

Together, our mission is to put people to work, and to empower individuals with barriers to employment to take the First Step and Next Step on the path out of poverty.

Major Joint Venture Announcement



There are few organizations with larger mission impact and return on investment in the United States than Goodwill® and First Step Staffing. And now, we are excited to announce a major new joint venture. First Step Staffing (FSS) is the largest non-profit staffing agency in the country and Goodwill of North Georgia (Goodwill) is the largest Goodwill in the country for employment and job training services.

Together, **First Step Staffing, powered by Goodwill®** will be poised to lead as one of the few competitors in the industry to offer a staffing and training combination, with the unmatched benefit of reinvesting every dollar earned directly to the communities we serve. Backed by more than 95 years of trust and world-wide brand recognition, along with innovation in the staffing industry, we are:



Joint Venture: First Step Staffing, powered by Goodwill®

Together, our agencies' culture, mission, and values align. We put people to work. We focus on priority populations under-represented in the workforce. We prioritize and demonstrate equity and inclusion at the highest levels in all we do. Goodwill provides job training, college co-enrollment, case management, work supports, paid internships, registered apprenticeships, job placement, and opportunities as part of our strategy to help our neighbors with their ABCs: A first job, a Better job, and Career.

FSS excels at providing skilled and qualified employees to our regional economy while at the same time helping men and women with those small first steps of rapid attachment to work with coaching and meticulous support so the people we serve can take the big leaps towards economic freedom.

Value Proposition of Joint Venture

The partnership is expected to lead to higher wages and improved access to permanent employment for the people we will collectively serve, for example:

1) The Next Step: Goodwill will be able to up-skill existing FSS clients – take a warehouse worker and enroll them in our forklift certification program = 20% increase in pay, then add an additional logistics technician certification = 25-30% increase in pay.

2) FSS currently focuses primarily on light industrial staffing placements, while Goodwill partners with over 5,000 companies, many in industries with higher paying credentials and employer partners who are seeking permanent direct hires that will expand the pool of talent offered through staffing, for example graduates of our:

- Technology Careers Program – after 16 weeks training evenings and weekends, graduates get full-time Apprenticeships paying an average of \$25.79/hour
- Certified Maintenance Technician program - 82% of program participants start a career an average of 47 days after enrollment, starting at \$16.33/hour. 88% are still employed six months later.
- High-demand healthcare certifications: medical billing & coding, phlebotomy, and patient care tech.



Populations who will most benefit from the partnership

People experiencing homelessness, veterans, and people who were recently incarcerated are FSS's current population who will benefit from Goodwill's up-skilling. Populations that GNG serves that will benefit from staffing placements include people with disabilities, people receiving public benefits like SNAP and TANF, and opportunity youth who are not yet connected with school or work.

Operational changes expected

With Goodwill's entrance into staffing as a line of business, relationships with current staffing agencies may shift. We anticipate still providing a baseline of services to our partners at no cost, but some of the more intensive and value-added services that for-profit staffing companies have enjoyed in the past may have a fee associated since they are earning direct revenue from the recruiting and training Goodwill provides.

Geography served

Fulton County, at Goodwill's Old National Career Center, with expansion to City of Atlanta Metropolitan Parkway Career Center opening in Spring 2022, and next year, expansion to 45 counties of North Georgia .

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