



Building hope and providing
opportunities that change lives.



Goodwill
of Greater Detroit

2023 Annual Report

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2023 Annual Report

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Daniel S. Varner

President & CEO
Goodwill of Greater Detroit

Thank you for your invaluable support and partnership in 2023. Together, we achieved remarkable milestones and made significant progress in fulfilling our mission to build pathways to independence through personal development and the power of work.

In 2022, we shared with you our plans to partner with CVS Health in a big way, and in 2023, we successfully fulfilled those plans with the opening of our new Workforce Innovation and Talent Center at the Goodwill of Greater Detroit headquarters in Detroit. One of only a handful in the country and the only partnership with a Goodwill organization, the Workforce Innovation and Talent Center provides members of our community with a broader range of free workforce training programs, including retail and pharmacy technician training. It also empowers individuals to pursue meaningful careers in the community health and services sector.

Our partnership with CVS Health has been tremendously successful in multiple ways. They recently granted us \$25,000 to expand our SURGE Center program to all employees of our organization. This program provides wrap-around services that include coaching, transportation and childcare support.

We are also pleased, thanks to additional grants, we were able to continue to foster personal growth and development for those we serve throughout metro Detroit, ensuring that individuals facing barriers can reach their highest potential.

Goodwill's Green Works received a \$50,000 grant from the Foam Recycling Coalition to purchase equipment needed to build an expanded polystyrene (EPS) foam recycling program. EPS foam, commonly known as Styrofoam, is a petroleum-based plastic that takes centuries to break down and can leach toxic chemicals into the environment, posing risks to ecosystems and human health. By implementing an EPS recycling initiative, we can help minimize the impact of this waste on our local ecosystems, diverting it from landfills and preventing potential contamination of the Great Lakes. These efforts also play vital roles in addressing the disproportionate impact of pollution and climate change on low-income minority populations.



Deirdre Groves

Chairperson, Board of
Directors
Goodwill of Greater Detroit

Our commitment to delivering successful mission outcomes and taking our organization to greater heights remains steadfast, and our dedication to building pathways to independence through personal development and meaningful work remains unwavering.

Additionally, with the Ballmer Group grant of \$1.5 million awarded to Goodwill of Greater Detroit in 2022, we began to expand our skilled trades programming in 2023. This expansion allows us to offer a more diverse and robust range of skills and training options for the individuals we serve, including those with developmental and intellectual disabilities. This expansion will include the exciting pilot program we are launching in partnership with Goodwill Industries International, General Motors, Accenture and Charger Help! to train individuals as technicians to repair electric vehicle charging stations.

The Ballmer grant also continues to support Flip the Script, our nationally recognized program that provides hope and opportunity to those who are justice-involved, with funding for much needed services and training, including life skills, education and GED prep, job placement, financial coaching, and post-employment retention services.

Our commitment to delivering successful mission outcomes and taking our organization to greater heights remains steadfast, and our dedication to building pathways to independence through personal development and meaningful work remains unwavering. We look forward to the future and new opportunities to make a positive impact. This includes opening new donation and retail shops, expanding our recycling offerings and services, and gaining new customers for Goodwill Integrated Services, our assembly and kitting subsidiary business.

Your contributions and support are pivotal in our ongoing success and our mission to help individuals move from poverty and dependence to prosperity and independence.

Thank you once again for your partnership and commitment to doing good. Together, we're building hope, providing opportunity and making a very real difference in people's lives.

Dan Varner, President and CEO, Goodwill of Greater Detroit
Deirdre Groves, Chair, Goodwill of Greater Detroit Board of Directors

Our Mission

Goodwill of Greater Detroit provides best-in-class personal and workforce development training for Metro Detroit residents with barriers to employment, including those living with physical, intellectual or developmental disabilities, or mental health challenges and those who are justice involved.

As a provider of personal and workforce development services, from financial coaching and tax preparation to resume building and job training, Goodwill of Greater Detroit is helping people live more independent, fulfilled lives.

For a full description of our programs and services, visit www.goodwilldetroit.org.



We build pathways to independence through personal development and the power of work.

Our Values

Integrity

We are truthful and honest in our interactions.

Dignity & Respect

We treat all people with dignity and respect.

Continuous Improvement

We engage in intentional practices to improve our trainee and customer outcomes, our people and our productivity.

Diversity & Inclusion

We create environments where everyone's participation is valued and celebrated.

Health, Safety & Well Being

We maintain safe environments and focus on the holistic well-being of our employees and trainees.



More than a job.
We make a difference.

Mission Impact

17,009 People Served

14,165 Broad Community Services

School to Work, Unemployment/ Retention and Walk-in Services

448 Intensive Personal Development Services

Ongoing Intensive Personal Development services not focused on job entry

2,396 Intensive Job Placement Services

Employability skills, job readiness, and job development services



Job Placement Rate – 82%

2,201 persons obtained competitive employment out of 2,698 job ready candidates



Average Starting Hourly Wages - \$18.19

Job ready individuals who participate in Goodwill programs earn competitive wages



Job Retention – 94%

The skills gained through Goodwill services help individuals maintain employment beyond 90 days



Goodwill Wages Paid - \$899,730

Goodwill wages paid to persons in transitional work experience programs

Impact Stories

Meet Kathy – Detroit Career Center and Goodwill Integrated Solutions Trainee

“Guess what, Mom? I used a computer today!” These are the first words Kathy, who is blind, shared when she returned home after using a braille keyboard at Goodwill’s Detroit Career Center (DCC) for the first time. For Kathy, being independent is the most important aspect of her life. It is a new, exciting and rewarding experience for her.

Earlier in her life, Kathy was unable to work. She could not use technology. She was reliant on others. But, for the past 15 years, she has been coming to Goodwill’s DCC to learn basic life skills. Now, in addition to using a computer, she knows how to operate a microwave oven to cook her own food; how to navigate new spaces, including workplaces; how to use an elevator; and how to communicate better with others. Her confidence has soared. Perhaps most important, Kathy is able to work. She spends two days a week at Goodwill Integrated Solutions (GIS) producing industrial kits. She uses her newly acquired computer skills to log into the GIS system and to clock out by herself, operating the microwave during lunch break. She enjoys working alongside her coworkers, sharing stories and singing. Kathy is very proud to be attaining her daily production goals.

She credits much of her support and encouragement to Goodwill of Greater Detroit employees Alics Dillard and Duane Jackson, as well as the team she works with at her table at GIS. She loves Goodwill, her job and her team; and each morning she is able to enjoy a happier and more independent life.

“Independence is important to me, and I want to hit a larger goal by increasing the volume of kits I make daily.”



Meet Clinton – Flip the Script and Welding Program Graduate

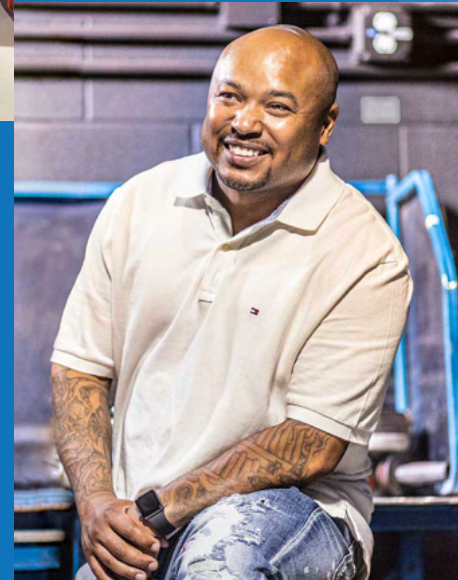
Hitting the reset button on life is hard. Starting over from scratch is even tougher.

Clinton had just been released from prison after 12 years. He came home with essentially nothing and no one. He was looking for someone to believe in him. “My parole officer had me go to a job fair,” says Clinton. “Goodwill stood out to me. They talked to me.”

After his interview with Goodwill, Clinton enrolled in Goodwill’s Flip the Script program, and shortly after, he started in the welding training program where his journey to independence and dignity began. “Goodwill’s support went beyond the classes,” says Clinton. “They offered gas cards to make sure I could get back and forth to the program and helped me out with services for my vehicle. The support helps a lot because I started with nothing, and that’s what kept me grounded on the good path.”

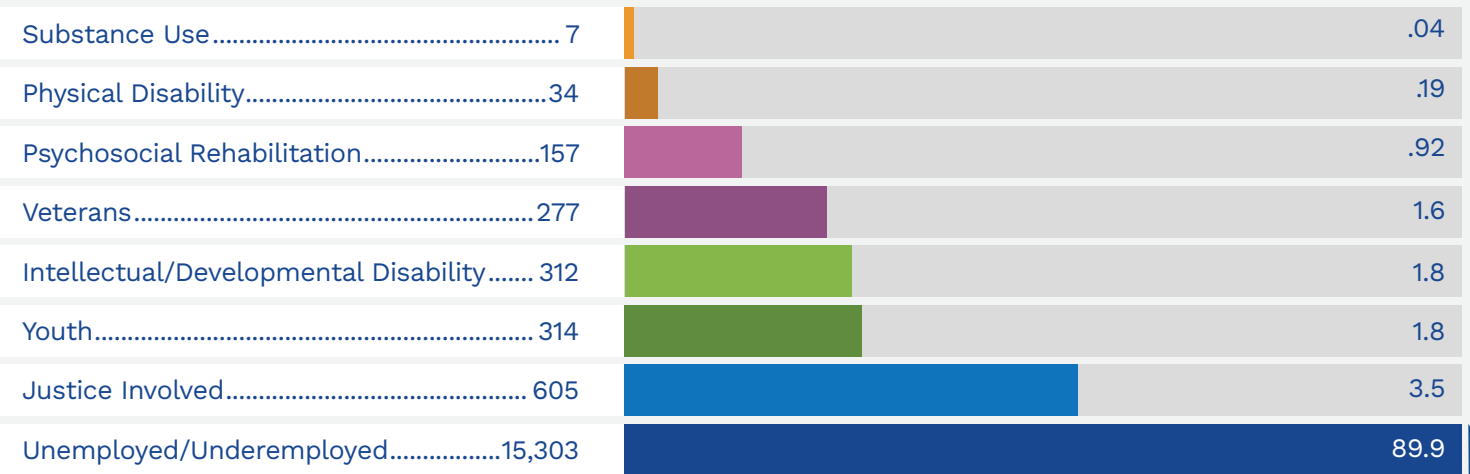
Clinton adds, “Goodwill helped with the relationships that I’ve built. They helped me get on a career path after the program was complete. I wasn’t on my own anymore.” He has since joined the Ironworkers Union. “I found pride in what I could do and what I could build. [It’s] something I could teach my kids, and they could learn to do it.”

Whatever the future may hold, you can bet that Clinton will have a hand in building it.



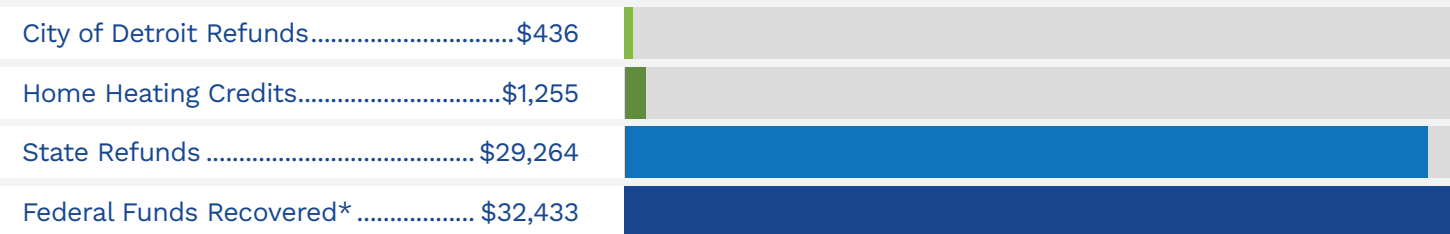
Statistics

Persons Served Profile



Total 17,009

Volunteer Income Tax Assistance Program (VITA)

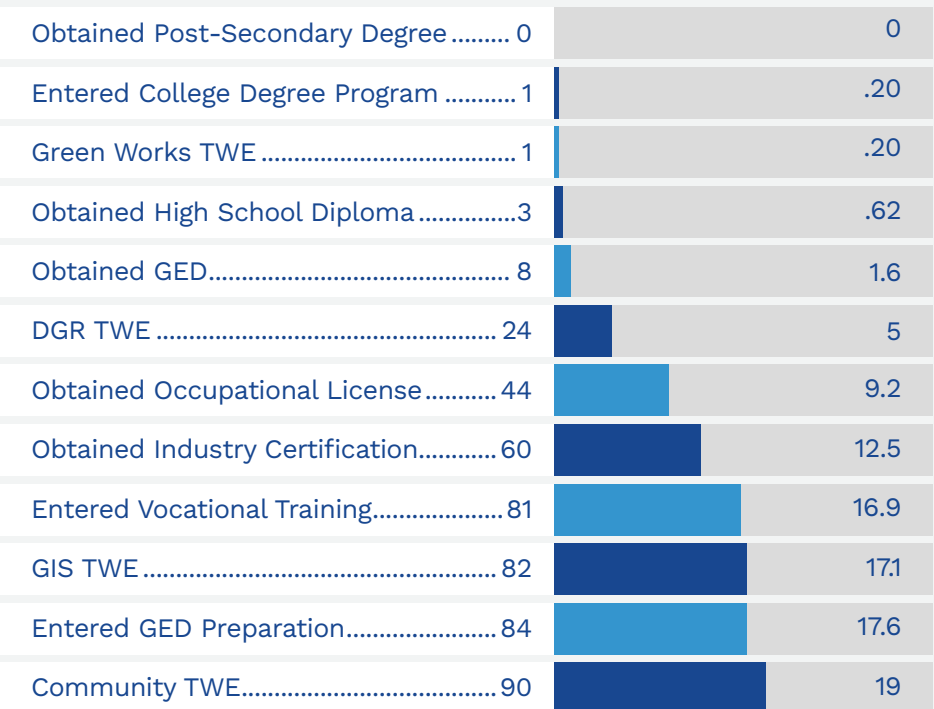


* includes EITC

\$13,000 in savings for taxpayers using the Virtual VITA service.

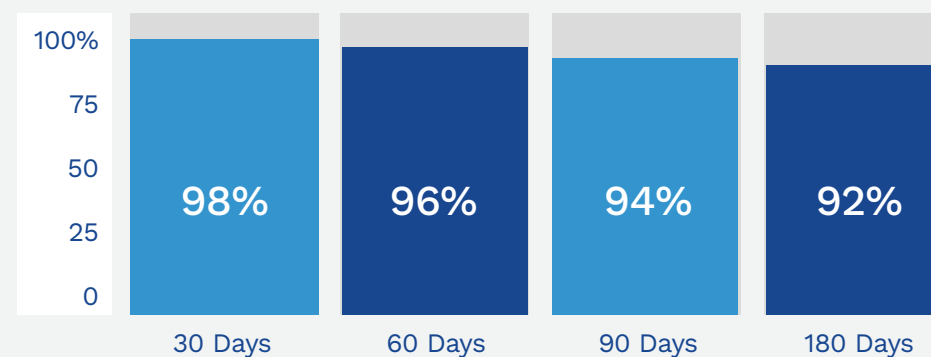
43 tax intakes were completed with 40 returns filed (3 individuals decided not to file via Accounting Aid Society).

Positive Outcomes Other Than Employment

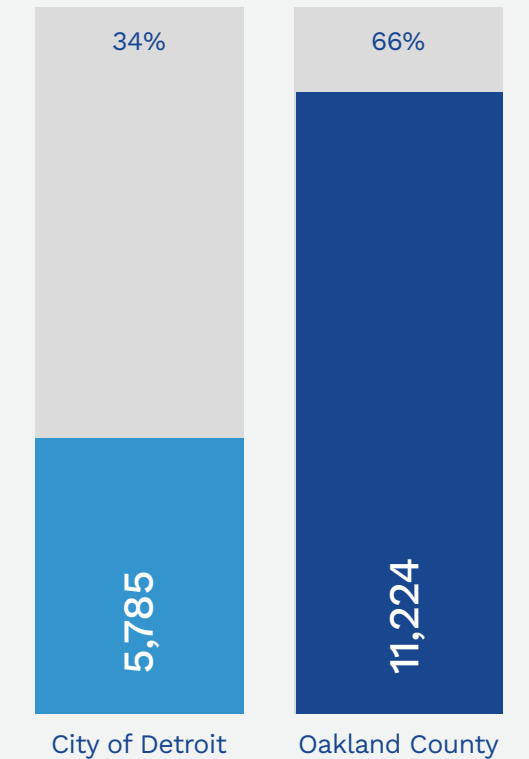


Total 478

Employment Retention Outcomes



Persons Served By County (YTD)



Total 17,009

Financials

NINETY-TWO CENTS of every dollar spent at our stores supports personal and workforce development programming.

\$52,656,037

Total Revenue and Support

\$21,711,593

Total Public Support

\$30,944,444

Total Other Revenues

\$53,376,284

Total Costs and Expenses

\$20,596,378

Net Assets at Beginning of Year

\$49,402,810

Program Services

\$3,432,496

Management and General

\$540,978

Fundraising

\$21,192,835

Net Assets at End of Year



Leadership

Executives

Daniel S. Varner
President & CEO

Felicia Hunter
Chief Mission Officer &
Executive Vice President
Employment and Training

Gayle Joseph
Vice President
Communications, Marketing
and Government Affairs

Michael Kleinheksel
Chief Financial Officer

Mark Maher
Vice President
Information Technology

Jennifer Merz
Vice President
Fund Development

Caleb Rutledge
President & CEO
Goodwill's Green Works

Raul Soto
Vice President
Human Resources and Organizational
Development

Jeffrey Ukrainec
Vice President
Donated Goods Retail

Blair Vesterfelt
President & CEO
Goodwill Integrated Solutions

Board Members

Deirdre Groves (Chair)
Executive Director
Challenge Detroit

Randal P. Leslie (1st Vice Chair)
Retired, VP Marketing, Distribution &
Product Support
Johnson Controls

Erica T. Robertson (Secretary)
CEO
Adventures Publishing House

Jeffrey C. Huebner (Treasurer)
Managing Member
Pointe Capital Management

Lena A. Barkley
Retired, Lead Manager,
Workforce Initiatives
CVS Health

Laura A. Byars
Vice President, Human Performance
Blue Cross Blue Shield of Michigan

Dennis M. Curtis
Partner, Risk Assurance
PricewaterhouseCoopers (PwC)

Amanda (Amy) L. Good
CEO
Alternatives for Girls

Ryan M. Hoyle
CEO
Goals Professional Services

Talvis P. Love
Group Chief Information and
Digital Officer
National Grid Generation LLC

Lisa A. Muschong
V.P. Corporate Secretary &
Chief of Staff, DTE Energy

Terrah M. Opferman
Executive Director, Healthcare
JPMorgan Chase

Clarence L. Pozza Jr.
Mediator/Arbitrator
JAMS

Daniel S. Varner
President & CEO
Goodwill Industries of Greater Detroit





Donors

Total Gifts Last Year \$1,237,488.55

\$50,000 – ABOVE

Ballmer Group
General Motors
Foundation, Inc.
W.K. Kellogg Foundation
Community Foundation
for Southeast Michigan

\$10,000 - \$49,999

National Charity Services
Ally Charitable Foundation
Helen L. Kay Foundation
Aetna
Stanley Black & Decker
CVS Health
The Angelo and Margaret
DiPonio Foundation
Dominos
Andersen Corporate
Foundation
PNC Foundation
Norfolk Southern
Corporation
Harold Kassab
Barbara R. Smith
Piston Group
Dennis Curtis
Nicholas Martin Jr. Family
Foundation
JPMorgan Chase

\$5,000- \$9,999

Hyukkeun Oh
Enterprise Holdings
Foundation
Harry Pearce
UHY LLP
The Northern Trust
Company

\$1,500- \$4,999

United Way for
Southeastern Michigan
Lindsey Chalmers
Talvis Love
Raymond Opezzo
Hudson-Webber
Foundation
Blue Cross Blue Shield
of Michigan & Blue Care
Network
Jeffrey Mott
Blair Vesterfelt
Felicia Hunter
Barton Malow Foundation
Frank Angileri
Meijer
Miller, Canfield, Paddock
and Stone, PLC
Jay Wilber
Janet Payne
Jane Bowman
Raymond Trudeau
Amanda Van Dusen
Patricia Gerwert

\$500- \$1,499

Michael Kleinheksel
Karl Schneider
Katie Balesky
Randy Leslie
Charles Dardas
Tom Margosian
Charles Dardas
Daniel Cohen
Melissa Smiley
Kirk Martin
Charles Cone
Erica Robertson
Pinnacle Construction
Group
Karen Dalton
Orchard Lake Community
Church, Presbyterian
Mihalich Charitable
Foundation
Frank Agosti
Joyce Hancock
William and Martha Ford
Fund
Gloria Becker
Laura Byars
Terry Wash
Greg Kloiber
Robert Schroeder
Wendolyn Richards
Diane Kaminski
Lena Barkley
Caleb Rutledge
Mark Maher
Raul Soto
James Cole

Deirdre Groves
Gayle Joseph
Ryan Hoyle
Clarence Pozza
Ari-El Enterprises
John Gorsky
Bruce Brorby
Linda Heritage
Tom Rancour
Walmart
Crawford Products
Ruth Jones
Joyce Knox
William Sanders
Richard Bowman

\$499 AND BELOW

Richard Higginbottom
Richard Mangol
Thomas Rinehart III
Thomas Ensich
Arlene Ross
Kendra Giess
Shirley Krol
Alan Poole
Mary Weast
Audrey McKenzie
Joni Nelson
Lisa Muschong
Thomas Linn
Michael Locricchio
Anonymous and Friend
Household
The Kroger Company
Jeff Ukrainec
Mike Hartke

| | | | | | | | |
|--------------------------|----------------------|------------------------|--------------------------|-------------------------------|-----------------------|-------------------------|--------------------|
| Ralph Raciti | Kristine Shevsky | Joan Ford | Cheralyn Suggs | Randall Winkel | Lisa Shrug | Desi Simpson | Pamela Nicholson |
| Candace Campbell | Jen Merz | Emily Moellering | Cherie McCullough | Harry Letzmann | Thomas Southam | Cynthia Hill | Tina Almanza |
| Michele Benton | Megha Mehta | Randy Wiseman | Ben Stone | Patricia Tusick | David Bertram | Tomalynne Srabian | Paul Wagner |
| Donald McMechan | Shannon Kelley | Robert Rigonan | Carlotta Gore | Joseph Michels | Rich Power | Ken Collinson | Richard Snella |
| Annis Pratt | Dave Nesbitt | Denese Turner | Craig Lee | Dorothy Warren | Mary singer | Richard O'Neil | Eleanor Cleary |
| Andrew W. Hermann | Barbara Andres | Lydia Bohay-Lupenec | Arthur Brakel | Michael Sampson | Michelle Laich | Jerrell Calvert | Evelyn Gianino |
| First Independence Bank | Beverley Hines | Kathleen Lomako | Alan Sheets | Susan Cranfield | Elizabeth Urmey | Gerald Pichler | Yvette Reid |
| Randal Murphy | Ronald Jones | Carolyn Pope | John Novak | Lawrence Bolam | Ronald Shargel | Frank Murrell | Luis Pena |
| Jo Ann Viinikainen | Amazon Smile | Susan Najmowicz | Sharon Pontius | Marybeth White | Trena Brannon | Florence Cobb | Lillian Slowik |
| Frances DeBasco | Warren Sepkowitz | Darby McEvilly | Gordon Adams | Bonnie Nielsen | Stephen Spohr | Bob Stahrr | Ernestine Cox |
| Renate Reimer | Laura Bolden | Willie Phillips | Scott Cooley | Marjorie Thomas | John Suba | Marilyn Ricard | William Ramroth |
| Bradley Host | Michael Primrose | Katrina Hancock | Ronald Majka | Robert Sweitzer | Lary Smith | Clarence La Budde | George Element |
| Mary Strong | Neale Hoener | Paul Walters | Susan Jeffries | Ron DeHenau | Nancy Scalia | Doris Witherspoon | Stanley Klos |
| Wallace Hopp | Jeff Huebner | Vytautas Kaunelis | John George Friess | Douglas Sinclair | Diane Arnold | Mary Fitzpatrick | Jenai Davis |
| Benjamin Smith | Jacqueline Riley | Kathleen Keyes | Joan Smith | RoseAnn Comstock Living Trust | Nancy Sutherland | Michael Nowak | Leeann Gevercer |
| James Duerr | Lois Norman | Madeline O'Neill | Gail Fromes | Give Lively | Walter Kwik | Alan Glantz | Kevin Tutt |
| Rich Teets | David Piasecki | David Grossman | Theresa Mahoney | Peter R Devine | David Uicker | Linda Rizak | Doreen Christy |
| Robert Shaffer | David Cain | Raymond Tchou | William III Irving | Facebook | Sharon Miller | Amy Pomposelli | James Nowka |
| Beth Streit | Karla Jaeger | Ava Thrower | Ramchandra Patel | Graziano Canini | Sally Zabawa | Rolf Amsler | Nancy Nixon |
| Pamela Farrug Jones | Lorna Pollock Dieter | Edward Winters | Frank Harrison | Lawrence Taylor | Andreas Perakes | David Pyrce | Paul Wolber |
| Barbara Houser | Joseph Galasso | George Thompson | Joseph Bulat | Robert Hull | Jeffrey Comstock | Bennie Howard | Nina James Gregory |
| Amy Good | Gregory Gardocki | Marie VanMarter | Wilberta Johnson | Joseph Dasovic | William Moore | Yvonne Hogan | Jeanne Stine |
| Joseph Duff | Joann Nawrocki | Bill Hansen | Seetha Uthappa | Suzanne Kapcia | Therese Flanigan | David Guest | Robert Harris |
| Paul Martzowka | Craig Wernette | Joseph Pero | Judy Kanasty | Judith Manturuk | Tom Handyside | Garie Thomas-Bass | Ukogf Foundation |
| Peter Desteiger | Susan Broniak | Frederick Hatch | Betty Smiley | Eleanor Saxon | Emily Addressi | Lee Hershey | |
| Mary Stone | Michael Radner | Phyllis Vroom | Bomi Hathikhanavala | Jon Stults | Cecilia Locke | Brenda Trotter | |
| Marjorie Mack | Barbara Duncan | Mary Seaberg King | Matthew Franzen | Charles Rider | Brandii Keith | Sylvia Martin | |
| Catherine Dick | Romona Sipes | Anita Johnson | Albert Foster | Charlotte Wolfe | Joseph Brierly | Gloria Bates | |
| Dietrich Vincent | Ann Ford | Margo Lesser | Rodney Beckwith III | Carmen Sluter | Dennis Karczynski | Elizabeth Edmond | |
| Remax First Chesterfield | Carolyn Stormer | Bruce Tayler | Richard Washington | Roberta Bowens | Thomas Itchue | Jonathan Blakely | |
| Carol Gerlach | Marilyn Gilbert | Stephen Bugin | Vera Weiland | Manohar Jagasia | Jerutha Kennedy | Donald Baldwin | |
| James Andres | Deborah Lee | Gerald Matthews | Susanne Lawrence Carlson | Deborah Gentry | Joseph Nance | Catherine Bertakis | |
| James Galbraith | Bonnie Brooks | Mary Ellen Stroup | Janyth Hess | Janice Porter | Kathleen Zalewski | Robert Nicolai | |
| Jamie McMillen | Stuart Trager | Elizabeth Vuylsteke | Michael Zeller | James Buysse | Gary Gorski | Dorothy Conrad | |
| David Lussier | Ronald Frechen | Karen Snyder | Mary Margaret Sweeten | Bryan Joyner | Senthil Kumar Kaliraj | Karen Armelagos Barnett | |
| Karen Gates | John Liadis | Mohammad Javaid Yousuf | Peter Vernia | Yin Hing Klisowski | Joan Bokano | Angela Maday | |
| Jennifer Hetzel | Siatczynski | Violet Hoye | Ronald Clinton | Daniel Colaluca | Randy Pantelis | Richard Fortin | |
| Michael Platzke | Judith Locher | Judy Crup | Richard Crowe | Joyce Nilis | Daria Burcar | Lee Thomas | |
| Donald Johnson | \$100.00 | Linda Culpepper | Laura Varga | Jasen Wyatt | James M. Bertha | Robert Miller | |
| Patricia Doemer | Ronald Charfoos | John Catello | Domingo Vidal | Brooke Prince | Clyde Reggins | Kathleen Pustell | |
| Jonathan Gniatczyk Sr. | Louise Bergiel | Wade McCann | Dorothy Knox | Paz Snyder | Barbara Lowe | Todd Fukuda | |
| Brenda Etheridge | Joycelene Carter | Duane Ott | Margaret Danigelis | Karen Watts-Dolan | Alfred Parks | Delano Oakes Klumpp | |
| Margretta Potts | Diversified Members | Sandra Eyl | Pioneer Canton Citizen's | | Elizabeth Kline | Judith Raetz | |
| Ronald Hitt | Credit Union | Oliver Price | Virginia Weingate | | | | |

Locations

Office & Program Sites

Corporate Headquarters
3111 Grand River Avenue
Detroit, MI 48208
313.964.3900

Supports Coordination Services
3111 Grand River Avenue
Detroit, MI 48208
313.557.8610

A Place of Our Own Clubhouse
1401 Ash Street
Detroit, MI 48208
313.931.0901

Workforce Innovation and
Talent Center
3111 Grand River Avenue
Detroit, MI 48208

North Oakland Career Center - Novi
31186 Beck Road
Novi, MI 48377
248.926.1820

Flip the Script - Oakland County
1850 N. Perry Street
Pontiac, MI 48340
248.276.1777

Detroit Career Center
3111 Grand River Avenue
Detroit, MI 48208
313.557.8635

Flip the Script - Wayne County
2777 East Grand Boulevard
Detroit, MI 48211
313.557.4848

Detroit at Work Career Center
Northwest Activity Center
18100 Meyers Rd,
Detroit, MI 48235
313.578.7500

Donated Goods Retail Locations

Canton
41937 Ford Road
Canton, MI 48187
734.981.1692

Dearborn
22451 Michigan Avenue
Dearborn, MI 48124
313.288.5927

Woodhaven
20080 West Road
Woodhaven, MI 48183
734.301.3902

Commerce Township
3281 Crumb Road
Commerce Twp., MI 48390
248.859.5927

Livonia
12651 Middlebelt Road
Livonia, MI 48150
734.245.0115

Ypsilanti
3782 Carpenter Road
Ypsilanti, MI 48197
734.272.0667





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3111 Grand River Avenue
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goodwilldetroit.org