

REDF

An investment that works.

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Goodwill of Silicon Valley

www.goodwillsv.org | Silicon Valley, CA

At a Glance

Mission

Goodwill of Silicon Valley's (GWSV) mission is to support its employees, its customers, and those with challenging barriers to employment; to raise their standard of living; and to improve their lives through its services and social enterprises. Through the power of work, GWSV generates revenue and re-invests into the community using programs that give people the tools to live independent lives.

Social Enterprise

GWSV's social enterprises include **18** retail stores, an online store, an extensive reuse/recycling operation, car detailing (**Clean Wheels**), and a contract services division (**GoodSource**).

Track Record

The revenues generated from GWSV's social enterprises, combined with grant and donation support, fund the Institute for Career Development (ICD), the heart of the organization. ICD provides employment services to over **10,000** adults and youth annually.

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Portfolio Partner Profile



Founded: 1928

Location: Silicon Valley, CA

Social Enterprises: 18 retail stores, e-commerce store, recycling, contract manufacturing (GoodSource), and car detailing (Clean Wheels)

Target Population: People who face barriers to employment including histories of homelessness, incarceration, and substance abuse

Joined REDF Portfolio: 2013

People Employed: Over 10,000 adults and youth annually

REDF Investment & Advisory Services

REDF has invested over **\$875,000** in GWSV since 2013 to spur business growth and improve program participant outcomes. Our work has helped GWSV strengthen and grow its social enterprises, increase the number of jobs created, and improve more people's lives.

Highlights of this partnership include:

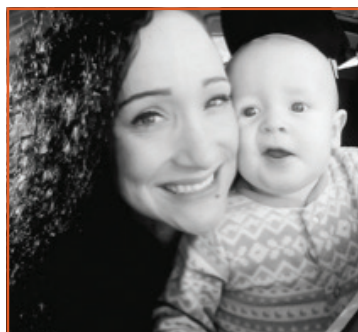
- Employed 152 people in the 2016 calendar year through their multiple social enterprises and business lines, marking a significant increase since GWSV first joined REDF's portfolio;
- Launched mobile car detailing van that enables Clean Wheels to cater to customers in a variety of locations. Clean Wheels recently started working at Facebook's corporate campus, with their services booked solid weeks in advance;
- Developed marketing materials for Clean Wheels, highlighting the impact of work for program participants. Clean Wheels now generates close to \$25k in earned revenue per month and employs upwards of 20 people per year;
- Invested in and grew mattress recycling social enterprise, which is on track to process over 75,000 mattresses a year; and
- Launched Retail Academy that builds career and wage growth for participants through partnerships with local hospitality and retail stores.

An Investment That Works



Personal Success Story

Paying it Forward



Katelyn came from a family that struggled with addiction. She grew up in foster care and managed to begin her adult life with all the traditional trappings: she got married, worked, had a child, bought a house. But addiction followed her. She lost custody of her daughter. Lost her job, her husband, and her home. She ended up living in a park, begging for money to feed her addiction. But with the help of GWSV, Katelyn turned her life around. She became a counselor at a social enterprise that works with foster children. She got married—and last year, had a baby and decided to become a full-time mom. Katelyn still stays connected to foster youth through volunteering, and she and her husband intend to become foster parents once their son is older. “I am living proof of the potential of a social enterprise to transform a life. One day, I hope to start my own social enterprise.”



We've hired four people from GWSV's program in the last 6 months, and I have been thrilled with all of them. They are all great workers, eager to do a good job, and are a positive influence on morale. I think the biggest asset they bring is their attitude. They are genuinely happy to be working.

— Greg Irby, CEO Central Equipment Service