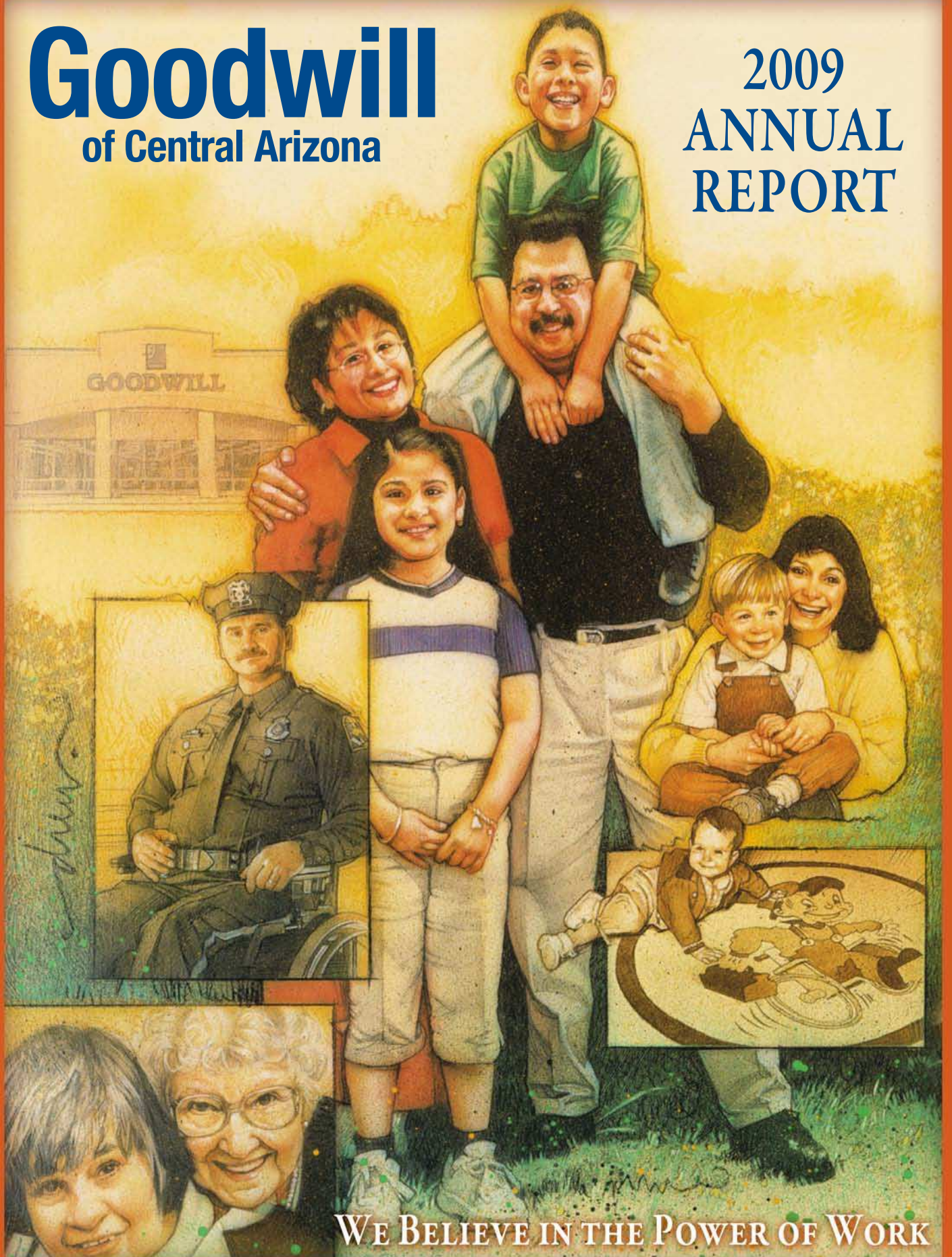


Goodwill

of Central Arizona

2009
ANNUAL
REPORT



WE BELIEVE IN THE POWER OF WORK

A message from our Board Chair and President & CEO

Although our nation's economy went through one of its most difficult periods in history, 2009 turned out to be the best year in Goodwill of Central Arizona's 63-year existence.

The economic downturn sparked a huge demand for our 36 human service programs and our team did an outstanding job in responding to the needs of Arizona residents.

In fact, our organization broke records for the numbers of people served, individuals placed into jobs and the amount of visits we received at our 10 Career Centers. In addition, the *Phoenix Business Journal* and Best CompaniesAZ named Goodwill of Central Arizona as one of the **"Best Places to Work"** in the Large Company category! This honor is a true testament to the professionals who consistently challenge themselves to strive for excellence in community service and economic revitalization.

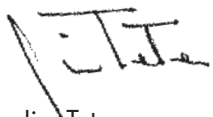
Our primary fundraising mechanism – Goodwill's 42 retail stores in central Arizona — earned more than \$60 million in revenue in 2009. We grew in a year when most retail operations were forced to cut back. As a result of our success, we opened five stores, hired several hundred people and increased our performance from 2008.

More importantly, we were able to dedicate more funds toward our Mission to **Put People to Work!** Thanks to the program and outreach efforts of Goodwill's Workforce Development team, Retail Department, Commercial Services Division and Ecademie High School, we provided services for 25,333 individuals and placed 6,721 Arizona residents into employment.

Goodwill is proud of our accomplishments in 2009 and we will continue to implement strategies and initiatives that build on our success. We'll continue to foster growth, strive for service excellence and financial stability in all areas.

We appreciate central Arizona's communities, our donors, shoppers, Goodwill staff and the Board of the Directors for their incredible support and we look forward to another extraordinary year in 2010!

Kind Regards,



Jim Teter
President & CEO



Jack Milligan
Board Chair (as of 2010)



Goodwill of Central Arizona Highlights

Record-breaking Year in 2009 for People Served, Placed and Career Center Visits

We continue to break records in our efforts to provide job training programs and employment services for disadvantaged youth and adults who need a “hand up” as our nation’s economy continues to rebound.

In 2009, Goodwill of Central Arizona’s Workforce Development team served 25,333 individuals and placed 6,721 people into jobs. Furthermore, Career Centers registered 105,319 visits from individuals looking for assistance with job training and educational opportunities. A huge success for Goodwill and the central Arizona community.

Yolanda Carrothers, Vice President of Workforce Development, outlined several key factors for Goodwill’s astounding results in 2009.

“The sluggish economy forced record numbers of Arizonans to search for jobs,” Carrothers said. “Our 10 Career Centers, which are conveniently located throughout the Valley and in Yuma, made it easier for job seekers to rely on our staff members, services and programs for assistance.”

Carrothers added, “The news media coverage in 2009 supporting Goodwill did an excellent job of connecting our retail and workforce development initiatives. Arizonans seemed to be more informed about how their donations to Goodwill help people find jobs.”

In 2009, Goodwill also awarded more than \$22,000 in scholarship funds to recipients for post-secondary education and received a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF). The CARF accreditation is the highest level possible for programs and service providers and is a seal of approval for Goodwill’s services.

In 2010, Workforce Development aims to build on its momentum by developing individualized training opportunities in targeted industries such as health care and opening a new career center in Prescott, Arizona in late 2010.

In addition, the Pathways Out of Poverty Grants program will be implemented, which will utilize \$1.5 million in funds to serve about 200 people. This grant will provide high-growth “green” jobs training to individuals living in local poverty areas via cohesive programs that integrate training

and supportive services to help individuals move toward economic self-sufficiency. This grant continues to support and broaden Goodwill’s mission to offer all individuals the opportunity for personal independence, through the power of work.

More 2009 Highlights

- Overall, Goodwill of Central Arizona earned \$70.9 million in Total Revenue, a 9.9 percent increase over 2008.
- Goodwill of Central Arizona was named to the “2009 Best Places to Work List” (Large Company category) by the *Phoenix Business Journal* and BestCompaniesAZ.
- More than 4.8 million transactions occurred in our 42 stores and 1,082,993 individuals donated items to Goodwill.
- Goodwill’s Volunteer Program welcomed 1,016 individuals who contributed 21,421 work hours at our stores and career centers.
- Goodwill raised \$171,000 for our Ruth & Hartley Barker Post-Scholarship Fund and education initiatives during the ninth-annual Evening of Goodwill on Oct. 3.
- Ecademie High School, a charter school operated by Goodwill of Central Arizona, graduated 85 students in 2009 and received a \$206,000 grant to build the Ortiz Media Library.
- Goodwill’s Youth with Disabilities program was recognized in November by the City of Phoenix with an Excellence Award certificate for Exceeding All Program Measures.
- Goodwill Commercial Services Division’s janitorial and landscape crews at the Sandra Day O’Connor Federal Building and United States Courthouse were a partner in winning the Building Owners and Managers Association (BOMA) Local, Regional and International *The Office Building of the Year (TOBY) Awards* in 2009.

Goodwill Success Stories

Jabbar Muhammed

If you sit down and have a conversation with **Jabbar Muhammad**, you'll have a hard time believing he has a shy bone in his body.

Muhammad was 20 years old when he was first referred to Goodwill of Central Arizona by the state's Department of Developmental Disabilities. He was described as shy and quiet, unsure of himself, yet very polite. However, Muhammad had the desire to learn work skills so he could one day help provide for his family.

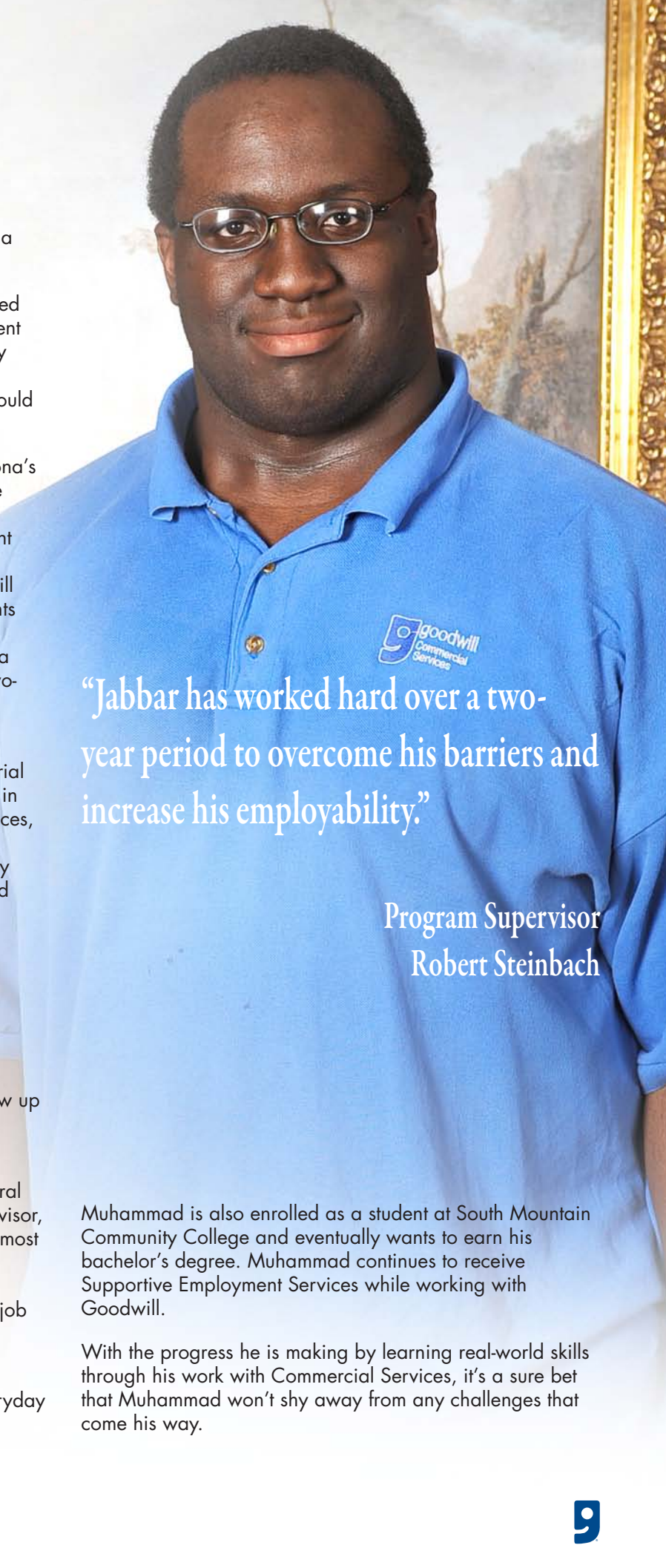
Muhammad was enrolled in Goodwill of Central Arizona's sheltered employment program in 2005. Known as the Workforce Adjustment Training Program, the program helps individuals to prepare for competitive employment with strong emphasis on building soft skills, such as communication, collaboration and punctuality. Goodwill of Central Arizona staff members also teach participants how to process donated items in our stores under the direction of retail store employees and a job coach in a team environment. Muhammad worked hard over a two-year period to overcome his barriers and increase his employability.

In August 2007, Jabbar decided to enroll in the Janitorial Training Program at Goodwill's Main Service Campus in Phoenix. Muhammad learned how to clean private offices, cubicles, restrooms, indoor and outdoor public areas as well as floor care, proper chemical usage and safely working independently throughout the day. Muhammad quickly became a standout performer.

In May 2008, Arizona's Vocational Rehabilitation Department authorized Goodwill to assist Muhammad in finding a job out in "the real world." In the Job Development and Placement Program, Muhammad's employment specialist taught him job searching skills, interview preparation, filling out applications, resume building, transportation to interviews and making follow up phone calls.

A janitorial position opened in Goodwill's Commercial Services Division at the United States Courthouse Federal Building in downtown Phoenix. According to his supervisor, Robert Steinbach, Muhammad is doing great, earns almost \$12 per hour and he works 25 hours per week. The 25-year-old janitor employed with Goodwill of Central Arizona's Commercial Services department enjoys his job and his co-workers.

"Working with Goodwill is a good experience," said Muhammad. "I feel good about finishing my tasks everyday and I like meeting new people."

A portrait of Jabbar Muhammed, a Black man with short dark hair and glasses, wearing a blue polo shirt with the Goodwill Commercial Services logo. He is smiling slightly and looking towards the camera. The background is a soft-focus painting of a landscape with trees and a building.

"Jabbar has worked hard over a two-year period to overcome his barriers and increase his employability."

Program Supervisor
Robert Steinbach

Muhammad is also enrolled as a student at South Mountain Community College and eventually wants to earn his bachelor's degree. Muhammad continues to receive Supportive Employment Services while working with Goodwill.

With the progress he is making by learning real-world skills through his work with Commercial Services, it's a sure bet that Muhammad won't shy away from any challenges that come his way.

Goodwill Success Stories

Sally Ockenfels

Sally Ockenfels is an excellent example of how Goodwill transforms individuals with barriers into shining stars.

In September 2007, Ockenfels, who is developmentally disabled, enrolled in Goodwill of Central Arizona's Computer and Customer Service Training (CCST) class to advance her skills and improve her chances of finding meaningful employment.

The CCST program prepares students for employment in clerical, financial services or customer service fields. The fast-paced curriculum consists of 120 classroom hours on the topics of computer basics, customer service, telephone service, financial services and human relations. Students also learn how to use the Internet and the basics of Microsoft Office products. Ultimately, the CCST class allows students to obtain higher paying jobs with benefits, thus providing the graduates the opportunity to financially support themselves and their families – which equals a foundation of self-sufficiency.

"I liked the class," stated Ockenfels. "I learned how to use computers and e-mail people."

CCST instructor Louann D'Elosua said Ockenfels was awarded a Certificate of Achievement for her hard work and dedication. D'Elosua said that Ockenfels continued to work with Goodwill Workforce Development staff members over the following year. According to D'Elosua, Ockenfels realized her attitude was hampering her ability to retain employment. Goodwill helped her to work through those issues with additional training and coaching while continuing her search for jobs.

Ockenfels' relationship with Goodwill finally paid off in November 2008 when she was hired as a Courtesy Clerk at Fry's Food Stores. Her job duties include packing groceries, collecting carts and providing solid customer service.

"I really like working for Fry's," Ockenfels exclaimed. "I have nice bosses and co-workers. Most of all, I feel better knowing that I can help people."

Ockenfels recently received a "Star Award" during a secret shopper exercise conducted by her employers.

"The Star Award made me feel good," said Ockenfels. "It was a surprise."

Ockenfels recommends Goodwill to anyone who needs help with skills training or finding a job.

A portrait of Sally Ockenfels, a woman with short brown hair and glasses, smiling. She is wearing a white shirt with a purple floral pattern and a black necklace with a small pendant. The background is slightly blurred, showing what appears to be a wooden structure.

"Goodwill has really helped me out over the years and I'm thankful for that."

Financial Overview

Support and Revenue from Community

Donated goods program	\$60,275,355
Workforce development services	\$ 4,142,499
Commercial services contracts	\$ 2,034,616
Charter school	\$ 1,720,782
Contributions and grants	\$ 2,109,120
Other	\$ 701,441
Total Support and Revenue	\$70,983,813

Goodwill Gave Back to the Community

Program Services

Donated goods – programs	\$48,828,146
Workforce development services	\$ 5,725,004
Commercial services contracts	\$ 2,102,241
Charter school	\$ 2,195,545

Support Services

Management and general	\$ 7,208,496
Marketing and public relations	\$ 941,749
Funds Available for growth	\$ 3,982,632
Total amount given back to community	\$70,983,813

Consolidated Statements of Financial Position

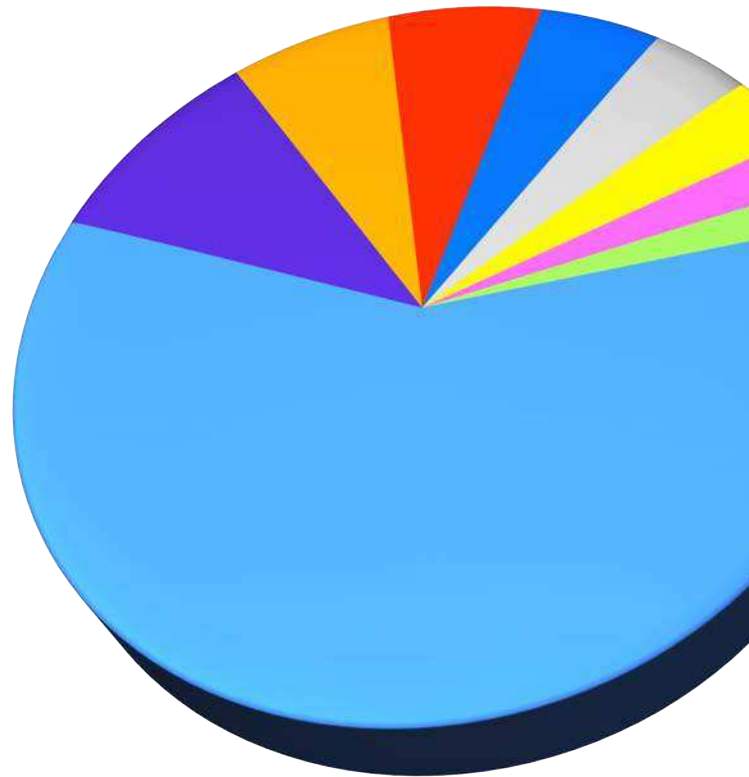
Assets

Cash and receivables	\$ 6,164,021
Prepays	\$ 338,500
Inventories	\$ 3,508,353
Investments	\$ 383,827
Land, buildings & equipment	\$23,833,326
Other	\$ 734,894
Total Assets	\$34,962,921

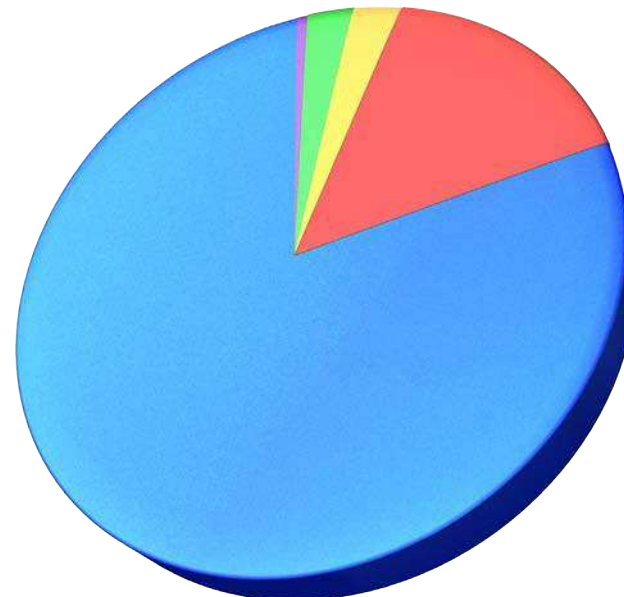
Liabilities and Net Assets

Accounts payable	\$ 1,438,877
Accrued Expenses	\$ 3,480,508
Long-term debt	\$18,329,050
Other	\$ 2,412,934
Net Assets	\$ 9,301,552
Total Liabilities and Net Assets	\$34,962,921

2009 Percentage of People Served b

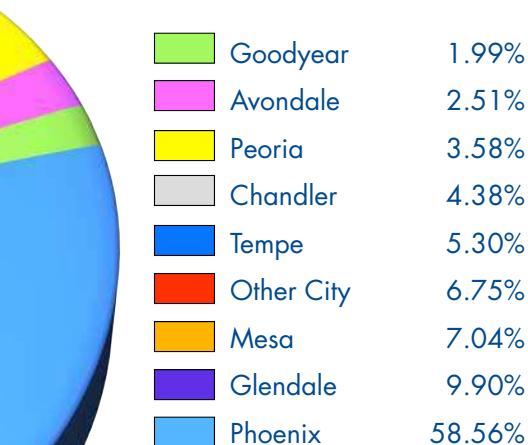


2009 Percentage of People Se



People Served through Workforce Development

y Maricopa County Cities



Rehabilitation Services

Work Adjustment and Sheltered Employment	92
Community Employment	53
Ticket to Work	27
School to Work	71
Magellan Health Services	36
Projects with Industries (PWI)	113

Career Services

Arizona Center for Responsible Fatherhood	151
Senior Community Service Employment Program (SCSEP)	259
Career Centers	21,307
Employer Recruitments	4,413
Microsoft	270
Phoenix Workforce Connection (PWC) Adult	227

Staffing Solutions

1,165

Youth Services

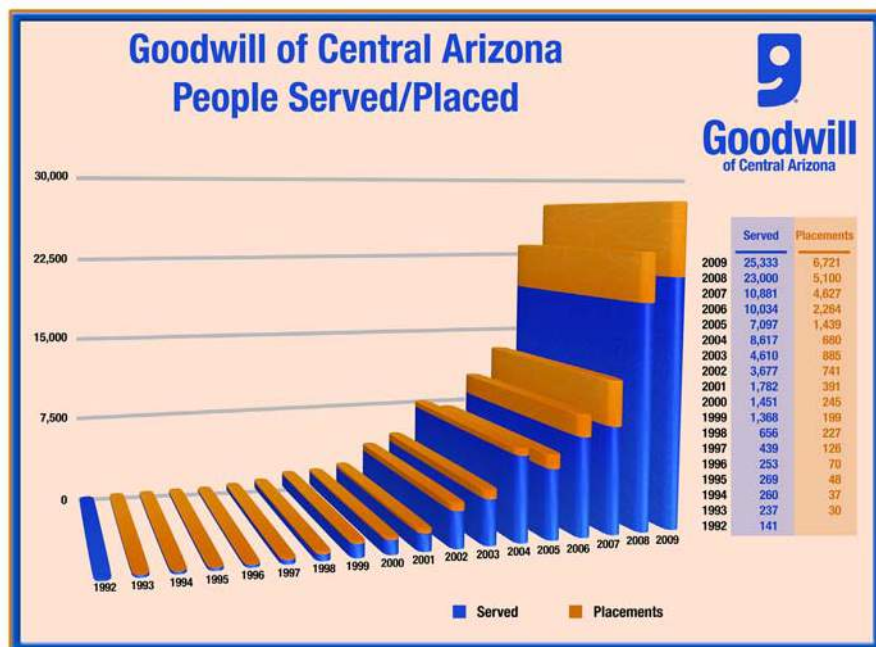
Computer and Customer Service Training (CCST)	508
Arizona Women's Education and Employment (AWEE)	121
General Equivalency Diploma (GED)	81
Job Fairs	134
Learning Centers	116

Training (Work Adjustment and Sheltered Employment)	10
One-Stop Disability Program Navigator Services	227
Portable Practical Educational Preparation (PPEP)	73
Volunteer Income Tax Assistance (VITA)	1,252

Total People Served

25,333

rved by AZ County

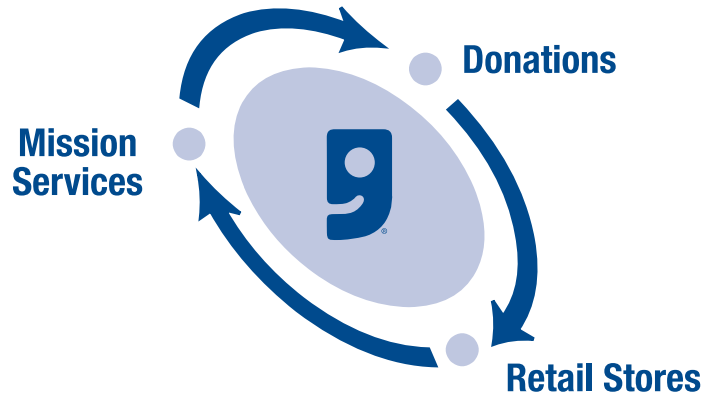


About Goodwill

Goodwill of Central Arizona is one of 166 autonomous Goodwill organizations serving North America. Each organization is governed by a local, volunteer Board of Directors and is dedicated to serving individuals with disabilities and other vocational barriers giving them the opportunity to achieve their highest levels of personal and economic independence. We are headquartered in Phoenix and serve Maricopa, Yuma, La Paz, Gila and portions of Pinal and Yavapai counties.

In 2009, retail revenue generated more than \$60 million for Goodwill. Goodwill of Central Arizona's retail initiative raises the majority of the funding that enables Goodwill to help Arizonans prepare for and find work. Our retail initiative also employed thousands of people and diverted **100 million pounds** of material from entering Arizona landfills last year.

Our human service programs provide job skills, training, education, life skills and employment services, as well as job placement opportunities and post-employment support services. Additionally, as an extension of our Mission, we operate Ecademie High School, a public charter school.



Your Vehicle Donations Fuel Goodwill's Drive to Put People to Work

Did you know your old vehicle can help Goodwill teach new skills to disadvantaged individuals so they can get on the road to success?

When you donate your old clunker to our GoodWheels Auto Sales program, you'll walk away with a nice tax deduction and the knowledge that your gift will help central Arizona residents find work!

Our GoodWheels Auto Sales team accepts almost anything - running or not. We are seeking cars, trucks, motorcycles, all-terrain vehicles, scooters, boats, jet skis, canoes, recreational vehicles, buses, lawn tractors, utility trailers and even airplanes!

Goodwill utilizes proceeds to operate our 36 human service programs - ranging from GED classes to Rehabilitation Services - that help youth and adults prepare for and find work.



Leadership & Board

GOODWILL OF CENTRAL ARIZONA BOARD OF DIRECTORS

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Goodwill of Central Arizona

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Jim Burns
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Neal Goodrich
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Workforce Development

Jackie Halleen
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Operations

Kim Ryder
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Facilities

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Larry Betz
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Chandra Stewart
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Kristen Smith
Principal, Ecademie

Paul Wilson
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Commercial Services

Special Thanks to our Major Donors and Friends

Organizations

8 Elements	Harkins Theatres
Able Steel Fabricators, Inc.	Hewlett-Packard
Actors Theatre	Hilton Scottsdale Resort & Villas
American Express Charitable Fund	Imax Theatre Arizona Mills
American Express Employee Giving Program	Integrative Veterinary Oncology
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Arabian Horse Association of Arizona	KEG Restaurants Ltd
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Arizona Cardinals	KEO Marketing
Arizona Cardinals	Kitchell
Arizona Cowboys Jeep Tours & Events	Lush Lashes - Claudia Stewart
Arizona Diamondbacks	Macaroni Grill
Arizona Federal	Matrixx Initiatives, Inc.
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DCB Extreme Adventures	Stetson Chiropractic Clinic
Dominion	Sun City Early Birds Lions Club
Don & Charlie's Restaurant	Sweet Tomatoes
Durant's	TGI Fridays
E.D. Marshall Jewelers	The Bamboo Club Asian Bistro
El Chorro Lodge	The Cheesecake Factory
European Touch Interiors	The Dolly Steamboat
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Financial Executive International Arizona Chapter	The Heard Museum
First Pentecostal Church	The Studio of Diane Fuller
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Presenting Sponsor - \$40,000

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In Kind Donations

- encore! creative, \$15,000
- Desert Litho Printing, \$4,000

Every effort has been made to ensure a full and accurate list of donors. If your name was omitted, please accept our apologies and contact Chandra Stewart at 602.535.4037.

Goodwill of Central Arizona Retail Stores & Career Centers

RETAIL STORES

APACHE TRAIL

Apache Trail & Main St.
10603 E. Main St. • 480-354-5920

CHANDLER

Alma School & Ray
930 N. Alma School Rd. • 480-792-6924

FOUNTAIN HILLS

Palisades & La Montana
16716 E. Palisades Blvd. • 480-816-9493

GILBERT

Gilbert & Guadalupe
868 N. Gilbert Rd. • 480-545-3405
Warner & McQueen
1500 W. Warner Rd. • 480-633-0692

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Litchfield & Van Buren
211 N. Litchfield Rd. • 623-932-1990

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1328 E. Main St. • 480-655-9352
Main & Recker
6225 E. Main St. • 480-325-8101
Brown & Mesa
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Alma School & Southern
1346 W. Southern Ave. • 480-834-0199
Dobson & Guadalupe
2039 W. Guadalupe Rd. • 480-777-3440
Val Vista & Southern
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Power & Ray
5263 S. Power Rd. • 480-279-0624

PEORIA

85th Ave. & Grand
8515 NW Grand Ave. • 623-487-0830
67th Ave. & Peoria
6750 W. Peoria Ave. • 623-486-5012

PHOENIX

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12001 N. Cave Creek Rd. • 602-331-9527
32nd St. & Greenway
3202 E. Greenway Rd. • 602-482-0182
75th Ave. & Indian School
7411 W. Indian School Rd. • 623-245-2398
17th Ave. & Camelback
1726 W. Camelback Rd. • 602-864-0810
Thunderbird & 19th Ave.
1911 W. Thunderbird Rd. • 602-993-1059
7th St. & Dunlap
8921 N. 7th St. • 602-944-1214
35th Ave. & Northern
3548 W. Northern Ave. • 602-335-1503
32nd St. & Thomas
3146 E. Thomas Rd. • 602-808-0821

16th Street Clearance Center
421 N. 16th St. • 602-322-7058

7th St. & Union Hills
710 E. Union Hills Dr. • 623-780-3026
32nd & Chandler Blvd.
15633 S. 32nd St. • 480-704-0645

19th Ave. & Bell
1806 W. Bell Rd. • 602-564-2829
16th St. & Indian School
4005 N. 16th St. • 602-279-5870

43rd Ave. & Bethany Home
4220 W. Bethany Home Rd. • 602-973-8530

35th Ave. & Greenway
3343 W. Greenway Rd. • 602-942-1432

16th Ave. & Happy Valley
1565 W. Happy Valley Rd. • 623-516-8146

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3901 E. Thunderbird Rd. • 602-569-9004

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14063 W. Grand Ave. • 623-474-3550

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805 E. Guadalupe Rd. • 480-456-8715

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575 W. Warner Rd. • 480-893-7575

Scottsdale & Weber
1290 N. Scottsdale Rd. • 480-968-6366

YUMA

4th Ave. & 10th St.
1091 S. 4th Ave. • 928-329-0173

4th Ave. & Catalina
501 Catalina Dr. • 928-344-2976

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90th St. & Via Linda
8912 E. Via Linda, Suite 120
Scottsdale, AZ 85258 • 480-661-1282

UNION HILLS

Union Hills Dr. & 83rd Ave.
8251 W. Union Hills Dr. #135
Glendale, AZ 85308 • 623-572-2610

BROADWAY

Broadway Rd. & Rural Rd.
937 E. Broadway Rd. Suite #1
Tempe, AZ 85282 • 480-921-2498

BASELINE

51st Ave. & Baseline Rd.
5270 W. Baseline Rd, #145
Phoenix, AZ 85339 • 602-237-3045

CAREER CENTERS

CENTRAL PHOENIX

1726 W. Camelback Rd.
Phoenix, AZ 85015
Phone: 602-416-6461

PHOENIX MAIN CAMPUS

417 N. 16th Street
Phoenix, Arizona 85006
Phone: 602-416-6174

NORTHEAST PHOENIX

3901 E. Thunderbird Road
Phoenix, Arizona 85032
Phone: 602-535-4450

NORTHWEST PHOENIX

3548 W. Northern Ave.
Phoenix, Arizona 85021
Phone: 602-335-1532

TEMPE

805 E. Guadalupe Road
Tempe, Arizona 85283
Phone: 480-838-1233

CHANDLER

930 N. Alma School Road
Chandler, Arizona 85224
Phone: 480-792-0758

PEORIA

6750 W. Peoria Ave.
Peoria, Arizona 85345
Phone: 623-878-7044

YUMA

1600 S. 4th Ave.
Yuma, Arizona 85364
Phone: 928-783-4190

MESA

10603 E. Apache Trail
Mesa, Arizona 85207
Phone: 480-380-7597

GOODYEAR

211 N. Litchfield Road
Goodyear, AZ 85338
Phone: 623-932-1304

We Put People to Work!

Goodwill of Central Arizona is committed to revitalizing lives and communities locally. With your generous material and cash donations we can continue to expand the breadth and depth of our human and employment services – offering education, jobs, hope and sustainability to central Arizonans in need.

For more information about Goodwill or to make a cash donation, please visit **goodwillaz.org**.

Goodwill of Central Arizona 2009 Annual Report

Writer/Editor • Tremaine Jasper
Graphic Artist • Andy Perez
Photographer • Ken Krehbiel, Imageworks
Printer • Desert Litho



Selected Goodwill of Central Arizona programs have been accredited by the Commission on Accreditation of Rehabilitation Facilities.



Corporate Center
2626 W. Beryl Avenue
Phoenix, Arizona 85021
phone: 602.535.4000
fax: 602.535.4340
www.goodwillaz.org