2009 ANNUAL REPORT

goodwill

Creating hope, jobs and futures in our community

GOOD organizations **WILL** produce excellent results!

Goodwill Industries of Monocacy Valley

Frederick & Carroll Counties - Maryland

A Message from our Leadership

On November 21, 1969, Jerry Offutt and ten other community leaders met in a room at No. 10 Bentz Street and called the newly elected board of directors of the newly established autonomous Goodwill® to "seek to assist the handicapped, the disabled and the disadvantaged to attain the fullest development of which they are capable".

A few years later, with new leaders added to the Board of Directors, Goodwill® began operations in the site where we now meet. This past year was a banner-year of celebration of Goodwill's forty years of service to the citizens of Frederick and Carroll Counties.

Everyone with challenges who wants to work will have a meaningful job that enhances self-worth.

Today the community knows more about the mission of Goodwill® than ever before. We'll need to work together to solve the historic challenges confronting our two-county area. The challenges we face are diverse; we'll need the best ideas and the best efforts from all to serve greater numbers of people in more complex and collaborative programs.

Whether it's processing a donated car or processing a car for a person who needs it for work; pressure-washing a baseball stadium or dealing with the pressure of employee turnover; the donor of a computer or the donor of time to teach ESL; visiting the store on its grand opening date or painting the walls in the administrative area; swapping inspirational success stores or trading stories with a governmental representative of how lives are changed when public policy supports programs, we are here to make a difference. We also seek to strategically position Goodwill® to thrive in a very different world.

Barry Diamonstone
2009 Board Chair

We're proud of our past and what we've accomplished.

Our main resource is US: our entrepreneurship, our creativity, our determination and our strong retail operations and most importantly, our common sense.

Dan Kurtenbach
President/CEO

Goodwill® is in the community because it meets a valued and honorable community need – helping people gain the skills needed to have meaningful employment. Our job coaches, processing staff, Retail staff and Workforce Development staff work together to maintain a self-supporting operation that yearly serves more people.

Each day, the staff opens their office doors and faces a Vision statement that unmistakably directs their actions for the day – "Everyone with challenges who wants to work will have a meaningful job that enhances self-worth."

Successful programs are built by people. Our mission-fulfillment landscape is shaped by women and men who see unmet needs and opportunities in our two-county area, and devise revenue sources and services to meet them. For all the turmoil in our nation's financial markets, high unemployment, restricted state spending, this truth remains: While government can commission public works, write checks and foster conditions for job growth, it can't match or replace the power of people who "Create Hope, Jobs and Futures in Our Community!"

Jerry Offutt started practicing law in 1936, and at ninety-three years old, he continues his distinguished practice. He was raised on a farm in Poolesville. And, like many Fredericktonians before and since, the things he learned in the joys and rigors of rural life gave him the skills to become a great leader. The soul of this pioneer man is a beautiful thing, full of wisdom and hope and self-sacrifice. He saw visions and dreamed dreams while he faced bare realities. He had faith and faith made him zealous.

As we face the bare realities of unemployment and people in need of employment skills, getting sufficient food on the table, escaping from an abusive relationship, starting a new job after incarceration or learning the English language, we need that same faith. Inspired by our founders, we have found that same wisdom and hope and willingness to use our talents to achieve a vision.

Thank you for helping us pave the way; thank you for continuing to be a part of our unwavering mission.

The Gazette P&B Exceptional 53

Goodwill® was chosen as one of the top 53 Maryland businesses to work for by The Gazette for Business and Politics in 2009.

On the cover:

Chad Bower
Meghan Guenthner
Sandy Haas
LaToya Ortiz
Rachael Rollette
Robert Savage
Stacianne Slifer
Siobhan White
Ethen Williams

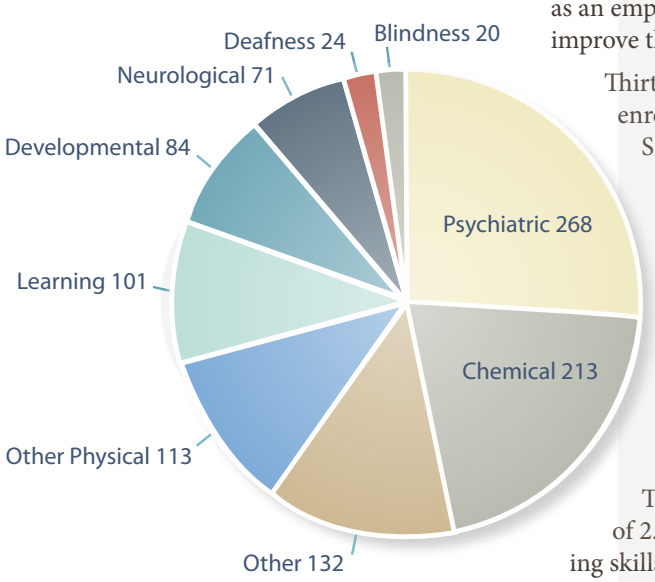
Secretary Gary Maynard, MD Department of Corrections and Public Safety
Volunteer Brenda Hernandez

Graphic design by Aynex Designs
aynex.com

GOOD leadership **WILL** mean a productive, mission-focused nonprofit.

GOOD workforce development **WILL** lead to great accomplishments.

DISABILITIES SERVED



During the year 2009, the Workforce Development Department served 2,846 individuals. The largest growth was in the Developmental Disabilities Administration's (DDA) Vocational Services program. In addition, 1303 individuals received one or more Community Alliance to Request Emergency Services (C.A.R.E.S.) certificates to help them with a crisis situation, a 20% growth over last year's number of 1,038.

We explored and began a "Family Strengthening" philosophy promoted by the Annie Casey Foundation through Goodwill® Industries International (GII) The philosophy recognizes that sometimes Goodwill® employees struggle in their personal lives, and that Goodwill® as an employer, can provide resources to improve the quality of their lives.

Thirteen additional individuals enrolled in Goodwill's Vocational Services program for individuals with developmental disabilities. By the year's end, forty –six had received services. Eleven Goodwill® DDA individuals had the opportunity to participate in a computer/reading class conducted by an instructor from Frederick County's Adult Education Department. There has been an average gain of 2.5 points improvement in reading skills. The DDA program growth was fueled by adding a new DDA site in Westminster.

Students express themselves with more confidence and have better self-esteem. They join in more discussions and express their opinions freely. These adults are more conscious of options open to them. They study everything from computer skills, basic reading skills, and map skills to Internet searches, understanding ads, payroll, history, and banking skills. They are eager to learn.

Test scores alone do not reflect many of the successes the instructor has observed. The following is a testimonial from Linda Keller, the class instructor, states: "I received a letter from Siobhan White's mother at Christmas, stating that Siobhan was able to do her Christmas shopping online and stay within the budget her mother had set. She was very proud of her progress... Paola Jayme's test scores not only improved, but she made friends.

The philosophy of Family Strengthening recognizes that many Goodwill® employees are struggling in their personal lives, especially financially, and that Goodwill® can provide resources for employees that can improve their quality of life.

Goodwill® began a pilot program in July 2008 to train individuals with developmental disabilities to use Adobe Photoshop. Two individuals joined the program and have begun to develop portfolios of their work which include logos, holiday cards and posters completed for Goodwill® programs. They have also been learning to navigate a number of the Adobe graphics programs such as Adobe InDesign and Illustrator.

Angie Lepore
Goodwill® Retail Processing

Sandy Haas
Goodwill® Retail Processing

Chester Savage & Tracy Merriam
Goodwill® Job Coaches

GOOD programs **WILL** serve greater numbers of clients and needs.

GOOD employees WILL produce organizational excellence!

Two hundred and one individuals enrolled in Goodwill's® Employment Services program. Ninety-five of these individuals were placed in jobs. Three hundred fifty-three individuals utilized the Community Job Board and/or computer kiosks in the retail stores to help with their job searches.

Three hundred and six individuals were trained in Microsoft Word/Excel; 75 of these individuals received training through a partnership with Frederick County's Adult Detention Center. All computer training students received a pre and post test to evaluate the effectiveness of the training. The average pre-test score for all classes combined was 48.9 points. The average post-test score for all classes combined was 91.3 points for an average gain of 42.4 points.

Over 300 individuals volunteered at Goodwill®. Many of these individuals had a court mandate for community service. Many students in Frederick County's SUCCESS certificate program for individuals with disabilities have volunteered their services in the retail store, helping with the production of books. Other volunteers including students with autism from TJ High, also gave of their time to help our nonprofit. Some people volunteered because they believed in the mission of Goodwill® and wanted to help.

Services were expanded at the Frederick County Work Release Center to include Transitional Planning and job coaching components. Goodwill® received a grant from the Frederick County Department of Citizens Services to fund a portion of these services.

Goodwill® provided transitional planning services to twenty-eight inmates at the Frederick County Work Release Center. Five inmates with disabilities that were struggling with their jobs were job coached by Goodwill® staff.

In October, Goodwill® began a new initiative to outreach to individuals/families who may be eligible for food stamp benefits Supplemental Nutrition Assistance Program (S.N.A.P.) who are not currently accessing them. The populations being targeted are working poor and seniors that may be making choices between food and medication and housing costs each month.

In 2010, Goodwill's Workforce Development department will:

- Begin a new Youth Mentoring program Good Guides™– which will serve up to 50 youth in the next 22 months
- Continue S.N.A.P. Outreach program – will educate at least 750 individuals / families who are working poor or seniors to help them support their basic needs
- Begin a partnership with Heartly House to provide employment services to residents of their transitional shelters who are survivors of domestic violence
- Continue computer training, certificates for emergency goods (C.A.R.E.S.), access to search for jobs in the store kiosks and assist people in finding jobs
- Focus efforts to train and place individuals with developmental disabilities in jobs in the community
- Participate in developing our internal Family Strengthening initiatives the agency plans to pursue after conducting the Employee Needs Survey in January 2010
- Begin a vocational program for individuals with Traumatic Brain Injury (TBI)

Board Chair **Barry Diamondstone** *and President/CEO* **Dan Kurtenbach** *present the 2008 Volunteer of the Year plaque to* **Shirley Richardson.**

GOOD retail sales **WILL** generate nonprofit revenues.

The Donated Goods Department is a service-program-delivery department. It provides employment for people who are at or below the poverty level; it provides employment and employment training for people with disabilities.

This is achieved by setting, monitoring, reacting and accomplishing production requirements, maintaining floor standards and managing labor expenses.

The opening of our Hampstead location was the result of a Master Plan created in 2006. With the opening of the store, we created sixteen jobs. This was a major accomplishment for the staff as they worked as a team to open the Hampstead store in less than thirty days, from the lease signing to grand opening.

This store is the beginning of our model store design and plan execution. The growth of the Retail Department also created additional challenges; an electronic web-based tool was added to allow employment applicants to apply and hiring managers to screen applicants.

The result of the accomplishments in retail operations allowed for increased support of the Workforce Development Department. Through the continued use of the donation kiosks, donor's names, addresses and email addresses were collected. Over 38,000 emails were sent either thanking Goodwill® donors or soliciting donations during slow donation periods.

GOOD retail production and customer service **WILL** result in organizational pride!

Human Resources, Marketing & Business Development

Goodwill® Human Resources conducted a Risk Management Analysis prepared by Deloitte Touche. These efforts included reviewing questions, arranging and participating in interviews, reviewing the results and presenting the findings to the Board of Directors.

The Ausherman Family Foundation provided funds through its Capacity Building Grant process to help us evaluate staff and board personalities and ultimately assist us in working better as a team. The funded training enables Board and staff members to understand communications among themselves to accomplish the work at hand.

We also obtained the valuable services of a marketing intern from Hood College, who worked with us during the winter semester in areas of mission marketing, retail, business development marketing and support.

Business Development

Our courier business did well this year: we had two courier contracts: one with the State Highway Administration to pick up mail in Baltimore in the mornings and deliver it to Owings Mills, Westminster, Dayton, Frederick, Hagerstown, Hancock, La Vale, and take mail back to Baltimore the following morning. We also ran two vans to pick up concrete and asphalt samples from around the state and deliver them to labs across the state for testing.

Our 40th anniversary year marketing was designed to both highlight our history and accomplishments as a Frederick and Carroll County nonprofit and to feature each of four divisions in special marketing emphasis. We kicked off the year's celebration with guest Assistant Secretary Neil Romano, from the U.S. Department of Labor's Office of Disability Employment Policy, who spoke to audience of more than ninety individuals.

A special salute was held for our February "We Love Goodwill®!" PM Connections business networking event with the Carroll County Chamber of Commerce took place at our Westminster retail store location and resulted in record attendance with festivities including door prizes, business card exchanges, store tours and refreshments based upon a Valentine's Day theme. We also co-hosted a special panel discussion program with the Beth Sholom congregation in Frederick in honor of National Jewish Disabilities Awareness Month.

We reinforced our presence in our service areas by participating with both county Chambers, along with the Brunswick Area Chamber of Commerce, Mid Atlantic Hispanic Chamber, Taneytown Business Committee, Ft. Detrick, the Frederick News-Post, The Arc and the Carroll County Media Center. A special 40th anniversary event was held in partnership with the Greater Brunswick Chamber of Commerce at the Crown Rose event center in Knoxville, MD, where one hundred people were present to honor our Goodwill® and the opening of the Crown Rose historic center.

Our partnership with the Carroll County Community Media Center resulted in the production and airing of several public affairs cable television broadcasts, which served not only to promote the mission services of our Goodwill® in the Carroll County area, but also as a training mechanism for one of our Workforce Development clients, who underwent the production training and served as production support for these programs airing on Channel 19 in that area.

goodwill SNAP Supplemental Nutritoin Assistance Program

The Maryland Food Stamp Outreach Initiative was started at Goodwill® in 2009 as only one of two sites in the state.

We obtained the valuable services of a marketing intern from Hood College, who worked with us in areas of mission marketing, retail, business development marketing and support.

Our Annual Awards luncheon, donated by the local Outback Steakhouse Restaurant, drew three hundred people to witness a video and in-person awards. Keynote speaker, Anne Rader from the President's Council on Disabilities, addressed the audience, sharing personal information about her own experiences as a person with disabilities.

Keynote speaker Anne Rader from the President's Commission on Disabilities addresses the Annual Awards Luncheon gathering.

Among the successful partnerships was the one with The Temple/Paul Mitchell Partner School in Frederick who sponsored a 40th anniversary style show and donations drive whose proceeds are used for matching funds toward the S.N.A.P. (supplemental Nutrition Assistance Program) food stamp initiative. We sponsored a 40th anniversary luncheon in honor of our founder, W. Jerome Offutt at Carrabba's Italian Grille in Frederick, where family, friends, staff and the community honored him and heared about our plans for the founding of the "W. Jerome Offutt Goodwill® Fund" at the Community Foundation of Frederick County.

We, through an industrious staff member, received over one hundred seventy media "hits" through print, online and broadcast outlets, averaging at least weekly promotion in at least ONE of our geographic markets.

GOOD community support and accountability **WILL** mean a transparent organization.

2009 Financial Report

Retail sales increased overall by 18%. Four factors contributed to this increase:

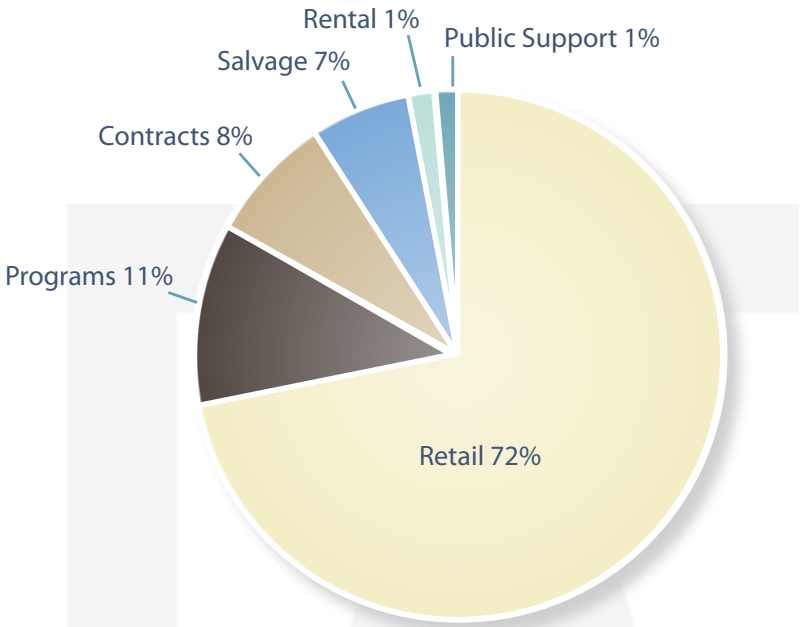
- This full year of Good, Better, Best pricing
- This full year of retail store layouts utilizing the sizing and colorization of products
- Poor economic conditions
- Our additional store opening in Hampstead (45% of the increase)

Workforce Development revenues increased from the previous year by 51% due to increased client participation and the start of a Day Hab program at our Westminster location.

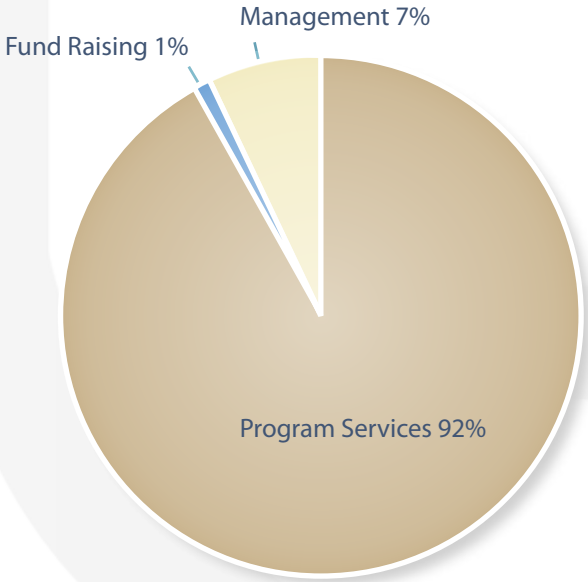
Business Development revenues decreased from the previous year by 23% due to the economic recession whereby companies did not contract work externally with contractors such as Goodwill®.

Creating hope, jobs & futures in our community

REVENUE - $6,168,915



EXPENSES - $5,942,212



ENDING NET ASSETS $3,181,084

GOOD mission accomplishment **WILL** mean effective programing.

We are proud of our accomplishments

Goodwill® staff and board members can be proud of what was accomplished in 2009:

- Over 2,800 people received Workforce Development services.
- Ninety-five people received meaningful jobs.
- Over 200 articles were published in magazines, newspapers, online and periodicals.
- Ten branding events highlighted our 40th anniversary.
- Over 130,000 people donated goods to us.
- Over 240,000 people shopped in our five stores.
- Fourteen proclamations were issued from senators, our representative, mayors and county commissioners in celebration of our 40 years.

Other notable activities during the year included:

- Adding three new programs including S.N.A.P., mentoring at-risk youth (Good Guides™) and Heartly House projects
- Expanding a partially-funded work-release program
- Conducting significant public policy events with Senator Benjamin Cardin and all of our U.S. delegation; Assistant Secretary Neil Romano—U.S. Office of Disability Employment Policy; Secretary Gary Maynard (MD Department of Corrections and Public Safety) and Commissioner Jan Gardner (Frederick County)
- Upgrading our Strategic Initiatives with the focus on Growth
- Conducting a community needs assessment resulting in a public report – Vital Signs

Senator Benjamin Cardin *visits Goodwill® to discuss The Second Chance Act and our services to help reduce MD's rate of recidivism.*

Gifts-in-Kind

A Cut Above Catering
AFLAC—Vern Plue
AIGA Blue Ridge Chapter
Ballenger Creek Middle
Bare Truck Center, Inc.
BB&T Bank
Blum Architectural Photography
Boscov's
CARPEL Video
Carrabbas' Italian Grille
Citi Mortgage
City of Brunswick
City of Frederick
Curves, Hampstead
Darling Daughter's Water Supply
Ethan Allen Furniture
FEMA
First United Bank & Trust
Frederick Brazil Day Festival
Frederick Community College (FCC)
Frederick County Public Schools
Frederick's Child Magazine
FSK/Holiday Inn Conference Center
Jayme Marshall
Jo-Ann Fabrics
Linganore High School
Macy's
Middletown High School
Monocacy Middle School
Mother Seton Center
Northern News, Hampstead, MD
Outback Steakhouse
PNC Bank
Potomac Tile and Carpet
Record and Tape Traders
RightPath Consulting
Rita's Ices, Hampstead
Roy Rogers Restaurant, Patrick St., Frederick
Sam's Club - Frederick
Schaefer Financial Group, Inc.
Sentinel Technology Group Inc.
St. Georges Church, Hampstead
St. Paul Lutheran Church, Frederick
Steve Carey
The Apartments at Sunset
The Bon Ton
The Frederick Keys
The Maids
The Villages of Urbana
Thomas Johnson High School
Tuscarora High School
United Methodist Church
Walkersville Middle School
WEIS Supermarkets, Hampstead & Thurmont
WFRE/WFMD
Woodsboro Bank
ZIPS Cleaners

GOOD public policy advocacy **WILL** educate our stakeholders.

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Schwab Charitable Fund
Shirley Richardson
Spectra Auto
Susan N. Botts
The Riser Academies, Inc.
Thomas McCanner
Tom Lesser
Val Ryan
William Browning
Woodsboro Bank

2009 Funders

The Ausherman Family Foundation
Corporation for National Service
MD Division of Rehabilitation Services
Frederick County Office of Citizens Services
MD Department of Health and Mental Hygiene's Developmental Disabilities Administration
MD Governor's Office on Service and Volunteerism
National Mentoring Program/ U.S. Department of Justice
The Monocacy Foundation
U.S. Department of Justice/Heartly House
United Way of Frederick County
USDA/ Maryland Department of Human Resources

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Daryl Routzahn
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Staff

Dan Kurtenbach	President/CEO
Mark McGlaughlin	Controller
Wayne Hatcher	Vice President of Operations
Cindy Freeman	Director of Workforce Development
Gary Naill	Director of Operations
Patti Allen	Director of Human Resources
Bill Taylor	Director of Retail Operations
Elissa Gross	Director of Marketing/Development
Sharon Hodges	Executive Assistant

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