

Removing Barriers Creating Opportunities

REPORT TO THE COMMUNITY

2015

Goodwill

Horizon Goodwill Industries

Maryland ■ Pennsylvania ■ Virginia ■ West Virginia



Friends of Goodwill:

It would be easy to look upon 2015 as a year of change. In June, John McCain became the seventh CEO of Horizon Goodwill Industries since its founding in 1955. Mr. McCain came to Horizon Goodwill from Mobile, Alabama, where he spent thirteen years as the Chief Operating Officer of Goodwill Easter Seals of the Gulf Coast. Craig MacLean, our CEO of 31 years, retired in May. Mr. MacLean served for 35 years in total, and saw Horizon Goodwill through many expansions in people served, services provided, and locations of service in the four states of the HGI territory.

We faced funding challenges in the past year; both through traditional sources of serving people with disabilities, as well as economic conditions that impacted our business services and donated goods retail operations. This, in turn, changed the way we provided services to people with the most challenging barriers to employment. We also changed the operations of our “social enterprises” to adapt to the constantly changing economic environment.

What has not changed is the spirit of Horizon Goodwill. We remain committed to the idea that all people, regardless of their specific barrier, are entitled to the full benefit of everything this country has to offer. We firmly believe that those benefits are largely dependent on the ability to find sustainable employment. Sustainable employment requires three things: a marketable skill, the motivation and support to keep going in the face of seemingly overwhelming odds, and the opportunity to leverage those skills and motivation with employment. Horizon Goodwill worked with 5,587 people in 2015 to gain skills, support and encourage people through their journey, and work to ensure that once employed, they stayed employed. Additionally, Horizon Goodwill gave a paycheck to 1,117 individuals in 2015, creating opportunities for people to reap the rewards of their hard work. Horizon Goodwill conducted strategic planning that changed its mission statement, its vision statement, and its core values to reflect the goals, methods and attributes that will guide the way we fulfill our mission of Removing Barriers, Creating Opportunities.

Of course, none of this is possible without you. Your donations of goods, money, time, opportunity as well as support for our mission make it all possible. Over 206 separate employers hired our graduates, we had over 50 commercial businesses and government agencies provide contract work for our clients, 231,000 people donated household items and 852,000 people shopped in our stores.

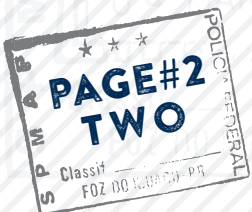
THANK YOU, for all you have done and continue to do in serving the people in Maryland, Pennsylvania, West Virginia and Virginia.



John McCain
CEO



Mike Zampelli
Board Chair



CHARACTER

KATIE ACTON

Katie was referred to Goodwill through Maryland Division of Rehabilitation Services to complete Work Adjustment Training, Job Development, and Job Coaching/Retention services.

Katie has never worked before in a competitive work site and she faced many barriers and obstacles during her job development program. After job coaching was completed, she had to adjust to being responsible for all tasks asked of her without assistance. Work adjustment training provided Katie with communication skills, hands-on job training, and guidance to overcome work barriers.

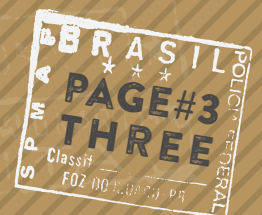
In the beginning Katie struggled with learning to communicate with her supervisor's and job coaches. Her responsibility was to contact her supervisor if she needed more supplies or had an issue. With some hard work and coaching Katie is now able to successfully communicate without assistance.

Katie started out working at PNC Bank with another Goodwill individual as a team member. During her time there, Katie lost this team member and had to adjust to completing not only her own work, but the work of the other individual. With some assistance through job coaching, Katie was also able to successfully make it through this barrier, and continues to thrive at her job.



Photo:
Heather Godlove
and Katie Acton

**DID YOU KNOW THAT
HORIZON GOODWILL PAID
\$4,228,430 IN WAGES TO
CLIENTS AND EMPLOYEES
WITH BARRIERS?**



CELEBRATION

JAMES STONESTREET

James has shown exceptional dedication to his job as a Cleaning Specialist at Planet Fitness. Throughout the course of the year James has broadened his horizons by taking on new job tasks. This dedication to improve gave him the opportunity to work additional hours. As a direct result of the working environment created through staff intervention and support, James was able to excel at his work at Planet Fitness. With support from his Case Manager, James has taken the proper steps needed to obtain his drivers license as well. Having his license will allow James to overcome his transportation barriers. These transferable skills will allow for future employment opportunities.



Photo: James Stonestreet and Lenny Dicken

**HORIZON GOODWILL
SERVED 5,587 TOTAL
INDIVIDUALS IN 2015, A 28%
INCREASE OVER 2014.**

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21 MAR 1995
24 CYPRUS DEPARTURE 24

IMMIGRATION OFFICE
HONG KONG
28 OCT 1972
FRONTE
TRIESTE SOLOMONBITTO
USCITA



RONALD SNOWBERGER

Ronnie, now in his 50's, was in a car accident on his way to his high school prom. His limitations resulting from the car accident brought him to Goodwill many years ago.

Ronnie can't use both hands well or in coordination. He has to re-learn how to do the job every time. Despite these limitations Ronnie never stops trying. He always asks to work even if he knows the job will be difficult for him. Although it can be frustrating for him, he never feels hopeless. Goodwill's programs teach him how to overcome his obstacles by exercising a variety of skills. His motivation and heart is what makes his efforts stand out.

Ronnie's work, productivity and focus increased over the last year. His improvements were in part due to the Source America Design Challenge high school students. They helped make alternative equipment for Ronnie to use and this truly was the intervention he needed to help overcome his physical obstacles. Ronnie also advocated for himself with the students. He didn't hesitate to speak frankly about what happened to him and how they could help him. He became part of the design team.

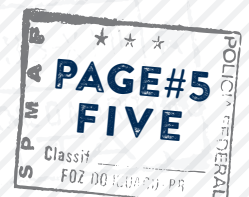
When Goodwill hosted the United Way Day of Caring, Ronnie met up with some old high school friends that had not seen him since the fateful day of his accident. They were moved by his story — they were also a little afraid. You could see their faces shift from discomfort to relief - Ronnie was the same old Ronnie they remembered. He taught them that disability is not who we are.

There is not a day that goes by that Ronnie does not smile or joke. He is encouraging of others and determined to demonstrate his capabilities.



**HORIZON GOODWILL
HAS SERVED 1,676
INDIVIDUALS WITH
DISABILITIES IN 2015.**

Photo: Misty Pryor
and Ronald Snowberger



SERVICE

SIGN ZONE

It is often the case in business that corporations are so focused on the bottom line that they are afraid to try out what may seem to be unconventional business partnerships. We at Horizon Goodwill Industries are extremely thankful that Sign Zone was not one of those companies. Sign Zone is a rapidly growing company based in the Minneapolis, MN area that manufactures and distributes a wide array of visual communication and event display products. As they were looking nationally for supply chain solutions to shorten delivery time, Hagerstown, MD (the “Hub City”) seemed like a perfect fit.

Horizon Goodwill Industries now provides Sign Zone with warehouse storage and shipping fulfillment solutions that create a win-win for both companies. This business partnership has allowed us to provide training, work, and income to members of our local community that face a

variety of barriers to employment. The middle skills training that these Goodwill clients have learned through this work include computer skills and forklift operation. It is very rewarding to have a business partner that allows our clients to grow in these capacities. In addition to the pride they feel, it increases their marketability for finding employment. This is a direct value add to our mission of “removing barriers, creating opportunities”.

Not only has this business partnership benefited Horizon Goodwill in our region, but it has acted as a springboard for other Goodwill/SignZone partnerships across the country. After successfully executing their work here in Hagerstown, SignZone has reached out to partner with other Goodwill organizations that make strategic sense for their national distribution chain. We are left with a win-win-win! Our clients get valuable training and a paycheck, Sign Zone gets a high quality supply chain solution, and other Goodwills across the country are able to further their missions by partnering with Sign Zone. It is a true success story for all involved and we are very proud to have played such a critical role by effectively showcasing our capacities and capabilities.



Photo: Brandon Marks, John Bruellman, Ed Flaherty, Peter McDermott, Mark Thieleke

HORIZON GOODWILL PROVIDED 131,540 PEOPLE WITH SKILLS TRAINING, EDUCATION AND SUPPORT IN 2015.

COMPASSION

PLANET FITNESS

Employer Partner winners Planet Fitness - Cumberland are as passionate about Horizon Goodwill's mission as they are their own: enhance people's lives by providing a clean, unique environment where everyone (and they mean everyone) feels accepted, respected and motivated.

For the last 2 years, Planet Fitness - Cumberland earned the title "Cleanest Gym in the Movement" beating out over 1,000 other Planet Fitness Franchises in 47 states, Puerto Rico and Canada. General Manager, Lenny Dicken, credits Goodwill job-readiness classes and pre-training of clients as "Cleaning Specialists" for the repeat award and national recognition for Planet Fitness-Cumberland. Over the past two years Planet Fitness has embraced the mission philosophy of the Goodwill Community. This support is encouraged and maintained by its own community values, and staff dedicated to this approach.

It is this mindset that prompted Planet Fitness to create positions for Goodwill in order to further develop the strengths and productivity of our individuals. Because of the understanding, flexibility, and attitudes towards our graduates, Goodwill enjoys a long term working relationship with Planet Fitness that will carry us forward.



Photo: Lenny Dicken

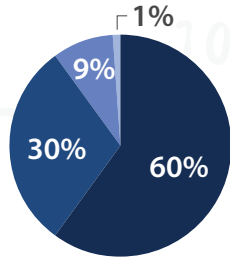
**IN 2015 HORIZON
GOODWILL HELPED
PLACE 269 INDIVIDUALS
WITH A FULL TIME JOB.**

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TOTAL INDIVIDUALS SERVED: 5,587

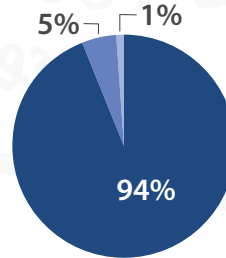
SOURCE OF FUNDS

- Donated Goods / Salvage
- Contracts
- Mission Services
- Public Support / Other

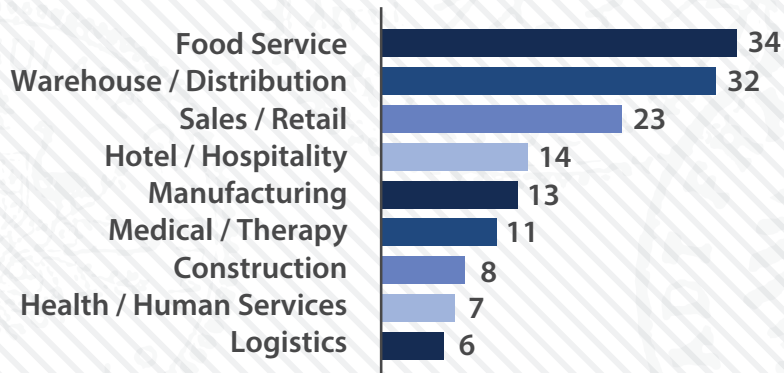


USES OF FUNDS

- Program Expense
- Management / General
- Fundraising

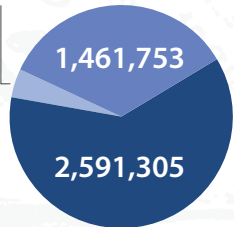


INDUSTRY TYPE



JOB PLACEMENTS ACHIEVED: 269

\$175,372



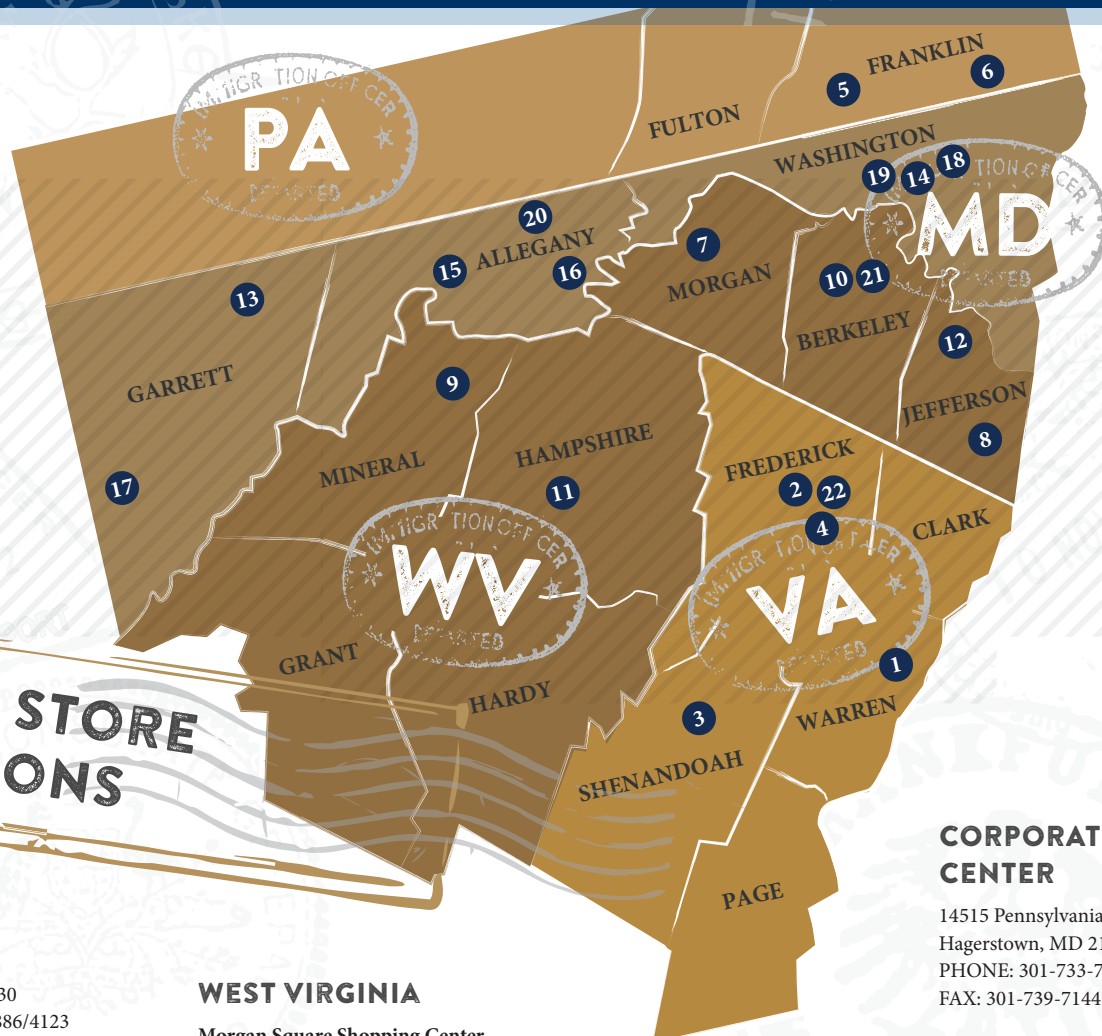
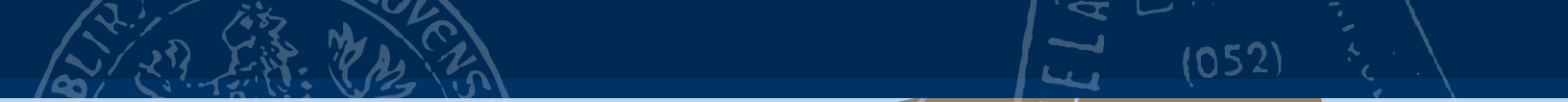
WAGES PAID TO CLIENTS & EMPLOYEES WITH BARRIERS

- Business Services
- Donated Goods Retail
- Other

JOB ATTAINMENT

Types of Industries	24
Number of Different Businesses	206
Jobs Attained	269

TOTAL REVENUE IN 2015: \$19,189,876



RETAIL STORE LOCATIONS

VIRGINIA

- 1** **280 Remount Road**
Front Royal, VA 22630
PHONE: 540-636-4886/4123
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 2** **443 Millwood Avenue**
Winchester, VA 22601
PHONE: 540-723-6864
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 3** **1011A South Main Street**
Woodstock, VA 22664
PHONE: 540-459-8194/8195
HOURS: Mon-Sat 9 a.m. - 8:30 p.m.
Sundays 12 p.m. - 5 p.m.
- 4** **366 Fairfax Pike**
Stephens City, VA 22655
PHONE: 540-868-8274/8296
HOURS: Mon-Sat 9 a.m. - 5 p.m.
Sundays 12 p.m. - 5 p.m.

PENNSYLVANIA

- 5** **524 North Antrim Way**
Greencastle, PA 17225
PHONE: 717-597-0868/0869
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 6** **Waynesboro Market Place**
11105 Buchanan Trail East, Suite J
Waynesboro, PA 17268
PHONE: 717-762-4561
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.

WEST VIRGINIA

- 7** **Morgan Square Shopping Center**
70 Morgan Square
Berkeley Springs, WV 25411
PHONE: 304-258-6685/6687
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 8** **136 Patrick Henry Way**
Charles Town, WV 25414
PHONE: 304-728-6883
HOURS: Mon-Sat 9:30 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 9** **280 Keyser Mall**
Keyser, WV 26726
PHONE: 304-788-2068
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 10** **100 Eagle School Road**
Martinsburg, WV 25401
PHONE: 304-267-3177, x102
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 11** **U.S. Route 50**
Romney, WV 26757
PHONE: 304-822-3200
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 12** **83 Maddox Square Drive**
Shepherdstown, WV 25443
PHONE: 304-876-8048
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.

MARYLAND

- 13** **Grantsville Shopping Plaza**
3241 Chestnut Ridge Road
Grantsville, MD 21536
PHONE: 301-895-4405
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 14** **151 North Burhans Boulevard**
Hagerstown, MD 21740
PHONE: 301-665-1044/1540
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 15** **LaVale Plaza Shopping Center**
1313 National Highway
LaVale, MD 21502
PHONE: 301-729-3924/3942
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 16** **South Cumberland Marketplace**
1050 Industrial Boulevard, Suite 10
Cumberland, MD 21502
PHONE: 301-759-3277
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.
- 17** **223 North 3rd Street**
Oakland, MD 21550-1399
PHONE: 301-533-1950
HOURS: Mon-Sat 9 a.m. - 9 p.m.
Sundays 12 p.m. - 5 p.m.

CORPORATE CENTER

14515 Pennsylvania Ave.
Hagerstown, MD 21742
PHONE: 301-733-7330
FAX: 301-739-7144

RESOURCE CENTER LOCATIONS

Providing programs and services to help individuals who want to work, but experience barriers to employment such as disabling or disadvantage conditions. Visit the location nearest you to find out more.

- 18** **14515 Pennsylvania Ave.**
Hagerstown, MD 21742
PHONE: 301-733-7330
FAX: 301-739-7144
- 19** **200 North Prospect Street**
Hagerstown, MD 21740
PHONE: 301-733-7330, x 1701
FAX: 301-797-8779
- 20** **12000 Upper Potomac Ind. Park**
Cumberland, MD 21502
PHONE: 301-729-9404
FAX: 301-729-9409
- 21** **100 Eagle School Road,**
Martinsburg, WV 25401
PHONE: 304-267-3177
FAX: 304-267-2603
- 22** **443 Millwood Avenue**
Winchester, VA 22601
PHONE: 540-723-6864
FAX: 540-723-6867

BOARD MEMBERS

Michael Zampelli *Associated Radiologists* **Chair**

Ron Bowers *Retired* **Vice-Chair**

Bradley Pingrey *M&T Bank* **Treasurer**

Heather Guessford *Kaplan University* **Secretary**

Bernard "Butch" Adams *Pittsburgh Institute of Aeronautics*

Nicole Alt-Myers *Myers Building Systems*

Walter Bell *Retired*

Lynn Brumbelow *Homewood Retirement Centers Corp.*

Melinda Cannon *Meritus Health*

Sam Cool *Planet Technologies*

Stuart Czapski *Allegheny County Chamber of Commerce*

Robin Ferree *Bowman Development*

Rebecca Fishack *Senator Andrew Serafini*

Roseann Fisher *Retired*

Paul Frey *Hagerstown-Washington County Chamber of Commerce*

Bill Gaertner *Gatekeepers*

Michael Gardner *Retired*

Louis Giustini *The Columbia Bank, Hagerstown Trust Division*

Mark Halsey *University System of Maryland*

Delores Harmon *Maryland State Dept. of Education*

Tracie Hovey *Ovation PR & Advertising*

Karen Humbertson *West Virginia Public Schools*

Mary Ann Keyser *Retired*

Norma Kolson Layton *DataAchieve Digital*

Laura Lowry *First United Bank & Trust*

Susan Makes *The Columbia Bank*

John McCain *Horizon Goodwill Industries*

Steven Michael *Bank of Charles Town*

Paul Muldowney *Retired*

Stuart Mullendore *HBP, Inc.*

Spence Perry *FEMA (ret.)*

Mary Beth Pirolozzi *United Way of the Potomac Highlands*

Sharon Ruppenthal *Retired*

Gus Shahrooz *National Golden Tissue*

J. Scott Shipe *Frederick County Maryland Govt., Division of Util.*

Suzette Snyder *Retired*

Richard Starliper *Mayor, Borough of Waynesboro*

William Swartz *Volvo Powertrain*

Ben Thompson *Long & Foster Real Estate*

William Valentine *Carl G. Valentine & Son, Inc.*

F. Christian Wright *Wright-Gardner Insurance, Inc.*

Lori Wriston *Valor Ministries*

Marianne Zeigler *Retired*

SPONSORS



