



Goodwill Southeast Georgia  
2023 Annual Report

# TRANSFORMING TOMORROW'S WORKFORCE

Opportunity Through Partnerships



# MISSION

## Educate, Employ, and Empower

At Goodwill, we transform lives through education, skill training, and employment opportunities, empowering individuals to reach their highest potential.

# VISION

To be a world-class social enterprise fueled by the desire to positively impact the lives of our Associates and community by providing every individual with the training and development opportunities they need to become the very best version of themselves.

# EQUITY STATEMENT

We believe that Goodwill's strength lies in the diversity of those we employ, educate and serve.

We ensure fairness and impartiality to all, making sure our policies, procedures, and practices are equitable.

We commit to creating an inclusive culture and environment where all associates and clients feel valued, have equal access to services, and enjoy opportunities to grow. We expect the same from our partners, vendors, and communities.

These actions will empower each person to express their unique differences in a culture that celebrates and reflects the communities we serve and advances our mission to help individuals overcome barriers to work.

# VALUES

## Integrity

We commit to doing the right thing, even when no one is looking, fostering trust with each other, our customers, and the communities we serve.

## Accountability

We are a results-orientated organization, consistently taking ownership for our performance in all our decisions and actions while seizing opportunities to learn from successes and failures.

## Teamwork

We work together to help everyone succeed.

## Empowerment

We are committed to providing opportunities for associates and clients to change their lives through education and skills development.

## Service

We treat each individual with dignity, empathy, and respect, ensuring that our decisions and actions consider the needs of others before our own.





**A message from our  
President & CEO**

# **Jason Marshall**

Looking back on all the various accomplishments of 2023, it is hard not to describe the year as transformational and inspirational. Throughout all facets of our operations, we witnessed the power of work and realized success in our quest for excellence through the strong commitment, dedication, and resiliency of what I consider some of the very best associates and colleagues in our Southeast Georgia territory. In the pages that follow, we detail the many successes of the last year, including:

- Mission Services realized the highest number of individuals served post-pandemic, assisting 3,342 individuals and placing 437 into mid-wage jobs. In May, we opened our fifth Opportunity Center, increasing our capacity to assist individuals across our service area.
- Donated Goods Retail achieved a 17% increase in sales over 2022, marking the third consecutive year of double-digit retail revenue increases without adding any new locations.
- G-Force Manufacturing marked a record year, more than doubling their net contribution in support of our Mission. ReFactory, a demanufacturing program focused on sustainability, recognized their one year anniversary with over 58,000 products recycled.

Approaching our 60th anniversary in 2025, we look for new ways to engage and serve in our local communities. We are committed to elevating earning potential, assisting others to achieve their personal and professional goals, and remaining great community collaborators with our constituents throughout our 33-county territory.

As we navigate toward the future, I am extremely confident in our ability to make meaningful differences in the lives of those we serve and the communities in which we operate.

Warm Regards,

Jason Marshall  
President & CEO

# **GOODWILL SOUTHEAST GEORGIA LEADERSHIP**

**Jason Marshall**  
President & CEO

**Geoff Kent**  
Chief Financial Officer

**Veronica Styron**  
Vice President,  
Mission Services

**William Kelso**  
Vice President,  
Mission Advancement

**Meredith Champagne**  
Vice President,  
Strategy

**Jessica Penny**  
Vice President,  
Donated Goods Retail

**Eric Nolan**  
Vice President,  
Manufacturing

**Valarie Wiles**  
Vice President,  
Information Technology

**Hillary Bradbury**  
Director,  
Marketing and Communications

**Michael Willis**  
Director,  
Human Resources

# MISSION IMPACT

At Goodwill, our Mission is our driving force. The Opportunity Centers at Goodwill provide a comprehensive approach to workforce development through high-demand industry training classes, individual support, and an extensive resource network. We are committed to ensuring that every person has the tools, education, and employment resources to reach their goals and realize their full potential.

Our dedicated team of Career Services Specialists work to empower individuals to prepare for careers through industry-aligned certifications, individualized support, and career readiness, at no cost to our participants. We believe that everyone deserves the opportunity to build the future they want.



## **DISCOVER** your skills

Our Career Service Specialists work with the job seeker to understand their individual support needs. Through education, skills, and interest assessments, our specialists can determine readiness and recommend training for success in the workplace.



## **DEVELOP** your plan

Through comprehensive onboarding and individual assessments, job seekers create a plan to map their journey. For career advancers, a development plan is created to achieve education and career goals.



## **BUILD** your future

Through community partnership, job seekers and career advancers are connected to employment opportunities aligned to their goals and help the individual win the job!

## **FUNDING**

While 98% of our Mission is self-funded, Goodwill is proud to partner with strategic partners to advance our efforts through financial support.

In 2023, we saw over \$166,000 in grants focused on workforce development, and under-employed populations.

## **GIVE THE GIFT OF GOOD**

Your contributions support transformational opportunities for our shared community. From critical skill development to professional certifications, Goodwill is committed to providing the tools and opportunities for our community to build economic independence.

Thank you for considering a gift to support our efforts!



**Scan to give now!**

# Goodwill is a **SOCIAL ENTERPRISE**

Many people know Goodwill for our retail stores or as a material donor. However, Goodwill Southeast Georgia is a diverse, complex, non-profit social enterprise that funds programs to educate, train, and empower our local Coastal Georgia workforce. In fact, 98% of our Mission services are self-funded through revenue earned across our operational programs.

## How does it work?

Revenue generated from Goodwill Southeast Georgia's unique business programs directly supports our Mission Services. Business customers, donors, shoppers, and employer partners, through their support, power programs that help your neighbors reach their highest potential through training, education, and ultimately sustainable employment.



## TRIPLE BOTTOM LINE

All of our unique business programs ultimately support Goodwill's triple bottom line.

### People Served

By investing back into our programs through net contributions, our business programs directly support increasing the number of individuals served in Southeast Georgia.

### Financial Health

Through efficient operations across our social enterprise programs, we can significantly invest back into our shared community through our Mission. In 2023, we invested over \$2M into no-cost Mission programs.

### Environmental Sustainability

Goodwill's business model and partnerships enable our community to reuse, recycle, and increase the lifespan of usable items.



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connected  
with Goodwill  
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Georgia.



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The Good News Pod  
Goodwill Southeast Georgia

## NYHEEM HOUSTON LAUNCHING A CAREER



In 2023, Nyheem worked as an associate at Goodwill Southeast Georgia's Wilmington Island retail store, but he had goals beyond his current position. Even with motivation and drive, Nyheem wasn't sure where to start.

Enter Marcy, a Goodwill Associate Success Ambassador. As an ambassador, Marcy works with Goodwill associates to help develop individual career or education plans, coach, and address any barriers that might be in the way.

Nyheem shared his aspirations and uncertainty about the path forward with Marcy. She quickly helped him realize his career goals were within reach.

“Ms. Marcy, I would say  
(she was) the bridge... that  
put my dreams in reality.”

Marcy connected Nyheem with the Avionics Luxury Craft Cabinetmaking program at Savannah Technical College. The Goodwill team rallied behind Nyheem and celebrated Goodwill Southeast Georgia's first Associate Success “Signing Day” to announce his decision to enroll in the program.

Nyheem's journey has **taken off** since then. Marcy stayed in touch with Nyheem throughout his time at Savannah Tech, celebrating with him as he excelled in the program. Upon completing the program, Nyheem interviewed at Gulfstream and accepted a Cabinet Maker I position, setting him up for his next exciting adventure.

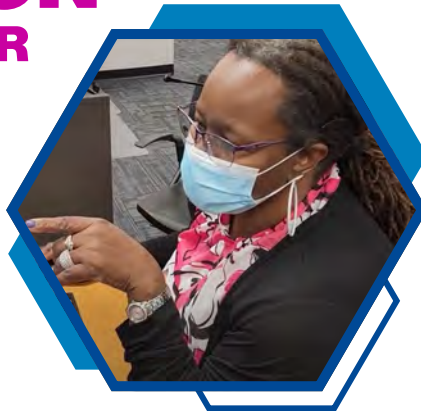


**MARCY HAYDEN-FRASURE**  
Associate Success Ambassador

# DI'ANNE JASON

## FROM COVID TO CAREER

A battle with COVID nearly took her life, leaving her with along recovery and lasting effects such as brain fog and PTSD. Di'anne discovered Goodwill at a time when she was looking to regain confidence and re-enter the workforce after her COVID battle.



Di'anne, a former business owner, lost nearly everything. She was living in a hotel, anxious in a post-pandemic world, and she felt hopeless. She knew that she wanted more and was capable of building her life back, but where did she start?

Di'anne decided to try a session of the AARP 50+ Back to Work program at Goodwill Southeast Georgia's Savannah Opportunity Center. Goodwill invested in her education and gave Di'anne motivation to achieve her goals—including a new career in manufacturing and warehousing. That first class fueled her motivation, in fact, she went on to complete a total of seven certifications. As she completed certifications, her confidence continued to grow.

“ Goodwill gave me the will to do. ”

Goodwill provided funding for Di'anne's Fast Track manufacturing course at Savannah Tech, where she graduated top of her class. She was offered and completed jockey truck training as well. Through these opportunities, Di'anne was able to gain employment with FedEx and Coastal Care Partners.

Today, Di'anne happily shares her Goodwill experience with others, and helps connect community members with Goodwill programs.



**THANKS TO  
A DONATED  
CAMERA,  
I BROUGHT  
A GOOD JOB  
INTO FOCUS.**



**Where your things  
start new lives.**



**IF YOU THINK  
THIS DONATION  
IS A WORK  
OF ART, YOU  
SHOULD SEE  
THE RESUME  
IT HELPED  
ME BUILD.**



**Where your things  
start new lives.**

## **KATIE CROWDER**

### **A SECOND CHANCE TO SUCCEED**



Katie was in a spiral; a past filled with mental and physical abuse influenced her use of drugs. She struggled to keep a roof over her head, food on the table, and stay out of trouble. Dealing with addiction and trying to leave an abusive relationship, Katie knew it was time for change, though ultimately a loss that led to one of the darkest times in her life. With her son, she left and went back to her hometown to consider her next steps.

With fines, probation, and community service due, Katie had to consider her next steps. After several visits to local organizations came up empty handed for community service hours or employment, her son suggested she visit Goodwill. With a tight deadline to complete, Katie came to Goodwill. In less than a week, she had nearly completed her community service at the store and in that time, she discovered that she really enjoyed the atmosphere and work at Goodwill.

As soon as she was able to complete her goals and fulfill her legal requirements, Katie immediately went back to Goodwill. Her work ethic, and motivation impressed the leadership and they encouraged her to join the team officially. After beginning in July, Katie's hard work was rewarded as she was promoted to Team Lead. Katie's determination and drive allowed her to overcome challenges from the past to build a bright future ahead.

**“ With the help of Goodwill,  
I can see a future now. ”**



## DONATED GOODS

The Donated Goods Retail team demonstrated phenomenal business acumen, realizing a record-breaking \$26M in retail sales, a 17.3% increase over 2022. At the end of 2023, retail stores achieved personal-best records, with each site earning \$1M or more in sales by the end of the year. Pooler achieved a new benchmark by reaching \$3M in retail sales, a first for this site and Goodwill. Customer interactions exceeded 2022 by 9.8%, with an average ticket increase of 6.74%. Through our expansion into Building 9, the e-commerce program expanded its square footage and increased storage capacity for material donations.

Donations are the fuel that powers our donated goods program. Through collaborative partnerships with mission-centered organizations and a keen purchasing program, we accrued 567,370 donations, with a 7% increase in in-store donations. Most exciting is that the donations per square foot and household rose over our 2022 figures.

Goodwill successfully diverted over 13 million pounds of usable items from local landfills through retail stores and aftermarket programs to support our sustainability efforts.

## MISSION

The need and desire for training and support were evident last year. The Mission Services team exceeded its goals, ultimately serving 3,342 individuals within our programs and placing 437 into mid-wage employment. Individuals were placed into high-demand industries such as logistics and manufacturing, with an average starting wage of \$14.82 an hour. We have invested \$72,532 towards direct services to support Opportunity Center clients in their path to economic stability.

To support the increased participation within our centers, a new Director of Opportunity Centers was brought on to forge the path forward. In May, the Jesup Opportunity Center re-opened, expanding our access to a fifth market in Southeast Georgia. Targeted workforce programs funded through generous grants from the AARP, Wells Fargo, Comcast, and Bank of America provided opportunities to engage new audiences and continue expanding how we serve those outside our centers. A Digital Literacy grant from Comcast will fund a mobile digital literacy program in early 2024.

The Associate Success Ambassador program offers our internal team the same skill development and support as is available externally. Planning is underway to expand this program to reach more sites in 2024.



**SOMEONE'S  
DONATED  
SKATES HELPED  
ME ROLL INTO  
A NEW TECH  
CAREER.**



**Where your things  
start new lives.**



**I HAVE A  
SPARKLING  
NEW CAREER  
THANKS TO  
SOME DONATED  
EARRINGS.**

## **G-FORCE MANUFACTURING**

G-Force Manufacturing had a tremendous year, doubling 2022's net contribution in support of Goodwill's mission. A CNC machine was added for dual purpose. First, it provides advanced training and advancement opportunities for manufacturing associates to acquire a new transferable skill, providing advancement potential. Secondly, It will assist in increasing efficiency and support new business development as we increase capacity and capability for other aerospace or manufacturing partners. The team also realized the tenth consecutive straight "A" Supplier Score Card demonstrating on-time delivery, quality, and customer service. ReFactory, our de-manufacturing arm, celebrated its first year of operation and processed 58,000 products for recycling.

## **ABILITYONE**

The AbilityOne contracts team provided critical job readiness training throughout the year, investing 826 hours in training for nearly 100 Associates. Training included soft skill development, along with specific work and safety education. Across our four government sites, our Associates, 75% of whom have significant disabilities, logged over 83,000 hours of work.

## **SUPPORT**

As our organization grows, strategic support from our departments has been crucial. Asset Protection introduced an enhanced Safety Captain program and collaborated with IT to install the SoLink security video system. The Facility Management team completed key CapEx projects while managing daily maintenance. IT implemented new systems to enhance network security and efficiency, including Mobile Device Management. They also refurbished and resold 550 electronics and recycled 50,000 pounds of electronics with Dell ReConnect.

We welcomed a Director of Performance Excellence to guide us in implementing the Baldrige Performance Excellence framework. In HR, a new leadership development program resulted in 47 internal promotions and a positive turnover rate of 33%. Our Marketing team's expansion increased our media presence by 257% and launched the What's Good blog. Additionally, they produced over twenty-eight new videos and launched the New Lives brand campaign nationwide in January.



**Where your things  
start new lives.**

# BY THE NUMBERS

| Revenue                 | \$ | 44,813,996 |        |
|-------------------------|----|------------|--------|
| Donated Goods           | \$ | 28,977,416 | 64.66% |
| Advanced Manufacturing  | \$ | 8,494,949  | 18.96% |
| Business Services       | \$ | 5,938,246  | 13.25% |
| Investment Income       | \$ | 715,356    | 1.60%  |
| Financial Contributions | \$ | 472,269    | 1.05%  |
| Grants                  | \$ | 166,261    | 0.37%  |
| Vocational Services     | \$ | 49,499     | 0.11%  |

| Expenses                                  | \$ | 44,813,996 |        |
|-------------------------------------------|----|------------|--------|
| Goodwill Program Services                 | \$ | 34,482,832 | 76.95% |
| Capital Investment in Community & Reserve | \$ | 4,507,079  | 10.06% |
| General & Administrative                  | \$ | 4,382,141  | 9.78%  |
| Depreciation                              | \$ | 1,315,233  | 2.93%  |
| Financing and Startups                    | \$ | 126,711    | 0.28%  |

## DONATED GOODS RETAIL



**441,481**  
Donations



**13 million**  
pounds recycled/  
diverted



**\$18.84**  
average transaction



**1,381,826**  
Retail transactions



**\$62.75**  
donor value



**1.62**  
donations per  
household



**6,467,530**  
pounds sold in outlets

## HUMAN RESOURCES



**13,279**  
community service  
hours completed



**350**  
individuals completed  
community service



**59%**  
retention rate



**5.85%**  
increase in average  
entry wage



**47**  
associate promotions



**33%**  
positive turnover

## OPPORTUNITY CENTERS



**3,342**  
people served



**437**  
people placed



**\$14.82**  
average wage of  
placements



**65**  
scholarships  
provided to clients

## CONTRACTS



**826**  
hours of training received



**83,623.97**  
hours worked by individuals



**100**  
current associates

## G-FORCE



**58,000**  
products recycled through ReFactory



New CNC machine installed to create  
composite parts

## NEW STORE BESTS:

**\$1 million**  
Vidalia, Baxley, Jesup,  
Berwick, McAlpin

**\$2 million**  
Brunswick,  
Richmond Hill

**\$3 million**  
Pooler

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Kim Bockius-Suwyn, Vice Chair  
Charles 'Bo' Bowen, Secretary  
Chad Wiggins, Treasurer  
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Emily G. Coiner  
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Melanie Marks  
Diana Morrison  
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Patrick O'Neil  
Catina Tindall

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Marla Cocalis, Secretary/Treasurer  
Robert L. McCorkle, III  
Nancy DeVetter  
Adel Karam  
Ivy Council  
Jason Marshall

## GICE Education Initiatives Board of Directors

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Kimberly Ballard-Washington, Vice Chair  
Dr. Paul Pressly  
Judge Tammy Stokes  
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Board Chair Partner  
Dr. Tom Jones  
Stuart Clifford  
Ivy Council, Ex Officio  
Jason Marshall, Ex Officio



**Goodwill**  
Southeast Georgia

**Changing Lives Through the Power of Work.**

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