

Goodwill of the San Francisco Bay Bay HERCULES CUP

Kim Ryder

President Real Estate, Development and Government Relations



Goodwill Partners: GCNA and GSFB



September 2024

Goodwill of Central and Northern Arizona (GCNA) and Goodwill of the San Francisco Bay (GSFB) join together in partnership.

GCNA's operational expertise merged with GSFB's continued dedication to the community - strengthen the impact made locally through our stores and mission services.



2025

GSFB experiences operation updates, with store and donation center adjustments enacted to ensure ongoing operations.



2026 - April

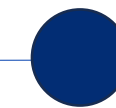
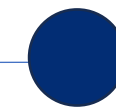
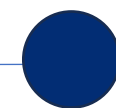
Debut of the new Goodwill store experience in Fairfield. Location opens to a record-setting number of shoppers.



2026 - June

Pittsburg store and donation center is relocated and reopens to a shopper volume that surpasses Fairfield records.

[KRON4 at the Pittsburg Grand Opening](#)



The Goodwill Experience

Goodwill provides customers and donors with a consistent, modern, and welcoming retail experience across our locations. Each location is designed to be clean, professional, and inviting, ensuring a seamless shopping and donating experience.

The resale industry is a multi-billion-dollar industry, one of the fastest-growing segments of retail. Average thrift store transactions have doubled over the last three years, per capita.

- Goodwill is a highly regarded nonprofit, with 77% of respondents saying they have a positive impression of Goodwill
- 87% of respondents shop at least one of Goodwill's convenient locations
- 84% of individuals surveyed were familiar with Goodwill



Goodwill "Good Neighbor" Policies



NEW ITEMS EVERY DAY: Items donated by Sunday are on the retail floor by Tuesday. We put approximately 7,000 new items onto the retail floor in every store, every day.

DONATION LOCATION MANAGEMENT: Donations are only accepted during store hours in the designated donation area and brought into the building immediately.

ILLEGAL DUMPING REPORTS: If overnight, illegal dumping takes place, team members remove items prior to the location opening for business.

SHOPPING CENTER SECURITY BENEFITS: We are security-conscious, and all Goodwill locations have 24-hour security cameras monitored by a member of our asset protection team. The presence of our cameras provides additional security throughout the entire center, a benefit for surrounding businesses.

The New Goodwill – A Peek at the Interior



Goodwill's Donation Processes Processes

The New Goodwill – Our Donation Process



**DONATION ACCEPTED
9 AM – 9 PM DAILY**



**DONATION DRIVE UP
AND DROP OFF**



**DONATION ATTENDANT
PRESENT AND READY TO
ACCEPT DONATIONS**

DONATIONS ARE NEVER PERMITTED TO BE LEFT UNATTENDED OR DROPPED OFF BEFORE/AFTER STORE HOURS

Donation Signage



The New Goodwill – Our Donation Process



The New Goodwill – Fairfield



The New Goodwill – Pittsburg

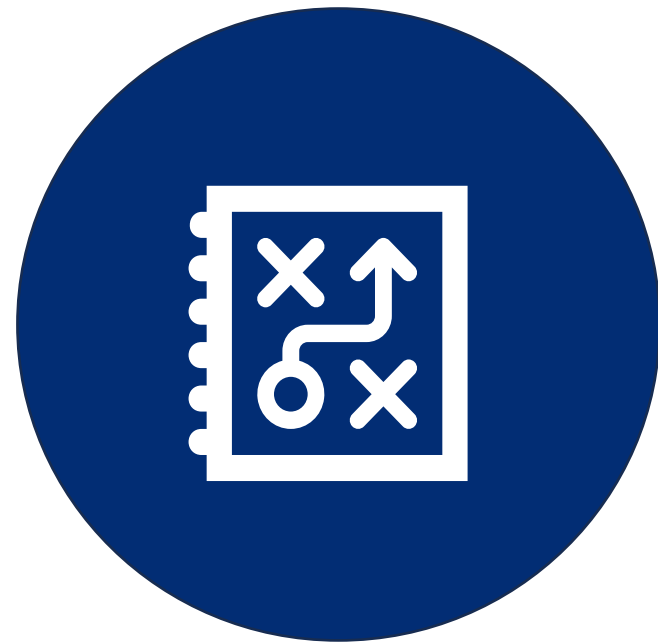


Goodwill's Mission in Action



Goodwill's Mission Programs

Goodwill of the San Francisco Bay is a 501(c)(3) dedicated to transforming lives and ending poverty through the power of work across San Francisco Bay. For more than a century, Goodwill SF Bay has supported Bay Area communities through its network of thrift retail stores and donation centers, as well as its no-cost career, training, wellness services, and sustainability efforts.



CAREER & VETERAN SERVICES

In-person career center, career coaching, skills training, and employment services.



WELLNESS SERVICES

Mental health support, life skills-based workshops, and support groups.



RE-ENTRY SUPPORT SERVICES

Paths to employment, substance and mental health support, career coaching, and development planning.

2025 Community Impact



SERVICES PROVIDED:

21,805



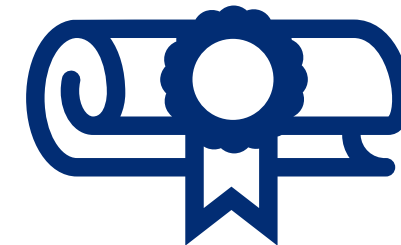
TRAINING COURSES TAKEN:

465



EMPLOYMENT PLACEMENTS:

816



CREDENTIALS EARNED:

78

Goodwill's Impact: Making Careers

Tamy, Goodwill District Manager – Paying It Forward

From joining as a part of a Welfare-to-Work partnership, Tamy started as a cashier and has worked across the store in roles including Donation Attendant and through store management roles. A 17-year veteran of Goodwill who rebuilt her life thanks to her steady employment at Goodwill, Tamy now leads nine Bay Area locations.

“To see somebody develop and grow from nothing and move on to a career is the best feeling in the world,” Tamy says. “Knowing you were part of helping develop and encourage that person. That is everything.”



Ivonne, Goodwill District Manager – Exemplifying Leadership

Recently relocated to the Bay Area, Ivonne brings 12-plus years of Goodwill experience. Having worked her way up through store management, Ivonne brings her experience in leadership to her teams through development and coaching, helping others find their own career paths at Goodwill.

“A lot of people have a misconception that you can’t have a career at Goodwill,” Ivonne says. “In reality, it can be a really good career where you can learn and achieve a lot.”

APPENDIX: Goodwill Mission Program Flyers

DIGITAL ESSENTIALS

FREE BEGINNER CLASSES FOR ADULTS



Learn the basics of navigating a computer, email, and the internet

WORKSHOP INCLUDES:

- Computer Basics
- Internet Basics
- Emailing
- Windows and Mac Operating Systems
- Microsoft Word, Excel, PowerPoint
- Google Docs

HOW TO ENROLL:



Visit the link below or scan the QR code to sign up

<https://calendly.com/sfgoodwill-orientation/appointment?month=2024-12>

WHEN:

Held once a month
Monday - Friday
10 am - 4 pm

WHERE:

 **Goodwill Comprehensive Job Center**
750 Post Street,
San Francisco, CA

QUESTIONS?

Email Training at
training@sfgoodwill.org

Goodwill Comprehensive Job Center
Workshops & Training Programs

www.sfgoodwill.org | 510-698-7200



Build confidence, gain skills, and achieve your career goals with us!

Pathways to Employment

Job Readiness Program

Participants who successfully complete will receive a **\$100 gift card**

Includes:

- Resume Building
- Mock Interviews
- Mastering Communication
- Customer Service Mindset
- Personal Branding
- Decision Making
- Conflict Resolution

When:

Monday - Friday
9am - 1pm

Where:

Goodwill Concord
3495 Clayton Rd.
Concord, CA
(El Monte Shopping Center)

How to enroll:

To enroll, please contact Career Services at **415-575-4570** or send an email to training@sfgoodwill.org

Goodwill Comprehensive Job Center
Workshops & Training Programs
www.sfgoodwill.org



VETS | Veterans Employment, Training, & Services



CALLING ALL VETERANS.

Serving Those Who Served And Their Spouses

Goodwill's VETS Program offers training opportunities and job placement resources to veterans and spouses throughout San Francisco Bay Area.

Career Preparation Assistance

- One-on-one coaching
- Job connections (full-time/part-time)

Training Opportunities

- Vocational apprenticeships
- Technology/digital skill building

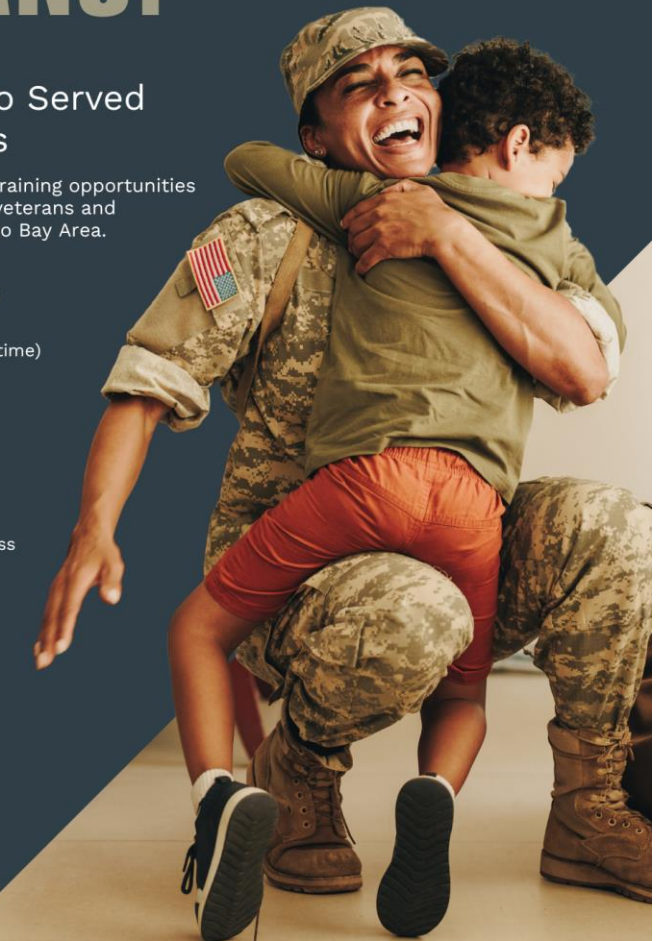
Supportive Services

- Personal computer and wifi access
- Work clothes and required tools
- Transportation assistance

For more information
contact our team at
Veterans@sfgoodwill.org



First Step:
Attend Orientation
Scan to learn more



Thank You!

Kim Ryder

Contact Cell: (602) 460-0743

Kim.ryder@thriveRe.com

