



# 2011 ANNUAL REPORT



*"Changing lives and the planet."*





Dear Friends,

This year, we achieved new records in every area of mission critical services and operations! Through our efforts, we provided services to 8,511 people in need and assisted, through our Career Connections program, 1,255 people get jobs! We touched the lives of 609 clients referred by the Bureau of Vocational Rehabilitation, through our Community Based Training Program, and the lives of 500 special education students through our Student Work Experience Program. In addition, we provided volunteer opportunities for 531, which includes community service workers, and provided free tax preparation services for 1,224 people. We are proud to have made a positive impact on so many lives.

Operationally, we continued to successfully open and maintain our Attended Donation Centers, and increased our total amount of places to donate from 27 to to 30. These Attended Donation Centers were visited by 478,253 individual donors of gently used goods. Goodwill's 8 Retail Stores generated over \$14M in sales. Goodwill kept 14 million pounds out of landfills, 750,000 of which was electronic waste via our Dell Reconnect program. Working together, Goodwill's Retail, Post-Retail and E-Commerce lines of business generated over \$19M or 90% of total agency revenue. The balance was raised through state fees, grants and contributions, and we are extremely grateful to both donors and funders for making this year so successful!

As we enter 2012, I am very confident that with the ongoing support from all our community partners, we have the potential to continue to grow and serve more people in need. We do not take our success for granted and know that it is continued community support that keep our programs running.

Please know that we are most thankful for the community's commitment to Goodwill of Southern Nevada and the people we have the privilege to serve.

Peace,

A handwritten signature in blue ink that reads "Steve Chartrand". The signature is written in a cursive, flowing style.

Steve Chartrand

## **Our Mission:**

To educate, train and employ people with disabilities and other special needs to help them maximize the quality of their life.

## **Our Core Values:**

People are our strength and we treat them with dignity and courtesy at all times.  
We exceed our customers' expectations.  
We measure ourselves only against the best.  
We do what we say we will do every time.  
We embrace innovation.  
We are a team.

# We believe in the power of work.

Videos about each of these clients may be found at <http://www.youtube.com/user/SNGoodwill>

## A job creates self-esteem.



What does the phrase “second chance” mean for you? For Tony De La Cruz, just reaching that second chance meant going through more hardship than most people experience in a full lifetime, let alone before the age of 27. Jumped into a Los Angeles gang at 13, arrested and imprisoned, shot so badly he had to re-learn to walk, Tony feels that Goodwill has given him not only a second

chance, but a second life. After an exhausting job search where no one would hire him because of his criminal background, Tony walked in to Career Connections thinking it would just be another disappointment. He was thrilled to discover that not only did his Career Connections Placement Specialist take the time to really listen to his story, but she got him an interview with Goodwill's Director of Operations. Hired initially to work in Goodwill's Processing Center, he was eventually promoted to the position of Donation Ambassador.

## A job can change a life.



Darrell Jackson was raised in North Las Vegas. As a child, he battled growing up in an abusive household. At the time, he felt his only way of escaping was through drugs and alcohol which led to a life-long battle of overcoming his addictions and spending several years in and out of jail. Darrell was consistently challenged with obtaining and maintaining employment. In 2008, he was introduced to a 12 step program

and began making positive choices for a better life – one of which was signing up for services with the Bureau of Vocational Rehabilitation. In 2010, Darrell Jackson became the first client to participate in Goodwill's Warehouse Training Program. Darrell worked in a variety of different warehouse stations for a thorough assessment of his job skills and work habits. Throughout the assessment, he impressed many people, and immediately upon completing his Warehouse Training, Darrell was offered a position as a Full Time Material Handler.

## A job provides security.



Five years ago, Patricia Vivar was a different person. She was married and she was a homemaker, caring for her severely disabled son. Then came a divorce, then a larger tragedy - her son passed away. Patricia came to Career Connections a woman with grief, but also determination. Not having worked in 20 years, she had many concerns, lack of computer skills and an outdated wardrobe among them. After some encouragement (and a few Goodwill Retail Store Gift cards), Patricia landed an

interview with Boulder Station Casino. She is now an employee in the Gift Shop, and loves interacting with customers and fellow employees. Recently, she was asked to train a new hire and admitted this is something she never saw herself doing when she was a homemaker, but she has since learned that there are a lot of things you can accomplish with the right attitude.

## A job gives independence.



Carlos Sierra was referred to Goodwill's Community Based Retail Training Program by the Bureau of Vocational Rehabilitation. He arrived nervous about his first work experience, but eager to learn and earn his first paycheck. Carlos' trainer and the store staff, were quickly impressed with his work ethic. Carlos became such a strong member of the team, he was able to take a leadership role and explain assigned job duties to new trainees

entering the program. It was clear that Carlos was ready to enter the workforce and start the next chapter in his life. After working with his Goodwill Job Developer, Carlos was hired at the Coffee Bean & Tea Leaf inside the Miracle Mile Shops at Planet Hollywood Hotel & Casino as a Barista Ambassador. Carlos's job duties consist of cleaning tables, greeting customers as they enter the shop, re-stocking condiments, and even making drinks for customers from time to time. The store staff, as well as customers, love Carlos. He always has a smile on his face and takes a great deal of pride in his work.

# Our Services:

## Community Based Training

Goodwill of Southern Nevada's Community Based Training Program uses real work environments to assess specific work skills that disabled participants currently possess, as well as offer training for the development of new skills necessary for successful employment. Program fees are paid for by partner agencies such as the State of Nevada Bureau of Vocational Rehabilitation.

Office Training: Individuals with an interest in working in an office setting can join this program to assess current skills and receive training on further skills to be successful in this line of work. This 10 to 20 day training includes typing, computer, switchboard and mailroom training along with job readiness skills.

Retail Training: This program assesses and trains individuals looking for work in a retail or closely related work setting to determine work readiness. This 10 to 20 day training includes cashier training, along with job readiness skills. Our retail training programs are offered at several Goodwill retail stores.

### Janitorial Training:

Goodwill's Janitorial Training Program is currently available at several Goodwill retail stores. Our highly qualified Employment Trainer assesses and trains individuals with disabilities interested in seeking competitive employment in a real life janitorial setting. The length of training ranges between 10 and 20 days. The scope of training is tailored to each client's individual needs and it typically includes cleaning (i.e., dusting, vacuuming, carpet and hard surface cleaning techniques), performing janitorial duties in common areas (i.e., cleaning in bathrooms, kitchens, and public spaces), and following safety rules applied to janitorial work (i.e., mixing chemicals, proper use and care of mechanical and non-mechanical cleaning equipment).

### Warehouse Training:

Goodwill's Warehouse Training Program is available at our state-of-the-art facility in North Las Vegas. This program serves individuals with disabilities interested in seeking competitive employment in a real life warehouse setting. The site accommodates up to 8 clients per day. The length of training ranges between 10 and 20 days. The scope of training is tailored to each client's individual needs and includes processing of soft and hard goods (i.e., sorting, hanging and pricing), shipping and receiving, and material handling.

## Job Placement Program

Goodwill of Southern Nevada's Job Placement Program places individuals with various abilities into available positions throughout the community by partnering with local businesses needing qualified and motivated employees. This service is offered at no charge to the applicant or the employer.

## Job Coaching

Goodwill of Southern Nevada offers on-the-job training and support services to clients with disabilities that are referred from partner agencies such as the Bureau of Vocational Rehabilitation and Desert Regional Center.

Job Coaching can be provided at no cost to the employer to assist the new employee with their transition period into being successful on the job. A job coach will ensure that the employee is meeting the standards of the job and assist with any problems or concerns that may arise during the initial phase of employment.

# Our Services:

## Special Education Work Experience

Goodwill of Southern Nevada provides volunteer opportunities to special education students from 28 high schools in the Clark County School District. These students volunteer once a week at a designated store for one to two hours. Under their teachers' supervision, they assist with tasks such as pulling hangers and organizing depending on their individual level of functionality.

## Court Ordered Community Service Workers

Goodwill of Southern Nevada works closely with the City of Las Vegas and the City of North Las Vegas to provide court ordered community service hours in lieu of, or in addition to, incarceration and/or a fine. Volunteer assignments include various tasks in our processing center, retail stores or corporate headquarters. The program saves taxpayers money by helping reduce the cost of incarceration while providing individuals with work experience.

Because many defendants referred to Goodwill face barriers to employment including limited job history, or a history of substance abuse or felonies and/or misdemeanors, Goodwill also offers free job search and job placement assistance through Goodwill's Career Connections program.

## Volunteer Income Tax Assistance Program

In collaboration with United Way of Southern Nevada, IRS Stakeholder Partnerships, Education and Communication (SPEC) and the National Disability Institute's Real Economic Impact Tour (REI Tour), Goodwill of Southern Nevada is an active member of the Earn It Keep It Save It Collaborative.

Goodwill's Volunteer Income Tax Assistance Program provides free tax preparation assistance to low-and moderate-income individuals and families to help them claim the Earned Income Tax Credit (EITC).

The EITC is the largest federal cash assistance program for low-income, working taxpayers and lifts more families out of poverty than any other government program.



# Our Services:

## Career Connections

Career Connections' goal is to connect job seekers with employers. Our two locations provide free computer stations, Internet access, copier, fax and phone services for the purpose of securing a job. Career Specialists also provide one-on-one career counseling & resume help, along with interviewing skills and assistance with vocational training or retraining when appropriate.

Partner employers can take advantage of free services as well such as pre-screening of job candidates and on-site hiring events and job fairs.



# People Served in 2011: 8,511

## Highlights

### Workforce Development

Community Based Training & Assessments	609
Job Coaching	25
Special Education Work Experience	500
Court Ordered Community Service Workers, Summer Youth & Other Programs	531

### Career Connections

Number of people placed into new careers	1,255
First time visits to Career Connections	5,622

### Volunteer Income Tax Assistance (VITA)

Number of people receiving tax filing assistance	1,224
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# Financials:

	<u>2011</u>	<u>2010</u>
<b>Revenue</b>		
Contributions (Unrestricted and temporarily restricted)	\$ 459,505	\$ 194,785
Federal Grants	895,590	1,866,687
Goods contributed for sale	19,250,391	15,262,583
Sale of purchased goods	649,384	1,982,864
Less cost of goods sold	(970,076)	(1,266,603)
Vocational assistance programs	768,068	615,730
Deferred gain amortization on sale-leaseback	610,692	610,692
Other	162,208	67,631
	<b>\$ 21,825,762</b>	<b>\$ 19,334,369</b>
<b>Expenses</b>		
Program services	\$ 19,143,649	\$ 17,386,931
Support services:		
Management and general	903,842	961,200
Fundraising	438,029	336,470
Unallocated payments to affiliated organization	144,602	130,145
Other	104,138	15,735
	<b>\$ 20,734,260</b>	<b>\$ 18,830,481</b>
<b>Increase (decrease) in net assets</b>	<b>\$ 1,091,502</b>	<b>\$ 503,888</b>

# Financials:

	<u>2011</u>	<u>2010</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash	\$ 1,372,992	\$ 810,731
Receivables	476,646	267,225
Inventory	2,584,748	2,206,530
Prepaid Expenses and other	41,274	10,359
	<b>\$ 4,475,660</b>	<b>\$ 3,294,845</b>
Property and equipment, net of acc. depreciation	\$ 2,583,727	\$ 2,274,652
Certificate of deposit, restricted	1,000,000	1,000,000
Deposits	70,207	69,732
	<b>\$ 8,129,594</b>	<b>\$ 6,639,229</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts Payable	393,737	231,565
Accrued Expenses	1,279,932	818,214
Current portion of deferred gain on sale-leaseback	610,692	610,692
Current portion of long-term debt	185,682	154,553
	<b>\$ 2,470,043</b>	<b>\$ 1,815,024</b>
<b>Long-term Liabilities</b>		
Deferred gain on sales-leaseback	5,750,684	6,361,376
Long-term debt, net of current portion	1,491,989	1,137,453
	<b>\$ 9,712,716</b>	<b>\$ 9,313,853</b>
<b>Net Assets (Deficit)</b>		
Unrestricted	(1,850,150)	(2,703,667)
Temporarily restricted	267,028	29,043
	<b>\$ (1,583,122)</b>	<b>\$ (2,674,624)</b>
	<b>\$ 8,129,594</b>	<b>\$ 6,639,229</b>

# 2011 Major Donors:

*10e Public Relations*

*Albertsons/Sav-on*

*Aristocrat*

*Allegiant Air*

*Anchor Construction*

*Bank of America Charitable Foundation, Inc.*

*Bank of the West*

*Bridgestone Americas Trust Fund*

*Caesars Foundation*

*Citibank*

*CBRE*

*CDW*

*CVS Caremark Charitable Trust*

*Dr. Scholl Foundation*

*Brian Dziminski*

*Ellis Construction*

*GC Garcia*

*Great American Capital*

*HSBC Bank Nevada, N.A.*

*International Game Technology*

*James E. Stroh Architecture*

*JP Morgan Chase Foundation*

*Juliet Realty Group*

*Lovitt & Touche*

*MGM Resorts Foundation*

*Microsoft*

*National Disability Institute's Real Economic Impact Tour*

*Nevada Community Foundation's Golden Nugget Fund*

*Nevada Energy*

*Nevada State Bank*

*Paclease*

*Penske*

*Rum Runner*

*Tony & Renee Marlon Charitable Foundation*

*Thomas Spiegel Family Foundation*

*UnitedHealthcare*

*United Way of Southern Nevada (VITA & EFSP)*

*Walmart*

*Walmart Foundation*

*Wells Fargo Foundation*

*Workforce Connections*

# 2011 Board of Directors:

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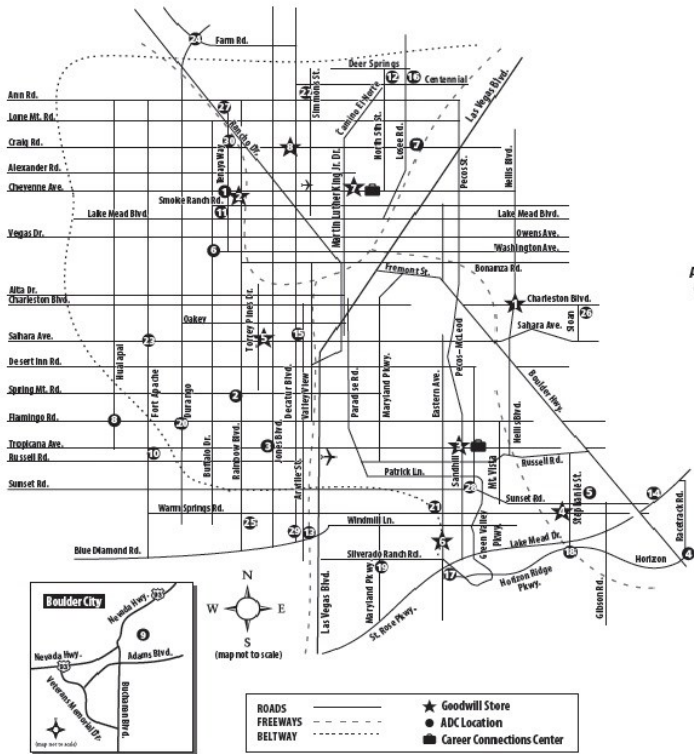
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**Mike Zimmer**  
*Z(2) Squared Consultants LLC*

# Where to find us:

## Goodwill of Southern Nevada, Inc. – Retail Stores & Donation Center Locations



**Goodwill Retail Stores:** Most stores appreciate your donation of gently used clothing and other household items during store hours.

- ★ 31 N. Nellis (at Charleston) - 214-2046  
Mon.-Sat. 9am-9pm • Sun. 10am-6pm
- ★ 3011 N. Rainbow Blvd. (Rainbow & Cheyenne) - 214-2028  
Mon.-Sat. 9am-9pm • Sun. 10am-6pm
- ★ 3345 E. Tropicana Goodwill Superstore (at Pecos) - 214-2095   
Mon.-Sat. 9am-9pm • Sun. 10am-6pm
- ★ 1421 W. Warm Springs (W. Warm Springs & Stephanie) - 214-2097  
Mon.-Sat. 9am-9pm • Sun. 10am-6pm
- ★ 6344 W. Sahara (W. Sahara & Torrey Pines) - 214-2066  
Mon.-Sat. 9am-9pm • Sun. 10am-6pm
- ★ 9230 S. Eastern (I-215 & Eastern) - 214-2077  
Mon.-Sat. 9am-9pm • Sun. 10am-6pm
- ★ 1280 W. Cheyenne (Cheyenne & MLK) - 214-2008   
Mon.-Sat. 9am-9pm • Sun. 10am-6pm
- ★ 4830 W. Craig (Craig & Decatur) - 214-2006  
Mon.-Sat. 9am-9pm • Sun. 10am-6pm

**Attended Donation Centers (ADC):** We appreciate your donation of gently used clothing and other household items. Hours of operation: 9 am-9 pm (unless otherwise noted), 7 days a week. ADC trailers are located in the parking lot of the following sponsors:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>1 Mountain View Hospital<br/>Exit US 95 Cheyenne &amp; Tenaya</li> <li>2 Rainbow Dunes Center*<br/>Rainbow Blvd. &amp; Spring Mountain</li> <li>3 Next to 7-11*<br/>Tropicana &amp; Jones</li> <li>4 Big K-Mart – Henderson<br/>Race Track &amp; Boulder Highway</li> <li>5 Galleria at Sunset<br/>Sunset &amp; Stephanie</li> <li>6 Lowe's Home Center - Summerlin<br/>Washington &amp; Buffalo</li> <li>7 Cannery Hotel &amp; Casino*<br/>Craig &amp; Looe</li> <li>8 StorageOne*<br/>Flamingo &amp; Hualapai</li> </ul> | <ul style="list-style-type: none"> <li>9 Boulder City Hospital*<br/>901 Adams Blvd., Boulder City</li> <li>10 Tropicana Beltway<br/>Tropicana &amp; Ft. Apache</li> <li>11 Cimarron-Memorial High School<br/>2301 North Tenaya Way (Tenaya &amp; Smoke Ranch)</li> <li>12 Deer Springs &amp; 5th St<br/>6650 N. 5th St</li> <li>13 Galleria at Sunset<br/>4370 Blue Diamond Rd.</li> <li>14 Water St &amp; Lake Mead<br/>340 W. Lake Mead Pkwy, Henderson</li> <li>15 Sahara &amp; Arville<br/>4580 W. Sahara Ave, next to Fresh &amp; Easy</li> <li>16 Losee Rd. &amp; Centennial<br/>6462 Losee Rd, N. Las Vegas</li> </ul> |
|---|---|
- \*Hours of operation: 9 am - 6 pm
- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>17 Eastern &amp; Horizon Ridge</li> <li>18 S. Stephanie &amp; Horizon Ridge</li> <li>19 S. Maryland Pkwy &amp; Silverado Ranch</li> <li>20 S. Durango &amp; Flamingo</li> <li>21 S. Eastern &amp; Warm Springs</li> <li>22 W. Ann Road &amp; Simmons</li> <li>23 Ft. Apache &amp; Sahara</li> </ul> | <ul style="list-style-type: none"> <li>24 Farm &amp; Durango</li> <li>25 Rainbow &amp; Warm Springs</li> <li>26 E. Charleston &amp; Sloan</li> <li>27 95 &amp; Ann Road</li> <li>28 N. Green Valley Pkwy &amp; E. Sunset</li> <li>29 Blue Diamond &amp; Decatur</li> <li>30 95 &amp; Craig Road</li> </ul> |
|--|--|



Goodwill of Southern Nevada ended 2011 with 8 retail stores and 30 attended donation centers. Our Cheyenne & Green Valley Stores received remodels.



# Believing in the Power of Work



February 2011: Goodwill's annual Community Recognition Luncheon honors clients and community partners.



February 2011: Dump Your Ex's Stuff—Goodwill held a fun, tongue-in-cheek donation drive. A radio remote was held at an Albertsons donation site.



The job is in the bag!  
**GOODWILL**  
 OF SOUTHERN NEVADA



March 2011: US Vets Las Vegas Stand Down  
 Goodwill participated in the U.S. Vets Stand Down by hosting a voucher-only mobile store providing homeless vets with attire both casual & career oriented. Goodwill Career Connections had a table offering career services as well.

May 2011: Job is in the Bag. The third year of Job is in the Bag contributed to the continuing success of Goodwill's Ecommerce Department.





October 2011: Golf for Goodwill  
 Goodwill hosted its second annual golf tournament at Canyon Gate Country Club. Thanks to involving a board member as the event chair, presenting sponsorship funds from Walmart, and the additions of a silent auction, raffle, and long drive fundraiser element, the event experienced record breaking success. Funds raised at the tournament supported all of Goodwill's programs. Miss Nevada made a special appearance as well.



October 2011: Make a Difference Day  
 Goodwill partnered with Albertsons, United Way, Catholic Charities, Salvation Army, and Three Square for a city-wide donation drive of gently used goods, non-perishable foods and dental hygiene products. Individuals could donate at any Albertsons store, but a special event was held at the Flamingo/Durango Albertsons location with all charities present. Albertsons made a monetary donation to each charity at the conclusion of the event as well. Congressman Joe Heck, Mayor Carolyn Goodman, and Henderson Councilwoman Geri Schroeder were some of the notables who stopped by in support.



November 2011:  
 Goodwill's 2nd annual holiday donation campaign the "Gift of a Job" commenced in Goodwill Retail Stores. Customers were encouraged to add a \$1 to their purchase or "round up" their change in support of Goodwill's programs. Stores creatively displayed squares acknowledging the monetary donations.



November/December 2011: The Gift of Lights designated Goodwill as a charity of choice. If attendees donated to Goodwill they received \$2 off the price of admission.

2011: Goodwill Mobile Stores expanded exponentially due to a grant from Caesars Foundation. Mobile stores were held at UNLV, Harrah's Laundry, CSN, Variety High School, Everest College, the City of Las Vegas' Festival of Lights and The Rio's Back to School Fair. A new mini-truck was able to be leased because of this grant as well.







[www.sngoodwill.org](http://www.sngoodwill.org)

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North Las Vegas, NV 89030  
(702) 214-2000