



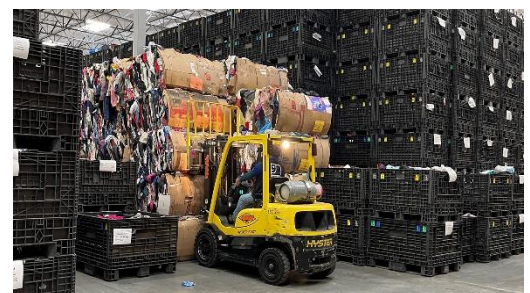
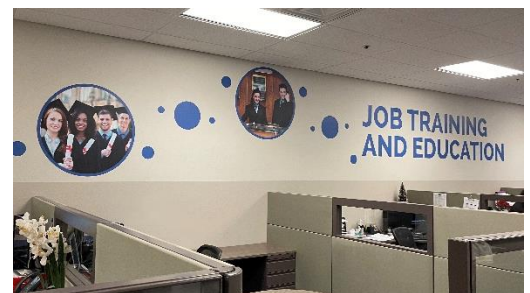
**Goodwill® works for Southern Nevada.**

# 2021 COMMUNITY REPORT

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Dear Friends and Partners of Goodwill,

As we look back on 2021, the theme that defines Goodwill® of Southern Nevada's performance underscores the foundational driver of our social enterprise: the value of work.

Goodwill was founded 120 years ago on the premise that there was inherent value in the act of working and with an intent to provide people the opportunity to develop to "...their fullest usefulness and enjoy a maximum of abundant living" through both the power of work and the reduction of consumer waste. Achieving that goal requires focus, a commitment to good works, and services that measurably work to the benefit of our community.

Goodwill of Southern Nevada is focused on performance excellence in the two symbiotic areas that define our social enterprise: donated goods retail/post-retail operations, and mission services programming.

Our donated goods retail and post-retail operations recovered from the remarkable events of 2020 to outperform expectations. Our stores exceeded their annual goals, e-commerce continued its upward trajectory in efficiencies and sales, post-retail made an extraordinary comeback from worldwide shutdowns, our clearance operation returned to near pre-pandemic/-consolidation levels, and warehouse operations nimbly supported all major operations divisions to make quality donated goods available throughout our territory.

Our Mission Services programs were distinguished by innovative partnerships that met local employer needs. The inaugural cohort of the 90-Day Medical Assistant training program pioneered a "train-to-hire" model of employer partnerships, leading participants directly into meaningful employment and addressing acute shortages in our local healthcare workforce. Together with a certified nursing assistant training partnership with NV Hope, our train-to-hire programs achieved an 84% success rate and ambitious goals for continued expansion. Meanwhile, we were proud to continue our longstanding support of people living with disabilities, military families, and job seekers in need of urgent supportive services to secure employment.

Heading into the upcoming year, we are confident in our team's ability to further our mission goals. This confidence is the result of neither blind faith nor a rosy picture of the future. There will continue to be uncertainty and challenges in many areas germane to our mission. Our confidence stems from deliberate planning, mission focus, and the ingenuity and grit of our team members to expand our community impact.

As you review the highlights and results detailed in this report, rest assured that we remain committed to working toward a thriving Southern Nevada community where every person who wants to work is employed and able to reach their full potential.

Sincerely,



Richard D. "Rick" Neal, Jr.  
President and CEO



# 2021 COMMUNITY IMPACT

Year after year, hundreds of thousands of Southern Nevadans—shoppers, donors, program participants, employees, employers, and funders—serve, sustain and spread our nonprofit mission.

At Goodwill® of Southern Nevada, we know the value of work, and together we build a brighter future for us all.



<b>SERVING</b> OUR MISSION	<b>4,687</b> participants served by free career services	<b>2,000</b> people placed into local employment	<b>2,439</b> days of training for people living with disabilities	<b>382</b> veterans and military families supported
<b>SUSTAINING</b> OUR MISSION	<b>918,727</b> donation drops from our community	<b>10.4M</b> items sold in retail stores and online	<b>800+</b> Southern Nevadans employed by Goodwill	<b>31,469</b> hours served by 662 local volunteers
<b>SPREADING</b> OUR MISSION	<b>4,800</b> customers per day at retail locations	<b>70+</b> organizations amplifying our community impact	<b>\$32.4M</b> estimated wages earned by placed workers	<b>38M</b> pounds diverted from local landfills

Goodwill works for our community.





# MISSION, VISION & VALUES



Goodwill® of Southern Nevada serves a vital purpose that requires our leadership, team members, and stakeholders to work in lockstep to achieve success.

As we execute our mission and pursue our vision, we are guided by values that bind the fabric of our organization and lead to widespread community impact.

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**Mission** To reduce the impact of poverty on our community by helping Southern Nevadans obtain local employment and upward mobility.

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**Vision** A thriving Southern Nevada community where every person who wants to work is employed and able to reach their full potential.

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**Values**

**Mission First**  
Everything we do is inspired by our nonprofit mission to help Southern Nevadans get jobs with local employers and Goodwill.

**Act with Integrity**  
We conduct ourselves in an honest, transparent, and genuine manner. We seek the truth, not the convenient answer.

**Own It**  
We put forth our best effort, take ownership, hold ourselves accountable to results, and learn from our mistakes.

**Innovate with Impact**  
We use a common-sense approach to encourage new ideas and maximize our collective impact as we collaborate internally and with the community.

**Live to Serve**  
We provide great service to every donor, customer, and client.

**Goodwill works with accountability.**



# OUR LOCATIONS

Our competitive, growing retail network provides opportunities for employment, development, and sustainable funding.



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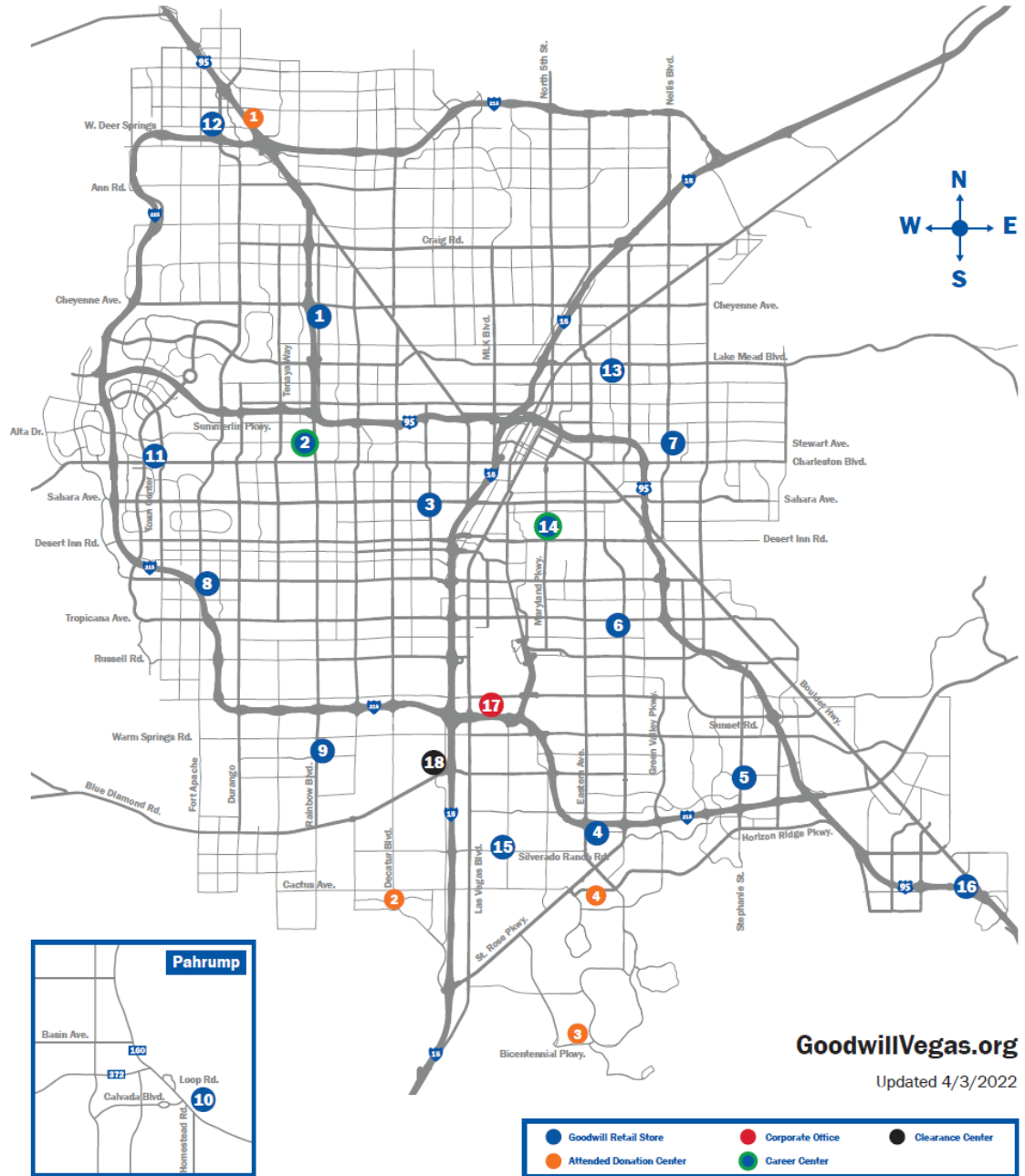
Retail Stores +  
Clearance Center

4

Attended  
Donation Centers

2

Full-Service  
Career Centers



Goodwill works for sustainable funding.



# LOCAL IMPACT, GLOBAL REACH



Goodwill® of Southern Nevada is an independent member of Goodwill Industries International, which has a rich history dating back more than 120 years. Dr. Edgar J. Helms, a Methodist minister, founded Goodwill in 1902 in Boston, Massachusetts, where he collected used household goods and clothing in wealthier areas of the city, then trained and hired unemployed people to mend and repair the used goods. The goods were resold, with proceeds paying the workers' wages and invested in job training programs. The system worked, and the Goodwill philosophy of "a hand up, not a handout" was born.

Altogether, 155 local Goodwill organizations across the United States, Canada, and 12 other countries have helped people find jobs, support their families and feel the satisfaction that comes from working. Goodwill organizations assist people through a variety of employment placement services, job training programs and other community-based services.



For nearly 50 years, Goodwill of Southern Nevada has served the ever-evolving needs of our region's diverse communities. Our programs of service currently focus on:

- job seekers and the employers who hire them
- veterans transitioning military skills to civilian careers
- military spouses searching for careers that can progress through multiple assignments
- people living with disabilities who want to experience the dignity of work, a sense of purpose, and a fully inclusive culture.

Join us in celebrating participants who have benefited from our good works and the programs supported by social enterprise, funders, and agency partners.

**Goodwill works for people and purpose.**



# CAREER SERVICES



Goodwill® of Southern Nevada believes everyone who wants to work should have the opportunity to work. We believe work builds character, strength and pride in people which in turn builds stronger communities.

In 2021, Goodwill Career Services professionals provided free services to 4,687 participants covering a wide variety of job seekers, ranging from people needing immediate supportive services to those laying the groundwork for a career path with upward mobility.

## Career Centers

Our Career Centers and Coaches provide free personalized services for career planning, workshops to further job skills and searches, and referrals and placements with local employers for in-demand careers. They also provide immediate assistance to employment candidates who have received a Letter of Intent to Hire but cannot afford work cards, transportation, or work clothing. In 2021, Goodwill placed 2,000 people with local employers.



## Veteran Services

Thanks to career coaches with military experience of their own, veterans translate their military skills to civilian jobs and chart a path to employment, career advancement, and long-term financial stability. We also help spouses of active-duty service members identify and train for careers that aren't rooted to a single location or offer limited employment options. In 2021, 382 veterans and military families were supported by Goodwill Veteran Services.



## Community-Driven Programs

Government agencies trust Goodwill to provide services that help disabled, disadvantaged, and rehabilitating residents move forward in their lives. Through a City of Las Vegas Community Development Block Grant (CDBG), Goodwill dedicates work readiness and job placement services to sensitively help people who have experienced domestic abuse reestablish their lives. In addition, State and city agencies refer court-ordered, work program, and school community service workers to Goodwill, where their volunteer support of our mission is welcomed.



**Goodwill works for job seekers.**





# TRAIN-TO-HIRE PROGRAMS



Over the last year, Goodwill® partnered with local employers and trade associations to provide accelerated professional skills training that quickly moves people into high-demand careers.

Our medical training programs allow military spouses to build rewarding careers as assignments take them from place to place, while other participants with a wide range of major barriers to employment chart new paths toward stability, stronger community ties, and long-term success.

## 90-Day MA | Medical Assistant Education Program

In December 2021, Goodwill launched the 90-Day MA program to train medical assistant candidates and qualify them for paid 1,440-hour apprenticeships with Intermountain Healthcare while they earn their certification. Partnerships with NV Careers and Nevada Partners were critical to the program's successful launch and growth prospects.



## Certified Nursing Assistant (CNA) Training Program

Starting in June 2021, Goodwill bootcamps prepared monthly cohorts for completion of formal CNA training by NV Hope, passing of the licensing exam, followed by employment. The weeklong course includes an overview of healthcare careers, motivational speakers, experience in the simulation lab at UNLV, and professional career preparation, including mock interviews.



## Pre-Stagehand Training Program

Goodwill partners with Chosen for Success to help homeless people train for careers as conversion technicians—roles essential to preparing stadiums and other venues for events by installing and moving seating, stages, furniture, and equipment. The two-week course includes OSHA 10 certification and leads directly to employment with Rhino Staging.



## Plumbing, Heating, Cooling Track

For people who like working with their hands and problem-solving, Goodwill paves the way for a paid apprenticeship with the Plumbing, Heating, Cooling Contractors (PHCC) of Nevada. Participants attend a Goodwill orientation and workshop to qualify for a two-week PHCC Bootcamp.



**Goodwill works for thriving careers.**



# DISABILITY PROGRAMS



For nearly 50 years, Goodwill® of Southern Nevada has provided meaningful opportunities to people with different abilities so they can experience the dignity of work, a sense of purpose, and a fully inclusive culture.

In 2021, we provided 2,439 days of training for people living with disabilities. Goodwill partners with the State of Nevada Bureau of Vocational Rehabilitation (BVR) to provide carefully designed programs that support participants as well as the families and professionals who support them.

## Community Based Training (CBT)

Real work environments allow us to assess participants' current work skills and develop new skills needed for successful employment. The CBT program trains participants in five areas: Retail, Electronic Recycling and Demanufacturing, Cashiering, Janitorial, and Warehouse. After the assessment is complete, Goodwill provides career counseling, job training and employment opportunities.



## Student Work Experience Program (SWEP)

Students volunteer at a designated store once a week for one to two hours to gain job skills in a real-work environment. Under their teachers' supervision, participants assist with retail and/or processing tasks depending on their functional skill levels. Volunteer opportunities are open to special education students from 36 high schools in the Clark County School District.



## Skills To Enable Personal Success (STEPS)

Goodwill's pre-vocational program uses real work environments to assess the job readiness skills of individuals with disabilities who are seeking employment in the community. Paid training and assessment is offered to participants in the areas of Retail and Janitorial work.



**Goodwill works for  
people living with disabilities.**



# PEOPLE COME FIRST



Each year, among the thousands of people served by Goodwill®, dozens of program participants are proud to share how our personalized service and robust programs helped them thrive.

Read about how Goodwill helped them at [Goodwillvegas.org](http://Goodwillvegas.org).

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## Goodwill supported **Elena** on her courageous journey.

Less than a year since the rug was pulled out from under her feet, Elena and her two young children found themselves at a shelter for domestic violence survivors. Goodwill and an array of community partners provided job coaching, skills training, rental assistance, and on-the-job training that led to a permanent full-time position—a key step in her and her family’s healing journey.



## Goodwill helped **Francis** transition from the military.

At the time he left the Air Force in 2013, Francis couldn’t see a way to translate his experience as an aircraft armament systems specialist into civilian job opportunities. His Goodwill career coach—a fellow veteran—completed a skills assessment and found an ideal career path for Francis. Goodwill-funded housing assistance and occupational training, leading to a commercial driver’s license (CDL) and truck driving job.



## Goodwill affirmed **Sarah’s** readiness for employment.

Although Sarah entered the Goodwill Community-Based-Training (CBT) program with no prior work experience, the 17-year-old’s deafness was not a barrier to her learning quickly. The motivation and focus she demonstrated processing and merchandising donated goods left her CBT trainers confident that she would achieve her short-term employment goal and long-term ambition to become a nurse.



## Goodwill bridged **Yukari’s** return to nursing.

When her husband’s military service took the couple from Japan to Nevada, Yukari needed guidance on how to continue her nursing career in her new home country. Goodwill career coaches not only helped Yukari navigate certification channels, but supported her family with transportation, living costs, and other life necessities while she focused on passing state exams and getting hired as an RN by a local hospital.



**Goodwill works for Southern Nevadans.**



# MEETING EVERY CHALLENGE



Our programs of service help a broad range of participants, including transitioning veterans, military spouses, survivors of domestic violence, people living with disabilities, and many more.

Read about how Goodwill® helped them overcome barriers at [Goodwillvegas.org](http://Goodwillvegas.org).

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## Goodwill guided **La-Toya** to a future in healthcare.

A single parent of two young children, La-Toya was underemployed and struggling to pay for necessities. Her Goodwill career coach helped La-Toya discover a passion for the healthcare field. Her assessment and positive attitude led Goodwill to invest in phlebotomy training and supportive services, leading to an employment offer, dream career, and bright future for La-Toya and her family.



## Goodwill instilled **Xavier** with newfound confidence.

Due to a poor experience with his first job the previous year, Xavier was initially worried about getting along with managers and co-workers. However, quickly felt at ease on the Goodwill sales floor, earned raves from several employees for his work ethic and helpfulness. He left his assessment with confidence that his goal to work in retail was solidly in reach.



## Goodwill championed **Diana's** aims and aspirations.

Diana was determined to overcome major barriers—including unemployment, homelessness, and a felony—on her quest for a medical career. Aided by the strong advocacy of a Goodwill career coach, Diana received tuition assistance and employment in a Goodwill store to sustain her while she completed CNA training and sought employment in the medical field.



## Goodwill gave **Royce** new skills and a career focus.

Royce's autism and limited social skills were leading him to isolate at home to “game and hack” rather than pursue employment. Goodwill's Electronic Demanufacturing and Recycling program exposed him to the inner workings of computer hardware as well as appropriate social interactions. Equipped with confidence and newfound focus, Royce looked forward to his next step: attending school to become an IT professional.



**Goodwill works for Southern Nevadans.**





# COMMUNITY PARTNERS



Goodwill® of Southern Nevada thanks the companies and organizations whose support and partnership helps us accomplish our mission throughout the year.

Their mission-critical support includes training and employing job seekers, referring clients, sharing expertise and resources, and funding our wide range of programs.

## Mission Accomplishment

Working hand in hand,  
we multiply our community impact.



## Workforce Development

Sharing our expertise,  
we create employment opportunities.



**Goodwill works for enduring partnerships.**





# SPOTLIGHT ON PHILANTHROPY



We are deeply grateful to the foundations and corporations whose financial support furthers our programs of service to reach people in greater numbers and with lasting results.

These financial gifts plant seeds that grow into robust, dynamic programs resulting in the kind of social and economic impact that helps Southern Nevada thrive.



## The Gene Haas Foundation

In 2021, Goodwill received two philanthropic gifts totaling \$100,000 from The Gene Haas Foundation to support career services and job training programs. Their gifts acted as a force multiplier during a very challenging time for Southern Nevadans severely impacted by the pandemic. The Gene Haas Foundation cited the innovative work being done by Goodwill to prepare job seekers for careers in in-demand sectors such as healthcare, skilled trades and manufacturing.



## Tony and Renee Marlon Charitable Foundation

The \$97,500 philanthropic investment from Tony and Renee Marlon Charitable Foundation helped to jumpstart Goodwill’s new Train-to-Hire strategic initiatives. Directed specifically to help job seekers pursue careers in healthcare, this funding allowed Goodwill to offer free training for two gateway positions—certified nursing assistant (CNA) and medical assistant (MA)—that lead to paid apprenticeships and employment in a compressed time frame. Thanks to the Marlon Foundation’s gift, Goodwill celebrated the inaugural graduation of the 90-Day MA program in March 2022.

**Goodwill works to inspire giving.**



# THE SHAPE OF OPERATIONS



Shepherding hundreds of thousands of donation drops and tens of millions of pounds of donated goods so they can go to work for our community requires stewardship at an enormous scale.



*We make every effort to find a new home for donated goods by applying industriousness, expertise, and a mission-first approach at every step.*

Goodwill of Southern Nevada diverted approximately 38 million pounds of donated goods—the equivalent of 9,500 Ford F-150 pickups—from our local landfills in 2021 alone. The operational excellence required to manage such vast quantities of goods is illustrated by the six-month lifecycle of a large commercial donation.

Just as Goodwill accepts residential donations from individuals and households, we also receive offers of commercial donations from business activities. Such donations can result from excess inventory, remodeled commercial spaces, or trade show leftovers where quantities justify Goodwill’s investment in labor, transportation, and logistics.

In July, Goodwill’s Commercial Donations team received an offer of new shapewear from a third-party warehouse and logistics company. Whereas commercial donations typically range from 7 to 15 pallets, the shapewear donation offer totaled a whopping 97 palettes—4,365 cases of 40 items each. The key question was whether Goodwill would be able to sell through 175,000 individually packaged body, pant, and torso shapewear.

To answer this question, our team asked for pictures to determine product quality and resellability. Since resellers on Amazon were offering similar items at a good price, the team concluded that our customers would be attracted to a new, desirable product offered at less than half of the going market price. The Goodwill operations team quickly leapt into action.

A large share of the donation was transported to the Nellis Store, where a team of managers sorted and priced the shapewear for all stores. From there, several pallets of product were shipped to each store, where the processing team took the merchandise to the sales floor and onto the racks. Remarkably, items picked up from the donor were on sale in Goodwill stores within a week.

Being that shapewear is a one-time purchase with a long life, the items were given special signage, yellow hangtags (not eligible for discounts), and gradual price reductions over the course of six months. Once sales declined and plateaued to low levels, the remaining product was pulled from backroom storage and the retail floor, then sold by the pound in the Clearance Center.

After 300 cases were sold at the Clearance Center, the remaining items were ready to be sold through the post-retail textile market. Goodwill cultivates relationships numerous post-retail partners who have been carefully vetted to assure product ends up in the hands of people who can use them rather than our local landfills. In this case, not a single piece shapewear ended up in a landfill, contributing mightily to Goodwill’s longstanding commitment to ending the waste in things.

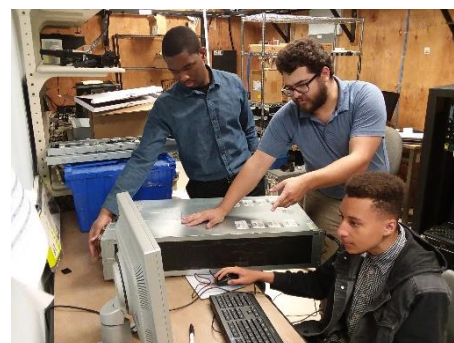
**Goodwill works to save the waste in things.**



# IT'S IN OUR SYSTEM



Two of our core values—innovate with impact and mission first—are reflected in our IT department's approaches to improving productivity and developing the next generation of IT professionals.



One of the keys to Goodwill of Southern Nevada's remarkable ascent over the past several years is the Robart pricing and merchandising system, which enables team members in 16 retail stores to price and tag merchandise more efficiently and effectively. Implemented by our Information Technology and Operations departments in 2019, the quantity of items a merchandise processor can price and tag has since doubled, leading to significant increases in overall production and donated goods available for sale.

The resulting increases in revenue and productivity, in turn, fuel Goodwill programs of service that help thousands of Southern Nevadans thrive. While our most visible workforce development programs assist participants with employment outside of Goodwill, our Information Technology department has quietly instituted a remarkable program that guides Goodwill employees and students alike into IT careers.

In 2015, Goodwill partnered with ITT Tech, Asher College, LV-PITA, and Tech Impact, a local nonprofit organization that prepares young adults for entry-level IT careers without the need for a degree. The Goodwill IT Intern program helps students not only acquire the training necessary to pursue a tech career, but also helps them secure employment with local companies as well.

Fueled by Goodwill's commitment to helping people advance in their careers, IT department managers quickly advance interns through intensive training that allows

them to troubleshoot and resolve hardware and software issues; test components with diagnostic software to determine viability for refurbishment; install operating systems and other software on refurbished computers; and configure user accounts and a full range of devices.

IT interns have played essential business-critical roles such as providing first-level internal IT support; implementing Robart; upgrading Windows operating systems for all store registers; and refurbishing donated computers that were subsequently resold for over \$200,000.

In addition, IT interns have made important contributions to our programs of service, including sharing their knowledge with STEPS participants living with disabilities; setting up all computers at the Goodwill Career Center at The Boulevard Mall store; and setting up data infrastructure for the Goodwill Career Center at the Rainbow store. The career centers are epicenter of free Goodwill career services that served 4,687 job seekers in 2021 alone.

Since the program's inception, Goodwill's IT department trained 55 interns, including five Goodwill team members transferring internally. Seven were subsequently hired by Goodwill, while others leveraged their training to accept IT positions with other employers—a vivid demonstration of how Goodwill's social enterprise is an innovative, mission-first training ground for people to realize their full potential.

**Goodwill works to open career paths.**





# INSPIRING OUR COMMUNITY



The prominence of our retail stores and donation centers sometimes obscures the fact that Goodwill® is a nonprofit organization with an important, far-reaching mission.

As evidenced by our strong community presence throughout 2021, we invest in earned and paid media, participate in events and observances, engage with civic and community organizations, and creatively collaborate with other nonprofits so that Southern Nevadans connect with our spirit, mission, and the “social” in social enterprise.



## Christmas in July

Henderson’s police and fire departments contributed to a holiday-themed summer shopping experience for children served by the region’s Boys & Girls Club and FEAT autism advocacy organization.

## E-Waste Recycling at Meow Wolf

A novel partnership with Meow Wolf Las Vegas promoted the donation of electronics through the unveiling of a desert tortoise sculpture made largely of computer components.



## Vegas PBS

‘Nevada Week’ publicized Goodwill’s job training programs on one of the nation’s most highly-watched public television stations.

## FOX5 Super Build

Goodwill and several community partners contributed to Habitat for Humanity’s construction of a new home for a local veteran.



## Billboards Promoting Stores & Services

Year-round advertising on over 20 digital billboards concentrated along major arteries generates millions of weekly impressions.

## Vegas Inc Top Tech Awards

In recognition of his leadership and innovative approach to technology, Director of Information Technology Kris Smith received 2021 Top Tech Award honors from Vegas Inc and Cox Business.



## Christmas Shopping Spree

A Goodwill shopping spree delighted 100 families served by FEAT, Down Syndrome Organization, and Inspiring Children Foundation.

## Social Media

Collaborative projects such as local artist Robin Slonina’s installation for a New Year’s Eve Katy Perry concert generate compelling content for Goodwill’s robust online presence.



Goodwill works for our community.



# BOARD OF DIRECTORS



Our Board of Directors provides oversight and strategic direction to guide the business and mission of Goodwill® of Southern Nevada. Members represent a broad range of business, community, educational, and civic leaders.

We appreciate our board's volunteer participation, dedication, and contributions to Goodwill of Southern Nevada and the communities we serve.

## Officers



Chairman  
**Brian Dziminski**  
Dziminski Law Group



Vice Chairman  
**John Helderman**  
The Brennan Entities



Secretary  
**Lauren Westerfield**  
CQ Interactive

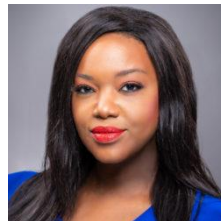


Treasurer  
**Bill Paredes**  
Bank of Nevada

## Directors



**Rick Arpin**  
KPMG



**Latoya Bemby**  
The Ferraro Group



**John Bentham**  
Ivory Star Productions



**Dr. Nancy Brune**  
Kenny Guinn  
Center for Policy Priorities



**Andrew Burke**  
Bluberi Gaming



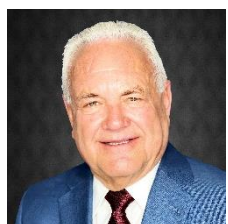
**Chaka T. Crome**  
Crome Law Firm



**Eric James**  
State Farm



**Jerome Schmitz**  
Southwest Gas Corporation



**Roger Wagner**  
Hotel and Gaming  
Industry, Retired



**Chris White**  
Brooklyn Bowl &  
Blanc Canvass Inc.



**Frank Woodbeck**  
College of Southern Nevada

**Goodwill works for  
mission accomplishment.**







**Goodwill® works.**

