



Spring Conference Tour Sites

Goodwill's **Corporate Campus** was designed by ex-Board member Rick Fawley of Fawley Bryant Architects, who intimately understood the needs of our mission integrated business. It opened in 2014. The property was organized to emphasize convenience for our donors with a drive thru, then shoppers with a well-lighted expansive shopping area, then consumers with a separate entrance and finally the corporate employees. Many windows and outside seating areas were included to take advantage of the great Florida weather.

Retail/Donation

- 18,754 sq.' sales floor
- 13,000 sq.' production area
- a dedicated cashier lab and a sorting, hanging, pricing training area
- dedicated donation area
- 25,174 donations were received in 2017
- 204,000 shoppers
- \$19.64 transaction value
- \$4 million revenue
- \$30.36 donor value
- 60.81% sell through rate

Mission

Job Connection Services, ESOL and GED classes are provided free of charge at the corporate campus location. The criteria for assistance in the Job Connection is that the consumer must be unemployed or underemployed, have no current substance abuse problems, be job ready and be able to meet basic personal needs of feeding, dressing and hygiene. A Career Development Facilitator works one-on-one with consumers to help assess employment goals, which can include interest and aptitude testing. They help to prepare a strong resume and cover letter, identify prospective employers, practice interview skills and assist in filling out applications.

Corporate Headquarters

The 30,000 sq.' foot corporate area houses Human Resources, Loss Prevention, Project Management, Safety, Risk, Support/Recognition, Marketing, Foundation, Real Estate, Organizational Development, IT, Learning & Development & Mission Services. Prior to the completion of this campus, these teams were spread out across two counties.

Meeting space with state of the art technology includes several 10 person conference rooms, a dedicated Board room and a space large enough to accommodate 250 people which can be broken into 4 smaller spaces. A computer lab designed to accommodate 15 learners is available to enhance digital literacy services.

Tara Bookstore

At 1954 square ft. of selling space, Tara is the smallest of Goodwill's four dedicated bookstores. It has an inventory of approximately 20,000 books and is operated with 5 team members. It was opened in 2004 following the success of the Centergate Bookstore, which opened in 1998. In 2017 sales were \$395,221 on 31,460 transactions. This is also a very busy donor location which collected 23,500 donations in 2017.