



2022

ANNUAL REPORT



Horizon
Goodwill Industries

Dear Friends of Goodwill



We are pleased to share with you our 2022 Annual Report which highlights success stories made possible through collective efforts with our many community partners. Retrospective reports such as this are presented with some irony – we take a look back at what was accomplished – ideally to identify and build on successes. At the same time, we push ourselves to focus on the future asking, “what’s next?”

Together, how can we be #FutureFocused?

At Horizon Goodwill, we believe that tomorrow can be better than today and that we can (and will) find a pathway to make it happen. We believe there is opportunity in EVERY person, no matter their background or circumstances. Across our team and service areas we are taking courageous steps to depart from legacy service models that perpetuate the cycle of crisis and poverty. ***We believe restoring equitable access to employment opportunity and eliminating systems of poverty are a key part of a holistic pathway to economic and community sustainability.***

Why should you join us?

Nationally, there are two available jobs for every job seeker. Yet, there are an estimated 27 million Americans who want to work but remain under or unemployed.

There are many barriers to employment, including: inequitable hiring practices, being a single parent, having a disability, being involved with the justice system, being a veteran, struggling with untreated mental health conditions and substance misuse/abuse disease, lacking secure and affordable housing, and not having enough (or the right) job experience. These challenges often keep job seekers from being connected to employment opportunities. Unfortunately, individuals who are different than the “norm” end up hidden from employers because we tend to see them based on their deficits and not their strengths.

Hope is OUR strategy.

Hope is in our DNA at Horizon Goodwill. Positive psychology research confirms that hope is one of the strongest predictors of the future. It tells us that regardless of our past, we can create a better future. We would be naïve to pretend that a better future can be obtained easily or without obstacles, missteps and even failures. But what matters is how we respond when tested by a challenge: do we give up in frustration, or do we seek to find another way over, under, around, or through whatever barrier is in the way? We don’t succeed in spite of challenges; we succeed BECAUSE of the challenges. We challenge you to believe as we do and seek to develop the positive within each person.

Believe as Reverend Edgar Helms did when he started the Goodwill movement in 1902 that what people want, in fact what they deserve, is not charity but a chance. Believe that most people want a better tomorrow and are willing to work for it. Instead of focusing on what is wrong and labeling people as “at risk” consider them as being “at hope”:

- **At hope** believes that all people are capable of success, no exceptions.
- **At hope** strives to connect with all people in a caring, meaningful, and just manner.
- **At hope** helps others develop and go after dreams and goals for the future.
- **At hope** removes barriers and creates opportunities.

At Horizon Goodwill, we are at hope and we are future-focused. We invite you to be as well.



David Shuster, Ed.D., CE
President & CEO



Dustin Wilson
2022 Board of Directors Chair

“Some see things the way they are, and ask WHY? We dream of things that never were, and say WHY NOT?”



2022 Power of Work Recipients



Mission Partner of the Year Employee Benefits Services (EBS)

This award recognizes a business or organization that provides aid or has otherwise supported Horizon Goodwill in its efforts to assist individuals with overcoming barriers to employment, thereby helping Goodwill fulfill its mission.

Horizon Goodwill's leadership team is committed to integrating our mission of removing barriers and creating opportunities into our daily business practices. We recognize that our employees should be supported with the same compassion and creativity that we use to support program participants. Like many of the individuals served by HGI's mission team, access to affordable healthcare presents a challenge to its employees. Employee Benefits Solutions (EBS) was an early adopter of the mission integration philosophy and went right to work to find healthcare solutions for our employees that both meet their needs and are affordable. EBS has been on the front lines of advocating for HGI, removing barriers for access to quality care and creating opportunities for our employees manage their health while keeping overall program costs lower than more traditional solutions.



Business Partner of the Year Schroeder Industries

This award recognizes a business or organization that has partnered with Horizon Goodwill Industries through a contract relationship, which significantly benefits our clients by providing work opportunities for the individuals we served.

Schroeder Industries has partnered with Horizon Goodwill Industries to provide paid work training opportunities for program participants to develop job skills and habits in a real work environment. These experiences are designed to help prepare individuals for competitive employment while also strengthening their work history. Maintaining close communication with HGI's workforce development team, Schroeder staff share frequent performance feedback and assist program participants to achieve their paid work training goals.

So far, Schroeder has provided five program participants the opportunity to complete 90 days of paid work training and has offered additional temporary labor position opportunities to four program participants that successfully completed the paid training program. Schroeder has also provided gas stipend bonuses — added to each paycheck — for program participants that reached weekly attendance goals.



Employer of the Year Meritus Health

This award recognizes an employer who has demonstrated outstanding support for assisting individuals by hiring program graduates or otherwise contributing to greater outplacement of program participants through their partnering with Horizon Goodwill Industries.

Meritus Health is part of a group of organizations working together to connect people with sustainable employment opportunities. A team consisting of members representing Meritus Health, Horizon Goodwill Industries (HGI), and Maryland Physicians Care (MPC) have developed an innovative pilot program, "Pathways to Healthcare Careers", which places low/moderate income candidates directly into living wage positions in one of five identified divisions at Meritus with support from HGI and MPC.

In addition to partnering on this innovative employment program, Meritus Health has also worked with Horizon Goodwill on several other health and business initiatives. The two organizations successfully obtained funding from the Maryland Department of Housing and Community Development (DHCD) SEED fund. The SEED Community Development Anchor Institution Fund will aid in the creation of a full-service grocery store operated by Horizon Goodwill Industries in the Hagerstown downtown core on Prospect St. This project aims to improve community economic and health outcomes by offering affordably priced healthy food options in the City.

Further collaborative efforts to improve access to healthcare resulted in the award of funds from the Maryland Community Health Resources Commission's "Pathways to Health Equity" program. This project will be known as the Hagerstown Health HUB. The two-year grant allows for the opening of a primary care office at Horizon Goodwill Industries' downtown Hagerstown location. Meritus Health will provide a full-time nurse practitioner to staff the site. Patients will not be turned away based on insurance status; they will be seen and then connected to a healthcare navigator to assist them in obtaining health insurance.



Congrats, Awardees!



Chuck S. Robinette
Spirit of Goodwill Award
Michael Twigg

This award was established in memory of a former client at the Cumberland Development Center's Adult Day Habilitation Program, this award honors an individual with disabilities who has shown great progress and accomplishment in independent functioning & participation in the community. Their exceptional hard work and perseverance display a true Goodwill "spirit" in overcoming barriers.

Michael Twigg began interacting with the Cumberland, MD office of Horizon Goodwill in 1991 and successfully found employment at a local Cumberland restaurant where he worked for 30 years. Last year, due to changes in the way he was treated by his former employer, he decided that he needed to look for work. He came back to Horizon Goodwill, attending a Cut Cloth Work event hosted by the Mission Team in 2022. At the event, Mike interviewed with Holiday Inn and Suites and was offered a position as a Dining Room Attendant. He started work on August 29, 2022, working 3 days a week for a total of 12-15 hours a week.

Mike takes immense pride in being a valued employee within his community. He continues to receive Supported Employment services in the DDA program. He has shown determination and perseverance in his new position over the last six months, overcoming emotional challenges and pursuing what he values and what is important to him. Mike embodies this award to the fullest, relying on his integrity to help him through difficult situations and maintaining his spirit despite the obstacles in his path.



Young Adult Achiever of the Year
Elizabeth Shoemaker

This award honors an outstanding young adult aged 18-24 who has made significant progress in overcoming barriers to employment, education, or basic needs while accessing services at Horizon Goodwill's Young Adult Solution Center.

Elizabeth came to Horizon Goodwill in Hagerstown, MD facing homelessness and unemployment. Her family was approved for public housing which did not include her, and she was left seeking solutions to her own housing situation. Elizabeth entered the Youth Shelter program and began working with Housing Navigation, who referred her to Jane Hawkins to begin the process of job searching. She landed a paid job training position at the HGI Hagerstown Warehouse and, with grit and determination, has now become an HGI employee. In just a few short months, Elizabeth became housed, is now living on her own in her own place, and still working full-time with Horizon Goodwill. She says she loves her job and home. In a matter of months she successfully obtained employment and overcame the reality of finding a safe, affordable place to live despite her age and lack of rental history.



Achiever of the Year
Rhonda Eastman

This award honors an individual who has made significant progress in overcoming barriers to employment, education, and/or basic needs while accessing Horizon Goodwill services.

Rhonda came to the Hagerstown Cut Cloth Work job fair in March of 2022 searching for work and housing. At age 65, Rhonda was new to Maryland without family or friends to lean on, and without a home or job. She also lacked her own transportation, frequently requiring her to walk to address her needs. She had exceeded her allowed time at The Salvation Army's Women's Shelter, leaving her sleeping in a booth at a local Pilot/McDonald's. After participating in the job fair, Rhonda's life changed for the better. She landed a paid work training opportunity with Horizon Goodwill, discussed housing navigation that same day, and was placed in the Adult Shelter Program. From there she completed her 90-day paid work training and was offered a permanent employment opportunity. She's still working with HGI today, and a few short months after entering the shelter program, she was approved for public housing and moved into her new place. Through her participation in Workforce Development, Adult Shelter, and Housing Navigation services, she has successfully achieved her initial goals. She is an inspiration, reminding her colleagues that you are never too old to reinvent yourself.



Graduate of the Year
Rashad Peggues

This award honors an individual who has made significant progress in overcoming barriers to employment, education, and/or basic needs while accessing Horizon Goodwill services.

Rashad and his daughter were homeless, sleeping where they could with friends and family until he entered the Young Adult Program. The program placed Rashad and his daughter in a hotel until a permanent housing opportunity became available. Rashad applied for a custodial position at a Horizon Goodwill job fair and was hired as a custodian in July 2021. Since finding the help he needed to get started, Rashad has been providing a home for himself and his daughter, and despite being challenged by from several medical issues, Rashad has overcome them to come right back to work, putting his best effort forward on every shift. No matter how busy he may be, his positive and helpful attitude always shines through, making time to hold a door open or offer a kind greeting to others.



Horizon Goodwill's 2022 Impact

YOUTH SERVICES



50
Sheltered

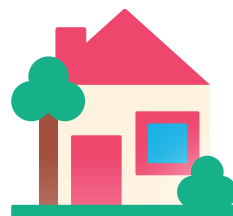


39
Permanent
Housing



98
Solution
Center

ADULT SERVICES



72
Sheltered



68
Permanent
Housing



256
Housing
Navigation

EMPLOYMENT SERVICES



119
Paid Work
Training



60
Hired by
HGI



213
Community
Employment

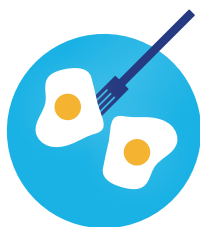


\$15.23
Avg. Wage



33
Avg. Hours

ADDITIONAL SERVICES



1,431
Breakfasts
Served



118
Adolescent
Clubhouse

Mission for
Good

12,000,000+

pounds of pre-used donated clothing and goods kept out of local landfills to be re-used, recycled & refashioned



354,102
Donors



Thank you to all who supported HGI's mission with their gently used items.

SOLAR METRICS



- ⚡ 8,185,551 KWH of electricity produced since installation
- ⚡ 2,734,185 pounds of coal saved
- ⚡ Enough electricity to power 4 stores, 2 donation centers, and 145,000 sq ft of warehouse space with surplus left over

BUSINESS SERVICES



56
Contracts

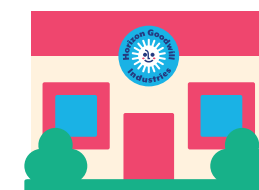


226
Employees



\$3.4m
Total Wages

RETAIL



19
Stores



315
Employees



\$7.6m
Total Wages

2022 Financials



Assets

Cash and cash equivalents - without donor restrictions	\$1,541,311
Cash and cash equivalents - with donor restrictions	\$285,695
Investments	\$1,942,009
Accounts receivable, net	\$1,405,921
Inventory	\$359,901
Prepaid expenses	\$362,729
Security deposits	\$74,680
Operating lease right-to-use assets	\$6,707,485
Financing lease right-of-use assets, net	\$388,108
Land, buildings, vehicles and equipment, net	\$ 6,419,652
TOTAL ASSETS	\$19,487,491

Liabilities

Accounts payable	\$693,459
Accrued expenses	\$1,349,027
Due to government agencies	-
Deferred revenue	\$3,207
Operating lease obligations	\$6,818,098
Financing lease obligations	\$414,690
Notes payable	\$1,859,810
TOTAL LIABILITIES	\$11,138,291

Net Assets

Without donor restrictions	-
Undesignated	\$7,604,243
Designated	\$459,262
With donor restrictions	\$285,695
TOTAL NET ASSETS	\$8,349,200

Total Liabilities and Net Assets **\$19,487,491**

	Without Donor Restrictions	With Donor Restrictions	Totals
Public Support and Revenue	\$232,538	\$330,250	\$562,788

Fees and Grants from Government Agencies	\$1,725,686	-	\$1,725,686
---	-------------	---	-------------

Program Service Earned Revenue

Contributed goods production	\$1,076,180	-	\$1,076,180
Stores	\$15,416,325	-	\$15,416,325
Contract	\$8,056,116	-	\$8,056,116
	\$24,548,621	-	\$24,548,621

Other

Interest and dividend income	\$45,248	-	\$45,248
Net unrealized and realized gains on investments	-\$251,342	-	-\$251,342
Miscellaneous income, net	\$55,256	-	\$55,256
Net assets reclassified from restrictions	\$94,555	-\$94,555	
	-\$56,283	-\$94,555	-\$150,838

Total Revenues	\$26,450,562	\$235,695	\$26,686,257
-----------------------	---------------------	------------------	---------------------

Expenses

Program Services			
Contributed goods production	\$2,546,229	-	\$2,546,229
Stores	\$13,084,158	-	\$13,084,158
Contract	\$6,508,421	-	\$6,508,421
Employment services	\$2,590,067	-	\$2,590,067
	\$24,728,875	-	\$24,728,875
Management and general	\$2,461,065	-	\$2,461,065
Fundraising	\$88,893	-	\$88,893

Total Expenses	\$27,278,833	-	\$27,278,833
-----------------------	---------------------	----------	---------------------

Change in Net Assets	-\$828,271	\$235,695	-\$592,576
-----------------------------	-------------------	------------------	-------------------

Net Assets, Beginning of the Year	\$8,891,776	\$50,000	\$8,941,776
--	--------------------	-----------------	--------------------

Net Assets, End of the Year	\$8,063,505	\$285,695	\$8,349,200
------------------------------------	--------------------	------------------	--------------------

#FutureFocused

The past year presented new challenges for communities across our territory as the burden of inflation weighs heaviest on the individuals and families that we serve. Our mission to remove the barriers to meaningful employment can only be considered a success if the employment can be maintained which often requires provision of wrap around support for our program participants & their families. Access to healthy food, affordable housing, health care coverage & reliable transportation continued to be challenges for many across our territory, and, as such, our mission services grew. In our 68th year of operation, Horizon Goodwill expanded the reach and depth of our support services offered to meet the comprehensive needs of our program participants and their families. We remain focused on our mission and serving the communities within our territory and we thank you for your continued support.

Mission Integration – Cut | Cloth | Work

While much of our energy and resources are spent addressing the most challenging barriers to employment, a persistent obstacle for many job seekers is simply having the confidence needed to succeed in an interview. Last year, our Workforce Development team collaborated with our Donated Goods Retail team and community partners to hold a different kind of job fair.

Cut | Cloth | Work gives job seekers the opportunity to receive a free haircut from a local barber, a new outfit from a selection of business-appropriate donated clothes, and, most importantly, a job interview with multiple potential employers.

The impact that a fresh haircut and a new outfit has on a person's confidence was remarkable to behold and the results were so successful that we held similar events throughout our region. More than 170 job seekers from across our territory were offered life-changing living wage employment at a Cut/Cloth/Work event in 2022.

In 2023, we are increasing the frequency and footprint of Cut/Cloth/Work to have a greater impact on job seekers and business partners in the HGI territory by facilitating connections in the new labor environment.

Strategic Partnerships – Pathways to Healthcare

We are excited and honored to be a partner in an innovative pilot program called “Pathways to Healthcare,” in partnership with Meritus Health and Maryland Physician's care in Washington County, MD. The program strives to create a win-win solution by placing low/moderate income candidates directly into living wage positions in one of five identified divisions at Meritus, helping to reduce staffing shortages in healthcare. The program focuses on connecting non-traditional candidates to these opportunities in the healthcare sector by identifying and removing barriers to success, while also meeting the workforce needs of Meritus Health.

Our workforce development team provides candidates training through the ‘Get Onboard!’ soft skills academy and ongoing support as needed once employed. As businesses continue to experience workforce shortages, the importance of developing innovative solutions with community partners such as these has become essential to maintaining services and expanding local economies.

As we look forward to 2023, HGI and Maryland Physician's Care have extended the reach of this partnership to Western Maryland with a “Pathway to Health Care” cohort in partnership with University of Pittsburg Medical Center.

Mission Expansion – Youth & Young Adult Homelessness

In 2019, HGI identified the need for services focusing on 16- to 24-year-olds that were not working and not attending school. That year, the Young Adult Solution Center in Washington County opened and, due to the growing need for housing support among this population, the Young Adult Shelter opened in 2021. These programs have been so successful that they are now recognized as a best practice in the State of Maryland.

Based on that success, HGI was given the opportunity in 2022 to expand these services into West Virginia. With the goal of ending homelessness, we partnered with the West Virginia Balance of State on the Youth Homelessness Demonstration Project. HGI now provides housing assistance services for homeless youth and young adults in the communities of Jefferson, Berkley, Morgan, Mineral, Hampshire, Monongalia, Harrison, and Taylor Counties of West Virginia. This opportunity also saw the development of a new partnership with Goodwill of Southwest Pennsylvania to provide young adult workforce development services in Morgantown, WV. Through these partnerships, HGI is providing youth services to 20% of the state of West Virginia. We are proud that our track record working with homeless youth & young adults over the past two years helped expand our work this year.

Board of Directors



Dustin Watson,
Chairperson



Michael Zampelli,
Vice Chair/Treasurer



Ron Bowers,
Immediate Past Chair



Sarah Rock,
Secretary



Mike
Bard



Sila
Alegret-Bartel



Sandy
Hamilton



Dolores
Harmon



Aaron
Peteranecz



Josh
Repac



Dr. Heather
Hurst



Dr. John
Krowka

Mission

Removing Barriers, Creating Opportunities

Vision

Helping people realize and achieve their full potential through the dignity and power of work.



TITLE SPONSOR



PRODUCTION SPONSOR



CELEBRATION SPONSORS



PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS

