

ANNUAL REPORT

2023



®

GOODWILL INDUSTRIES OF
KANAWHA VALLEY, INC. |

Rising Above and Beyond



Introduction

Our Mission: To assist people with employment barriers to actively participate in their community.

Welcome to the 2023 Annual Report of Goodwill Industries of Kanawha Valley, Inc., where we proudly showcase the profound transformations we've ignited across the mountains of West Virginia. As we cast our gaze back on the preceding fiscal year, we're elated to present the remarkable voyage undertaken by Goodwill Industries of Kanawha Valley in Fiscal Year 2023. This report not only furnishes a comprehensive insight into our financial standings, but also serves as a poignant testament through compelling narratives from individuals whose lives have been irrevocably touched by our Mission Services. This year's theme of "Rising Above and Beyond" highlights the remarkable achievements of our participants as they have transcended the challenges of poverty and turned their dreams into reality.

Within these pages, you'll encounter the inspiring journeys of individuals such as Mary Thornton, hailed as Goodwill Industries of Kanawha Valley's Achiever of the Year, and Dustin McDonald, honored as our Graduate of the Year. Their extraordinary accomplishments offer but a glimpse into the countless lives we've enriched and the communities we've strengthened.

We warmly invite you to delve into this report and discover the various ways we've made a lasting impact on our community. Our commitment to initiatives like workforce development and community cohesion reflects our dedication to fostering self-reliance and creating pathways to success. We appreciate your participation in this journey of reflection and celebration. Together, we continue to work towards creating a bright future for the people of West Virginia.

Letter From Our CEO

Daniel Owen

President & CEO

In 2023, our paramount focus remained centered on our team members, participants, and the broader community we are privileged to serve. Together, with the combined expertise, resources, and networks of Goodwill Industries of Kanawha Valley and Peak Living Services, we embarked on this journey with renewed vigor, driven by the shared vision of a more inclusive and thriving society.

Our team has been steadfast in supporting individuals embarking on or reentering the workforce. Within our organization, barriers can take many forms, and we were fully prepared to aid those seeking to advance their education, career, and attain personal financial security.

Last year, we delivered more than 24,000 services to over 2,600 individuals, facilitated employment for 246 people, and helped lift over 120 families out of poverty. These achievements underscore our commitment to breaking down barriers and providing vital support.

One of the standout initiatives in 2023 was the launch of Mission Mobile, an innovative program designed to address the transportation barriers faced by many West Virginians in rural areas. This custom mobile unit serves as a career and training development hub, providing essential services, including a classroom, career coaches, and Wi-Fi connectivity. Mission Mobile has significantly expanded our reach, allowing us to serve thousands of additional individuals across the state.



Our retail operations and business lines have been instrumental in making these initiatives possible. With 16 retail stores and a thriving e-commerce department, our operations team is one of the most successful in the Goodwill network. Each new store opening adds 50-60 jobs to the community, serving as both economic hubs and access points for our programs. The expansion of our business services division has further increased job opportunities in production, janitorial, landscaping, and maintenance fields. Our employees, whether in stores or on contract sites, are the heartbeat of our organization.

These positions not only provide employment opportunities but also serve as the economic engine that funds our programming. Without the support of our donors, shoppers, and customers, we couldn't achieve the amazing work we do. Their contributions enable us to continue delivering critical services and support to our community.

In 2023, we also embarked on an extraordinary journey with the merger of the Roark Sullivan Veterans Shelter, leading to the creation of Peak Living Services. Recognizing the prolonged financial challenges and state of their facilities, we took immediate action to stabilize the organization. This merger has allowed us to enhance shelter programming, providing transitional housing for returning citizens and veterans, and supportive living facilities for individuals with disabilities. Our mission at Peak Living Services is to "End Homelessness through Sustainable Solutions," and through these combined efforts, we offer comprehensive wrap-around services to the most vulnerable West Virginians.

The invaluable contribution of our senior management team to their communities is indispensable for our work. Their dedication extends beyond the confines of our organization, as they selflessly devote their time and efforts to enhance the well-being of the communities they inhabit. It is with great privilege that I serve alongside such a passionate and gifted group of professionals, who embrace a holistic approach to living, working, and community service. Together, we look forward to continuing our mission and making an even greater impact in the years to come.

Dan Owen
President and CEO

Goodwill Industries of Kanawha Valley, Inc.

Our Leadership

Executive Team

The Executive Team of Goodwill Industries of Kanawha Valley, Inc. is a dynamic assembly of professionals, each contributing a unique set of talents and experiences. United by a shared dedication to the success and advancement of our organization, they bring a wealth of expertise and diverse backgrounds to the table.

Beyond their responsibilities within the organization, these committed individuals extend their dedication to the broader community through extensive acts of service. They invest countless hours in various community development initiatives, serving on boards, councils, and commissions. Their active involvement in a multitude of events is aimed at enriching the well-being of the communities they serve.

At the core of our organization, the Executive Team's commitment and tireless efforts serve as the driving force behind Goodwill's mission of creating lasting impacts. Their visionary leadership and deep-rooted community engagement embody the essence of our organization, inspiring us all to strive for excellence and make meaningful contributions to the lives of those we serve.



Daniel Owen
President & Chief
Executive Officer



Lisa Layden
Chief Financial
Officer



Kassta Lilly
Chief Operating
Officer



Brett Barker
Vice President of
Talent Development



Daniel Gum
Vice President of
Mission
Advancement



Megan Diehl
Vice President of
Brand Management



Destiny Hope
Director of
Accounting



Donnie Carter
Director of
Asset Protection



Alex Mahaffey
Director of
Fund Development



Eugene Weems
Director of
Business Services



David Mitchell
Executive Director
of Peak Living
Services

Our Impact: Mission



2,618

2,379

126

246

19

\$13.94

Total
Individuals
Served
through
Employment
Training
Services

Individuals
Assisted with Job
Prep. (Resume,
Interview Skills,
Job Searching,
Attire, etc.)

Families
Moved
Above the
Poverty Line

Connected
Participants
with
Employers
through Job
Placements

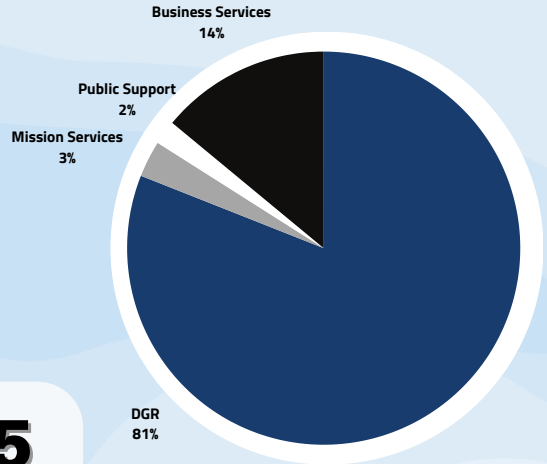
Referral
Partners in
Counties
within
Goodwill's
Service Area

Per Hour
Average
Placement

Our Financials: Revenue

Revenue

Donated Goods Retail	\$ 21,542,787
Mission Services Revenue	\$ 749,204
Public Support	\$ 548,183
Business Services Revenue	\$ 3,811,777
Interest & Misc. Revenue	\$ 20,364



Total Revenue | **\$26,672,315**

Our Financials: Expenses

Expenses

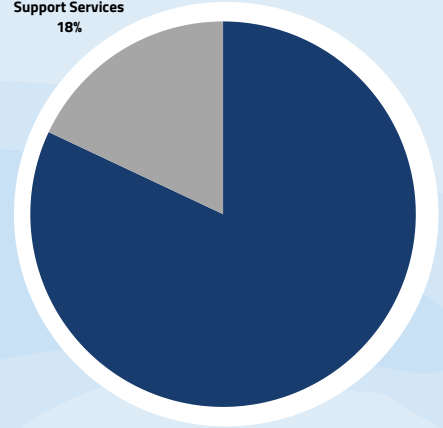
Mission Services / Program	\$ 21,500,444
Support Services	\$ 4,949,092

Total Expenses | **\$26,449,536**

Operating Gain \$ 222,779

Realized and Unrealized Investments \$ 568,594

Support Services
18%



Mission Services / Program
82%

2023 Achiever of the Year

Mary Thornton

Mary Thornton's journey at Goodwill spans over four decades, beginning in 1977 when she joined as part of a work adjustment training contract with the Department of Rehabilitation. Initially deemed unemployable by the state due to disabilities, Mary's dedication and capability were later recognized, leading to her employment at Goodwill. Despite facing personal loss, including the passing of her mother in 2010, Mary has remained a steadfast member of the Goodwill team, finding purpose and fulfillment in her work.



Throughout her tenure, Mary has been supported by Goodwill in various aspects of her life, from job training and housing assistance to preparing for retirement. Despite challenges, such as physical limitations, Mary has found joy and fulfillment in her role, contributing to the production of rags by cutting old t-shirts. Her positive attitude and dedication to her work exemplify Goodwill's mission of providing opportunities for personal and professional growth to individuals with disabilities.

Mary's resilience and determination serve as a testament to the transformative impact of Goodwill's programs and support services. As one of Goodwill's longest-serving employees, Mary embodies the organization's commitment to empowering individuals to overcome barriers and achieve success. Her journey from being told she couldn't work to becoming an integral part of the Goodwill community makes her a deserving recipient of the Achiever of the Year award, symbolizing the essence of Goodwill's mission and values.



**LISTEN TO
MARY'S
STORY BY
SCANNING
OR
CLICK [HERE](#)**

2023 Graduate of the Year

Dustin McDonald

Born in Parkersburg, West Virginia, Dustin McDonald was adopted by his aunt and uncle after his biological mother, struggling with drug addiction, put him up for adoption at three months old. Despite a loving upbringing in Richie County, Dustin faced difficulties early on, becoming a father at sixteen and dropping out of high school. His life spiraled further after the deaths of his aunt in 2015 and uncle in 2018, leading to the loss of his marriage and custody of his children, which plunged him into homelessness and addiction.



In his darkest moments, Dustin sold his belongings to sustain his drug habit and felt trapped in a cycle of despair. A turning point came on a rainy day when he realized he was tired of his dire circumstances, prompting him to seek help. In 2021, he entered rehab at St. Joseph Recovery Center, where he learned about Goodwill's Mission Services offering employment opportunities for individuals in recovery. Through Goodwill, Dustin participated in various programs, including Soft Skills Training, Job Development, and a Paid Training Program, which helped him rebuild his life.

With the support of Goodwill, Dustin secured a job at Eagle Point Nursing Home and quickly transitioned from living in a shelter to affording his own apartment and vehicle. His journey came full circle when he became a Behavioral Health Technician at St. Joseph Recovery Center. Dustin's transformation from homelessness and addiction to stability and employment highlights the powerful impact of Goodwill's programs, demonstrating the organization's role in changing lives and providing second chances.



**LISTEN TO
DUSTIN'S
STORY BY
SCANNING
OR
CLICK [HERE](#)**

2023 Community Partner of the Year

United Way Alliance of the Mid-Ohio Valley

Through collaboration with many local nonprofits, businesses, and government organizations, United Way Alliance of the Mid-Ohio Valley (UWAMOV) implements core initiatives that serve identified needs in the communities they serve. Each year, they partner with and invest in the most effective partners that get results in their focus areas of education, income stability, health, and safety net services.

This role as a conduit allows United Way to form strategic partnerships, such as with Goodwill, to create impactful service models that address the evolving needs of the community. Goodwill's collaboration with United Way grew into a strong partnership, largely due to the efforts of Executive Director Stacy DeCicco and her team. The synergy between the organizations led to significant advancements, such as the success of Goodwill's establishment of a brick-and-mortar Prosperity Center in Parkersburg. This organic relationship allowed both organizations to expand their reach and effectiveness, demonstrating the power of collaborative efforts in achieving their missions.

Stacy's role as a connecting force in the community was pivotal in fostering these partnerships. A notable example is the \$500,000 unrestricted gift from BHE Renewables, which was thoughtfully allocated to support rural communities through an innovative mobile unit called "Mission Mobile". This 28-foot unit brings education and job training to underserved areas, demonstrating the profound impact of strategic partnerships, making UWAMOV the perfect recipient for the Community Partner of the Year award.



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UWAMOV'S
STORY BY
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OR
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2023 Business Partner of the Year

Jabe Companies

Jabe Companies is a commercial real estate firm that specializes in owning, managing, and brokering properties. Jabe's comprehensive approach covers all aspects of commercial real estate, providing site selection and investment opportunities to a diverse clientele.

Goodwill's Executive Team unanimously chose Jabe as the Business Partner of the Year due to President and Owner James (Jim) Wilding Jr. and his team's dedication and understanding of Goodwill's mission. Initially meeting to discuss a property in Teays Valley, it became evident that Jabe Companies shared Goodwill's vision for its retail program. Leveraging his connections, Jim facilitated the expansion of a previously undersized store into a 27,000-square-foot superstore. His efforts have been instrumental in enabling Goodwill to employ more individuals and enhance their community impact across West Virginia.

Jabe's assistance in negotiating and closing real estate deals has significantly boosted Goodwill's revenue, generating \$8 to \$10 million annually from the stores he helped establish. Jim commends Goodwill for its comprehensive support services, including employment, housing, and rehabilitation. Working with someone as committed as Jim has been refreshing and beneficial for Goodwill, reinforcing their ability to serve the community effectively.



LISTEN TO
JABE CO.'S
STORY BY
SCANNING
OR
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Volunteer Board

Blair Taylor (Chair)

Executive Director, Municipal Pensions Oversight Board

Chad Crumbaker, J.D. (Vice Chair)

Vice President of Academic and Student Affairs, Aiken Technical College

Adam Krason (Immediate Past Chair)

Principal/Owner, ZMM Architects & Engineers

Dotsy Q. Klei (Secretary)

General Manager, LM Communications

Raymond Morton (Treasurer)

Financial Advisor, Ameriprise Financial Services, Inc.

Daniel Owen

President/CEO, Goodwill Industries of Kanawha Valley, Inc.

Jack Cipoletti

Owner, Point Forward, LLC

Lisa Dennison

Senior Vice President Commercial Lending,
Summit Community Bank, Southridge Office

Terrell Ellis

Terrell Ellis & Associates

John W. Kee

Retired, Arnett-Foster

Janet Lintala

DC/Founder, Autism Health

Wendy Patriquin, D.M.

Dean for Transfer and Pre-Professional Programs,
New River Community and Technical College

Connie Weber

Attorney

Mark Whitley

Executive Director, Jackson County Development Authority

Ed Vallandingham

CFP Financial Advisor, Ameriprise Financial LLS

Trey Jones

Assistant Vice President for University Advancement, West Virginia State University

Jill Parsons, MBA

President/CEO, Chamber of Commerce of the Mid-Ohio Valley

Robin Stemple

Retired, Chemours



**DO GOOD AND
GOOD WILL
COME TO YOU.**

The mission of Goodwill Industries of Kanawha Valley, Inc. is to assist people with employment barriers to actively participate in their community.

When you donate or shop, every purchase you make at Goodwill helps fund programs and services that help people in your community build brighter futures.

You can find our Fiscal Year 2023 Annual Report by scanning the QR code or by visiting our website at goodwillkv.com/annual-report.



Rising Above and Beyond