



2009 Annual Report

**goodwill**

Industries - Big Bend, Inc.

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Capital City Bank

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## Aletta Shutes

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## Marty Sipple

Ausley & McMullen Law Firm

## Gary Stout

Ingram Enterprises, Inc.

## On the Cover

Upper right: Aubrey Boyd,  
GIBB Mabry Village resident

Lower left: Treasa Gray,  
donation processor

Lower right: Carrie Bailey,  
student, with Chris Carroll,  
instructor

# A Message From the Chair and President

**James Scarboro, Chair**

**Fred G. Shelfer, Jr., President/CEO**

“Over the past three years, the purchase of previously owned handbags instead of new ones had the same effect as planting over two million trees in the fight against global warming.” – *Town and Country* magazine

**I**magine the impact that Goodwill Industries – Big Bend’s 27 retail outlets have on the environment! We sell not only previously owned handbags, but clothing, housewares, appliances, books, computers and even cars.

We can’t tell you exactly how many trees we have saved, but we can tell you about the impact they’ve had on transforming lives.

Through the sale of “recycled” merchandise, we are able to employ more than 550 individuals, many who have disabilities or other barriers to employment. In 2009, we placed 407 people into jobs in the community and served 3,309 in our career training centers.

We provide low cost, accessible housing to 298 people with disabilities and have plans to open two more apartment complexes within the next few years.

Old handbags and other previously owned items have new meaning at Goodwill as each donated item is given new life when purchased in one of our stores. The income donated items generate gives new life to individuals who are given a chance to become self-supporting members of our communities. The items are processed and sold providing jobs and transforming lives.

In this report, we explain what Goodwill Industries – Big Bend is accomplishing through our community’s support. We thank you for making our mission such a success.



James Scarboro



Fred G. Shelfer, Jr.

# Mission Services



**Deborah McMillian  
and Tricia Schooley**

**G**oodwill Industries – Big Bend’s Career Training Centers are strategically located throughout our coverage area giving people the opportunity to enhance their job readiness skills through computer and office training, GED preparation, work experience, counseling and job placement assistance. All services are free and available to the public.

CTCs are located in Tallahassee, Panama City, Valparaiso, and Chipley, Florida and Thomasville and Cairo, Georgia.

## **The year in Mission Services**

- 3,309 people were served through the CTCs in 2009.
- 407 participants were placed into jobs.
- We opened a GED prep lab in March at our 23<sup>rd</sup> Street location in Panama City.
- We began offering a Business Smarts class at the 23<sup>rd</sup> Street location for individuals interested in starting their own business.
- We received an AmeriCorps Goodwill GoodWorks! grant in September allowing volunteers to help us increase our services.
- Tammy Barry, owner of Mermaid’s Garden Aquaculture was the first winner of a \$1,000 grant in our Business Smarts class for budding entrepreneurs.
- Employees are offered three hours of paid computer training per week through our Earn and Learn program.
- Good Opps special needs students shadow employees in Goodwill’s workshop to learn appropriate work skills. Some Good Opps students work in the new recycling center de-manufacturing computers.

# Training Achiever of the Year - Marsha Wilson

**W**hen Marsha Wilson and her husband relocated to west Florida after he retired from the military, they were not able to find jobs. Marsha was referred to Goodwill through a Onestop center after attending a job fair in Crestview in the fall of 2008 and enrolled in Goodwill's computer training classes.

Marsha eagerly began her classes in spite of a 45 minute commute, rising gas prices and children to take care of during summer vacation. She had to cut back to one or two days a week, but through determination and perseverance, she completed programs in computer basics, keyboarding, Windows XP, Word, spreadsheets, and Excel.

She attended several job clubs and learned employability skills including resume writing and interviewing techniques.

As a result of her determination to complete her training, Marsha was hired at Okaloosa County School District in September 2009.



# Placement Achiever of the Year - Jessie Boston



**J**essie Boston, 58, moved to Thomasville about a year ago after being laid off from a job in Cartersville, Georgia. Although he had a career of good, stable employment, he was then living in a tent. Through the staff's guidance at Goodwill's career training center in Thomasville, he was determined to pursue all career options. Eventually he got a job with a manufacturing company in Cairo and rode his bike 15 miles to work each day until that job ended.

He then persuaded the company from which he was laid off in Cartersville to offer him employment in a Thomasville facility. He used his experience in that job to train and challenge new employees to endure a job in a facility with difficult working conditions.

When this position ended, the company agreed to keep him as a night watchman because of his diligence and willingness to work. He is keeping his options open as he looks for the next opportunity and strives to make a better life for himself.

"Jessie Boston is an example to all who might be tempted to give up hope in difficult times," Dee Austin, Director of Placement at Goodwill, said.

# Employer of the Year - Popeyes

**I**n choosing an Employer of the Year, Goodwill Industries – Big Bend looks for a business committed to providing opportunities for everyone to reach their fullest potential in the workforce as well as being a leader in the community. Popeyes in the Big Bend area is such a business.

Popeyes has contributed to our community by giving individuals a chance through employment, overlooking barriers and focusing on ability. They have hired eight Goodwill participants giving them the opportunity to prove that they can be productive and self-supporting.

Popeyes has worked with Goodwill in consistently employing people who face various barriers to employment such as learning disabilities, criminal history and lack of work experience. In keeping with their spirit of employing people with various obstacles, Popeyes has met and exceeded this challenge by hiring many referrals from Goodwill's Career Training Center.

Popeyes has made an exemplary contribution to our community by giving individuals a chance through employment. In a fast paced food chain working under pressure to perform, it would be easy for local managers to pick the best employees in any area, and overlook those who have barriers or special needs. It is refreshing and encouraging to see the willingness of local management to assist individuals who may need more attention to find their place in the world of work.



**Melody Smith, General Manager**

# Retail Sales & Donated Goods

## Stores by Annual Sales

Capital Circle N.E. ....	\$1,406,429
Santa Rosa Beach .....	\$1,330,823
North Monroe St, Talla.....	\$1,144,287
Apalachee Pkwy, Talla .....	\$1,046,101
Mabry St., Talla.....	\$1,006,573
Destin.....	\$ 971,815
Valparaiso .....	\$ 867,240
Thomasville.....	\$ 807,784
Crestview .....	\$ 796,733
23rd St., Panama City .....	\$ 792,440
Panama City Beach .....	\$ 785,696
Lynn Haven.....	\$ 785,168
Springfield .....	\$ 675,331
Bradfordville .....	\$ 625,343
Chipley .....	\$ 488,480
Crawfordville .....	\$ 469,188
Good Cents - Talla.....	\$ 464,286
Marianna.....	\$ 367,085
Bainbridge .....	\$ 343,634
Bookstore - Talla .....	\$ 330,514
Perry .....	\$ 235,390
Port St. Joe .....	\$ 222,713
Quincy.....	\$ 221,022
Good Cents - Panama City	\$ 218,788

**Y**our donations to Goodwill are processed by employees and career training participants striving to support themselves and their families. The goods are then sold in one of Goodwill Industries – Big Bend’s area stores providing income for wages, operating expenses and program support. We recycle goods to transform the lives of people who, with just a hand up, can become productive members of our community.

## The year in sales and donations

- Sales for the year totaled \$16,402,861. This was an 11.42 percent increase over 2008.
- Five stores made over \$1million – Capital Circle N.E., Santa Rosa Beach, North Monroe Street, Apalachee Parkway and Mabry Street.
- Transactions were up 9.2% over 2008.
- 404,007 individuals or businesses donated to Goodwill Industries – Big Bend in 2009.
- The Thomasville store was expanded in February.
- The Chipley store was moved to 1301 Main Street in June giving more sales space and space for a career training center.
- The store in Bradfordville was moved to a larger location in October.
- Our first electronics recycling store opened in December. They recycle and sell computers and other electronics. Tallahassee’s second bookstore opened in the same facility in January 2010. Goodwill’s car lot is also housed in this facility.



New Chipley store

# Store of the Year - Chipley

**E**ach of Goodwill Industries – Big Bend’s stores is to be commended for their excellent contributions to funding Goodwill’s services, but the retail outlet in Chipley especially stands out as 2009 Store of the Year.

Chipley was Store of the Month frequently before moving to a larger location in June. Since moving, they have made an outstanding impact on the Chipley community.

The store’s sales increased 51.24 percent in 2009 to \$488,480. They finished the year more than 18 percent over quota and had a nearly 27 percent increase in transactions.

Veronica Dalton, Store Manager, and her staff have been commended by Erskin Wesson, Vice President of Retail Sales, for a job well done.

## Honorable Mention – Panama City Beach, Santa Rosa Beach, Capital Circle

Goodwill’s stores in Panama City Beach, Santa Rosa Beach and on Capital Circle NE in Tallahassee also deserve special recognition.

Panama City Beach’s sales increased nearly 25 percent to \$785,696.

Santa Rosa Beach’s sales increased 16 percent to \$1,330,823.

Capital Circle’s sales increased nearly 15 percent to \$1,406,429.

Congratulations to Store Managers Sandra Walsh and Pat Worlds, PC Beach; Carolyn Roberts, Santa Rosa Beach and Fred Watford, Capital Circle and their staffs for making 2009 an excellent year.



Veronica Dalton, Manager, cuts the ribbon for the new Chipley store

# Residential Services



Karen Sue Morris has lived in GIBB Mabry Village since it opened in 1994. She is able to get her mail and perform other tasks without help for the first time in her life.

In keeping with our goal to help transform lives, we opened our tenth apartment complex in 2009. Located in Cairo, it provides 15 accessible apartments for people with disabilities on very low incomes. This is our fourth such complex in south Georgia and our tenth in the Big Bend area.

People began moving into GIBB Cairo Village in July. These apartments are conveniently located to stores, banks, physicians' offices and other businesses in downtown Cairo.

Goodwill has similar Villages in Tallahassee (2), Marianna, and Panama City (2), Florida, as well as Bainbridge and Thomasville (2), Georgia. Each of these complexes is barrier-free, allowing people who use mobility aids to live independently. Oakridge Townhouses in Tallahassee provides 60 two bedroom apartments for people age 62 and above.

Goodwill's ten apartment complexes provide accessible homes for 298 people in north Florida and south Georgia.

GIBB Perry Village, being developed in Perry, Florida, is expected to be ready for occupancy in early 2011. GIBB Perry Village will provide 15 one and two bedroom apartments, fully accessible to people with physical disabilities.

## Financial Statement

For the Year Ended December 31, 2009  
(Unaudited)

### Revenue

Goodwill Store Sales (net)...	\$16,685,678
Salvage Sales .....	919,439
Contract Income.....	25,051
Residential Services .....	139,315
Other Income.....	122,841
<b>Total Revenue .....</b>	<b>\$17,892,324</b>

### Expenses

Retail, Maint, Transp .....	\$13,891,635
Salvage.....	191,838
Contracts.....	43,954
Residential Services .....	128,391
Employment & Training.....	744,573
Administration .....	2,062,883
Total Expenses.....	\$17,063,274

**Increase in Net Assets .....** **\$829,050**  
(Before Contributions to Other Orgs)

Contributions to other Orgs ..... \$23,425

**Increase in Net Assets.....** **\$805,625**  
(After Depreciation)

**goodwill**

*Executive Staff*



Fred G. Shelfer, Jr.  
**President/CEO**

Randy Jones  
**Executive Vice President**

Gina Cumbie  
**Executive Assistant**  
Jimmy Cumbie  
**Vice President, Transportation**

Rocquale Jones  
**Director, Human Resources**  
Lisa Land  
**Vice President, Support Services**

**Goodwill Industries -  
Big Bend, Inc.**

300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-7145

3207 East Fourth Street  
Panama City, FL 32401  
(850) 522-3900

[www.goodwillbigbend.com](http://www.goodwillbigbend.com)

Stacy Larkin  
**Vice President, Mission Services**  
Brooke Lochore  
**Vice President, Public Relations**  
Donna Warlick  
**Vice President, Residential Services**  
Erskin Wesson  
**Vice President, Retail Operations**

## Mission Statement

The mission of Goodwill Industries – Big Bend, Inc. is to provide job training, education and employment to people with disabilities and other barriers to employment, helping them to reach their fullest potential in supporting themselves and their families. Goodwill also provides barrier-free apartment complexes in which people with disabilities can live independently.

## Career Training Centers

### Tallahassee

300 Mabry Street - 850-576-5235

### Valparaiso

143 John Sims Pkwy W. - 850-729-8690

### Thomasville

15072 Highway 19 S. - 229-558-9020

### Cairo

270 U. S. Highway 84 E. - 229-307-0342

### Panama City

3207 East Fourth Street - 850-522-3900

2520 West 23rd Street - 850-785-5083

**Chipley**-1301 Main St. - 850-638-0093

## Apartments



### Tallahassee

274 Ross Road - 850-942-4777

2441 Roberts Avenue - 850-574-4663

290 Ross Road (Elderly) - 850-942-6330

### Marianna

2933 Milton Avenue - 850-482-4663

### Springfield

East Fourth Street - 850-235-4663

### Panama City Beach

6200 North Lagoon Drive - 850-235-4663

### Bainbridge

101 Hubert Dollar Drive - 229-246-4663

### Thomasville

272 Old Boston Road - 229-226-4663

2, 4, & 6 Old Boston Road - 229-226-4663

### Cairo

211 Ridge Avenue SW - 229-377-4668

## Stores/ Donation Centers

### Tallahassee

300 Mabry Street - 850-576-7145

2309 Apalachee Parkway - 850-216-2437

2576 N. Monroe Street - 850-385-0716

6810 Thomasville Road - 850-893-3566

2729 Capital Circle NE - 850-385-6985

Good Cents-300 Mabry St. - 850-576-7145

Bookstore - 1943 Thomasville Rd 386-2165

Computer Recycling, Books, Cars -

2800 W Tennessee St. - 850-363-6538

Donation Center - Killarney & Shamrock

Donation Center-Thomasville & Betton Rd

Donation Center - 3416 N. Monroe Street

Donation Center - Magnolia & Mahan Dr

Donation Center - 1108 W. Tharpe St.

HOME PICKUP - 850-574-4422

### Crawfordville

2173 Crawfordville Hwy - 850-926-2253

### Perry

2050 S. Jefferson Street - 850-584-6480

### Quincy

1105-B W. Jefferson St - 850-875-1436

### Marianna

4742 Highway 90 - 850-482-5609

### Panama City

2520 West 23rd Street - 850-784-8019

Donation Center - 6128 Highway 98 East

HOME PICKUP - 850-769-8723

### Springfield

3221 East Highway 98 - 850-769-8723

Good Cents - 3219 E Hwy 98, 850-872-2021

HOME PICKUP - 850-769-8723

### Panama City Beach

2826 Thomas Drive - 850-233-6092

Donation Center - 22620 PC Beach Pkwy

850-233-0696

### Lynn Haven

1610 Ohio Avenue - 850-271-8600

### Santa Rosa Beach

3223 US Highway 98 W - 850-267-0555

### Valparaiso

143 John Sims Parkway - 850-729-2330

### Chipley

1301 Main Street - 850-638-1488

### Crestview

793 N. Ferdon Blvd - 850-689-2664

Donation Center - 3935 S. Ferdon Blvd.

HOME PICKUP - 850-689-2663

### Port St. Joe

219 Reid Avenue - 850-229-1213

### Destin

747 Harbor Blvd. - 850-837-8516

Sandestin Donation Center - 10896 Hwy 98

850-650-2082

### Bainbridge

1602-A Shotwell Street - 229-246-5035

### Thomasville

15072 Highway 19 South - 229-226-2465

### Cairo

Donation Center - 270 U.S. Highway 84, E.

229-307-0344

**So. Georgia Home Pickup - 1-888-345-2910**

**Okaloosa & Walton Counties**

HOME PICKUP-1-800-924-4003

# AmeriCorps Goodwill GoodWorks – A Service

By Susie Arce, Director of GoodWorks

Since the awarding of our AmeriCorps grant in September, the program, its goals and its members do not fail to surprise me. As we progress with the program and recruit members and volunteers, I continue to learn more about people who are willing to volunteer their time to provide a service through Goodwill Industries Big Bend's Mission Services. Taking into consideration that we are approaching the halfway point of our first grant year and that there are currently 13 members in the AmeriCorps Goodwill GoodWorks program, the term volunteer brings on a completely new meaning.

The word volunteer is normally defined as an unpaid helper. I can guarantee that all of our members are much more than unpaid helpers. They are not only integral to our mission goals, but have imbedded themselves as servant leaders in their respective service areas. Whether their title is Volunteer Developer, Resource Connector, or Trainer, all members provide a service as servant leaders at our Career Training Centers as well as working with the homeless at the Panama City Rescue Mission and the Homeless and Hunger Coalition of Northwest Florida..

When asked why they serve as AmeriCorps members, the answers are almost always repetitive: *to make a difference, to service my community, to gain experience, and to build my character.* These answers alone show not only eagerness and commitment, but optimism in the future of our communities and its residents.

Please feel free to talk to the members about their roles and responsibilities and how their service fits into the Goodwill mission of helping disabled and disadvantaged individuals become self sufficient. I am always available to share information about our Career Training Centers and the AmeriCorps program. Phone me at (850) 522-3900 or email [sarce@goodwillbigbend.com](mailto:sarce@goodwillbigbend.com).