



# annual report 2023

Employment

Education

Life Enrichment



TRANSFORMING LIVES THROUGH OPPORTUNITIES



**1,153**  
People Served  
Through Employment



**42**  
Employment Program  
Centers



**\$22+/hr**  
In Entry-Level Wage  
& Benefits Package

**Employment Opportunities**



During 2023, Goodwill Industries of Eastern North Carolina, Inc. (GIENC®), continued its focus of providing transformational employment, educational, and life enrichment programming across 51 counties within the greater Triangle, Sandhills, and coastal plains. With the creation of our Cultural Immersion program, deployment of STEAM educational resources, and launch of GIENC Feeds, our commitment to serving others where they are serves as a reminder of the call to action by Reverend Edgar J. Helms, who founded Goodwill in the early 1900s, “Friends of Goodwill, be dissatisfied with your work until every person in your community has an opportunity to develop to his fullest usefulness and enjoy a maximum of abundant living.”



**Employment Services**

At GIENC®, we believe that there is dignity in work. By providing a setting for personal and professional growth, the exploration of new ideas, and service to others, opportunities for employment directly improve lives in our community. GIENC is proud of its ability to provide stable, engaging, and transformative employment opportunities in 51 Eastern North Carolina counties.

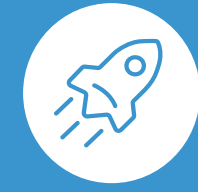
**Serving 19**  
Eastern North  
Carolina Counties



**Competitive Employment**

GIENC® is proud to offer a compensation package for all employees, paying a minimum of \$22 per hour in wages and benefits. Employees are also offered opportunities for professional development and advancement at all levels.

**\$19.7 Million**  
**TOTAL PAID**  
IN ANNUAL WAGES



**The Power of Work**

*“Goodwill understands the importance of providing a stable and good paying job. I donate and shop here to make a difference in the community and support an organization that supports so many others.”*

– Marcus G., Shopper & Donor

**4,234**  
**HOURS OF**  
Professional  
Development



# Spotlight



## CULTURAL IMMERSION EMPLOYMENT SPOTLIGHT:

### Liudmyla Chaban

GIENC® established the Cultural Immersion Program in April 2023 to provide a welcoming community environment and opportunities for refugees from around the world. The Cultural Immersion Program is a transformative experience designed to provide participants with a deep and authentic understanding of diverse cultures from around the world. Through immersive work and meaningful interactions, participants gain valuable insights, broaden their perspectives, and foster a greater appreciation for cultural diversity.

**Liudmyla Chaban** is from Ukraine and was the first Cultural Immersion employee through the program, starting first as a part-time Production Team member at the Roxboro Road facility prior to being promoted to a full-time Production Team member at the Ravenstone facility in Durham. Liudmyla Chaban enjoys the employment opportunities GIENC has provided, including the ability to learn and improve her English language skills in a welcoming and comfortable environment. She is most proud of getting used to her new life in the United States upon resettlement from Ukraine. Goodwill has impacted her life in many positive ways, but Liudmyla remarked that the GIENC employee health and dental benefits have been incredibly meaningful in improving the quality of her life.

I enjoy everything about my Cultural Immersion employment experience, including the ability to learn and improve my English language skills every day.



– Liudmyla Chaban, Ravenstone Production Team



RIISING TALENT

# Spotlight

## SUPPORTING GREAT ACHIEVEMENTS:

### Cedrick Morris

**Cedrick Morris'** journey at GIENC has been one of continuous learning and self-improvement. Cedrick joined the organization in 2022 as a cashier, and his hard work and the continual improvement of his skills resulted in a promotion to the Knightdale Employment Program Manager.

The GIENC Agency Empowerment Program and community outreach impress Cedrick most about the company, and he understands the important role he and his well-trained Knightdale staff play in the success of these programs.

Cedrick appreciates GIENC transforming lives through opportunities and providing him the chance to excel. He holds himself to high standards both professionally and personally, capitalizing on every opportunity. His goal is to get better every day, and he's most proud of the life he is building. Cedrick said, "When I was younger, I didn't know where I'd go in life. I needed an opportunity for someone to give me a chance to prove myself, so I stayed positive, and life led me to Goodwill."



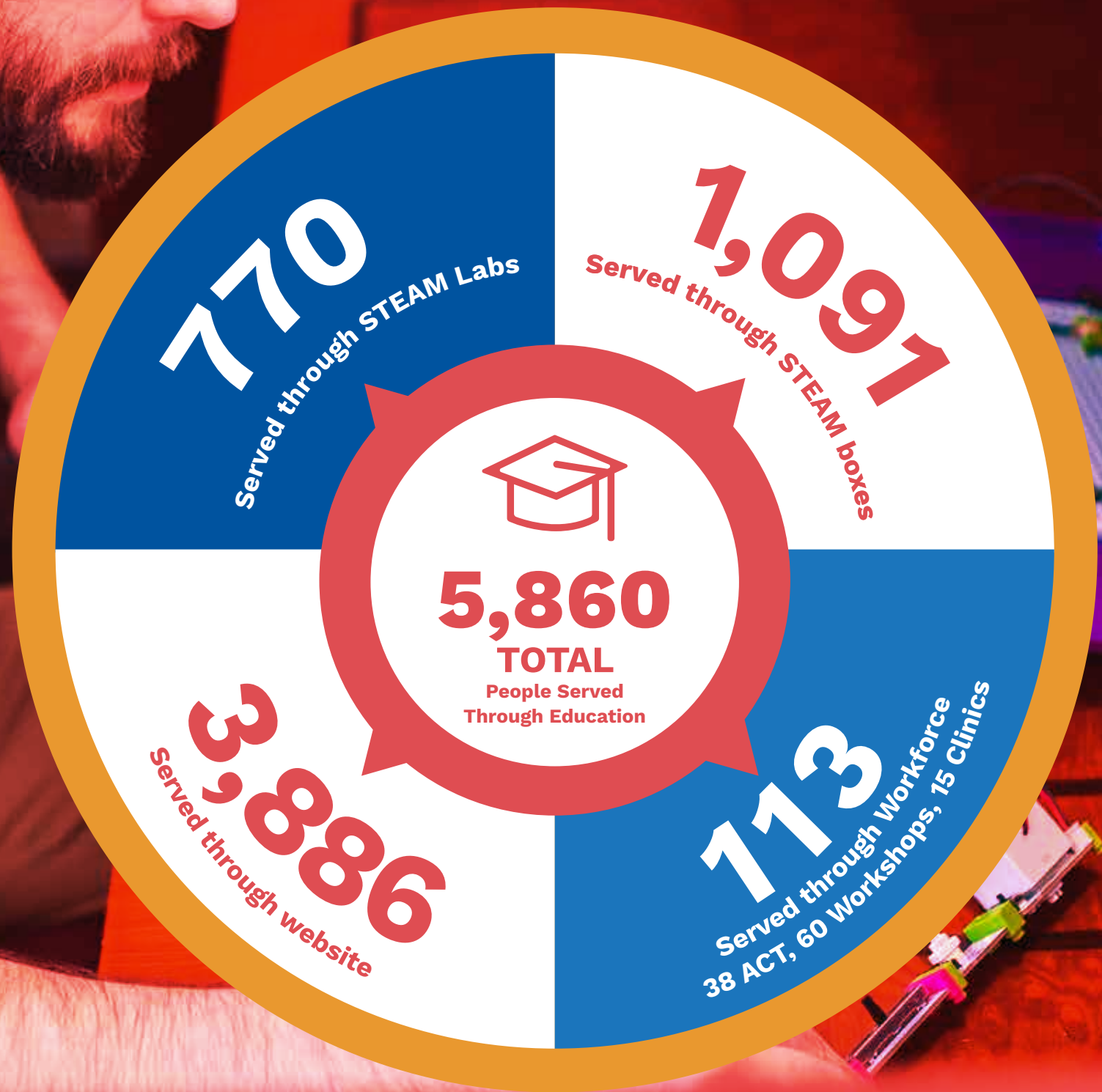
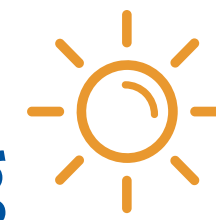
When I was younger, I didn't know where I'd go in life. I needed an opportunity for someone to give me a chance to prove myself, so I stayed positive, and life led me to Goodwill.



– Cedrick Morris, Knightdale Employment Program Manager

Educational resources

# Building brighter futures



## 1,091 STEAM box users

Our STEAM Box Program seeks to provide STEAM technologies and accessible instructional materials at no cost to educators, community leaders, and youth-engagement organizations in our region. This short-term lending model allows us to make high-tech, high-impact learning experiences available to more kids, no matter where they live.

## 770 Served through STEAM Labs

STEAM Labs, built in partnership with the Boys and Girls Club of North Central NC, Benvenue Elementary School in Rocky Mount, and KIPP Durham, allow long-term support for academic growth, productive play, and lifelong learning. Our high-engagement learning donations (including 3D printing stations, robotics kits, drones, digital art tools, and music equipment) help kids grow beyond the classroom.

*Thank you so much for giving us these wonderful resources. I look forward to introducing the world of drones to our 4th and 5th grade students.*

– SRO Michael Mills  
Benvenue Elementary School,  
Rocky Mount



Spotlight

EDUCATIONAL RESOURCES



38

ACT Program Graduates



\$6,000+

Stipends awarded



83%

Job Placement Rate



ACCELERATED CAREER TRAINING

## Teaching Skills for Work and Life

The GIENC® Accelerated Career Training (ACT) program is a comprehensive career development program for adults and families. Programming is available through partner organizations in a variety of formats in order to address the diverse needs of the community served by GIENC. Through workshops, programs, and clinics, the ACT program focuses on meeting members of the community where they are, helping individuals build skills to attain and maintain competitive employment.

On January 6, 2023, GIENC was issued accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) for the Accelerated Career Training program. The three-year accreditation was issued in the category of Employee Development Services. As their highest level of accreditation, CARF describes the achievement as, “an indication of [the] organization’s dedication and commitment to improving the quality of the lives of the persons served.”



PARTNER SPOTLIGHT

Spotlight



PARTNER SPOTLIGHT

## Meadow Lane Elementary

Janet Bullock (NBCT) brings over 25 years of teaching experience to Meadow Lane Elementary, a Title I and Purple Star award-winning school in Goldsboro. Going above and beyond to find resources for her classroom, she found GIENC’s STEAM Education Program and asked for support.

With limited outdoor play space while the school was involved in a year-long campaign to fund and build a playground, Janet asked for high-engagement educational equipment to use during recess and free time.

“The STEAM Box Program has provided opportunities for my students in 3rd grade that we could never experience otherwise. Some of my students had never seen a drone or Sphero up close or worked with one. I loved the excitement each time a new box arrived at our school.”

And while the STEAM boxes have been a learn-through-play success, they’re also supplementing weekly lessons. Janet says, **“We have loved the drones the best so far. My kids were using them to practice flying around the perimeter of squares in our gym. That is one of our math lesson goals.”**

Janet’s support for our program has rippled outward at Meadow Lane. After Janet invited other teachers to try the equipment, we received requests to expand the program. This spring, GIENC STEAM boxes will serve K-3 students at the school.



Students practicing flying drones from a STEAM box



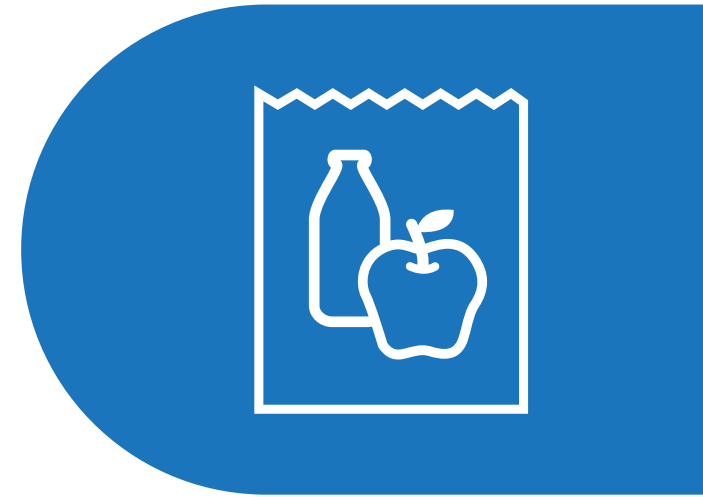
# Making a direct impact

Food Distribution Program  
**80,000+**  
pounds of food delivered

North Carolina is the 10th hungriest state in the US, and 23 of the 40 most disadvantaged counties are in the GIENC's territory. At GIENC, we are committed to combating food insecurity in our area so families don't have to go hungry.




OVER+  
**\$137,850**  
in food vouchers  
distributed to families  
facing food insecurity

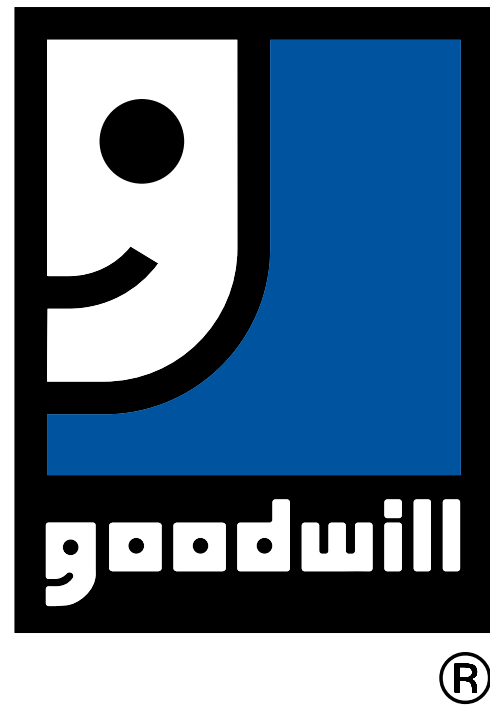
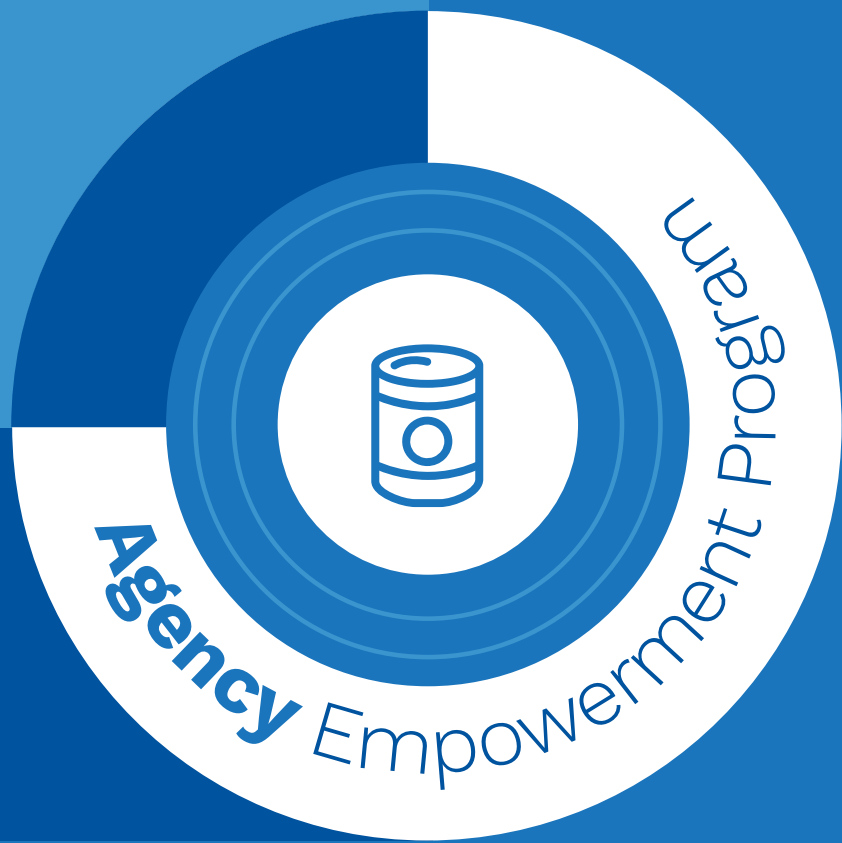


  
**8,000+**  
People Served Through Partnerships

  
**90**  
Community Partners

  
**25**  
Counties Served





**DONATED**  
**\$1.4M** in grants to Community Partners



## Agency Empowerment Program

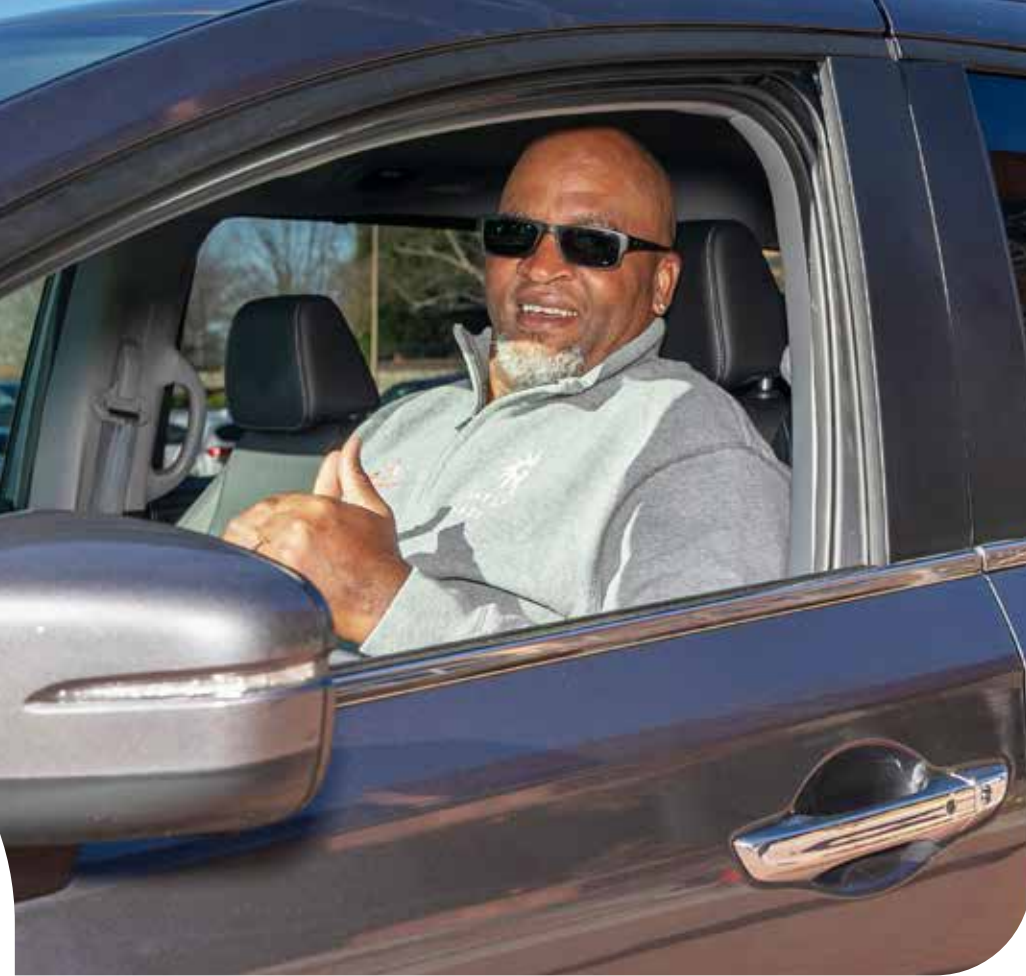
Acting as a Mission Supplier

The GIENC® Agency Empowerment Program acts as a mission multiplier in the eastern NC area. By providing grants to partners and local experts on the needs of their communities, GIENC gives organizations tools and resources to expand their impact.



Spotlight

PARTNER SPOTLIGHT



There are not enough words to say about how important the Goodwill partnership has been in making a difference in our communities.

Thank you!



– Lonnie Ervin,  
E Fusion Solutions Inc.

PARTNER SPOTLIGHT

## Lonnie Ervin, E Fusion Solutions Inc.

E Fusion was created to address the identified need to aid, inform, and support the students who often do not have access to resources that help them flourish economically.

The organization is intricately woven into the community, having a collaborative voice on programs, services, and efforts promoted and provided to and for those economically at risk. Goodwill Industries has been a long-standing partner with E Fusion, providing both financial resources, food gift cards, and a vehicle. Lonnie Ervin, the founder of E Fusion, recently stated,

“The partnership with Goodwill has been a labor of love in finding things in common to create better opportunities for youth, especially at-risk youth. Thank you for providing us with a vehicle to expand our reach into eastern North Carolina and the rural impoverished areas.”



TWO OF THE PROGRAMS PROVIDED BY E FUSION ARE:

**Project Reach:** Donated technology is refurbished and provided to at-risk youth for college to improve the digital divide.

**Fostering Love:** A program of dignity and love. Children in foster care often arrive with only the few belongings they can gather in a bag (often a garbage bag). E Fusion helps by providing hygiene items, personal gifts, gift cards, electronics, and various items. So far, they have issued over 1,000 kits.

Ultimately, all these efforts strive to improve the current and future quality of life by educating the families. Sometimes, just to place a smile on their face and heart.



# E Fusion Solutions Inc.





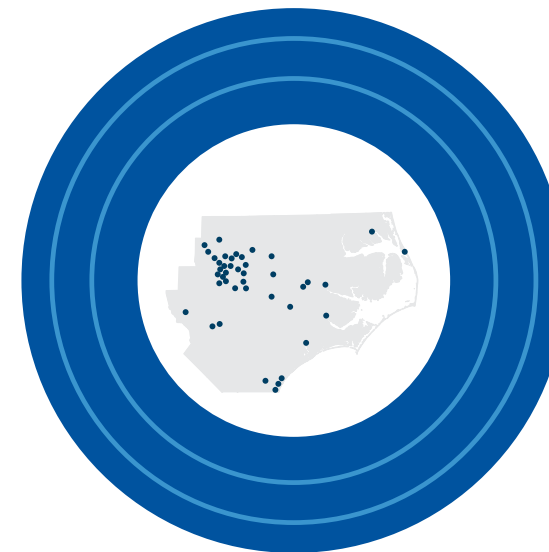
TRANSFORMING LIVES THROUGH OPPORTUNITIES

## 2023 Programming

<b>Employment</b>	\$25,138,643
<b>Education</b>	\$1,030,629
<b>Life Enrichment</b>	\$1,588,885
<b>Total</b>	<b><u>\$27,758,157</u></b>

**Goodwill Industries of Eastern North Carolina, Inc.**

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(919) 941-9600 | [www.gienc.org](http://www.gienc.org)



## Our Mission

“To create and provide education, employment, and life enrichment opportunities for people who desire to improve the quality of their lives.”

Connect with us on social  
[@goodwillenc](https://www.instagram.com/goodwillenc)



## Board Members

**DR. BART CLEARY**  
Board Chair

**JEFF HAYES**  
Vice Chair

**KEITH STEVENS**  
Secretary

**ROBERT DUBOSE**  
Treasurer

**CATALINA ANDRADE**

**BRANTLEY TILLMAN**

**ALICIA ELLIOTT**

**ALLISON WAX CARTER**

## Senior Leadership

**CHRISTOPHER HASH**  
President & CEO

**KATHRYN ROADCUP**  
VP of Operations

**MATTHEW ROBINSON**  
VP of Mission Advancement

**RICHARD STALLINGS**  
VP of Finance