







GOODWILL OF ORANGE COUNTY is proud to celebrate a century of good in Orange County, marked by transformed lives, career opportunities, sustainability and innovation, and workforce development.

The incredible support from our Goodwill OC community has been instrumental in allowing us to create lasting change across Orange County, equipping individuals with the essential tools they need to reach their career aspirations.

We envision a caring and connected community where everyone has access to meaningful career opportunities.

As we reflect on the past 100 years, we recognize the importance of strong partnerships in achieving our mission. Your continued support reinforces our belief that together, we can continue making a substantial impact on the lives of those we serve.

We invite you to join us in our celebration of 100 Years of Working Wonders and partner with us to create a future of impact.

Thank you for donating your gently used goods.

Thank you for shopping secondhand in our stores.

Thank you for employing community members who are ready to work.

Thank you for being a part of a century of good.

Sincerely,

NICOLE SUYDAM

PRESIDENT AND CEO, GOODWILL OF ORANGE COUNTY

Deuse Suydam

GOODWILL OC'S CORE VALUES









BE KIND BE HONEST

BE HELPFUL

BE CREATIVE

Goodwill OC's 'bold goal': To double impact & footprint

Workforce development, retail growth planned

s part of its 2023-2025 Strategic Plan, Goodwill of Orange County set a goal of doubling its retail footprint and workforce development impact in Orange County over the next 10 years. The plan is being implemented as Goodwill of Orange County celebrates its 100th anniversary in 2024.

Launched one year ago, the plan is guided

by six strategic initiatives, said Nicole Suydam, president and CEO of Goodwill OC.

Those initiatives are:

- Deepening the nonprofit's career development focus
- Creating the best place to work for team members
- Growing mission understanding in the community
- Opening new stores and adding more jobs to its social enterprise, which will transform more lives in the Orange County community
- Strengthening Shop-Goodwill.com to support the Goodwill network
- Elevate Board governance best practices

"We call it our 'bold goal,"

Suydam said. "We want to be serving the community as a leader in workforce development and be known for that work. We've been doing it for 100 years, but it should no longer be a best-kept secret. We want to make sure the community understands our role in preparing and supporting people with workforce development."

The Strategic Plan is expected to enhance the workforce development services and programs currently offered by Goodwill OC, including job coaching, personalized career development and work experience.

"The team members in Goodwill stores often arrive with limited or no work experience and education or simply need to learn new skills," Suydam said.

However, Goodwill doesn't merely want to provide jobs to their team members, the CEO said, but teach 21st-century skills and create individualized career pathways.

"Everything we're trying to do is person-centered," Suydam said. "When people come to us ... we really want to understand their hopes, their dreams, their goals and tailor what we're doing to help them achieve their goals."



One year in, the Strategic Plan already has had a measurable impact.

In the first quarter of 2023, Goodwill completed the framework for Career Pathways, a new program that offers team members personalized career coaching, skill-building workshops, networking opportunities, and much more to help achieve their career goals. Two new retail stores opened, and two more are scheduled to open this year.

The Career Pathways program is being implemented with Goodwill's entry-level workforce, but in May, all team members will be able to

take advantage of the program.

Goodwill partners with Second Harvest Food Bank, mental health providers and other support services to help team members with material and emotional resources.

Team members working in Goodwill's signature retail stores learn marketable skills such as pricing, merchandising and recycling. Goodwill's e-commerce operations also provide marketable skill sets for team members.

Goodwill's tuition reimbursement program was updated and 110 team members participated in Career Pathways.

Stakeholders and the community at large already might know about Goodwill's programs but don't know what happens behind the scenes, the CEO said, so Goodwill showcases its operations through monthly See the Good tours at its corporate campus in Santa Ana.

To develop the Strategic Plan, Goodwill OC worked with NP Strategies, a consulting firm that works exclusively with nonprofits to develop a roadmap to its goals. The firm created a community needs assessment.

"From the first time Goodwill OC reached out to me to discuss strategic planning, it was clear they wanted a person-centered strategic

plan that was based on community needs," said Rebecca Alvarez, principal and co-founder of NP Strategies. "The vision to double their impact and footprint, as well as how they plan to get there emerged from the process."

Over the past 20 years, Goodwill OC has served more than 238,000 individuals through its workforce development services. Additionally, as a result of its nearly 4 million hours of job coaching and support services, the nonprofit has placed more than 15,000 community members into sustainable employment in Orange County.

100 years of working wonders

WE'RE THRILLED TO CELEBRATE our 100th birthday this year, inviting the whole Orange County community to participate in the celebration. For a century, Goodwill OC has connected people with career opportunities right here in O.C.



1924

Rev. John Winterbourne founds Goodwill Industries of Orange County.

At inception, the Goodwill model focuses on repairing damaged goods for resale, hiring individuals with disabilities to do this work. By 1928, Goodwill operated four stores in Orange County.



1946

First Goodwill "As Is Lot" in the nation opens in Santa Ana. The "As Is Lot" takes items that have not sold in stores and sells them as-is, by the pound. Now called The Marketplace, this model becomes a major mission revenue generator for Goodwill OC and has been replicated by many Goodwills across the country.



1950s

Goodwill OC's first donation collection booth opens at Garden Grove Alpha Beta.

Goodwill OC was also recognized as the fastest growing Goodwill in the country!



1962

"Training and Placement," what is now called Workforce Development, becomes the primary services of Goodwill OC and solidifies the organization's mission to help people on their career journeys.



1970s

Goodwill OC opens its Rehabilitation and Evaluation Center, attended and dedicated by Governor Ronald Reagan, providing a place where people with disabilities receive evaluation and linkage to services.

At this time, Goodwill also expands upon the workshop model and calls on outside employers to provide career opportunities to Goodwill program participants.



1990s

Several core Goodwill OC programs are established, including Community-Based Services, Deaf Services and Supported Employment, expanding Goodwill's workforce development to reach people with disabilities.



1999

Goodwill OC is the first Goodwill in the nation to get online, and launches ShopGoodwill.com in 1999. Today, the site celebrates 25 years and more than \$2 billion in sales since inception and supports 130 Goodwills on the e-commerce auction site.



2016

The Thomas T. and Elizabeth C. Tierney Center for Veteran Services opens, a comprehensive resource for all veterans and their family members.

The center has served more than 11,500 veterans since its opening and is a model for collaborative, holistic veteran care to other service providers across the nation.



2023

Goodwill of Orange County unveils its 2023–2025 Strategic Plan and its bold goal to double its impact and footprint in O.C. over the next 10 years.

SINCE DAY ONE, we've supported the career journeys of local residents and strengthened the vibrant workforce in O.C.—helping them find and keep jobs, providing training and career coaching, supporting them onsite, and even driving them to and from work.

This timeline represents just a few of the milestones we've reached over the past 100 years in Orange County. Scan the QR code to view the full timeline showcasing Goodwill OC's 100 years of impact.



Sustainability in everything we do.

We process your donations to MAXIMIZE THE VALUE of everything we receive.







REUSE, REPURPOSE, RECYCLE: THE LIFECYCLE OF A DONATION

Almost all find new purpose, home

Donations are the lifeblood of Goodwill of Orange County, and in 2023, the nonprofit collected more than 57 million pounds of gently used items from across the county.

Thanks to Goodwill OC's process of collection and resale, and as part of its commitment to maximizing the value of everything they receive, each item that is donated embarks on an intentional path of sustainability to avoid ending up in a landfill. And as a result, more than 90% of those donations will find a new purpose or a new home.

"All the good that we do starts with those donations," said Goodwill of Orange County COO Corrine Allen. "We strive to be good stewards with everything ... less than 10% of (donations) end up in the trash."

The process starts with Goodwill OC's collection points, and there are several options available to those who wish to donate. One option is to drop off at any of Goodwill OC's 25 retail store locations throughout the county. There are also four Attended Donation Centers and several Unattended Donation Centers located at various community partner locations.

Additionally, Goodwill OC has partnerships with Caltrans and communities such as Ladera Ranch and Coto de Caza to host pop-up donation sites or weekend collection events. For those with items that require pickup, Goodwill OC has partnered with ReSupply, a veteran-owned organization that offers scheduled pickup for a fee.

Donors should keep in mind that there are items that Goodwill OC is unable to accept, such as hazardous materials (paints, batteries, etc.) and children's furniture items, including playpens and car seats.

The next step is sorting the donated items. Goodwill OC staff members have been thoroughly trained on how to review the donations to determine if the item has enough useful life remaining to be sold as is (no repairs are done on donated items). Items dropped off at retail locations could make their way onto the sales floor the same day if there is space. The remaining items are sent back to the main distribution center in Tustin.

Donated items that arrive at the distribution center are reviewed and sorted and could end up at a number of final destinations – out to any of Goodwill OC's retail locations,



including its boutique stores, or posted online at Shop-Goodwill.com, which draws from more than 130 Goodwills from across the country. Higher-end or designer brandname products are likely to be sold at the boutique locations or online.

Clothing is by far the most donated item Goodwill OC receives, and the pieces that make it out onto the sales floor at the retail stores have a timeline. Items are tagged with an identifying color indicating when they were initially placed on the racks for sale and will stay at regular price for three

weeks before being marked 50% off. If those items don't sell after a few days, they head to the aftermarket resale path.

At Goodwill OC's main campus in Santa Ana is the Goodwill Marketplace, the site that receives donated items that either didn't sell in the stores or were not store quality (stains, tears, etc.). At the Goodwill Marketplace, clothing is sold by the pound, and other items are sold via large container auction. In the case of clothing, fibers are often repurposed by manufacturers around the world as carpet pads or other commodities.

Donated electronics go through a specific process that first involves wiping clean any hard drives or memory chips. Many electronics items are then sold in Goodwill OC's Computer Works location in Santa Ana. For items that don't sell or are completely obsolete, Goodwill OC works with R2 certified recyclers to extract the parts or byproduct materials that still have value.

"We are always looking to see where we can get the most value out of it," Allen said.

In 2023, Goodwill OC brought in about \$70 million in revenue through its retail stores, and of that, more than 94 cents of every dollar went right back into the nonprofit's mission – to connect Orange County residents with transformative career opportunities, including more than 1,700 employees and 25 innovative workforce development programs locally.

"When you think about that donation and how the sale of it funds all the work that we do regarding jobs, putting people to work in our own locations and out in the community, all of that is made possible by the sale of the donations," Allen said. "It's pretty amazing to think of the impact that we've had."

Goodwill OC placed sustainability at the core of its operations long before most people knew exactly what the term meant. And as the organization celebrates its 100th anniversary this year, the nonprofit will continue the good work of exchanging unwanted items for the opportunity to provide employment success for those in Orange County.

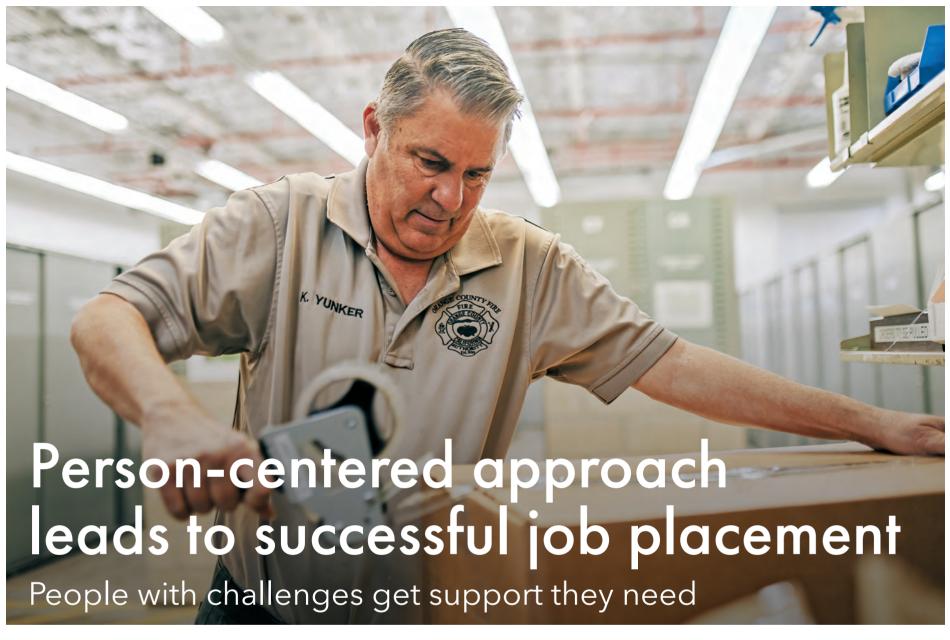
"I think that thrifting continues to rise in popularity, not just locally, but across the nation," Allen said. "People are so excited about sustainability and keeping items out of the landfill. So, reusing, repurposing, recycling – Goodwill is here for all of that."



Doing your part for the environment is as easy as shopping or donating to Goodwill OC. Scan the QR code to find a location today.



6 GOODWILL • A CENTURY OF GOOD GOOD 7



y creating a highly customized plan for people with disabilities or other challenges who are looking for work, Goodwill of Orange County has been successful, year after year, in placing them in jobs in the county.

It's a "person-centered approach," explained Rick Adams, vice president, Mission Services at Goodwill OC, who oversees the workforce development program. "It means when a person comes here, their plan is going to be around who they are and what they want," he said.

Orange County employers who've hired team members from Goodwill OC say it's been tremendously beneficial. "These employees play a crucial role in our day-to-day operations," said Brian Samaniego, Service Center lead at the Orange County Fire Authority, which has four long-term employees who were hired from Goodwill OC.

Goodwill OC serves approximately 4,000 people each year with intensive case management, many with a disability or life challenge, such as addiction or lacking a permanent home, who are looking for work. Each one will meet with a case manager or employment specialist who will assess that person's interests, skills and education, Adams said.

"After that is when we start putting a plan together," Adams explained. "That's when the

person-centered approach comes in." The goal is to find a job that matches a person's interests and abilities. "We need to work with them to craft something that they want and that is appealing to them or they're not going to be very happy in the long run," Adams said. "No one stays in a job they don't like. So, we really assess and plan – and that is really how this whole thing gets off the ground."

Some people may need to improve their English skills or receive training before seeking work in a particular area – and those steps are built into their plan.

Goodwill will not turn a person away who shows up seeking help, Adams said, but the

process works best for people who are referred by a partner agency such as the California Department of Rehabilitation, Orange County Healthcare Agency, the Veterans Administration or the Regional Center of Orange County.

"That way, we've already got a little bit of a history with the person and a better understanding," he said.

People who are experiencing significant challenges such as mental illness or addiction problems may not be ready for career development. In these cases, Adams refers them to partners who can help. "We say, 'Hey, let's get this person equipped with what they need so that they can focus on really getting to work."

And for those who do find a job but still need a little extra help, Goodwill OC provides that. "We have people who need more intense levels of supervision, primarily those with developmental disabilities, where you can't just say, 'OK, here's your job. You do it and I'll call you,' "Adams said. "For these people, we actually do on-the-job coaching, as well. We actually have a person with them during the day."

"The way we look at it is that outside employment is important, and there are a few reasons for that," Adams explained. "One of them goes back to that person-centered plan. Some people want to be a dental assistant. Some people want to be a tire mechanic. Some people want to work outside. If we're going to help people reach their dreams and goals, we've got to modify what we're thinking to help them – and get outside employers who are willing to work with the folks we're working with. This allows us to really, truly be person-centered."

When people with different abilities are employed in Orange County, it's good for everyone, Adams said. "Employers need that diversity. They need to hire the people who live here and have the people they hire represent our true county so that everyone gets to share in this. It'll make our county a better place if all employers look like that."

Brian Samaniego of the Orange County Fire Authority said that the four full-time employees who came from Goodwill OC are a major asset. "The OCFA originally contracted with Goodwill in February of 1990, when the first two individuals started working with the OCFA," he said. "In 2001 our Fire Chief, Chip Prather, made the two original individuals full time employees with a retirement, benefits, as

well as paid sick leave and vacation time."

The men have been working for OCFA for 13, 19, 33, and 34 years, Samaniego said. They do work such as pulling and issuing inventory stock on daily supply orders to be delivered to fire stations and headquarters, making deliveries, maintaining and cleaning the restrooms, breakroom and office areas, handling interdepartmental mail and incoming/outgoing USPS mail and packages, and assisting the day janitor in cleaning duties around the headquarters campus.

All four men have a job coach provided by Goodwill OC. "He assists them staying on track, checking their accuracy and quality of work," Samaniego said. "He also assists them with their tasks from time to time when their workload is higher than normal."

Their work is important. "Their tasks are



essential to the smooth operation of the OCFA Service Center, and their presence ensures that necessary responsibilities are fulfilled," Samaniego said. "Their contributions are integral to the purpose and functioning of the workplace. They all foster a positive attitude and brighten the day of their coworkers."

Edwards Lifesciences, an Irvine-based company that makes innovations for structural heart disease and critical-care monitoring, also employs people from Goodwill OC.

"Currently, there are employees working in a product testing lab as laboratory technicians," said Vidhya Harikumar, director of quality and a core team member of the Enable Employee Resource Group and lead of the Abilities Internship Program at Edwards Lifesciences. "There is one employee who works in the equipment maintenance department supporting ongoing maintenance of critical equipment used to manufacture medical devices," she said. "Another employee works in the patient registry department, where they sort and file the patient information forms."

Edwards welcomes these employees, Harikumar said. "Edwards is very inclusive in general, and our campus is very accommodating," she said. "We have lots of spaces for employees to take a break, collaborate and get some fresh air. As part of the Abilities Internship Program, we have partnered with Goodwill to conduct training with managers and department employees to bring awareness to the team on how to engage and interact with neurodiverse employees."

She believes Goodwill OC-trained employees are a unique asset to the company.

"The benefits are tremendous," Harikumar said. "The biggest benefit from a business standpoint is filling a business need. The employees have demonstrated that there is a need for the roles that they fill, and we have been able to create permanent roles within the organization. From a diversity and inclusion standpoint, having these employees on campus has helped us to be more inclusive. It has driven us to evaluate our procedures, processes, and way that we communicate," she said. "I would highly recommend that other local businesses hire employees trained by Goodwill OC. This partnership has been positive and valuable, and it feels remarkable that we are able to bring something like this to the workforce."

Brian Samaniego agrees. "It is truly a win-win partnership for both the employees and the OCFA," he said. "This opportunity provides these employees with a profound sense of purpose and belonging, as they recognize the value they bring to the OCFA. Knowing that their contributions are essential to the organization's success instills a strong sense of fulfillment and identity. They take pride in their work, knowing they play a meaningful role in the daily duties of their respective jobs."

ShopGoodwill.com drives Goodwill's mission

Life-changing service programs generated

Looking for an antique Victorian magnifier with a secret Vinaigrette hair locket? How about a ZUWEI Standard Series Telecaster guitar? These items and thousands more are just a click away at ShopGoodwill.com®, the first and largest e-commerce auction platform created and operated by a nonprofit. Launched in 1999 by Goodwill of Orange County and designed as an engaging shopping destination, the website furthers the Goodwill mission by supporting people with training, education and employment opportunities.

One of those people is Scott, who kept hitting roadblocks with finding a job because of his physical limitations. He eventually was connected to Goodwill OC and interviewed for an opening on the ShopGoodwill.com team. He is currently an E-Commerce Clerk, where he handles the listing and sale of high-priced items online.



"Goodwill gave me an opportunity and a chance to finally get into a work environment and a career," Scott shared.

The ShopGoodwill.com platform represents more than 130 Goodwill organizations across North America, covering more than 2,500 retail locations. These organizations offer a wide array of unique items for auction, including art, antiques, collectibles, apparel, jewelry and electronics.

Since its inception, ShopGoodwill.com has generated more than \$2 billion in revenue. More than \$1 billion of that was generated in the last three years alone, significantly contributing to the funding of each local Goodwill's mission and service programs, said Chief Operating Officer George Burt.

"Revenue from these auction sales is reinvested into Goodwill's life-changing programs, underscoring our commitment to community support and sustainability," Burt said.

Learn more about how Goodwill is creating opportunity at ShopGoodwill.com.

THANK YOU TO OUR 2024 BOARD OF DIRECTORS!



WE APPRECIATE YOUR HARD WORK AND SUPPORT TO HELP FUEL OUR MISSION.

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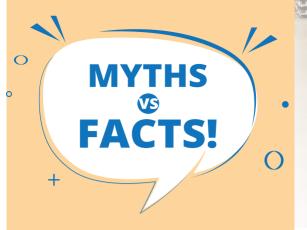
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Myth #1: Your CEO makes millions.

Myth #2: You pay people with disabilities less than minimum wage.

Myth #3: Goodwill employees get first dibs on donated goods.

Myth #4: Only a small percentage of your profits support your mission.

Myth #5: What doesn't sell in your stores goes to the local landfills or third-world countries.

Myth #6: Goodwill is a for-profit company, not a nonprofit.

Myth #7: The money raised goes back to Goodwill Industries headquarters and not into my local community.

Myth #8: All the good stuff gets pulled and put online. Nothing nice is in the stores anymore.

THE REALITY IS there is no shortage of misinformation that can be found online — and that includes misinformation about Goodwill of Orange County.

Here are the facts about Goodwill OC, its leaders and services so you can shop and donate with confidence.

Fact: There is a rumor that has been circulating for more than 20 years that insinuates Goodwill has an owner by the name of "Mark Curran" who makes millions of dollars. As a nonprofit, Goodwill does not have an owner and no one by that name has ever been affiliated with the Goodwill network. Here in Orange County, the President & CEO is Nicole Suydam. Her salary is determined by Goodwill OC's Board of Directors based on the leadership, innovation and performance she brings to the organization as well as IRS executive compensation reporting of comparable nonprofit organizations. As the largest nonprofit workforce development provider in Orange County, Nicole oversees and leads a great deal – 1,700+ team members, 30+ store and donation sites, 25+ programs that serve 25,000+ people annually and ShopGoodwill.com. All our audited financial information, including salaries and dollars spent towards programs, is available anytime on our website under Financial Stewardship.

Fact: False. Every individual who works for Goodwill of Orange County makes above minimum wage. Period.

Fact: Goodwill of Orange County has a strict policy about employee shopping. Employees do not get first pick of any donated goods. Employees are not allowed to stash or hide items, nor ask customers to purchase items for them. Employees are not allowed to shop at the store they work in. On their days off, employees are able, if they wish, to shop at other store locations!

Fact: The numbers here don't lie. More than 94 cents of every dollar is spent directly on mission services and life-changing programs. The vast majority of Goodwill OC profits are mission-focused. Audited financial information is available year round on Goodwill OC's website. The organization also holds a Four-Star rating from Charity Navigator, the highest possible rating, for its mission accountability and transparency.

Fact: Goodwill OC cares deeply about the Orange County community and environment; it has been a part of the organization's roots since 1924. Last year, Goodwill of Orange County diverted more than 50 million pounds of used goods from local landfills. The organization contributes substantially in collecting, sharing, reusing, recycling, prolonging, maintaining, and redistributing goods – from fashion, to home goods, furniture, and more. Any items that do not sell in Goodwill OC stores move next to its outlet and bulk sales Marketplace. If they do not sell there, items then move to accredited recycling partners for further reuse or recycling.

Fact: Goodwill of Orange County is a 501(c)(3) nonprofit employment social enterprise with a mission to help people achieve their goals through a journey of personal support, work experience and career development. Since 1924, Goodwill of Orange County has connected millions of O.C. residents with life-changing opportunities. Goodwill OC envisions a caring and connected community where everyone has access to meaningful career opportunities – and over the next 100 years of supporting the Orange County community, aims to make this vision a reality!

Fact: Every dollar spent at Goodwill of Orange County stores or raised through fundraising stays right here in Orange County. Goodwill of Orange County is part of the larger Goodwill Industries International network, but the work it does is tailored to the needs of the O.C. community. We are an independent nonprofit organization governed by a local Board of Directors. That means that every pair of jeans and every blouse you score on your next thrift store visit helps someone right here – your neighbors, your friends and family, your community. Goodwill OC is local through and through.

Fact: Goodwill of Orange County received 60 million pounds of donations last year, 80 percent of which made its way to store shelves. To maximize the value of the items it is entrusted with, Goodwill OC does sort donations like fine art, designer handbags and watches for its online store, ShopGoodwill.com. As with any purchases made in store, all online sales support Goodwill OC's local mission work to help people connect with meaningful career opportunities.

Join us to create a future of impact. Help us make the future even brighter.

Here's how you can be a champion for good:

Become a centennial sponsor

Be a part of this major milestone, collaborate and contribute to our centennial celebrations while creating a positive impact in the community. Sponsorships of all sizes available.

Hire top Goodwill talent

Let us be your partner to fill your talent and skills gap needs. We want to train the next amazing group of employees to help your business succeed.

Donate your gently used goods

Donations make our mission possible. Clean out, declutter and organize for good!

Let us be your neighbor

Help us identify potential store and donation site locations throughout the community. We aim to double our footprint across the county in the next ten years!

Make a financial donation

We need more resources to make our vision a reality. Consider giving financially to fast-track our mission work!

Join our team

We are hiring purpose-driven team members ready to work and contribute to our mission.

Let's join hands to provide meaningful opportunities for our community and transform lives in OC for the next 100 years. Are you ready?

GET IN TOUCH TODAY! | COMMUNITYDEVELOPMENT@OCGOODWILL.ORG





