



# Licking/Knox Goodwill

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## STRATEGIC PLAN

2020 marked the end of our 2016-2020 Strategic Plan. The organization was proud to accomplish all of the planned objectives!

Highlights from the completed Strategic Plan include: Day Camp Programs, The Grove Academy, Career Services Specialized Training, Expansion of the Licking/Knox Goodwill Foundation, Sale Team Development, Expansion of Housing, and the Implementation of Software for Finance and Retail.

## BOARD OF TRUSTEES

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In 2013, The Licking/Knox Goodwill Board of Trustees and CEO/President Timothy J. Young established the Licking/Knox Goodwill Industries, Inc. Foundation. The Foundation is designed to support and enhance Goodwill's mission by providing resources to our employees, clients, and the local community. In 2014, the Foundation began accepting academic scholarship applications and continues to offer more assistance to the community every year.



Founded in October 2014, The Grove by the River was established as a recreation and training center for Licking/Knox Goodwill's employees and our clients receiving job training services. With over 32 acres, The Grove offers a variety of training opportunities in a safe, low stress, environment. Our trained staff offer real world trainings, with soft-skill emphasis that can be utilized in a variety of competitive employment settings.

### BANQUET FACILITIES

The 8,600 square foot banquet hall can accommodate a seated dinner for over 200 people in the large room and 75 people in the medium room. The outdoor patio, directly off the large room, can accommodate an additional 200 people.

### CAMP GROUND

Campsites at The Grove are along the banks of the North Fork of the Licking River. The camp ground offers primitive camping, water and electric, full hookup sites, a bunk cabin, and camper rental. All campsites have fire rings and a picnic table.

## DISCOVER GOODWILL 2020 CONTRACT JANITORIAL



With over 30 years of experience, Licking/Knox Goodwill has the expertise to care for all types of facilities. Goodwill offers competitively priced, quality services with the flexibility to design your own package. Goodwill Contracts will bid on a variety of services including janitorial, lawn care, floor care, and security services.

### GENERAL OFFICE CLEANING

Basic cleaning services include waste removal, vacuuming and mopping, restroom cleaning, dusting, and glass touch up.

### HARD SURFACE FLOOR CARE

No matter the style or material of your commercial hard floor – tile, vinyl, concrete, and more – Goodwill provides an effective, complete cleaning solution that will fit your exact needs.

### LAWN CARE

Maintain your facility's exterior beauty with full-service lawn care and landscaping. Goodwill can mow and trim your lawn, in addition to flower bed upkeep throughout the summer season.

### CARPET CARE

Foot traffic and spills wear your carpets. Regular and deep cleaning is a part of keeping your office beautiful. Goodwill offers gentle maintenance services that keep carpets fresh and clean.

### WINDOW CLEANING

See out and in through a streak free window. Goodwill provides interior and single-story exterior window cleaning.

### SANITATION/DISINFECTING

If the flu is keeping your employees home, Goodwill can step in and disinfect your facility to stop the spread of disease.

### BUSINESS BENEFITS

Goodwill provides the supervision and program oversight so you can focus on the business that matters most. Goodwill is fully insured and can provide security background checks. Our employees are trained to site specific standards while meeting all government guidelines. Standards are monitored through our digital quality control system.



Three-Year Accreditation  
2019-2022

## CARF

Licking/Knox Goodwill currently maintains a Three-Year CARF Accreditation from in the field Employment Planning Services. The organization has previously received six consecutive Three-Year Accreditations from the Commission on Accreditation of Rehabilitation Facilities.

## DIRECTOR DIRECT

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

## CAREER SERVICES

Goodwill Career Services is a series of programs used to assist an individual's transition into the workforce. Referrals are accepted through participating third-party agencies. Select programs are available for self-referral complementary services. Participants' schedules are created based on the industry in which they are seeking employment and their personal training plan.

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. Salary and Worker's Compensation are provided by Goodwill. Businesses are given the opportunity to evaluate the client's performance, and to consider them for hire. Employers may be eligible for federal tax credits by hiring a Goodwill client.

### Summer Youth

WORK EXPERIENCE  
LICKING COUNTY

**Choice of Work Site!**

**June 8 - July 10 or  
July 13 - Aug 14**  
20 Hours a Week  
8a-12p or 1p-5p

**Rural King**  
HEATH  
Stocking Shelves  
Shopping Carts

**Newark Care and Rehab**  
NEWARK  
Laundry  
Dietary Services

**Coughlin**  
PATASKALA  
Washing Cars  
Indoor/Outdoor Cleaning

**Davis Shai**  
HEATH  
DIETARY ASSISTANT  
BASIC CLERICAL  
Indoor/Outdoor Maintenance

**Bob Evans**  
HEATH  
Food Service  
Dish Tank

**Dawes Arboretum**  
NEWARK  
Landscaping  
Cleaning

**Goodwill Union**  
NEWARK  
SORT DONATIONS  
HANG CLOTHING

More Info: Justin Smith @ (740) 345-9861 ext. 209 • [jsmith@goodwillnewark.com](mailto:jsmith@goodwillnewark.com)

## TRAINING PROGRAMS

Goodwill offers specialized programs to benefit both employers and clients. A knowledgeable Career Services Specialist is assigned to each client and assists throughout their individual plan. Programs are available by referral only.

### CAREER EXPLORATION

Specialized program to assist clients in identifying vocational assets, aptitudes, interests, and potential barriers to employment.

### COMMUNITY BASED ASSESSMENT

Provides clients an opportunity to sample a particular job of interest, and evaluate work tolerance, by working 20-40 hours in the field.

### JOB DEVELOPMENT

Designed to assist clients with learning how to contact businesses, apply and interview with employers, network, and secure employment.

### SUPPORTIVE CAREER SERVICES

Personal assistance for clients to become job-search ready.

### ON THE JOB SUPPORTS

Working with clients and their employers to problem solve and remove any barriers to job retention.

### TRAVEL TRAINING

Utilized to teach individuals how to travel independently on public transportation.

### WORK ADJUSTMENT

Specialized training to improve job readiness.

### SUMMER YOUTH PROGRAM

Specialized five-week Community Based Assessment for students and youth with disabilities, to teach vocational skills and appropriate work behaviors.

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

# 2020 BY THE NUMBERS

## RETAIL

In-Store Customers.....	290,709
Online Customers.....	21,444
Donors.....	88,040
Vehicles Donated.....	24
Vehicles Sold.....	27
Gallons of Propane Sold.....	99,485

## CAREER SERVICES

Clients Served: Adults.....	650
Clients Served Youth.....	132
Average Age of Participants.....	25.73 years
<b>Training Program Participation</b>	
Career Exploration.....	8
Community Based Assessment.....	18
Job Development.....	230
On the Job Supports.....	93
Work Adjustment.....	1
Summer Youth Program.....	69



## CONTRACT JANITORIAL

Number of Customers.....	50
Square Feet Serviced.....	5.5 Million

## EMPLOYMENT

Individuals Employed.....	424
Average Length of Employee Service.....	2 years
Applicants.....	2,065
STAR Awards.....	170

# FINANCIAL REPORT

### Combined Revenues and Expenses

<i>Revenue</i>	
Contracts.....	\$ 9,413,837
Career Services.....	\$ 689,525
Retail Sales.....	\$ 6,329,080
Donations.....	\$ 861,469
Other.....	\$ 2,176,251
Total Revenue.....	\$ 19,470,162

<i>Expenses</i>	
Wages.....	\$ 9,472,948
Payroll Taxes.....	\$ -65,044
Benefits Expense.....	\$ 1,803,787
Depreciation.....	\$ 386,807
Operating Expenses.....	\$ 5,355,330
Total Expenses.....	\$ 16,953,828

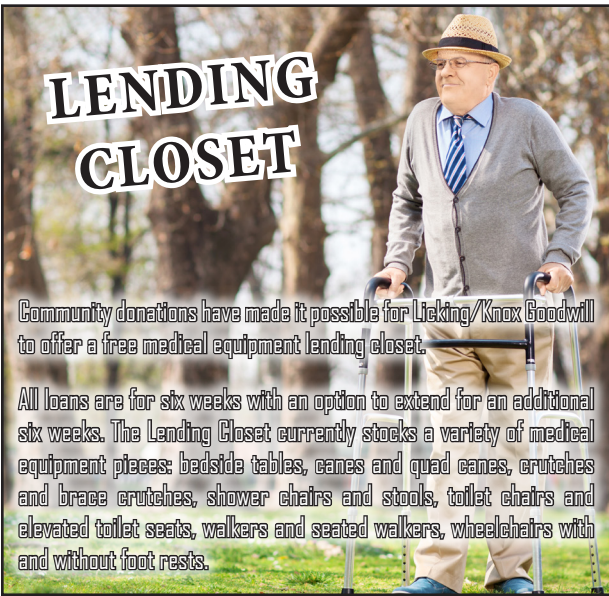
Excess of Public Support and Revenue Over Expenditures.....	\$ 2,516,334
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### Combined Balance Sheet

<i>Assets</i>	
Cash and Investments.....	\$ 19,685,928
Accounts Receivable.....	\$ 1,493,455
Property, Plant, Equipment.....	\$ 4,762,978
Inventory.....	\$ 482,553
Prepaid Expenses/Sundry Deposits.....	\$ 1,831,613
Total Assets.....	\$ 28,256,527

<i>Liabilities</i>	
Accounts Payable.....	\$ 289,598
Accrued Expenses.....	\$ 1,165,244
Other Liabilities.....	\$ 302,794
Total Liabilities.....	\$ 1,757,636

Fund Balance.....	\$ 26,498,891
Total Liabilities and Fund Balance.....	\$ 28,256,527



## EMPLOYEE FOCUS

Licking/Knox Goodwill has over 500 available jobs to individuals in our community of Licking and Knox counties. We are always hiring! As we continue to grow and create new positions, numerous people seek us out as a top employer. Our commitment to the welfare of our staff is second to none.

## CORE VALUES

Licking/Knox Goodwill Industries, Inc. provides training, employment, and support services to individuals with disabilities and other barriers to employment. The success of our organization is built upon the consistent application of our values:

- Equality – to treat all individuals with fairness and unification
- Guidance – effective and responsible leadership
- Respect – embrace diversity and individuality
- Family – work/life balance
- Integrity – honesty, truth, and accountability
- Growth – change, adaptability

## 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.

## STAR PROGRAM

The Licking/Knox Goodwill STAR Program provides incentives for employees to go above and beyond. STARS are awarded in the for excellence in the areas of Customer Services and Communication, Doing the Right Thing, Housekeeping / Organization, Productivity, Sales, and Quality, and Mission Focus.



Professional uniformed officers, driving marked company vehicles, patrol your property at random or specified frequencies. We can also accommodate continuous patrol services where our vehicle remains at your site for extended periods of time.

Action Security Group officers not only patrol, but are trained to identify unwanted individuals and suspicious activity throughout the assigned location.

### SECURITY GUARD SERVICES

Licensed and trained guards can provide foot and vehicle patrols of property, as well as, serving as your point of contact for reporting any emergency service situation.

### SAFETY AND SECURITY CONSULTING

Remove your staff from difficult or unsafe situations including threat assessments, accident investigation, or high risk employment terminations. Training is also available for CPR, AED, and first aid.

### POLICY AND TRAINING DEVELOPMENT

Safety and security policy development is imperative to your business continuity. Officers consult on plan development including worst case scenario training, disaster preparedness, and physical building security.

### FIRE WATCH

Local officials require fire watch patrols when fire suppression systems are taken off line during construction, remodeling, or natural disaster. Officers can provide 24 hour coverage to meet this requirement.

# RETAIL LOCATIONS

**Buckeye Lake**  
**NEW STORE OPENING 2021**  
10933 Hebron Road  
(740) 928-0199

**Fredericktown**  
**Goodwill Plus**  
16482 Village Parkway  
(740) 848-8016

**Heath Goodwill Unlimited**  
550 Hopewell Drive  
(740) 522-1212

**Johnstown**  
715 Coshocton Road  
(740) 967-2926

**Mt. Vernon Goodwill Knox**  
11359 Upper Gilchrist  
(740) 393-0081

**Pataskala**  
78 Oak Meadow Drive  
(740) 927-2500

**Newark**  
101 Union Street  
(740) 345-8191

**Newark Goodwill Plaza**  
1199 Mount Vernon Road  
(740) 364-0804

**Utica**  
41 Columbus Road  
(740) 892-9123

**Online Goodwill2Go**  
35 Wilson Street, Newark  
(740) 345-9861



Licking/Knox Goodwill staff and trustees gathered in September 2020 to break ground on our first new build retail store. Goodwill at the Lake is scheduled to open summer 2021.

## ONLINE SHOPPING



Goodwill's internet auction site (shopgoodwill.com) posts items online to customers across the country. It's an easy and fun way to find Goodwill's most unique items.

## DONATING

Licking/Knox Goodwill accepts donations at all of our retail locations during normal business hours. We also offer home pickup services for those who are donating furniture or truckload quantities. Donations are sorted, processed, and distributed to the sales floor for waiting customers. We accept donations of clothing, bedding, and other cloth items in any condition. Any item that is not in great condition is gathered up to be recycled by one of our many partners. When you donate your gently-used items to Goodwill, you can be confident they will be used wisely.

## USED CAR LOT

Goodwill's Used Car Lot accepts donations of any vehicle. Boats are welcomed so long as they are in good working condition. Call to arrange FREE pickup, or drop off your vehicle during business hours. All you will need is a clean vehicle title and your identification.

## RECYCLING

Goodwill partners with several salvage companies to get the most out of your donations. Clothing, books, shoes, stuffed animals, and computers in poor condition are processed and sold as salvage. Goodwill has a partnership with Dell to recycle obsolete or broken computer equipment. Anything that attaches to a computer can be recycled through this program.

## PROPANE

**Goodwill Plaza ■ Goodwill Unlimited ■ Goodwill Plus**  
**COMING SOON TO GOODWILL AT THE LAKE!**

First introduced to the public in 2013, Licking/Knox Goodwill now offers three propane refill locations. We are able to refill a standard grill tank to 250 gallon contractor tanks - perfect for grilling, motor homes, and contractors.