

*Wish Big*

Last year Goodwill helped more New Mexicans take the first step toward financial independence and a better quality of life than at any time in our 67 year history! One by one, we placed 706 persons in new jobs and helped them make a success of it by following up with support services. Our staff made every day count by providing an array of trainings, referrals and other services to 6,843 persons at eleven retail locations across the state.



Like all businesses, we keep a sharp eye on our bottom line. We made changes last year to our business structure which included instituting a new recycling initiative, restructuring senior staff positions and streamlining our processes across all departments for maximum efficiency so we could begin 2009 with a secure foundation and strong focus on mission services.

In March of 2008, the Second Annual Edgar Awards in Human Services recognized eleven outstanding individuals for their remarkable service to others. This dazzling event was held at the Embassy Suites to accommodate the growing numbers of guests who gathered for "A Celebration of Good Will." In April, John G. Conklan, Jr., joined our staff as its new President and CEO, and shortly after, the ribbon was cut on a new training center and retail store in Farmington.

In addition we continued to establish Career Centers in Albuquerque, Gallup, Clovis, Roswell and Farmington with the ultimate goal of providing communication technology, a resource library and support services for job seekers and those who seek advancement.



Within the pages of this report you will learn of three individuals in three communities who transformed their lives through work, with a little help from Goodwill. While their circumstances differ, they all seek the same joy, dignity and sense of belonging that comes only with employment. They took the steps to change their lives and strengthen their communities, and we applaud them.

With gratitude and good will,

Stephen Ingram, Board Chair

John G. Conklan Jr., President and CEO



Goodwill Industries of New Mexico is grateful to the following funders for their generous support and for allowing us to Wish Big!

Bank of Albuquerque for Albuquerque Workforce Development Program

Bank of America Foundation for Gallup Workforce Development Program

Boeing Company for Albuquerque Workforce Development Program

Daniels Fund for Pathways to Self-Sufficiency Program

Department of Labor Senior Community Service Employment Program for Senior Workforce Development in 27 New Mexico counties

GE Aircraft Engine Plant Good Neighbors Fund for Albuquerque Workforce Development Program

Hubbard Broadcasting Foundation for Workforce Development Program, in memory of Jerry Danziger

HUD/City of Rio Rancho for Rio Rancho Workforce Development Program

HUD/Continuum of Care for Pathways to Home Program

New Mexico Mortgage Finance Authority for Pathways to Self-Sufficiency Program

PNM Reduce Your Use for Facility Upgrades

Lockheed Martin/Sandia National Laboratories for Albuquerque Workforce Development Program

United Way of Central New Mexico for Pathways to Self-Sufficiency Program

United Way of Central New Mexico Technology Assistance Fund for Rio Rancho Workforce Development Program

Yates Petroleum Corporation for Roswell Workforce Development Program

Goodwill's retail stores are our primary funding source. Revenues generated are reinvested into programs that put people to work, helping them to realize their dreams by achieving independence, regaining their dignity and finding their strengths. With the addition of a new retail store in Farmington in 2008, we are able to continue to reach new communities with services that fulfill our mission and an ever-changing stock of merchandise that is unique and affordable.

Number of People Who Donated Items in 2008: 295,656

Number of People Who Shopped in Our Retail Stores in 2008: 741,765

Total Retail Operations Revenue in 2008: \$9,390,209

### **Rio Rancho**

2003 Southern SE, Ste. 113A  
Rio Rancho, NM 87124  
505-892-0215

### **San Mateo**

5000 San Mateo Blvd. NE  
Albuquerque NM, 87109  
505-881-6612

### **Rio Bravo**

3211 Coors Blvd. SW, Ste. E  
Albuquerque, NM 87121  
505-877-4910

### **Clearance Corner**

5000 San Mateo Blvd. NE  
Albuquerque NM, 87109  
505-881-6566

### **Roswell**

2601 North Main Street  
Roswell, NM 88201  
575-622-5500

### **Coors**

6636 Caminito Coors NW  
Albuquerque, NM 87120  
505-899-9790

### **Clovis**

2005 N. Prince Street  
Clovis, NM 88101  
505-762-7995

### **Santa Fe**

3060 Cerrillos Rd.  
Santa Fe, NM 87501  
505-424-9726

### **Farmington**

1861 Hutton Rd.  
Farmington, NM 87402  
505-326-6203

### **Gallup**

1820 E. Highway 66  
Gallup, NM 87301  
505-863-4549

### **E-Commerce**

[www.shopgoodwill.com](http://www.shopgoodwill.com)

### **Juan Tabo**

1108 Juan Tabo Blvd. NE  
Albuquerque, NM 87112  
505-298-2800

Former union stage hand and family man, Pedro went to jail over a quarrel with his roommate; the charge was disobeying a police officer by returning to his apartment. While Pedro was incarcerated, he lost his job and his roommate sold all his possessions, rendering him homeless on release from jail. His union card had been suspended so he could not return to his regular line of work and he had no luck finding other work. He stayed in a motel until he ran out of money, then began living at a park. He learned that sleeping on plywood discourages the ants. He was living under “a nice, shady tree by the freeway” when someone at his church told him about Goodwill’s job services.

His Goodwill job developer began working with him on finding a job. She gave him bus passes, interview clothing and money for a bicycle to get to work. Finally, a position came up for a forklift operator at Goodwill, and Pedro was hired in May 2008. Today he is lead bailer and forklift operator, training other employees. With Goodwill’s help, he was able to move into an apartment. He is paying back child support and saving to pay back dues in order to reinstate his union card.

When he speaks of his Job Developer, Pedro smiles and says, “She’s great. She gave me the encouragement I needed to get back on my feet again. She’s persistent, too. I was at a point where I said, ‘Forget it, I give up,’ and she opened my eyes to the fact that I was qualified and had just hit a rough stretch of road. Then she gave me the tools I needed to do it myself.”



Weary of near homelessness, Annie went to a state-run employment office in Moriarty every day for a month looking for work. Then one day she encountered a Goodwill Job Developer there and they struck up a conversation. The Job Developer told her about Goodwill's Senior Community Service Employment Program (SCSEP) and its supported job opportunities for persons over 55.

Annie began to cry with relief. She is over 55 and knew there was a place in SCSEP for her, somehow. She had come a long way, working in farming, selling produce in open markets in Santa Fe and around Moriarty. She also trained horses, milked cows and worked in a greenhouse, which closed after five years. In 2008, she found herself near homeless.

The Job Developer scheduled a meeting for her intake process, and before long Annie was placed as a trainee processing material donations at the Bethel Community Storehouse in Moriarty. In SCSEP, persons

are placed temporarily as trainees until

employment is possible. Annie had been

training at Bethel just two weeks when

they decided to hire her permanently

because they were very pleased with the quality of her work and her team

spirit. "She goes above and beyond

her job duties – we are very happy

to have her as an employee,"

reported her supervisor.

Annie's plans for the future?

"I'm going to work here until

I'm too old to do it. This is

one of the best jobs I've

ever had because it makes

me glad that I'm doing

something worthwhile." She's

especially grateful for this particular

job because she gets to go outside a

lot, and because Bethel Community

Storehouse is operated by a church

mission. "I'm very spiritual and this

is as close to mission work as I can

be," she says with a smile.



Bryan is an affable young man with an engaging smile and an appreciation for the good things in life, such as movies. He also happens to have a variety of challenges, including Asperger Syndrome. One of his favorite things is watching movies, so when it was time to join the workforce, Bryan decided he wanted to work in a movie theater. With his father's help, he found a part time job as an Usher at the Regal Theater in Santa Fe. Given Bryan's outgoing nature, it was no surprise that he's really good at customer service. His favorite thing about working at the movie theater is helping out in the concession stand.

When Regal cut employee hours, the New Mexico Developmental Disability Support Division referred Bryan to Goodwill, where a Job Developer helped him find a second part time job as a Clerk at CVS Pharmacy. As a clerk, he stocks shelves, straightens shelves and provides customer service. Customers at CVS can always count on Bryan to help them find things. "When I help people find stuff, they're nice," he says.

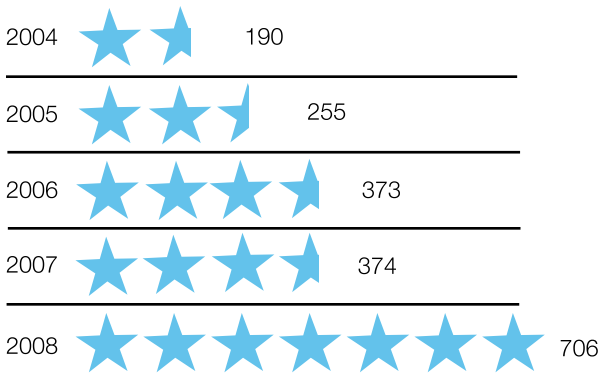
He also helps with "capping" liquor bottles with anti-theft devices. When working the shelves, he also gets a kick out of "facing" the merchandise, which means moving the older dated items toward the front so people can buy those first. Bryan's father, Jack, reports that Bryan also can't resist facing merchandise at the grocery store when they go shopping.

With the support of his family and Goodwill staff, Bryan is enjoying his vocational goal and is also able to watch free movies any time, compliments of the Regal Theater.



Twenty-six programs and services are offered through our Workforce Development Division in 27 counties in the state of New Mexico. Each person we serve is encouraged to wish big and given the support necessary so they can reach their full potential. Because of quality programs, and the passion and dedication of our staff, we are able to help individuals realize their dreams.

**Number of Persons Placed in Competitive Employment: 706**



*Mission*

To provide skill development and work opportunities for people with barriers to employment.

*Vision*

New Mexicans will have the opportunity to be self-sufficient and improve their lives through Goodwill services and partnerships.

**Total Persons Served by Goodwill Industries of New Mexico: 6,843**

★★★★	391	Albuquerque Job Development
★★	171	Rio Rancho Job Development
★	73	Gallup Job Development
★★	172	Rio Bravo Job Development
★	121	Santa Fe Job Development
★	76	Roswell Job Development
★★★★	260	Clovis Job Development
★★★★★★★★★★★★	(964)	Persons Served in more than one program
★★★★★★★★★★	740	Case Management
✓	21	Supported Employment
★	51	Transitional Opportunity Program
★	113	Vocational Evaluation/Situational Assessment
★★★★✓	424	Pathways to Self-Sufficiency/Pathways to Homes
★★★★★★★★★★★★	912	Post Placement Services
★★★★✓	355	Senior Community Service Employment Program
★★★	281	Direct Service to Employers
★	94	Education and Training
★★★★★★✓	613	Career Centers
★★★	2939	Service Referrals

★ = 1000  
★ = 100



## Revenue

\$ 9,390,209	<b>Retail Operations</b>	65%
\$ 1,002,416	<b>Service Fees &amp; Training</b>	7%
\$ 1,350,814	<b>Salvage</b>	9%
\$ 2,087,770	<b>Grants</b>	14%
\$ 790,127	<b>Contributions &amp; Miscellaneous</b>	5%
\$14,621,336	<b>Total</b>	100%

## Expenses

\$ 8,829,614	<b>Salary, Benefits, Payroll Taxes</b>	60%
\$ 989,275	<b>Supplies</b>	7%
\$ 1,519,472	<b>Occupancy</b>	10%
\$ 619,465	<b>Capital Expenditures</b>	4%
\$ 1,840,532	<b>Miscellaneous (printing, travel, etc.)</b>	13%
\$ 822,978	<b>Depreciation</b>	6%
\$14,621,336	<b>Total</b>	100%

\*Figures listed are un-audited

- Goodwill Industries of New Mexico applies **88 cents of every dollar** spent on programs and services.
- Goodwill Industries of New Mexico helped protect the environment by keeping **9,648,671 pounds of materials** out of our communities' landfills.
- Goodwill Industries of New Mexico **served 6,843 and placed 706 individuals** into competitive community employment.
- Goodwill Industries of New Mexico **worked with more than 400 employer partners** who provided employment opportunities.
- The projected annual earnings by **individuals placed into competitive community employment: \$9,586,237.**
- **Training and employment opportunities were provided** to individuals with barriers to employment at all eleven retail locations and E-Commerce.
- Goodwill Industries of New Mexico **provided free services to 613 individuals** through its Career Centers.
- Goodwill Industries of New Mexico **expanded its Senior Community Service Employment program from 22 counties to 27 counties** in New Mexico.

Thank you to our generous donors for your continued support and commitment to our mission and the communities in which we all live.

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**And to the hundreds of  
thousands of donors who  
give cars, clothing and  
household goods to our stores.**

Thank you to the following employer partners who have helped transform the lives of Goodwill's clients by providing them with employment, learning and advancement opportunities.

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ARCA  
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Banda Sin Nombre  
Beacon of Light  
Beehive Homes  
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Big Lots  
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Maria Prindle, Director of Retail Stores  
Ricky Sanchez, Director of Facility Logistics  
Roberta Velasquez, Director of Finance



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