MISSION

Goodwill’s mission is to help individuals with barriers to self-sufficiency to achieve independence and dignity through work.

Not charity, but a chance.
Dear Friends of Goodwill,

Welcome to the Annual Report for Morgan Memorial Goodwill Industries and Goodwill Industries of the Pioneer Valley.

This past year, we entered an affiliation agreement with Goodwill Industries of the Pioneer Valley. The two organizations have a common mission and are dedicated to helping individuals with barriers to self-sufficiency to achieve independence and dignity through work. Goodwill Industries of the Pioneer Valley is headquartered in Springfield, provides programs and services to help individuals with barriers to employment and operates seven stores.

The theme of this year’s Annual Report is *Bring Good Home*. This reflects the new public service announcement campaign the Ad Council developed in conjunction with Goodwill Industries International. The tagline captures what happens when you support Goodwill and help individuals with barriers to employment find jobs – you bring good home to your local community.

In this Annual Report, you will read about participants in our programs. Individuals like Cliffeth Tucker who moved from Transitional Assistance to a job that allows her to support her children. Or Vera Buccella, a long-time participant funded through the Department of Developmental Services, who works at our new store in Danvers. Or Michael Capezutto, who received the training he needed to move from part-time, seasonal work to a full-time job with benefits.

Also, you will read about Liberty Mutual, a corporate partner that supports our Project SEARCH program and provides volunteers through *Serves with Liberty*. Liberty Mutual’s support, along with that of others in the business community, helps us bring good home every day.

The successes of 2018 were only possible because of the engagement of our board, staff, funders, community and business partners, customers, donors, and friends. Thank you to all of you for your commitment to Goodwill and for helping us help those in need with a hand up, not a hand out.

Let’s bring good home together in 2019!

Sincerely,

Joanne K. Hilferty
President and CEO
Morgan Memorial Goodwill Industries
Goodwill Industries of the Pioneer Valley
BRING JOBS HOME.

“I took advantage of all the services they offer. Career counseling, resume writing, job postings, all of it.”
– Michael Biggs

Job Training & Career Services

When Marine Corps veteran MICHAEL BIGGS found himself unemployed, he knew where he needed to go: MassHire Boston Career Center, the one-stop career center operated by Goodwill.

Previously, the 49-year-old father of four had gone to MassHire when he was unemployed and needed help finding a job that would allow him support his family. After assessing his skills and interests, the MassHire career advisor referred him to training to obtain a commercial certification in refrigeration and air conditioning. After completing that training, Michael went to work but was then laid off in early 2018. Faced with unemployment again, Michael turned to the career center once more.

“I took advantage of all the services they offer,” said Michael, a Dorchester resident. “Career counseling, resume writing, job postings, all of it.”

Working with a career advisor as well as MassHire’s veterans’ representative, Michael was able to secure a position at the Langham Hotel in downtown Boston in the engineering department.

At the Langham, Michael can put to work his recent training as well as his experience in property management. From managing operations in the laundry room to patching a hole here or there, he does it all. “We’re jack of all trades in this department,” he said.

Michael is among the 6,322 served by MassHire Boston Career Center this past year. Formerly known as Boston Career Link, the center became MassHire Boston Career Center in September 2018 as part of a statewide rebranding initiative to unify the Massachusetts one-stop career center system under a single brand.
The career center offers services to help job seekers, including universal access to a broad range of career counseling services, career resources, workshops, vouchers for training programs, and special programs to connect job seekers with employers. Job seekers learn about current openings, receive assistance with their job searches, learn job search techniques, and receive instruction on how to apply for a job online. MassHire has a full-time veterans’ representative as well as representatives from the Department of Transitional Assistance, the Department of Corrections, and the Office of Basic Adult Education, who come on-site to support members.

MassHire also has a range of resources and services to connect employers with qualified job seekers, including on-site recruitment sessions, job fairs, and mass hiring events. Additionally, MassHire will send employers pre-screened candidates who meet the requirements for available jobs.

In 2016, CLIFFETH TUCKER was unemployed and living in Florida. A single mother with four children, she was facing a number of challenges. After some thought, she decided to move to Boston to be closer to her sister.

Cliffeth was glad she made the move, but life in Boston continued to be challenging for the 30-year-old. When she was referred to Goodwill by the Massachusetts Department of Transitional Assistance, she was determined to make the most of the opportunity.

Cliffeth enrolled in First Step, Goodwill’s three-week job-readiness program that prepares individuals for the workforce. In the class, Cliffeth updated her resume, refined her job search, and participated in mock interviews, among other things.

“I got a lot out of the mock interviews,” she said. “It was so helpful to do interviews with a lot of different people and hear their feedback on how you present yourself. It was a really good program.”

Out of First Step, Cliffeth got a job in customer service in the Longwood medical area, but soon moved on to Beth Israel Deaconess Hospital as a unit coordinator. She is now in a program at Beth Israel to become a surgical technologist. She credits the Goodwill First Step program with getting her on track and into a field she loves and that allows her to support her children.

“It helped me focus on what I wanted to do,” said Cliffeth.

Cliffeth is among those served in Goodwill’s programs and services. In its job training programs, Goodwill provided 556 individuals with services tailored to meet their needs including case management, work-readiness training, skills training, on-the-job training, job placement, and post-placement supports. Goodwill also offers community-based day supports and day habilitation programs for 75 individuals with cognitive and developmental disabilities.
BRING OPPORTUNITIES HOME.

“I like coming here and doing my job. Everyone is very nice. It’s a good place for me to come and work every day.”

– Vera Buccella

Social Enterprises

There is a look of determination on VERA BUCCELLA’s face when she works. Whether it’s tagging clothes in the back room at Goodwill’s newest location in Danvers or placing items on the sales floor, Vera does it all with tenacity and skill.

Vera first came to Goodwill’s Salem Job Training Center in 1989 through the Massachusetts Department of Developmental Services and over the years has had a number of successful job placements in the community. After she was laid off from a restaurant chain in early 2018, she was eager to get back to work.

Goodwill was set to open The Goodwill Store and Donation Center in Danvers in March 2018, and Vera was a great candidate for a production assistant position at the new location. It is work that suits her well.

“I like coming here and doing my job,” she said. When she works on the floor, she enjoys meeting the customers. “Everyone is very nice. It’s a good place for me to come and work every day.”

With that, Vera gets back to work, her determination as strong as ever.

The Danvers store opening was one of the highlights in a busy and productive year for Goodwill’s social enterprises. The Danvers location is Goodwill’s first new store since 2009, and it features a new color scheme, graphics, and layout that will be the model for future Goodwill stores.

Not long after the Danvers opening, Goodwill broke ground on a new Goodwill Store and Donation Center in Hyde Park that will open in the spring of 2019. The groundbreaking was the first of its kind for Goodwill since it broke ground on its Roxbury headquarters in the mid-1980s.
With 11 stores in eastern and central Massachusetts, the retail enterprise is Goodwill’s largest social enterprise with nearly 1 million customer transactions and more than 31 million pounds of donations collected from the community in 2018. The Goodwill Stores offer great value in the communities they serve by providing low-cost, quality items for individuals and families, especially those on budgets. The retail stores, donation centers, and distribution center also provide training and employment opportunities for many Goodwill participants.

Goodwill’s computer recycling enterprise with Dell Reconnect provides job training opportunities for young adults in the community who are interested in work in the technology field. The program also helps protect the environment and makes refurbished donated computers available at a low cost at The Goodwill Stores.

Finally, Goodwill manages contracts through AbilityOne, a federal program that helps people with severe disabilities find employment by working for nonprofit organizations that provide services to the U.S. government. Through this program, Goodwill employs 30 participants who provide housekeeping and maintenance for more than 7 million square feet of government buildings, including Hanscom Air Force Base and the Barnes Building in South Boston.

**Goodwill Stores and Donation Centers**

**THE GOODWILL STORES**
- Allston/Brighton
- Boston
- Boston Outlet Store
- Cambridge
- Danvers
- Hyannis
- Jamaica Plain
- Somerville
- South Boston
- Quincy
- Worcester

**ATTENDED DONATION CENTERS**
- Arlington
- Boston
- Chelmsford
- Concord
- Lexington
- Newton
- North Andover
- Peabody
- Reading
- Sudbury
- Swampscott
- Woburn

**RECYCLING CENTERS**
- Barnstable
- Dennis
- Hanover
- Harwich
- Hingham
- Mashpee
- Medfield
- Needham
- Plymouth
- Southborough
- Wayland
- Wellesley
- Westborough
- Weston
- Yarmouth

**Morgan Memorial Goodwill Industries By The Numbers**

**Individuals Served**
- Job training program participants: 631
- MassHire Boston Career Center members: 6,322
- Youth Initiative participants: 75

**Business Engagement**
- Employers recruiting on-site: 192
- On-site recruitment events: 250
- Job fairs and mass hiring events: 8
- Worksite customers, including AbilityOne: 13
- Businesses contributing goods: 96

**Goodwill**
- Employees: 363
- Paid trainees: 123
- Facilities: 11
- Cash gifts: 9,315
- Massachusetts communities served: 265

**The Goodwill Stores and Donated Goods**
- Pounds of donated goods: 31,506,280
- Individual donations: 787,657
- Donation sites: 37
- Customer transactions: 983,324

**Community Outreach**
- Volunteers: 251
- Thanksgiving meals served: 1,180
- Holiday toys distributed: 1,050
LIBERTY MUTUAL and Goodwill share a strong commitment to accessibility for individuals of all abilities. As a longstanding Goodwill partner, Liberty Mutual has provided many types of support over the years.

Liberty Mutual now provides financial support for Project SEARCH, a collaboration with the Boston Public Schools that offers a school-year internship program to prepare high school students with developmental disabilities for competitive employment. Liberty Mutual has a longstanding relationship with Charlestown High School, one of the Project SEARCH school partners.

“Within the last two years we commissioned research about young adults with disabilities and workforce development. The most important factors for success were mentors, education, and positions that paid a living wage,” said Melissa M. MacDonnell, President of the Liberty Mutual Foundation. “All of these factors are delivered with compassion and consistency by the staff at Goodwill. Like Liberty, they’re committed to the future of the participants.”

Employees of the company also volunteer at Goodwill through Serve with Liberty, Liberty Mutual’s annual day of community service. In 2018, seventeen volunteers participated - they joined adults with developmental disabilities in the Day Habilitation program for activities, assisted program participants involved in on-the-job-training in Goodwill’s Distribution Center, and participated in mock interviews for individuals enrolled in work-readiness programs.

“We are grateful to Liberty Mutual for providing both financial and volunteer support and engaging in direct conversations about how best to advance our shared goal of empowering people of all abilities to engage more fully in their lives and communities,” said Joanne Hilferty, President and CEO of Goodwill.

Left: Liberty Mutual volunteers worked with Goodwill participants as part of Serve with Liberty.

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– Melissa M. MacDonnell, President of the Liberty Mutual Foundation
Goodwill works with hundreds of businesses and organizations every year to connect job seekers to jobs. Those job seekers include individuals who go through MassHire Boston Career Center or participants in a Goodwill training program. Goodwill collaborates with businesses and organizations to provide new skills or learning opportunities for its participants. Goodwill also works with businesses that donate clothes or other goods to The Goodwill Stores or who donate to Goodwill’s community events.

BUSINESS AND COMMUNITY PARTNERS

20th Century Fox Film  
ABAC5  
Above & Beyond Home Health  
ACE Employment Services  
Action Jackson Amusements  
ACTS Aviation Security  
Adecco  
Advance Home Care Solutions  
Advantage Sales  
Aeropostale  
Aerotek  
Aireko  
Aire Serv  
A & J King Artisan Bakers  
The Allen Daniel Associates  
Allied Universal  
Alta Bicycle Share  
Amada Senior Care  
American Airlines Credit Union  
American Surgical Company  
Ames Landscape  
AP Fragrance  
Applus Technologies, Inc.  
ARAMARK  
Arbor Associates  
ARC Document  
Arimann Building Services  
Arrow Security  
Associated Home Care  
Atlantic Battery  
AudoTalent  
AvalonBay Communities  
Avis Rental Car  
Bank of America  
The Barn  
Barnstorm  
Barrett Tree Service East, Inc.  
Bay Cove Human Services  
Beantown Productions  
Bearhands and Buddies  
Beasley Media Group  
Beneficence Home Health  
Bennett Research  
Best Buy  
Beth Israel Deaconess Medical Center  
Blue Hills Bank  
BNY Mellon  
Bon Me  
Boston America Corp.  
Boston Children's Hospital  
Boston College  
Boston Fire Department  
Boston Harbor Cruises  
Boston Medical Center  
Boston Public Library  
Boston Public Schools  
Boston Super Tours  
Boston University  
Boston Water & Sewer Commission  
Boys & Girls Clubs of Boston  
Brandon School  
The Bridge of Central Massachusetts  
Bridge Over Troubled Waters  
Brigham & Women's Hospital Brinks  
Call4You Marketing  
Calvin Klein  
CAM Employment Services  
Cambridge Rehabilitation and Nursing Center  
Camilla's Bridal  
Canon  
Casa Esperanza  
Casa Myrna  
Case Snow Management Center Plate  
Centerline  
Chartwells  
Cheese Boy  
The Cheesecake Factory  
Children's Services of Roxbury  
Chiofaro Management  
Chipotle  
Citizens Financial Group  
Citrin Cooperman  
City of Boston  
Clarks Shoes  
Cleary Consultants  
Coca-Cola  
College Bound Dorchester  
Colwen Management  
Comcast  
Commonwealth Limo  
Communities for People  
Community Catalyst  
Community Music Center of Boston  
Community Resources for Justice  
Community Servings  
CoNCERT Pharmaceuticals  
The Container Store  
Cornerstone Consulting Group  
Corporate Chefs  
Costa Fruit & Produce  
Cristina's Bridal  
Crittenton Women's Union  
Crosby's Markets  
Crossmark  
Cumberland Farms  
CVS Pharmacy  
Cybba Technologies  
Daily Table  
Dana Farber Cancer Institute  
Dancing Deer  
Delta Airlines  
Dennis East  
Deloitte  
DHL  
DIcon  
Dig Inn  
Dominion Healthcare  
The Dimock Center  
Donna Cakes  
Duke Alumni Association  
Dunkin' Brands  
East Boston Savings Bank  
Eastern Bank  
Eataly Boston  
Edward L. Cooper Community Center  
Eliot Community Human Services  
Emerald Bridal  
Enterprise Center at Salem State  
ERC Wiping Products  
Ethos  
Express Employment Professionals  
Families for Excellent Schools  
Fantini Bakery  
Faulkner Hospital  
Faulkner Labs  
FedEx  
Fenway Community Health Center  
First Nick Painting Company  
Flagship  
FleetLogix  
Fresh Truck  
Friendly's  
Frito-Lay  
Fuku Boston Seaport  
G2 Secure Staff  
G4S Secure Solutions  
Gallagher  
Gate Gourmet  
Gate Safe Security  
GCA Services Group  
Genji  
Global Healthcare Services  
The Global Partners Group  
Global Services  
Google Express  
Grant Thornton  
Greater Boston Food Bank  
Greater Lynn Senior Services  
GreenKiss Staffing  
GROW Associates  
The Guild  
Hands to Heart Center  
Harpoon Brewery  
Harvard Vanguard Medical Associates  
HBO Films  
Hebrew SeniorLife  
Hertz  
Hildebrand  
Hire Partnerships
Put Your Clothes to Work
The following companies and organizations helped collect more than 32,000 pounds of business attire from their employees during the annual Put Your Clothes to Work drive.

9Tailors
Associated Industries of Massachusetts
Baker Square Condominiums
BNY Mellon
The Boston Club - Winter Fest Event
Building Impact
Cabot-Wellington
Chiofaro Building Services
Cloud Tech Health
CoNCERT Pharmaceuticals
Corning Incorporated
Crawford Memorial United Methodist Church
Deloitte
Delta Dental of Massachusetts
EnerNOC, Inc.
Environments at Work
Fitness Together
Foley Hoag
Gallagher
Grant Thornton
House Works
HUBweek
John Hancock
KPMG
Lee & Crowley, LLC
Longfellow Real Estate Partners, LLC
Marlo Marketing
Massachusetts Department of Environmental Protection
Massachusetts Executive Office of Public Safety and Security
Michael Page US
Monster Worldwide
Msaada Partners
Newmarket Business Association
Nina Mclemore
Oxford Global Resources
Parthenon Group
Partners HealthCare at Home
Plymouth Rock Assurance
Randstad
Richard Forbes
Robert Half
Ropes & Gray, LLP
RSM US, LLP
Synergy Investments
The TJX Companies, Inc.
UPS
Watson-Marlow Fluid Technology Group
Wolf & Co.

Volunteers
The following companies and organizations provided groups of volunteers to assist with community events at Goodwill throughout the year.

Bank of America
BDO
Blue Cross Blue Shield of Massachusetts
BNY Mellon
Boston University Athletic Training Department
Capital Advisors
Citrin Cooperman
The Commonwealth Institute
Daymark Solutions
Dell
Deloitte
Gallagher
Goodwill Board of Directors
Goodwill Young Professionals Committee
Grant Thornton
Liason International
Liberty Mutual
Marlo Marketing
Massachusetts Executive Office of Administration and Finance
Massachusetts Executive Office of Public Safety and Security
Massachusetts Office of the Governor
New England Baptist Hospital
Oxford Global Research
People's United Bank
Suffolk Construction
UPS

Government Funders
Goodwill receives funding from the following government agencies to support its programs and services.

Boston Office of Workforce Development
Boston Public Health Commission
Boston Public Schools
Massachusetts Department of Developmental Services
Massachusetts Department of Medical Assistance
Massachusetts Department of Transitional Assistance
Massachusetts Executive Office of Labor and Workforce Development
Massachusetts Health Connector
Massachusetts Rehabilitation Commission
U.S. Sen. Ed Markey serves a Goodwill participant at Goodwill’s annual Thanks-for-Giving dinner in November.

New England Patriots player Ja’Whaun Bentley delivers a Thanksgiving basket at Goodwill’s annual Thanksgiving-in-a-Basket event.

There are always lots of fun activities at Goodwill’s annual Youth Holiday Party.
The Clothing Collaborative for Job Trainees was a transformative event for former U.S. Marine Daniel Miller who found a suit to wear on job interviews. The Clothing Collaborative is held every quarter and provides interview-appropriate outfits for job seekers at no charge. The clothes are donated from area businesses through the annual Put Your Clothes to Work drive.

Goodwill kicked off its annual Put Your Clothes to Work clothing drive with a reception in April. From left are Goodwill participant speaker Jessie Elston, Chronicle co-anchor and emcee Shanya Seymour, Goodwill Board Treasurer Nancy Aubrey, and Goodwill CEO Joanne Hilferty.

Left: Goodwill broke ground on a new store in Hyde Park in September. From left are Boston City Councillor Tim McCarthy, State Rep. Russell Holmes, Goodwill CEO Joanne Hilferty, Goodwill Board Chair Jane Edmonds, Finard Properties CEO Todd Finard, and Goodwill Board member Kevin Reynolds.

Right: At The Good Party in June, TJX Companies was the recipient of Goodwill’s first The Good Company Award, presented to a business that exemplifies corporate engagement. The TJX group included, at center, CEO Ernie Herrman, and CMO Karen Coppola, a Goodwill Board member.
When 32-year-old West Springfield resident MICHAEL CAPEZZUTO came to Goodwill’s Career Academy in Springfield, he had a strong desire to work, but had limited job skills and work experience to fall back on. He had worked off and on in his family’s landscaping business, but was ready for a change and was looking for full-time employment.

After participating in job-readiness training at Goodwill, Michael felt like he was ready for the next step and began looking at career options. Michael obtained a forklift operator’s license and certification at Goodwill and then, with help from the career advisors at Goodwill, secured employment at the Advanced Auto Parts’ distribution center in Enfield, Connecticut, as an associate.

Now working full-time and earning full benefits, he feels things have really turned around in his life. “When I came to Goodwill, I wasn’t working and really didn’t know what I wanted to do,” Michael said. “The staff here really helped me out and I was able to figure out some jobs I could do. Things worked out well for me.”

In 2018, Goodwill Industries of the Pioneer Valley’s Career Academy served 666 individuals, providing work-readiness and skills training and helping participants overcome barriers that keep them from working. The Career Academy partners with a number of businesses in the community to match job seekers with available positions. Goodwill’s Employment Supports Program helped 120 individuals with disabilities, offering them paid employment and job training in supportive and supervised environments. The Adult Foster Care program served 24 individuals who cannot live safely on their own. The program provides an opportunity for the individual to live in a family setting with a trained and committed caregiver.

“...The staff here really helped me out and I was able to figure out some jobs I could do. Things worked out well for me.”
– Michael Capezzuto

Goodwill Industries of the Pioneer Valley works with the following businesses and organizations to connect job seekers to jobs.

Advanced Auto Parts  CVS  Lowe’s  United Personnel
American Lumber  Foxwoods Casino  Ocean State Job Lot  Viability, Inc.
Amazon  J. Polep Distribution Services  Polar Beverages  WestMasss ElderCare, Inc.
Applebee’s  Macy’s  Smith & Wesson  Yankee Candle
Cardinal Health  MGM Springfield  Stavros
Corando

Employees: 140  Individual Donations: 137,905  Individual Donations: 137,905
Individuals Served: 810  Individuals Served: 810
Massachusetts Communities Served: 43  Massachusetts Communities Served: 43

Amherst  Palmer
Chicopee
Holyoke
Northampton
Springfield – Parker Street
Springfield – Sumner Avenue
Ad Council Campaigns

Goodwill Industries International and the Ad Council launched a new public service announcement (PSA) campaign in September 2018 called Bring Good Home. The new national campaign points out the community value of supporting Goodwill.

Goodwill and the Ad Council have worked together since 2013 when the first PSA campaign was launched. That campaign – Donate Stuff. Create Jobs. – urged consumers to support Goodwill by donating. The campaign was very successful, garnering nearly 8 billion media impressions in the U.S.

The message is clear: there are many great ways to support Goodwill and create jobs in the local community!

2018 COMBINED FINANCIAL REPORT

Goodwill strives to be efficient and effective in the use of funds raised to support its mission services and 87 cents of every dollar spent went to programs that helped transform lives.

In 2018, Goodwill had total revenue of $38,042,354, total expenses of $37,997,855 and net assets of $28,768,783.

2018 COMBINED FINANCIAL REPORT

3%
10%
87%

Programs
Management and General
Fundraising

Senior Staff
Joanne K. Hilferty
President and CEO
Keith Chapman
Vice President, Retail
Laurel Ford
Vice President, Finance and CFO
Laurie Gallagher
Senior Director of Marketing
Heather Kenney
Vice President, Human Resources
Paul MacNeil
Vice President, Operations
Christopher Martin
Senior Director of Philanthropy

Credits
Editor
James Harder
Director of Communications
Photographer
Mike Ritter
Ritterbin Photography
Designer
Amanda Epperson
Studio A Design