



**To all of our Friends, Partners, Clients, and Supporters,**

Thank you! Thank you for helping our Goodwill during this most challenging year. ...Because of you, we have continued to serve our community with the utmost focus on health and safety.

...Because of you, we have built new virtual access to our free education, job training, and career pathway services, reaching more deeply into our 15-county region than ever before.

...Because of you, we have learned the critical importance of becoming an anti-racist, fully inclusive, multicultural organization and have taken significant steps along this journey and have more work planned ahead.

...Because of you, we have found new opportunities to collaborate with others and provide essential services to help people get back on their feet and move forward with their lives.

...Because of you, we have learned anew the importance of resilience, agility, and compassion.

...And, because of you, we stand on a solid foundation as we look ahead to marking our 100th year of service in 2022.

With deep gratitude,

Lori Forte Harnick, President & CEO

Colette Taylor, Chair, Board of Directors

**Living Our Values**

**It is said that adversity does not build character, it reveals it.** In 2020, the COVID-19 pandemic challenged all of us. At Goodwill, we rose to meet every challenge through teamwork, commitment, focus, and compassion. What guided and sustained us was the belief in and consistent application of our organizational **C.A.R.E.S.** values:



**C.A.R.E.S. VALUES**

**48 MILLION LBS.**  
of donated goods were kept out of landfills through recycling and repurposing in 2020



As services in Washington opened back up, we began to recall most of our employees. When we reopened our thrift retail operations, our focus on safety was paramount and we strictly adhered to CDC guidelines in all stores and donation centers. We were so grateful to see many of our loyal supporters walk in our store doors and drive up to our donation sites. Their patience was appreciated as we took all the necessary precautions to keep our employees and customers safe.

**Our focus on efficiency, safety, cross-training, and teamwork** provided us a solid foundation from which to navigate the many challenges we faced during the pandemic. Retail sales had been growing prior to the shutdown and we enjoyed better than expected results once stores reopened. Online sales once again accounted for a significant portion of our overall revenue in 2020 and played a crucial role during the crisis while storefronts remained closed. We couldn't have come back strong without the amazing resiliency of our employees, who embodied our C.A.R.E.S. values throughout this enormously difficult year. From our retail stores to our operation centers to our administrative and workforce development teams, every member of our organization came together to meet each challenge with grit, determination, and care for one another.

**The pandemic affected every aspect of our social enterprise** - from the temporary closure of all our stores and our Work Opportunity Center buildings, to our financial situation and staffing. When Washington State's "Stay Home Stay Healthy" orders went into effect in late March of 2020, tight expense management became crucial and we made the painful decision to temporarily layoff 90% of our employees. Not knowing when or at what capacity our operations would reopen, we created financial sustainability plans based on multiple potential scenarios, preparing us for whatever the future might hold. We also worked diligently to create operational plans to help us navigate the new realities awaiting us in conducting business and serving clients safely.

As we readied ourselves to reopen, many community members supported our organization with financial contributions. Because of these generous donations, we were able to continue our basic operations while our stores - our primary source of revenue - remained closed. We will be forever grateful for the generosity of our community, which stepped up without hesitation to help us when we needed it most.

**17% (\$6.2 MILLION)**  
of our donated goods business came from online sales in 2020



*We couldn't have come back strong without the amazing resiliency of our employees, who embodied our C.A.R.E.S. values throughout this enormously difficult year.*

**Delivering our Mission in a Virtual World**

**The closure of our Work Opportunity Centers challenged us** to create alternative ways to serve our many clients. Our success coaches and case managers pivoted to a virtual environment, utilizing phone, email, and Zoom sessions to assist the hundreds of veterans, young adults, seniors, and people with disabilities who needed support and guidance.

Our team of workforce development professionals worked alongside our clients, teaching them new skills and supporting their overall development through personalized coaching, counseling, and job-seeking services tailored to the particular needs of the populations we serve. We are so appreciative of the many Goodwill leaders, who continued to educate and serve with compassion, including:

**KATIE**  
Katie, who works with youth and young adults to help them take the first step on their path toward education and employment, often coaching them through a high school equivalency test, a college application, or a pre-apprenticeship program.

**MIKE**  
Mike, who helps military veterans transition to civilian work by tapping into their talents and pivoting toward opportunities to leverage their leadership and expertise.

**DAVONNA**  
Davonna, who works with people with disabilities to help them develop the communications and team collaboration skills sought out by organizations that are eager to employ these individuals and embrace the unique value they add to their teams.

**5,665 PEOPLE** Were provided free education, job training and placement, in 2020

**Goodwill Connect**

**To provide a greater number of people in our territory with access** to our job training programs and career pathway services, our team developed Goodwill Connect - a digital work opportunity center launched in July. Goodwill Connect is accessible anytime - anywhere through any internet-connected device. Hundreds of individuals from throughout our 15-county territory participated in a host of offerings, including our Career Readiness Education & Development (CRED) program, Basic IT Fundamentals, Microsoft Azure Fundamentals, and our Personal Finance courses.

We are so proud of our clients who have excelled during this difficult time, mastering new fields and pursuing new opportunities, including:

**CHRISTINE**  
Who participated in the new Disability Services Virtual Training Library where she improved her math skills allowing her to apply for cashier positions with her current employer.

**TYLER**  
Who participated in the Economic Security for All program, completed his training at WIOA and received his Commercial Driver's License certificate. He is now working with our Career Hub employment coach for job placement and with a financial coach to re-build his credit.

**CHRISTINA**  
Who participated in our Career Readiness Education & Development program and is receiving financial and success coaching in our Centers for Strong Families program, helping her advance in the restaurant industry and build up her assets to start her own food truck business.

**In 2020, we also forged ahead with several other new initiatives,** including partnerships with community organizations to provide crucial support to those impacted by the COVID-19 pandemic.

For the first time, Goodwill became a direct service provider in the area of housing assistance. We received a federally-funded grant to help implement the Pierce County Emergency Rental & Utilities Assistance Program, which provides eligible Pierce County households with financial assistance for overdue rental payments. We distributed rental assistance to more than 150 households during the last quarter of 2020 and we are proud to continue this service in 2021.

In addition, Goodwill hosted several "Collaboration for a Cause" community distribution events in partnership with more than a dozen local organizations. These events provided much needed basic resources and supplies to Pierce County residents, including non-perishable food and water, personal hygiene products, housewares, school supplies, children's clothing, facemasks, and blankets. These events are also continuing in 2021.

**300 EMPLOYERS** Hired Goodwill program graduates in 2020 in a variety of career fields

**Becoming an Anti-racist Organization**

**Over the past several years,** our Goodwill has been working to champion diversity, equity, and inclusion. Yet, the spate of murders of Black people in the spring of 2020, and the ongoing violence against all People of Color, made it very clear that we needed to do much, much more.

Therefore, we decided to not only take a stand and join others in the fight to dismantle racism, we also determined that we must become an actively anti-racist organization. This decision has led us to examine our entire operation, to put plans in place to make changes from within, to share what we have learned, and to seek to learn from others where we can do better and do more.

Our work toward becoming an anti-racist organization began with a set of intensive educational sessions for our Executive Team in the summer of 2020. These sessions focused on the history of racism in our country and the ongoing oppression of people who are Black, Indigenous, and other People of Color due to systemic and institutional racism and discrimination. Our Leadership Team, Board of Directors, and all of our employees are participating in similar sessions throughout 2021.

Thus far, we have integrated our learnings into our organizational strategic plan, developing an anti-racist strategy map with specific action steps designed to make the real world changes that are needed to dismantle the systemic racism that continues to pervade our society today.

We will continue with an organization-wide assessment and a set of new actions that we will build into a longer-term plan. And as we do so, we are partnering with many community organizations to share ideas and lessons, and find opportunities to collaborate in this critically important work.

**Approaching Our 100th Anniversary... and Looking Ahead**

**in April of 1922,** Tacoma Goodwill Industries filed articles of incorporation. A lot has happened and changed over the last 100 years, but one thing has not: Goodwill has always been there to help people survive crises, rebound from setbacks, revive their hopes, and realize their dreams.

To continue to thrive and provide the community with the kinds of services required for the workforce of tomorrow, we must evolve and innovate. As we approach our 100th Anniversary, we will embark on **Power Up Goodwill**, a centennial campaign to raise the funds necessary to compete in the 21st century.

We know technology will be critical to our survival and the success of the people we serve. Whether it is the technology system our retail enterprise will need to thrive in the increasingly online, digital marketplace or the technology skills our students will need to secure a livable wage career, technology will be either a game-changer or a deal-breaker for our Goodwill.

We will share more details on our campaign throughout 2021 and we sincerely hope you will partner with us to help the people of our community transform their lives and emerge from these troubled times stronger, more resilient, and ready to rebuild the future.

*Thank you for your continued support.*

**2020 Financial Highlights**

**Operating Activities**

Statement of Unrestricted Activities (in thousands)

REVENUES	EXPENSES
Mission Services \$4,665	Mission Services \$7,394
Retail Operations \$53,575	Retail Operations \$51,919
Managed Real Estate \$1,115	Managed Real Estate \$564
Fundraising \$1,340	Fundraising \$444
Miscellaneous \$118	Management & Admin \$4,431
<b>TOTAL REVENUES \$60,813</b>	<b>TOTAL REVENUES \$64,752</b>

Change in Net Assets from operating activities (\$3,939)

**Consolidated Statement of Financial Position**

(in thousands)

Total Assets	\$75,982
Total Liabilities	\$32,095
Total Net Assets	\$43,887
Total Liabilities & Net Assets	\$75,982

**COMMITMENT TO OUR COMMUNITY**

**91.6%** of Goodwill expenses support retail and mission programs & services

**8.4%** of Goodwill expenses support management & fundraising

**HONOR ROLL OF DONORS**

(direct and in-kind gifts made October 1, 2019 - September 30, 2020)

- |   |   |   |  |   |
|---|---|---|--|---|
| <p><b>\$100,000+</b><br/>Boeing Company<br/>The Pierce County Connected Fund<br/>Wells Fargo Foundation</p> <p><b>\$25,000 - \$99,999</b><br/>Ben B. Cheney Foundation<br/>Community Foundation of Southwest Washington<br/>JPMorgan Chase Foundation<br/>Local Initiatives Support Coalition<br/>Safeco Insurance<br/>Starbucks Foundation<br/>Patricia Stromberg United Way of Pierce County</p> <p><b>\$10,000 - \$24,999</b><br/>Columbia Bank<br/>Foundation for Tacoma Students<br/>Lee C. Gingrich<br/>Microsoft<br/>MOD Pizza<br/>RealNetworks Foundation</p> | <p><b>\$5,000 - \$9,999</b><br/>The Bamford Family Foundation<br/>Boeing Company Employees<br/>Chelalis Trisie<br/>Dimmer Family Foundation<br/>Florence B. Killworth Charitable Foundation<br/>The Gottfried and Mary Fuchs Foundation<br/>Clara Ledd<br/>Dennis &amp; Linda A. Leithauser<br/>Milgard Windows &amp; Doors<br/>Scott E. Silver<br/>Todd Silver<br/>Buck B. Thompson<br/>Michael A. Tucci, Sr.<br/>US Bank Foundation<br/>Scott Vipond<br/>William W. Kilworth Foundation</p> <p><b>\$100 - \$4,999</b><br/>Paige T. Abbott<br/>Donna Albere<br/>Christopher W. Algeo</p> | <p>Barbara Ault<br/>Robert Aye<br/>Steve Barger<br/>Anne Becker<br/>Mark Blanchard<br/>Dan Bogart<br/>Tony Brien<br/>Susan Brinkman<br/>Jack E. Butson<br/>Sandra Cammarano<br/>Anthony Chen<br/>Rory Connelly<br/>Franklin Dacca<br/>Bill Dickens<br/>Sue Dreier<br/>Rick Ellingson<br/>Gary Ernest<br/>David Flintige<br/>Charole Fosse<br/>Demetrius Forte<br/>Frances C. Heidner<br/>Charitable Lead Trust<br/>Dan Glover<br/>Ann Gosch<br/>Shannon Covia<br/>David Graves<br/>Jason Hall</p> | <p>Mike and Elaine W. Hansch<br/>Chuck W. Hellar<br/>Joanne Henry<br/>Andrew Higgins<br/>Linea Johnson<br/>Robert A. Johnson<br/>Margaret Jones<br/>Terry L. Jones<br/>KeyBank Foundation<br/>KeyBank Tacoma<br/>Kirchner Foundation<br/>Robert A. Kirchner<br/>Karen Koch<br/>Bev Lossey<br/>Beverly J. McCormack<br/>Russell E. McLeary<br/>Ali Modarres<br/>David Morrison<br/>Gerald L. Monahan<br/>Toby Murray<br/>NACE<br/>Kim Nakamura<br/>National Charity Services<br/>Stacey A. Ogle<br/>David Pine<br/>Martha R. Politakis<br/>Steve and Kathleen Politakis</p> | <p>Puyallup Tribe of Indians<br/>Erin Richardson<br/>Carlyn Roy<br/>Sandra L. Rudd<br/>Russell Investments<br/>Masjda B. Schoonderbeek<br/>Willie C. Stewart<br/>Carol Stockdale, Ed.D.<br/>Andrew Stolz<br/>Wendy Stricherz<br/>Larry Sumpter<br/>Colette Taylor<br/>Texas Instruments Foundation<br/>The Titus-Will Families Foundation<br/>James R. Tomlinson<br/>Pamela J. Transue, Ph.D.<br/>Larry R. Televen<br/>Umquea Bank<br/>Scott Vipond<br/>Carolyn Weyrick</p> |
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**VISION**

*Our vision is that every person has the opportunity to learn, work, and thrive in all aspects of life.*

**MISSION**

*To achieve our vision, we are committed to dismantling racism and advancing equity, diversity, and inclusion so that we can help people reach their fullest potential through our education, job placement, and career pathway services that are made possible by community donations, purchases, and partnerships.*