in 1916 in the heart of downtown Los Angeles with the idea of transforming lives through the power of work. We are grateful to the many community partners who help support this endeavor with funding, staffing and other resources.

At the heart of our mission is the belief that everyone in our community has value and is deserving of our time and help. We provide a "hand-up" and an opportunity to people with barriers to employment, including Veterans, people returning from prison, disadvantaged youth, people with disabilities and people who are homeless.

We also believe that everyone has talent. Our job is to help them discover and use those talents. If we are thoughtful and creative, together as a community we can figure out how to put that talent to work. This leads to individuals getting on the right path to transforming their lives and, ultimately, transforming the communities in which they live, work and play.

The need was great for people with barriers to employment prior to the pandemic. The need is even greater now. Few things are as impactful to someone's physical and mental health as having a job. A good job gives people access to healthy food, decent shelter and medical care. And mentally, having a job offers the peace of mind that comes with knowing they can support themselves and their family, as well as the basic human dignity that comes from working.

The people we serve have a strong desire to work. They just need guidance, training and support to do so. We can provide that. Last year, Goodwill Southern California served more than 33,000 individuals, providing them with job counseling, training, placement and coaching.

That's our mission. That's why we exist.

With gratitude, on behalf of the people we serve,

Patrick McClenahan
President & 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**. Thank you!

Cover photo: Goodwill Southern California Ambassador David Fleming and Trainee Jose Santiago on the job in our e-commerce division at Atwater Village. Photo: Goodwill Southern California

GoodwillFinds.com Provides a New Way to Thrift

It's a win-win – shoppers have the thrill of a treasure hunt while benefiting the community. That is the positive effect of **GoodwillFinds.com**, a new online second-hand marketplace that launched nationwide in October. The e-commerce site is operated by a consortium of Goodwill organizations across the country, including Goodwill Southern California.
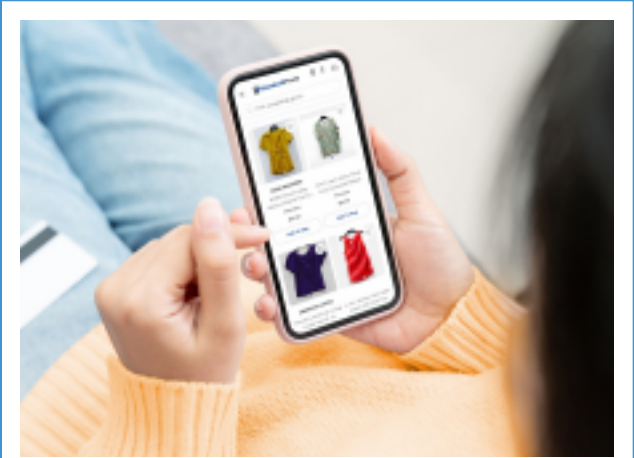
This new social enterprise supports Goodwill's mission to provide professional training and job placement. Proceeds from sales on **GoodwillFinds** directly benefit the communities from which the items were initially sourced and fund local workforce programs to benefit the community. The e-commerce platform is designed to modernize the resale shopping experience, providing personalization and thoughtful recommendations. It also furthers Goodwill's initiative to empower individuals with disabilities and other barriers to gain independence through the power of work.

The founding Board of Directors is comprised of Goodwill of Southern California, Goodwill Industries of Southeastern Wisconsin, Evergreen Goodwill of Northwest Washington, Goodwill of Colorado, Goodwill of Central and Southern Indiana, and Goodwill-Easter Seals Minnesota. Strong support and commitment from a wide array of other Goodwill organizations help **GoodwillFinds** to realize the fullest potential of the marketplace.

Since our founding in Los Angeles in 1916, Goodwill stores have been part of the fabric of communities in Los Angeles, Riverside and San Bernardino Counties. Building on our established e-commerce division, **GoodwillFinds** expands the potential number of shoppers we can reach. Goodwill stores provide value for shoppers, support sustainability for the Earth through reuse of resources, and help neighbors find employment.

GoodwillFinds.com offers online thrifters great deals on gently used merchandise. Photo: GoodwillFinds

Here's a Glance at our Brick and Mortar Retail Operation

- Full-size Stores 79
- Boutiques 13
- Bookstores 4
- Clearance Centers 3
- Attended Donation Centers 11

A Look at 2022

Goodwill Southern California provides career services to a racially diverse population (79% people of color) and almost entirely low to moderate income from a three-county area of more than 30,000 square miles. Here's a look at our impact so far this year (January through September 2022):

Participation in Workforce and Career Development Programs

- Number of employment centers 12
- Total served in our centers 14,498
- Number served with in-person services   4,265
- Number served with virtual services 10,233
- Number placed or hired in jobs (outside Goodwill)   1,366
- Number placed in Goodwill SoCal jobs   2,238
- Average starting wage $16

Forging a New Path for Her Family

Because of the sensitive nature of this story, we have changed the subject's name to protect her privacy.

Being in an abusive relationship sent Marie into a three-year spiral of substance abuse and homelessness. In 2018, she entered rehab while her family took care of her baby daughter. Marie successfully completed rehab, then escaped her abusive relationship and fled to a homeless shelter. Six months later, she regained custody of her daughter.

Marie found work in an apprenticeship program. But two years into it, the COVID-19 pandemic hit and her progress screeched to a halt.

Marie needed a job. She needed housing for herself and her baby. She needed resources. She found all three through a Goodwill SoCal Job Center. She enrolled in the Transitional Employment Program, which provides work experience and training for people who have been laid off. Goodwill SoCal provided supportive services, including rent assistance for the shelter she lived in.

After completing her training, she applied for work at a Goodwill Job Center, and was hired as

Photo illustration: Adobe Stock

a Case Manager. Goodwill staff also provided guidance to help her find low-income housing.

Today, Marie and her daughter are in permanent housing, close to her family and safe from her abuser. They are enjoying the comforts of living in their own space. And the little family has expanded – Marie and her daughter welcomed two shelter kitties into their home.

Veteran Battles to Overcome Homelessness

Many people today live paycheck to paycheck, with the shadow of homelessness looming in the background. It happened to Larry, an Army Veteran. After he lost his job at a graphics company, Larry struggled to pay his bills. He was evicted from his home and forced to live on the street.

Then he was referred to a Goodwill Southern California Job Center – and his situation began to improve. Goodwill SoCal connected Larry to Veterans Affairs Supportive Housing, and he found a temporary home at a shelter in Bell. Goodwill networked with other nonprofits, helping

Larry secure food assistance and help with his bills. He was enrolled in LA:RISE, a partnership that unites the City and County of Los Angeles workforce agencies with employment social enterprises. LA:RISE helps people with barriers to employment find jobs and build a better life.

Because of Larry's skill set, he was able to earn employment hours working at Goodwill SoCal's print shop in Lincoln Heights. Today, Larry is grateful for the assistance from Goodwill SoCal that helped him find a new path. His employment future is promising, and he's looking forward to moving into his own place.