Goodwill Industries of the Southern Rivers, Inc. (GoodwillSR) is one of 162 independent, community-based Goodwill nonprofits across the United States and Canada. Headquartered in Columbus, Georgia, GoodwillSR serves 50 counties throughout East Alabama and West Georgia. We provide employment readiness training, computer access, educational assistance, skills workshops and more to spur job placement and economic stability in the communities we serve. We can provide these and other programs thanks to the continued donations of giving patrons. We use the revenue generated in GoodwillSR stores to fund the majority of our community services.
A Letter from the CEO

2017 was a year of change for Goodwill Southern Rivers. We lost our former President & CEO, Jane P. Seckinger, who expanded our territory, developed our team members and increased our mission capacity during her 18-year tenure. Jane laid the strong foundation upon which we stand today, and I am glad to continue her legacy by driving us forward in our mission of “Developing People, Changing Lives and Building Communities”.

I came onboard as President & CEO on May 1, 2018, but my relationship with GoodwillSR spans nearly a decade. I’ve always been a friend of Goodwill, having served on the Board of Directors for several years. I’ve also been a longtime shopper and donor. I’m truly amazed by the outstanding accomplishments that GoodwillSR has made through the years, 2017 being no exception.

Despite our painful loss, last year afforded us much positive change, too. We launched our GED Connect program, which provides free GED test-prep courses and scholarships to cover test costs. We partner with local colleges in the communities we serve to deliver GED prep courses, and we fund this program through our “Round Up, Change Lives” campaign at our stores. We raised more than $260,000 at registers in 2017, enabling us to help many adult students pursue their GEDs.

We are so much more than a thrift store. Our retail stores are the fuel that powers the engine that is Goodwill. We use our retail revenue to provide career center programs, job placement, tax preparation services and more to people in the communities we serve.

This annual report features our greatest accomplishments and success stories for 2017. Going forward, I’m personally committed to ensuring that we’re sharing all the great work that we do here at GoodwillSR. I am so grateful to have such a compassionate, enthusiastic and talented team. The team is why GoodwillSR continues to thrive. I also thank all of our shoppers and donors for your continued support. With your help, we’re able to change lives through the power of work.

JACK WARDEN
At GoodwillSR, we believe that a fulfilled life should be possible for everyone, regardless of location, socio-economic status or disability. Securing sustainable employment is essential to a well-lived life, and GoodwillSR empowers people to achieve their career goals every day. No matter where you are in your path, we can help you translate your current skills and experience into new opportunities. Our career centers offer training, certification and other skill-building services to help you advance academically, professionally and holistically.
A proud father of five from Albany, Georgia, Jason White has always been a provider, though his initial line of work came with many risks. Ultimately, a stint in the drug business landed him in prison for one year. After missing the birth of his youngest son and all of his children’s birthdays, in addition to losing his fiancé and home, Jason vowed to turn his life around. GoodwillSR helped him make that change.

“I made a promise to myself and to my kids that I was going to change, that when I got out, I was going to look for a job and start working.”

Once released, Jason began his job search and found his way to the Albany career center, where he took advantage of the free career resources offered. Career center team members worked with Jason to create a résumé and refine his interviewing skills.

“They really helped me out a lot. The mock interviews taught me how do conduct myself in an interview and the proper things that I should say,” Jason explained.

He landed two positions in the food industry and has since taken on leadership roles. Working with GoodwillSR has been revolutionary for Jason and having gainful employment has changed his outlook.

“You can get out there and work hard for what you want,” he began, “if people see you’re trying to help yourself, then they will help you.”
Did you know that you can have your taxes prepared and filed for free at GoodwillSR? Turning donations into jobs is just one facet of our mission work. We’ve partnered with the IRS Volunteer Income Tax Assistance (VITA) program to provide trustworthy tax preparation and filing services to qualifying taxpayers throughout our territory. Our VITA partnership is one of the many ways that GoodwillSR is strengthening families in the communities we serve.
2017 Annual Meeting of the Conference of Executives

From February 20-22, GoodwillSR hosted the annual Conference of Executives, a time for key decision makers to engage with one another and share ideas throughout the Goodwill movement.

More than 200 Goodwill executives and family members joined us for the conference in historic uptown Columbus at the picturesque Convention and Trade Center. Attendees enjoyed informative workshops, networking events and addresses from high-profile community leaders like Aflac CEO Dan Amos, TSYS CEO Troy Woods and Cascade Hills Church pastor Dr. Bill Purvis among others.

The Conference of Executives was a great opportunity to showcase the local community as well. We planned a fun itinerary for our guests highlighting The Fountain City’s best attractions. Attendees visited the iconic Riverwalk, Warm Springs and Pine Mountain, the Wild Animal Safari and the National Infantry Museum at Fort Benning, bolstering local tourism revenues.

Guests were also able to visit our community campus and retail locations, meet the GoodwillSR family and celebrate our vast mission accomplishments. It was a wonderful chance to show the progress we’ve made over the years through strategic partnerships and visionary leadership.

Former President & CEO Jane P. Seckinger was a gracious host. We are so thankful that Goodwill organizations across the country and abroad were able to see her shine before she passed away in August after a valiant fight against breast cancer.
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Jonathon Hall’s relationship with the Goodwill Southern Rivers family started more than a decade ago when he came to work at our Albany retail location as a high schooler. Shortly after graduating, he completed one of our employment-readiness programs at the local career center to prepare for the workforce. While completing the training, he learned about an available PWI position at the Marine Corps Logistics Base. He applied, landed the position and has been serving the base as a safety coordinator and custodian for the last 8 years.

“My job is to go out and clean up the buildings, keep up the fire extinguishers and make sure they’re updated. . . It is a very important job. We take a team initiative to make sure things are kept up. If I can’t understand something, the people at PWI are patient and spend time with me to (help me) figure it out,” he explained.

Jonathon is an AbilityOne employee, which means he that has a significant disability. Jonathon is happy to work at PWI because he has a job he can take pride in that also offers great benefits and a solid network of support.

He added, “Sometimes you’ve got to pull your own weight, (but) the people here help you with whatever you need.”
PowerWorks Industries, Inc. (PWI) is a GoodwillSR affiliate that provides custodial and grounds maintenance services for two military installations in Georgia: The Marine Corps Logistics Base in Albany and the Army Maneuver Center of Excellence at Fort Benning. We earned these federal contracts through the Javits-Wagner O’Day Act, which requires that federal agencies purchase certain services from nonprofits that employ people with significant disabilities. PWI allows people with disabilities to serve our nation's greatest while achieving economic independence through meaningful work.

78% Direct Labor Hours Performed by Individuals With a Significant Disability
A mother of four from Carrollton, Melody Rodriguez decided to earn her GED after dropping out of high school more than two decades ago to prove to her children that she could do it. Melody enrolled in the GED classes at our partner institution West Georgia Technical College (WGTC), where she learned about our GED Connect Program. GoodwillSR awarded Melody Rodriguez a scholarship to pay for the science portion of her GED test, and after much hard work and determination, she earned her GED on December 22nd as the perfect Christmas gift to herself:

"If it wasn’t for people who (round up at the register), I wouldn’t have been able to afford some of my test. . . It helps people like me who are going through the same struggles. I’m not anybody special, but I feel special that people help out around here," she explained.

Melody is earning her Certified Nursing Assistant and Patient Care Technician certifications at WGTC with hopes of specializing in phlebotomy. She also serves on a college panel to spread the word about the GED opportunities at GoodwillSR and other resources throughout the community that help people continue their education. She encourages anyone who’s considering earning their GED to take advantage of the resources that GoodwillSR offers:

"Just don’t be scared, everything is there for you and you can move ahead. You don’t have to be rich. I came from a poor family (in) Bowdon, living paycheck to paycheck and look, I graduated."
# Financial Outcomes

## Revenue
- Mission & Workforce Development $1,193,451.28
- Other Contracts $12,794.41
- PowerWorks Industries (PWI) $9,767,065.96
- Retail Stores & After Market Sales $18,490,858.76
- Grants, Fundraising, Public Support, Misc. $543,360.40

**Total Revenue** $30,007,530.81

## Gross Profit
$30,007,530.81

## Expenses
- Wages $14,788,493.45
- Payroll Taxes $1,074,204.82
- Benefits $3,615,179.16
- Total Payroll $19,477,877.43
- Employee Recruitment $67,805.34
- Professional Fees, Employee Training: $1,106,867.19
- Supplies $1,015,311.81
- Telephone $341,330.29
- Postage and Shipping $39,184.84
- Occupancy $5,034,111.41
- Advertising and Promotion $242,011.97
- Automotive/Travel $417,702.99
- Dues $341,528.00
- Bank Charges, Employee Relations, Misc. $345,725.86
- Non-Payroll Expenses $8,951,579.70

**Total Operating Expenses** $28,429,457.13

## Net Income (Loss) Before Depreciation and Investments
$1,578,073.68

## Assets
$19,357,770.52

## Liabilities
$2,269,640.33

## Net Worth
$17,088,130.19
Locations List

Goodwill Industries of the Southern Rivers
2601 Cross Country Drive, Building A
Columbus, GA 31906
(866) 325-8265

Albany Retail Store & Career and Training Center
2015 N. Slappey Boulevard
Albany, GA 31701
(229) 317-0970

Opelika Retail Store & Career Center
3740 Pepperell Parkway
Opelika, AL 36801
(334) 275-4815

Carrollton Retail Store & Career Center
1301 South Park Street D
Carrollton, GA 30117
(678) 839-5923

Valdosta Retail Store & Career and Training Center
1000 North St. Augustine Road
Valdosta, GA 31601
(229) 253-0763

Midtown Columbus Retail Store
3201 Macon Road Suite 255 B
Columbus, GA 31906
(706) 660-5607

Midtown Columbus Career Center
2601 Cross Country Drive, Building A
Columbus, GA 31906
(706) 324-4366

Midtown Columbus Training Center
2601 Cross Country Drive, Building E
Columbus, GA 31906
(762) 208-4381

Midland Retail Store & Career Center
6707 Flatrock Court
Midland, GA 31820
(706) 341-4724

LaGrange Retail Store
143 Commerce Avenue
LaGrange, GA 30240
(706) 884-4451

PowerWorks Industries Albany Marine
Corps Logistics Base
1406 Weed Street
Albany, GA 31703
(229) 889-8140

PowerWorks Industries Fort Benning
2085 Waite Street
Fort Benning, GA 31995
(706) 687-9074

Thomas Crossroads Retail Store & Career and Training Center
3121 Highway 34 East
Newnan, GA 30265
(770) 254-6839

Newnan Retail Store & Career Center
228 Bullsboro Drive
Newnan, GA 30263
(770) 254-8480

Phenix City Retail Store & Career Center
3605 US Highway 431 North
Phenix City, AL 36867
(334) 664-9716

Tifton Retail Store
1915 Larkin Road
Tifton GA, 31794
(229) 382-0093

Veterans Parkway Retail Store
6499 Veterans Parkway
Columbus, GA 41909
(706) 324-1330
Attended Donation Centers

Homerun Foods
2728 Dawson Road Suite A
Albany GA, 31707

Lee Crossing
1206 US Highway 19 S
Leesburg, GA 31793

Mike’s Groceries
1627 Philema Road S
Albany, GA 31701

Cary Creek
2900 E. University Avenue
Suite 145
Auburn, AL 36830

Tiger Crossing
1631 South College Street
Auburn, AL 36830

Billings Crossing
6361 Talokas Lane
Columbus, GA 31909

Parkway Centre
7600 Schomburg Road
Suite L Columbus, GA 31909

Milgen Plaza
5435 Woodruff Farm Road
Columbus, GA 31907

Cataula Center
1051 US Hwy 27
Cataula, GA 31804

Columbus Park
6770 Veterans Parkway
Columbus, GA 31909

Target
1591 Bradley Parkway
Suite 160
Columbus, GA 31904

Plantation Village
1468 Lafayette Parkway
Suite 160
LaGrange, GA 30241

Saw Mill Crossing
1861 Roanoke Road
Suite J
LaGrange, GA 30240

Jackson Street
487 Jackson Street
Suite 101
Newnan, GA 30263

Summerlin Corners
1741 Newnan Crossing Blvd
Suite J
Newnan, GA 30265

ParkPlace (ThomasC)
2730 East Highway 34
Newnan, GA 30265

Ft. Benning
1683 Gaudette Avenue
Ft. Benning, GA 31905

The Market
1811 Stadium Drive
Phenix City, AL 36867

Perimeter Park
3310 C Inner Perimeter Road
Valdosta, GA 31602

Villa Rica
660 W Bankhead Hwy
Suite F
Villa Rica, GA 30180