



# did you know?

## GOODWILL 2014 BY THE NUMBERS

### THE GOODWILL MISSION

"We sell donated goods to provide employment and training opportunities for people who have disabilities and others who have trouble finding and keeping jobs."

**89%**

of Career Solutions clients who find work are placed in jobs outside of Goodwill



**28,159**

of which

**9,558**

clients served at our Career Solutions centers

were placed in jobs in 2014

### Career Solutions



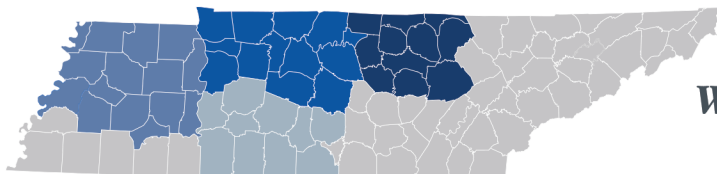
*As of Jan. 1, 2015, we employed*

**2,185 PEOPLE**



**88%**

of our employees are mission related



*We have ...*

**34**  
Goodwill  
Stores

+

**29**  
Career  
Solutions  
Centers

+

**83**  
Donation  
Express  
Centers

*throughout*

**48**  
Middle & West  
Tennessee  
Counties

# GOODWILL - BY THE NUMBERS

In **1902**, Goodwill was founded in Boston, Massachusetts by the Rev. Edgar J. Helms.

In **1957**, Goodwill Industries of Middle Tennessee began as an outgrowth of Outlook Nashville.



We cover **48** counties in Middle and West Tennessee.

We are affiliated with Goodwill Industries International, Inc., a worldwide organization of not-for-profit organizations.

## HUMAN RESOURCES

**88%** of our employees are mission-related

**2,185** employees and clients on payroll as of January 1, 2015

**1,319** Goodwill employees in Jan. 2010 *an increase of* **866** clients & employees *in* **5** years

**3** years is the average tenure of all employees

## RETAIL

**8th** highest retail sales of the 165 Goodwills worldwide

**33** Goodwill retail stores **+** **1** outlet store *in* **17** Tennessee counties

**900,000** unique items put in our stores each week **2,000,000** items in our stores on any given day

**12,967** average number of retail transactions each day

**3** top selling products are shoes, clothing and home goods **75%** of floor sales is clothing

All items placed and sold in our retail stores are gently-used items donated by the generous people of our communities. The proceeds from the sale of those items allow Goodwill to support our mission to provide employment and training opportunities for people who have disabilities and others who have trouble finding and keeping jobs.

## CAREER SOLUTIONS

**29** Career Solutions centers across Middle and West Tennessee

**15** counties have a Career Solutions center

**6** centers in 2005 *an increase of* **23** centers *in* **10** years

**28,159** people served *of which* **9,558** placed in jobs **89%** placed in employment outside of Goodwill

**26%** of the people assisted by Career Solutions had a criminal background

**18%** of the people assisted by Career Solutions reported some type of disability

**1,700** employers actively hiring Goodwill clients

### COMPUTER PROGRAMS OFFERED:

**7** Microsoft Office Specialist (13), Internet and Computing Core Certification (35), Microsoft Office Introduction (455), Digital Literacy Computer Basics (5,909), Email Class (190), Digital Literacy Resume Writing (4,120), Digital Literacy Online Job Search (3,216)

### TRAINING & CERTIFICATIONS ACQUIRED BY OUR CLIENTS:

**17,101** Call Center (65), Construction (94), Custodial (63), Document Archiving (51), Financial Literacy (355), Food Safety (38), Forklift (883), Health Care (21), Hospitality and Server Permit (24), STAR-Manufacturing (8), STAR-Retail (78), Security Guard (31), Situational Assessment (1,452)

**85%** placement rate in our Construction Training Program

**310** average number of calls handled each day by the call center

## DONATIONS

**4,130** average number of donors who drop off items at our Donation Express Centers (DEC) each day

**68,128** number of donors who dropped off items at our busiest DEC in 2014 - Hillsboro High School

**83** DEC's across our 48 counties

**20** counties have a DEC

**48** DEC's in 2005 *an increase of* **35** DEC's *in* **10** years

## SALVAGE

**28,177,249** pounds of salvage and recyclable material diverted from the landfill last year

**5,588,230** pounds of cardboard and paper pulp recycled

**48,897** trees were saved from being cut down

Goodwill recycles clothing, shoes, purses and belts, hats, backpacks, toys, books, electronics and electrical appliances, cell phones, ink jet/toner cartridges, used batteries, metals such as steel, copper and aluminum, cardboard/paper pulp and some grades of plastics.

## ONLINE GOODWILL

**650** items each day are listed on [onlinegoodwill.com](http://onlinegoodwill.com)

**\$1,921** price of a Louis Vuitton leather handbag – the most expensive item sold on [onlinegoodwill.com](http://onlinegoodwill.com) in 2014

**\$930** price of a pair of diamond stud earrings (1 carat total weight) set in 14k gold – the most expensive piece of jewelry sold on [onlinegoodwill.com](http://onlinegoodwill.com) in 2014

**1.4%** of donated items are sold online

## ABOUT CAREER SOLUTIONS:

Goodwill's Career Solutions counselors and staff provide one-on-one job training and placement services in our 29 Career Solutions Centers located throughout the Middle and West Tennessee communities served by Goodwill Industries of Middle Tennessee, Inc.

The services offered through Career Solutions, for the most part are free for job-seekers, thanks to the generosity of Goodwill's donors and shoppers. Donated items are processed by Goodwill employees, placed in our retail stores, and the proceeds from the sale of those items allow Career Solutions to provide these services.

## COMMUNITY RELATIONS

**83** neighborhood donation drives

**233** people donated on September 20th, 2014 at Fieldstone Farms – our most successful drive of the year

**10** university drives: Middle Tennessee State University was our most successful

**922** gift cards given away through our Goodwill Cares Program to assist those in need who have encountered a recent hardship

**44** times Goodwill donated medical equipment to partner agencies

**57** organizations assisted through Goodwill Cares

**2** vehicles given away to employees through the Wheels-to-Work Program, bringing the total to 7 since the program's inception in 2013

**60** children saw the first live skit by Goodwill mascot Goodwilly, who teaches the importance of donations and sustainability

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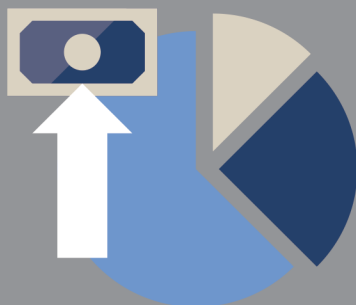


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2014 BY THE NUMBERS



**1.4%** of donated items are auctioned online at [onlinegoodwill.com](http://onlinegoodwill.com)



Goodwill Industries of Middle Tennessee has the **8TH HIGHEST** retail sales of the 165 Goodwills worldwide



**310** average number of calls handled by our call centers each day

**922**

gift cards given away through our Goodwill Cares Program to assist those in need who encountered a recent hardship



**53,850**

hard goods processed and shipped each day. Most are processed at our store sites:

10,450 Books  
7,962 Accessories  
7,910 Linens  
5,420 Shoes



LEARN MORE ABOUT  
GOODWILL OF MIDDLE TENNESSEE  
[giveit2goodwill.org](http://giveit2goodwill.org)