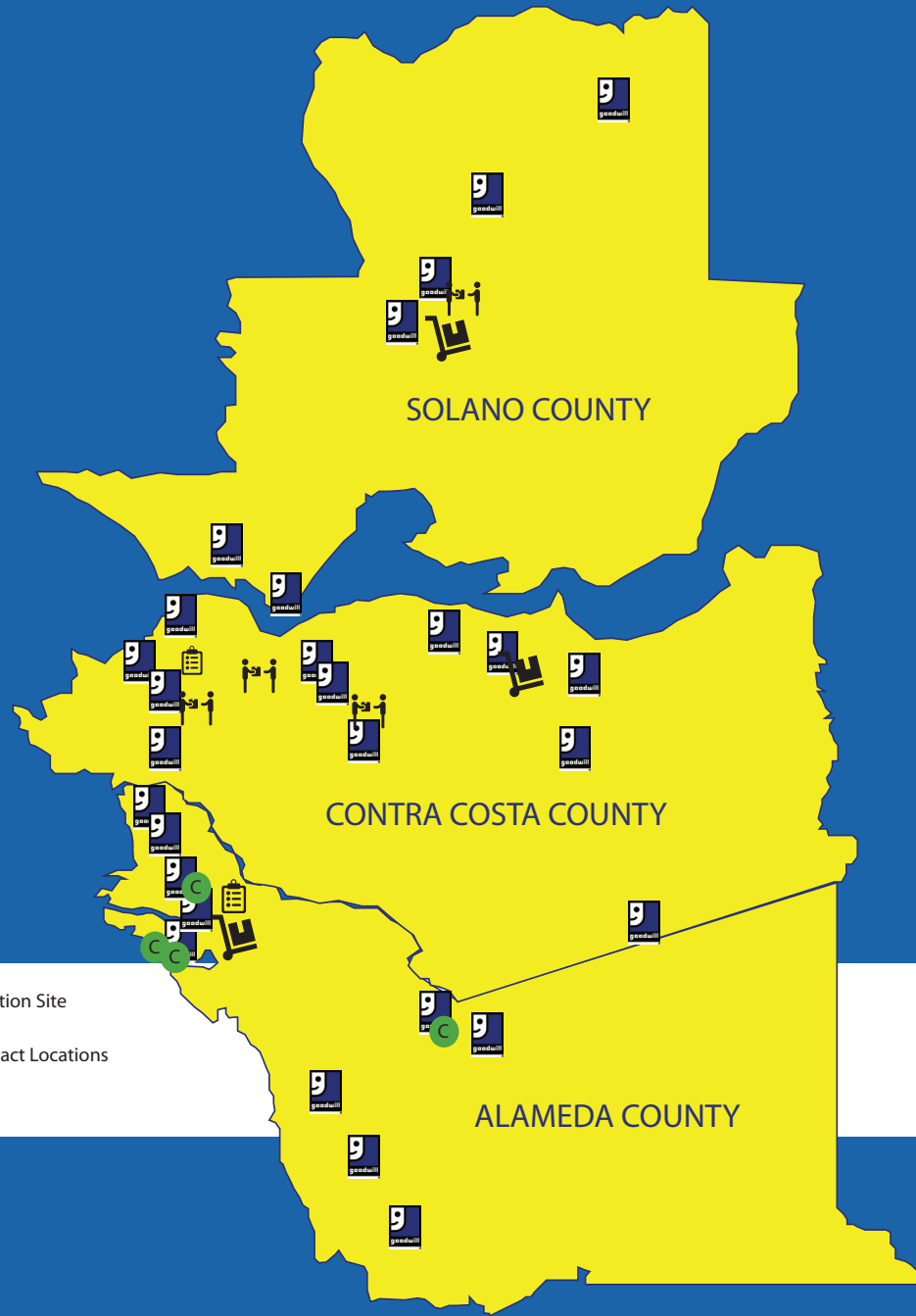


**3** counties served      **31** stores and donation centers      **1,163** people put to work

**7** contract locations      **710** Goodwill employees      **3,165** people served



-  Retail Store
-  Donation Site
-  Processing Plant
-  Contract Locations
-  Calidad Sites

1301 30th Avenue Oakland, CA 94601 (510) 698 - 7200 [www.eastbaygoodwill.org](http://www.eastbaygoodwill.org)



**Goodwill Industries**  
Serving the Greater East Bay since 1919

# 2015 Annual Report

We turn **donations** into **jobs**

Serving Alameda, Contra Costa, and Solano Communities

## Letter from the Board Chair

We are proud of the work that was accomplished in 2015 at Goodwill Industries of the Greater East Bay. Times are difficult in the three counties we serve (Alameda, Solano, and Contra Costa), and we've been dedicated to make connections with employers to help those in need go to work. Goodwill's job training and job placement services served over 3,165 individuals in 2015 and placed over 1,049 into jobs in the community. As a Board member, I'm proud to serve the community through such a determined organization and you can count me as one of the best advocates for Goodwill's job services as well as the retail stores.



The year of 2015 was also a year of accomplishments and accolades for the President and CEO of Goodwill Industries of the Greater East Bay, John Latchford. John led the agency for 16 years, and prior to that served on the Board of Directors and as Chief Financial Officer (CFO) at Goodwill Industries of San Francisco, San Mateo, and Marin Counties. He announced his retirement and left the agency in the hands of new leadership beginning in January 2016.

John has been instrumental in building our Goodwill's mission and programs. Since he began at Goodwill Industries of the Greater East Bay, revenue increased from \$15 to \$37 million, and services to people in need expanded each year. We thank John for his tremendous contribution to Goodwill and wish him all the best in his retirement.

Linda Chew  
Board Chair

### Goodwill Board of Directors

Linda Chew	Mary Jo Potter
Patricia Castaneda-Davis, M.D.	Bob Rodde
Kristine Chase	William Rowland
Rev. Albert Featherstone	Bob Schramm
Jeff Johnson	Chuck Smith
Mike Keenan	Mel Stuckey
Joe Mahoney	Wendy Therrian
Tom Partlow	

### Leadership Team

**John Latchford**  
President and CEO

**Bob Brewer**  
VP of Workforce Development

**Mat Hoffman**  
VP of Human Resources

**Virginia Robbins**  
Chief Operating Officer, SVP of Retail

**Patrick Schmaltz**  
Chief Financial Officer

**Kimberly Scrafano**  
VP of Development & Community Affairs

**Robert Taylor**  
VP of Industrial Programs

### Calidad Board of Directors

Bob Brennan, Richard Faucher, John Lindstedt, Joe Mahoney, and Jeff Schwartz

## mission

Goodwill Industries of the Greater East Bay provides disadvantaged and disabled people work experience, life skills and skill training to achieve self-sufficiency in their lives through work. We do this by focusing our business opportunities on providing training opportunities and by operating financially sound community based businesses that provide vital vocational services to our community.

## Financial Highlights - 2015

### REVENUE

Community & Foundation Support and Grants	\$ 391,831
Contract Earnings	6,239,734
Workforce Development & Program Services	3,744,461
<b>TOTAL EXTERNAL SUPPORT</b>	<b>30% \$ 10,376,026</b>
Store Sales	\$ 21,701,112
Salvage	2,362,076
Golden Gate College Revenue	78,048
Court Reporting Services	116,975
Investment Income	(112,930)
Other	235,326

**TOTAL REVENUE GENERATED 70% \$ 24,380,607**

**TOTAL SUPPORT AND REVENUE 100% \$ 34,756,633**

### EXPENSES

Program Services Expenses	\$ 30,992,786
Management & General Expenses	2,299,182
Fundraising Expenses	202,648
Depreciation	1,479,828
Net Loss	(217,811)

**TOTAL EXPENDITURES \$ 34,756,633**



### Anita Tobar, Retail Store Lead

Anita grew up in a life full of violence, drugs, and gangs. By the time she was 16, she was a drug addict and full-time gang member. She was in and out of prison due to her gang activity and drug abuse. Anita's last stint in prison made her realize that she had lost her entire family. She had no one for support and was completely alone.

On November 3, 2010, she went to her parole officer, asked for help and was put into a detox program for her addiction. She got a job picking up garbage on the side of the freeway and was receiving help to pay for her bed at Shelter, Inc. When the job contract was complete, she needed to find another job.

When Goodwill called Anita was ecstatic and could not wait to start working. Anita started in the Goodwill Academy training program as a donation attendant. When she was nearing the end of her training, she was offered a full-time position. Today, Anita is celebrating her fifth anniversary with Goodwill.

