While she might deny it, Coralina Yutuc revels in her status as one of her store’s oldest employees. She has worked at the Shoreline Goodwill store for more than six years and giggles as she states that she and her sibling were “the first two to apply and graduate from the job training program.”

Widowed since 1993, Coralina is eager for her son, daughter and two grandchildren to join her from the Philippines. “I want to show them where I work and where I live.”

When not making dim sum or losing herself in romantic novels, Coralina works at the Shoreline Goodwill store where she enjoys cashiering. “I want to meet people and interact with them. I like working with other nationalities, learning about their cultures and respecting them.”

Coralina strolls the aisles of the store with the energy of her younger colleagues. Like the role model she is, she holds herself and others to high standards. “We made our goal this month—we work hard here.”
I still remember my very first job, working as a sales associate in the small appliance department at a local store in Long Island, New York. Little did I know then, at age 16, how meaningful that experience would be to my future path. After spending much of the past two decades as a leader in higher education, coming to Seattle Goodwill feels in so many ways like coming back home. I am both grateful and honored to join this incredible organization as its new president and CEO.

While this annual report highlights Seattle Goodwill Industries’ (SGI) fiscal year that ended June 30, 2014, it also provides a glimpse into our future, a future that we’re still reinventing. In 2014, SGI continued an important trend—we served more people with our valuable job training and skills program. That’s great news. Yet it’s not nearly enough. Our recently completed Community Needs Assessment underscores this point.

Our region is experiencing significant and rapid change. On one hand, highly skilled and educated workers benefit from an economy that is rebounding, growing and prospering. On the other hand, Hispanics, African Americans, Native Americans and new immigrants to our country continue to struggle — for them and for their families—the barriers to self-sufficiency and independence are as daunting as ever.

To effectively address the many challenges faced by some workers, we will have to focus our services where they will have the greatest impact.

In the coming months and years, SGI will:

• **Enhance** our highly targeted job training programs and other services for populations with the most significant barriers to employment and be even more responsive to the specific needs in each county we serve.

• **Expand** program offerings, which includes more vocational training and more basic education and support services.

• **Build** upon SGI’s most significant strength — the quality of our job training programs. Longer-term unemployed workers — workers who frequently lack basic adult education and education that leads to higher wage jobs — will need more intensive skills and support.

• **Partner** with businesses, community colleges and other community organizations so that SGI can maximize its impact for those in our community who need us most.

As you scan the pages of this annual report, you’ll see the stories of how your generous support helped change the lives of more than 9,200 people last year. Your continued contributions, from attending an event or making a financial contribution, to donating and shopping at our stores will provide the foundation for us to reinvent the future — for SGI and for the thousands of lives we touch each year.

With sincere thanks and appreciation,

Daryl J. Campbell
President & CEO
OUR STUDENTS

The students who come to Goodwill are a diverse group, from single mothers and recent immigrants to ex-offenders and adults who didn't finish high school. People enter our programs experiencing many barriers to success but everyone is looking for the same thing — a better life. Learn more about our students.

65% FEMALE
70% PEOPLE OF COLOR
$6,946 AVERAGE INDIVIDUAL INCOME

137 COUNTRIES OF ORIGIN
117 NATIVE LANGUAGES
$21,438 AVERAGE HOUSEHOLD INCOME

53% BELOW FEDERAL POVERTY LINE
76% BELOW 200% POVERTY
9% HOMELESS
40% RECEIVE FOOD STAMPS
57% IMMIGRANT/REFUGEE
30% NO HIGH SCHOOL DIPLOMA/GED
12% LESS THAN 4TH GRADE ENGLISH READING LEVEL
25% LESS THAN ONE YEAR WORK EXPERIENCE
20% DISABLED
14% EX-OFFENDER
3% VETERAN
A graduate of Goodwill’s English language and job training classes, **Imran Khan** has been working at the Shoreline retail store for two years. Ambitious and energetic, he holds down three retail jobs.

Before he found Goodwill, he applied “everywhere. No one called me back.” After what he describes as “really good training,” Imran had the confidence and skill to successfully apply for and land a job at Macy’s. That same drive will serve him well as he works to complete a computer science degree at the University of Washington. “I know a lot about computers. I can already fix hardware and software.”

Grinning with pride, Imran explains that he has been selected as the Employee of the Month by his manager and is a two-time winner of the Rising Star Award from his co-workers. “My mom cried when she visited me from India and heard how good I was.”
**IMPACTS AND OUTCOMES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAINED GED OR HS DIPLOMA</td>
<td>112</td>
</tr>
<tr>
<td>GAINED CITIZENSHIP</td>
<td>21</td>
</tr>
<tr>
<td>ENROLLED IN TECH/COMMUNITY COLLEGE</td>
<td>104</td>
</tr>
<tr>
<td>RETAIL PROGRAM GRADUATION</td>
<td>75%</td>
</tr>
<tr>
<td>RETAIL GRAD EMPLOYMENT</td>
<td>79%</td>
</tr>
<tr>
<td>ADULT EDUCATION CLASS COMPLETION</td>
<td>74%</td>
</tr>
<tr>
<td>GAINED EMPLOYMENT</td>
<td>858</td>
</tr>
<tr>
<td>AVERAGE WAGE</td>
<td>$11.01</td>
</tr>
<tr>
<td>AVERAGE INCOME INCREASE</td>
<td>$15,429</td>
</tr>
</tbody>
</table>

**Simon Nazarro** enjoys his job in a bakery but the English student is now aiming to land a job as a truck driver and be a role model for his teenage daughter. “I don’t want her to be like me. I need to be able to speak good English — it’s necessary to get a better job.” While Simon has been working to improve his language skills and earn his GED, the staff at Goodwill has been helping him with clothing, furniture and finding an affordable place to live. “They help a lot—they give you what you need.”

**Margarita Alonso** loves her “beautiful school.” She moved to the United States in 2000 and lives in the Seattle area with her husband and three daughters. An English language student, Margarita appreciates the support of her instructor as she focuses on improving her skills. She is raising her children to be bilingual and to respect their Mexican heritage, but longs for the day she can go to her doctor “and be able to explain myself. Right now it is very difficult.”
CLASSES AND SUPPORT SERVICES

Goodwill’s mission is to provide quality, effective employment training and basic education to low-income individuals with significant barriers to economic opportunity. We do this by offering language and other classes, support services and job search help — all free of charge — so that members of our community can compete for and earn jobs, becoming independent and self-sufficient. Because jobs change lives.

Educational Services

<table>
<thead>
<tr>
<th>Class Description</th>
<th>Class enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPUTERS</td>
<td>3,971</td>
</tr>
<tr>
<td>ENGLISH FOR SPEAKERS OF OTHER LANGUAGES (ESOL)</td>
<td>3,938</td>
</tr>
<tr>
<td>CUSTOMER SERVICE/CASHIERING</td>
<td>2,360</td>
</tr>
<tr>
<td>GED PREPARATION</td>
<td>988</td>
</tr>
<tr>
<td>BASIC SKILLS</td>
<td>901</td>
</tr>
<tr>
<td>RETAIL PROGRAM</td>
<td>242</td>
</tr>
<tr>
<td>CITIZENSHIP PREPARATION</td>
<td>215</td>
</tr>
<tr>
<td>COMMUNITY COLLEGE 101</td>
<td>139</td>
</tr>
<tr>
<td>YOUTH PROGRAM AND GREEN CORPS</td>
<td>48</td>
</tr>
<tr>
<td>YOUTH AEROSPACE</td>
<td>19</td>
</tr>
</tbody>
</table>

Support Services

Instances by type

- **33%** CLOTHING
- **14%** MEDICAL/DENTAL
- **11%** HOUSEHOLD GOODS
- **8%** PRE-EMPLOYMENT
- **7%** VISION
- **5%** EDUCATION
- **4%** PUBLIC ASSISTANCE
- **3%** FOOD
- **2%** ENERGY
- **2%** FINANCIAL LITERACY
- **2%** HYGIENE
- **2%** LEGAL SERVICES
- **1%** CHILDCARE
- **1%** COMPUTER
- **1%** DISABILITY
- **1%** IMMIGRATION
- **1%** MENTAL HEALTH
- **1%** PHONE
- **1%** TRANSLATION

*In addition, 32% of students receive transportation assistance.*
2013–2014 FINANCIAL INFORMATION

Goodwill is a good steward of community resources. As a 501(c)(3) nonprofit organization, Goodwill is accountable to the community for our effectiveness in providing results-driven job training and education and for the efficiency with which we use the resources you entrust us with. That’s why 85 cents of every available dollar we raise goes to support the people who, even during a good economy, fall through the cracks of society in finding and keeping good jobs — low-income single parents, immigrants, people of color and those still learning to speak English. Here is how we are investing your support in their future, and in the future of our community.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALE OF GOODS</td>
<td>$98,234,008</td>
</tr>
<tr>
<td>EXPENSES RELATED TO COLLECTING, PROCESSING AND SALE OF GOODS</td>
<td>($78,397,566)</td>
</tr>
<tr>
<td><strong>NET PROCEEDS FROM RETAIL THRIFT STORES</strong></td>
<td><strong>$19,836,442</strong></td>
</tr>
<tr>
<td>FINANCIAL CONTRIBUTIONS FROM INDIVIDUALS, CORPORATIONS, FOUNDATIONS AND GOVERNMENT GRANTS</td>
<td>$2,366,687</td>
</tr>
<tr>
<td>OTHER INCOME (INCLUDING INVESTMENTS, INTEREST AND DIVIDENDS)</td>
<td>$705,825</td>
</tr>
<tr>
<td><strong>FUNDING AVAILABLE</strong></td>
<td><strong>$22,908,954</strong></td>
</tr>
<tr>
<td>JOB TRAINING AND BASIC EDUCATION CLASSES AND SERVICES</td>
<td>$9,403,548</td>
</tr>
<tr>
<td>MANAGEMENT AND GENERAL EXPENSES</td>
<td>$2,892,756</td>
</tr>
<tr>
<td>FUNDRAISING EXPENSES</td>
<td>$539,736</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$12,836,040</strong></td>
</tr>
<tr>
<td><strong>INCREASE IN NET ASSETS</strong></td>
<td><strong>$10,072,914</strong></td>
</tr>
</tbody>
</table>

Percent of available funding invested in changing lives through jobs

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOB TRAINING AND BASIC EDUCATION CLASSES AND SERVICES</td>
<td>$9,403,548</td>
</tr>
<tr>
<td>INCREASE IN NET ASSETS</td>
<td>$10,072,914</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$19,476,462</strong></td>
</tr>
<tr>
<td><strong>FUNDING AVAILABLE</strong></td>
<td><strong>$22,908,954</strong></td>
</tr>
<tr>
<td><strong>PERCENT</strong></td>
<td><strong>85.02%</strong></td>
</tr>
</tbody>
</table>

Percent of available funding spent on management, general and fundraising

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANAGEMENT AND GENERAL EXPENSES</td>
<td>$2,892,756</td>
</tr>
<tr>
<td>FUNDRAISING EXPENSES</td>
<td>$539,736</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,432,492</strong></td>
</tr>
<tr>
<td><strong>FUNDING AVAILABLE</strong></td>
<td><strong>$22,908,954</strong></td>
</tr>
<tr>
<td><strong>PERCENT</strong></td>
<td><strong>14.98%</strong></td>
</tr>
</tbody>
</table>
**Naima Ahmed** has dealt with unimaginable tragedy. She lost her mother while living in her native Somalia and recently lost her young daughter to a car accident in the United States. Despite her heartbreak, she has diligently studied for the last seven years to learn English. Naima only finished elementary school in East Africa but is now taking math classes and moving closer to her goal of going to college to become an accountant. Thanks to the support of her dedicated instructors at Seattle Goodwill she is well on her way. “I’m so happy to get more skills.”

---

**FINANCIAL DONORS AND VOLUNTEERS**

Thank you for your support during fiscal year ‘14 (July 2013 – June 2014).

**CORPORATIONS/FOUNDATIONS**

Gifts totaling $1,750+

- 501 Commons
- Alaska Airlines *
- The Art Institute of Seattle
- Bank of America
- Bank of America Foundation
- Beyond Traditional
- The Boeing Company Charitable Trust *
- Bottler Charitable Trust
- Byron W. and Alice L. Lockwood Foundation
- City of Seattle Dept. of Parks & Recreation
- Comcast *
- Davis Wright Tremaine LLP
- Department of Social & Health Services – Region 4
- Ebay Giving Works
- Estate of Elvan Donald Teel
- Estate of Ralph E. Bruno
- Evolve Partner Group
- The Foster Foundation
- Foushée and Associates, Inc
- Gold Medal International
- Greater Everett Community Foundation, Best Family Fund
- Hagen, Kurth, Perman & Co., P.S.
- HomeStreet Bank
- Horizons Foundation
- ICA VDAC
- JP Morgan Chase *
- Kaye-Smith
- Kibble & Prentice
- Lenore M. Hanauer Foundation
- The Lester & Bernice Smith Foundation
- LRCA Peterson Family Foundation
- Microsoft *
- Norcliffe Foundation
- Nordstrom, Inc.
- Nort Olivia College
- Nucor Steel Seattle, Inc
- PayPal Giving Fund
- Pioneer Human Services
- PIKUB Architectural Group, PS
- Safeco Insurance Foundation
- Safeway Inc.
- The Schuler Family Foundation
- Seattle Mariners *
- Short Cressman & Burgess PLLC
- Snohomish County Public Works
- Stanton & Everybody
- The TJX Foundation
- Total Reclaim
- Tulalip Tribes Charitable Fund
- UPS Mail Innovations
- Vulcan Inc.
- Wallace Properties
- WCP Solutions
- Wells Fargo
- Willis of Seattle, Inc.
- YMCA of Snohomish County

**INDIVIDUALS**

Gifts totaling $1,000+

- Jennifer Atkins
- Harriet & Jon Bakken
- Robert Best & Jill Lowe
- Molly Bostic
- Betty Bottler
- Sandra Braedt & Joshua Cherry
- Herb Bridge & Edie Hilliard *
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- Maureen & Joe Brotherton
- Ken Colling *
- Patricia Coulter
- Dan da Silva & The Boeing Company *
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- Suzanne & Steve Ebling
- Paula Eggertsen
- Eric Enders
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Volunteered 15 hours +

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Every effort was made to compile an accurate list of supporters. However, if you think there are discrepancies in the list, please contact Jessica Andrewartha, Development Coordinator, at Jessica.andrewartha@seattlegoodwill.org or (206) 860-5705.
Marcus Falealii had been unemployed and felt discouraged when a friend told Marcus about his positive experience with the Goodwill Retail and Customer Service program. When he came to interview for the program, he was pleasantly surprised that during the intake process, Goodwill staff were able to see beyond his past mistakes and able to focus on the future so he might help provide for his daughter.

“One of the best parts was that the people at Goodwill saw me for who I was and supported me like family.” The support that Goodwill provided went beyond his educational needs. When Marcus feared he would need to drop out of the program because he might be evicted, a Goodwill case worker helped secure funds for rent so Marcus could stay in his home.

After completing the Retail and Customer Service Program, Goodwill helped Marcus find a job at a local seafood company. Marcus now has a higher paying job at a grocery store, where he hopes to advance in his career by using the skills he learned at Goodwill.
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