

Goodwill of Greater Washington 2021 Impact

Total Impact

OF PERSONS REACHED/SERVED

32.6%

Goodwill Excel Center:
Enrollments

7.5%

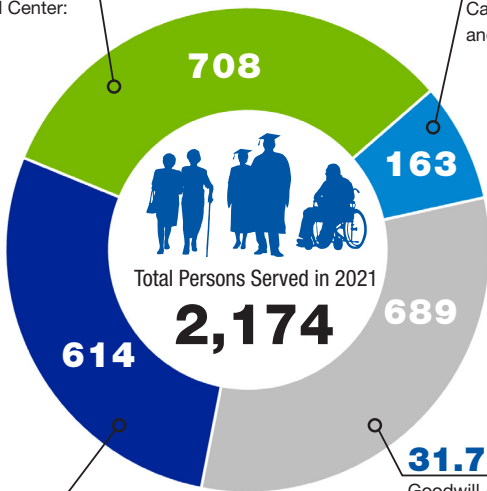
Career Training Programs
and Services

28.2%

Basic Support Services

31.7%

Goodwill Associate Learning
& Development



Career Training Programs and Services	163
Goodwill Associate Learning & Development	689
Basic Support Services	614
Goodwill Excel Center Enrollment	708
Total Persons Served	2,174

Demographics

CAREER TRAINING PROGRAMS & SERVICES



RACE 81% African American, 11% Hispanic, 3.5% White, 3.5% Other, 1% Asian

GENDER 67% Female, 33% Male

DISABILITY 10% Workforce Development students have a disclosed disability

JOB RETENTION & PLACEMENT

92% of the people we served were either unemployed or under employed

86% employer satisfaction

95% student satisfaction

97% job retention (3 months)

78% job retention (6 months)

90% total placement

\$17.45 Avg. hourly wage

247 credentials earned

“N.O.W. means - No Opportunity Wasted. That’s right we did not waste, not one opportunity...We are ready to start our new beginning...This Goodwill Hospitality program allowed us to have an internship and view the innerworkings of some major hotels in our community. With new certifications, leadership skills, and a brand-new resume we proudly walk across the virtual stage of success. The impact that the instructors made on our lives is priceless.”



Charade Jackson
2021 Goodwill
Hospitality Graduate



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Key 2021 Programs & Initiatives

THE RISE ACADEMY

Piloted The RISE Academy training program to increase career growth and promotion opportunities for members of our Goodwill retail and contracts team. In 2022, the program will expand to all stores and continue building a strong management pipeline.

ENERGY & CONSTRUCTION TRAINING PROGRAM

Graduated **27 people** from our new Energy and Construction Career Training Program in partnership with Washington Gas, equipping people with hands-on training and skills for careers in this high-demand sector.

LAPTOP LOANER PROGRAM

Technology – whether high-speed internet or laptops – should not be the barrier standing between our students and career training to build a better life. We ensure students can access the technology needed to complete class assignments and apply online for jobs after graduation.

SUSTAINABILITY INITIATIVES

Kept **34 million pounds** of waste out of landfills in 2021. Opened the new 55,000-square-foot Goodwill Sustainability Center that increased our ability to process, re-purpose and recycle donated goods to support our mission.

DIVERSITY, EQUITY AND INCLUSION

We work to support marginalized people in our communities and commit to the goal of creating an anti-racist culture within our Goodwill. We believe the diversity of individuals must be celebrated and believe that our core values of **Respect, Integrity, Service, and Excellence (RISE)** are achievable when we intentionally champion diversity, equity, and inclusion into our workplace and mission services. We will continue to work together to create an environment that models equity and inclusion, while being diverse in color, ethnicity, background, religious beliefs, gender orientation, and identity.

LYFT PARTNERSHIP

Continued our partnership with Lyft to provide **387 Lyft codes** that helped more than **50 students, graduates and associates** get to job interviews and work during their first few weeks on the job.

WHARF GRANT

Through a new partnership with our employer-partners at The Wharf, we are training people with the skills to help our local economy – specifically the hospitality industry – rebuild during the pandemic.

“I wanted to be a role model for my daughter...I wanted to prove to myself and to others that you should never give up on getting ahead in life, trying to improve yourself... With my resume, strong interview skills and a career fair under my belt, I’m excited to go out and seize more opportunities – building a better life for me and family. Goodwill gave us all the foundation, support and encouragement – but WE have to do the work ourselves to succeed.”



Amadu Dainky
2021 Goodwill Energy and Construction
Career Training Program Graduate

Other Milestones



Graduated **87** people from our workforce training programs and placed **43** into employment at an average hourly salary of **\$17.45**.



Enrolled **424** District residents at the Goodwill Excel Center to earn their high school diplomas, with **59** graduates in 2021.



Provided meaningful employment opportunities to **936** Retail & Contract associates hired in 2021.