



# BRING GOOD HOME



2019 ANNUAL REPORT



# PRESIDENT'S MESSAGE

2019 was a year of significant transition for Gulfstream Goodwill. The organization experienced a leadership change for the first time in over twenty years. This report provides a breakdown of key metrics that define success in our social enterprise. Beyond the numbers there is much that was accomplished during 2019 to prepare the organization for fiscal sustainability and future growth. The most notable was the creation of a board approved

three year strategic plan that included a community needs assessment that established a clear focus for the future of Gulfstream Goodwill. We look forward to using this plan as a beacon to maximize double bottom line growth in 2020 and beyond.

A handwritten signature in blue ink, consisting of a stylized 'K' followed by a horizontal line.

**Keith Kennedy**

*President and CEO*

# OUR BOARD OF DIRECTORS

**Ronald F. Albano** (Board Advisor) Del Vista Consultants

**John Banister** John R. Banister, P.L.

**Dan Barsky** (Governance) Holland and Knight

**Orlando Chiang** (Development) OC Physical Therapy

**Chris Downs** (Finance & Audit Chair) Collingsworth Alter Lambert LLC

**Mitch Frownfelter** (Finance & Audit) Edward Jones

**Rosalina Hom** (Development, Governance, Secretary) Finding the Cause

**Eddie K. Jackson** (Development) SunTrust Bank

**Keith Kennedy** (President and CEO) Gulfstream Goodwill Industries

**Donald R. Mandich** (Audit, Finance) Retired

**George Matsoukas** (Development) Retired

**Joan McCabe** (Finance, Audit) Retired

**Denise McDonald** (Treasurer, Governance Chair, Finance & Audit) Quality  
Nursing Consultants

**Carl J. Nicola** (Marketing & Development) NXN Licensing

**Robert "Bert" Premuroso** (Chair) Valley National Bank

**Clive Stuart-Findlay** (Vice Chair, Development) Sotheby's International Realty

**Chung Wong** Raymond James and Associates

**Katie Young** Brown & Brown Insurance

**Martin Zipern** (Governance) Attorney, Retired

# ABOUT GULFSTREAM GOODWILL

Our local Goodwill Industry, Gulfstream Goodwill Industries Inc., was founded in 1966 by former Mayor of West Palm Beach, Ham Anthony. Now, 53 years later with almost 1,100 employees GGI serves as the largest health, human and social services nonprofit in the South Florida area collectively. While the times have indeed changed, the basic service needs still exist. GGI is extremely proud of our years as a leading nonprofit organization and community partner that continues to uphold the legacy of the Goodwill brand, while helping people with disabilities and other barriers to become self-sufficient working members of the communities served.

## 2020-2023 STRATEGIC PLAN

### **Fiscal Sustainability**

We will strengthen the fiscal health of the organization by exercising sound business practices and strategic building of operational reserves and organizational assets that support future growth.

### **Growing Revenue**

We will grow our retail and contracts businesses in both gross sales and net contribution through innovation, expansion, and fiscal stewardship.

### **Focus Mission**

We will focus our mission initiatives to align with the community needs and focus our efforts to increase the quality versus the quantity of services we provide.

### **Investing in Ourselves**

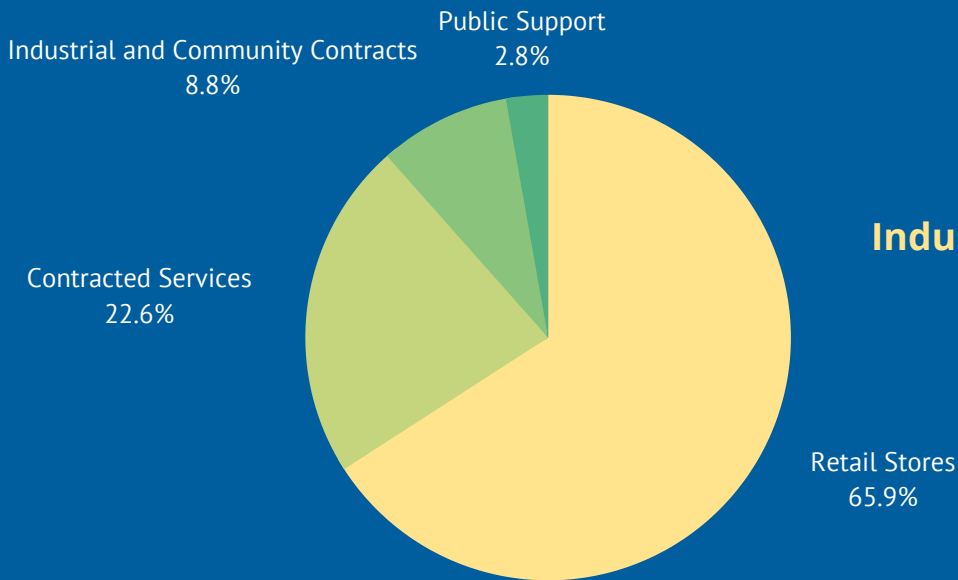
We must invest in our infrastructure to compete in today's marketplace. This includes equipment, technology, people and marketing.

### **Telling Our Story**

We will engage our community at every opportunity to establish relationships that promote and support the organization through donating, shopping, philanthropy, and advocacy.

# 2019 FINANCIALS

## TOTAL SUPPORT TO GOODWILL: \$48,807,378



### Retail Stores

\$32,153,642

### Contracted Services

\$11,015,560

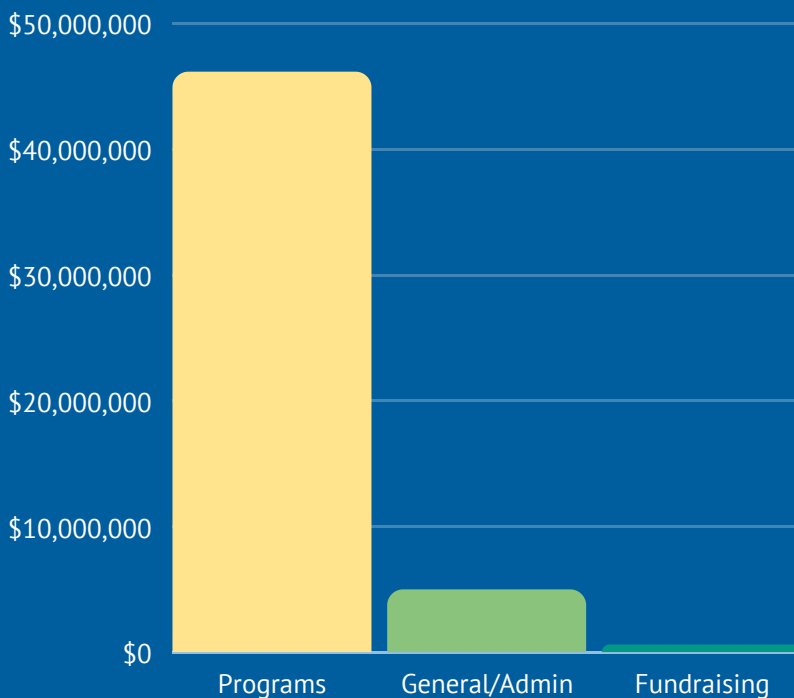
### Industrial & Community Contracts

\$4,274,558

### Public Support

\$1,363,618

## GOODWILL SUPPORT TO THE COMMUNITY: \$51,431,047



### Programs

\$46,068,274

### General and Administrative

\$4,874,922

### Fundraising

\$487,851

# 89.6%

of every dollar goes directly to Gulfstream Goodwill Industries' programs and services

# COMMUNITY IMPACT

**2,816**

## EMPLOYMENT SERVICES

training, assessment, and employment related services provided to individuals with disabilities and those returning from incarceration



## HOUSING

**12,877**



individuals served through navigation, shelter, and permanent supportive housing combined

**422**

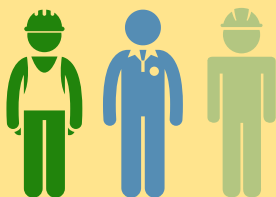
## YOUTH SERVED

youth services provided through our Charter School for individuals with disabilities, youth reentry programs, intensive home detention programs, and youth mentoring program for at risk youth



## COMMUNITY CONTRACTS

**94**



job training and supported employment for individuals with disabilities at integrated community sites

# SUSTAINABILITY

**753,959**

number of donations  
collected in the 5 county area

**PRODUCT DONORS**



**POUNDS**

**31,158,360**

pounds of merchandise  
donates



**20,172,448**

pounds of merchandise  
repurposed and kept from  
impacting landfills and  
the environment

**ENVIRONMENTAL IMPACT**



**SUPPORT**

**9,985,912**

pounds of merchandise  
that supported local and  
global economies



# MEET IAN

Hello my name is Ian! I have been working for Gulfstream Goodwill for over 5 years now at the Saint Lucie County rest area as the rest area attendant. I started my career with Gulfstream Goodwill in October of 2014. Before working for Gulfstream Goodwill, I worked at Cottage Grill restaurant in Port Saint Lucie as a dishwasher and busser. The road getting to Goodwill was hard. The last job I had was very difficult. It was very demanding physically and it was taking a toll on my feet. Plus I



was having family problems that were very serious, and it affected my work at the restaurant. So I had to leave the job, and start looking for another job. I tried looking for a new job on my own for a year. That was a long process. I was out of work for about a year until I got help with resume writing and interview skills that helped me land the position. It helped with building confidence and being positive.

Working for Gulfstream Goodwill Industries has given me a stable income, with which I purchased my first new vehicle on my own. Thanks to all of the people who have helped me. I have become responsible in paying my own bills and being positive in everything I do. I would like to become more efficient at my job and hopefully someday I can become a lead at my location. I feel change is great, and working as a team is very important for all of us.

# MEET ZORAIDA



Zoraida, 19-years old, came to the attention of Gulfstream Goodwill (GGI) when she enrolled in the GoodLeaders youth program run by GGI at Palm Beach Lakes High School. For many of her young years Zoraida had been the majority caregiver for her mother who has mental illness. The family was in and out of homelessness. As a

result, in 2016, she dropped out of her freshman year of high school. In 2017, Zoraida received help from a community organization to pay for a motel room in WPB. While there Zoraida made a very important decision for her life; she was going to reenroll in school. Soon after she met HS administrators and together they put a plan in action and Zoraida returned to school. At the time of her return she had a 0.5 GPA and zero high school credits. With the help of GoodLeaders; Zoraida worked very hard to bring her GPA up to 2.1 with 21.5 credits toward her diploma.

When she re-enrolled in school Zoraida once again moved in with her mother, but this past summer Zoraida's mother decided to move and would not allow her daughter to move with her. Once again homeless, Zoraida now had the support of the GoodLeaders team on her side. Working quickly she was admitted to shelter at the Lewis Center. In shelter she received services in the youth homelessness program. The Goodwill team came together and submitted Zoraida's story to the Palm Beach Post's annual Season to Share program, and to the delight of all involved she was chosen to be one of the featured stories for 2019. She is on her way to achieving her dream of college and beyond.

## MISSION

Changing Lives through Employment, Training, and Housing.

## VISION

Vibrant communities, free of poverty, homelessness, and unemployment.

## VALUES

# R

**Respect:** Communicating professionally, allowing opinions to be heard, acknowledging that each person has their own moral and ethics.

# A

**Appreciation:** Employees as well as the other organization will seek ways to positively reinforce other employees.

**Accountability:** Accepting responsibility for tasks and actions.

# I

**Integrity:** Conducting business with a high degree of honest and fairness; not engaging in acts of a dishonest or fraudulent nature; alignment of one's promise and reliability to complete expectations; open and effective communication.

**Innovation:** Cultivation of new ideas and business strategies.

# S

**Service Excellence:** Servant leadership; service delivery beyond the recipient's expectation.

# E

**Equity:** Supporting and encouraging employees to enhance their skills; modeling the behavior expected from all employees and supporting all aspects of Goodwill; inclusivity of all team members and persons served.

**Empowerment:** Investing in ourselves; professional development to achieve optimal performance.

## RETAIL OPERATIONS

Since the first Gulfstream Goodwill Industries thrift store opened in West Palm Beach in 1966, the organization has grown to 25 retail stores, two clearance stores and 41 donation centers (including both retail and stand alone donation centers) in Palm Beach, Martin, St. Lucie, Indian River and Okeechobee counties.



## GOODFRIEND DISCOUNT CLUB

Started in 2019, the GoodFriend Discount Club provides members with a 25% discount on all regularly priced merchandise for a full calendar year. In addition to these savings, members get sneak peaks, exclusive offers and invitations to member only events. There is an annual fee of only \$25 per member. At the end of 2019, members totalled 14,997.

## ECOMMERCE

Goodwill Bluebox is a sustainable clothing concept developed by Gulfstream Goodwill Industries in West Palm Beach, Florida. Our mission is to maximize the impact of community clothing donations by reducing exports and waste while offering unique clothing finds at a fraction of retail prices. Clothing that didn't find its match in our stores is redirected before becoming environmentally harmful landfill waste, or economically burdensome textile exports.



# SUPPORT THE MISSION

By donating to Gulfstream Goodwill Industries, you directly support individuals and families right here in our community. From assisting individuals with supportive housing, to providing job training skills, to providing reentry services, Gulfstream Goodwill Industries has been helping create communities that embrace and empower those that need a hand.

Whether your donation is monetary or in the form of a merchandise donation, or support through shopping at our retail and ecommerce stores, we appreciate your support. To make a monetary donation, please visit our giving portal at <https://www.gulfstreamgoodwill.org/take-action>.



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