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An equal opportunity / affirmative action employer.



Timothy J. Young. Executive Director

Licking/Knox Goodwill

2011 was the year of unlimited possibilities. My first year as Executive Director was exciting, rewarding, and fast! Our successes were made possible by our staff working together and striving to become the best in providing products and services to our community. And all of our divisions improved in performance.

The addition of several "new" items in our retail stores has helped to provide affordable products to our shoppers. Over the summer, the first "new" items sold in our stores were sunglasses. The success led to the addition of seasonal decorations, pet supplies, candles, socks, overstock closeouts (known as Unlimited Bargains), and new Ashley and Coaster furniture. The year concluded with the opening of the Goodwill Unlimited retail store in Heath, Ohio. The grand opening celebration saw over 1,500 people register for door prizes and countless more enjoyed shopping and special discounts.

Initiatives in our Contracts Division have helped Goodwill become a leader in the "Green Cleaning" industry. We now offer several levels of sustainability programs customized to meet specific needs or budget requirements. Yes, you can be "green" on a budget. Our own offices are doing their part to participate in environmentally-friendly processes. The year ended with the division obtaining third party certification through the BETCO Company. We now provide certified training to our employees in many cleaning techniques.

The Vocational Rehabilitation division was proud to close out the year with one of the most successful GoodGuides Youth Mentoring programs in the country. Our program finished out the federally

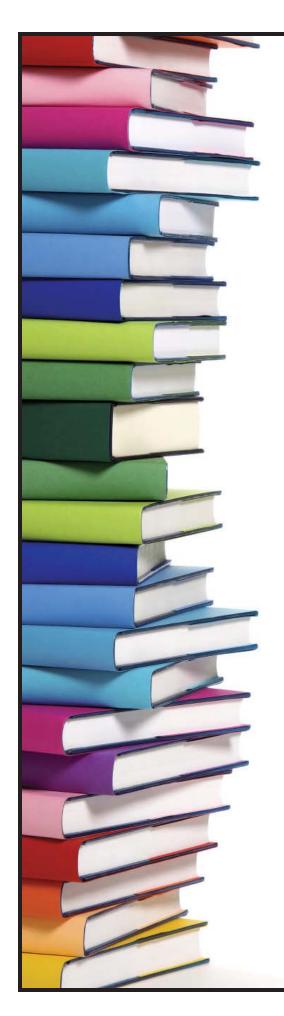
funded grant ranked in the top 25 percent in the nation. Our program was so successful in Newark High School that it was expanded to help students in area middle schools. During the year, the division placed 33 people into competitive employment through Job Development services. They also assisted 54 veterans during our Veterans Employment Workshops.

2011 was also the year of extensive training. The project involved research, developing a "Leader's Guide," and creating an informative presentation for each topic. All of our staff participated in monthly interactive training with unique topics each session. The training sessions were organized, informative, well received, and thoroughly documented. During the year, Goodwill's in-house trainers documented well over 7,000 training hours for employees.

The year had too many exciting events, new products, new services, and record breaking sales to name them all. I am truly proud to be a part of Licking/Knox Goodwill and would like to congratulate the staff for all their accomplishments. Looking ahead, I am sure 2012 will bring unlimited new and exciting projects and many, many more record breaking accomplishments.

Sincerely,

Timothy J. Young Executive Director



Putting People to Work!

Goodwill is one of the world's largest nonprofit providers of education, training, and career services for people with physical, mental, and emotional disabilities or disadvantages, such as welfare dependency, homelessness, and lack of education or work experience.

Goodwill believes work has the power to transform lives by building self-confidence, independence, creativity, trust, and friendships. Everyone deserves an opportunity to have these benefits.

Goodwill was founded in 1902, in Boston by Rev. Edgar J. Helms, a Methodist minister and early social innovator. Helms collected used household goods and clothing in wealthier areas of the city and then trained and hired those who were poor to mend and repair the used goods. The goods were then resold or given to the people who repaired them. The system worked, and the Goodwill philosophy of "a hand up, not a hand out" was born.

Licking/Knox Goodwill Industries, Inc. is one of 167 autonomous, worldwide members of Goodwill Industries International. Goodwill has provided quality employment and training services to Licking and Knox counties and Central Ohio private businesses, local, state, and federal agencies since 1957.

Today, Licking/Knox Goodwill employs in excess of 300 people. This includes administrative and management staff who oversee contract work services, retail locations and an internet sales location (www.shopgoodwill.com), vocational rehabilitation services, automotive sales, automotive service, and maintenance divisions.

Our Mission

Licking/Knox Goodwill Industries, Inc. provides training, employment, and support services to individuals with disabilities and other barriers to employment.

Dur Vision

To be an organization focused on effectiveness, quality, and professionalism in the services we provide.

2011 Goodwill Board of Trustees

President - Korey M. Kidwell

Attorney Murray, Rauzi & Kidwell Ltd.

Vice President - Jack Crockford

Retired, Buckeye Linen

Joe Corby

Retired. State Farm Insurance

Judge Michael F. Higgins

Licking County Municipal Court

Karen Jones

Program Officer, Licking County Foundation

Melissa Fleming

Assistant General Counsel, Mount Carmel Health Systems

Dr. Marc Miller

Neuropsychologist

Anne Peterson

Human Resources Vice President, Licking Memorial Health Systems Treasurer - Rich Pfahler

CPA, McLeish, Bowman, Rarher & Pfahler, Inc.

Secretary - Tom Abbott

President, Abbott Consulting, LLC

Robin Stein

Human Resources Vice President, Park National Bank

Susan Sukys

Financial Advisor, Money Concepts Financial Planning Centre

Marjorie Wilson

Customer Service Specialist, Kohl's Department Stores

Ray Wilson

Owner, Wilson Travel Service

Emeritus Trustee - Bernie Nye

Retired, Instructor, COTC

Legal Counsel - Rod Nelson

Reese, Pyle, Drake & Meyer



Heath

550 Hopewell Drive (740) 522-1212 Monday – Saturday, 9:00 am – 9:00 pm Sunday 11:00 am to 7:00 pm

Buckeye Lake

10933 Hebron Road (740) 928-0199 Monday – Saturday, 9:00 am – 9:00 pm Sunday 11:00 am to 7:00 pm

Pataskala

78 Oak Meadow Drive (740) 927-2500 Monday – Saturday 9:00am – 9:00 pm Sunday – 11:00 am to 7:00 pm

Johnstown

715 Coshocton Road (740) 967-2926 Monday – Saturday, 9:00 am – 9:00 pm Sunday 11:00 am to 7:00 pm

Utica

41 Columbus Road (740) 892-9123 Monday – Saturday 9:00 am – 7:00 pm Sunday – 11:00 am to 6:00 pm

Mount Vernon

855 Coshocton Avenue (740) 392-9991 Monday – Saturday, 9:00 am – 9:00 pm Sunday 11:00 am to 7:00 pm

Mount Vernon

60 B Parrott Street (740) 393-0081 Monday – Saturday, 9:00 am – 9:00 pm Sunday 11:00 am to 7:00 pm

Newark

927 North 21st Street (740) 364-0804 Monday – Saturday, 9:00 am – 9:00 pm Sunday 11:00 am to 7:00 pm

Newark

101 Union Street (740) 345-8191 Monday – Saturday, 9:00am – 9:00 pm Sunday 11:00 am to 7:00 pm

Virtual Store

550 Hopewell Drive (740) 522-1212

Office: Monday – Friday 8:00 am – 5:00 pm Online: 24 Hours 🛽 www.shopgoodwill.com

Shopping and Donations

Shopping at Goodwill means more than good deals. Thousands of items are put on our sales floor daily. Many are unique or designer items! Special sales run weekly; and new sale items become available every Sunday.

Donations to Licking/Knox Goodwill's retail stores help fund our mission. Customers may bring donations to any Goodwill store location. Donations are sorted, processed, and distributed to the sales floor for waiting customers. When you donate your gently-used items to Goodwill, you can be confident they will be used wisely.

Our Newest Location

Goodwill Unlimited

The new Goodwill Unlimited location in Heath, Ohio, opened on November 4, 2012. The store occupies the former Scott's Lumber building on Hopewell Drive.

Goodwill Unlimited houses several operations for the organization including a new 13,000 square foot retail store and internet auction store (shopgoodwill.com), plus a 48,000 square foot warehouse space, donation center, and recycling operation.

Centralizing these operations represents a significant cost savings for the organization. The move also allows Licking/Knox Goodwill to expand and diversify the products and services we provide.

This opportunity was made possible through the generosity and support of our community.

Online Shopping

Goodwill's internet auction site posts items to customers across the country every day. It's an easy and fun way to find just what you've been looking for. Sign up for a FREE shopgoodwill.com auction account today!



Retail Stores

Retail Donors: 79,746

Retail Store Customers: 340,182

Retail Employees: 122 (Year End)





Custodial Services

We offer competitively priced, quality custodial services with on-time delivery. NO JOB IS TOO BIG OR TOO SMALL!! We specialize our services to meet your needs. We can provide any type of custodial service:

- General Office Cleaning
- Day Porter Services
- Fire and Water Restoration*
- Hard Surface Floor Care
- Window Cleaning*
- Snow Removal*
- All Types of Carpet Care
- Commercial Lawn Care*

*Offered as an addition to a custodial contract.

Goodwill contract services offer a full line of janitorial and maintenance equipment and supplies. Uniforms for Goodwill employees are provided upon request. Goodwill is fully insured and can provide security and background checks. Customized services are provided to fit the unique needs of every customer.



- Offices
- Schools
- Warehousing
- Banks
- Court Rooms
- Hotels
- Food Service
- Morgues
- Museums
- Hospitals
- Retail
- Churches
- Factories
- Day Cares
- Gymnasiums

Fulfilling Business Needs

Custodial jobs, general maintenance, commercial lawn care, fulfillment contracts (packaging and assembly), light manufacturing, and much more... Goodwill provides a broad range of business services customized to your unique requirements.

Goodwill employees receive extensive training using proven methods from industry professionals. Effective quality control programs are utilized meeting all federal, state, city, OSHA, and customer guidelines.

Contract Services

Square Feet Maintained: Over 2 Million Labor Hours Worked: 275,067 Contract Employees: 163 (Year End)

Floor Care

Our Staff is trained and experienced in all types of floor care, including Terrazzo, vinyl, ceramic, carpet, concrete, wood, rubber, marble, and more.

No job is too large! We can provide a one-time clean, strip, and finish service or continuous maintenance. Our trained and supervised staff provides excellent service at competitive prices and ensures the job is done to your satisfaction.

Green Cleaning

Green cleaning refers to using cleaning methods with environmentally-friendly processes, ingredients, and chemicals in order to preserve human health and environmental quality.

Sustainable techniques and products avoid the use of chemically-reactive and toxic cleaning products that contain various chemicals. We can help customers develop a sustainability program to meet state and federal laws.

Our sustainability programs can be individualized to meet specific needs and budget requirements.





Benefits to Employers

Goodwill continually seeks partnerships with local businesses to provide a variety of work opportunities for our Goodwill clients. Employers receive "free labor" in exchange for providing a client the opportunity to transition back into the workforce.

The employer is given the opportunity to evaluate the client's work performance to determine if the client may be considered for hire. Also, employers may be eligible for federal tax credits by hiring a Goodwill client.

Goodwill offers specialized programs to benefit both employers and clients. A knowledgeable Vocational Rehabilitation Specialist is assigned to each client and assists throughout the process.

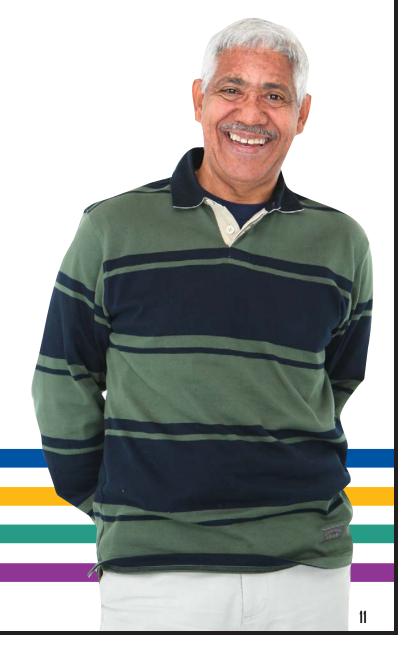
Job Coaching is available, as needed, to ensure a smooth transition. Job Retention services are available at no charge for the first 90 days if a client is hired.

Specialized Training

- Career Interest Assessment
- Community Based Assessment
- Job Coaching
- Job Development
- Job Retention
- Job Shadowing
- Job Trv Out
- Life Skills Training
- Occupational Skills Training
- Supportive Vocational Services
- Work Adjustment

Vocational Rehabilitation

Clients Served: 365 Training Hours: 17,092



W.I.A. Youth Works

W.I.A. Youth Works is a 16-week program serving out-of-school youth ages 16-21 in a paid work setting. Participants gain valuable work and life skills. Participants will also receive support services such as case management and access to various educational opportunities. The long-term goal for participants is the opportunity to obtain permanent employment and/or enrollment in a formal education program. This program is funded by the Licking County Department of Job and Family Services.

Summer Youth Programs

Summer Youth Programs are intended to promote a student's transition from high school to post-secondary education, vocational training, or integrated employment. Services may include an evaluation of the consumer's vocational needs, instruction on vocational topics such as interviewing skills, work behaviors, basic job readiness skills, and independent living skills, as well as integrated, community based work experiences. Staff work with students to learn job tasks and skills needed in the workplace. Students are paid Ohio minimum wage for work time.

GoodGuides"

The GoodGuides Youth Mentoring Program provides a structured "time out" during the school day, helping youth (ages 12-18) establish positive relationships with adults and older peers, while:

- Building Self-Esteem
- Setting Goals
- Exposing Youth to Post-Secondary Education and Career Options
- Motivating Youth to Stay in School

GoodGuides also provides youth with quarterly activities to facilitate:

- Career Awareness and Exploration
- Greater Connection to the Community
- Positive Social Engagement

Youth Programs

Youth Works Participants: 24 Summer Youth Participants: 15 GoodGuides Participants: 151





Goodwill Recycling

Salvage Operations

Goodwill partners with several salvage companies to get the most out of your donations. Clothing, cardboard, books, shoes, stuffed animals, cell phones, and computers in poor condition are processed and sold as salvage.

Reconnect

Goodwill has partnered with Dell to recycle obsolete or broken computer equipment. Anything that attaches to a computer can be recycled through this program. Computer towers, monitors, disks, CDs, keyboards, mice, speakers, etc., can be dropped off at any Goodwill retail store.







When Donating A Vehicle

- Give to charities you know and trust.
- Find out which nonprofit organizations accept car donations and whether they require the car to be in working condition.
- Find out how your donation will be used and what percentage of the charity's revenues fund mission-based programs versus administrative costs. Licking/Knox Goodwill channels 90% of its revenues into its job training and employment programs.

Vehicle Donations

Vehicle and Vessels Donated: 81

Total Donors: 79

Vehicles and Vessels Sold: 91

Trade Ins: 6

Steps to Donate

- Verify the car has a clear title.
- Call the Goodwill Used Car Lot at (740) 345-4749.
- We will schedule a pick-up time or you can drop off.
- Have your vehicle's title and your State Issued ID ready when we arrive.
- Do not sign your title before we arrive.
- Your vehicle is offered for sale on our used car lot.
- When your vehicle sells, we will mail you a 1098C tax form, for tax deduction purposes.



Committed to safe work practices Accountable to the safety of ourselves and fellow employees Responsible to recognize and report unsafe conditions Encourage compliance to safety rules and regulations

Highlights

- BWC recordable incident severity rating reduced for the fourth consecutive year.
- Launched Action Security Group security services division.
- External and internal theft incidents were substantially decreased company wide.
- Our new Goodwill Unlimited store now features our largest and most sophisticated camera system to date.
- To increase the overall safety of our drivers and organization, company vehicle GPS systems were utilized to verify safe and appropriate driver activity.
- Licking/Knox Goodwill Industries, Inc. continues to be a consistently active participant in the Licking County Safety Council.



Safety Program

The C.A.R.E. About Safety Program is an essential tool for our Safety and Security Department because it focuses on our most important asset, our employees.

The C.A.R.E program provides postage paid feedback forms at all Licking/Knox Goodwill worksites. Employees can fill out the form to address safety concerns, suggest safety ideas, or simply to express a positive or negative safety action they have observed. These forms are submitted to the Safety and Security Coordinator and are reviewed by Goodwill's Safety Committee.

The essential function of the department is to create, foster, and maintain a culture of safe work conducted in a safe environment. This is accomplished in various ways such as awareness training, safety/security surveying, safety audits/inspections, and the C.A.R.E. about Safety Program, all of which contribute to a safe and secure mind-set in the workplace.

C.A.R.E. About Safety

Asset Inventory: 1,880 Asset Shrinkage: 0.004%

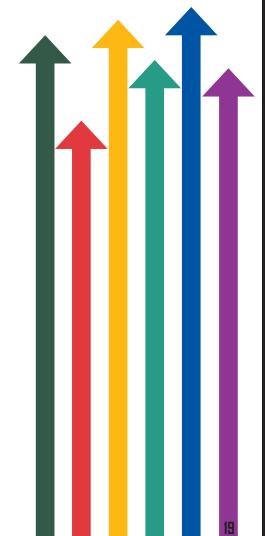
Licking County Safety Council President's Award Recipient

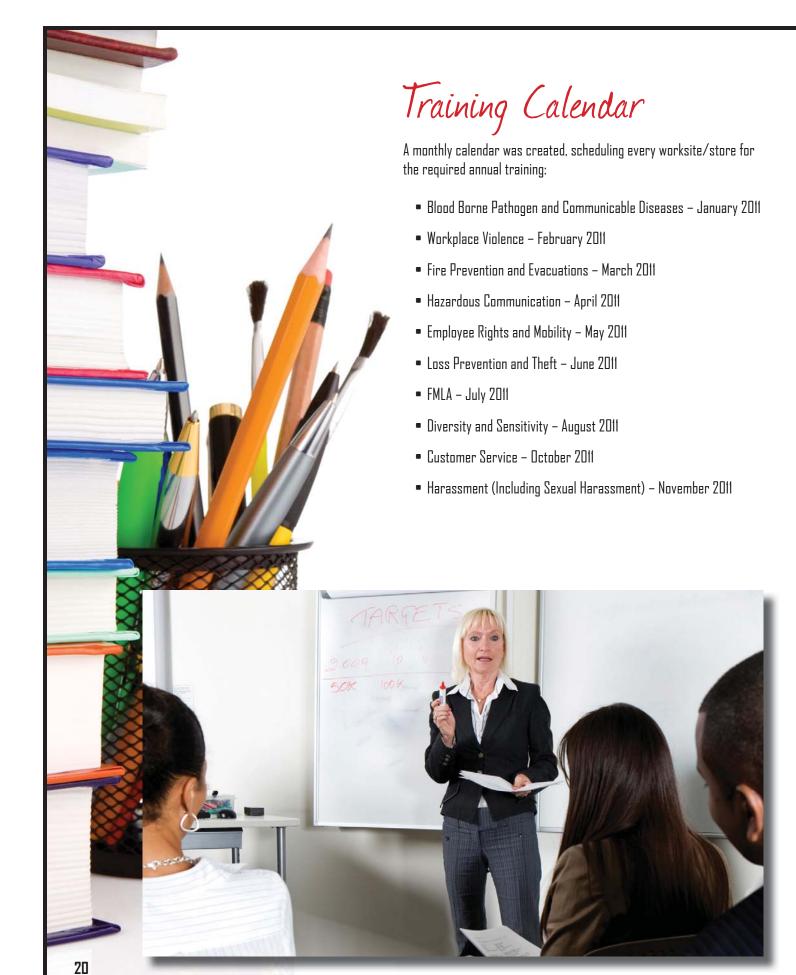
Safety Culture

Licking/Knox Goodwill Industries, Inc. has seen a continual growth in our overall safety culture year after year. This culture is reflected by the daily actions of all management and non-management personnel. Licking/Knox Goodwill Industries, Inc. continually strives to be a community leader in safe work practices.

Essential core elements of creating and maintaining our safety culture include:

- Safe work is smart work.
- Training is an essential element for safe workplaces.
- People are the most critical element in the success of a safety and health program.
- Consistent safety audits are conducted.
- Safe work practices are reinforced, and all unsafe acts and conditions are corrected promptly.
- The Safety Committee team consistently takes a proactive approach to organizational safety.
- Occupational injuries, illnesses, and incidents with the potential for injury are investigated.
- Prevention of injuries and occupational illnesses is viewed as good business.





New Training Program

Training at Licking/Knox Goodwill Industries is accomplished in a variety of ways, from new hire orientation to on-the-job, classroom, and specialized job skill training.

Training is documented and tracked beginning with the employee's first day. In 2011, a larger focus was placed on employee training, starting with the creation of the Training Coordinator position.

In the past, training was conducted with employees, but it was left up to the discretion of the Division Director or Manager on how and what was covered. The Training Coordinator started by collecting all training information, and then developed Leader's Guides for each topic.

Retail Training Hours: 2,540 Contracts Training Hours: 4,370

Other Training Hours: 512

Consistent Training

Each worksite or store is unique, and conducting the training at the individual worksites allowed for better incorporation of the worksite surroundings. Learning was more understandable for the employees, and it was easier for them to apply what they learned during training to their individual job tasks.

Providing consistent training across the board to employees in 2011 allowed for better productivity and effectiveness in meeting company results, as well as better compliance with OSHA, NISH, and CARF standards.

Train-The-Trainer

Train-The-Trainer workshops were conducted with store and contract managers each month, to help increase their skills as trainers. They were required to observe the Training Coordinator and the Safety and Security Coordinator each month delivering the required training, and to follow along in the Leader's guide.

At the end of the year, each manager gave a two-minute presentation to practice the skills learned. In 2012, the managers will resume training with their employees, with continued assistance from the Training Coordinator.



Homeless Housing Project

Goodwill, in collaboration with the Licking County Coalition for Housing, has three efficiency apartments and two homes to provide transitional housing for the community. Veterans are given preference and eligibility is determined by the Coalition.

Transportation and Facilities Division

The Transportation Division services Goodwill fleet vehicles including those used to transport employees to and from Goodwill work sites. Facilities personnel provide general maintenance for Goodwill sites and equipment.

CARF Accreditation

Licking/Knox Goodwill Industries, Inc. maintains accreditation in Employment Skills Training Services through the Commission on Accreditation of Rehabilitation Facilities (CARF). This accreditation represents the highest level of accreditation that can be awarded to an organization and shows the organization's substantial conformance to CARF standards.

Emergency Voucher Program

Retail stores provide emergency clothing assistance to residents of Licking County. Eligibility is determined by area agencies who issue vouchers on behalf of Goodwill. Vouchers are issued to adults once every year and children under the age of 18 every six months.

Director Direct Program

This program provides postage paid feedback forms at all Goodwill sites. Anyone can fill out the form to express their opinion to the Executive Director. All Director Direct comments are addressed and reviewed at Board of Trustee Meetings.

More About Goodwill

AbilityOne Program

The AbilityOne Program is administered by the Committee for Purchase From People Who Are Blind or Severely Disabled with assistance from National Industries for the Blind and NISH - Creating Employment Opportunities for People with Severe Disabilities.

As part of the AbilityOne Program, Goodwill is able to bid for federal contracts and provide employment for people who are blind or have other severe disabilities.

Full-Time Employees: 240 (Year End)
Part-Time Employees: 83 (Year End)

Percentage of Direct Labor Hours by People with Disabilities: 75%

Achieved Third Party Certification for Janitorial Services from BETCO University

Professional Ethics

It is the policy of Licking/Knox Goodwill Industries, Inc. to adhere to a comprehensive code of professional ethics in all aspects of its operations, including, but not limited to: marketing, business dealings, service delivery, human resources, and professional responsibilities.

For a copy of our complete policy, please contact: Licking/Knox Goodwill Industries, Inc. Human Resource Department.

Equal Opportunity / Affirmative Action Employer

The written Licking/Knox Goodwill Industries, Inc. Affirmative Action Plan may be viewed at the Administrative Office located at 65 S. 5th Street. Newark, Ohio between the hours of 8:00 a.m. and 5:00 p.m. Monday through Friday.

Thank You Everyone

7-Up Bottling Company
A to Z Cares
Alphalink Technologies
American Electric Power
Anomatic Corporation
Army Corp of Engineers
ArvinMeritor
Associate Services for the Blind
Behavioral Healthcare Partners
of Central Ohio, Inc.
Big Brothers & Big Sisters
of Licking and Perry Counties
Bob Evan's Restaurant

Central Ohio Technical College

Ariel Hall

Children & Families First Council City of Mount Vernon City of Newark

Department of Job and Family Services

- Columbus Office
- Knox County Office
- Licking County Office

Community Wesleyan Church of Newark Cox United Methodist Church of Newark C-TEC

David Crone – I'm No Dummy Productions

First Knox Bank
First United Methodist Church of Newark
Functional Training Services
GBQ Finance
Giant Eagle
Governor's Office for
Closing the Achievement Gap

Granville Public Library Heath City Schools Heath United Methodist Church Hebron United Methodist Church Heritage Middle School Heritage Sportswear

Bow Wow Boutique Boy Scouts of America Venture Crew Bureau of Services for the

Visually Impaired Bureau of Vocational Rehabilitation Bureau of Worker's Compensation CDC/DD

COVA

Centenary United Methodist Church of Granville Central Christian Church of Newark Defense Supply Center Columbus

- Building 20
- Building 21
- Building Proper
- The PX

Department of Veterans Affairs DMO Security Elder-Beerman Emeritus at Hillen Vale Famous Supply First Apostolic Church of Pataskala Holophane, A Division of
Acuity Brands Lighting Inc.
Jo-Ann Fabrics
KMA Electric, LLC
Knox County Board of DD
Licking County Aging Program
Licking County Board of DD
Licking County Center

for the Visually Impaired Licking County Coalition for Housing Licking County Coalition of Care

Community Partners

Licking County Commissioners
Licking County Convention
and Visitors Bureau
Licking County Musicipal Count System

Licking County Municipal Court Systems Licking County Family YMCA

Licking County Soil & Water
Conservation District

Licking Memorial Hospital

Licking Valley Church of Christ

McDonald's Meijer Inc. Miller Wood

Mortellaro McDonald's

Mount Vernon Nazarene University National Youth Advocate Program Neal Avenue United Methodist Church

New Life Community Church of Hebron Newark City Planning Department

Newark City Flamming Depai Newark City Schools Newark Digital Academy Newark Healthcare Centre

Newark Kiwanis

HZIN

Ohio Bureau of Employment Services

Ohio Bureau of Public Health Laboratories Ohio Department of Agriculture

Ohio Environmental Protection Agency

Ohio Office of Procurement

Ohio State Fire Marshal Academy Olive Garden

Olive Garden
Opportunity Knox
Opportunity Links
Park Lanes Bowling

Park National Bank

Pet Plex Animal Hospital

Possitiv!ty Red Cross

Reese, Pyle, Drake & Meyer

Solstice

Souper Sammies Southtowne Kids Club St. Johns Lutheran Church Tee Jaye's Country Places Inc.

The Boeing Company

The Church in the Mall, United Methodist

Church

The Janton Company The Midland Theatre

The Ohio State University at Newark

The Pro Tech Center

The Village of Buckeye Lake

The Village of Heath

The Village of Johnstown

The Village of Pataskala

The Village of Utica

The Woodlands

The Works

Trinity Episcopal Church United States Army Reserves

- Blacklick
- Fort Hayes
- Whitehall

United Way of Licking County

Vision Center

Waste Management

Waste Water Department

Wilson Marketing

WNKO Radio

Wright Memorial United Methodist Church

of Newark

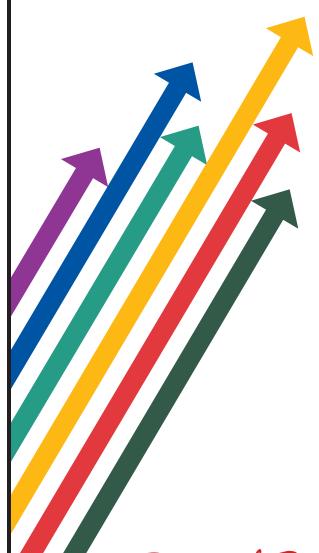
YES Club

The Thousands of Retail Donors



Consolidated Balance Sheet

as of December 31, 2011



Revenues

Contracts	
Manufacturing	\$23,191
Vocational Rehabilitation	
Retail Store Sales	\$3,896,421
United Way	
Donations	
Other	
Total Revenue	\$12 145 592

Expenses

Wages	\$6,364,567
Operating Expenses	
Payroll Taxes	
Depreciation	
Interest Expense	
Conference/Training	
Total Expenses	

Contributed Goods	\$8,169
Capital/Lease Improvements	\$1.081.539

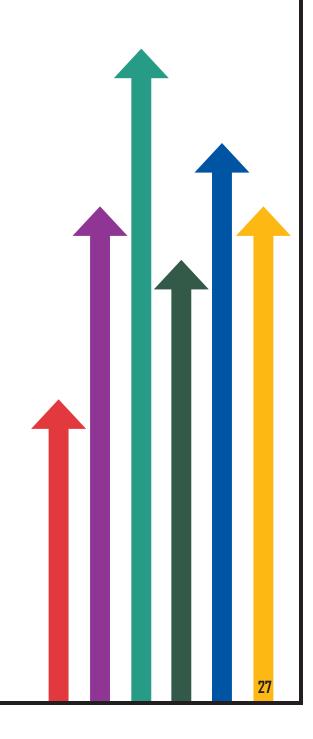
2011 Financial Statements UNAUDITED

Assets

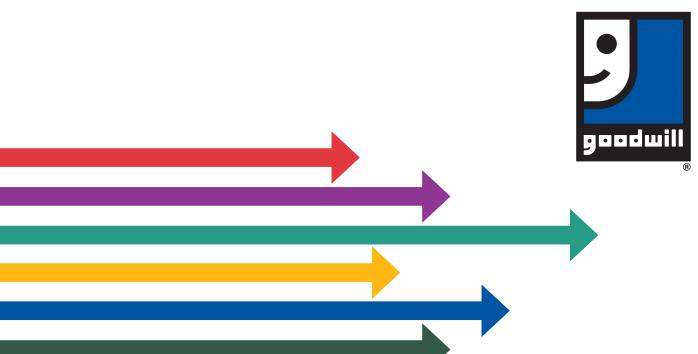
Accounts Receivable	\$1,232,426
Property, Plant & Equipment	\$2,431,885
Cash	\$7,093,418
Prepaid Expenses & Sundry Deposits	. \$245,688
Total Assets	\$11 003 417

Liabilities

Current Accounts Payable Accrued Expenses Other Liabilities	\$650,058
Total Current Liabilities	\$784,961
Long Term Capital Lease	\$121,591
Total Long Term Liabilities	\$121,591
Fund Balance	\$10,096,865
Total Liabilities & Fund Balance	. \$11,003,417







Licking/Knox Goodwill Industries, Inc.

P.O. Box 828 • 65 South 5th Street Newark, Ohio 43058-0828

740.345.9861 www.goodwillnewark.com