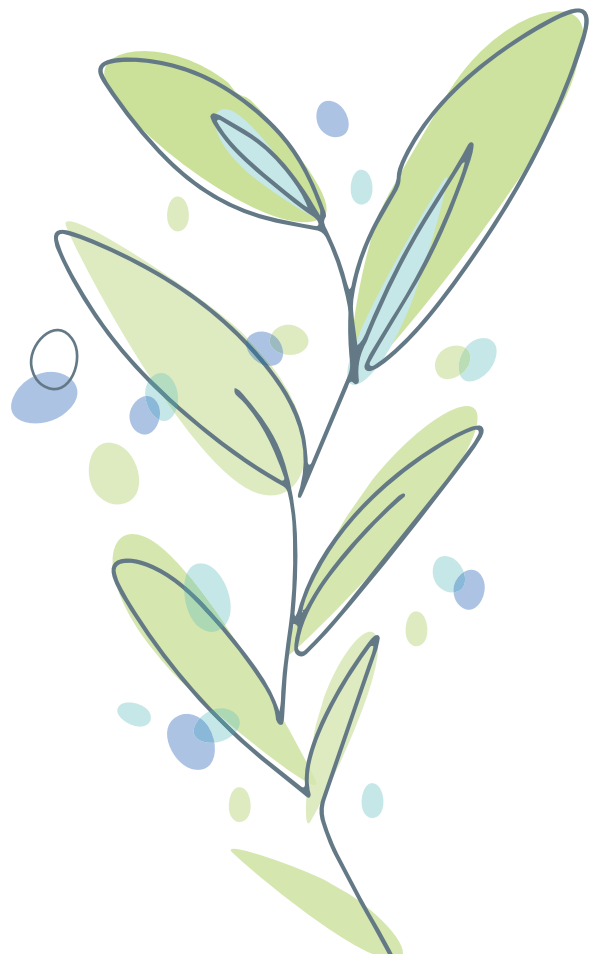
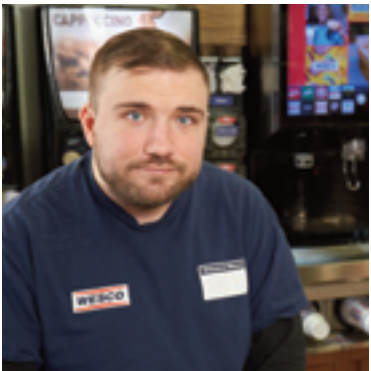


Nurturing progress:
planting the seeds for growth



2023 Annual Report to the Community

Nurturing progress: planting the seeds for growth

Dear Friends of Goodwill:

In so many ways, 2023 was an incubation year of major developments that are already coming to fruition in 2024. As we explore and embrace new environmental solutions to our donation stream, we are also reinventing the delivery of our mission-based programs and services.

In the past year, we've made major renovations to the 89,000-square-foot industrial building we purchased to house our new sustainability initiatives. We acquired and installed much of the necessary equipment and customized machinery to conduct our HydroBlox plastic recycling enterprise in this space.

We shuttered our long-standing Industrial Services division that provided paid skill development for people with disabilities. In turn, we developed new, transformative programming that is already successfully integrating our program participants into jobs in the community.

In terms of textiles, we partnered with Goodwill Industries of Greater Detroit, Accelerating Circularity, and five other Goodwills in Michigan to conduct a state-wide study of the makeup of unwanted textiles to potentially create a Goodwill post-consumer textile recycling feedstock. And we partnered with Harvest Nano to develop a textile circularity system for converting unsalable cotton material into profitable cellulose and nanocellulose products.

We reimagined our workforce development programming and successfully secured funding from the State of Michigan to launch substantive vocational certification programs that have the power to lift people out of poverty and into living wage jobs. We've also partnered with some incredible community partners to expand our wraparound support services such as literacy, GED classes, housing, and child care.

As we emerge from our incubation period and embark on organizational growth, there are remarkable opportunities on the horizon!



Jeanette Hoyer
Jeanette Hoyer
President and CEO



Diana Osborn
Diana Osborn
Board of Directors Chair

2023 Board of Directors

Goodwill thanks all who served.

CHAIR

Diana Osborn
Muskegon
Community College
(retired)

FIRST VICE CHAIR

Alan Steinman
Annis Water
Resources Institute,
GVSU

SECOND VICE CHAIR

Nancy Miller
Horizon Bank
(retired)

TREASURER

Bruce Spoelman
Muskegon YMCA
(retired)

SECRETARY

Janelle Mair
Community
Foundation for
Muskegon County

MEMBERS

Todd Bramer
SKF

Harold Burrell
Lighthouse
Insurance Group

Tom Dake
Kendall Electric
(retired)

Paul Gilbert
Brickley DeLong, P.C.

Kaslena Hussey
Nordic Global

George Johnson
Parmenter O'Toole

John Johnston
PeopleIT

Cyndi Langlois
Muskegon
Innovation Hub,
GVSU

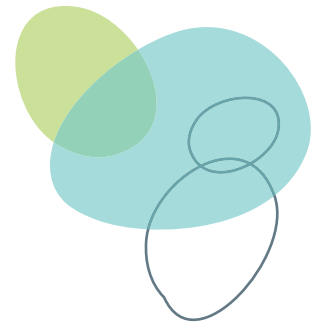
Mike Muskovin
Prepared

David Timmer
Howmet Aerospace

Clinton Todd
Community
Shores Bank
(retired)

Goodwill Industries of West Michigan is a nonprofit organization as recognized by section 501(c)(3) of the Internal Revenue Service Code.

What does Goodwill do?



Our mission is:

Changing **LIVES** through the power of **WORK**.

Our vision is that every person has a pathway to meaningful and sustaining work.

Goodwill is dedicated to eliminating barriers to opportunities so people can achieve their fullest potential and contribute positively to their community. We offer a broad range of employment and training programs and support services to fulfill a diverse set of community needs. Some people find their way to Goodwill because of limited skills or work history, some have physical or developmental disabilities, while others are referred through human service partners or correction agencies.

People Served
IN 2023

3,735

total people were provided workforce development and support services

468

people placed into competitive jobs in the community

\$19.56

average hourly wage of people placed

Visit our website at www.goodwillwm.org to learn about our program and services. ▶





Highlights OF 2023



March ▼

Launched new **Material Handling Certification** program and certified 11 out of 15 program participants.

Said goodbye to Retail Operations Director **Jim Cherney** after 20+ years of service.



April ▼

Welcomed new Retail Operations Director **Steve Jackson**.



Goodwill **VITA** program prepared 2,190 free tax returns equating into \$2,951,296 returned into the community.

July ▼



Partnered with **Ottawa Area Intermediate School District** to expand “Talking is Teaching” child literacy program into three additional Goodwill stores. Celebrated with community launch party.



Launched “**New Lives**” **mission awareness** marketing campaign on local billboards, social media, and in-store messaging.

August ▼

Transitioned out of Section 14(c) commensurate wage program and shuttered our Industrial Services division. Developed **new integrated employment programming** and partnered with 18 new employers interested in hiring people with disabilities.

Branded and introduced new in-house product **Good Glass** —

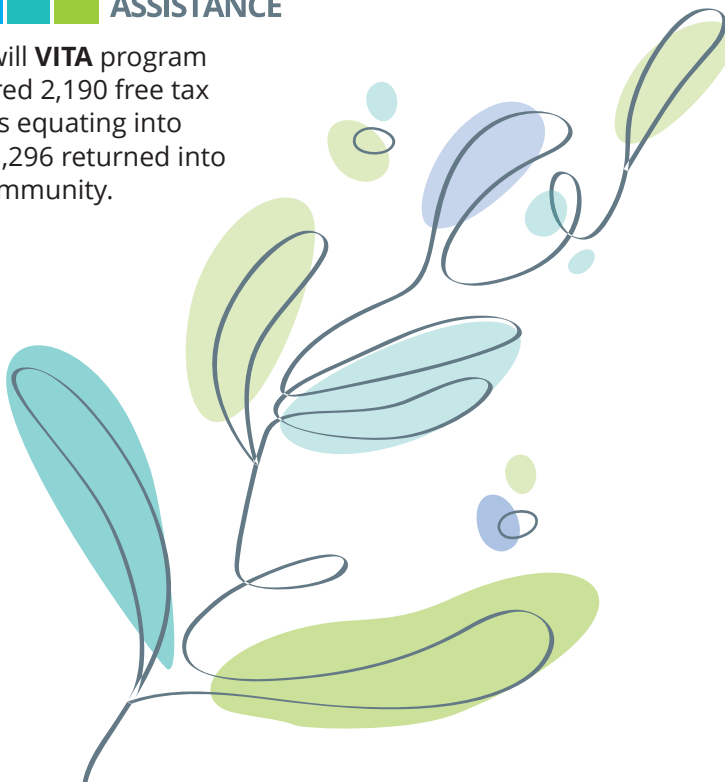
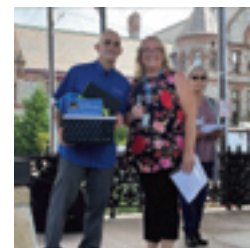


“sea glass” manufactured from unsaleable glassware — for sale in Goodwill retail stores.



Began partnership with Harvest Nano to develop a textile circularity system for converting unsalable cotton material into profitable cellulose products.

Our Apple Avenue store received an **Employer Recognition Award** from referral partner HealthWest for providing retail job training and placement opportunities.



September ▼



Partnered with **Newaygo County Great Start Collaborative** to install “Talking is Teaching” child care literacy program into two additional Goodwill stores. Hosted launch party for children and parents at our Newaygo store.



October ▼



TrueNorth Community Services established a new **Housing Assessment and Resource Agency (HARA)** office inside Goodwill’s Career Center to serve Muskegon County.

Resource navigation, housing assistance, and employment support services expanded to **Mason, Newaygo, and Oceana counties** for Offender Success program participants through funding from Michigan Works! West Central.



Introduced Goodwill-branded **reusable bags** for sale in all retail stores, eliminating single-use plastic bags.

November ▼

Launched awareness campaign of Goodwill Workforce Development’s **partnership with local law enforcement.**



December ▼

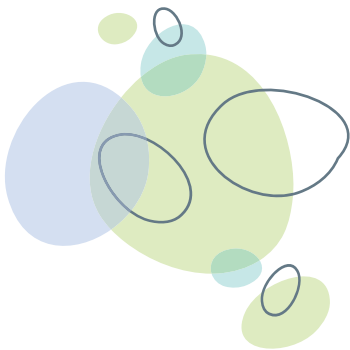


Completed first phase of new **HydroBlox plastic recycling facility** renovations and production preparation.



Awarded \$568,594 in **Barrier Removal and Employment Success (BRES)** grant funding from the State of Michigan to expand employment and training opportunities and wraparound support services, including partnerships with TrueNorth, Read Muskegon, and United Way of the Lakeshore.

Goodwill **Tri-Share Child Care Hub** placed 60 children into child care, secured 32 participating employers, and enrolled 74 child care providers into the program.



GOODWILL INDUSTRIES
ACHIEVER
OF THE *Year*



“ I do many jobs here. I work hard.”

Bill
RAMI
General Assembly

“ALL OF THE JOBS that we've introduced Bill to, he just always says, 'Yep, I can do it,' and tries it. I think that's part of his success,” said Goodwill Job Placement Supervisor J.D. Holmes.

Bill has been a part of the Goodwill family for many years. As a person with autism, he was originally referred to Goodwill from HealthWest for assistance with job skills training in Goodwill's Industrial Services Center where he excelled and outperformed most of his

coworkers doing packaging and assembly work. Bill also trained and worked in Goodwill's Janitorial Services department fulfilling contracted cleaning services in the community. Over the years, Goodwill placed Bill in several jobs in the food service industry but the chaotic work environment was not a good fit.

Bill excels at complex, independent, repetitive, detail-oriented work so when a position for a general assembly worker opened up at RAMI last summer, J.D. approached Bill about applying.

“I made the connection with RAMI and told them about Bill's skills and experience,” J.D. said. “They gave us a tour and Bill was able to see the jobs they

needed help with, and he was pretty confident he could do those jobs.”

Goodwill Job Coach Leann Broughton worked shoulder-to-shoulder job shadowing Bill at RAMI to help him learn the many facets of his job.

“The only thing that really surprised me was how much of a fast learner he is,” said RAMI Team Lead Michelle Batka. “That is something that just blew my mind. He's just so smart; he's a sponge. He absorbs everything that you tell him and retains it. Even for us who have worked and built these parts before, for him to pick it up as fast as he did almost put us to shame in a sense because he picked it up like he'd been doing it his entire life.”

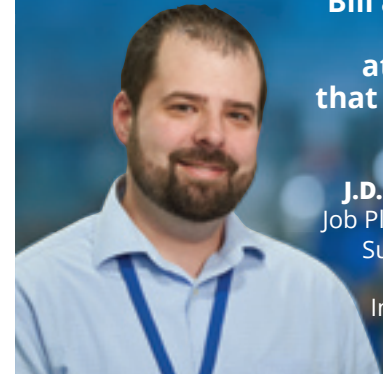


Supported Transitional Employment Program (STEP)

STEP serves individuals with varying levels of disabilities who are interested in obtaining work. Referrals are made for a variety of skill building, supported employment, and vocational evaluation activities to support competitive and integrated employment.

“Bill always has an attitude that he can do it.”

J.D. Holmes
Job Placement Supervisor
Goodwill Industries



“Bill had to build relationships with new coworkers, learn a whole new routine — breaks, lunchtime, you know, things like that,” J.D. said. “Goodwill staff was able to help support him through a lot of the changes he went through, but it also speaks volumes about Bill for being able to work through that adversity and always have an attitude that he can do it.”

“Everybody loves him,” Michelle said. “He’s got such a great personality. He’s so friendly, easy to get along with, easy to talk to.”

Bill is thriving at RAMI and has made lots of friends. In his spare time he likes watching wrestling on TV, bowling with friends, and going out to eat with his housemates. ■



“He makes my day a little bit better. You can't be happy when you're around him.”

Michelle Batka
Team Lead
RAMI



GOODWILL INDUSTRIES
ACHIEVER
OF THE *Year*

“Every day I'm motivated. I just love what I'm doing.”

Lexavier
Chart House Energy
Solar Panel Installer

LEX WAS INTRODUCED to Goodwill and the EXIT program through his probation officer. “I was court ordered through my probation officer to Goodwill for the work experience training part of the program,” Lex said.

Father of two young boys, Lex was ready to turn things around. “I was making poor choices. I was caught up in a few things I had no business doing.”

Lex was given a paid work experience in Goodwill's Industrial Services Center doing

packaging and assembly work.

“Goodwill gave me the basic skills needed to hold on to a job,” Lex said. “It gave me a chance to earn some money and do steady work. Working 8 a.m. to 3 p.m. took getting used to. Goodwill also gave me a space and time to work on my GED.”

“Lex took his classroom time and work experience training seriously and saw the value of what was being offered him,” said Goodwill Job Coach Shannon Judson. “He has the drive to do what it takes to be successful.”

When an opportunity for solar panel installer at Chart House Energy became available, Goodwill encouraged Lex to apply and he was offered the position.

“When Lex first started, I feel that he lacked confidence with being on a roof working and other things,” said Chart House Energy Production Manager Steven Thompson. “And now he has total confidence in himself and that's just great. I'm really proud of Lex. He's grown so much since he started working at Chart House.”

“I was referred to Chart House through Goodwill,” Lex said. “I love the variety of the job. Everyday it's something different. I'm learning so much. I really love using power tools.”

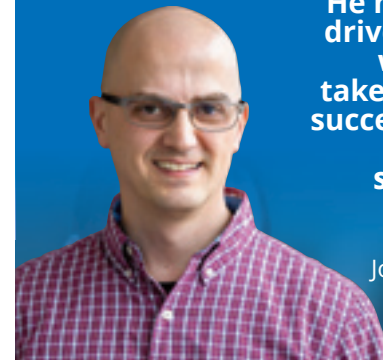
“Lex is someone who is dependable, on time, learns things easily, and excited to work,” Steven said. “He does everything from setting up the racking, to setting up the



The Empowering Ex-offenders in Transition (EXIT)

The EXIT program provides comprehensive support services to criminal offenders living in the cities of Muskegon and Muskegon Heights. In partnership with other community organizations, this alternative sentencing option provides participants referred by the Muskegon County Probation Office with case management, mentoring, and occupational training. The program is designed to help participants be involved in their community in more positive ways, reducing the likelihood of future criminal activity.

“He has the drive to do what it takes to be successful.”



Shannon Judson
Goodwill
Job Coach

panels, to wiring the panels, to finishing the system.”

“I learned a lot just from working here; it makes me a better person,” Lex said. “All the stuff I was doing, I don’t have time for that no more. I’m living somewhat comfortable and I’m able to do normal things,” Lex said. “I’m able to spend time with my kids, fix things in my house that need to be fixed, and I’m able to put away money. I’m doing it! All the mistakes I made, that’s really not me ... I’m a better person. I’m really seeing the real me right now. I changed a lot. I’m doing better in life and it feels good.” ■



“Lex has really succeeded in learning a new skill and is a really hard worker.”

Steven Thompson
Chart House Energy
Production Manager

GOODWILL INDUSTRIES
ACHIEVER
OF THE *Year*

“Now it's my chance to help someone else.”

Kaylyn

Muskegon Community College Student

“BEFORE COMING TO GOODWILL, I was figuring out my life and figuring out my sobriety.” Kaylyn Hosmer was referred to Goodwill’s LifeLaunch: IGNITE program. “My addiction recovery coaches at Fresh Coast Alliance told me about Goodwill and the IGNITE program and thought it could help me.”

Goodwill Career Coach Joe Gordon saw something special about Kaylyn from the beginning. “Kaylyn has a strong desire to succeed. She had hit

bottom a few times in her young life already and was determined not to go back there,” Joe said.

“My life was pretty rocky. I was trying to stay sober, maintain my mental health, and find a job,” Kaylyn said. “I ultimately needed to get my life back on track. My biggest barrier before coming to Goodwill was knowing my self-worth. I was struggling with depression and drug addiction. Coming to Goodwill really helped me believe in myself.”

Goodwill provided Kaylyn with a temporary paid work experience that acclimated her to a workplace setting and helped her learn to work as a member of a team. “Before coming to Goodwill I didn’t

know how to hold on to a real job. Struggling on and off with my sobriety, working a job was always on my terms. I never thought about looking at it from the employer’s point of view, but Goodwill helped me with that,” said Kaylyn. “Goodwill loved on me and helped guide me. They listened when I had problems and needed to talk with someone.”

Goodwill assisted Kaylyn in securing a job in food service. “I love to work with people. I don’t think I could survive long term at a job that wasn’t people centered,” Kaylyn said. “Goodwill also helped me with paying my rent at the sober living house so I could still work and save money,” Kaylyn said. “And they helped me learn how



LifeLaunch: IGNITE

Funded through the U.S. Department of Labor, IGNITE is a program for 18-to-24 year old justice-involved young adults wanting a fresh start. The program includes job readiness, work experience, career coaching, job placement assistance, and other supports.

- ✓ Time-limited, vocational training program
- ✓ Funded by: U.S. Department of Labor: Employment and Training Administration
- ✓ In partnership with Muskegon Community College
- ✓ Grant duration: 2021-2024
- ✓ At-Risk Young Adults Served: 78
- ✓ Measurable skills gain rate: 82%
- ✓ Credential attainment rate: 61%

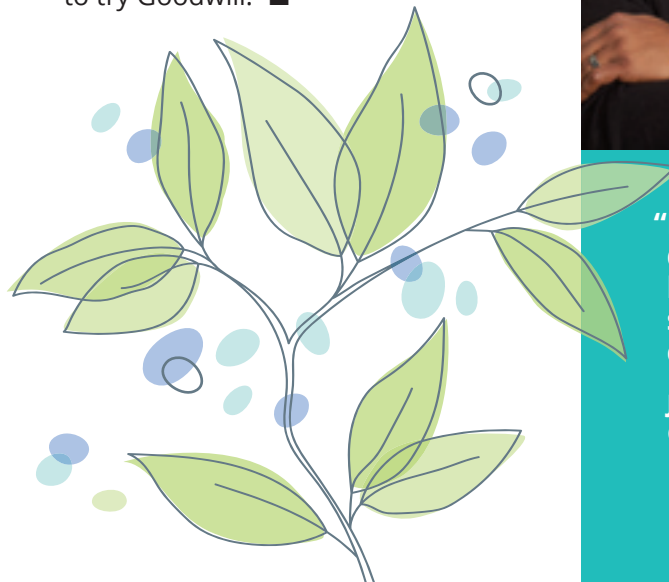
to budget and set up a financial plan which was very helpful.”

“Goodwill was very supportive,” Kaylyn said. “My work was praised. I felt appreciated and valued. The IGNITE program gave me a career plan and showed me that what I wanted was possible. I discovered that what I want is to be a social worker; primarily, a recovery coach.”

Kaylyn enrolled at Muskegon Community College to get the education she needs to fulfill her dream. She recently accepted a job as a recovery technician at Our Hope Association in Grand Rapids.

“I love the fact that I will be able to make an impact on someone's life,” Kaylyn said. “I'm in the same position

someone else was in helping me. Now it's my chance to help someone else. Goodwill helped me realize my worth and know what skills I bring to the table and how to use those skills to market myself. They led me in the right direction and I would recommend anyone lost in life to try Goodwill.” ■



“Kaylyn was very determined to become the person she knew she could be.”

Joe Gordon
Goodwill Career Coach

GOODWILL INDUSTRIES
ACHIEVER
OF THE *Year*



I'm the best worker at Wesco.

Donald

Wesco
Service Associate

"TO BE HONEST, I wasn't sure if Donald would be able to work independently," Goodwill Job Placement Supervisor Julie Joppie said. "But now he is and doing awesome! He comes into work, clocks in, and begins to work on his own."

Donald was referred to Goodwill from Michigan Rehabilitation Services for help in securing a job. Julie found an opportunity at the Wesco store in Spring Lake on Donald's behalf, and the management team there were supportive and open to giving Donald a try.

"Since the first time we met Donald, he has changed tremendously," said Wesco Manager T.J. Prince. "First day, he was very nervous. He wasn't sure how he was going to like this. And now he walks in, gets his stuff done, clocks in. He tells me, 'Hey, I'm clocking in and I'm starting to work.' Okay. That's all I need to know and he goes off and does stuff. So it's been a big change from day one to today."

"I sweep the floors first. Then I mop the floors, and then I clean the bathrooms," Donald said. "And then I usually rearrange stuff and then I clean the glass doors."

"I would agree he is one of our best workers, if not our best worker," T.J. said. "He shows up on time. He's here 30 minutes early every day. He doesn't complain."

Donald's success took time and patience, but his performance and steadfastness has exceeded everyone's expectations. After Wesco hired Donald, Goodwill provided more than 100 hours of on-the-job coaching services and extended 90-day follow-up.

"I've been working with Donald for almost a year," Julie said. "We started out with job readiness training, interview skills, and job coaching. Donald sometimes struggled with his focus and his ability to control his emotions, but we worked on that and now he is doing an awesome job. Wesco has been very supportive and has worked really hard to make Donald feel comfortable."

The job of service associate is broad and Donald likes the variety of tasks. Donald's



Supported Transitional Employment Program (STEP)

STEP serves individuals with varying levels of disabilities who are interested in obtaining work. Referrals are made for a variety of skill building, supported employment, and vocational evaluation activities to support competitive and integrated employment.

"I wasn't sure if Donald would be able to work independently, but he is, and doing awesome."



Julie Joppie
Goodwill Job Placement Supervisor

responsibilities include sweeping and mopping the store, cleaning the bathrooms, wiping down the pumps, emptying garbage, cleaning cooler doors, filling the ice bags, and more.

A Goodwill career coach now visits with Donald just once a week for 30 minutes, and checks in with Wesco management to make sure everything is going smoothly.

"At Goodwill, we all believe that work is extremely important to everyone. It has totally changed Donald's life," Julie said. "Donald has a job, owns a debit card, and lives in his own apartment in Spring Lake."

"He knows what he's doing and it really takes a load off of us because he's able to do so

much for us," T.J. said. "I'm just so proud of Donald."

When he's not working Donald likes to play video games and card games, and write superhero stories." ■



"He shows up, he pushes himself, and he learns new stuff every day."

T.J. Prince
Wesco Manager

GOODWILL INDUSTRIES
VOLUNTEER
 OF THE *Year*



Calvin Vanden Bosch

Retired accountant Calvin Vanden Bosch finds joy in volunteering with Goodwill's Volunteer Income Tax Assistance (VITA) program, where every interaction is an opportunity to connect with the community. He takes pride in contributing to the program's mission knowing he's making a meaningful difference in people's lives. Cal's enthusiasm extends to collaborating with fellow preparers, creating a dynamic and fun environment fueled by the spirit of volunteerism.

"I nominated Cal to receive Goodwill's Volunteer of the Year award for so many different reasons," said Goodwill Tax Program Coordinator Amanda Kitchka. "Cal has a little bit of everything to offer the community that we serve, beginning with 15 years of knowledge. He is a great problem solver, and it does help that he is literally always wearing a smile. Cal is thorough, detail oriented, and time efficient. He consistently has a positive attitude, comes prepared, and works so well within the program. One of the biggest reasons that I love working with Cal is that he does a great job of patiently teaching new volunteers about tax law and preparation, including myself when I first started."

Cal has prepared over 100 free tax returns this year. In his spare time, he enjoys traveling.

GOODWILL INDUSTRIES
CONTRACT
 PARTNER
 OF THE *Year*

The Eagle Group

The Eagle Group is a one-stop service provider of metal casting and machining companies based in Muskegon specializing in shell molding, investment casting, and state-of-the-art CNC machining. All three Eagle Group companies are ISO-certified, with the capabilities to design, cast, treat, and machine most orders in-house.



GOODWILL INDUSTRIES
EMPLOYER
 PARTNERS
 OF THE *Year*

Chart House Energy

Chart House Energy is an independent power producer providing discounted, emission-free electricity to governmental, commercial, and private customers. Through developing, owning, and operating sustainable, clean on-site energy generation systems, Chart House creates value to the consumers and the environment.

www.charthouseenergy.com



Wesco — Spring Lake Store

Focused on outstanding customer service, Wesco Inc. operates 55 convenience stores across West Michigan that are open 24 hours a day, every day of the year. Wesco also owns and operates a private distribution center, a bulk fuel and propane business, a private label deli and bakery operation, and six Subway locations.

www.gowesco.com



RAMI

RAMI (R.A. Miller Industries, Inc.) is a supplier of advanced antenna systems and accessories to military, aviation, and transportation customers worldwide. RAMI offers the industry's most reliable and highest performance antenna systems tailored to each customer's specific requirements.

www.rami.com



Sources of Revenue in 2023

In 2023, Goodwill funded most of its own operating budget through its sustainable business enterprises.

Goodwill balances a triple-bottom line of jobs and employment, sound environmental practices, and a strong financial position.

SOURCES OF REVENUE

71%
\$25,182,983
Revenue generated from retail, industrial, and commercial business lines.

29%
\$10,500,845
Program service fees, community support, investments, and other income.

Financial Report for 2023

STATEMENT OF FINANCIAL POSITION

Cash and Cash Equivalents*	\$19,578,730
Accounts Receivable	\$833,717
Inventory	\$378,818
Prepaid Expenses	\$362,327
Equity in Unconsolidated Subsidiary	\$3,352,848
Right-of-Use Assets	\$7,672,402
Property, Plant & Equipment	\$14,445,588
Operating Assets	\$46,624,430
Restricted Assets	\$0
Total Assets	\$46,624,430
Accounts Payable	\$7,524
Accrued Expenses	\$1,099,565
Other Liabilities	\$887,208
Operating Lease Obligations	\$7,747,455
Long-Term Debt	\$3,381,198
Total Liabilities	\$13,122,950
Net Assets	\$33,501,480
Total Liabilities & Fund Balance	\$46,624,430

*Includes assets held in Goodwill's Endowment Fund with the Community Foundation for Muskegon County.

STATEMENT OF ACTIVITIES

INCOME	
Participant Programs & Services	\$5,310,749
Contract Services (Industrial/Janitorial)	\$841,453
Retail Operations**	\$24,341,530
Public & Corporate Support	\$5,190,096
Total Operating	\$35,683,828
Fundraising	\$48,642
Agency Total	\$35,732,470
EXPENSES	
Participant Programs & Services	\$6,028,866
Contract Services (Industrial/Janitorial)	\$1,356,697
Retail Operations**	\$20,221,494
Management & General	\$3,552,088
Total Operating	\$31,159,145
Fundraising	\$4,866
Agency Total	\$31,164,011
Increase in Net Assets	\$4,568,459

**includes non-cash value of \$4,930,040 in 2023 representing the value of donated goods per continued application of FASB Accounting Standards Codification 958, Not-for-Profit Entities, 605 Revenue Recognition — Contributions Received.

Audited by Rehmann. A complete copy of the audited financial statement by Rehmann can be provided upon request.

10 ways

you can support Goodwill

SHOP our retail stores

DONATE your unwanted, gently used items

HIRE a Goodwill program graduate

VOLUNTEER your time to serve

RECYCLE your computer and TVs with us

HOST a donation drive at your school or business

INVITE a Goodwill associate to speak to your organization

GIVE a financial donation

REMEMBER Goodwill in your estate planning

CONNECT with us on social media

Thank you!

Your support and generosity makes our mission possible.



Our store locations.

Goodwill Industries of West Michigan is:

A SOCIAL ENTERPRISE

Goodwill stores exist to support Goodwill's mission. Our employment and training programs are funded largely by revenue generated from our **local retail operations** which sells donated clothing and household items donated by the community.



Our business-to-business services also generate revenue while providing real work and training opportunities for our program participants. Our **Janitorial Services** division provides commercial cleaning services contracted with local businesses, and our **GoodTemps Staffing Solutions** employment agency helps local businesses secure quality workers.

All funds generated stay local and serve our West Michigan community.

A SUSTAINABILITY CHAMPION

In 2023, Goodwill Industries of West Michigan **kept an estimated 11.2 million pounds of materials out of local landfills** through store resale or recycling programs.

We are currently working on innovative solutions to repurposing plastic, wood, glass, and textiles, striving to become a **zero-waste organization by 2030**.



GOODWILL WEBSITE
www.goodwillwm.org

GOODTEMPS WEBSITE
www.goodtempismi.com

Corporate Headquarters
Goodwill Career Center
GoodTemps Offices

271 East Apple Avenue
Muskegon, MI 49442
Phone: (231) 722-7871
Fax: (231) 728-6408



Accredited by CARF,
the Commission on
Accreditation of
Rehabilitation



Meets all BBB
Standards of
Charitable
Accountability



A LOCAL AND INDEPENDENT NONPROFIT ORGANIZATION

We are a registered 501(c)(3) nonprofit organization serving the local community for nearly 75 years. We are one of 156 member agencies of Goodwill Industries International serving a designated geographic location. Each agency is independently operated, funded, and guided by its own board of directors made up of volunteers from the community.

Service Territory



Printed using vegetable-based inks.