

**2022**

# COMMUNITY IMPACT REPORT

**Changing Lives Through Training, Education  
and Employment**



## **OUR MISSION**

Changing lives  
by providing  
equitable access to  
training, education,  
and employment.

Dear Friends of Palmetto Goodwill,

This year, more than ever, one thing is clear: everything we do comes down to our people. The people we serve, the people who donate and shop at Goodwill, the people who drive our Amazing Customer Experience culture. Thank you for an amazing 2022! In my first full year at Palmetto Goodwill, we accomplished great things. Together with our Board and team members, we crystallized who we are, what we do, and where we're going. We refreshed our mission and vision statements to place greater emphasis on equity, impact, and our diversity of programs:

- Our new mission: Changing lives by providing equitable access to training, education, and employment.
- Our new vision: Every member of our community has the opportunity to thrive.

With this mission and vision as our guide, we built on a solid foundation of strategic work and extended our Community Impact plan with new 7-year goals that take us on a path to our 50th anniversary in 2029. We organized all of our work around three pillars—invest in our community, grow our own, and sustain our future—and defined what success looks like in each of these areas. And we laid the groundwork to launch the Palmetto Excel Center in August of 2023 by securing authorization for the school through the South Carolina Public Charter School District.

Most of all, in 2022—thanks to you and every Palmetto Goodwill team member, donor, shopper, and partner--we made a huge impact on our community, showing that "Donate, Shop, Change a Life" carries real meaning. As a result of our mission programs nearly 3,500 community members gained new employment. We provided training, education, and employment services to over 10,000 unique individuals. And we made a huge impact on our environment, keeping (insert figure) out of area landfills.

This is truly amazing work. Let's keep changing lives through equitable access to training, education, and employmentrealize our vision, where every member of our community has the opportunity to thrive!

A handwritten signature in blue ink, appearing to read "Brian", is centered below the main text.



## 2022 Highlights

### DIVERSITY COMMITMENT

We celebrate and support a culture of diversity, inclusivity, and belonging in our workplace. Our values ensure that team members feel respected, accepted, and included. We firmly believe creating a sense of belonging fuels our mission and empowers us to deliver Amazing Customer Experiences to those we serve, our partners, and each other.

### Charleston Metro Chamber of Commerce Diversity Champion Award

Palmetto Goodwill was named the 2022 Diversity Champion by the Charleston Metro Chamber of Commerce. This award honors a business or leader who is committed to creating a more diverse, equitable and inclusive workplace and/or community. Honors a business or leader who is committed to creating a more diverse, equitable and inclusive workplace and/or community. This champion has had an undeniable impact to ensure everyone in our community has the opportunity to live, learn and earn.

### The Palmetto Excel Center



Our charter for the first ever adult high school in South Carolina was approved. The Palmetto Excel Center is a tuition-free, public charter high school for adults that will open in August 2023 on the Trident Technical College campus.



# **Jamond Blake**

## **Graduate of the Year**

Jamond Blake is a husband and father of 4 boys. His previous career didn't pay enough to support his growing family—unsatisfied with his job, Jamond decided it was time to make a career change!

In spring 2022, after a friend mentioned Palmetto Goodwill helping others obtain their CDL certification, Jamond decided to ask Palmetto Goodwill for assistance. He quickly enrolled in a training course with the help of a Career Navigator, Laura Padgett, and funding from Palmetto Goodwill. Taking classes was a huge switch in Jamond's life as he worked full-time while attending the 8-week class on weekends. Jamond says the love and support of his family gave him even more determination to push through.

CDL school was difficult, as Jamond was learning a whole new career with a lot on his plate. Knowing his CDL certification was on the horizon kept him going. One morning in the summer of 2022, Jamond felt nervous as the time came for his final exam. The encouragement of his Career Navigator and prayers from his wife gave Jamond the confidence he needed to pass his exam with flying colors. He describes the moment as "like winning the Superbowl!" with everything feeling worth the wait. Within 22 days of receiving CDL certification, Jamond secured a job in the trucking industry! His pay nearly tripled what he made in his last career. Jamond felt relieved that he was now able to better provide for his family and create savings for their future.

Jamond is a role model to his four boys who now want to become truck drivers like their father. He says if there is a lesson in his story, it is to simply ask for help! "There are people out there willing to help you—for me, help came from Palmetto Goodwill."

Now nothing stands in the way of Jamond reaching his goals. His strong work ethic and commitment to his family have taken him far. Now a year later, Jamond started his own trucking business, Blake's Trucking Enterprise, and invested in a new truck!

***"Thanks to Palmetto Goodwill, I felt motivated again and eager to accomplish my dream."***

# Hollan Kreil

## Goodwill Works!

Hollan Kreil is a true embodiment of our ACE and ICARE culture while dedicating his last 13 years to Palmetto Goodwill. Barriers to employment have previously blocked his path, but nonetheless, Hollan is known for unmatched determination and dependability.

His story starts in infancy, when Hollan was misdiagnosed by doctors, creating unwarranted stressors on his young self and mother. Now, with a proper diagnosis of ADHD, Auditory Language Disorder, Pervasive Development Disorder, and Cerebral Palsy, Hollan has learned how to best apply his skills and abilities in the workplace and everyday life.

Comprehension and social settings may loom more difficult for Hollan, but that has never stood in his way. Well-versed in many skills, Hollan achieved the Arrow of Light with the Boy Scouts and was a baritone in his school's choir. Receiving a Junior Scholar Award in middle school for the top GPA amongst his peers paved the way to his Bachelor's in History. With a green thumb, one of Hollan's favorite activities is tending to his plants—they continue growing, much like him.

With a detail-oriented mind and task-driven attitude, Hollan inspires those around him. He recently secured the Vigilant Safety Award from our Sodexo partners—a first for any Goodwill team member—in light of his proactivity. He even persisted throughout COVID despite being at greater risk due to his life-long health challenges.

Hollan cares for his fellow team members and the world around him, which can often be misconstrued by those who don't know him yet. He lends a trusted hand when always offering to share his job knowledge and skill set with others to further team success. His sights are set on becoming a Line Supervisor, which is backed by his consistency to show up and get the job done.

"Palmetto Goodwill has given him a chance to excel in life and all of endeavors, and he's capitalized on those chances," said Hollan's Assistant Project Manager. "I think he feels and knows that he is wanted, desired, and he is himself."

***"I admit I never thought I'd be here, but I am."***

# Gabriel Cantrell

## Achiever of the Year

Gabriel 'Gabe' Cantrell is someone who has been given every reason in the world to back down, yet he chooses to aspire forward.

Throughout his life, Gabe has dealt with physical and functional limitations since being diagnosed with Cerebral Palsy as an infant. In and out of surgeries, his parents provided a support system to always encourage Gabe not to let his disability limit his aspirations.

He dabbled in sports, navigated the halls of high school, and held a position at a local restaurant until COVID rerouted us all. Ready for his next endeavor, Gabe spent time in the College of Charleston's REACH program before he began thinking onward.

Gabe's father came home one day with an exciting new opportunity to share with his son. Working at one of our 16 contract sites, Gabe's father saw the AbilityOne Program in action, where people with disabilities can build upon their skills in the workplace. Wanting to learn more, Gabe connected with a Palmetto Goodwill Services Employment Specialist and the rest fell into place.

Now, as our Achiever of the Year, Gabe has accomplished personal success despite any challenge thrown at him. Since starting part-time with Palmetto Goodwill, he's made the transition of taking on a full-time role. Recently, he took another big step with renting his first apartment—Gabe has been self-sufficient for over 4 months now! "Without Palmetto Goodwill's help it wouldn't have felt like freedom," he says.

Resiliency echoes off of Gabe, and his smile and sense of humor are contagious to the people that get a chance to know him. A team player, Gabe is dependable and continues to impress and inspire others.

***"A lot of people might knock you down, tell you 'you can't do it', but never give up."***

COMMUNITY IMPACT 2022



95,608  
Total Services  
Provided



10,075  
Unique Individuals  
Served



3,457  
Individuals  
Placed in Jobs



2,426  
Individuals  
Trained



1,092  
Total Veterans  
Served

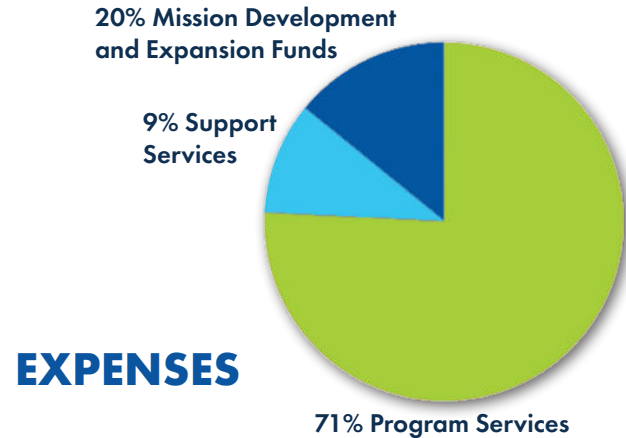
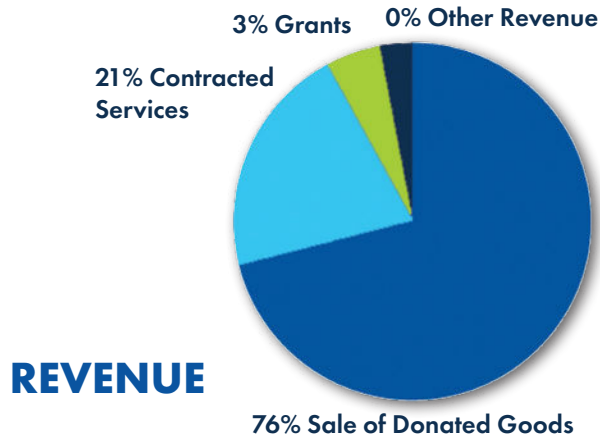


30,296,545  
Total number of pounds  
diverted from landfills



1,189,571  
Total number of electronics  
and computers pounds  
diverted from landfills

## Financials



76% Sale of Donated Goods	\$65,283,414
21% Contracted Services	\$18,283,451
3% Grants	\$ 2,720,253
0% Other Revenue	\$ 168,610

71% Program Services	\$61,610,121
9% Support Services	\$7,887,287
20% Mission Development and Expansion Funds	\$16,958,320

**TOTAL REVENUE**  
**\$86,455,728**

**TOTAL EXPENSES**  
**\$86,455,728**

# Palmetto Goodwill Leadership

## Executive Leadership



Brian Itzkowitz,  
President & CEO



Jackie Draws,  
Chief Financial  
Officer



Chuck Hudson,  
Chief Operating  
Officer



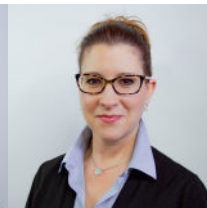
Elliot Smalley,  
Chief Mission  
& Marketing  
Officer



Reginald Hughes,  
Vice President  
of Commercial  
Operations



Tina Marshall,  
Community  
Relations  
Officer



Tanya Weldon,  
Human Resource  
Officer

## Board of Directors



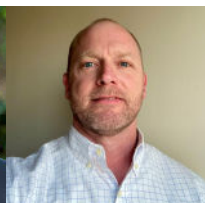
Kelley Jarrett,  
Chair



Herbert Drayton,  
III, Vice Chair



Rob Phillips,  
Treasurer



Jamie Lynch,  
Secretary



Chris Harvey,  
Past Chair



Catharine  
Almquist



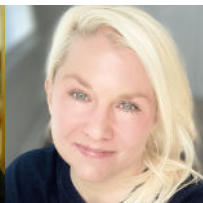
Darryl  
Brown



Jennifer  
Helgans



Virginia  
Lawrence



Nina  
Magnusson



Dr. Michael  
Moxley



Dixie  
Norris

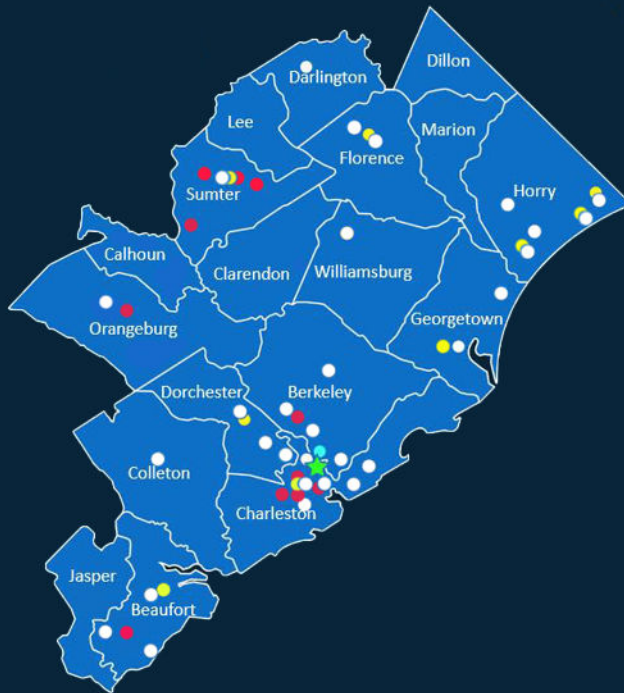


Michelle  
Woodhull



Erica  
Wright

# Territory of Operations



## MAP KEY

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

## OUR VISION

**Every member of our community has the opportunity to thrive!**



**2150 Eagle Drive, Bldg. 100, North Charleston, SC. 29406**

**[palmettogoodwill.org](http://palmettogoodwill.org)**