

ANNUAL REPORT 2017



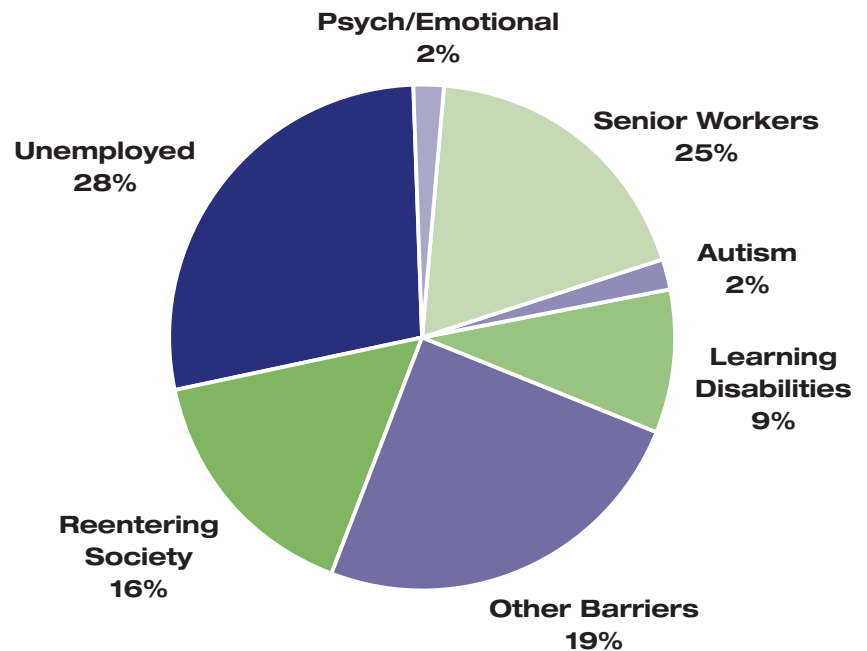
A Message from **Morris**

2017 was a year of “new” for Goodwill Tennessee. As we transitioned to a new CEO, we looked to continue our growth in retail sales and strong relationship with the communities we serve. We also began to focus on critical areas vital to our success moving forward. We began to change the way we process our donations, to more efficiently and effectively get them to our stores. We focused on our facilities, beginning facelifts to make them more attractive to shoppers and donors. We placed a priority on data collection/analysis to help us make the best decisions for our organization. And we began a new emphasis on marketing and communicating on a broader scale the good things that Goodwill does. It is an exciting time to work for Goodwill Tennessee. Abraham Lincoln once said, “The best way to predict the future is to create it.” I’m looking forward to what we can create and accomplish together as we work to provide employment services for those in need.

Morris Baker
President and CEO

Supporting Our Mission

Who We Served



1,300 People Served

We served 1,300 people through employment at Goodwill and through our Goodwill program offerings, which include Vocational Assessment, Job Placement/Supported Employment, Work Adjustment, Organizational Employment, School to Work, Reentry, Skills Training, Families First, Southwest Virginia Community College Career Closet, Senior Community Service Employment Program, and Community Service Program.



2017 Board Officers

Joe Harvey, Chair
Hunter Smith & Davis Law Firm

Wally Boyd, Chair-Elect
Bob Callahan Realtors

Tracey Stratton, Secretary
Childress, Inc.

Mark Hubbard, Treasurer
Food City

Amanda Bowlin, Past Chair
Blackburn, Childress & Steagall
CPA's

2017 Board of Directors

Brian Bartley
Brock Services, LLC

Josh Fuller
Eastman Credit Union

Mickey Jones
TEC Industrial

Jack Lawson
NETWORKS Sullivan Partnership

Rick Miller
American Electric Power

David Prince
TCI-Jerry Petzoldt Agency, LLC

Paul Whitenack
Virginia Department for Aging &
Rehabilitation – Retired

Sidney Hammonds
Domtar

Gale Manley
Eastman – Retired

Stephanie McClellan
Kingsport Times News

Karen Rowell
8x Consulting

Andrea Thomas
Eastman

Funding Our Mission

Sources of Revenue & Support

Retail Services	\$5,808,586
Donated Goods	\$2,356,145
Mission Services	\$637,973
Contributions	\$1,910
Investment Income	\$2,044
Total	\$8,814,909

Allocation of Expenses

Program Services	\$7,486,172
Mission Services	\$741,759
Support Services	\$699,060
Funds for Growth	(\$112,082)
Total	\$8,814,909



3 million+
pounds diverted from landfills



72,675
donors

Mission Satisfaction Ratings:*

- 99%** Overall satisfaction rating from clients
- 97%** Satisfaction from The State of Tennessee Vocational Rehabilitation Department and others**
- 94%** Overall satisfaction rating from community employers

*According to participants, employers, and referral source surveys.

**Commonwealth of Virginia Department of Aging and Rehabilitative Services, First Tennessee Human Resource Agency, the Tennessee Department of Corrections/ Probation, and Parole, and the Day Reporting Center.



423.245.0600 | www.goodwilltnva.org
2017 Brookside Lane | Kingsport, TN 37660

OUR BUSINESS IS CHANGING LIVES.