



GOODWILL
INDUSTRIES
VOCATIONAL
ENTERPRISES, INC.



100

1919

YEARS OF CHANGING LIVES

2019

GOODWILL
INDUSTRIES VOCATIONAL ENTERPRISES



100 YEARS OF CHANGING LIVES

Dear Friend of Goodwill Industries,

For one hundred years, Goodwill Industries has been supporting people in need of training and jobs. During moments in history- world wars, the Great Depression, recessions and shifts in the workforce- Goodwill Industries has responded to the needs of the times, stepping in to fill the gaps to help individuals reach their full vocational potential. Today, our mission of providing training, employment and supportive services for people with disabilities or other barriers to employment remains firmly intact.

Reusing, recycling and repurposing have been big parts of Goodwill Industries' history and continue to be so today. From salvaging operations to mattress deconstruction, Goodwill Industries has always cared for our planet. Last year our Goodwill recycled 3.1 million pounds of materials which were kept out of landfills.

The people featured in the report are part of the fabric of our mission and our centennial story. You will see people like Kevin and Darlene, whose lives were changed by Goodwill, and who continue to be true ambassadors of our mission. All of these people are a testimony to the Power of Work.

Our centennial is a tribute to our past and a celebration of what lies ahead in our next century. As we celebrate this milestone, we recognize that our accomplishments are a result of the leadership of our Board of Directors, the inspiration from those we serve, the dedication of our staff, and the generosity of our community.

Sincerely,



Marcy Vogt
President & CEO



Steve Sharkey
Board Chair

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OUR HISTORY

100 years of changing lives

1919

Organized in 1919 with help from Minister Edgar Helms, Duluth's Goodwill was the 10th ever in the nation. Its first location was at 1701 W. Michigan Street.



1960-70's

The Duluth Sheltered Workshop partners with Goodwill to provide employment and training to people with disabilities or other barriers to employment, through manufacturing and recycling jobs.



1942

Called a "key civilian defense unit" during WWII, Goodwill helps the war effort by collecting tons of scrap metal, rags, rubber, and paper.

1925

Goodwill's first building catches fire and burns down. With generous public donations and support, the agency is relocated to 18th Ave. W. and Superior Street.



1955

After three plus decades in business Goodwill hits its first "million dollar milestone."



1990-2000's

Goodwill begins offering employment and training in lawncare, snow removal, and janitorial services through its Choremasters program.

2014

Goodwill launches its ecommerce department which specializes in the online resale of antiques, authentic jewelry, and desirable books.



2019

Goodwill celebrates 100 years of changing lives through the power of work.

1980

Goodwill moves its administrative office and retail store into the former Goldfine's department store building at 700 Garfield Avenue in Duluth.



2004

With help from several state waste control agencies, Goodwill begins its mattress recycling program, diverting thousands of mattresses from landfills each year.



Goodwill repair shop 1920's



Goodwill woodshop 1950's



Goodwill retail store 1960's



Goodwill clothing drive 1970's



Assistant Director Doug Carlson (41 year Goodwill employee)



Goodwill shoppers circa 1970's



Vocational services 1970's



Goodwill headquarters 1980's

MISSION SERVICES & PROGRAMS

Goodwill Industries Vocational Enterprises' mission is to provide employment and improve employability of people with disabilities or other barriers to employment. People who are employed by Goodwill have a unique opportunity to break down barriers, learn new skills, and build valuable work experience.

Goodwill's Extended Employment program provides center based, community based and community supported jobs for adults 24 years old and up. Supported by retail of donated goods, our Extended Employment program provides over 190,000 hours of employment for about 200 people each year.

Common Barriers to Employment

- Disability (physical, cognitive, mental health)
- Age
- Criminal record
- Drug or alcohol abuse
- Housing issues or homelessness
- Lack of work history or education

Vocational Services Provided

Situational Assessments

A Situational Assessment is a short-term work experience designed to help individuals explore their vocational aptitudes and determine the types of support services that will be needed in the workplace.

Goodwill's end goal is to assist the individual in acquiring specific skills and abilities needed to be successful in the workplace.

Job Coaching & Ongoing Supports

Job coaching is a service that provides a worker in the community with the assistance needed to maintain or advance their employment. Services provided by a Job Coach include teaching job skills, assisting the employer and the worker in developing strategies to successfully work together, advocating with the employer on behalf of the worker, and helping the worker develop natural supports in the workplace.



Our Mission:

To provide employment and improve employability of people with disabilities or other barriers to employment.

Center Based Employment Program

The Goodwill Center Based Employment program provides paid work at our main facility, and offers various jobs including donation processing, janitorial services, stocking, retail sales, office work, and shipping. Goodwill's staff works with individuals in identifying a job within the facility that is well-matched to their skills and interests. The goal of center-based employment is to prepare people for community or supported employment.

Community Based Employment Program

The Community Employment program provides paid work in the community to individuals that need ongoing support to maintain their employment. These jobs are often on crews and may include janitorial, lawn-work, and snow removal.

Supported Employment Program

The Goodwill Supported Employment program provides competitive employment in an integrated setting with local community employers. Workers who are hired for community jobs continue to receive training and support from Goodwill Vocational Services team members, and are paid by the hiring company.

Area employers who have hired through this service include: Super One Foods, Olive Garden, Bernick's Pepsi, Minnesota Power, Zen House, Grandma's Restaurant, TJ Maxx, Aerostich, St. Lukes, Duluth Grill, and WalMart.

Kevin

In 2012 Kevin found himself in a position that he had never planned to be in: between jobs and unable to find steady employment due to increasingly painful medical issues.

“I was bouncing around just trying to hold down jobs. No one understood how I needed to work. Thankfully I met a job counselor who understood what I needed. She thought Goodwill would be the perfect place for me.”



Kevin started working at Goodwill soon thereafter. He was trained in production and sorting of incoming donations and also utilized his knowledge of testing appliances and other electrical items.

Shortly after getting back on his feet, Kevin's job coach helped him to make the next step—seeking a full time job in the community. Kevin had his sights set on a warehouse position at Bernick's, a local Pepsi distributor. He landed the job and was embraced by his new team. Fast-forward seven years later and Kevin is still happily working in this position.

“With my medical issues, I know I will still have a job if my problems flare up. I know that I'll have a place to work and that my job is still there no matter what.”

Darlene

After transiting careers Darlene was starting over. She tried the medical and sales field, but neither were the right fit. In 2003 she was referred to Goodwill by the Minnesota Department of Vocational Rehabilitation. Immediately she could tell Goodwill was different.

“One thing about Goodwill is that it provided me the stability and consistency to my work schedule that I needed. It helped me improve my mental health and become more independent.”

In her nearly 17 years at Goodwill, Darlene has truly become a “Jill of all trades.” As an office clerk, she helps with time sheets, sales reporting, and delivery of cash deposits. In Goodwill’s ecommerce department she specializes in jewelry sorting, where she separates out the gold and silver.

Moving forward, Darlene would like to get more responsibility in the ecommerce department and learn more skills related to online sales.

“My job gives me purpose and makes me feel productive. I have to feel like I’m accomplishing something and my coworkers and supervisors give me recognition and praise, which gives me the incentive to keep going.”



GOODWILL

BY THE NUMBERS

22

COMMUNITY
EMPLOYERS



160

519,453
SHOPPER TRANSACTIONS



349 GOODWILL
EMPLOYEES



PEOPLE SERVED
THROUGH MISSION
SERVICES PROGRAMS

\$1.3

MILLION
PAID IN
CLIENT WAGES



IMPACT ON THE ENVIRONMENT

3.1 MILLION LBS
OF RECYCLED MATERIALS
KEPT OUT OF LANDFILLS



470K LBS
OF BOOKS



185K LBS
OF SCRAP METAL



2 MILLION LBS
OF TEXTILES



185K LBS
OF CARDBOARD



100K LBS
OF SHOES

17K MATTRESSES
KEPT OUT OF LANDFILLS



Mike

Nearing high school graduation, Mike was on the hunt for work. His limited work history and challenges with written and verbal communication, however, made it difficult for him to find the right employer.

Upon graduating Mike was then referred to Goodwill through a school work program. After discovering some of Mike's interests he was immediately placed in Goodwill's community employment program at a local sushi restaurant.

"I love the restaurant. Everyone's alright and we're there to help each other."

Within a few years Mike was promoted from dishwasher to a sushi chef and 2019 marks his 10th anniversary with the restaurant.

Over this time the restaurant has expanded to a new downtown Duluth location and Mike has grown along with it.

"I like working with the Goodwill team. They are great people."



Dorothy

It was back in high school when Dorothy first learned about the programs Goodwill had to offer. She worked temporarily at Goodwill during this time, and upon graduating decided she wanted to come back to Goodwill full time.

Over Dorothy's 30+ career with Goodwill she has held a variety of job roles including donation sorting, jewelry sorting, and sorting of books for ecommerce.

"I love my job. I wouldn't trade it for anything."

Dorothy currently works in donation sorting at Goodwill's Duluth, MN location and at TJ Maxx 1-2 days of the week, where she unpacks brand name purses for the sales floor. She just celebrated her third year with the company and looks forward to gaining more experience in this role.

"I love the people I work with. They're my sense of community. They help me out."

Dorothy's next goal is to work with children in some way, possibly mentoring at a local school.



GOODWILL'S CONSUMER COMMITTEE

Goodwill Industries' Consumer Committee is made up of "clients" aka "consumers" from the various mission services programs at Goodwill. The committee meets with the primary purpose of strengthening communications between Goodwill's employees, leadership team, and Board of Directors.

"It gives a voice to our clients in company decisions, policies, and culture. They act as representatives of all of our clients that aren't on the committee."

Says committee coordinator and Goodwill Case Manager Doug Robertson.

In total there are 12 members of the committee and they typically meet on a monthly basis with their coordinator, and department managers of the Goodwill leadership team.

"Having access to Goodwill's President & CEO and leadership team provides a sense of empowerment and helps make sure client voices are heard." Says Doug.

The committee values communication, trust, and confidentiality- and above all else cooperatively working towards the overall strength of Goodwill's mission.



From left to right, back to front: Gunnar Johnson, Andy Nelson, Chris Valeske, Mike Peterson, Pam Kunstleben, Raquel "Rocky" Jensen, Doug Robertson, Rodney Rodriguez, David Makowsky, Dorothy Somppi, Elijah Hammer (not pictured)



David Makowsky (left) & Gunnar Johnson (right)



Rodney Rodriguez (left) & Mike Peterson (right)



Mike Peterson



Group discussion

Jess

You can tell Jessica is a morning person. That wasn't always the case.

"There was actually a few-years-gap I didn't work whatsoever," she said. "I had a place to live, I had bills paid — I was on Social Security."

"Now I don't get it because I work," and she's fine with that.

In her decade-plus with Goodwill, Jess has built her resume at a variety of service jobs and has her heart set on something permanent in health care once her temporary position at St. Luke's hospital is up.

One recent resume booster should help that job search: Jessica was recognized by Goodwill this summer for her work and achievements and received the Doug Carlson Award. She was humble about the award and said it pushes her to keep working harder and harder.

"I don't want to disappoint my family, or myself," she said.

Jess is motivated and confident she now has everything she needs to succeed, how ever long it takes.

"I don't give up easily. Sometimes I feel like it, but I won't."



Brad

Referred to Goodwill in 1986 by the MN Department of Vocational Rehabilitation, Brad was looking for an employer that would accommodate his mental health needs. Upon starting employment with Goodwill, Brad was trained in a variety of special projects and industrial equipment that were a key part of Goodwill's business operations at that time. This included the creation of rubber stamps, garden netting, and other supplies.

"All I can really say about Goodwill is that I've had quite an experience. I've gained so much knowledge through them."

After working in house for a number of years, Brad made the transition to community employment where he was trained in custodial services at local government buildings. Brad liked the work, but found himself wanting to connect more with people. He applied for a position at a local Wendy's restaurant and has now been employed with the company for 18 years.

At Wendy's, Brad is in charge of keeping the restaurant lobby spick and span, and greeting any customers he sees walk through the door.

"I enjoy the work I do. I do everything I possibly can to help the customer."



STATEMENT OF SUPPORT REVENUE & EXPENSES

REVENUE	2017-18	2018-19
Public Support		
United Way - Duluth	8,242	7,622
Contributed Goods	0	0
Other Contributions	62,648	61,562
Program Fees & Purchase of Service	568,146	721,831
Sales - Retail	6,575,343	6,077,653
Sales - Salvage	673,231	647,840
Sales- Contracts	234,032	272,651
Other Revenue	395,372	294,569
Total Support & Revenues	8,517,014	8,083,728
EXPENSES		
Client Wages and Associated Costs	1,829,282	1,730,096
Production Supplies	479,807	156,436
Staff Salaries and Associated Costs	4,402,080	4,504,565
Occupancy Costs	1,042,361	961,625
Depreciation	330,971	301,211
Other Expense	845,827	845,568
Total Expenses	8,930,328	8,499,501
INCREASE IN NET ASSETS		
*Includes temporarily restricted net assets	-413,314	-415,773
ASSETS		
Cash/Investments	4,533,808	4,503,354
Receivables	240,224	194,586
Inventories	311,527	223,877
Other	186,265	187,210
Noncurrent assets	17,285	17,285
Property & Equipment - Net of Accumulated Depreciation	2,736,575	2,453,135
Total Assets	8,025,684	7,579,447
LIABILITIES & NET ASSETS		
Accounts Payable	87,258	77,789
Accrued Expenses	601,044	596,368
Long Term Debt	76,056	60,451
Total Current Liabilities	765,056	734,608
NET ASSETS		
Temporarily Restricted	730,260	786,245
Unrestricted	6,530,368	6,058,594
Total Liabilities & Net Assets	8,025,684	7,579,447

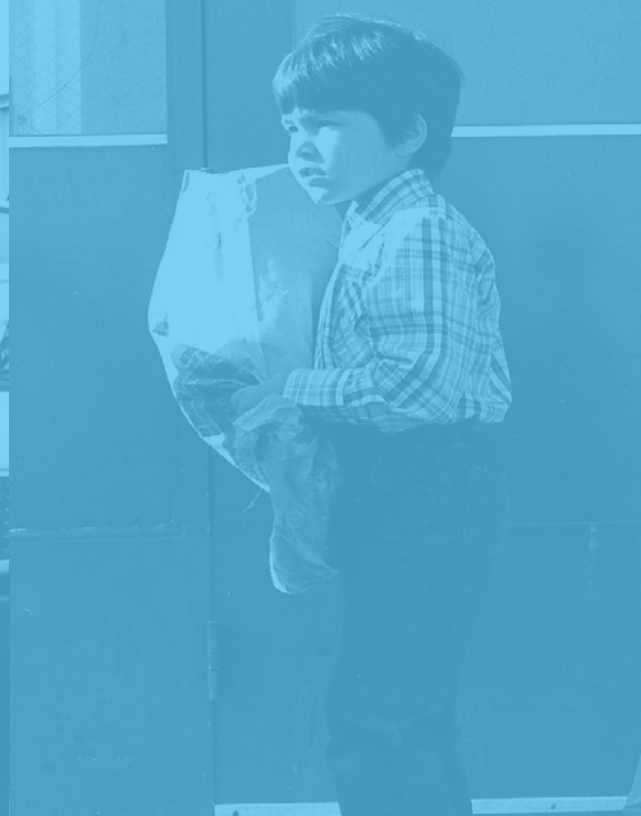
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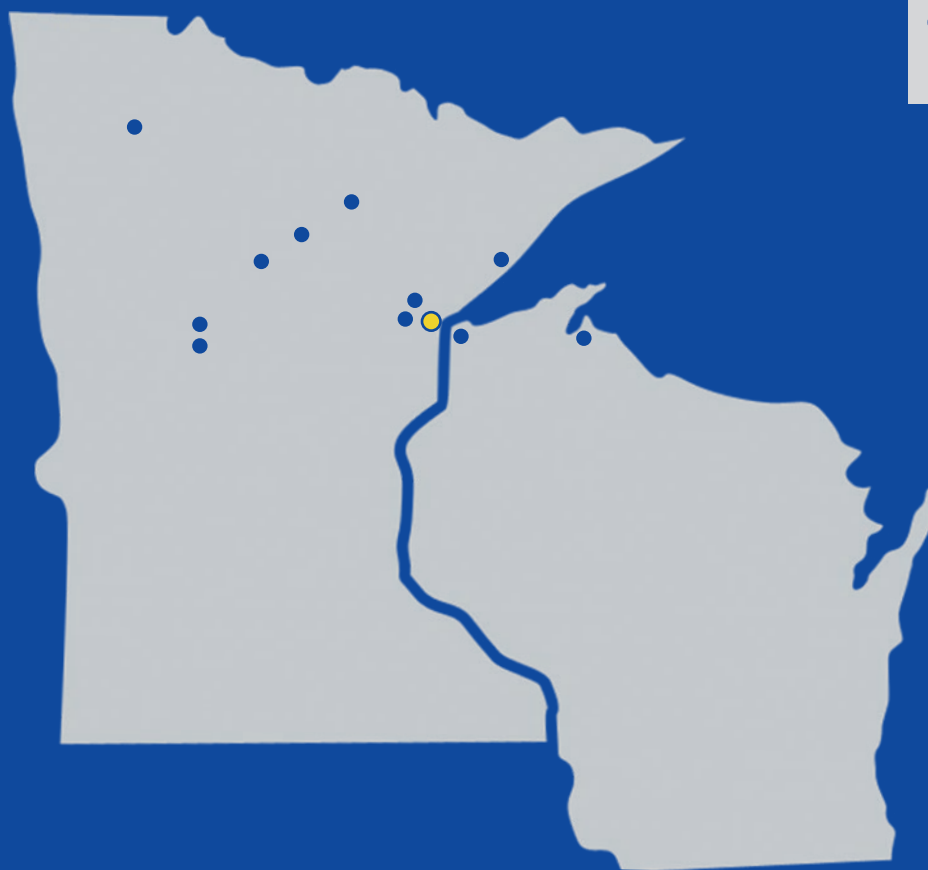
**GOODWILL
INDUSTRIES
VOCATIONAL
ENTERPRISES, INC.**







CHANGING LIVES THROUGH THE POWER OF WORK



- Headquarters
- Retail Store



@goodwillduluth



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