Goodwill is the foundation for a community to grow.
"To grow our mission, we must grow our bottom line," said Rob Morris.

A key factor in Goodwill Manasota’s success is the leadership that we have in place, with all working together to help us achieve our mission.

I would like to particularly thank Rob Morris for his service this past year as Chair of the Board. His dedication in helping Goodwill Manasota is clear, and in this past year were able to serve 28,207 people, place 755 people in jobs and assist 240 veterans as they reintegrated back into the civilian workforce.

Our board of directors are committed to removing barriers to employment for people who want to heighten their employability skills and gain financial independence.

I would like to thank our donors, shoppers and community leaders for helping Goodwill Manasota to grow — because that helps us truly change lives through the power of work.

- Bob Rosinsky, President and CEO

We are fortunate to live in a community that is giving and provides the necessary resources to organizations, like Goodwill Manasota, to advance their important mission.

Goodwill is uniquely positioned to help this community grow by providing employment, job skills training and providing more of an economic impact in our area. Their Veterans Services program is a strong example of the tremendous help that provides deserving veterans and their families opportunities to reintegrate back into the civilian workforce.

This past year we have made many new strides and look forward to working with you to help Goodwill create more jobs and a more employable community.

- Rob Morris, Chair of the Board

"Your support has allowed Goodwill to branch out and serve more people," said Bob Rosinsky.

"To grow our mission, we must grow our bottom line," said Rob Morris.
IMPACT

“To make an IMPACT, we must branch out and serve more people.” said Dave Wells, Vice President - Organizational Development

DONATED GOODS/EMPLOYMENT SERVICES
Provides full and part-time employment opportunities for over 850 people daily.

SUPPORTED JOBS PLUS
Helps individuals with physical, psychiatric or developmental disabilities gain positive personal and workplace behaviors and skills while earning a paycheck through job opportunities at Goodwill. The program features workplace accommodations and access to a job and life coach who offer employment, family and personal counseling to participants.

VETERANS SERVICES
Helps veterans re-acclimate to civilian life. Assists veterans and their families with employment and other services. Provides information, referrals and case management services.

GOODPARTNER COACH
Provides mentoring/coaching services to all Goodwill Team Members. Services include comprehensive assessment of needs and goal setting for Team Members along with all aspects of life coaching to encourage families to reach their goals and to allow Team Members to succeed on the job.

GOODWILL WORKS
Gives job skills to people with barriers to employment including welfare recipients, single parents, recent immigrants, high school dropouts, people with disabilities, people who are homeless and individuals with a history of chronic unemployment, incarceration or substance abuse. The program offers participants assessment, training and access to life coaches along with a variety of formal training opportunities such as General Education Diploma (GED), English for Speakers of Other Languages (ESOL) classes, technical school, college and university educations and certifications.

JOB CONNECTION
Provides free job placement services to individuals seeking community-based jobs. Helps participants assess their career goals, prepare strong resumes and cover letters, identify prospective employers and conduct successful job interviews.

GOOD NEIGHBOR
Provides a wide variety of programs designed to meet the specific needs of neighborhood residents through classes and strategic alliances between Goodwill and other organizations.

EMERGENCY ASSISTANCE
Provides free clothing and furnishings to families who have emergencies. This program is a collaboration between Goodwill and several organizations such as Salvation Army and Red Cross.

ENGLISH CLASSES
Goodwill serves as a training center for Team Members who are not fluent in English. Bi-lingual GoodPartner Coaches and Assistant Team Leaders are available on site. As Team Member’s English skills improve, they are eligible for promotions within Goodwill or placement outside Goodwill — whichever is consistent with their personal and professional goals.

WORKFORCE EDUCATION
Provides educational opportunities for Team Members (ages of 22 and 40) who have disabilities to earn a standard high school diploma. The program is funded by State Tuition Scholarship funds (provided in collaboration with The McKay Academy, formerly Ave Maria Preparatory School).

ON-SITE GED CLASSES
Provides 90 minutes per week on-the-clock classes to prepare Team Members who wish to take the GED exam.

MISSION DEVELOPMENT SERVICES (MDS)
Assists partner Goodwills to develop effective mission integrated donated goods business, expand donor acquisition efforts and enhance job creation initiatives leading to increased mission delivery and bottom line results.

BENEVA OAKS APARTMENTS
Provides affordable, barrier free-living options for people with physical disabilities and low incomes. Residents access a wide variety of support through strategic partnerships between Goodwill and other community agencies such as the Center for Independent Living, Meals on Wheels, Senior Friendship Center and Sarasota County Area Transit.
EDUCATIONAL

In 2016, Goodwill flourished in providing innovative programs to help those in need.

Studies have shown that by 2020, approximately two-thirds of all jobs in the U.S. economy will require post-secondary education and training beyond high school — and that the U.S. will fall short of the need by 5 million workers with post-secondary education (at the current production rate). Thanks to a grant from Goodwill Industries International and Bank of America, Goodwill Manasota was able to offer free small engine repair classes with the help of partners from Turning Points, Fixmylawnmower.com, and United Way of Manatee County to increase the pool of skilled workers in our area.

The course introduced students, like Ted Clayton (right) to small engines and covered all types of internal combustion engines, with an emphasis on smaller two- and four-cycle engines. Laboratory time is devoted to disassembly, examination, reconditioning and assembly of engines. The class culminated in an exam that demonstrates the student has mastered the skills and has satisfied the requirements of the small engine repair certification, through Briggs and Stratton.

Along with the technical training, Goodwill offered free career services through its Job Connection program. Clients participated in a career needs assessment and the development of an individualized case management plan, and then had training components to reach ultimate desired outcomes. Job performance and educational benchmarks were set, providing clear expectations for career advancement readiness.

“Goodwill Manasota is proud to help people reach higher and achieve more in their careers,” said Margie Genter, Vice President – Mission Services

Goodwill also offered soft skills training for individuals needing to obtain a credential and secure and maintain employment. These classes included time management, goal setting, career mapping, budgeting and financial aid for schooling.
August 27 is a date that Jamie remembers well. It was her oldest son’s birthday and she had no presents and no birthday cake to give him. It’s also the day she made the decision to take control and do whatever she needed to get her life back together. Jamie had a lot of responsibilities on her plate. She was a single parent caring for three children under the age of six and her family was homeless. They had been “couch-surfing” for several months, staying with various friends and relatives after Jamie lost her job and her unemployment benefits ran out. Jamie faced multiple barriers to obtaining housing, including a previous eviction, a criminal history, the need for an affordable residence large enough for four people, no independent means of transportation, and the fact that she was not currently working.

Once she decided that it was time to do a better job providing for her family, Jamie’s first step was to look for work. She knew that her job search was going to be difficult, but heard that Goodwill was a “second chance” employer. She sent in an application and was delighted to hear that she would be hired as a full-time cashier.

After starting her job, she got even more good news. Employment at Goodwill meant that she was also assigned a life coach (Goodwill Manasota’s GoodPartner Coach). The day she got that job at Goodwill is the day when she really began to believe she could do it! With a steady job and someone on her side, Jamie gained a positive attitude and a strong determination to succeed.

When Jamie first met with her GoodPartner Coach, Irania, they covered a lot of ground. Irania assessed the family’s needs, helped Jamie set some personal goals, and worked with Jamie to develop a plan to reach them. Her most pressing goal was to find a home so she and her children could move off the streets. The search for safe, affordable housing was difficult, and coming up with the money to move into a new apartment seemed impossible. When Jamie finally found an apartment she could afford, Irania helped the family apply for financial assistance for the move-in costs through the United Way Season of Sharing funds. At last, Jamie and her children were able to move into their own home.

Irania also referred Jamie for budgeting classes so that she could begin taking control of her housing expenses. Irania arranged for a local agency to “adopt” the family during Christmas so the kids would have a nice holiday while Jamie was still working to get back on her feet.

These days, Jamie has added new goals on her plan and is planning to go back to school to become a CNA.

“Goodwill has played a pivotal role in Jamie’s achievements. She states, “Goodwill helped me TREMENDOUSLY. They are focused on getting you back into a home setting. Even when we hit a brick wall, my GoodPartner Coach and I kept going. This is just the beginning for me!”
ENVIRONMENTAL

Goodwill is able to grow because our Ambassadors provide strong roots.

An effort to encourage students to reduce-reuse-recycle while supporting the programs and services of Goodwill Manasota has paid off for the participating students and Goodwill.

Through the BE COOL School Challenge, nearly 3,000 pounds of unwanted goods were donated to Goodwill – these items will be sold in Goodwill’s retail stores and the proceeds will support its mission of changing lives through the power of work. Students from Braden River High School, who gathered more than 1,500 pounds during their donation drive, won a free pizza party and a $1,000 scholarship to enable the school to engage in additional environmentally friendly activities, thanks to corporate sponsor Cool Today.

The individual donation drives were carried out by the Key and Environmental Clubs at Braden River, Southeast, and Sarasota high schools.

"The challenge was a simple, fun and a great way to provide educational tools to students while also providing some team-building activities. Goodwill provided the participating school donation boxes that could be painted or decorated any way the students wanted. Then, the students promoted and held the donation drive, collecting items such as clothing, shoes and books; the boxes will then be picked up by Goodwill on a specified date," said Brianna.

The effort was created and led by Braden River graduating senior Brianna Moss, who has served as a Goodwill Youth Ambassador for the past few years. She wanted to find a way to educate her peers about the importance of recycling as well as the work that Goodwill does throughout the region. She created support materials and worked to get other schools on board.

"Whether it is the whole school, the Key Club, the PTA, or even just one classroom that participates, this challenge has helped students understand how they can reduce their carbon footprint and also help them see how they can change lives through the power of work," said Goodwill Manasota vice president Veronica Brandon Miller. "I am so impressed with our Goodwill Youth Ambassadors, like Brianna, who are so generous and concerned about others. I think it’s so important for young people to understand that they can make a real difference in the lives of others."

"Goodwill is the pioneer of the reduce, reuse and recycle movement; and this past year diverted 41 million pounds from the landfill," said Donn Githens, Vice President – Operations.
ECONOMICAL

“Goodwill Manasota’s economic impact back to the community is worth $81.3 million,” said Mary Lou England, Vice President — Mission Development Services

Goodwill Manasota understands the value of engaging and deploying members of the community who share its passion for making a difference. People trust the recommendations of their peers and, since 2011, Goodwill Ambassadors have shared their enthusiasm for the nonprofit’s work with their friends, family, co-workers and employers.

So, when Nancy Krohngold of Nancy’s Bar-B-Q was looking to demonstrate the company’s corporate social responsibility, she knew she did not have to look far. “I am one of Goodwill’s biggest supporters. Besides donating, and shopping frequently in their stores, I am also a Goodwill Ambassador.”

Goodwill Manasota added cause-related marketing to its list of diversified revenue opportunities towards the last quarter of 2016. This type of marketing involves the cooperative efforts of a for-profit business and a nonprofit organization for mutual benefit.

“Partnering with Goodwill Manasota on their first ever bounce-back program was a great way to enhance the foot traffic at our restaurants, but also was a great opportunity to show that we care about this community.” For one month, shoppers at Goodwill brought their receipts to Nancy’s and received a free iced tea; patrons at Nancy’s could bring their receipts to Goodwill to receive 20 percent off their purchases. The response from the community was enthusiastic, so Goodwill and Nancy’s have continued their partnership and peer-to-peer networking.

Goodwill Manasota started the bounce-back program as a way to help their Ambassadors and area companies that support Goodwill’s mission of changing lives through the power of work. The program helps local businesses showcase their commitment to helping others and their desire to give back to the communities in which they operate.

“In this new era of social responsibility, cause marketing is now the norm – people want to know that companies share their values and the desire to make the world a better place by supporting important causes,” said Veronica Brandon Miller, vice president for Goodwill Manasota. “The bounce-back program is a win-win for everyone involved: the companies, Goodwill and especially the community members who will enjoy great deals at area businesses and our Goodwill retail stores.”

Businesses or brands that don’t showcase corporate responsibility risk losing out to competitors who do. According to the 2015 Cone Communications Global CSR (Corporate Social Responsibility) Study, the number of consumers who say they would switch from one brand to another if the other brand were associated with a good cause has climbed to 87 percent, a dramatic increase in recent years.

“I am grateful to Goodwill for helping my company to be more profitable, and for creating a win-win platform that shares our same desire to provide a larger economic impact for our community.”
January
Launched the Goodwill’s 2016 marketing campaign, “I Support Goodwill,” featuring local Ambassadors - community leaders who made a commitment to share the mission of the organization — as superheroes, wearing Goodwill capes and showcasing their own power to change lives. Goodwill received a grant from the William G. and Marie Selby Foundation that enabled the organization to purchase a hybrid car. The Ford Fusion is the first eco-friendly vehicle in Goodwill’s current fleet.

February
More than 350 members of the community came out to support Goodwill Manasota on Fat Tuesday and enjoy a fun-filled night during the annual Mardi Gras Gala, held at Michael’s On East.

March
The Department of Labor awarded Goodwill Manasota’s Veterans Service Program a $300,000 grant to fund the Homeless Veterans Reintegration Program. The Commission on Accreditation of Rehabilitation Facilities (CARF) International announced that Goodwill Manasota had been accredited for an additional period of three years for its Job Connection Program.

April
In recognition of National Volunteer Month, Goodwill held its Ambassador Recognition Luncheon to recognize those who made a commitment to share the mission of Goodwill with the greater community. Art Center Sarasota and Goodwill Manasota partnered for the third annual MASTHerpieces art exhibition, featuring pieces donated to Goodwill, selected by 30 area artists and transformed into new works of art. Goodwill Youth Ambassador Amanda Emory created “Sustainability Susanne” a program to teach youth how to make a positive impact on the environment and encourage them to “reduce-reuse-recycle.”

May
Goodwill re-opened the GoodNeighbor Center in Laurel/Nokomis with a full retail store and attended donation center. Goodwill also held a Mother’s Day contest. Roberta - a local deserving mother and grandmother who puts everyone else in her family first, was treated to a makeover with hair and makeup services and $100 worth of Goodwill clothes and accessories!

June
More than 100 community members gathered for the “Salute the Runway Fashion Show & Dinner,” an event to honor women veterans, presented by Goodwill Manasota and The Law Place. Goodwill Manasota also added one more media outlet to share the goodwill and good works being done in our community, through “Tell Me Something Good.” The show, which airs on Sundays on SNN and on WSRQ, is now also featured monthly in Suncoast Living Magazine. “Tell Me Something Good” focuses on the good that is happening in our community.

July
In order to help young people aging out of the foster care system, Goodwill and the Children’s Guardian Fund partnered on the Good Futures program. The goal of the program is to provide caring, individualized attention and guidance in the development of independent life skills for foster youth in the 18-24 year-old age group. Goodwill also partnered with the Girl Scouts of Gulfcoast Florida and Junior League of Sarasota to present the second annual Little Black Dress with Pop Fashion Show & Luncheon.

August
Nine Goodwill employees graduated with high school diplomas through the Workforce Education Program, a partnership with Ave Maria Preparatory School that allows Goodwill Manasota employees, ages 22-40 with some type of disability or barrier, to earn a high school diploma while on the clock. Goodwill Manasota and Turning Points celebrated one year of partnership, through which Goodwill has provided the manpower for the Turning Points donation center and supplemented high-demand items for Turning Points to distribute to its clients.

September
Cool Today joined forces with Goodwill Manasota for the 2016 Giving Challenge. In addition, the dynamic team also partnered with Good News Pet Solutions and the Florida Center for Early Childhood for the annual online giving day. Both local companies matched donations to both organizations collectively up to $100,000, to encourage people to BE COOL, DO GOOD and BE THE ONE. For the second year in a row, Goodwill Manasota and 92.1 CTQ held another successful “Young Guns of Country” concert. Performers included Jerrod Niemann, Runaway June, Jordan Bager, William Michael Morgan and Chris Lane.

October
Goodwill Manasota, the Women’s Resource Center of Manatee/Sarasota (WRC) and Paws and Warriors Pet Therapy launched the BRAVE (Benefits, Resources and Veterans Education) Networking Program. Through this partnership, the three organizations make mental health care available for all local veterans at no cost. Goodwill Manasota hosted the annual Goodwill Ambassador of the Year Awards Dinner at Michael’s On East in Sarasota. Goodwill Manasota Ambassador Jo Rita Stevens was recognized by Goodwill Industries International for her 45-plus years of service as a volunteer for Goodwill. Goodwill Manasota launched a cause-related marketing initiative with a bounce-back rewards. Nancy’s Bar-B-Q was the first company to help launch the program.

November
For the second year, Goodwill Manasota partnered with The Able Trust Foundation to expand the High School High Tech (HSHT) program, designed and implemented last year for students with disabilities to learn about potential career paths in the swiftly growing fields of science, technology, engineering and mathematics (STEM). Goodwill partnered with the Kiwanis Club of Sarasota for the 3rd Annual Veterans Day Breakfast and participated in the Veterans Day Parades. First United Methodist Church donated 30 Thanksgiving meals for Veterans.

December
Immediate past mayor of North Port, Jacqueline Moore, partnered with Goodwill to launch a community-wide campaign called “Kindness Community.” The effort was designed to make a positive impact by bringing our community together and encouraging acts of kindness. Goodwill hosted a holiday lunch for more than 50 homeless veterans and with the help of the Gail Baird Foundation, Goodwill Ambassadors and community members provided gift boxes and fleece jackets for all. Local companies and organizations made Christmas possible for Goodwill employees and their families including Adams and Reese LLP and Sarasota Military Academy. RE/MAX Alliance Group helped kick off the Goodwill Manasota “Giving Tree,” encouraging their local businesses to make a positive and lasting impact on the lives of those in need in our community.

“Goodwill has the power to change lives,” said Amy Confer, Vice President – Boards and Support Services.
THANK YOU

“We are extremely thankful to everyone who helped us spread our mission of changing lives through the POWER of work,” said Veronica Brandon Miller, Vice President – Foundation.
**LEADERSHIP**

**BOARD OF DIRECTORS**

- Rob Morris, Chair
- Steve Boone, Chair Emeritus
- Peter Crowley, Chair Elect
- Debbie Douglas
- Rae Dowling
- Alex Floethe
- Rod Hollingsworth
- Sandy Kirkpatrick
- Lisl Liang
- Alan Maio
- Drayton Saunders
- Brad West
- Dr. Richard Wharton

**STAFF**

- Bob Rosinsky, President and CEO
- Amy Confer, Vice President — Boards and Support Services
- Mary Lou England, Vice President — Mission Development Services
- Adrian Gessen, Vice President — Human Resources and Risk Management
- Margie Genter, Vice President — Mission Services
- Don Githens, Vice President — Operations
- Veronica Brandon Miller, Vice President — Foundation and Marketing
- David Wells, Vice President — Organizational Development

**FINANCIALS**

**2016 REVENUE**

- Contributions and Grants: $27,206,327
- Program Services Revenue: $34,217,864
- Investment Income and other revenue: $163,413
- **TOTAL**: $61,587,604

**2016 EXPENSES**

- Program Services: $56,195,233
- Management and General: $5,561,944
- Fundraising: $426,248
- **TOTAL**: $62,183,425

**2016 EXPENSES**

- Program Services
- Management and General
- Fundraising

*90% to Programs*