





# A Message from Leadership

## Dear Goodwill Community,

It's no secret that many of us hoped by this time the pandemic would be behind us. Our team has not only weathered these challenges personally but has come together to support our community in so many ways — and we couldn't be more proud. Despite these challenges, it has truly been a privilege to witness each and every person who is a part of this beautiful and diverse organization keep things going. We've navigated immense setbacks, but Evergreen Goodwill has once again persevered, and, together, we've provided resources and services to help transform the lives of thousands of people.

This past year, we also spent time focusing on our organization and what it means to our community. As we approach a century of existence in Northwest Washington, we've turned a new leaf and changed our name. As a way to embrace all of the communities we serve, we have become Evergreen Goodwill of Northwest Washington (or Evergreen Goodwill for short). The name Evergreen Goodwill is more inclusive of the communities we serve, while keeping our mission relevant and vibrant in our community.

Mission is at the forefront of everything we do here at Evergreen Goodwill. It's because of the determination of our students, the commitment, ingenuity and expertise of our staff, and the generosity of our community that we are able to provide unparalleled and holistic training and support services for the people we serve — at absolutely no cost to them. This past year we served 2,705 students through newly developed online, in-person and hybrid programming at our five regional Job Training and Education Centers. We continued to accept and process donations from the community and we kept our stores open, while remaining steadfast in our commitment to keeping our employees safe and protected.

Through all the changes, we stayed focused on changing lives through the transformative power of education and work. This annual report shares individual stories of success made possible by our programs and services and reflects the critical role that our community members and partners have in helping create that success.

Since our first location opened in Seattle in 1923, we've grown to 24 stores, five Job Training Centers and over 30 donation sites. This continued growth wouldn't be possible without the commitment and dedication of everyone at Evergreen Goodwill. We are looking toward a brighter future for all. It is with renewed hope and passion that we press forward in helping people overcome barriers and gain stability to persist in their educational and career goals.

Thank you for your steadfast support of our organization, our students and our mission.

Thank you for being our partner in purpose.



*Daryl*

**Daryl Campbell**  
President & CEO



*Amelia*

**Amelia Ransom**  
Chair, Board of Directors

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## Thank you

to the corporations,  
foundations and government  
agencies that partnered with  
and supported our mission  
with gifts of \$1,000 or more.

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- Workforce Development Council of Seattle-King County
- YMCA of Snohomish County





## STUDENT SPOTLIGHT: Tracy

### Goodwill class helped Tracy spread her wings

Tracy is a dedicated and caring mother who was trying to help her two sons navigate health and financial struggles.

She paid their credit card bills and other expenses, which quickly exceeded her income. In an effort to take care of her family, Tracy made a decision that would jeopardize her accounting career and drastically impact the trajectory of her life. She stole money from her employer and was charged with embezzlement.

**continued on next page →**

“When I first got to prison, I felt like I was different from the other women there. Many of them didn’t even have a job before,” Tracy said. “Some of them also didn’t have the support group of family or friends you need to transition back to the community.”

While serving time at Mission Creek Corrections Center for Women, Tracy enrolled in a reintegration program provided by Evergreen Goodwill to help inmates transition into careers after their release. She learned how to update her resume and promote herself with future prospective employers.

“The class helps you learn how to face the hard questions in a job interview and know what to say about your past,” Tracy said. “Goodwill offers the support necessary to succeed.” The advice and training helped her find work when she left Mission Creek. Today, she is the produce manager at Grocery Outlet in Silverdale.

Tracy appreciates the support she’s received from the store’s owners and credits them with seeing beyond her legal troubles.

“They care more about our future than our past,” Tracy said. Her accounting background complements her current job’s demands of managing inventory, planning and pricing. Sales are up and her produce department is one of the most efficient among the chain’s regional locations.

“I’m pretty picky about my produce,” she joked.

The results, though, are no joke. Through Tracy’s efforts, the store sells about 12,000 pounds of produce each week. Another bonus of her current job is being able to spend time with her oldest son. Two years free from addiction, he’s now the store’s frozen-foods manager.

Overall, Tracy feels more confident about handling life’s challenges.

“Things are better than they were, and I wouldn’t change anything about my experience. I didn’t think I had it in me to get through it.”

The support she got from the Evergreen Goodwill program at Mission Creek gave Tracy the confidence to apply for the facility’s butterfly breeding program. Operated through the Oregon Zoo, the program is a coveted opportunity among inmates.

“Being chosen for the butterfly program showed I was trustworthy. It helped me realize this wasn’t the end of my life,” she said.

Tracy praised the Goodwill staff for their help preparing her for life after Mission Creek.

“I tell people, if you need to make a change, go to Goodwill. They have programs to help you, and they really care,” Tracy said. “Everybody has a story, and nobody is better than anyone else.”

## LEARNING & TRAINING OPPORTUNITIES

### ADULT BASIC EDUCATION

- English for Speakers of Other Languages (ESOL)
- Computers
- Re-entry
- High School Completion
- Customer Service & Cashiering

### CAREER EXPLORATION FOR YOUTH

- Youth at Work
- Youth Goes to College
- Youth Pre-Employment Transition Services Program

### SECTOR PATHWAYS

- Youth Maritime Program
- Youth Aerospace Program
- Youth Science, Technology, Engineering, and Mathematics Program (STEM)
- Pre-Apprenticeship Construction Training
- Vocational English for Speakers of Other Languages (VESOL)

### SUPPORT SERVICES

- Employment Services
- Case Management
- Sector Navigation
- Employee Education Services
- Workshops



## Pramuan lends a hand in class

It was a familiar scene inside the Snohomish County Job Training and Education Center in South Everett. Every Wednesday, sitting side-by-side late into the evening, Pramuan and his wife attended class with the same goal of one day being able to permanently call the United States home.

During a lesson on historically significant events in U.S. history, Pramuan was asked to recite questions from a flashcard at the front of the class – “Who wrote the Declaration of Independence?”

Roughly seven years after moving to the United States from Thailand, Pramuan and his wife have been working hard to become U.S. citizens; however, adjusting to life in Washington state hasn’t been the easiest process.

“When I first arrived in America, I had a lot of difficulty living because I listened and spoke [limited] English,” said Pramuan.

That’s until he learned about Goodwill.

“At Everett, I know Goodwill from my Thai friends, which they even studied English and citizenship test preparation,” Pramuan said. “So I applied for citizenship preparation and English here.”

Pramuan first enrolled in Evergreen Goodwill’s English for Speakers of Other Languages Program (ESOL) and later a Citizenship Test Preparation class. Over the course of several months, Pramuan’s English language skills drastically improved, according to one of his instructors, Yinebeb Tessema.

“He is one of my proactive and best students that I have in the class,” Yinebeb said. “He took the initiatives for his learning.”

But for Pramuan and his wife, time spent in class wasn’t only about their own ability to succeed. Table-by-table, they



delegated time to assist others with their learning – creating an ever-present feeling of comradery.

“I love the way that he is just actively involving in each activity in that classroom,” Yinebeb said.

Pramuan said his instructors, like Yinebeb, have been transformative and have helped him reimagine life as he knows it.

“Yinebeb helped me with a lot of things that made my life

“*When I first arrived in America, I had a lot of difficulty living because I listened and spoke [limited] English.*”

better than ever and achieved my goals,” said Pramuan. “[Goodwill] allowed me to learn about myself in living here and a lot of things that I must know.”

As for the future, Pramuan is looking to continue studying hard.

“I want to improve my English that can communicate with the people, and I want to be a citizen here,” Pramuan said. He has also taken a vested interest in spreading the word about the Goodwill mission.

“I want to tell anyone about Goodwill – that Goodwill help people,” Pramuan said.

## Perseverance is Yulia’s formula for success

In the span of two short years, Yulia's life completely changed. She left a familiar home behind in Russia, and not long after arriving in the United States, she found herself in an English class at a library in Seattle’s Beacon Hill neighborhood. There she sat learning a new language, dreaming of building a new life with an entirely new set of goals.

Before leaving Russia, Yulia had never envisioned a path to permanently living in the Seattle area. But once she was here, and gained access to the right support, she recognized the prospects of a brighter future for her and her family that have motivated her to stay.

“I changed my life because I know it’s important for my kids,” Yulia said.

She began setting goals for herself – the foremost being to learn English. That’s also where her Goodwill journey began.

“*[Goodwill] wants to give some help for people who need it, if you want to develop yourself.*”

“[At] Goodwill, a lot of things helped me,” Yulia said. “The first one, [I] took English classes. The next one, I go to the interview, and I want to get the accounting job.”

Yulia enrolled in her first English for Speakers of Other Languages (ESOL) and Work Readiness classes in May 2020. She had a background in accounting in Russia and hoped to pursue that same career path in the United States. Roughly six months after starting classes, she was welcomed to Evergreen Goodwill’s accounting department as a volunteer.

For five months, accounting employees served as on-the-job instructors, teaching Yulia how to use various forms of accounting software, reconcile financial statements and become familiar with common industry vocabulary.



This information would help set her up for success in the next chapter of her educational pursuit.

“I want to get CPA, I want to be CPA,” Yulia said.

Nearly two years after emigrating from Russia, Yulia says she’s a few months shy of receiving an associate degree from North Seattle College.

Speaking candidly about her perseverance, much of her motivation comes from within; however, she thanked her “perfect” accounting team, as well as several instructors who encouraged her to keep going.

One instructor, Scott Rice, proved to be especially influential. “He believed [in] me, and his faith helped me,” Yulia said. “He found tutors that improved my English skills and prepared for my placement tests ... I appreciate him for his support and help.”

She now has a dream of one day being able to give back to Goodwill, simply as a way of showing appreciation to everyone who helped her through her journey.

“They have a mission. They want to give some help for people who need it,” said Yulia. “If you want to get some education, if you want to develop yourself.”

For now, life is busy. Yulia says her kids’ education has taken precedence, but she continues to go to class with the hope of eventually doing a job she loves so profoundly.

“I need to achieve my goals because if you don’t have goals, you cannot achieve anything,” Yulia said. “I never give up. I never give up.”



# Impacts & Outcomes



**266** students received free technology for use in online courses, job searches and personal development. Individual and small-group training sessions helped students learn to use 198 tablets, 68 laptops and 43 internet hotspots.



**210** Goodwill employees received individual help from our Employee Education Services program. Benefits assistance, advising, training materials, money management, stress management and other support was provided on an individual basis.



**175** students enrolled into 22 different community colleges, universities and training programs.



**2.9** million dollars invested in support services for students, provided through direct financial aid and support from other agencies.

## Volunteer Impact

Our volunteers are critical in spreading and expanding Evergreen Goodwill's mission. Across our five-county region, volunteers invest their time, talent and expertise to support our students as they pursue their employment and educational goals. Words cannot describe our sincere appreciation for the selflessness of our volunteers who generously serve across Evergreen Goodwill's FREE Job Training and Education Programs, administrative departments, Board of Directors and in all other facets of the organization.

- **142 volunteers** supported Evergreen Goodwill this past fiscal year
- The collective value of our volunteers' time: **\$89,665**
- Our volunteers spent a total of **2,657 hours**

## Student Demographics

**58%** Female

**\$14,124** Average household income

**71%** Living below the federal poverty line upon arrival

**42** Average age

**27%** Report having one or more disabilities

**70%** of students identify as Black, Indigenous and People of Color

**3** Average household size

**13%** Unhoused upon arrival

**70%** of students are unemployed and looking to gain jobs



“Evergreen Goodwill ensures access to tools and resources to those needing it most so that they can reach levels that were thought of as impossible or unattainable.

Our mission lines up so well with my family legacy and our values, which are rooted in service to others and to the community...it is simply part of our family's DNA to help others succeed.

I find it both humbling and heartwarming to see the impact Goodwill has on the community and know that our intentional board work and fundraising efforts immediately translate into job training support and other avenues that better the lives of those in our community.

Each testimony and celebration of individual success motivates me to build more awareness of Evergreen Goodwill and discover and create ways to build support with potential supporters.”

**Jacquelyn Howard**

Former Vice President, Direct Sourcing – Starbucks Global Supply Chain and Evergreen Goodwill Board Member



# FINANCIAL INFORMATION

Evergreen Goodwill of Northwest Washington is a 501(c)(3) nonprofit organization committed to job training and education. In achieving our mission to reduce barriers to opportunity, we positively impact our community in many ways that go beyond dollars and cents. Our charitable model is unique, and we generate much of our revenue for our job training and education mission through our thrift stores. Last year, we put \$99.5 million of that revenue back into operating our stores and warehouses, compensating our team of employees and maintaining the infrastructure needed to keep 36,000 reusable items out of landfills every day. Charitable donations from corporations, foundations, government entities and individuals are essential to the delivery and expansion of our free job training and education programs.

## REVENUE

Retail Operations	\$109,527,803
Contributions	\$3,551,671
Other	\$8,979,959

**Total Revenue** **\$122,059,433**

## EXPENSES

Free Job Training & Education	\$8,229,370
Retail Operations	\$99,547,054
Fundraising	\$192,296
Management & General	\$6,220,170


**Total Expenses** **\$114,188,890**

**Net** **\$7,870,543**

## SPENDING BREAKDOWN

Percent of expenses to support retail and mission programs and services	94.4%
Percent of expenses to support management and fundraising	5.6%
	<b>100%</b>

We strive to make efficient use of the resources our community entrusts in us. If you have any questions regarding this financial report or the impact of our free Job Training and Education programs in our region, you may visit [www.evergreengoodwill.org](http://www.evergreengoodwill.org) and review our 990.

**OUR MISSION**  **To provide quality, effective employment training and basic education to low-income individuals experiencing significant barriers to economic opportunity. Because jobs change lives.**



## Executive Committee

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HomeStreet Bank

**Dave Wright**  
City of Seattle

# Sustainability in Our Community

Evergreen Goodwill takes pride in being a good steward of the generous donations we receive from community members. Goodwill uses donations in a way that creates better futures for our students, communities and our environment. Whether you're a Goodwill shopper or donor, you are extending the life of household items and keeping them out of landfills.

## In 2021:



We kept **76,685,537 pounds (38,343 tons)** of trash out of landfills.




**98.26 million pounds (49,130 tons)** of donations were made at Evergreen Goodwill locations.



Evergreen Goodwill collected **12.43% of all E-waste** in the state of Washington.



Shoppers at our **24 stores** and multiple online storefronts help us continue our sustainability efforts.

 Our belief in sustainable practices even extends to our administration building. Built in 2013, it is LEED (Leadership in Energy and Environmental Design) Gold Certified. A rain garden, reclaimed materials, natural lighting and other features reduce our ecological footprint.

## Keone helps others find paths to opportunities

Standing in front of a new Ford pickup truck, stamped with an insignia for the company he manages, Keone posed with a glowing smile. The sun was shining that day in Seattle, but that wasn't the only thing illuminating the expression on his face – but the feeling of “how good life can be” provided a special spark for Keone.

Keone's story is one of success and perseverance, two things he is, in part, thankful to Evergreen Goodwill for helping shape in his life.

“Thank God Goodwill has programs at Monroe Correctional Complex,” Keone said. “I met Susan Allen ... and she was teaching the job readiness class. I was five-and-a-half years removed from society, so I didn't really know what to expect.”

Keone was a part of Evergreen Goodwill's reintegration program, which teaches individuals who are incarcerated how to prepare to return to the workforce. The program can help students build a range of skills, like drafting cover letters, creating resumes and filling out job applications.

“Having that tool to transition before I got out was a key component to what we were doing when I got out,” said Keone. “I was like, cover letter, resume – got it.”

Those skills helped him land the position he's in today, working as a sales manager for Northwest Barricade & Signs. His position was hardly afforded to him. Keone described his intense dedication to his career and how he's worked hard, especially through challenges created by the pandemic – all while trying to be present with his family.

“It hasn't been easy, it's been hard,” Keone said. “You know, trying to raise a child and grow a business at the same time is a very difficult job.”

Keone says he's in a good spot right now, though, and “life is good.” He's now looking to give other people overcoming adverse situations and experiences a chance. He said he's handed out his business card at just about every Evergreen Goodwill Job Training and Education Center across the North



Puget Sound region, hoping to give someone else “a shot.” “I'm trying to give someone the same opportunity that I have, that's my goal,” said Keone. “When you're giving to Goodwill, you guys have programs and things setup, in place, that are trying to help people come off the street, grow, build, and that's what I'm doing, essentially, but I'm just trying to help them flag.”

Free time is scarce, and when he isn't spending time with his family, Keone said he's always looking for opportunities to give back to the community – especially to the organization that helped transform his life.

“I actually started getting more out of Goodwill once I got out, and I started speaking, helping and giving back,” said Keone. “You know, my wife or my son, they're impacted by the stuff [Goodwill] did, and they didn't even know who you guys were or go through your classes.”

He has a similar message to others willing to make the selfless decision to volunteer their time to help people imaging a brighter future that transcends incarceration.

“When you're incarcerated, there's not a lot of people that come in there and they want to help, and to say, ‘Hey, I'll help you write a cover letter,’” Keone said. “It just takes somebody to care, somebody to try, somebody to do what Goodwill is doing.”

Keone also had these words of encouragement for anyone considering giving up on their dream.

“You've got to get there, you've got to stay there, you've got to do the hard stuff,” Keone said. “Whatever goal or mission that whatever student's on – show up, there's no substitute for dedication.”

# Meet Joseph

Evergreen Goodwill Employee, Ballard

## ‘Daily victories’ guided Joseph to Goodwill management role

Every Goodwill employee has a story behind their experience working for the organization, and many might agree that working at Goodwill is much more than just a job. But for some, it's also given them a second chance on life.

Joseph, a material handling supervisor at Evergreen Goodwill's Ballard location, pointed to a photo of his daughter resting on a window sill as he recalled his struggle with addiction – something he's battled tirelessly to overcome.

“She got taken away from me by CPS about six years ago,” Joseph said. “So, when I came here, I was in a very dark place.”

Joseph has since reached sobriety, being in recovery for the past five years. During his time working at Goodwill, Joseph linked arms with the organization's network of support to not only further his education but also apply for grants to pay for things like rent, clothes and furniture – all helping him to reunite with his daughter.

“This company has helped me get into an apartment, and then helped me learn how to be a material handler, to a material handler lead, to a material handler supervisor,” Joseph said.

Joseph first worked at Goodwill several years ago at a location in Wenatchee. Working there for less than a year, he described his experience in that short time as one that resonated with him.

Flash-forwarding to 2017, he found himself applying for work at Goodwill once again, landing a job as a material handler in Edmonds. Joseph said the experience not only gave him the chance to start building a new life for himself, but also establish a group of colleagues that have become a second family.

“They've seen me go through a lot. I've lost my parents



[while working] here, they helped me through my recovery, helped me get my kid back. I mean, yeah, it's a family here,” said Joseph. “And now, I have transferred to Ballard to make my family bigger.”

Goodwill is also where a budding relationship between Joseph and now wife took form.

“Goodwill's the reason why I got married,” Joseph said. “You know, I found my love here, too.”

As he worked toward his professional goals, Joseph took Goodwill management training classes to help him develop his career.

“The programs, the job training programs ... It's a good stepping stone for a lot of young people, middle-aged people, people that are trying to get back on their feet,” said Joseph.

But for people willing to put in the time and tenacity to drive forward their career, Joseph said the opportunities available at Goodwill are seemingly endless, and he challenged others with the organization to not be afraid to speak up.

“You can grow in management, you can grow into retail, you can grow into marketing, you can go to new goods, anything's possible. All you literally have to do here is ask,” Joseph said. “Always take that chance, don't be scared – the Goodwill will not let you fail.”

Joseph is now looking to continue furthering his career at Goodwill and hopes to one day run a warehouse, managing donations.

“I take every day [as a] new challenge, and every day is a new victory,” Joseph said. “I could have chosen any other job, but I chose this job, and honestly this job chose me.”



INDIVIDUALS

Gifts totaling \$1,000 or more

Ann Albertson  
Wendy and Mark Alexander  
Ardyth and Ralph Alexander  
Chap and Eve Alvord  
Gina Anable  
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LEGACY CIRCLE

Individuals who name Evergreen Goodwill in their wills

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James and Marlene Fletcher  
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Catherine Gibson and Aleksei Krasnokutsky  
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Libby Johnson McKee  
Michael Jurich and Rolando Valdepeñas  
Candy Lee and Rocke Koreis  
Catherine and Barry McConnell  
Scott Missall and Kathryn Strobl-Missall  
Eileen Pratt

VOLUNTEERS

25+ hours of service from July 2020 - June 2021

Emerald Adducul  
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Erik Arnold  
Fay Barnett  
Susan Bloch  
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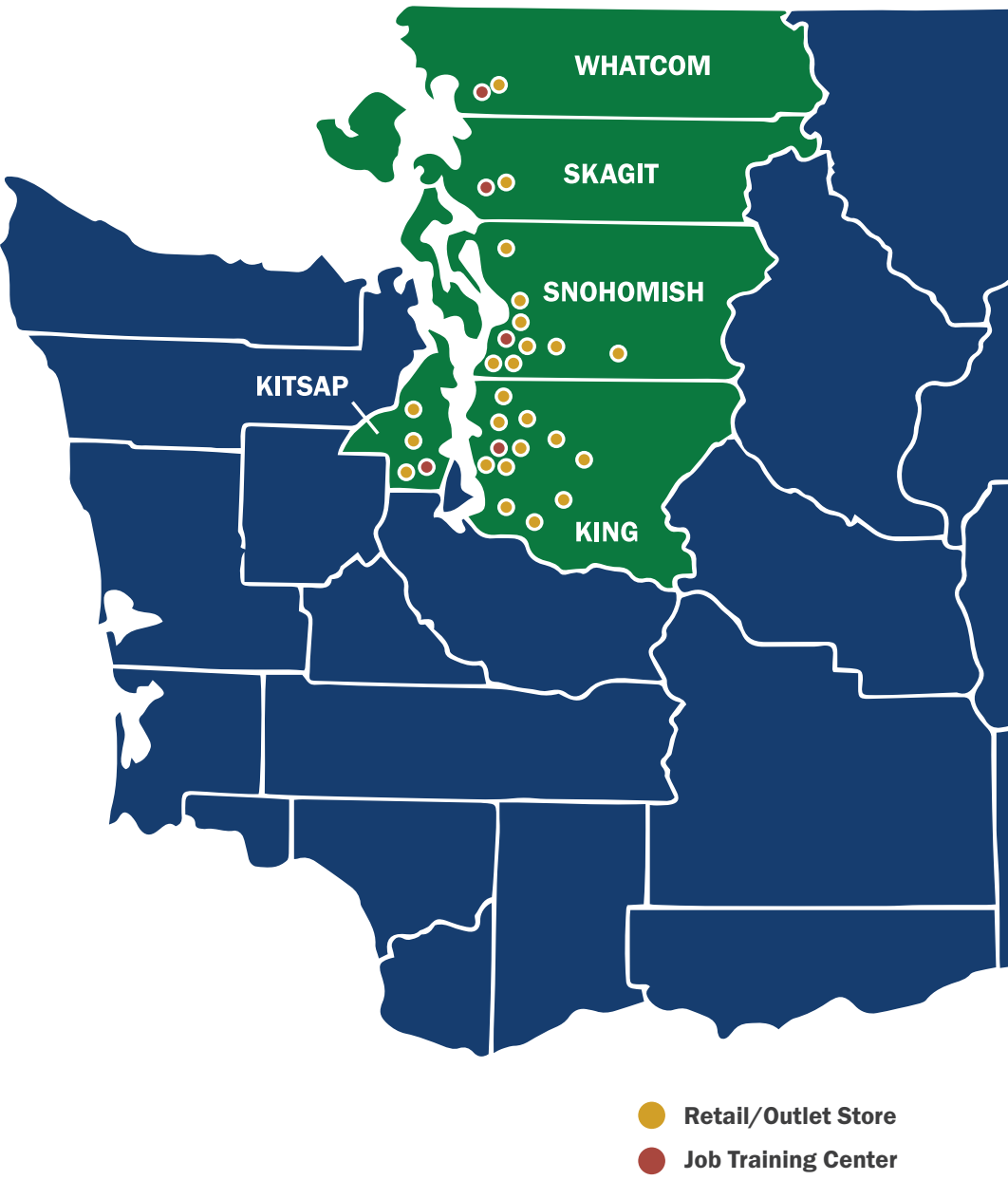
Every effort was made to compile an accurate list of supporters and donors between June 30, 2020 - June 30, 2021.

However, if you think there are discrepancies in this list, please contact Francie Mylet, Philanthropy Manager, Annual Fund, at: [frances.mylet@evergreengoodwill.org](mailto:frances.mylet@evergreengoodwill.org).

For a complete list of supporters, visit [evergreengoodwill.org](http://evergreengoodwill.org).

We operate 24 stores, multiple online storefronts and employ over 2,000 people.

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● Retail/Outlet Store  
● Job Training Center





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