

Goodwill of North Georgia

Keith T. Parker – President & CEO
Community Development/Human Services Committee
December 13, 2022

**Goodwill: Putting People to Work During and Post
COVID-19**

@CEOGoodwillNG  



How do we ensure opportunity exists for *everyone*?



Goodwill's mission is to put people to **work**.

For more than 90 years, we've been dedicated to leading people on a path to self-sufficiency regardless of age, race, religion, sexual orientation, criminal background or education.

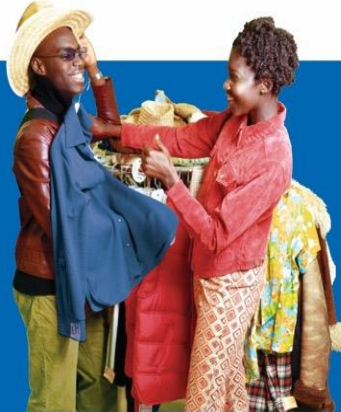


Here's how it works:

when you
donate...



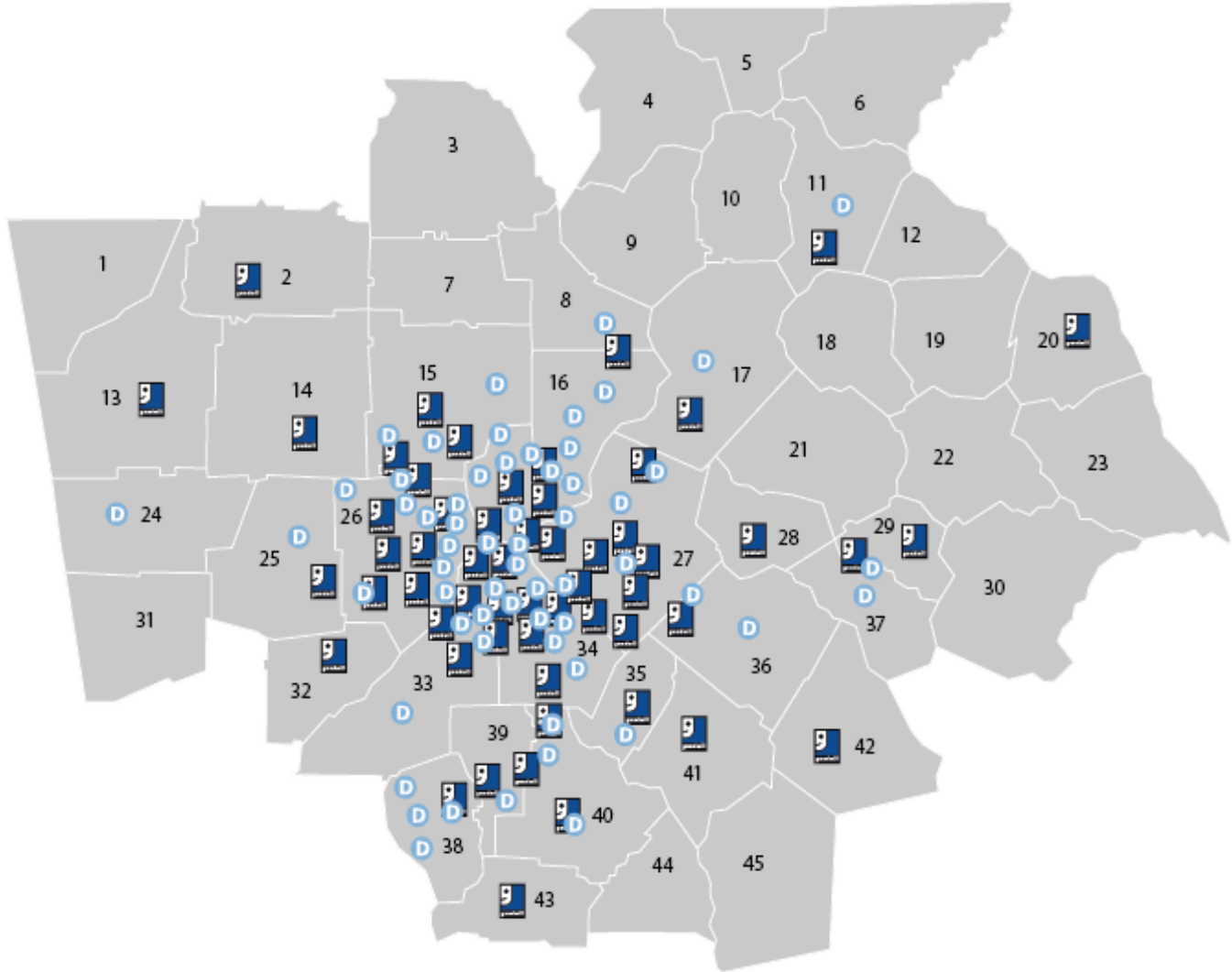
and when you
shop...



your actions help us...
**put people
to work!**



Our retail footprint is larger than Target





A typical shopper:

- Female, 45+
- Married
- Live in a Household with 2+ Adults
- Household incomes 30% +
- Have 1 or More Children in the Household
- Have a cat

We serve our mission, but we are a **business...**

85%

Retail Sales

7%

Salvage

4%

Government
Grants

2%

Foundation
Support

1%

Vocational
Services and
Investments

ABC Method

***A** job
Better job
Career*



GOODWILL CAREER SERVICES

- **6-8 week** vocational training with PAID work activity integrated
EARN-WHILE-YOU-LEARN
- Job training programs focus on core competencies for **industry and career pathways**
- **One** Goodwill Career Center capacity = **4,000 people annually**
- Community-based programs, **tailored to local jobs**
- Business Development Partner: **talent acquisition**



A photograph of two women in a laboratory or workshop setting. The woman on the left, wearing glasses and a dark top, is smiling and looking at a green circuit board held by a soldering iron. The woman on the right, wearing a white top, is also smiling and looking at the circuit board. In the background, there is a microscope and other lab equipment. A white circular graphic is in the top right corner.

Career Services

- **16,199** people put to work in FY21
- **14** free brick & mortar career centers & **1** virtual career center
- **#1** for persons employed among Goodwill agencies nationwide
- **#1** for people of color employed
- **139** career services staff

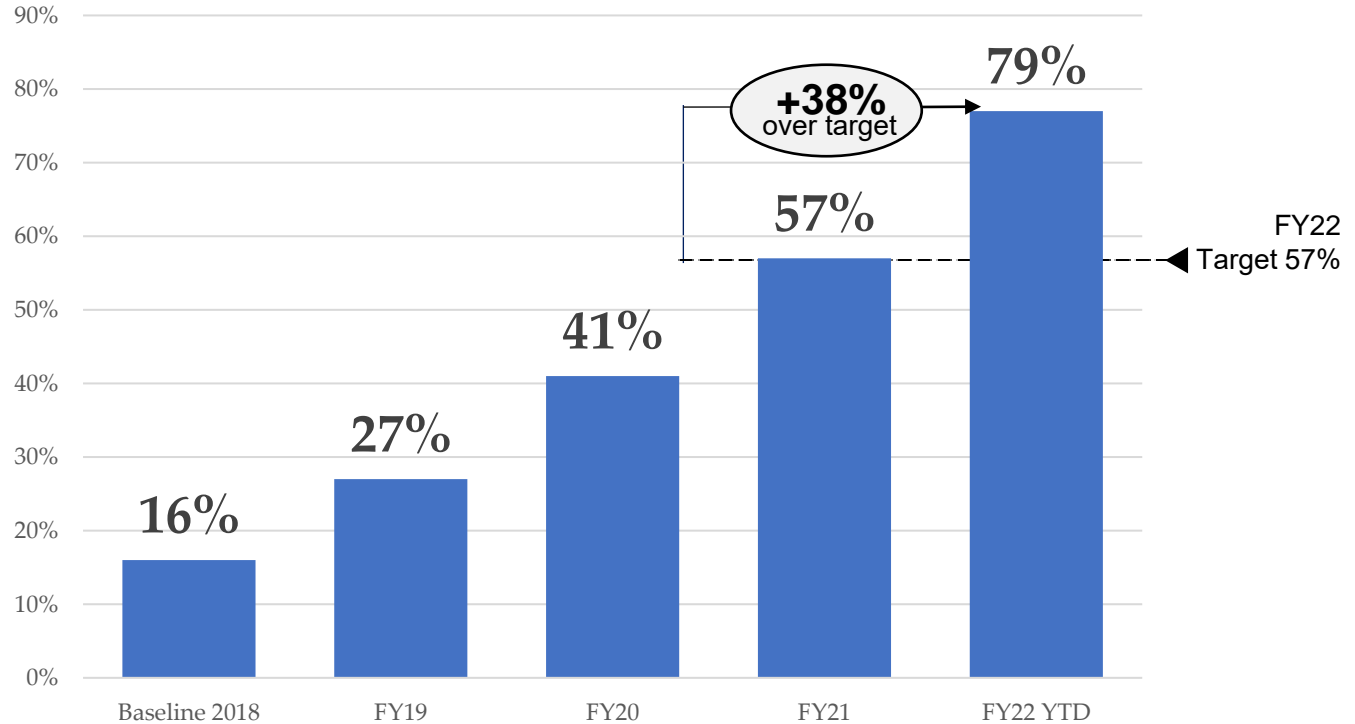
% of Persons Employed in Jobs with Family-Sustaining Wages



Middle Class+



Working Class +



% of job placements over
MIT Living Wage Calculator for Georgia

Facility Services

One of Georgia's largest facility management service providers: Goodwill of North Georgia

- Provide top-notch facility management services to federal government building and other commercial buildings like:

**Jimmy Carter Center
Center for Disease Control**

- Specialized in janitorial services, ground maintenance, landscaping, and supply chain management





GoodBiz! Program

We help
people start
and improve
their small
business.



Y.E.S. Program

Education is the key to getting and staying out of poverty.

Nationally recognized high school co-enrollment program.

Donations
generate revenue and
positive environmental
impacts

Almost **44 million**
pounds of materials
diverted from landfills last
fiscal year.

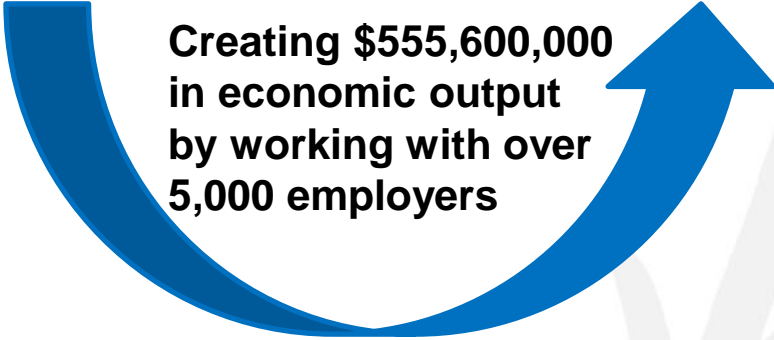


Impact

Impact on Georgia economy from people Goodwill placed into jobs.

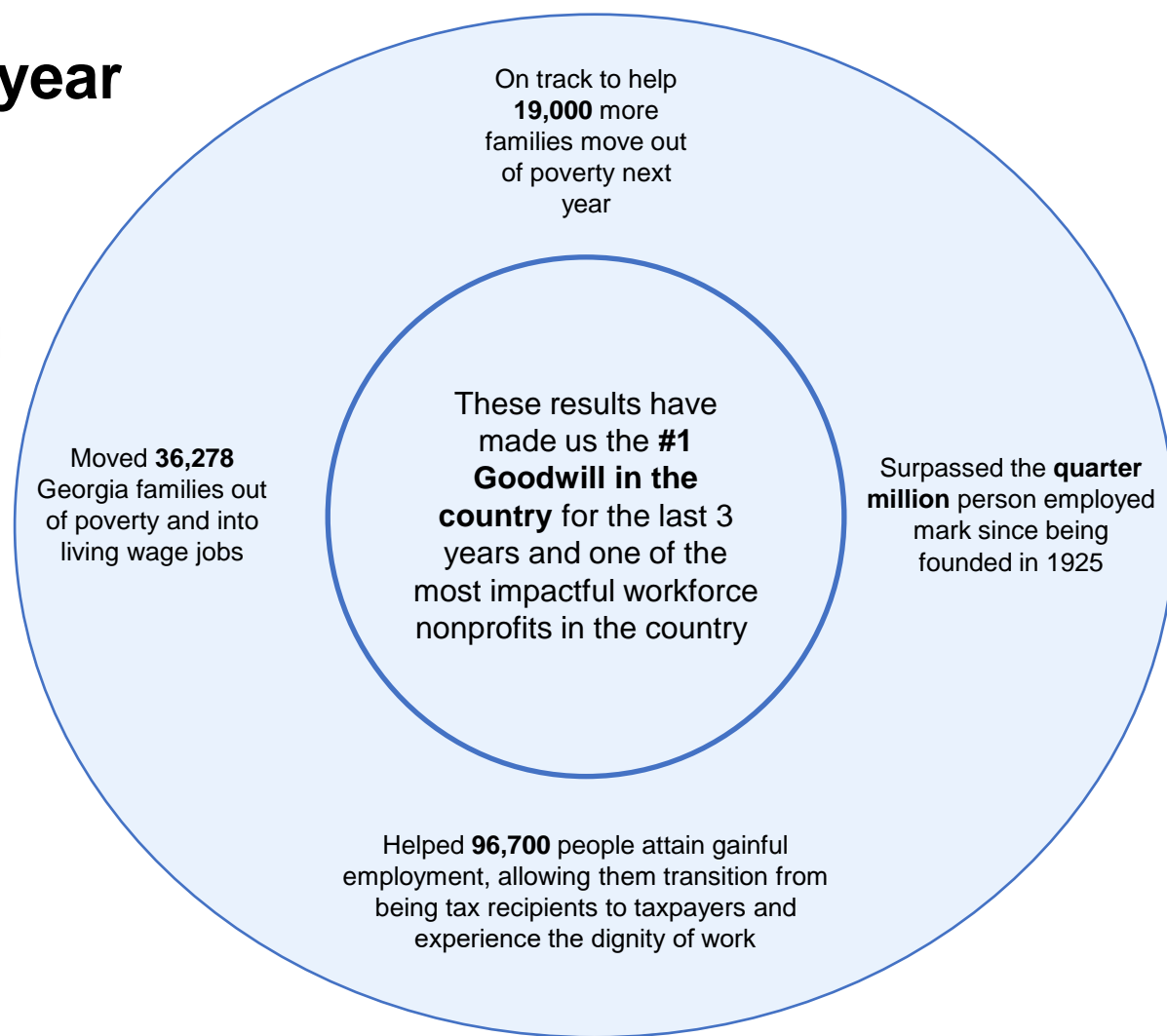


**16,199 people
placed into
jobs**



**Creating \$555,600,000
in economic output
by working with over
5,000 employers**

In my five-year tenure...



What is Career Connector?

- Job Board
- Resume Builder
- Learning Modules
- Live Chat Feature
- Career Planning Tools
- Community Resources



More than 5,000 employers in North Georgia partnered with our Goodwill to provide training and hire our graduates last year.



Training Resources for You



**Customer
Service
Training**



**Supply Chain
Management
Logistics**



**Technology
Careers
Program**



**Healthcare
Environmental
Services**



**Floor
Technician**



**Retail
Customer
Service**



Technology Careers Program

- In partnership with TechBridge
- Co-developed with Mayor Andre Dickens
- Industry certifications in the growing tech field
- Web technology skills





**A Career
for
April Dean
Hunter**

Program: Technology Careers
Program

Title: Jr. Business Analyst, Graphic
Packaging International



Serving People With Criminal Backgrounds



We've Expanded

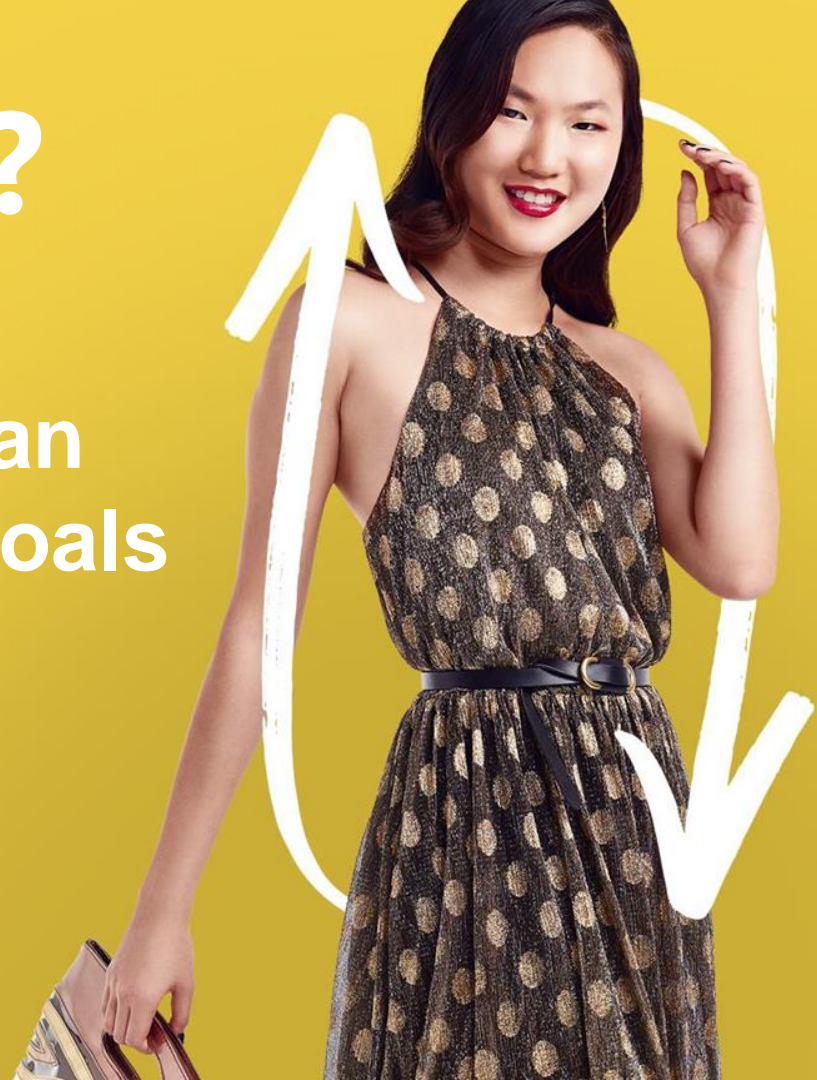
Metropolitan Parkway Store & Career Center

Opened Thursday, April 21, 2022



What's next?

Our 2023 Strategic Plan outlines aggressive goals for growth.



Thank you!


goodwillng.org


careerconnector.org

404.420.9900



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