

When hope and self-sufficiency are  
woven into the fabric of our community...  
**...that's The Goodwill Effect.**



**GOODWILL  
INDUSTRIES  
OF DENVER**

*Annual Impact Report · 2011–2012*

**WHAT DO YOU SEE IN THIS FABRIC?**



# AT GOODWILL, WE SEE THE BEGINNING...

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This fabric represents a donation to Goodwill and the beginning of our success story. Donations—both financial and physical—are the foundation upon which Goodwill's sustainable business model was built and what enable us, ultimately, to transform lives and strengthen the community.

## **WE SEE THE END...**

This fabric wasn't randomly chosen. Rather, it was hand-selected and cut by a participant in one of our four programs. It is these program participants and others like them for whom we work, and our work doesn't end until their transformation is complete.

## **WE SEE EVERYTHING IN BETWEEN. WE SEE YOU AND ME.**

This cloth represents the fabric of the Goodwill community: our program participants and everyone who contributes to their success—from our donors and shoppers to our volunteers and employees, to our sponsors, partners, and Board of Directors.

We see the past, the present, and the future all woven together to create good. We hope that when you see and touch this fabric, what you see has equal meaning for you, and you feel the rich history of all the lives you've touched—and will touch—through your support.



Photo credit:  
Denver Business Journal

## DEAR GOODWILL FRIENDS

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2011 was a year of continued growth and also of firsts. In addition to opening more stores, donation centers, and growing our intensive services for adults and students, we opened our first Career Connection Center, and ventured into the world of e-commerce for the first time, selling books through Amazon.com.

What strikes me most about 2011, however, was the slow but steady change in the culture of our organization, led by employees throughout Goodwill. We knew the growth and community impact of Goodwill could only be sustained by strong leadership and employees from all parts of the organization, so we invested in our employees and defined leadership based on values that made sense to us: fun, accountability, collaboration, empowerment, innovation, and transparency.

With these values in place, a confidence and increased sense of purpose began to evolve, which is helping us to maximize the value of every donation we receive into something good for the community and to perpetuate The Goodwill Effect.

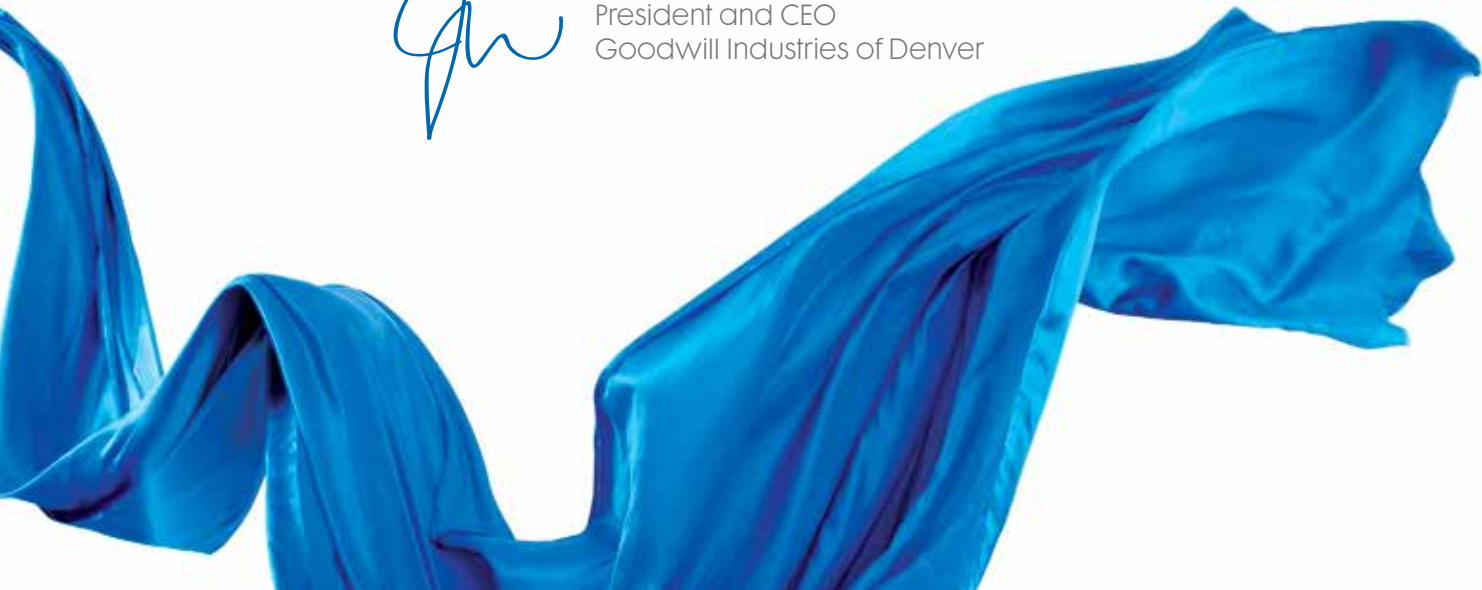
The Goodwill Effect is the positive outcome through involvement—on many different levels—with Goodwill. No matter what that action is, whether it's leading, donating, shopping, volunteering, or reading this report, it has a ripple effect that brings about good.

As you read this impact report, you will see how every positive outcome Goodwill has had in the last year began with one simple action—mainly yours.

**Thank you for your continued support.**

A handwritten signature in blue ink, appearing to read 'JW', positioned to the left of the name and title.

**Jesse Wolff**  
President and CEO  
Goodwill Industries of Denver



# FROM INPUT TO IMPACT

When Goodwill's work and activities in the community lead to a series of tangible outcomes and, ultimately, to a set of societal impacts, that's The Goodwill Effect.

## INPUT

- Mission
- Community support
- Funding
- Board of Directors
- Donations of gently-used items

## ACTIVITIES

- Goodwill program services
  - Youth career development programs
  - Adult career development programs
  - Community employment and day programs
  - Retail programs
- Funding for programs
- Recycling efforts

## OUTPUT

- 18,000 youth served
- 3,300 adults served
- 320 disabled served
- 1,100 people employed
- 3 million shoppers
- 825 donors (financial)
- 1.5 million donors (goods)
- 74 million pounds of goods recycled

## OUTCOMES

- Students and adults gain job and life skills
- Increased positive attitudes among students
- Students persist and achieve in school
- Career success
- Reduced dependence on welfare and state aid
- Reduced unemployment
- Higher incomes
- Less pollution and waste

## IMPACT

- Sustained drop in poverty
- Positive economic impact
- Decreased unemployment rate
- Improved quality of life for individuals, families, and community members
- Positive environmental impact

# 2011 HIGHLIGHTS

2011 was a year of continued growth and success for Goodwill Industries of Denver. Every new Goodwill retail store, Outlet World, Donation Center, and Career Connection Center we opened and every dollar we raised at our fundraising events allowed us to help more people in the community.

## GOODWILL GROWTH

- Two new retail stores
- Five new stand-alone donation centers
- One new Goodwill Outlet World
- One new Career Connection Center
- New e-commerce operation

## RECOGNITION & AWARDS

- Colorado Women's Chamber
  - Sustainable Company of the Year
- South Metro Denver Chamber
  - Outstanding Non-Profit Leader
- Denver Business Journal's Power Book Awards, Industry Leader (Nonprofits & Foundations)
  - Jesse Wolff
- ColoradoBiz CEO of the Year Finalist
  - Jesse Wolff

## SIGNATURE EVENTS & FUNDRAISERS

The Good Exchange for Change Clothing Swap and Fashion Show

- Raised \$6,235

Power of Work Luncheon

- Raised \$80,000

Goodwill Golf Classic

- Raised: \$152,241

Volunteers Rock

- Attended by 150 volunteers



## FabriFact

Silk is the strongest of all natural fibers. It has the same tensile strength as steel.

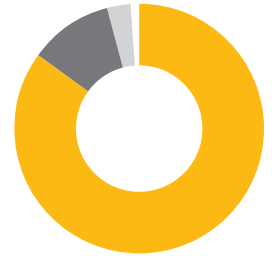
# FINANCIAL SUMMARY

This annual impact report includes retail and financial data from the 2011 calendar year and program impact data from the 2011–2012 program year (July 1, 2011 to June 30, 2012).

## THE COMMUNITY GAVE TO GOODWILL (REVENUES)

Sales (clothing, furniture, and other items)	\$43,464,681	■ 85%
Contract revenues for services	5,732,550	■ 11%
Public support	1,467,669	■ 3%
Net investment income and other income	270,639	□ 1%

**TOTAL** **\$50,935,539**



## GOODWILL GAVE BACK TO THE COMMUNITY (EXPENSES)

Retail operations	\$35,274,515	■ 70%
Workforce development programs	7,915,285	■ 16%
General and administrative	6,367,518	■ 13%
Fundraising	767,460	□ 1%

**TOTAL** **\$50,324,778**



## NET REVENUES

**Resources for future investment in the community** **\$610,761**

Complete audited financial statements, which include information and footnotes required by generally accepted accounting principles, may be obtained from Goodwill Industries of Denver. Call 303.650.7796 or email [scontil@goodwilldenver.org](mailto:scontil@goodwilldenver.org) to obtain a copy.

## OUR MISSION

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**GOODWILL PROVIDES EDUCATION,  
CAREER DEVELOPMENT, AND  
EMPLOYMENT OPPORTUNITIES  
TO HELP COLORADANS IN NEED  
ACHIEVE SELF-SUFFICIENCY,  
DIGNITY, AND HOPE THROUGH  
THE POWER OF WORK.**

*The ultimate socially  
responsible retailer*

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Goodwill is in business for one reason—to make the community better. While many retailers donate a percentage of their profits to a cause, our cause is our business. In 2011, 86 cents out of every dollar we spent funded our mission programs that help transform lives and sustain the community.





# THE CYCLE (AND RECYCLE) OF A DONATION

*The journey from recycled goods  
to transformed lives*

## IT ALL BEGINS WITH A DONATION

The success of our retail operations revolves around the generosity of people in our community choosing to donate to Goodwill.

## ONE PERSON'S DONATIONS BECOME ANOTHER PERSON'S TREASURE

The donated items are then sold at low prices through our retail stores, giving the community the opportunity to get quality items at a great value.

In 2011, Goodwill Industries of Denver also began selling books online through Amazon.com. The online site offers convenience to our shoppers, a way to search for specific titles, and allows Goodwill to raise more funds for our programs.

1,481,545 donors + 2,935,603 shoppers

\$38,350,996 in sales at Goodwill retail stores

## NEXT STOP: OUTLET WORLD— WHERE TREASURE HUNTERS UNITE

Donations have another chance to be repurposed at our Goodwill Outlet Worlds—where items are sold out of large bins by the pound—giving Goodwill one more chance to raise funds for the community.

136,338 shoppers

\$3,824,252 in sales at Goodwill Outlet Worlds

## FINAL STOP: SECONDARY MARKETS

In the Goodwill recycling process, anything that isn't sold to the public is then sold to partners of Goodwill who share our sustainability goals. We are constantly searching for new partners and innovative ways to get to zero waste. Goodwill is the largest recycler in the nation.

Waste



20%

In 2011, the number of categories of items we recycle increased from 7 to 9.

## RECYCLING EFFORTS

- Clothing: 11,187,528 lbs
- Computers: 1,561,019 lbs
- Books: 3,911,853 lbs
- Shoes: 447,449 lbs
- Televisions: 1,231,202 lbs

Total pounds of donated goods collected, recycled, repurposed in 2011: 73,927,154

# EMPLOYEE SERVICES PROGRAM

*The embodiment of Goodwill's mission*

**Goodwill's programs not only help people in the community, but also right under our own roof. In 2011, Goodwill made helping the over 65% of our own employees with disadvantaging conditions a top priority.**

## GOODWILL FIRST

We have created a pipeline from our programs to jobs at Goodwill, identifying and placing program participants who are a good fit for an open position before we search for outside candidates.

## COMMUNITY SERVICE

Goodwill manages individuals referred to us by the court who need to complete community service requirements. This is a win-win situation: the individual receives training, real job experience, and job placement, and Goodwill is able to utilize these resources to advance our mission.



## PROGRAM HIGHLIGHTS

Our goal is to set our employees up for success. More than a third of Goodwill employees have benefitted from at least one of the following services:

### Employee assistance fund

- Employees with unforeseen financial and/or personal challenges receive funds donated by fellow employees

### Goodwill assistance program

- Employees in need receive free furniture and household items from Goodwill Outlet World

### Donation of hours

- Employees receive sick-time hours donated by their co-workers

### Loans

- Employees with an emergency situation or unexpected expense receive a non-qualifying loan

### Lifeskill training

- Employees who need help developing and managing a budget receive training

### Employee assistance program

- Employees receive free mental-health counseling and legal advice

### Retail associate program

- Individuals with developmental disabilities work part-time at Goodwill retail stores performing tasks based on their abilities

**"I'M A LIFER WITH GOODWILL."**



## SUCCESS STORY

*Jennette Wooley*



After struggling with addiction for years, Jennette got clean and got a job with Goodwill. Unfortunately, Jennette relapsed and walked out on her job. As part of her recovery program, Jennette had to apologize to the people she hurt, including her Goodwill managers. Jennette proved she was worthy of a second chance. She's been sober now for more than two years and is an assistant store manager at Goodwill, where she plans to stay long-term.

Watch Jennette's video and others at [youtube.com/GoodwillDenver](https://youtube.com/GoodwillDenver).

# YOUTH CAREER DEVELOPMENT PROGRAM

*Putting youth on the path to success*

**The metro Denver dropout rate is one of the worst in the nation. Often, the reason students lack the motivation to finish high school is because they lack a plan for the future or the belief that they can make it happen.**

This is where Goodwill comes in. We employ licensed teachers who equip students with job and life skills, introduce them to possible career paths, help them explore and prepare for post-secondary education, and connect them with mentors in the community. Goodwill knows every student's dream is possible. We make them believe it is too.

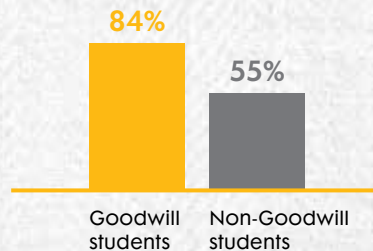
## GOODWILL IN THE CLASSROOM

Goodwill provides support to nearly 18,000 youth. This includes intensive support (case management or classroom services three or more times per semester) to 8,934 youth, and basic support to 8,990 youth. Types of support include:

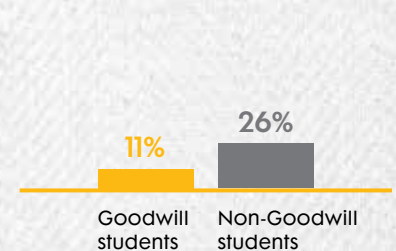
- Daily classroom instruction
- Case management
- One-on-one and group mentoring
- Resume workshops, career panels, and guest speakers
- Mock interviews, job and life-skills coaching
- Career fairs, campus visits, and worksite visits
- Service learning and volunteer opportunities
- Job clubs, job shadows, jobs, and internship placement
- Scholarship nomination and support
- Resource referrals

## IMPACT

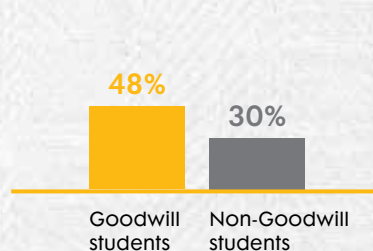
**More Goodwill students graduate than non-Goodwill students.**



**Fewer Goodwill students drop out than non-Goodwill students.**



**More Goodwill students enroll in college than non-Goodwill students.**



### FabriFact

In ancient Egypt, cotton could only be worn by the high priest.

## PROGRAM HIGHLIGHTS

Goodwill has contracted with The Evaluation Center of the University of Colorado Denver since 2008 to conduct rigorous and objective evaluations of Goodwill youth program outcomes.

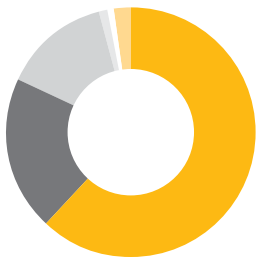
- 92% of Goodwill students have a career plan
- 68% of students demonstrated an increase in their positive career success attitudes after their Goodwill class
- 96% of school personnel would recommend Goodwill programs to other schools

## DEMOGRAPHICS

76% of all students at schools with Goodwill programming qualify for free or reduced lunch.

Goodwill programs serve a diverse group of students.

- 62%: Latino
- 20%: African American
- 14%: Caucasian
- 1%: Asian
- 1%: Native American
- 2%: Other



**"HAVING A GOODWILL MENTOR HELPED TURN MY LIFE AROUND."**



## SUCCESS STORY

*Jorge Nieves*



At the age of 15, Jorge was a latchkey kid from a low-income household. He had bad grades, lacked motivation, and was being pressured to join a gang. He knew he wanted better for himself and got involved in Goodwill programs. Jorge was matched with a volunteer mentor who helped him improve his grades and his attitude and set goals for his future. Recently, Jorge was selected to speak before the White House Panel for Community Solutions.

Watch Jorge's video and others at [youtube.com/GoodwillDenver](https://youtube.com/GoodwillDenver).

# ADULT CAREER DEVELOPMENT PROGRAM

*Working to break the cycle of poverty*

**Many adults in Colorado struggle to support their families or even themselves. Goodwill helps participants secure and sustain a job, get a better job, and pursue a career so they not only become self-sufficient, they reach their full potential.**

## GET A JOB

Goodwill provides education, assessments, career planning, and life skills training to individuals receiving TANF (Temporary Assistance for Needy Families) that helps them secure employment.

## GET A BETTER JOB

A post-TANF program that provides more advanced training on how to keep a job as well as job skills testing and career-related training for those who want to move beyond a job to developing a career path.

## GET A CAREER

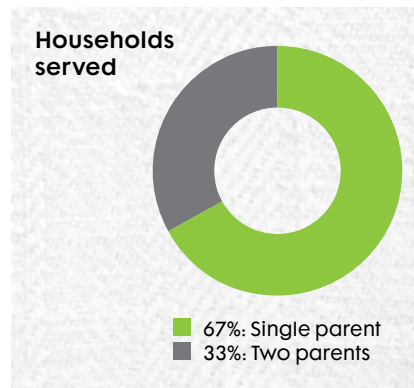
Helps those with low income advance their careers through job-specific training such as computer classes, commercial driver's license (CDL) instruction, or medical certification.

## CAREER CONNECTION CENTERS

These centers, open to the public, offer free support to job seekers including personalized instruction, computer access/training, job search skills training, and classes on topics such as resume writing and healthy relationships.

## PROGRAM HIGHLIGHTS

- 3,287 individuals served
- 838 job placements
- 224 individuals received an increase in income
- Average hourly wage for full-time placements: \$10.51



## AGRABILITY

This unique program helps farmers and ranchers with physical challenges continue to have successful careers in agriculture. This includes suggesting modifications to increase accessibility, educating through workshops, identifying funding resources, and recommending assistive technology that makes their work easier and less painful.

## DISADVANTAGING CONDITIONS OF PROGRAM PARTICIPANTS

This data represents the primary disability indicated by the participant. Many individuals report multiple disabilities or disadvantaging conditions.

- 1,840: Welfare recipients
- 1,431: Unemployed
- 815: Lack of education
- 491: English learners
- 464: Working poor
- 442: Physical disability
- 404: Psychiatric/emotional disability
- 323: Ex-offenders
- 211: Age (older worker or youth)
- 185: Homeless
- 132: Unknown/unreported
- 818: Other disadvantaging conditions

**"THE GOODWILL TEAM WORKED TO CHANGE MY LIFE—AND PUT LIFE BACK INTO MY WORK."**



## SUCCESS STORY

*Jackie Weimer*



Training race horses is tough, physical work. For someone with only 30% lung capacity, it's nearly impossible. Jim Weimer was so worried about his wife Jackie's work that he convinced her to attend a Goodwill workshop where she met Jill Sump—who she now refers to as her angel. Jill, an occupational therapist with Goodwill's AgrAbility program, helped Jackie get new equipment for her ranch, allowing her to train her horses safely and without pain.

Watch Jackie's video and others at [youtube.com/GoodwillDenver](https://youtube.com/GoodwillDenver).

# COMMUNITY EMPLOYMENT AND DAY PROGRAMS

*Helping people with disabilities  
become more independent*

**At Goodwill, we work to help those with disabilities and disadvantaging conditions improve their quality of life by providing opportunities for them to participate in the life of the community, earn a paycheck, and increase their independence and self-esteem.**

Through our Day Programs, individuals with developmental disabilities have the chance to participate in art, gardening, and other projects that enrich their lives. Through our pre-vocational and supported employment programs, we provide training for those with the goal of obtaining employment as well as opportunities to work in the community, either in an individual or group setting with the ongoing support of Goodwill.

Goodwill also provides training for individuals who are deaf or hard of hearing. The individuals have the opportunity to participate in the community employment and day program of their choice and are supported by American sign language that aids in communication.

## ACCREDITATION

Goodwill programs are CARF accredited and have always maintained program approval from the state of Colorado developmental disability services.



## FabriFact

The term "jeans" comes from unique cotton pants first worn by Italian sailors in Genoa, Italy.



## PROGRAM HIGHLIGHTS

- 320 people served
- 131,000 hours of service
- 73% of participants earned a wage, providing a path to independence and self-sufficiency
- 88% of stakeholders indicate that Goodwill helps participants develop work skills
- 86% of stakeholders indicate that Goodwill increases the self-confidence of participants
- 72% of family members of participants reported that they gained independence as a result of their family member's involvement with Goodwill

## PEOPLE SERVED

This data represents the barrier indicated by the participant. Many individuals report multiple disabilities or disadvantaging conditions.

- 179: Developmental disability
- 107: Deaf or hard of hearing
- 93: Learning disability
- 64: Psychiatric/emotional disability
- 36: Neurological disability
- 12: Blind or other visual disability
- 4: History of substance abuse
- 199: Other physical disability

**"YOU CANNOT HELP  
BUT SMILE WHEN  
YOU MEET REGGIE."**



## SUCCESS STORY

*Enclave and Reginald Toney*



Reggie is an individual with a mild intellectual disability who benefits from employment support while working in the community. Through Goodwill's janitorial enclave, a program in which a group of program participants and Goodwill employees work together to keep Goodwill retail stores clean, Reggie can get the support he needs. Reggie has worked in the enclave for more than fifteen years and is enthusiastic about his job. His hard work and good spirits are an inspiration to everyone around him.

Watch Reggie's video and others at [youtube.com/GoodwillDenver](https://youtube.com/GoodwillDenver).

# VOLUNTEERS

*Giving their time, knowledge,  
and compassion*

**At Goodwill, we rely on the help of our dedicated volunteers to give students direction and support. Because we have them to rely on, more struggling youth have a better path in life, and ultimately an incredible success story.**

## OUR VOLUNTEERS HELP US TO HELP OTHERS IN MANY WAYS

### Youth mentoring

Working with a teen one-on-one or in a group setting, volunteers help students realize their potential.

### Mock interviews

Students gain confidence along with valuable skills that prepare them for post-secondary and job interviews.

### Resume and portfolio workshops

Volunteers work with students in a classroom setting to provide resume feedback.

### Career Panels

Volunteers share their stories of success and motivate teens with exciting possibilities within their careers.



### FabriFact

Flax, the material used to make linen, is considered to be the world's oldest textile fiber. Remnants have been dated to 7000 BC.

## VOLUNTEER HIGHLIGHTS

- 1,287 volunteers and volunteer mentors
- 11,765 hours of service
- A value of more than \$259,183 to Goodwill

## NEXTGEN

Goodwill has also come to rely on the next generation of advocates. In 2011, Goodwill created nextgen, a young professionals network dedicated to building awareness about Goodwill and its youth career development programs.

Nextgen recruits new volunteers while also investing in our current young professional volunteers through networking and social events, professional development, and exclusive volunteer opportunities.

**"GOODWILL MAKES IT SO EASY FOR VOLUNTEERS TO MAKE AN IMPACT."**

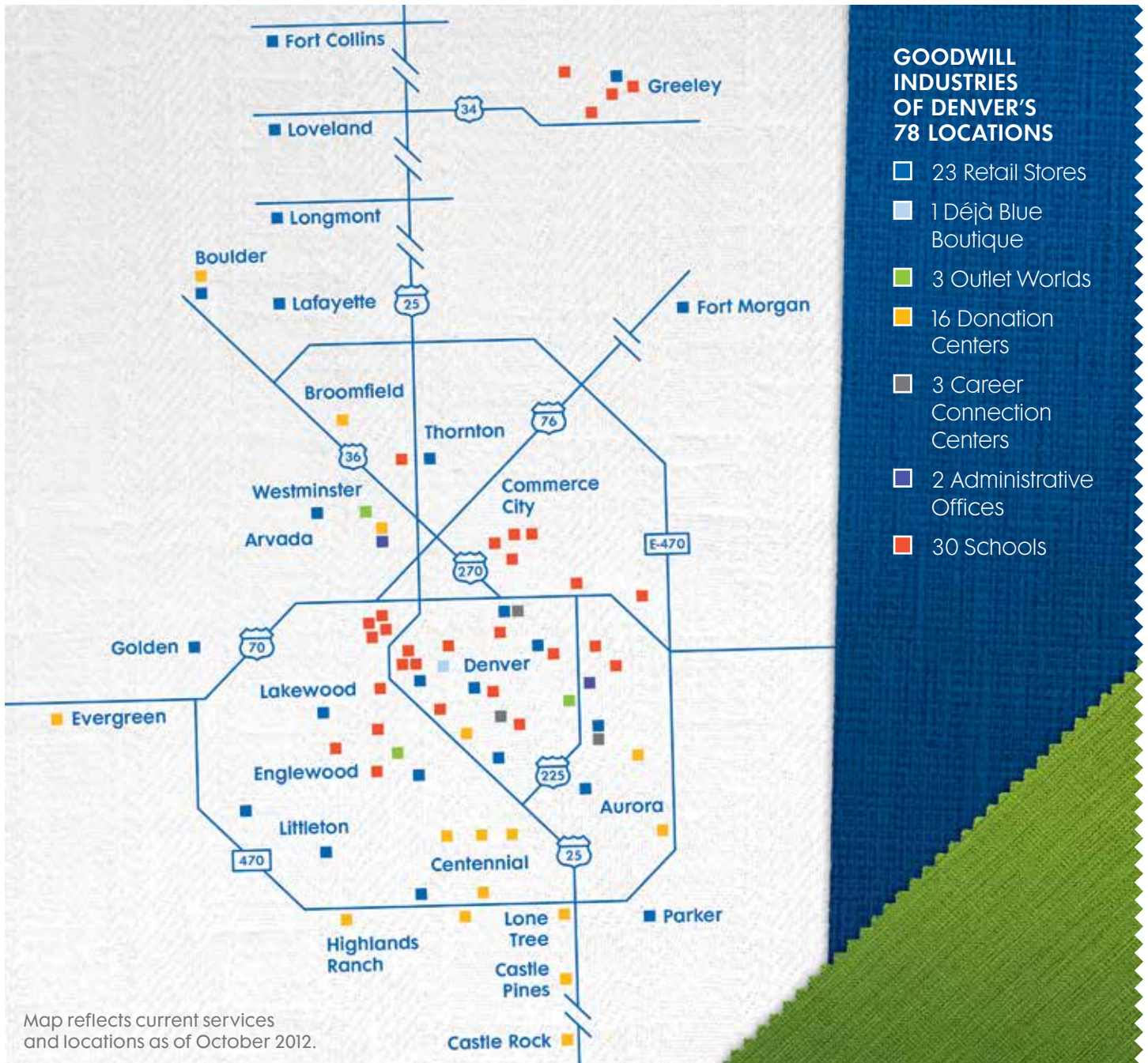


## SUCCESS STORY

*Bo Bandy*

Bo volunteers for Goodwill in various ways, from participating in resume workshops to taking a leadership role in nextgen. One of her most gratifying experiences was being a Summer Bridge Mentor for a college student. Bo helped her mentee traverse common college issues such as how to set boundaries with her roommates and how to budget. She was also available to answer questions as needed. "It was rewarding to know that I helped her," says Bo. "When I volunteer for Goodwill, I feel like I'm making a difference that's tangible."

# GOODWILL IN YOUR COMMUNITY



## GOODWILL INDUSTRIES OF DENVER'S 78 LOCATIONS

- 23 Retail Stores
- 1 Déjà Blue Boutique
- 3 Outlet Worlds
- 16 Donation Centers
- 3 Career Connection Centers
- 2 Administrative Offices
- 30 Schools

Map reflects current services and locations as of October 2012.

## RETAIL STORES AND DONATION CENTERS

### Arvada

7547 W. 80th Ave.  
303.456.8988

### Aurora

14400 E. Belleview Ave.  
720.870.5196

10590 E. Colfax Ave.  
303.364.6385

15509 E. Iliff Ave.  
303.745.4481

### Boulder

2486 Baseline Rd.  
303.494.5145

### Denver

7797 E. 36th Ave.  
720.287.5179

21 S. Broadway  
303.722.1440

6435 E. Hampden Ave.  
720.974.0546

5000 Leetsdale Dr.  
303.321.8798

### Englewood

4160 S. Broadway  
303.781.8511

### Fort Collins

315 Pavilion Ln.  
970.223.1042

### Fort Morgan

110 W. Platte Ave.  
970.542.8010

### Golden

17722 S. Golden Rd.  
303.271.9991

### Greeley

1012 11th St.  
970.352.1462

### Lafayette

555 W. South Boulder Rd.  
720.287.5855

### Lakewood

1450 S. Wadsworth Blvd.  
303.987.3678

### Littleton

6710 S. Pierce St.  
303.904.8804

161 W. County Line Rd.  
303.738.2152

11561 W. Hialeah Pl.  
303.904.6804

### Longmont

1750 North Main St.  
720.684.4334

### Loveland

935 E. Eisenhower Blvd.  
970.593.1032

### Parker

11000 S. Parker Rd.  
303.840.1004

### Thornton

550 E. 102nd Ave.  
720.929.0835

## DÉJÀ BLUE BOUTIQUE

### Denver

303 University Blvd.  
303.996.5668

## OUTLET WORLDS

### Aurora

13600 E. Mississippi Ave.  
720.748.3866

### Englewood

3155 S. Platte River Dr.  
303.953.3483

### Westminster

3047 W. 74th Ave.  
303.487.6900

## DONATION CENTERS

### Aurora

18852 E. Hampden Ave.  
22880 E. Smoky Hill Rd.

### Boulder

1850 30th St.

### Broomfield

5139 W. 120th Ave.

### Castle Pines

562 E. Castle Pines Pkwy.

### Castle Rock

814 S. Perry St.

### Centennial

5270 E. Arapahoe Rd.

8501 E. Arapahoe Rd.

6820 S. University Blvd.

### Denver

2553 S. Colorado Blvd.  
6850 Federal Blvd.

### Evergreen

1250 Bergen Pkwy.

### Highlands Ranch

9579 S. University Blvd.

2209 Wildcat  
Reserve Pkwy.

### Littleton

8168 S. Holly St.

### Lone Tree

9227 E. Lincoln Ave.

## CAREER CONNECTION CENTERS

### Aurora

15425 E. Iliff Ave. Unit C  
303.577.0186

### Denver

7125 Cherry Creek  
North Dr. (located in Place  
Bridge Academy)  
720.350.2720  
7797 E. 36th Ave.  
(located in the Stapleton  
store) 720.317.2237

## ADMINISTRATIVE OFFICES

### Aurora

Goodwill Career  
Development Services—  
Arapahoe County  
14980 E. Alameda Dr.  
303.636.1610

### Denver

Corporate Offices  
6850 Federal Blvd.  
303.650.7700

## SCHOOLS

### Adams County Dist. #12

Northglenn  
601 West 100th Pl.

### Adams County Dist. #14

Adams City High  
7200 Quebec Pkwy.

Adams City Middle  
4451 E. 72nd Ave.

Kearney Middle  
6160 Kearney St.

Lester Arnold  
6500 E. 72nd Ave.

### Aurora Public Schools

Aurora Central  
11700 E. 11th Ave.

Futures Academy at  
Pickens Technical College  
500 Airport Blvd.

Hinkley  
1250 Chambers Rd.

### Greeley Public Schools

Greeley Central  
1515 14th Ave.

Greeley West  
2401 35th Ave.

Jefferson  
1315 4th Ave.

Northridge  
100 N. 71st Ave.

## Denver Public Schools

Abraham Lincoln  
2285 S. Federal Blvd.

Academy of Urban  
Learning  
2417 W. 29th Ave.

Career Education Center  
Middle College of Denver  
2650 Eliot St.

Contemporary Learning  
Academy  
2211 W. 27th Ave.

Denver School of the Arts  
7111 Montview Blvd.

East  
1600 City Park Esplanade  
Florence Crittenton  
96 S. Zuni St.

George Washington  
655 S. Monaco Pkwy.  
John F. Kennedy  
2855 S. Lamar St.

Martin Luther King  
Early College  
19535 E. 46th Ave.

Montbello  
5000 Crown Blvd.

North Learn to Work  
2960 N. Speer Blvd.

Place Bridge Academy  
7125 Cherry Creek North Dr.

South  
1700 E. Louisiana Ave.

West  
951 Eliati St.

West Generation  
Academy  
951 Eliati St.

West Leadership  
Academy  
951 Eliati St.

### Sheridan School District

Sheridan  
3201 W. Oxford Ave.

# 2011 BOARD OF DIRECTORS & STAFF

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## BOARD OF DIRECTORS

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of Workforce  
Development

**1,100+  
employees  
who embody  
The Goodwill  
Effect**

## OUR VISION

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**THE COMMUNITIES WE SERVE  
ARE BETTER, STRONGER,  
AND MORE SUSTAINABLE  
BECAUSE GOODWILL IS THERE.**



# 2011 GOODWILL PARTNERS

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Microfiber is 100 times finer  
than a human hair.



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## LEGACY SOCIETY

**Legacy Society members make a powerful statement about their commitment to Goodwill's mission. These supporters have included Goodwill in their will or other estate plans to ensure that Goodwill can meet the needs of our local community now and in the future.**

Tom and Kristin Feldkamp  
Joe Hutchison  
Fred and Jane Jeffries  
Martin and Christy Pocs  
Ardis Rohwer  
Raymond Storck  
Tim and Julie Welker  
Jesse and Molly Wolff

**We would love to welcome you into our Legacy Society. Please call 303.650.7796 or contact [sconti@goodwilldenver.org](mailto:sconti@goodwilldenver.org).**

# 2011 CORPORATE, FOUNDATION & GOVERNMENT SUPPORT

## \$100,000+

Adams County  
Department of  
Human Services

Arapahoe County  
Human Services  
Department

Colorado  
Department of  
Human Services,  
Division for  
Developmental  
Disabilities

Colorado  
Department  
of Human  
Services, Division  
of Vocational  
Rehabilitation

Denver Public  
Schools

Microsoft  
Corporation

U.S. Department  
of Agriculture,  
National Institute  
for Food and  
Agriculture  
(Colorado  
State University  
Extension)

U.S. Department  
of Justice, Office  
of Juvenile Justice  
& Delinquency  
Prevention  
(Goodwill  
Industries  
International)

## \$50,000-\$99,000

Adams County  
School District 14

Mile High  
United Way

## \$20,000-\$49,000

Aurora Public  
Schools

The Boettcher  
Foundation

City and County  
of Denver, Office  
of Economic  
Development

Colorado  
Department of  
Public Health and  
Environment, Tony  
Grampsas Youth  
Services

Comcast  
Foundation

EnCana Oil  
& Gas, Inc.

Helen K. and  
Arthur E. Johnson  
Foundation

JPMorgan  
Chase & Co.

Kenneth King  
Foundation

Life Skills Center

Parent Pathways

Walmart  
Foundation

Waste  
Management

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CareerBuilder.com

Colorado  
Casualty

Colorado Youth  
for a Change

EON Office

LibertyGives  
Foundation

Sheridan Public  
Schools

Qwest Foundation

Xcel Energy  
Foundation

## \$5,000-\$9,999

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Charles Schwab  
Foundation

Cricket  
Communications

Crosbie Real Estate  
Group, Inc.

Daniels Group, LTD

Delta Dental  
of Colorado

Denver Post  
Charities, A fund  
of The McCormick  
Foundation

DHR International

Ernst & Young, LLP

Virginia Hill  
Foundation

Mabel Y. Hughes  
Charitable Trust

IMA Foundation

KeyBank  
Foundation

Kinder Morgan  
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Newmont Mining  
Corporation

Towers Watson

Wells Fargo  
Foundation

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Charitable Trust-  
Green Fund

Women's  
Foundation  
of Colorado

Xcel Energy

**\$1,000–\$4,999**

Ball Corporation

Bank Of America

Charles Schwab  
& Co., Inc.

Comcast  
Corporation

Community First  
Foundation,  
Tim Welker Self-  
Sufficiency Fund

Cummins Rocky  
Mountain, LLC

Denver Auxiliary  
to Goodwill

Denver Human  
Services

Design Excellence  
Consulting, Inc.

East Bay  
Community  
Foundation,  
Schweibinz  
Family Fund

Einstein Noah  
Restaurant Group

FirstBank Holding  
Company

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Fund

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LinMark, Inc.

Messner &  
Reeves, LLC

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Assurance

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Prime Trailer  
Leasing

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Investment  
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Wells Fargo

Wild Blue  
Communications

WJD Foundation

The Women's  
Fund of Weld  
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**\$500-\$999**

Adams County  
Economic  
Development

AIM NationalLease

Allied Recycled  
Aggregates

ALPS Fund  
Services, Inc.

Applewood  
Plumbing Heating  
& Electric

CH2M Hill

College In  
Colorado

Colorado  
Container  
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Denver  
Options, Inc.

East High School

Floyd's 99  
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Find a Goodwill location and donate your gently-used items to ensure that our community is sustained.

[goodwilldenver.org/locations](http://goodwilldenver.org/locations) · 303.650.7700

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Make a financial donation to Goodwill to ensure the long-term sustainability of programs. 100% of your financial donation goes directly to programming.

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What will your legacy be? Consider naming Goodwill Industries of Denver as a beneficiary in your will, life insurance policy, or retirement plan and tell us when you do.

[goodwilldenver.org/planned-giving](http://goodwilldenver.org/planned-giving)  
303.650.7796

## TOUR.

Join us for an inside look at Goodwill's retail operations, recycling facilities, and workforce development programs.

[goodwilldenver.org/tour](http://goodwilldenver.org/tour) · 303.650.7796



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