

PROVIDING
OPPORTUNITIES



2018
ANNUAL REPORT
ELIMINATING
BARRIERS



STRENGTHENING
COMMUNITIES

MISSION

**TO HELP PEOPLE ACHIEVE THEIR FULL
POTENTIAL THROUGH THE DIGNITY AND
POWER OF WORK**

VISION

**WE STRIVE TO BE A VALUED COMMUNITY
PARTNER FOR TRAINING, EMPLOYMENT &
CONTINUED DEVELOPMENT OF PEOPLE
SEEKING A PATHWAY TO A BETTER LIFE.**

VALUES

**WE BELIEVE THAT WORK FORMS THE
FOUNDATION OF OUR RELATIONSHIP WITH
OTHERS. WORK AFFECTS OUR SELF-ESTEEM &
ALLOWS US TO BECOME SUCCESSFUL
CONTRIBUTING MEMBERS OF OUR
COMMUNITY.**

Dear Friends of Goodwill,

Each year, Palmetto Goodwill strives to improve the quality of life for people struggling with barriers to employment. In 2018, we lived our mission of "helping people achieve their full potential through the dignity and power of work," positively impacting the lives of thousands in our community.

Last year, we provided job training and employment services to more than 15,000 people and helped place 3,094 people into new jobs creating a \$50 million dollar impact to our local communities. Recognizing the growing needs of our community, we launched new certification programs that are changing lives and strengthening communities through education, training and work. We also set an ambitious new path for addressing future community needs by developing an aggressive 2025 Community Impact Plan.

Your donations and patronage support programs and services across the 18 counties that we serve. Because of you we are able to provide job search, resume preparation, and soft skills and interview training at our Career Opportunity Centers; help the Veteran community, through Palmetto Warrior Connection, transition back into civilian life; support businesses through Hiring Events; put people to work through GoodPeople Staffing; and provide certification courses that give people a kick-start in finding gainful employment. Because of your donations Palmetto Goodwill has the opportunity to serve our communities and help people achieve their full potential through the dignity and power of work.

Highlighted in this year's Annual Report are the powerful stories of Evelyn Hinman, Maurice McKoy and Ivan D'Arrigo, who have each overcome unique barriers to become confident and successful. We take great pride in our successes and accomplishments from 2018 and are humbled by the tremendous and generous support of our wonderful community. Our pledge to our donors, shoppers and volunteers is a commitment to advance the lives of veterans, the homeless population, people with disabilities and those who struggle with barriers to employment.

Please enjoy our 2018 Annual Report as you read through the inspirational stories and significant mission impact. We hope it provides you a small look at the work we are fortunate to be a part of each and every day.

Goodwill aims to bring out the best in each individual that we serve and to have a positive impact in our community. We are grateful to all who support our work. On behalf of Palmetto Goodwill and the Board of Directors, thank you!



Robert Smith
President & CEO

Sean Sykes
Chair, Board of Directors

2018 YEAR IN REVIEW

VETERAN INITIATIVES

Events and programs that support our veteran services arm, Palmetto Warrior Connection, continue to be successful. While hurricane season caused a bit of a delay, Palmetto Warrior Connection held the **10th Annual Undy 500** in October and helped coordinate the **Stand Down for Homelessness** event in November.

Three more **Veterans for Manufacturing** courses were held over the course of the year, whereby participating veterans are awarded basic certifications in Forklift Operations, CNC Machine Operation and OSHA. This training program is a concentrated two week program offering a fast-track curriculum and hands-on experience designed to give veterans the entry-level skills necessary for immediate job placement.

Oak Point Golf Course was again the place to be in early October as a full slate of golfers polished their clubs and showed off their swings in the **2nd Annual Palmetto Goodwill Open**. Sponsored by Southeastern Paper Group, the Captain's Choice tournament went off without a hitch, with great weather, plenty of camaraderie and of course ample food and drink. Charleston Warehouse again walked off with the tournament win while our veterans program benefited from over \$13,000 raised.

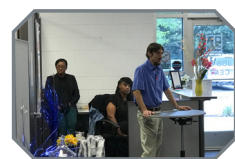
And the ever popular **Red, White & Blue Jean Ball** was held in June. Approximately 200 people attended the event at Charles Towne Landing's Founders Hall. A laid-back departure from traditional fundraising events, the Red, White & Blue Jean Ball attracted a wide variety of business partners and individuals. Major sponsors included Nucor, MUSC and Charleston Radio Group. The event raised over \$15,000 in support of Palmetto Warrior Connection and is sure to continue growing in years to come.



ADVOCACY

The AbilityOne team continued growing its **Advocacy Champions** network within the South Carolina legislature. The goal of the program is to help ensure that issues affecting people with disabilities, and other barriers, are heard throughout the state. By the end of 2018 sixteen legislators had signed on as Advocacy Champions.

October is **Disability Employment Awareness Month** and Palmetto Goodwill used it as an opportunity to give community leaders a behind the scenes look at Goodwill and Spotlight some of our success stories. These "Munch and Learns" were well received in each of the regions within the Palmetto Goodwill territory. They not only helped educate community leaders on how people with disabilities can be productive members of the workforce, but they also served as a means to form new partnerships.



2018 YEAR IN REVIEW

WORKFORCE DEVELOPMENT

The **Culinary Kick-Start program** continued to grow in 2018, with three courses held in the Charleston region and the course expanding into the Grand Strand. This intensive, two-week program prepares students to go straight from the classroom into the culinary workforce. We are grateful for the continued support of Lowcountry Food Bank as a partner in Charleston and Shepherd's Table in the Grand Strand. In addition to the hands-on kitchen and culinary training, participants receive a ServSafe certification administered and recognized by the National Restaurant Association.

A **Hospitality Kick-Start** was also added to the mix in both the Charleston and Grand Strand regions. Similar in design to the Culinary Kick-Start, this is a concentrated two-week course that gives people interested in pursuing a career in the hospitality industry a baseline knowledge in a number of jobs within this sector. Students walk away with a ServSafe certification in one of five hospitality related disciplines in which they are most interested. Palmetto Goodwill partnered with the Charleston Area Convention and Visitors Bureau to start this program in Charleston, while Horry-Georgetown Technical College was the primary partner in the Grand Strand start-up.

Upon graduation Palmetto Goodwill works with each student to help them find a job within the restaurant and/or hospitality industries.

Similar to the Kick-Start programs, Palmetto Goodwill partnered with Helping Hands, A Father's Place and Friendship Place to host ten **Georgetown County Career Connection (GC3)** Bootcamps in Georgetown and Andrews throughout the year. This is an intensive, week-long training and preparation course that includes one-on-one mentoring, career path courses and paid training/apprenticeship opportunities.

HELPING OUT

For the 12th year in a row, Palmetto Goodwill, through its **Golden Angel** program, helped hundreds of disadvantaged seniors during the holiday season, providing them with store vouchers, gift cards, meals and other basic necessities many of us take for granted. Through our **Round-Up program**, Palmetto Goodwill collected over \$20,000 in October and November that was then donated to the Waccamaw Community Foundation as part of the flood relief effort. Palmetto Goodwill also worked with Red Cross to issue hundreds of vouchers to families whose belongings were destroyed in last year's floods.

COMMUNITY IMPACT 2025

In the summer of 2018, Palmetto Goodwill leadership began developing a 2025 strategic plan to define and give greater focus to our efforts. Development of the plan was rigorous, thorough and inclusive of internal and external stakeholder feedback. The resulting **Community Impact 2025 Plan** is a vetted, challenging and achievable document. Most importantly, it establishes a well-defined framework - built around the themes of Employment, Sustainability, Innovation and Communication - that provides for Palmetto Goodwill's future growth, mission advancement and funding. The full plan can be found at palmettogoodwill.org/impact2025.





MAURICE McKoy-GOODWILL WORKS!

"Maurice has excelled, and his socialization has improved tremendously. He is gaining and maintaining meaningful relationships while creating greater possibilities for his future."

Lonely. Depressed. Isolated. Anti-social.

Those are some of the words used to describe **Maurice McKoy** when he first came to Goodwill in 2014.

Social. Responsible. Motivated.
Dependable. Exemplary.

These are the words used to describe Maurice four years after joining Palmetto Goodwill as part of the AbilityOne program at the Marine Corps Air Station in Beaufort.

The transformation began when Maurice's mother reached out to Goodwill in August 2014, the same month her son was diagnosed with a mental health disability. Maurice was unable to maintain competitive employment and perform daily living activities due to decompensation and manic behavior, which ultimately led to hospitalization.

During the preliminary AbilityOne assessment, Maurice was responsive; however, his affect was flat, and his movements and responses were delayed. His slow motor functions and emotional responses were associated with the medication used to sustain his mental health. Maurice was accepted, nonetheless, and a plan created to teach Maurice new working skills to promote success.

Maurice was initially placed as a busser at the Mess Hall, a task that does not require a time limit and has few responsibilities. Working alongside individuals with similar stories and struggles in a safe and supportive environment allowed Maurice to regress and progress without judgement from peers. Challenges were faced daily as it took Maurice over a year to adjust to his diagnosis and medications.

Ultimately, based on his growth and desire to succeed, Maurice was given the opportunity to serve food to the patrons regularly – a goal Maurice had set but a task never declared a possibility in his assessment. He immediately began to blossom and responded well to the change.

He now loves to smile and engage in conversations with both colleagues and Marines about his favorite TV shows and movies. Maurice has certain patrons who will specifically come to his line just to engage in conversation with him.

One of his greatest achievements is when placed as a server, Maurice participated

in the training of a co-worker with a neurodevelopmental disorder. His co-worker was unable to serve independently based on the limitations.

The two created a bond and his co-worker forever cherishes working alongside Maurice. That opportunity boosted Maurice's self-esteem and proved that despite his diagnosis, he can change lives.

Another noteworthy achievement for Maurice is his medication reduction. At the start of enrollment, Maurice's medication adherence percentage was at full capacity, 100 percent. Based on his progress and adherence to the care plan prescribed, Maurice's medication percentage has been reduced to 40 percent.

Humble and soft spoken, Maurice appreciates interacting with Marines. "Marines are good people," he says, attributing the confidence to speak with them to lessons learned from Goodwill.

The next step for Maurice is to gain more independence. He recently received his driver's permit and is exploring how best to obtain his license. And while his job at the Mess Hall has been a welcome, stable source of income for Maurice and his mother, who live together in the Dale community outside of Beaufort, Maurice aspires to further his education one day and find employment in the private sector.

Maurice's supervisor, Gloria Chaplin, sums up his progress perfectly, saying, "Maurice has excelled, and his socialization has improved tremendously. He is gaining and maintaining meaningful relationships while creating greater possibilities for his future."

The Goodwill Works! Award honors an outstanding person who has shown great progress and accomplishment while still benefiting from the Goodwill work environment, and who presents him/herself as an exemplary employee admired by their supervisors and co-workers. Maurice McKoy clearly fits that description.

It is with great pleasure that Palmetto Goodwill recognizes Maurice McKoy with its **2018 Goodwill Works! Award**.



EVELYN HINMAN-ACHIEVER OF THE YEAR

"This job has made a huge impact in my life. I no longer worry about my future or not being able to meet my monthly bills and I have regained confidence in my work skills and abilities."

The Achiever of the Year Award was established to honor an outstanding individual with a disability or other disadvantaging condition who has shown great progress and accomplishment in overcoming barriers to employment. This year's recipient, **Evelyn Hinman**, will tell you she is simply doing what she has always done. But her path to the award tells a different story.

Evelyn has always been a hard worker. As a single mother after divorcing in 1985, she would work full-time and picked up part-time jobs on the side in order to pay the bills and provide for her daughter. Evelyn would work seasonal jobs wrapping Christmas gifts in the mall, clean resort units at Seabrook and Kiawah in the summer, sell Tupperware and Avon and paint residences on the weekends. In the spirit of Goodwill, she even collected vacuum cleaners from the side of the road to repair and resell.

Evelyn later remarried, but faced tragedy after six years when her husband had a stroke and became confined to a wheelchair. For six years Evelyn continued to work full-time while caring for her husband and raising her daughter. After twelve years of marriage Evelyn's husband passed away due to complications from diabetes.

A month after his passing, Evelyn was laid off from her job. The recession was in full-swing with no full-time work available, so Evelyn survived on part-time jobs over the next 8 years. Evelyn eventually landed a full-time job but was let go after a year in favor of a younger worker, being told her replacement was "the future of the company." At 60 years old with no job prospects Evelyn decided she needed to be retrained in order to fit in today's workforce. Determined to provide for herself, Evelyn joined SCSEP, the Senior Community Service Employment Program, which helps train individuals 55 years of age and older who have been out of the job force for six months or longer. Knowing that an office setting would suit her best, Evelyn focused on learning

computer skills and was placed with three different non-profit organizations for practical training, the last of which was at Palmetto Goodwill helping coordinate volunteers.

As her time in the program came to a close Evelyn had numerous interviews, only to be turned down time after time. Her breaking point came when a less experienced, but much younger person was hired over her for a job in which Evelyn was perfectly qualified. Evelyn explained, "I never thought that I would be in a position where I was unable to find work. I cried all evening and did not want to participate in the program anymore."

Evelyn's disappointment was short-lived though, as Goodwill decided to make the Volunteer Coordinator a full-time position and hire Evelyn to staff it. Evelyn has taken the position and run with it. In her short time at Goodwill, Evelyn has digitized and organized multiple boxes of volunteer enrollment and orientation forms. She organized the digital records into Box files for easy access and created a system of enrolling and archiving volunteer records. She has taken the record keeping for the volunteer program to a whole new level that can easily be taken on by anyone succeeding her in this role. Evelyn also implemented a volunteer evaluation system, something that nobody before her had been able to carry out.

On a day to day basis, Evelyn enrolls volunteers, conducts orientation and runs background checks before placing volunteers into a suitable position based on their skills, interests and location. In 2018 alone, Evelyn coordinated the efforts of 242 Goodwill volunteers, all of which play an important role in our everyday operations.

"This job has made a huge impact in my life," Evelyn exclaims. "I no longer worry about my future or not being able to meet my monthly bills and I have regained confidence in my work skills and abilities."

Evelyn is a true testament to what hard work and perseverance can help you achieve. For this reason Palmetto Goodwill is pleased to recognize Evelyn Hinman as the **2018 Achiever of the Year**.



IVAN D'ARRIGO-GRADUATE OF THE YEAR

"They not only taught me about the hospitality industry, but how to interview, how to write my resume, how to dress the part and how to believe in myself. They never let me give up on my dream and I will forever be grateful to them for that."

The Graduate of the Year is awarded to somebody who has not only completed a Palmetto Goodwill job training program, but who is also deserving of recognition for outstanding achievement in overcoming barriers to attaining and maintaining employment.

Ivan D'Arrigo's story is not typical, yet he is most deserving of this honor. Ivan's journey to being named Graduate of the Year began in the fall of 2017 while living in Northern California. On his way to work one October morning he saw the glare of a wildfire in the distance. The Tubbs Fire as it came to be known, ended up being, at that time, the most destructive wildfire in California history. While not overly concerned initially, the Tubbs Fire created a domino effect that changed Ivan's life forever.

It first impacted Ivan's job, with news that the store in which he worked would be temporarily closed. Ivan and his girlfriend were then evacuated from their apartment, moving from evacuation zone to evacuation zone before eventually learning that their apartment complex had burned down. When the grocery store where Ivan worked reopened Ivan's time was reduced in order to share shifts with workers from sister stores that had burned. To make matters worse, without income Ivan could not make his college tuition payments and his coursework was suspended. With no home, a lack of work and no college Ivan was at a dead end.

With his girlfriend Lauren also losing her job due to the Tubbs Fire, a mutual decision was made to move east to South Carolina where Lauren's mother lived. Upon arriving in South Carolina another surprise awaited Ivan and Lauren, who found out they were going to be parents. As Ivan explains, "Nothing is scarier than being young with a pregnant wife and moving to a state with no family. But here I was, moving from California to Charleston and needed to figure things out quick."

And that is exactly what happened. Lauren's mother recommended Goodwill to Ivan, who happened to also see a Facebook ad for Palmetto Goodwill's Hospitality Kick-Start program. Ivan had always been drawn to the hospitality industry and dreamed of running his own hotel one day. He decided to give the program a shot and the rest is history.

Ivan entered our Hospitality Kick-Start Program with a determined motivation to succeed and provide for his new family. During the program, Ivan stood out as an ambitious leader within his class. He made every moment within the training count towards his goal of achieving gainful employment.

Ivan not only received a national certification through the American Hotel & Lodging Educational Institute, he also attended Goodwill's Financial Literacy Workshop, focusing on student loans and smart budgeting.

At the same time, Ivan was also working the night shift at a local restaurant to have some cash flow. His focus and dedication was consistent throughout the course despite the many personal obligations and challenges he faced.

Upon completing the Hospitality Kick-Start course, Ivan interviewed with several local hotels and was quickly offered a management training position with Charming Inns of Charleston, which he gratefully accepted. "I am now getting paid a great salary and learning how to run a hotel like I always dreamed of," states Ivan. "I can't thank Palmetto Goodwill enough for everything they did for me. They not only taught me about the hospitality industry, but how to interview, how to write my resume, how to dress the part and how to believe in myself. They never let me give up on my dream and I will forever be grateful to them for that. It's the best decision I ever made!"

The Hospitality Kick-Start program gave Ivan the necessary coaching and training to operate as a leader within his new company, which he has embraced. But it is Ivan's positive outlook, dedication and personal motivation that allowed him to overcome numerous challenges and obstacles to make a better life for his family.

For these reasons we are proud to recognize Ivan D'Arrigo as **Palmetto Goodwill's 2018 Graduate of the Year.**



WAYNE MERRITT-EMPLOYEE OF THE YEAR



The Employee of the Year Award is designed to recognize an extraordinary individual within Palmetto Goodwill for being a key member of their department. It recognizes outstanding individuals for going the extra mile and stepping outside his/her usual duties to take on additional tasks in support of the mission of Palmetto Goodwill.

Wayne Merritt exemplifies such an individual. Employed by Palmetto Goodwill for two years, Wayne's proactive approach to creating and maintaining a safe environment for employees and customers has not gone unnoticed.

Seeing a need for enhanced and more frequent training for company employees who operate vehicles, Wayne used his experience and drive to help develop, procure and now deliver a nationally recognized industry standard, defensive driver training to Goodwill employees. Since obtaining his instructor certification, Wayne has delivered the course to more than fifty employees in four locations across our territory. Not only has this work helped reduce motor vehicle incidents and save Palmetto Goodwill money, but it has saved Goodwill employees on personal insurance premiums as well.

Wayne has also taken ownership of the safety inspection process, which is charged with making Goodwill's work areas safer. He has implemented

quarterly inspections at each Goodwill location, leading to a much safer work environment for all employees.

Due in large part to Wayne's willingness to expand the safety footprint of his duties, Wayne has helped the safety process reach employees throughout the Goodwill territory more frequently. This has reduced injuries, increased training and improved morale. Having served in several capacities since joining Goodwill (Production Manager, Store Manager, Regional Safety Captain and now Safety Specialist), Wayne's leadership, expertise and willingness to go above and beyond has positively impacted Goodwill in many ways.

Wayne is true to the Goodwill mission even outside of work, having trained American Red Cross volunteers on forklift safety procedures as part of hurricane relief efforts.

Wayne Merritt is a product of the Goodwill mission he supports on a daily basis and takes every opportunity to make lives better through the dignity and power of work. For these reasons we are proud to honor him as **Palmetto Goodwill's 2018 Employee of the Year.**



MONEAK MARTIN-BARBARA BANKS AWARD



The Barbara Banks Customer Service Award recognizes an extraordinary individual within Palmetto Goodwill's Donated Goods Division for providing excellent customer service and being a positive influence and role model for the staff.

This year, Palmetto Goodwill is happy to bestow that honor to **Moneak Martin**, the new Store Manager in Hartsville.

Moneak's talents caught the eye of her District Manager soon after starting with Goodwill in 2015 as a Retail Associate at the Second Loop store in Florence. When an opening occurred for a Lead Associate in Hartsville, Moneak, who was born and raised in nearby Lamar, was viewed as the perfect fit. Within a short period of time Moneak took on more leadership responsibilities and the store showed positive results. When the Store Manager position became available, Moneak was offered the position on an interim basis to prove her herself. It didn't take long, and shortly after she was promoted to Manager in Training.

Moneak accepted the challenge, embraced her new responsibilities, and has excelled with sales in 2018, seventeen percent higher than the previous year.

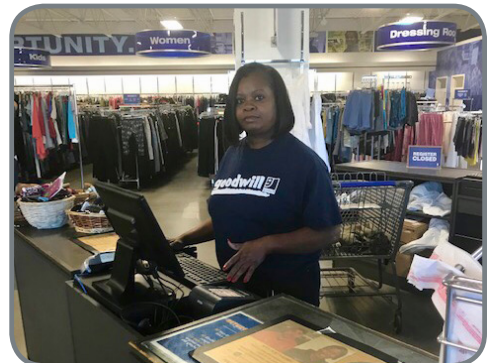
While excelling at work, Moneak experienced tremendous challenges in her personal life as a victim of domestic violence. Faced with continuous threats

and physical abuse, Moneak took the brave step to leave her home, but had nowhere to live. While Moneak never asked for help, Goodwill recognized that there was a need and was able to provide funds for her to gain temporary housing. Moneak was also offered time off work, which she declined stating that her focus needed to be on her job.

Moneak's courage, focus, ambition and drive is inspiring not only to her staff, but the entire Goodwill community. She accepts every challenge with a positive attitude and determination that is rare. She takes challenging situations and uses them as motivation, finding new ways to grow the Hartsville location while reducing costs.

Moneak refuses to allow herself to be a victim and always rises to the challenge by overcoming remarkable odds while also inspiring those around her.

We are extremely fortunate to have Moneak Martin on the Goodwill team and are pleased to recognize her with the **2018 Barbara Banks Customer Service Award**.



GEORGETTA RUTLEDGE-VOLUNTEER OF THE YEAR



The Volunteer of the Year Award recognizes an extraordinary volunteer within the Goodwill family for providing a minimum of 400 hours of volunteer service and contributing to the mission of Goodwill.

This year Palmetto Goodwill is pleased to present this honor to **Georgetta Rutledge**. Georgetta has been volunteering with Palmetto Goodwill since 2016 at her hometown store in Georgetown. Always helpful and friendly, Georgetta consistently volunteers three hours at a time three to four days a week.

Having previously volunteered at the Hospice Shop, many locals know Georgetta and have followed her to Goodwill. Asked what she likes about volunteering, Georgetta simply states, "It just makes you feel good," explaining that she was sick and unable to work for an extended period and that volunteering is a great outlet for somebody who is unable to work full-time.

Described as hard working and dependable whose work ethic is second to none, Georgetta is a true asset to the Georgetown store. Lead Store Associate Sydney Livingston notes that Georgetta knows the ins and outs of the store so well that she is just like a full-time employee, answering customer questions and able to handle any duty asked of her. "Georgetta's attitude is contagious and her work ethic makes others step up," says Livingston.

Goodwill depends on donations-material, monetary and time donations. Georgetta's commitment to Goodwill for the past several years is truly admirable. We are thrilled to recognize her as our **2018 Volunteer of the Year.**



CHARLESTON RADIO GROUP CORPORATE PARTNER OF THE YEAR



Over the past several years, Palmetto Goodwill has increased efforts to create mutually beneficial partnerships with its vendors, and **Charleston Radio Group** is a prime example of what a successful arrangement looks like.

Charleston Radio Group, a Saga Communications station, believes local media has the power to affect communities. All of their stations are operated by local managers committed to building positive relationships with their audiences and clients.

With six Lowcountry radio stations featuring local on-air talent, Charleston Radio Group's ability to reach Palmetto Goodwill's donors and shoppers through their diverse audience affinity, has been crucial to our organization's growth.

After an initial meeting in which Palmetto Goodwill described their vision of a true partnership, Charleston Radio Group began developing a comprehensive plan that included the utilization of all on-air talent, promotions and commercial production.

Whether it is an "out of the box" promotional idea for Halloween or Valentine's Day, helping drive donors and shoppers to our locations or supporting our mission initiative, Charleston Radio Group has demonstrated a tremendous level of support for Palmetto Goodwill.

They have contributed both monetarily as well as on a volunteer basis, serving on the committees for The Undy 500, store celebrations, Palmetto Warrior Connection, the Red, White & Blue Jean Ball and the Shining Star Awards Banquet.

Last year, Charleston Radio Group allowed two employees from Palmetto Goodwill's Contracts division, who both have an interest in becoming radio disc jockeys, to spend the day in their studios working with various hosts and even recording some liners for commercial breaks.

On the advertising front, Charleston Radio Group has produced and aired countless public service announcement spots and has been there consistently every time we needed on-air support for an upcoming training program or event.

Charleston Radio Group's comprehensive support of Palmetto Goodwill and their commitment to serving the local community is evidence of our great partnership and we are pleased to recognize them as our **2018 Corporate Partner of the Year**.

SOUTHEASTERN PAPER GROUP BUSINESS PARTNER OF THE YEAR



Southeastern Paper Group (SEP)

is a third generation family owned company whose mission is to offer its customers innovative solutions for their business needs by combining superior products with world class service while operating in an environment of integrity and excellence that equally serves both customers and employees.

As a business partner for over 20 years, the SEP team has consistently met that mission as a vital vendor to Palmetto Goodwill's Contracts division, meeting all of our industrial packaging, food service and custodial supply needs while bringing innovation and expertise to each contract.

A prime example of SEP's commitment to customer service excellence occurred last year as Goodwill was negotiating its largest service contract with the Naval Weapons Station. The negotiations required last-minute validation of pricing from a huge catalog of over 110 items. The SEP team dropped everything to work with our Contracts division to ensure the price validations were both accurate and timely.

SEP again stepped to the plate when Palmetto Goodwill was asked to expand custodial operations at one of our contract sites. At no cost, the SEP group again quickly partnered with us to identify the consumable supply needs and dispensing equipment required to outfit the new building.

Their level of focused customer service was also demonstrated recently with our SPAWAR customer, who asked Palmetto Goodwill for a solution to deep clean their tiled restrooms. SEP provided an equipment solution and expedited delivery of the product along with a hands-on demonstration of the equipment to ensure Palmetto Goodwill was able to quickly meet the customer's needs.

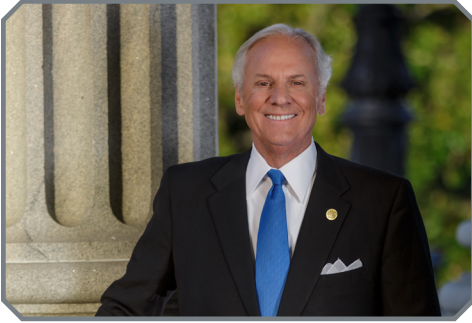
Additionally, Southeastern Paper Group is a consistent supporter of the Palmetto Goodwill mission, helping raise funds and awareness by sponsoring events like the Palmetto Goodwill Open and Shining Star Awards Banquet on an annual basis.

Southeastern Paper Group's focused customer service, expedited delivery, and philanthropic commitment to supporting Palmetto Goodwill's mission make them an ideal **Business Partner of the Year** recipient and we are pleased to recognize them with the 2018 award.

239,200

**Number of meals our contract
employees prepare & serve
yearly to military members**

OFFICE OF GOVERNOR HENRY McMASTER PARTNERSHIPS FOR PEOPLE-SOUTH



In the fall of 2018 Palmetto Goodwill was awarded a \$4,246,254 grant from the US Department of Labor as part of its Trade and Economic Transition National Dislocated Worker Program. The program will support dislocated workers with short career training and supportive services, preparing them for careers in high-demand sectors that will transform their earning potential. The grant will also allow Palmetto Goodwill to offer wage reimbursement to businesses offering employment to the dislocated workers through On-the-Job Training programs.

Governor Henry McMaster and his staff were instrumental in helping Palmetto Goodwill obtain this grant, due to their timely letter of support. In that letter, Governor McMaster states, "Our state is currently experiencing a shortage of skilled workers – a 'skills gap' which prohibits the un(der)employed from achieving economic stability and success. Palmetto Goodwill is actively and effectively working to change this landscape. By offering job training – particularly in the growing manufacturing sector – this organization is helping individuals in need, while bringing a new prosperity to the Palmetto State."

Governor McMaster also lauds Palmetto Goodwill's ability to manage the workforce development grant, saying, "The organization is a proven steward of its funding and well-equipped to operate large-scale programs which reinvest

in the community. Through programs such as Culinary and Hospitality Kick-Start, Palmetto Warrior Connection, Senior Community Service Employment Program, Ticket to Work and Veterans for Manufacturing, Palmetto Goodwill has earned its place at the vanguard of workforce development in South Carolina."

Palmetto Goodwill could not have asked for a more powerful endorsement, particularly given that during Governor McMaster's tenure over \$8 billion in new capital investment has been announced, more than 27,000 new jobs have been created and South Carolina now enjoys an all-time low unemployment rate.

Governor McMaster is a true champion of economic development and workforce development, pledging in his inaugural address to keep South Carolina moving forward by finding new ways to stay competitive, investing in talent and enhancing job training.

We are humbled and honored that Governor McMaster views Palmetto Goodwill as a partner in that process and are proud to recognize his support and efforts with our **2018 Partnerships for People Award-South.**

HORRY-GEORGETOWN TECHNICAL COLLEGE PARTNERSHIPS FOR PEOPLE-NORTH



The Partnerships for People Award recognizes agencies that have worked closely with Palmetto Goodwill to provide employment services or jobs for people in our territory. While Palmetto Goodwill and **Horry-Georgetown Technical College** have worked together for the past 10 years on workforce development initiatives, an innovative new collaborative known as the Train to Work Program is paying dividends in the Grand Strand area.

Established in 2018, the Train to Work program includes six different skills building certifications. Each certification course is an intense short burst of training that helps students gain skills pertinent to a specific career path. These career paths include: Hospitality, Culinary, Electrician Assistant, Plumbing Assistant, Certified Nurse Aide and Residential Construction/ Carpentry. Each student is enrolled in Horry-Georgetown Technical College and receives a certification from Horry-Georgetown Tech.

Palmetto Goodwill facilitates and

coordinates the Culinary and Hospitality trainings, which provide ServSafe certifications through the National Restaurant Association and National Hospitality Association respectively. The other courses offered in the Train to Work Program are coordinated through Horry-Georgetown Tech, but each partner shares equal responsibility for marketing the entire program and bringing in participants. In many cases students will stay in the program in order to achieve multiple certifications.

A unique component of the training includes an apprenticeship with a business to allow for on-the-job training and first-hand introductions to a job opportunity. Other partners vital to the success of the program include the City of Myrtle Beach, SC Works, Coast RTA, and the Horry-Georgetown Home Builders Association.

While the focus in 2018 was on building the program in the Myrtle Beach area, a testament to its success and appeal is that 2019 will bring an expansion of Train to Work into Georgetown County.

In addition to the Train to Work Program, Palmetto Goodwill also partners with Horry-Georgetown Tech through their Human Services Department to provide internships, with some leading to employment with Palmetto Goodwill in Mission Services.

This is a true partnership that not only helps people gain skills, but helps industry sectors in need of skilled employees. We are proud of the great work being done and to be able to recognize Horry-Georgetown Technical College with **Palmetto Goodwill's 2018 Partnerships for People Award – North.**

15

Total number of business & government contracts Palmetto Goodwill operates.

2018 COMMUNITY IMPACT

15,421,622

pounds of reusable goods kept out of SC landfills

41,844

total services provided

15,398

unique individuals served

3,094

people placed into jobs

4,152

people trained

960

total veterans served

1,700,000

pounds of E-Waste kept out of SC landfills

705

low income seniors served through Golden Angel

BY THE NUMBERS 2018 FINANCIAL SUMMARY

WHAT THE COMMUNITY INVESTED IN GOODWILL

Job Training & Placement Services	\$3,406,541
Commercial Services	\$15,621,105
Donated Goods	\$41,702,578
Misc. Donations & Fundraising	\$142,301
Total Support & Revenue	\$60,872,525

TOTAL COMMUNITY INVESTMENT

\$60,872,525

WHAT GOODWILL REINVESTED BACK INTO THE COMMUNITY

Job Training & Placement Services	\$2,150,135
Mission Wages & Benefits	\$25,109,567
Donated Goods	\$21,945,753
Commercial Services	\$1,993,945
Community Relations	\$1,598,792
Occupancy & Admin Support of Programs	\$4,523,916
Net Mission Revenue For Future Services	\$3,550,417
Total	\$60,872,525

TOTAL REINVESTMENT

\$60,872,525

90%

of revenues
fund Palmetto
Goodwill's mission
initiatives

BOARD OF DIRECTORS & PALMETTO GOODWILL LEADERSHIP

OFFICERS

Sean Sykes
Board Chair
The Urban
Electric Co.

Lee Deas
Vice Chair
Obviouslee
Marketing

Chris Harvey
Treasurer
Harbour View Inn

Kelley C. Jarrett
Secretary
Blackbaud

Robert G. Smith
President & CEO
Palmetto Goodwill

DIRECTORS

Herbert Drayton, III
Vertical Holdings

Rudy Gill
United Community
Bank

James "Jimmie"
Hallett
National Bank of
South Carolina
(NBSC)

Jamie Lynch
EnviroSmart

Gregory L. Mitchell
Horry-Georgetown
Technical College

Dixie Norris
Wyndham
Vacation Rentals

Col. Tom
Philipkosky
The Citadel

Allison Pickhardt
National Financial
Partners

Doug Snyder
CGMA

Nina Magnusson
BoomTown

LEADERSHIP TEAM

Jackie Draws
Chief Financial
Officer

Chuck Hudson
Chief Operating
Officer

Reginald Hughes
Exec. Director
Palmetto Goodwill
Services

Summer Hatley
VP, Donated Goods

Jermaine Husser
VP, Mission
Enterprises

Tina Marshall
Community
Relations &
Corporate
Compliance Officer

Tanya Weldon
Human Resource
Officer

HALL OF FAME INDUCTEE-SANDRA CAMPBELL



Sandra Campbell
Board Chair 2000-2001
Palmetto Goodwill Hall of Fame
Inducted April 18, 2019

Sandra Campbell served on Palmetto Goodwill's Board of Directors for six years (1995-2001) during a period of change as their long time CEO retired. As a Board Officer, Sandra participated

in the recruitment and hiring of new CEO Robert Smith and the development and implementation of Goodwill's first Strategic Plan. As Board Chair, Sandra led the Board through the start of an era of rapid growth in retail operations that fueled an expansion of mission services. During Sandra's tenure as Board Chair, Palmetto Goodwill opened its first Job Link Center, serving the community on a broader scale, and expanded both operations and mission services to new Goodwill territories.

This honor is bestowed upon Sandra Campbell in recognition of her support of the mission of Palmetto Goodwill and the communities it serves.

Helping people achieve their full potential through the dignity and power of work!

2018 CONTRIBUTORS LIST

MISSION BENEFACTORS \$5000+

BB&T
Robert & Gwen Smith
Southeastern Paper Group

MISSION BENEFACTORS \$2500 - \$4,999

Penske Truck Leasing
Sentinel Risk Advisors
Urban Electric Co.
William & Debbie Heafner - Piedmont
Companies

MISSION BENEFACTORS \$1,000 - \$2,499

Adams Outdoor
Blackbaud Corporate Philanthropy
Carolina Office
Carolina Waste & Recycling
Charleston Radio Group
CINTAS
David E. Looper & Co.
Dell
Eastern Alliance Insurance Group
GEM Management Company
Jose Noy-CornSurv
McGuire Woods
Sandy & Perry Cashion
Selective Insurance
Tiki & Lynn Vietri

COMMUNITY PROGRAM BENEFACTORS UP TO \$999

Apple Spice Catering
Assured Partners
Blue Cross Blue Shield
Boyd H. Davis
Brendan Ryan
Cheryl Nelson
Chris Harvey
Chuck & Bonnie Hudson
Cindy Smith
Community Broadcasters
David Aylor-Riders Law Group
David Smith
Delta Dental
Denver Merrill
Derek Workman
Digital Ignite
Dixie Norris
Doug Snyder
Elliott Davis
Jamie & Michelle Lynch - EnviroSmart
Jermaine Husser
Joannie Neff
John & Judy Bleecker
Kelley Jarrett
Laura Payne
Lee Voorhees
Lesia Mitchell
Matthew Spath
Nina Magnusson
Paul & Barbara Franklin
Physician's Eyecare
Post & Courier
Reggie Hughes
Rise Above Sign & Graphics
Rudy Gill
Ryder
Sean Sykes
Sheila Williams
Southern Roots Smokehouse
Spirit Communications
Stephanie Massey
Summer Hatley
Tina Marshall
Trident Area Agency on Aging
Trident Technical College
United Community Bank



**THANK YOU
FOR YOUR
SUPPORT!**



2018
Annual Report



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North Charleston, SC 29406
(843) 566-0072

palmettogoodwill.org