



2020
COMMUNITY IMPACT REPORT

WORKING FOR THE GREATER GOOD

GoodwillDE.org

LETTER FROM THE PRESIDENT

As a 501(c)(3) nonprofit, working for the greater good is at the core of what we do at Goodwill of Delaware and Delaware County. While our mission – *to improve the quality of life for people with barriers to self-sufficiency, through the **Power of Work!*** – is focused on serving individuals, our vision articulates a broader impact, and reflects what happens on a macro level when people receive a hand up.

Our vision, to empower people – with job training, social services and employment support – strengthens families as adults enjoy the satisfaction derived from earning a paycheck, which builds communities as people invest their time, talent, and resources into the places where they live, work and play.

Through all of it's turbulence and uncertainty, 2020 afforded Goodwill of Delaware and Delaware County multiple opportunities to work for the greater good as we all responded to the COVID-19 pandemic.

As you read through this annual report, you'll learn how our teams – Industrial Services, Workforce Development (mission), Donated Goods/Retail, Staffing Services, stepped up to serve our communities during a time of complex uncertainty.

While we're proud of the ways our teams responded and the hours committed to the greater good, none of what we did would have been possible without the donations, shopping, sponsorship, collaboration and partnership of our community. For all of the ways our community engages with Goodwill, we remain humbly appreciative, and we thank you.

Please join us at GoodwillDE.org/100-Years and on social media, @goodwillde, to learn more about our mission, vision and plans to create a more sustainable future.
Thank you for all you do for Goodwill of Delaware & Delaware County!

Regards,



COLLEEN MORRONE
President & CEO



Mission:

*To improve the quality of life for people with barriers to self-sufficiency through the **Power of Work.***

Vision:

Empower People
Strengthen Families
Build Communities



WORKING FOR THE GREATER GOOD

None of us ever know how or when we'll be called upon to assist our neighbors in need. Like almost every other organization – nonprofit or otherwise – fallout from the COVID-19 pandemic disrupted the operations of Goodwill of Delaware & Delaware County, and in ways no one could have predicted. As ramifications of the pandemic unfolded and government agencies strained under intense pressure to deliver essential services, Goodwill – the place you know for donating and shopping – continued working for the greater good.

Pre-pandemic, our [Goodwill Industrial Services](#) team cleaned more than 2.5 million square feet of buildings each day. With the majority of that work occurring in buildings that support essential services, our teams continued to deliver janitorial and specialty floor-care services throughout the height of the pandemic, adding a disinfectant deep cleaning service to keep workers and patrons at those buildings safe.

Our [Workforce Development \(mission\)](#) team, knowing how desperately so many of our neighbors needed work, partnered with businesses to maintain a repository of open jobs – connecting directly with hiring managers. We also shifted to provide several training programs virtually so that learning could continue. As time went on, the Workforce Development team hosted several outdoor job fairs to help people connect to work and a pay check.

In June 2020 when our [Donated Goods/Retail](#) program fully reopened after 12-weeks of our stores being closed, our teams worked hard to deliver a safe shopping experience to our guests – through social distancing, frequent disinfectant and emphasizing contact-less payment. Our generous donors continued to enjoy contact-less donations and our e-Commerce operations grew as new audiences discovered they could enjoy Goodwill from home on ShopGoodwill.com.



Our Goodwill Staffing Services team members also remained working throughout the height of the pandemic – adding 61 new team members, to support pandemic responses at Delaware’s Department of Labor in the Division of Unemployment Insurance, and 118 new team members to support New Castle County Delaware’s COVID-19 testing sites. The people who filled these roles were able to provide for themselves independently while having a direct and measurable positive impact on residents of Delaware, assisting with recovery from the pandemic.



61

Delawareans
placed into
employment

Between March and May of 2020, as the unemployment rate in the First state surged to 15.9%, Goodwill Staffing Services, a program of Goodwill of Delaware & Delaware County, recruited, onboarded and trained a temporary workforce of 61 Delawareans to provide customer service support to the Department of Labor’s Division of Unemployment Insurance. The majority of these workers continued their temporary assignments at the Department of Labor through the end of 2020, and Goodwill Staffing was able to assign many to other roles.

“

"Goodwill was a key partner, providing critical resources to the Delaware Division of Unemployment Insurance, to assist in our response to the tsunami of claims Delawareans filed during the COVID-19 pandemic."
Karryl Hubbard, Secretary, Delaware Department of Labor

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"I would like to thank Goodwill because through its staffing services I was able to join the labor force at the Department of Labor at a very crucial time in our family when we made the decision to relocate from New York to Delaware during the pandemic."
~Nelson E.

”



Goodwill can help your business meets it's temp staffing, janitorial and construction labor needs!



GOODWILL INDUSTRIAL SERVICES

WE GET THE JOB DONE RIGHT!

- General Construction Labor
- Final Construction Cleaning
 - Contract Cleaning
- Disinfectant Deep Cleaning
 - Specialty Floorcare

Contact

Jeff Haggerty

302.504.3553 • JHaggerty@GoodwillDE.org

GoodwillDE.org/Industrial-Services

GOODWILL STAFFING SERVICES

Goodwill Staffing Services is a trusted partner among Delaware and Delaware County businesses who need help filling temporary and seasonal roles, and managing work-based learning/internship programs.

Work-ready, reliable staff.

Contact

Patti Mengers

302-504-1731 • PMengers@GoodwillDE.org

GoodwillDE.org/GSS



Goodwill Digital Career Accelerator[®]

Do you know someone who wants to develop digital skills? Goodwill can help.

For more information contact:
Delaware
Patti Brosious • 302-504-5737
PBrosious@GoodwillDE.org

Delaware County, PA
Gwen Brown • 610-623-2973
GBrown@GoodwillDE.org

Grow with **Google**

Partner with Goodwill!

Goodwill is seeking individuals and organizations to:

- Partner in development of:
 - Work-based learning and apprenticeship programs
 - Digital skills training
 - Community events
- Host donation drives
- Volunteer
- Serve on our Board of Directors

To learn more and get involved contact:

Leah Coles • 302-504-3554
LColes@GoodwillDE.org



IMPACT



15,000+

Services provided to our neighbors throughout Delaware and Delaware County, PA.



710

People landed jobs with help from Goodwill with an average wage of \$13.03.



388

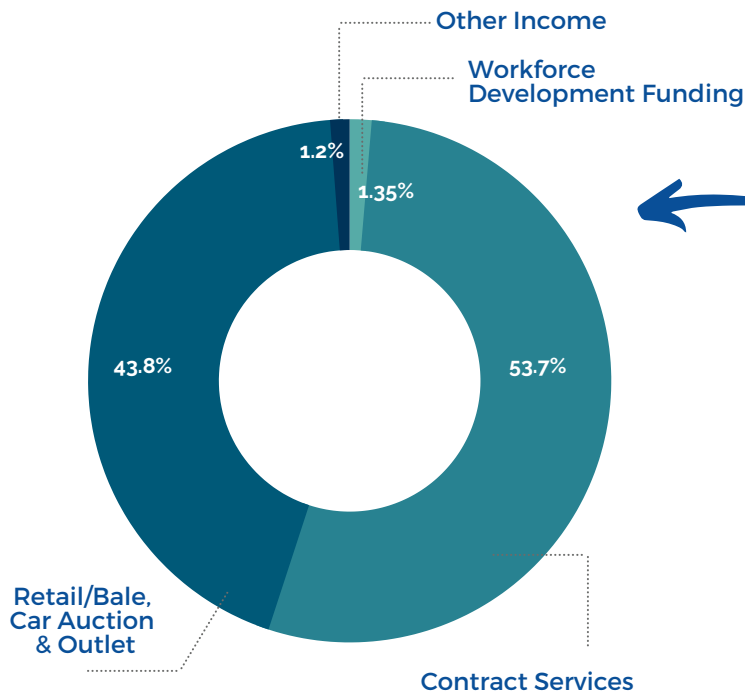
People working through Goodwill Staffing Services.



Nearly
2,500

People served in our workforce development programs

2020 BY THE NUMBERS



REVENUE

Workforce Development Funding = 1.35%

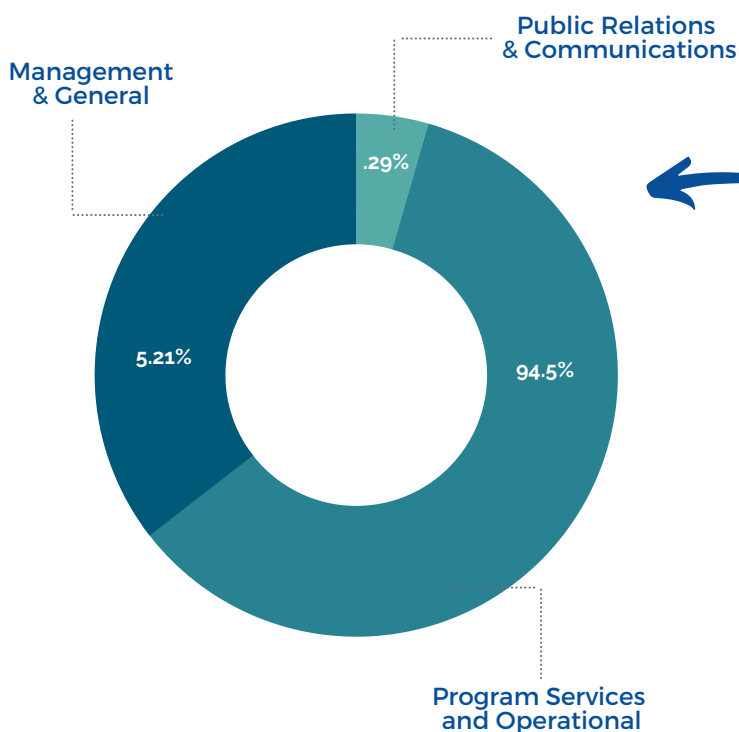
Contract Services = 53.7%

Retail/Bale, Car Auction & Outlet = 43.8%

Other Income = 1.2%

Total Operating Revenue

\$44,746,277



EXPENSES

Management & General = 5.21%

Program Services and Operational = 94.5%

Public Relations & Communications = .29%

Total Operating Expenses

\$47,555,028

2020

SUSTAINABILITY INITIATIVES



463,000

donations of
clothing and
household items



3,098
tons

goods diverted
from landfills





100 YEAR ANNIVERSARY



Since our founding 100 years ago, Goodwill of Delaware has restored hope and dignity to thousands of individuals, by providing a hand up.

Today we are helping to build a stronger regional economy by preparing people who are experiencing barriers to self-sufficiency for the workforce needs of Delaware employers – delivering job training and placing on average, more than 600 people into employment each year.

As we embark upon our next 100 years we can't know what work will look like in the future, but what we do know is that Goodwill will continue to provide second chances, restore hope and dignity, and improve the quality of life for individuals who are experiencing barriers to self-sufficiency, through the **Power of Work!**

Join us in celebrating our centennial anniversary, and living out our vision of empowering people, strengthening families, and building communities!

VISIT GOODWILLDE.ORG/100-YEARS AND
FOLLOW US ON SOCIAL MEDIA, @GOODWILLDE.





The Goodwill Center

Administration,
Goodwill Industrial Services,
Goodwill Staffing Services,
eCommerce,
Workforce Development
300 East Lea Blvd
Wilmington, DE 19802
(302) 761-4640

Goodwill Recycling Center Outlet and Donations

400 Centerpoint Blvd
New Castle, DE 19720
(302) 322-4716

RETAIL STORES & DONATIONS

New Castle County, DE:

Bear*

Fox Run Shopping Ctr
334 Fox Hunt Rd.
Bear, DE 19701
(302) 834-6780

Claymont

2701 Philadelphia Pike
Claymont, DE 19703
(302) 798-9047

Middletown*

Middletown Square Shopping Ctr
801 North Broad Street
Middletown, DE 19709
(302) 376-6258

Newark*

311 Newark
Shopping Ctr
Newark, DE 19711
(302) 453-1430

Wilmington

Home Store
300 East Lea Blvd
Wilmington, DE 19802
(302) 504-1734

Wilmington

Gordy Plaza Shopping Ctr
4317 Kirkwood Highway
Wilmington, DE 19808
(302) 993-0413

Kent County, DE:

Dover

Gateway West Shopping Ctr
1030 Forrest Ave.
Dover, DE 19904
(302) 678-4602

Rodney

Rodney Village Shopping Ctr
1678 S. Governors Ave.
Dover, DE 19904
(302) 674-9071

Milford

The Plaza at Milford
694 N. Dupont Highway
Milford, DE 19963
(302) 422-2566

Smyrna*

Smyrna Mart Shopping Ctr
100 Glenwood Ave. Suite A
Smyrna, DE 19977
(302) 659-3523

Sussex County, DE:

Bridgeville

18178 Sussex Highway
Bridgeville, DE 19933
(302) 337-8561

Millsboro

Mid-Sussex Shopping Ctr
339 E. Dupont Highway
Millsboro, DE 19966
(302) 934-9146

Delaware County, PA:

Chadds Ford

255 Wilmington-W. Chester Pike
Chadds Ford, PA 19317
(610) 558-3722

Holmes*

MacDade Plaza Shopping Ctr
2137 MacDade Blvd.
Holmes, PA 19043
(610) 586-6360

Swarthmore

Swarthmorewood Shopping Ctr
725 South Chester Rd.
Swarthmore, PA 19081
(610) 543-4399

Upper Darby

201 East Baltimore Ave.
Lansdowne, PA 19050
(610) 623-2970

ATTENDED DONATION CENTERS

(Donations only)

Hockessin (Delaware)

(No large items due to space limitations)
Wells Fargo Bank
7270 Lancaster Pike
Hockessin, DE 19707

Havertown (DE County, PA)

Llanerch Shopping Ctr
401 West Chester Pike
Havertown, PA 19083
(484) 453-8149

Newtown Square (DE County, PA)

4629-31 West Chester Pike
Newtown Square, PA 19073
(484) 428-3972



2019-2020 BOARD OF DIRECTORS

Marvin Hargrove
Board Chair
Legend Enterprises

Keith M. Hammond
Vice Chair
BDO USA, LLP

Susan Chu
Vice Chair
VEOS360

Norman Quynn
Board Treasurer
WL Gore and Associates

Richard E. Dudek, Jr.
Board Secretary
Patterson-Woods Commercial Properties

Colleen Morrone
President/CEO
Goodwill of Delaware and Delaware County

Tish Anshen
WL Gore and Associates

Steve Blewitt
IFS Benefits, LLC

Alisha Bryson
Wayman Fire Protection, Inc

Douglas Clark
DC Partnerships

Chaney Hall
Fox Rothschild, LLP

Logan S. Herring, Sr.
REACH Riverside

Mark Hutton
M&T Bank

Theresa D. Jones
Santora CPA Group

Robin McKinney-Newman
Delaware Workforce Development Board

Victor Prospero
Prospero Consulting, LLC

Thomas Uebler
McCollom D'Emilio Smith Uebler





LEADERSHIP TEAM

Colleen Morrone
President/CEO

Maba Alabi
Chief Financial Officer

Greg Bianchi
Vice President of Information Technology & Data Analytics

Leah Coles
Vice President of Brand and Community Engagement

Greg Eads
Vice President of Donated Goods/Retail

Jeff Haggerty
Vice President of Goodwill Industrial Services

Patti Mengers
Vice President of Goodwill Staffing Services



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