



# 2021 ANNUAL REPORT

*YEAR OF OPPORTUNITIES*



# FROM THE PRESIDENT & CEO

Dear Friends,

What an extraordinary year of opportunity, commitment and new beginnings this has been! Building on decades of good work, we set a new course for community impact built on four pillars-employment, sustainability, communication and innovation. And we showed, in the middle of a COVID pandemic, that we will keep doing whatever it takes to help people achieve their full potential through the dignity and power of work.

This unwavering commitment to our mission --backed by the generous contributions of Palmetto Goodwill's donors, shoppers and community partners continues to do good for thousands of people in our region. Last year, during the height of the pandemic, we served 16,807 unique individuals, with 4,848 trained and 1,943 placed in jobs. We provided nearly a thousand veterans with wrap-around and career support services. And through our resale and recycling efforts, we kept over 30 million pounds of items out of landfills.

Yes, it was hard, and we needed to take care of each other. And, we kept going. We launched new ideas, initiatives, stores and centers. Palmetto Goodwill expanded retail and mission efforts by opening two new stores and Career Opportunity Centers; earned the prestigious 2021 Platinum Seal of Transparency from Guidestar, the world's largest source of nonprofit information; and launched a "Mission at Home" initiative to help our team members achieve their dreams.

As I close out my first annual report letter as a new member of this incredible community, I want to thank you-for everything you've done and continue to do in service of our community, for supporting the mission of Palmetto Goodwill, and for welcoming my family and me to Charleston. I invite you to collaborate and to help us make an even bigger impact in 2022. Let's work together to ensure that every member of our community has the chance to reach their full potential. What an incredible opportunity and bright future ahead of us!

Sincerely,



Brian Itzkowitz



# 2021 YEAR IN REVIEW

## **New Retail Stores & Career Opportunity Centers**

Our mission is clear: helping people achieve their full potential through the dignity and power of work. Despite the pandemic, we continued to drive this mission and expand our training, education and employment efforts. We established two new retail stores and Career Opportunity Centers—one in Bluffton and at Market Common in Myrtle Beach.

## **Mission at Home**

Our mission is a priority inside and outside of Palmetto Goodwill. As part of our strategic plan, we launched the “Mission at Home” initiative, designed to help our team members achieve their dreams through development plans, customized supports, and career pathways. As a first step, we conducted an organization-wide survey to better understand and meet our team's needs in life and work.

## **Brian Itzkowitz gets started as new CEO**

Brian Itzkowitz was named president and chief executive officer of Palmetto Goodwill, succeeding Robert Smith. During Smith's 40-year career, Palmetto Goodwill grew from serving approximately 100 individuals to more than 16,000. Itzkowitz's leadership signals a new era for Palmetto Goodwill, with a focus on community impact through employment, innovation, sustainability and communication—and ensuring an Amazing Customer Experience (“ACE”) for everyone inside and outside the organization.

## **GuideStar Platinum**

Palmetto Goodwill earned the 2021 Platinum Seal of Transparency from GuideStar, the world's largest source of nonprofit information. Earning the seal allows nonprofits like us to share our mission with the more than 200 philanthropic websites and applications that are powered by GuideStar data.



# COMMUNITY IMPACT 2021



*Total Services Provided*  
**89,549**



*Pounds of e-waste kept out of landfills*  
**1,472,633**



*Pounds of items kept out of landfills*  
**30,622,995**



*Total Veterans Served*  
**866**



*Unique Individuals Served*  
**16,807**



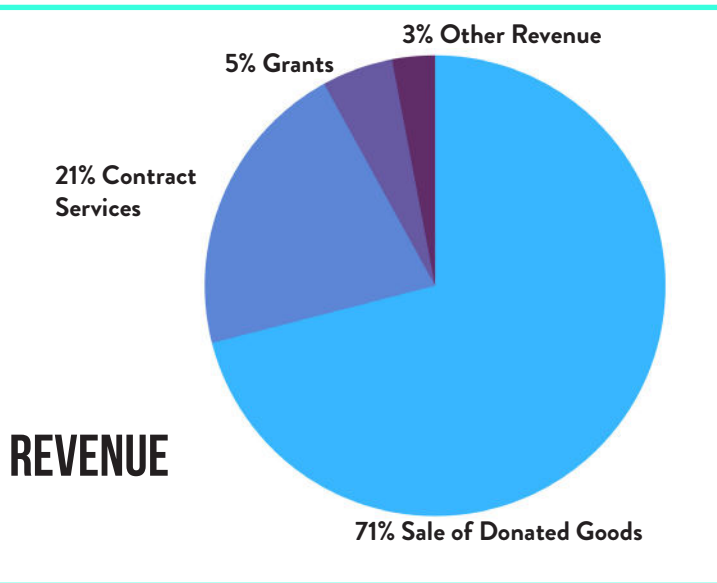
*Individuals Placed in Jobs*  
**1,943**



*Individuals Trained*  
**4,848**

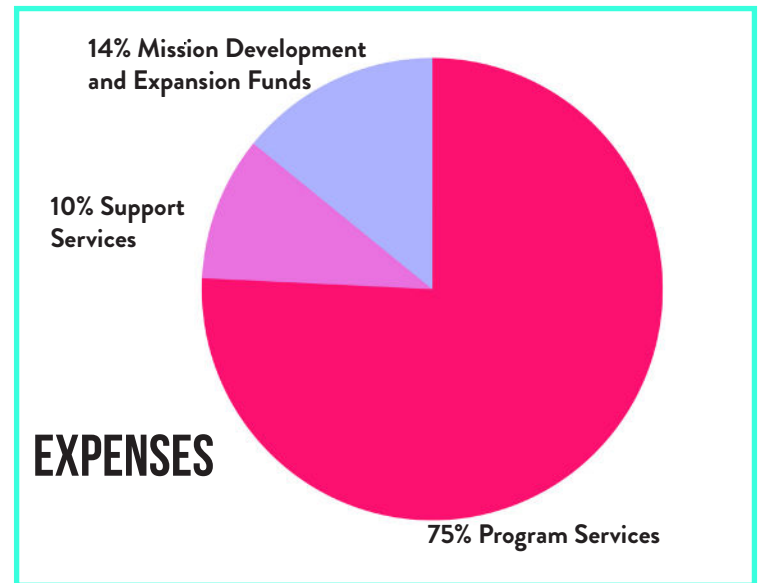
# FINANCIAL SUMMARY

**90%** of every dollar Palmetto Goodwill generates helps provide employment support, education and training for members of our community.



71% Sale of Donated Goods	\$58,421,901
21% Contract Services	\$17,687,261
5% Grants	\$4,308,343
3% Other Revenue	\$2,245,059

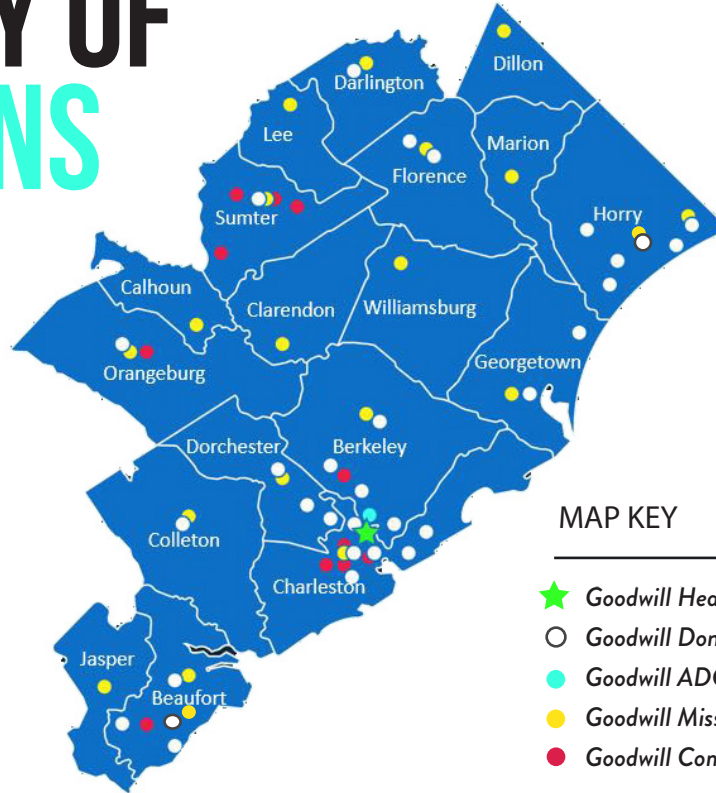
**TOTAL REVENUE**  
**\$82,662,564**



75% Program Services	\$62,158,351
10% Support Services	\$8,528,706
14% Mission Development and Expansion Funds	\$11,975,507

**TOTAL EXPENSES**  
**\$82,662,564**

# TERRITORY OF OPERATIONS



## MAP KEY

- ★ Goodwill Headquarters
- Goodwill Donated Goods
- Goodwill ADC
- Goodwill Mission Services
- Goodwill Commercial Services

## BOARD OF DIRECTORS 2021

### OFFICERS

*Chris Harvey, Chair*  
*Kelley Jarrett, Vice Chair*  
*Herbert Drayton III, Treasurer*  
*Rob Phillips, Treasurer*  
*Jamie Lynch, Secretary*  
*Lee Deas, Immediate Past Chair*  
*Brian Itzkowitz, President and CEO*

### DIRECTORS

*Catharine Almquist*  
*Virginia Lee*  
*Nina Magnusson*  
*Dixie Norris*  
*Rob Phillips*

## LEADERSHIP TEAM

*Brian Itzkowitz, President and CEO*  
*Jackie Draws, Chief Financial Officer*

*Chuck Hudson, Chief Operating Officer*  
*Reginald Hughes, Vice President, Contract Services*

*Tina Marshall, Community Relations Officer*  
*Tanya Weldon, Human Resources Officer*



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