

# BOOTSTRAP

## CHRONICLES

Winter 2011



Emcee Nikki Kimbleton  
WJXT-TV 4



Bob Thayer, President and CEO and  
Charles Mapson, Past Chairman of  
Goodwill of North Florida



Julie Watkins of Action News models  
Goodwill's latest little black dress

## From Runways To Wardrobes... Local Celebrities Model "Fashions For Less"

Over 535 guests got the inside scoop on fashions for less, as local media celebrities modeled fall and holiday themed outfits found exclusively at area Goodwill Stores. In its second year, the Goodwill celebrity fashion show has become a huge success, met with generous support and rave reviews. It is now an official part of the Annual Striving To Succeed Luncheon lineup.

WJXT-TV 4's morning reporter, Nikki Kimbleton emceed the fashion show and celebrity models walking the runway included Laura Capitano/Freelance Writer; Tracy Collins/Jacksonville.com; Patricia Crosby/First Coast News; Abel Harding/Florida Times Union; Eden Kendall/WGNE Gator Country; Karen Brune Mathis/Financial News & Daily Record; Melissa Ross/89.9 FM; Steve Smith/First Coast News; Julie Watkins/Action News Jacksonville and Kathy Weedon/Jacksonville Magazine.

The Paul Mitchell School provided hair and make up and Megan Walker was the event's stylist.



Celebrity models and Paul Mitchell School stylists gather after another successful event.

# A Message From The President...

## Annual Report To The Community



Bob Thayer, CEO

This past year reminded us why difficult times call for Goodwill. Florida's unemployment rates skyrocketed to 12% in 2010, as many more people continued to suffer job losses and economic hardship. The Goodwill business model stayed strong through these challenging times, allowing us to serve the most vulnerable in our community; those with significant barriers to employment.

The workforce development staff throughout our Job Junctions rose to the challenge and served record numbers with efficiency and professionalism. Over 35,000 people utilized the programs and services of our Job Junctions and 10,800 were placed into employment.

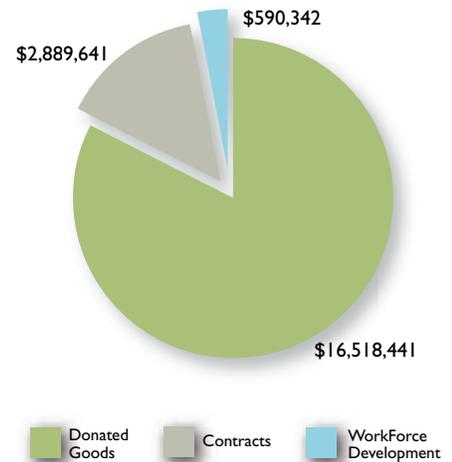
None of these amazing statistics would have been possible without the community's support. The life cycle of a donation begins with the conscious decision that someone makes when they choose to donate to Goodwill. Through the generosity of our community, we turned 525K donations into \$20 Million Dollars in Sales – Up over 8.7% in 2009. We are self-funded. The stores are the economic engines that allow us the opportunity to fund our mission.

As an organization, our board and staff are dedicated to expanding our mission to reflect the ever changing needs of our community. Our strategic plan will focus on growth in our stores, increased donations and entrepreneurial efforts to serve and employ more people, in a time when resources are shrinking and demand for services are increasing.

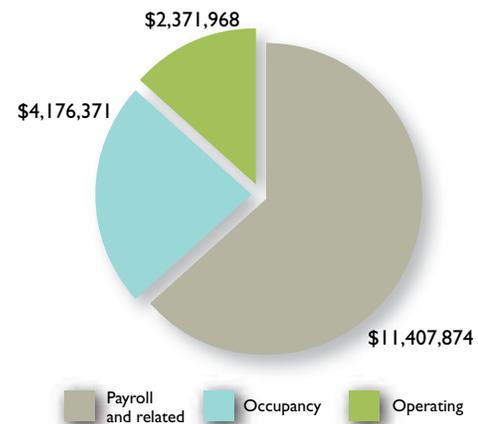
We are grateful to our many supporters in North Florida and we encourage you to continue to "Think Goodwill" when cleaning out your closets in 2011.

Sincerely,  
Robert H. Thayer  
President & CEO

## Revenue 2010



## Expenses 2010



## Goodwill of North Florida 2011 Board of Directors

|                          |                                     |
|--------------------------|-------------------------------------|
| <i>Eric Eastland</i>     | <i>Chairman</i>                     |
| <i>Jodi Bryant</i>       | <i>1<sup>st</sup> Vice Chairman</i> |
| <i>Guy Marvin, IV</i>    | <i>2<sup>nd</sup> Vice Chairman</i> |
| <i>James M. Lanahan</i>  | <i>Secretary</i>                    |
| <i>Arthur J. Stites</i>  | <i>Treasurer</i>                    |
| <i>Charles E. Mapson</i> | <i>Past Chairman</i>                |

|                       |                           |
|-----------------------|---------------------------|
| <i>Lou Black</i>      | <i>Curtis Henson</i>      |
| <i>Rodney Brace</i>   | <i>Deborah Knauer</i>     |
| <i>Bob Ellis</i>      | <i>Holly McMurry</i>      |
| <i>David Garwood</i>  | <i>John Murray</i>        |
| <i>Pamela Gibson</i>  | <i>Jeff Neace</i>         |
| <i>Jeanne Goldman</i> | <i>Toney Sleiman</i>      |
| <i>Kirk Hansen</i>    | <i>Elizabeth Spradley</i> |
| <i>Marc Hefner</i>    | <i>Cindy S. Stover</i>    |

## CFO Loses Battle With Cancer



Mark A. Stephenson, Chief Financial Officer of Goodwill Industries of North Florida died Tuesday, September 14, 2010 after a courageous battle with cancer. He was 60 years old.

Mark was an integral part of our organization for 22 years. He was instrumental in expanding our services to the citizens of Northeast Florida; growing the total number of people served from 200 annually in 1988 to over 35,000 in 2009. He will be remembered for his compassion, integrity, dedication and tireless work ethic.

Mark was a devoted husband, father, grandfather, colleague and friend. His presence will be dearly missed by all whose lives he

touched, but his spirit will be with us always.

# 2010 Achievers Of The Year Honored At 10<sup>th</sup> Annual Striving To Succeed Luncheon

Out of 161 Goodwill's nationwide, Goodwill Of North Florida ranks 3<sup>rd</sup> in people placed in jobs. Our Job Junctions serve over 35,000 people annually and place over 10,800 into competitive employment.

In the fall of each year Goodwill board members, staff and community supporters gather for the Annual Striving To Succeed Luncheon, to honor three outstanding individuals with a disability or disadvantaging condition that have succeeded in the face of adversity, thanks to Goodwill programs and services. We celebrate their progress and accomplishments in overcoming challenges to seek, gain and maintain employment.

The 2010 Achievers Of the Year are each employed by Goodwill in three diverse business lines including Retail/Donated Goods, Hospital Laundry and Workforce Development Services.



**Kendal McCoy** was an evacuee from Hurricane Katrina in 2005. He learned about our Job Junctions while shopping for interview clothes at the Mandarin Goodwill Store. Armed with a degree in social services, he arrived looking for assistance with his job search. It just so happened that his timing could not have been more perfect. Goodwill was seeking an Employment Specialist and he was hired almost immediately. He has worked at the downtown Job Junction for five years, as an Employment Specialist and RISE Workshop facilitator. He knows firsthand the stresses that come with seeking employment and shares those experiences with everyone that he counsels.

**Durrell Williams** came to Goodwill through the Summer Youth Program; a partnership with the Palm Avenue Exceptional Student Center. This program helps special needs students learn employability skills to maximize their potential as they transition into the workforce. His work ethic and willingness to learn stood out and when an opportunity became available in our laundry operation, he was hired full time. He continues to work hard, loves his paycheck and is very proud to contribute financially in the support of his family.



**Anthony Stewart** was un-employed, homeless and new to the city. He sought shelter at the Sulzbacher Center where he learned about the services of the Job Junctions through our on-site employment specialist, Gloria Daniels. Anthony had a strong retail background and was hired as a Sales Associate in our Goodwill Store. He is now living on his own and has since been promoted to the store management team. 

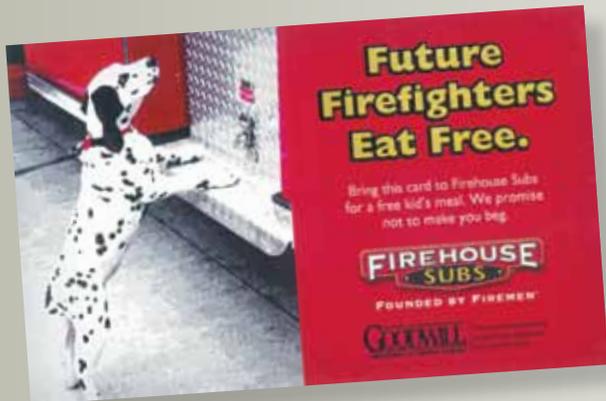
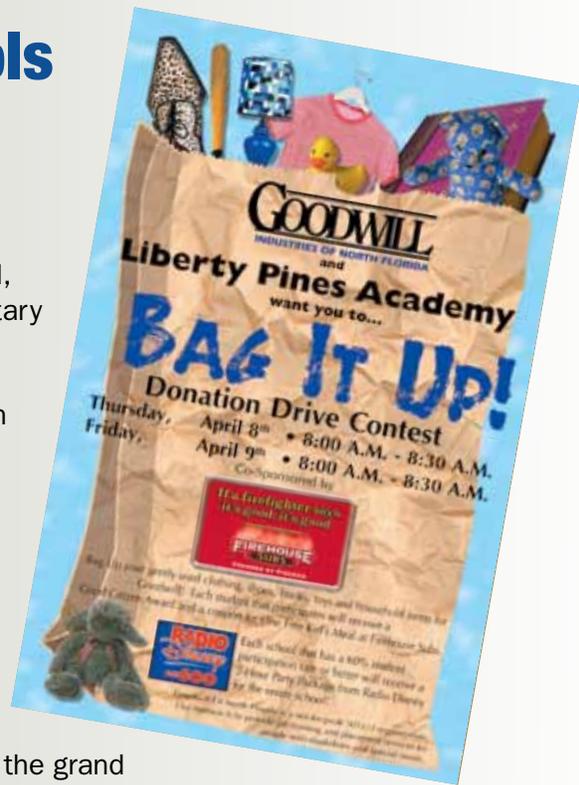
To view the videos of these heart warming stories, please visit our website at [www.goodwilljax.org](http://www.goodwilljax.org).  
Click on the Press Page Tab and scroll down to Striving To Succeed Luncheon.

# St. Johns County Elementary Schools Transform Donations Into Goodwill's Mission

Each year when the weather turns warmer and the windows are opened, thousands of pint-sized philanthropists (aka St. Johns County Elementary School students) delve into their closets, attics and garages with energetic enthusiasm to bag up their gently worn and out grown clothes, shoes, books and toys for the Annual Bag It Up Drive to support the mission of Goodwill.

Ten elementary schools participated in the 14<sup>th</sup> Annual Drive and the results were amazing! Co-sponsored by Firehouse Subs and Radio Disney, the students enlisted the support of their teachers, family and friends to bag up donations and fill the Goodwill truck. In return for their support, each student received a Good Citizen Award from Goodwill and a "Future Firefighters Eat Free" card compliments of Firehouse Subs.

Students were encouraged to generate more than 60% participation among their student body, for each school to be eligible for a 2-Hour Radio Disney Party. During each Radio Disney party, students were entered to win the grand prize drawing of a Family Four Pack of tickets to Walt Disney World. This year's family four pack was extra special, as it allowed the winner's access to all of the Disney Theme Parks for one full day. 



## Radio Disney Party Winners

### Student Participation Rate

|                            |      |
|----------------------------|------|
| Liberty Pines Academy      | 100% |
| PVPV Elementary            | 100% |
| Rawlings Elementary        | 84%  |
| Mill Creek Elementary      | 74%  |
| Durbin Creek Elementary    | 61%  |
| Timberlin Creek Elementary | 60%  |



# Jeans To Jobs: Goodwill Launches “The Donate Movement”

**O**n June 28, 2010, Goodwill Industries International launched an education movement to raise awareness about the importance of donating used items and the positive impact those items have on people and the planet. To commemorate the launch, Goodwill® unveiled the first-ever Donate Challenge with an online Donation Impact Calculator to help consumers quickly and easily determine the social and environmental benefits of their donations. “Donate Movement” partners include leading consumer brand, Levi Strauss & Co® and Lorie Marrero, Certified Professional Organizer® and creator of the Clutter Diet®.

As part of the “Donate Movement” a new “Donate” icon has been designed, comparable to the recycling symbol. Goodwill’s vision for this donate icon is a universal reminder to “recycle” through responsible donating, help people find jobs and divert usable items from our landfills.

As an environmental pioneer for more than 70 years, Goodwill Industries of North Florida encourages all consumers to donate to your local Goodwill store or donation center. Please visit [donate.goodwill.org](http://donate.goodwill.org) to learn how your donations help put people to work. 

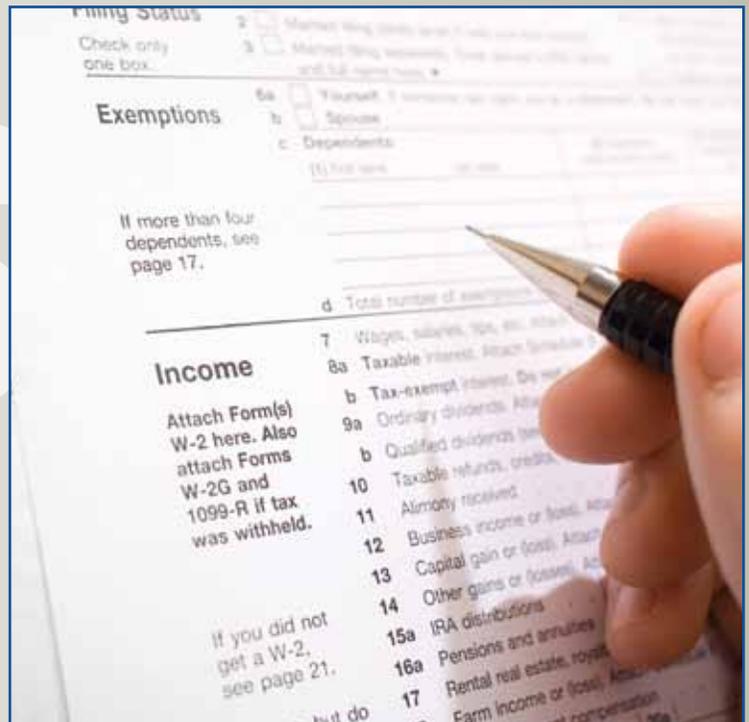
Just as there are things you , there are things you 

## Palm Coast Goodwill To Host VITA Campaign For Working Families

**I**n the complicated and confusing world of tax returns, tax preparation services and refund anticipation loans may sound appealing, but they often cost more than taxpayers bargain for and can afford. Low income families could have up to \$5600.00 additional income this year by taking advantage of the earned income tax credit – but may not know they are eligible.

The VITA (Volunteer Income Tax Assistance) Program offers free tax preparation services to low-to moderate income individuals and families. IRS certified volunteers will staff VITA sites, identify taxpayer’s eligibility, prepare tax returns and ensure that the returns are filed correctly and on time.

Goodwill of North Florida is partnering with The Campaign For Working Families sponsored by the Volusia-Flagler Counties United Way. The Palm Coast Goodwill will serve as a VITA Tax Preparation Site February 2<sup>nd</sup> thru April 13<sup>th</sup>. For more information on dates and hours of operation, please call (386) 253-0564 or visit the website at [www.clwffla.org](http://www.clwffla.org). 



# Naval Hospital Jacksonville Awards Laundry Contract To Goodwill/Sodexo



In May 2010 Naval Hospital Jacksonville contracted with Goodwill/Sodexo to provide laundry and linen services for their local hospital; a contract totaling 500,000 pounds of laundry annually.

Naval Hospital Jacksonville is a medical and surgical hospital offering both inpatient and outpatient care to active duty personnel, military retirees and their families. Each year the hospital treats over 532,000 outpatients and performs over 3,000 same day surgeries. Providing a wide range of primary and specialty care, the hospital and its five branch health clinics serve a beneficiary population of 215,000 people.

“This partnership is very exciting for us; allowing us the opportunity to expand our contract services with NAS JAX and at the same time providing additional jobs and job training for our community,” said Bob Thayer, President and CEO of Goodwill of North Florida. 



## Investing In America's Youth Goodwill® Provides Youth Mentoring Program

**B**enjamin Franklin once said, “An ounce of prevention is worth a pound of cure.” He was actually offering advice about firefighting, but the saying also applies when it comes to investing in America's youth.

Numerous studies show that the country's prison population consists largely of people who faced numerous difficulties in their youth, such as homelessness, abuse, drug and alcohol dependence and poor academic achievement. By helping to guide youth away from these troubles and toward a better future, we stand a better chance of keeping them out of greater difficulties down the road.

In its second year, Goodwill's GoodGuides® program serves young people who are least likely to have trusting relationships with adults due to a variety of risk factors; such as failure in school due to poor grades or low attendance, prior juvenile delinquency, family violence and other challenges. Ultimately, the program's mission is to empower young people to focus on building career plans, prepare for school completion and steer clear of the pathways to poverty and crime.

We have established partnerships with a variety of organizations and schools including William M. Raines High School, Northside Community Involvement Center, The Bridge of Northeast Florida, Lone Star High School, Arlington Middle School, The Boys & Girls Club of Nassau County and many public libraries. To date we have enrolled 95 youths and 49 mentors.

Just one hour a week mentoring a young person in our community can make a world of difference. If you would like to become a mentor or if you know of a youth that could benefit from these services, please contact Program Manager, Dane McGraw at (904) 384-1362 x 4605 or via email at [dmcgraw@goodwilljax.org](mailto:dmcgraw@goodwilljax.org). After all, when it comes to America's youth, if we can use an ounce of prevention now, it will surely save us a pound of cure later. 



# New Donation Center Opens In Fernandina Beach

Donating became easier and more convenient for the residents of Fernandina Beach and Amelia Island last August. Goodwill opened its newest donation center in the upscale Sadler Crossing Shopping Center located at 1476 Sadler Road. New neighbors include Talbot's, Jos. A. Banks and Coldwater Creek.

The center is open Monday through Saturday from 9:00 AM – 6:00 PM and Sunday from 12:00 PM – 5:00 PM. We welcome your gently used clothing, shoes, toys, furniture and household items.

When you donate to Goodwill, you help us provide job training and placement services to put people to work. So the next time you're cleaning out your closets, garage and attic, remember you no longer have to leave the beach to donate... we're just down the street! 



## Donations Are Accepted At Our Thrift Stores and Donation Centers

### Donation Centers

|                            |                             |                |
|----------------------------|-----------------------------|----------------|
| 2245 C.R. 210 W.           | Jacksonville, FL 32259      | (904) 808-7206 |
| 14965 Old St. Augustine Rd | Jacksonville, FL 32257      | (904) 262-0028 |
| 7860 Gate Parkway          | Jacksonville, FL 32256      | (904) 646-1338 |
| 13500 Beach Blvd           | Jacksonville, FL 32224      | (904) 992-4705 |
| 456-03 S.R. 13 N.          | Jacksonville, FL 32259      | (904) 230-1804 |
| 11900 Atlantic Blvd        | Jacksonville, FL 32225      | (904) 928-3566 |
| 12961 N Main St            | Jacksonville, FL 32218      | (904) 714-2166 |
| 12200-19 San Jose Blvd     | Jacksonville, FL 32223      | (904) 292-1103 |
| 4448 Hendricks Ave         | Jacksonville, FL 32207      | (904) 448-1981 |
| 540 Commerce Ctr Dr        | Jacksonville, FL 32211      | (904) 724-0054 |
| 2694 College St            | Jacksonville, FL 32204      | (904) 387-3107 |
| 4530 St Johns Ave          | Jacksonville, FL 32210      | (904) 389-1901 |
| 5393 Roosevelt Blvd        | Jacksonville, FL 32210      | (904) 394-3856 |
| 13474 Atlantic Blvd        | Jacksonville, FL 32225      | (904) 220-5200 |
| 1476 Sadler Rd             | Fernandina Beach, FL 32034  | (904) 277-4582 |
| 950-325 Marsh Landing Pkwy | Jax Beach, FL 32250         | (904) 280-9347 |
| 220 Valley Circle          | Ponte Vedra Beach, FL 32082 | (904) 285-8158 |
| 363 Atlantic Blvd          | Atlantic Beach, FL 32233    | (904) 249-9708 |
| 1605-175 C.R. 220 E.       | Orange Park, FL 32003       | (904) 215-5667 |
| 14451-C W. Newberry Rd     | Newberry, FL 32669          | (352) 331-6889 |
| 7420 U.S. 1 North          | St. Augustine, FL 32095     | (904) 829-1402 |

### Thrift Stores

|                              |                            |                |
|------------------------------|----------------------------|----------------|
| 6240 Ft Caroline Rd.         | Jacksonville, FL 32277     | (904) 744-4320 |
| 6841 Blanding Blvd.          | Jacksonville, FL 32244     | (904) 779-4699 |
| 5711-9 Bowden Rd.            | Jacksonville, FL 32216     | (904) 732-7554 |
| 1036 Beach Blvd.             | Jax Beach, FL 32250        | (904) 249-7923 |
| 664 Sumter Rd.               | Jacksonville, FL 32205     | (904) 695-2402 |
| 9742 Old St. Augustine Rd.   | Jacksonville, FL 32256     | (904) 880-1225 |
| 9680-34 Argyle Forest Blvd.  | Jacksonville, FL 32222     | (904) 908-6954 |
| 8411 Southside Blvd          | Jacksonville, FL 32256     | (904) 996-7221 |
| 11240 Beach Blvd.            | Jacksonville, FL 32246     | (904) 996-0131 |
| 474264 State Rd 200          | Fernandina Beach, FL 32034 | (904) 321-0086 |
| 2624 NW 13 <sup>th</sup> St. | Gainesville, FL 32609      | (352) 378-4449 |
| 3520 SW 34 <sup>th</sup> St. | Gainesville, FL 32608      | (352) 376-9041 |
| 879 SW Main Blvd.            | Lake City, FL 32025        | (386) 754-4687 |
| 756 Park Ave                 | Orange Park, FL 32073      | (904) 278-7487 |
| 845 Blanding Blvd.           | Orange Park, FL 32065      | (904) 276-2243 |
| 2000 Reid St                 | Palatka, FL 32177          | (386) 325-7913 |
| 20 Cypress Point Parkway     | Palm Coast, FL 32137       | (386) 445-4259 |
| 2005 US 1 South              | St. Augustine, FL 32086    | (904) 829-9961 |
| 1371 S. Walnut Street        | Starke, FL 32091           | (904) 368-9910 |

**To Schedule A Home Pick-Up For Furniture And Other Large Items  
Please Call (904) 389-0383**

### Job Junctions

#### DOWNTOWN

333 E Monroe St  
Jacksonville, FL 32202  
(904) 354-9180

#### WESTSIDE

6841 Blanding Blvd.  
Jacksonville, FL 32244  
(904) 779-2894

#### SOUTHSIDE

5711 Bowden Road  
Jacksonville, FL 32216  
(904) 367-1574

#### JACKSONVILLE BEACH

1036 Beach Blvd  
Jax Beach, FL 32250  
(904) 241-9393

#### GAINESVILLE

3520 SW 34th Street  
Gainesville, FL 32608  
(352) 335-1311

#### ST. AUGUSTINE

2005 US 1 South  
St Augustine, FL 32086  
(904) 829-2889

 **DONATE**  
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[www.donate.goodwill.org](http://www.donate.goodwill.org)



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