Mission
Developing People, Changing Lives, Building Communities

Vision
People empowered with skills and opportunities living fulfilled lives.

Values
Honesty, Integrity, Respect, Excellence, Service

Goodwill Industries of the Southern Rivers Inc. (GoodwillSR) is one of 165 independent community-based Goodwill nonprofits across the United States and Canada. Headquartered in Columbus, GA, GoodwillSR serves 50 counties in West Georgia and East Alabama with services such as job coaching, access to computers and skills classes to facilitate job placement and advancement. These programs are made possible through the donation of gently used clothing and household goods that are sold at GoodwillSR retail stores.
We had a great year at Goodwill Industries of the Southern Rivers in 2015. We’ve seen a tremendous amount of progress and wonderful successes this year, both inside and outside of the organization. We are excited to talk about the increase in giving we’ve seen from our community and how that generosity has impacted serving the people who need it most.

Our accomplishments include an excellent year in retail, despite a constantly changing market. We grew our donor base, which provides the funds for us to deliver career services on the mission side, while increasing sales over 2014. We also launched our “Round Up, Create Jobs” initiative, where customers have the opportunity to round up their purchase to the next dollar to donate to our mission. The program has received a phenomenal response and we look forward to the program’s growth.

Meanwhile, our mission team exceeded all of our goals in serving clients, making job connections, and filing free tax returns for individuals and families. I am beyond grateful for the amazing amount of compassion, enthusiasm, and talent that the GoodwillSR team displays every day. They are the reason why our organization continues to thrive and I admire their commitment to developing people, changing lives, and building communities.

I also appreciate your support of the Goodwill mission. With your help, we are steadily moving toward our vision to stabilize families in our community and help those families move out of poverty.

Thank you!
- Jane Seckinger

A Message from Jane

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Thank you!
- Jane Seckinger

2015 Senior Leadership
Jane P. Seckinger President and Chief Executive Officer
Carol Crawford Vice President, People Services
Tricia Llewellyn Senior Vice President, Mission Services
Mitch Stropnian Vice President, Operations
Terry L. Reis Vice President, Finance & Information Technology

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Jackie Lowe, Vice Chair
Elaine Jordan**, Secretary
Richard Young, Treasurer
Jane P. Seckinger
Jack Ames
Helena Coates
Brandon Cockrell***
Shonnaie Gamble
Giovanna Gonzalez
Sam Hall

Tony Hodge
Daphne Hodge
Carolyn Hooper
Wayne Joiner
Gary Jones
Joy Loudermilk
Linda Nguyen**
Julie Penzillo
Jack Warden

Young Professionals Board Mentoring Positions
** Ex-Officio
*** Ex-Officio
Mission Services

We believe all people should live fulfilled lives and for many, that starts with finding the right job. Whether you are making a fresh start or advancing your career, we will help you identify how your current skills and experience can translate to new opportunities. Our career centers offer training, certification and other skill-building services to prepare you and help you find your next opportunity.
By donating to Goodwill, you’re doing a lot more than just getting rid of stuff you don’t need anymore. You’re helping people in our community. When you donate gently used clothing and household items to Goodwill, we sell those items in our retail stores. Then, we use the proceeds to fund free career services that help people earn jobs.
PowerWorks Industries, Inc. provides contracted custodial and grounds maintenance services for two military installations: The Marine Corps Logistics Base in Albany, GA and the U.S. Army Maneuver Center of Excellence in Ft. Benning, GA. Both federal contracts are made possible through the Javits-Wagner O’Day Act which requires that at least 75% of direct labor hours are performed by workers with documented disabilities. This meaningful work allows people with disabilities to reach their remarkable potential.
Volunteer Income Tax Assistance

Returns Filed: 4,611
Volunteer Hours Worked: 7,233
Total Federal Refund Dollars: $4,706,019

Come get your taxes prepared and filed FREE at Goodwill! Mostly, we’re known for turning donations into jobs, but at GoodwillSR we also work to provide other programs that further strengthen families and the communities we serve. Since 2010, we’ve worked with the Chattahoochee Valley Volunteer Income Tax Assistance (VITA) Coalition to provide trustworthy tax prep and filing services to our community.
If anyone knows how hard it is to find success after battling addiction, it's Brenda White. She moved through life, getting married and having children. After her first marriage failed, she got married again. However, Brenda had always dabbled in drugs and alcohol. Her drinking became out of control. She would drink at work and was eventually let go. Unable to pay the rent, Brenda became homeless. It was then that she realized that "the only place I could go to was the Lord," she said. "I prayed…and then I decided to do the rehab thing and spent time there. I told my therapist, 'I'm homeless. I don't have anything.'" The therapist took action, taking Brenda to a shelter.

Today, she's celebrating nearly five years without drugs or alcohol. She lives in her own apartment in transitional housing. In 2014, the Georgia Vocational Rehabilitation Agency (GVRA) referred her to Goodwill. Life is better for Brenda now. She has a team of supporters to thank at Goodwill, from the store managers to the case workers in the education and training center. Her experience has led her to help other substance abuse survivors through peer support. She encourages them to go to vocational rehabilitation and then to Goodwill to get back on their feet.

“I try to lead them to the Goodwill training program to see if it will help them better their lives, because I know there are such good people here. It makes me proud to be a part of Goodwill.”

Proud to be at Goodwill
When she completed the training program at Goodwill, Angelique found meaningful employment through Powerworks, a Goodwill affiliate. After being diagnosed with kidney failure, Angelique credits Goodwill for helping her keep going and for giving her a purpose. In 2015, she lost her daughter and decided to place herself on a kidney transplant list. As she awaits her chance at a new life, Angelique finds meaning in her work. “This job allows me to meet those challenges and overcome those barriers and have a stable income in the meanwhile,” says Angelique. She also says that it was Goodwill who helped her learn the skills necessary to manage money and build a personal budget while she was on a fixed income.

“I’m proud to wear this blue shirt. I wear it with a lot of pride, and I do my job with (just) as much pride.”
Lamarr and his family moved to Detroit after being discharged from the U.S. Army in 2011. But if asked about any near-death experiences, Lamarr will recount a random robbery in his hometown of Detroit three years later, where he was stabbed and nearly killed.

After his recovery, Lamarr and his wife decided they wanted their children to grow up in a better environment and moved their family to Valdosta, GA in 2015. Lamarr worked as a manager for Walmart in Detroit. But when he came to Valdosta, he had no job leads. His wife’s stepfather, who had used the services at the Valdosta Career Center, referred Lamarr to Goodwill.

On his first day in the center in May, he attended a job fair for Panda Express, which was opening a new restaurant in Valdosta. Assisted by career center staff, Lamarr applied for a general manager position — and got the job.

“This is the best job I’ve ever had,” Lamarr said. “I still can’t believe I got it. If it wasn’t for Goodwill, I wouldn’t have ever heard of Panda Express…this career literally improved and changed my life forever.”

Lamarr said his strongest talent is developing people. In his new position, he worked with career center staff to hire employees for the new Panda Express Restaurant that opened last fall.
REVENUE

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<tr>
<th>Category</th>
<th>2015 Actual</th>
<th>2014 Actual</th>
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<tbody>
<tr>
<td>Mission &amp; Workforce Development</td>
<td>$1,478,928.41</td>
<td>$1,258,481.12</td>
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<td>Other Contracts</td>
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<td>1,250.00</td>
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<td>PowerWorks Industries (PWI)</td>
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<td>Retail Stores &amp; After Market Sales</td>
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<td>Grants, Fundraising, Public Support &amp; Misc.</td>
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<td>Columbus Community Campus</td>
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<tr>
<td>Total Revenue</td>
<td>27,302,806.89</td>
<td>25,727,055.25</td>
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<td>Cost of Goods Sold</td>
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<td>Gross Profit</td>
<td>27,302,806.89</td>
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<td>EXPENSES</td>
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<td>Wages</td>
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<td>Total Payroll</td>
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<td>Advertising and Promotion</td>
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<td>Dues</td>
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<td>Bank charges, Employee Relations, Misc</td>
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<td>Non-Payroll Expenses</td>
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<td>Total Operating Expenses</td>
<td>26,608,920.62</td>
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<td>Net Income (Loss) Before</td>
<td>693,883.27</td>
<td>596,376.90</td>
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<td>Depreciation and Investments</td>
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Financial Outcomes

Goodwill Industries of the Southern Rivers, Inc. Consolidated Profit and Loss

After spending time in Iraq as a combat medic, Lamarr and his family moved to Detroit after being discharged from the U.S. Army in 2011. But if asked about any near-death experiences, Lamarr will recount a random robbery in his hometown of Detroit three years later, where he was stabbed and nearly killed.

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