



®

2020 ANNUAL REPORT
RESILIENCY | INNOVATION | COMMUNICATION

LETTER FROM THE CEO

Dear Friends,

Good. Will. Come. That was Goodwill's anthem for 2020, as the COVID-19 pandemic brought unprecedented changes in business operations though we navigated these new waters with resiliency. When our retail stores closed in April due to a statewide mandatory lockdown, the need for agency survival spawned innovative solutions to reach stakeholders and expand our mission. Amplified safety measures were put in place to protect employees, shoppers, donors, and clients during this uncertain time. Enhanced collaboration with community partners solidified relationships while bringing much needed resources to vulnerable members of our community. Like many other organizations, tough decisions had to be made along the way to keep the organization alive. It was because of the continued loyalty, hard work, and creativity to get things done by our employees that enabled our organization's heart to keep beating. For that, I am forever grateful.

The reality of 2020 was that the coronavirus negatively affected our sales in the second and third quarters of 2020. To compensate for reduced shopper turnout, we ramped up our ecommerce business line and created live shopping events on social media. With people quarantining at home during the spring season, we saw record donations at our centers. We even rented additional warehouse space to accommodate the plethora of generous gifts. When our stores did reopen, they were well stocked and attractive to shoppers needing goods at our low price point.

Mission Services also went virtual to continue helping our community find meaningful employment during the pandemic. With historic unemployment numbers due to nationwide layoffs, our mission of getting people back to work was needed more now than ever. Our governor even categorized Palmetto Goodwill an essential service acknowledging the importance of our work, which is funded by our retail stores. When career opportunity centers opened their doors again to in-person clientele, many coming for assistance with unemployment filing or the use of our technology, Mission Services maintained a hybrid operations model so to continue providing support online. This was their time to shine with their variety of trainings and services for veterans, the unemployed and underemployed.

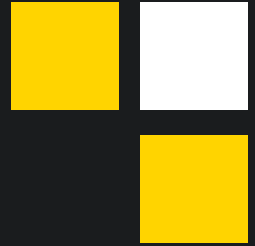
All but one of our contract sites remained fully operational during the pandemic, providing the organization with much needed additional revenue. Palmetto Goodwill Services showed true grit during this uncertain time never missing a contract site shift and following strict federal government safety guidelines. In addition to maintaining our 14 contract sites, we branched off into new business models, including COVID-19 disinfecting for and American Sign Language education. While COVID cleaning and ASL classes provided additional revenue, the latter business also bolstered our mission by eliminating communication barriers for our deaf community. Deaf or hearing-impaired individuals make up 4% of all Palmetto Goodwill employees.

While Palmetto Goodwill is not immune to the personal and financial hardships most nonprofits are currently facing, we will continue to survive because of our innovative business models and the talent of our employees. All hands are on deck as we monitor the pandemic and whatever else the future may hold. We continue to look out for one another, keeping each other and our families safe. From these ashes, we will rise above this difficult situation.

Goodwill Strong.

Robert Smith
President & CEO





2020 YEAR IN REVIEW

VIRTUAL CAREER CENTER

Palmetto Goodwill continued connecting the unemployed and underemployed in the Lowcountry with meaningful professional opportunities during pandemic quarantine periods through its newly created virtual call center. Career navigators were positioned to chat and assist with job placements, online career credentialing, and training resources for both individuals and businesses.

Employment-seeking individuals received information on companies hiring, free online courses for career advancement, and live support from career navigators. Businesses also were encouraged to participate in programs designed to effectively bring back laid-off workers into their operations, as well as connect with prospective employees.

GRANT FOR COVID-19 RELIEF

Palmetto Goodwill Received \$100K Grant for COVID-19 Relief EffortsPalmetto Goodwill received a \$100,000 grant from Truist Financial Corporation to continue offering workforce assistance services through its virtual and walk-in Career Opportunity Centers. The grant was part of the financial services company's Truist Cares initiative, a \$25 million philanthropic pledge to support basic needs, medical supplies and financial hardship relief due to COVID-19.

The Truist Charitable Fund grant allowed Palmetto Goodwill to serve close to 200 additional unemployed individuals in need of career credentialing programs, workforce services, and finding sustainable employment.

GW LIVE SHOPPING EVENTS

An innovative strategy to combat the reduction in customer traffic to our physical locations due to the pandemic was our GW Live Facebook event. Facebook followers were encouraged to thrift stylish outfits, jewelry, bags and more all from the comfort of home. We broadcasted live from our unique GW Boutique store in Pawleys Island twice a week beginning in June.



TRUIST 



ONLINE CAREER TRAINING

Online Advanced Career Training courses aligned with growing industries. Applicants chose from a variety of self-paced courses that prepared students to enter careers in high-demand industries such as healthcare, logistics and computer programming. Fundamentals online courses were available and designed for personal and professional development.

These project-oriented courses focused on hard and soft skills, such as decision making and communication. Those who completed the courses received a certificate of completion from Trident Technical College or Horry County Technical College through a collaboration with ed2go and Palmetto Goodwill.

Those qualifying for the no-cost enrollment option included veterans, SNAP eligible families, individuals who have recently been laid off, and those who may have exhausted their unemployment benefits. For those not qualifying for the no-cost option, Palmetto Goodwill worked with the applicant to find programs and/or funding sources to offset the cost.

All participants were supported by Palmetto Goodwill Career Navigators, who helped guide students into the right programs based on their career and education goals.

HILTON HEAD SOUTH OPENING

Palmetto Goodwill opened its second Hilton Head Island location in October adding more thrifting and donation options for the coastal community. Palmetto Goodwill's new south Hilton Head store and donation center is located at 1016 William Hilton Parkway. Like other Palmetto Goodwill locations, shoppers at the new Hilton Head store were required to wear masks to enter, ensuring a safe experience for everyone.

VIRTUAL CAREER CENTER

Re-openings of Stores and Career Opportunity Centers
After a month of empty stores and career opportunity centers (COCs), Palmetto Goodwill reopened its career opportunity centers and retail stores with additional safety measures to start rebuilding our community and workforce.

Palmetto Goodwill provides vital community services through its career opportunity centers and navigators. Providing these community services requires funding, and the Goodwill thrift stores provide a direct financial source to support the career opportunity centers.

Once re-opened, staff control the number of shoppers entering stores based on the governor's physical-distance guidelines, sanitized shopping carts, and cleaned other high-touch surfaces throughout the day. Directional arrows guided customers through the store and staging areas at the cash registers were installed to allow for distancing.

Plexiglass barriers also separated the cashier from customers. Goodwill COCs were ready to help with immediate needs such as assistance with unemployment registration, rent and mortgage deferrals, and connection to the many services afforded through the recently passed CARES legislation.

On-going services included job-search assistance, resume writing, interviewing skills and preparation. Skills training in the trades such as welding, CDL truck driver, manufacturing and HVAC technician certifications were offered, as were no-cost online courses.

HIPPIE DASH 5K

The annual fun run/walk was the last in-person event Palmetto Goodwill hosted before the pandemic. The March 9th event was held at James Island County Park and raised funding and awareness for people with disabilities. About 300 runners and walkers took a trip through the 5K course to support the organization.



NATIONAL ACHIEVEMENT AWARD

Palmetto Goodwill was selected as the 2020 SourceAmerica national Performance Excellence in Government Contracts Award winner.

The Performance Excellence in Government Contracts Award was given for performance connecting professionals with disabilities to employment opportunities while serving as an example to other nonprofit agencies. Palmetto Goodwill Services employees with disabilities work on contracts that provide full food services, custodial services, grounds maintenance, and office work. In addition, Palmetto Goodwill Services offers multiple training programs and certifications to employees to build their skills. Each quarter, they host tours for community leaders, state representatives and members of Congress. Palmetto Goodwill is the largest employer of professionals with disabilities in the state of South Carolina.

Every year, people with disabilities, nonprofit organizations and their customers are honored by SourceAmerica at its national conference for their outstanding contributions to advancing employment opportunities for professionals with disabilities.

FACILITY DISINFECTANT & CLEANING SERVICE

Palmetto Goodwill Services expanded its janitorial services in 2020 to include COVID-19 deep cleaning. Certified global risk managers oversaw the new program, which offered local businesses effective electrostatic disinfecting of hard-to-reach places, so they could reopen safely and quickly.

ASL CLASS

Palmetto Goodwill Services developed an American Sign Language course to help bridge the gap in our community and to the 4% of hearing impaired AbilityOne employees working for the organization. Goodwill graduated 96 students from its level 1 and 2 courses in 2020.

CIVIC ENGAGEMENT COMMITTEE

Diversity, equity, and inclusion (DEI) are essential in direct service organizations as their actions ripple across communities. Since its beginning in 1902, Goodwill has been breaking barriers for those experiencing systemic injustices. Goodwill focuses on making sure everyone living in poverty, or who is unemployed, has a chance to thrive. Goodwill's founder, Edgar J. Helms, believed the solution to poverty was trade skills that led to job security and financial stability. More than a century later, Goodwill continues as a community resource.

Championed by CEO Robert Smith, staff considered how DEI work supported our core values and strategic plan. Values central to Palmetto Goodwill's operations include, putting people first and respect for diversity of those we employ and serve. The result of reflection and collaboration was a Civic Engagement Committee made up of both board members and staff to evolve organizational policies.

RETAIL STORE RESETS

Our James Island store and Computer Works location saw makeovers in 2020 with updated branding and signage.

GEORGETOWN CAREER OPPORTUNITY CENTER RECOGNITION

The Georgetown Career Opportunity Center has been named "Business of the Month" for February by the Georgetown County, SC Chamber of Commerce.

Some of the highlights of the center in 2019 include:

- Serving 511 individuals
- Helping 178 individuals to find employment in Georgetown County
- Providing 482 employability training sessions to 146 job seekers
- Serving as a collaborating partner with Friendship Place, Helping Hands, A Fathers' Place, and SC Works on the GC3 (Georgetown County Career Connection) Collaboration





EXECUTIVE EXCELLENCE AWARD

Palmetto Goodwill President & CEO Robert Smith was honored with the 2020 Kenneth K. King Outstanding Management Award for Executive Excellence, which is the most prestigious leadership award presented by Goodwill Industries International (GII).

Smith has worked at Goodwill for the past 38 years. He started his career as a truck driver picking up donations. He has since worked in numerous positions within Goodwill, gaining a wholistic perspective of operations, before becoming CEO in 1998.

Under Smith's purview, Palmetto Goodwill has grown from serving approximately 400 people a year to a thriving service provider that now serves more than 20,000 people annually. With 31 retail stores in 18 counties and 14 contracts in all four branches of the military, Palmetto Goodwill is truly serving its community. The Kenneth K. King Award for Management Excellence is presented to a Goodwill Industries® executive in recognition of outstanding management abilities and accomplishments.

The award recognizes a CEO whose performance consistently demonstrates strong organizational impact related to mission, excellence, and sustainability. It is named for the late Kenneth K. King, who endowed the Kenneth K. King Management Award for Executive Excellence Trust. The award is the highest honor a Goodwill president and CEO can receive. The award was presented virtually November 11 during GII's annual Delegate Assembly. In 2019, Smith was honored with GII's Diversity and Inclusion Award.

PALMETTO GOODWILL OPEN

The annual golf event was Palmetto's first event in history held during a pandemic with additional safety measures put in place to protect participants and staff. The October 7th event was held on Oak Point Golf Course and benefitted veterans and their families through our Palmetto Warrior Connection program.



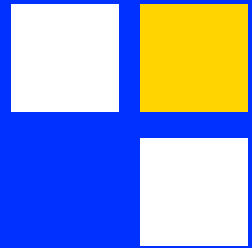
MISSION BENEFACTORS

COMPANIES

NUCOR
SourceAmerica
Southeastern Paper Group
United Healthcare
BB&Truist
David E. Looper & Company
Goodwill of Middle Georgia
GSA National
Blackbaud - Kelley Jarrett
McGriff Insurance Broker
Penske
Advanced Technology International
Blue Cross Blue Shield of SC
Digital Ignite
HCA Healthcare
Comsurv - Jose Noy
MetaLube - Mckinnon Barnes
BoomTown - Nina Magensson
Scientific Research Corporation
Urban Electric Co. -
Sean Sykes
Selective Insurance Company
Grand South Bank
Health First
Holiday Brunch
I Got Legs - Adam Gorlitsky
Infinite Chiropractic
Keller Williams - Jamie Flood
Live for Wellness - Jamie Perez
Mass Mutual
Binzzer Cleaner
ChemDry - Charleston
CHS Warehouse
Cintas - Conway
Clean Juice
CleanTelligent
Club Pilates
Coca Cola Consolidated
Community Broadcasters
DBS Radio
Delta Dental
Dermatology & Laser Center
-Charleston
Elliott Davis
EnviroSmart
- Jamie & Michelle Lynch
Fusion Food Truck
Goodwill of Middle Georgia
Grand South Bank
Health First
Motion Dynamics Chiropractor
Physicians Eye Care Plan
Rapid Results Institute
Rise Above Signs & Graphics
State Farm - Shannon Teolis
Studio Barre - James Island
Tabor Industries
TPx Communications
Trident Technical College
McKenna Agency -Kevin Jackson

INDIVIDUALS

Breann Arentsen
John & Judy Bleecker
Patricia Bare
Conway Bustaman
Nico Caponi
Sandra Cashion
Lee Deas
Helen Grace Dover
Steve & Jackie Draws
David Dripps
Chris & Megan Fink
James Stearn Flood
Patty Garrett
Christopher Gorham
Summer & Todd Hatley
William Heafner
Janice Hines
Chuck & Bonnie Hudson
Reggie & Tracey Hughes
Jermaine Husser
Jamie Flood
Josh Locke
Alisha Magwood
Tina Marshall
Joannie Neff
Dixie Norris
Tom Philipkosky
Rob Phillips
Albert Rampage
Shannon Teolis
Dione Sackman
Robert & Gwen Smith
Tanya Weldon
Aaron Wilborn
Andrea Ziomek



2020 AWARD WINNERS

KERA GRAHAM

CDL GRADUATE

Confidence and determination are just two of the qualities that make up Kera Graham, a recent graduate of our CDL program. After a strenuous job search, with no prior luck, Kera stumbled upon an advertisement for Palmetto Goodwill and decided to give it a shot.

“A chance to go to school without a dime coming from my pocket was exactly what I needed because money was very scarce.” said Kera, as she reveals her tenacity to become a commercial driver.

On July 14, 2020, Kera’s dreams began to become a reality as she stepped foot into Goodwill’s Career Opportunity Center in Myrtle Beach. With help from Tish Cromley, a Goodwill Career Navigator, Kera was able to obtain her commercial learners permit and begin an eight-week (148 hour) course at Miller-Motte Technical College.

With excellence, Kera passed the CDL test. She then began working on a resume that would ultimately lead her to a new career as a driver for MPW Industrial services, a local company that treats water at nuclear power plants.

“I am now in a career making more money than I have ever made. My family can now breathe a little better and worry a lot less and I owe it all to the opportunity that Palmetto Goodwill provided to me. I encourage any and everyone to take advantage of this amazing opportunity. It will change your life for the better.” said Kera, as she expresses her gratitude to Palmetto Goodwill for recognizing her potential and transforming her future.



**”...IT WILL CHANGE YOUR LIFE
FOR THE BETTER.”**



**”...HE’S ALWAYS
CHEERFUL AND FRIENDLY...”**

BERNARD EVANS

ONLINE TRAINING GRADUATE

After years of working as a hands-on laborer in various warehouses and shipyards across South Carolina, Bernard Evans was ready to make a career change.

So, in June 2020 amidst a global pandemic, Bernard took a leap of faith and approached Palmetto Goodwill for help. Within days, Bernard was enrolled in Goodwill's no-cost online training program. Here, he decided to pursue work as a clinical dental assistant. Training remotely, Bernard worked diligently and at his own pace. Upon completion of the course, Bernard would receive his dental certification and seek the new work environment he had always dreamed about.

Throughout his journey, Bernard worked with Palmetto Goodwill Career Navigator, Tish Cromley, and the wonderful team at Goodwill's Career Opportunity Center in Georgetown. "Bernard's personality is always cheerful; friendly & he is well mannered. He is a very likable young man" said Tish, when asked to describe Bernard.

As soon as he got his certificate, the doors started opening for him! With multiple offers, Bernard ultimately decided to accept a new role with Jet Dental. Bernard also received his CPR certification prior to accepting the role. He has achieved his goals with sheer determination and with the continued support of Goodwill.

Over the next few months, Bernard will be working to receive his x-ray technician certification. He is thrilled to be working in his chosen field today.



**"I KNEW MY DAD WOULD
NOT WANT ME TO GIVE UP."**

CANDACE HARTLEY

INCLUSION ADVOCATE

After her father and younger brother unexpectedly passed within six months of each other, Candace Hartley faced anxiety and sadness. Finding a job became a serious challenge.

However, Candace knew she needed to get back to work. “I knew my dad would not want me to give up” she said. She knew it would be difficult, but it was a necessary step forward. Candace reached out through her amazing support network who introduced her to Palmetto Goodwill and the AbilityOne program.

Suddenly, Candace had made a connection that gave her the tools she needed to succeed. She began employment at one of Palmetto Goodwill’s 14 government contract sites working in the mailroom. “How could I not have a smile on my face when I know that the letters that I deliver have the power to make people happy?”

In October 2020, Candace became a member of the exclusive SourceAmerica® Speakers Bureau. Candace is now one of only six AbilityOne inclusion advocates who exemplifies the talent and potential of people with disabilities on behalf of SourceAmerica®, both in and out of the workplace. Candace has been asked to share her story at functions and events across the country – including via Zoom during a socially distanced 2020.

“The AbilityOne program is so much more than just an opportunity to find employment for people with disabilities. It helped me find a position that utilizes my abilities to their full potential – and it has the power to do that for so many other people.”

COMMUNITY IMPACT 2020



Total Services Provided
85,925



lbs of e-waste kept out of landfills
1,041,003



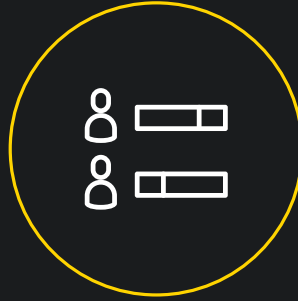
lbs of items kept out of landfills
13,607,418



Total Veterans Served
1,296



Unique Individuals Served
16,142



Individuals Placed in Jobs
2,565



Individuals Trained
6,033

FINANCIAL SUMMARY

WHAT THE COMMUNITY INVESTED IN GOODWILL

Job Training & Placement Services	\$3,699,312
Commercial Services	\$16,267,311
Donated Goods	\$46,133,521
Misc. Donations & Fundraising	\$351,033

TOTAL COMMUNITY INVESTMENT **\$66,451,177**

WHAT WE REINVESTED BACK INTO THE COMMUNITY

Job Training & Placement Services	\$1,870,449
Mission Wages & Benefits	\$25,322,410
Donated Goods	\$26,714,230
Commercial Services	\$3,179,652
Community Relations	\$1,820,588
Occupancy & Admin Support of Programs	\$5,413,442
Net Mission Revenue for Future Services	\$2,130,406

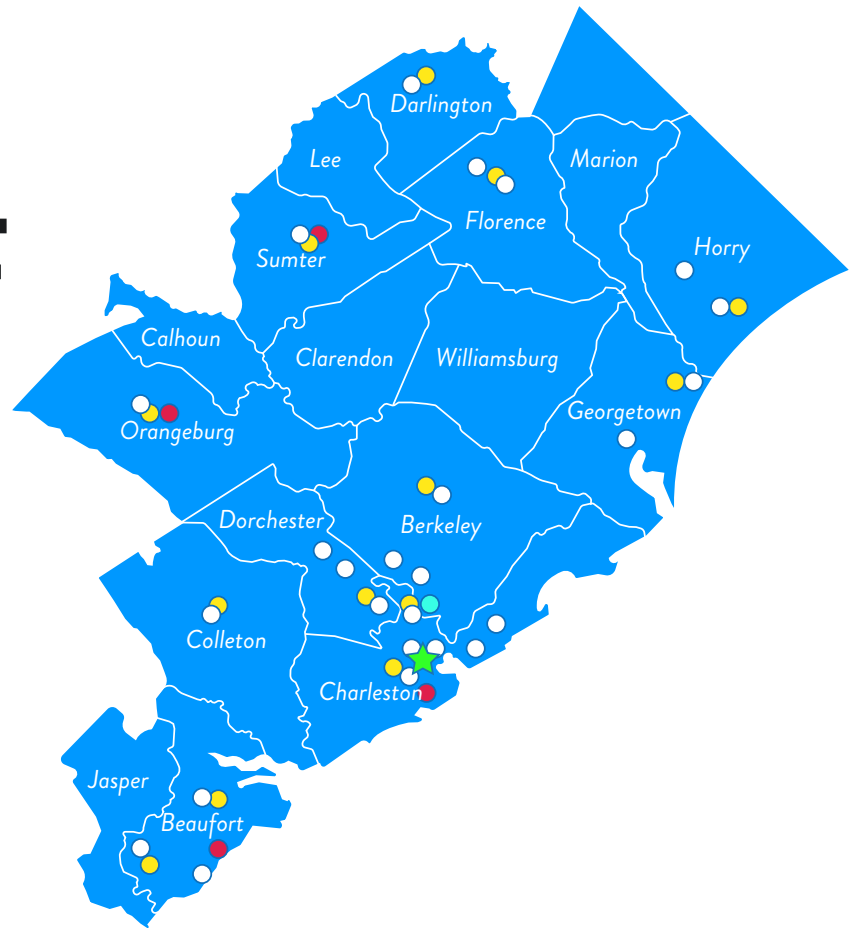
TOTAL REINVESTMENT **\$66,451,177**

92% OF REVENUES FUND PALMETTO GOODWILL'S MISSION INITIATIVES

TERRITORY OF OPERATIONS

MAP KEY

- ★ Goodwill Headquarters
- Goodwill Stores
- Goodwill ADCs
- Goodwill Mission Services
- AbilityOne



BOARD OF DIRECTORS

2019 - 2020

OFFICERS

Lee Deas, Board Chair
Chris Harvey, Vice Chair
Kelley Jarrett, Treasurer

Herbert Drayton III, Secretary
Sean Sykes, Past Chair
Robert Smith, President & CEO

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Rudy H. Gill
Jamie Lynch
Nina Magnusson

Greg Mitchell
Dixie Norris
Col. Tom Philipkosky

Rob Phillips
Allison Pickhardt
Doug Snyder

