



2022

**IMPACT
REPORT**

**The power
of work**

goodwill 
columbus goodwill

OPPORTUNITY FOR ALL

When presented with the right opportunity, we all have limitless potential. Through job placement, free job training, and more, Goodwill Columbus empowers people as they change their lives and make a difference in their communities.



Letter from leadership

In 2022, Goodwill Columbus strategically invested in our infrastructure, programs, and services to position us for the future. Over the last several years, we have been very intentional to ensure that we are interspersed throughout our community providing jobs, offering free job training, supporting sustainability, and empowering individuals. As part of this ongoing effort to make it easier for individuals to access our programs in the neighborhoods we serve, we made the decision to depart our Edgehill headquarters and transition our administrative staff to the Grange Building located on South High Street.

In the past year we received an Ohio To Work grant for the advancement of worker skills and abilities. Receiving this grant allowed us to expand our reach as a “for purpose” enterprise and move closer toward achieving our goal of “equipping 100,000 people with the tools to advance economic mobility through the power of work by 2030.”

Additionally, we were fortunate to be a grant recipient for the Achieve More and Prosper (AMP) program. AMP supports Goodwill Columbus’ goal of engaging a portion of the 18-24 demographic through outreach to out-of-school youth and providing free job training services and life supports that put them on a path to long-term self-sufficiency beyond completion of the program.

As we continue to make a positive impact on individuals through the power of work, we are particularly excited to usher in the next era for Goodwill Columbus and the individuals we serve.

A special thank you to our dedicated employees, community partners, donors, volunteers, and shoppers who aid us in helping our community learn, grow, and advance.

Here’s to an even brighter future through the power of work.



Ryan Burgess
President and CEO



Marc Reitter
Board Chair, AEP Ohio

A year of opportunity

So many things happened in 2022. Here are a few of the most significant milestones that took place.



We strengthened our financial position

2022 was the strongest financial year in the history of the organization.

\$56M+

Operating revenue

\$53M+

Mission investments

\$2M+

Net

We are making an impact

We are committed to equipping 100,000 individuals with the tools to advance economic mobility through the power of work by 2030. We're excited to announce that we passed the halfway mark in 2022!



52K+

People equipped



We took our services to the people

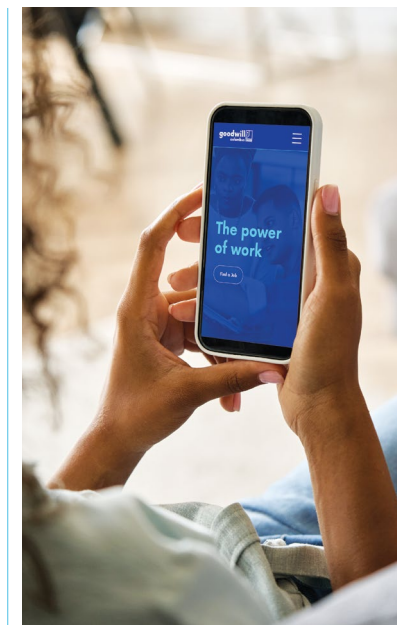
As we integrate our people services throughout Franklin County, we secured space for the administrative office to relocate from Edgehill Road to an office in the Grange Building on South High Street.



We highlighted our community

Goodwill Industries International (GII) selected Goodwill Columbus to showcase our mission and community as a part of a national marketing campaign.

[Learn more at goodwill.org/new-lives](https://goodwill.org/new-lives)



We celebrated our extraordinary people

The annual Extraordinary People Luncheon hosted more than 400 guests in person for the first time since 2019.

We told our story

We relaunched goodwillcolumbus.org and kicked off an investment in strategic marketing and branding.

Providing Jobs

Goodwill Columbus is a top 100 employer in Central Ohio and a trusted source for putting people to work. Every job we provide creates a sense of accomplishment, community, and dignity for all.

Investing in our employees

Continuous learning is an essential value at Goodwill Columbus. In 2022, we worked to better encourage growth and development for all our employees.

Leveraging technology

We expanded our investment in employees through MyPath, a Dayforce Learning Management System that helps employees develop their careers, and Caseworthy, a customer relationship management (CRM) system that allows employees and case managers to connect with tools and jobs that match their goals.

Putting people to work

Our Business Services team continued its outstanding contracted custodial and security services at 31 sites throughout Central Ohio, employing nearly 300 people and servicing over 9 million square feet of real estate every day.

Developing our teams

75% of eligible direct support professionals (DSPs) on our Residential Services team have completed the necessary training to grow their skills and increase wages.

22%

of employees have a diagnosed disability

189

internal employees promoted



Meet Robert

Overcoming adversity with the power of work

"Good morning, Goodwill!" echoed throughout the Edgehill building as Robert began his 8:00 a.m. daily announcements. If you've visited 1331 Edgehill Road since 2005, you were likely greeted by Robert, a proud Goodwill Columbus employee since 1995 with our Business Services team. His mornings were not always so bright and cheerful, but his road to recovery from drug addiction has been an inspiring one. Robert's hard work and commitment have led him to over 30 years free from drugs and a future full of brand new opportunities at Goodwill.

Goodwill Columbus is a proud second-chance employer.



Meet Katrina

Seizing every opportunity to grow

Katrina's journey began with a phone call from Goodwill Columbus career consultant Marti. In partnership with OhioMeansJobs, Marti was able to find Katrina a career development opportunity specifically for veterans. That was just the beginning. From there Katrina began a 6-month online training program before earning a full-time job in healthcare.

"Knowing Marti is what has helped me get to where I am today," says Katrina. "She's more than just a coach... once I got the job, it wasn't goodbye. We've been together ever since."

Marti and Katrina continue to stay connected as Katrina moves forward with additional training and advancement opportunities.

Offering Free Job Training

Getting a job is the first step toward independence, but job training is what helps people go the distance. This year, our investment in free job training services produced tremendous progress.

Preparing people for the possibilities of tomorrow

Putting Ohio to work

Last year, we were a part of the state's Ohio To Work program, a statewide initiative created by JobsOhio to assist with COVID-19 pandemic recovery efforts. This partnership accelerated our ability to serve job seekers in Franklin County.

Building skills for young adults

In partnership with the Franklin County Department of Job and Family Services & the Workforce Development Board of Central Ohio, Goodwill Columbus was the recipient of the AMP (Achieve More and Prosper) grant, which offers free specialized assistance and coaching to out-of-school Central Ohioans ages 18-24 looking to make a positive change in their life.

Developing the workforce with Designer Brands

We continued our 24-week program at DSW Warehouse, which provides individuals with disabilities with direct work experience in a logistics-focused job readiness program. Participants also spend an hour each day working on soft skills such as communication, personal hygiene, self-advocacy, and professional etiquette.

353

IT and STNA certifications earned in 2022

326

people served in Digital Literacy Basics



Teaching digital skills

In partnership with Columbus Metropolitan Library, Goodwill Columbus career coaches offered free, open-to-the-public digital skills training at 14 neighborhood library locations.

Supporting Sustainability

Thanks to the donations we receive, we're able to resell or recycle clothing, household items, and more, creating a cleaner future for all.

How we're making a difference

Integrating mission

In 2022, we introduced the Extra Good Program, which showcases in-store products that have a deeper connection to Goodwill Columbus' mission and services. When you see an Extra Good tag, you can expect curated, refurbished, and new-to-you items handcrafted by individuals we serve, some of whom have intellectual or developmental disabilities.

Building community partners

Goodwill teamed up with the following local organizations to help encourage sustainability at a larger scale:

- Girl Scouts of Ohio's Heartland
- The Ohio State University
- Short North Alliance
- LBrands
- Motherful
- Joseph's Coat
- Dress for Success

7M

pounds of clothing and goods diverted from Central Ohio landfills last year

23

refurbished Extra Good bikes sold in December 2022



Meet Michael Running with a purpose

It's a cool, crisp October morning. The skies are clear, but it's about to rain — clothing, that is. In partnership with Nationwide Children's Hospital Columbus Marathon, each year Goodwill Columbus gladly gathers articles of discarded clothing from marathon runners. Runners drop most of their extra layers of clothing in the first 4 miles of the race, but dozens of volunteers are scattered throughout the course ready with Goodwill bins.

In 2022, not only did Michael, Goodwill Columbus' donation manager, coordinate the partnership and pick up efforts, he also ran the half marathon race. "It's a great partnership. The runners are not only racing for an amazing cause, they are also happy to know their sweatshirts and joggers will help to provide jobs, free job training, and services to individuals right here in our Central Ohio community," says Michael.



Meet Kate Finding joy in her community

Charming, kind, and positive. That is how Alique, a Goodwill Columbus community integration specialist (CIS II) with our Adult Day Services team, describes Kate. The Adult Day Services team has worked with the Franklin County Board of Developmental Disabilities for over 35 years and provides person-centered, employment-focused services and opportunities. These opportunities include work readiness and community volunteering, like Kate's favorite visits to the Cat Welfare & Lifecare Alliance where she cares for local animals.

"She thoroughly enjoys her Goodwill program. Kate has also developed skills in advocating for others as well as herself," says Kate's father, Jack.

Goodwill Columbus believes in opportunity for all.

Empowering Individuals

Everyone has what it takes to create a meaningful career and empowered life. This past year, we enhanced our people services to better serve the unique individuals who make up our DNA.

Expanding opportunities

Art is for all

The Art Studio and Gallery moved to a new location in the Whitehall community, where it continues its innovative fine arts program for artists with intellectual and developmental disabilities.

Also! Have you heard our talented Goodwill Columbus musicians' original music in partnership with We Amplify Voices (WAV)? Scan the QR code to listen!

Spreading our roots

With the move of the Art Studio and Gallery, 2022 marked the completed community integration of our Adult Day Services program, which means our service sites and daily programming are deeply rooted in neighborhoods and communities.

Improving care with innovation

Our Residential Services team continues to provide critical care services in over 36 homes across Franklin County. In 2022, the team introduced life-changing technology like virtual monitoring and emergency sensors to empower greater independence to those we serve.



Listen to the 2022 single
"Never Get Low" and more



In the kitchen with Lopus Point

Working with this local CPG (consumer packaged goods) company has continued to be an excellent example of creative and collaborative training for job-ready individuals at our Work and Community Services location.

Acknowledgments

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Thanks for helping us
make an impact in 2022

671 South High Street, 8th Floor
Columbus, Ohio 43206
goodwillcolumbus.org

