

our story starts with

your



2011 ANNUAL REPORT

**When is a sofa more
than a sofa?**

**When you donate it to
Goodwill.**

To you, it's just a couch. Maybe one that's taking up space in the basement or with floral patterns that no longer quite match your style. But to us, it's so much more. It's the beginning of a cycle that results in better lives for individuals and families right here in Central Illinois.



1968

Those flowers? They were the height of fashion when your parents bought this sofa 40+ years ago...



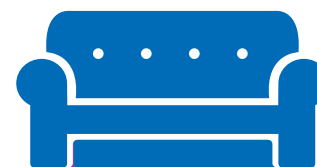
...and they didn't look too bad in your first apartment out of college, either.

1983

But, **thankfully**, times (and tastes) change.

Rather than put this still-in-good-shape beauty out on the curb,

you dropped it off at Goodwill...



...and we turned it into





HERE'S HOW IT WORKS

The sale of your donated sofa (or sweater, or skillet, or soccer ball) funds these vital services right here in Central Illinois: ➔

STORES AND DONATIONS: making your generosity matter

In addition to providing quality merchandise at affordable prices, our retail stores, donation centers and warehouse provide jobs—and on-the-job training—for more than

300 individuals locally. More than 92 percent of the revenues generated by our stores stays right here in Central Illinois.

VETERANS' SERVICES: reconnecting veterans to our community

Giving back to those who have so selflessly served our country is one of our primary missions at Goodwill. Through our General Wayne A. Downing Home for Veterans—and through programs

that offer resume and cover letter assistance, interview skills, job search and placement, computer instruction and more—we help local veterans reintegrate into our community.

JOB PREPARATION: promoting the power of work

We give people who want to work the tools and confidence to seek, secure and keep a good job. In our free classes, participants learn essential skills for today's workplace, as well as how to search for a position, create

a resume, complete an application and prepare for an interview. We even provide hands-on forklift training that meets OSHA standards and hundreds of eLearning classes.

LIFE SKILLS: building individual potential

It's never too early to learn about the power of work. That's why we offer GoodGuides®, a mentoring program for local youth ages 12-17. Adult volunteers serve as mentors, encouraging kids to stay in school, make good decisions

and prepare for productive careers. We also offer guidance on conflict resolution and time management, plus eLearning modules focused on personal development.

Like many people, Heidi initially thought Goodwill was just stores. Now that she's worked in our veterans', GoodGuides and retail areas, she's **spreading the word about all the good we do**. Heidi currently serves all our locations as a delivery driver.

STORES AND DONATIONS

Greg was out of work when he enrolled in one of **our free beginner's computer classes**. He not only gained new skills, but also learned how to develop a resume—one that soon helped him land a job in which he felt ready to succeed.

JOB PREPARATION

In the year she's been **meeting with her GoodGuides mentor**, Sebrina says she's become more patient and understanding. Jill, her mentor, says Sebrina is learning to trust others and choose good role models.

LIFE SKILLS

Thanks to our **Veterans' Employment Act Program**, Leticia was able to create an effective resume and learn about support services available to veterans in our community. Ultimately she gained full-time employment—luckily for us—at our Pioneer Park location.

VETERANS' SERVICES



One sofa. Many stories. Thanks for your generosity. You can donate with confidence, knowing your contributions of clothing and house

wares support individuals and families right here in our community who are working hard to better their lives.

2011

Key Growth Numbers

sales from retail stores and shopgoodwill.com

\$8.9M

pounds of goods recycled

4.5 Million

donations accepted

252,000

total program participants

1,432

individuals

445

certified in forklift operation

trainees

260

in job and computer skills

jobs

52

found for area homeless veterans

\$0

IN FEES

charged to program participants



2011 was a pivotal year for your Goodwill, as we focused our efforts on analyzing our growth over the past several years—and evaluating how that growth affects who we are and what we do.

Our business still begins with your donations and ends with our mission to support individuals and families who are working to better their lives. It's amazing to watch one unwanted sofa change a life: A veteran finds his way back to a peaceful, gratifying life. A teenager realizes she's valuable and loved. An underemployed adult develops new skills that lead to a better-paying job. Just think of what ten unwanted sofas—or a whole truckload of your donations—can do! The more you donate, the more healthy and productive our community can be.

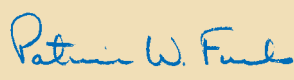
As we maintain our focus on our mission, we continue to seek ways to grow our capacity to serve. Many thanks to our experienced staff who strive to work more efficiently every day, whether it's moving your donations from point A to point B or putting the funds we generate to work serving deserving people in our communities. In 2011, we continued to build our internal capabilities and enhance our core strengths. In doing so, we have positioned ourselves for the future—to be more efficient, to serve more people and to make an even bigger impact across Central Illinois.

On behalf of all of us at your Goodwill, thank you for your ongoing support. Your donations, purchases in our stores and volunteer efforts are the fuel that keeps us moving forward.

Pamela Johnson
2011 Board Chair



Patrice Fuchs
President & CEO



2011 Financial Results

Condensed Statements of Financial Position

	2011	2010	2009
Cash and cash equivalents	\$ 2,548,752	\$ 1,580,317	\$ 767,228
Accounts receivable	162,987	189,804	84,493
Inventory	798,991	732,405	636,502
Prepaid expenses	37,925	36,560	39,372
Property and equipment, net	4,212,596	4,288,455	4,291,922
TOTAL ASSETS	\$ 7,761,251	\$ 6,827,541	\$ 5,819,517
Accounts payable	\$ 79,356	\$ 190,665	\$ 94,903
Accrued and other expenses	334,358	202,846	345,807
Long-term debt and capital lease obligation	2,130,068	2,302,109	2,429,979
TOTAL LIABILITIES	2,543,782	2,695,620	2,870,689
Unrestricted	5,209,604	4,105,199	2,883,660
Temporarily restricted	7,865	26,722	65,168
TOTAL NET ASSETS	5,217,469	4,131,921	2,948,828
TOTAL LIABILITIES AND NET ASSETS	\$ 7,761,251	\$ 6,827,541	\$ 5,819,517

Condensed Statements of Financial Activities

	2011	2010	2009
Total public support and revenue	\$ 10,639,822	\$ 10,041,602	\$ 8,277,138
Total expenses	9,554,274	8,858,509	7,886,095
CHANGE IN NET ASSETS	\$ 1,085,548	\$ 1,183,093	\$ 391,043
Net assets, beginning of year	4,131,921	2,948,828	2,557,785
Net assets, end of year	5,217,469	4,131,921	2,948,828

Condensed Statements of Cash Flows

	2011	2010	2009
Net cash provided by operating activities	\$ 1,299,897	\$ 1,122,226	\$ 431,727
Net cash used in investing activities	(95,465)	(126,004)	(696,873)
Net cash provided by (used in) financing activities	(235,997)	(183,133)	424,005
NET INCREASE IN CASH AND CASH EQUIVALENTS	\$ 968,435	\$ 813,089	\$ 158,859
Cash and cash equivalents, beginning of year	1,580,317	767,228	608,369
Cash and cash equivalents, end of year	2,548,752	1,580,317	767,228

Information above excerpted from financial statements audited by Gordon, Stockman & Waugh, P.C.

2011 News and Events

Achiever of the Year



Employee of the Year



Stand Down for Homeless Veterans



Top Left: Robert Ponce (left) receives his 2011 Achiever of the Year Award from CEO Patty Fuchs.

Top Right: Earl Cochran (center), our 2011 Employee of the Year, is joined by Veterans' Services Manager Vicki Hightower (left) and his wife Sandy.

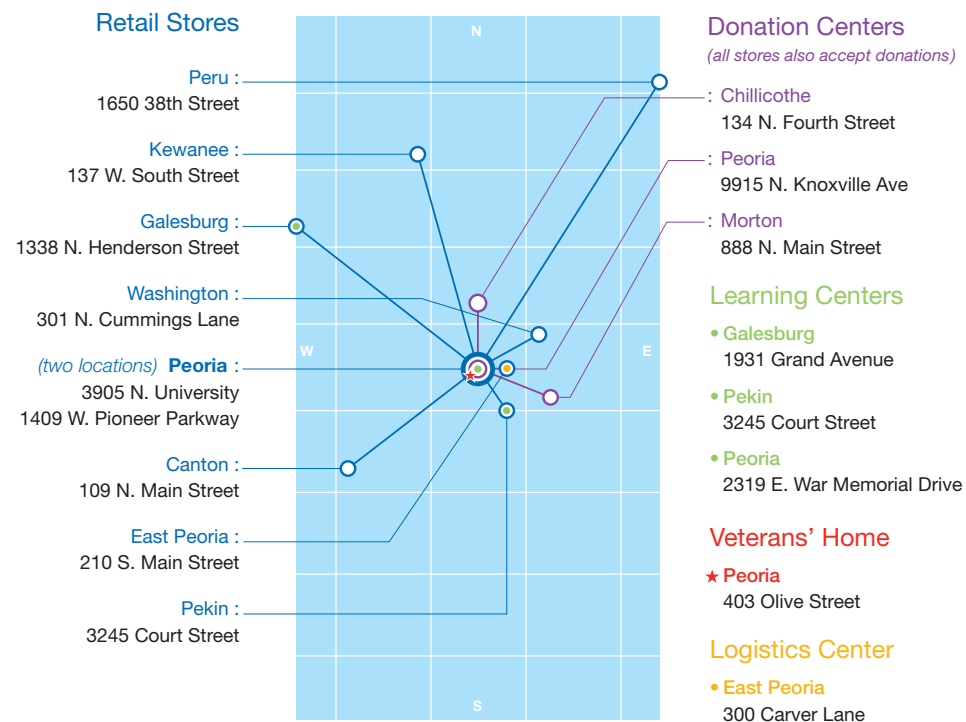
Left: Our 2011 Stand Down for Homeless Veterans provided 123 area veterans with medical, legal and personal support.

Below: CEO Patty Fuchs was joined by fellow Goodwill employees and members of our Board of Directors to celebrate the opening of our newest donation center at Prairie Lakes Crossing in north Peoria.

Prairie Lakes Crossing Donation Center



Our Service Area



Board of Directors

Pamela Johnson, *chair*
Doug Orear, *vice chair*
Becky Brown, *secretary*
Barbara Duryea, *treasurer*
Patrice Fuchs, *ex-officio*

Ryan Beasley
Terry Best
Lt. Col. DK Carpenter
Jehan Gordon
Brian Johnson

Tucker Kennedy
Terry Lake
Robert Phillips
Tom Schlink
Kimberely Smith

Administrative Staff

Patrice Fuchs
President & CEO
Troy Behnke
Director of Finance

Bill Bontemps
Director of Vocational Services
Scott Jenkins
Director of Operations
Christine Johnson
Director of Human Resources

Sharon Kott
Director of Retail
Jim Lynch
Director of Community Development
Jodi Sullivan
Director of Organizational Development

Mission

Supporting individuals and families who are working to better their lives.

Values

Respect
Integrity
Accountability
Excellence
Teamwork
Innovation



*Accredited by the
Commission on Accreditation
of Rehabilitation Facilities*

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www.goodwillpeo.org
www.shopgoodwill.com



*Member Agency
Heart of Illinois United Way*