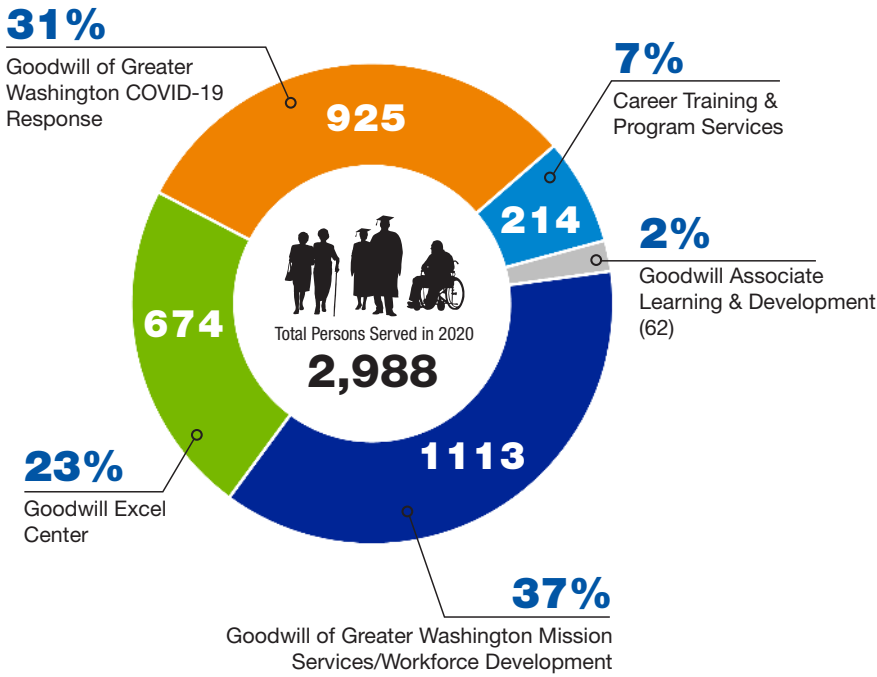


Goodwill of Greater Washington 2020 Impact

Total Impact

OF PERSONS REACHED/SERVED



■ Career Training Programs and Services	214
■ Goodwill Associate Learning & Development	62
■ Basic Support Services	1113
- Workforce Basic Services	- 522
- Organization Intensive Total	- 591
■ Goodwill Excel Center People Served	674
■ COVID Response/ Furloughed Associate Support	925
Total Persons Served	2,988

Demographics

WORKFORCE DEVELOPMENT



- RACE** 73% African American, 11% White, 7% Hispanic, 7% Other, 2% Asian
- GENDER** 71% Female, 29% Male
- DISABILITY** 30% Workforce Development students have a documented disability

RETENTION & PLACEMENT

- 100%** of the people we served were either unemployed or under employed
- 96%** Employer Satisfaction
- 85%** retention (6 months)

- 75%** placement
- Avg. hourly wage **\$15.76**
- 304** credentials earned

“It’s very important not to forget where you came from, my dad taught me that. I’m always hoping to remember what started this adventure and this journey – and it was Goodwill. Goodwill took my hand and helped me to get where I’m hoping to get.”



Christopher
2020 Goodwill Security and Protective Services graduate

Goodwill of Greater Washington 2020 Impact

Service to the Community TRANSPORT & COMMUNITY SUPPORT



LYFT RIDES

1,400 Lyft codes that have helped more than **120** Goodwill students, graduates and associates



CAPITAL AREA FOOD BANK DELIVERIES

Partnered with Capital Area Food Bank to help deliver **9,075** life sustaining meals across the region



GROCERY GIFT CARDS WITH SAFEWAY

Partnered with Safeway to provide **\$3,500** worth of gift cards to help associates get access to healthy foods

“In the marathon of self-development, opportunities for workforce re-entry such as these are mile markers. They can measure your growth. They can tell you where you have been and give you a renewed sense of starting, having a place to begin from toward a new destination.”

Ayanna
2020 Goodwill Virtual Career Navigation Program Graduate



Other Milestones



Graduated **91** people from our workforce training programs and placed **67** into employment at an average hourly salary of **\$15.76**.



Enrolled **375** District residents at the Goodwill Excel Center to earn their high school diplomas, with **75** graduates in the 2020 academic year.



Our Virtual Career Center served **389** people through **64** online workshops.



Supported **536** furloughed retail associates through coaching and community support services.



Provided meaningful employment opportunities to **674** Retail & Contract associates hired in 2020.