



# MOVING *FORWARD*



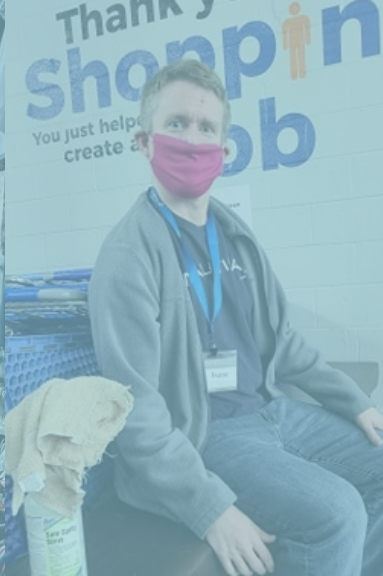
Goodwill Industries  
Vocational Enterprises

2019-20  
Annual Report









# MOVING *FORWARD*

*Message from the President & CEO and Board Chair*

To say this year has been a challenging one for Goodwill Industries and the communities we serve would be an understatement of epic proportions. We continue to be astounded by the resiliency, dedication, and impact of our Goodwill team members and Board of Directors as they dig into the difficult work of creating better conditions for communities across Northern MN & WI, regardless of the hurdles in front of our organization.

Despite an ongoing global pandemic, the work of our mission at Goodwill Industries remains the same: *To provide employment to and improve employability of people with disabilities or other barriers to employment.*

Our vision remains intact as well: *All members of our community interested in gainful employment are empowered to achieve their fullest vocational potential.*

As we move forward into our 102<sup>nd</sup> year of business, we are excited to see the continuation of our mission's spirit through expansions in job training and career advancement services, to help build the workforce of the future. We are grateful to everyone in our community that helps make that possible, thus changing lives through the power of work. We thank you for your continued support.

In partnership,



Marcy Vogt  
President & CEO



Kevin Pillsbury  
Board Chair

# OUR MISSION

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

# OUR VISION

*All members of our community interested in gainful employment are empowered to achieve their fullest vocational potential.*

# OUR VALUES



## COMMUNITY

We not me, so we can be our best



## MISSION DRIVEN

Believe in the power of work



## CUSTOMER FOCUSED

Be polite, kind, and smile



## SAFETY

A safe me is a safe you



## STEWARDSHIP

We are mindful of our donations and the environment



## RESPECT

Treat others how they would like to be treated



## INNOVATION

We think outside the box



## FLEXIBILITY

We are open to change and new ideas



## TRUST

We have integrity and each others best interest In mind



## RESPONSIBILITY

To those we employ and serve



## DIVERSITY

We are all unique and have value



## RECOGNITION

Say thank you and good job





# ARILI

**W**hile in her last year of high school Arili found herself in need of steady employment. The competitive local job market however, proved challenging to a younger person like Arili.

Arili was soon referred to Goodwill's Summer Work Program and given the opportunity to work at several outdoor job sites. It was here she gained the teamwork and communication skills she was seeking.

"I've always enjoyed the sense of community and people at Goodwill," says Arili.

Since joining Goodwill Arili has advanced her career and gained experience through working in various departments including, donation sorting, pricing, and new goods. In her spare time Arili enjoys listening to music and spending time with her pets.

"Goodwill offers me what other jobs wouldn't be able to."

# 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.





*Brian, Mission Services Recipient*

### **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: *Bernicks, Azkon, Bendtec, Duluth Seaport Authority, Twin Ports NECA, ABF, Outback Steakhouse, Faster Solutions, AE&T, JAK111, National Weather Service, Select Homes, Zen House, Black Bear Casino, Olive Garden, Ecumen, Super One, Northwoods Children Services, Interim Healthcare, Bridgeman's, Amzoil Arena, Grandma's, Wendy's, St. Ann's Residence, Walmart, TJ Maxx, Duluth Grill, ARCO, OMC, MN Power, St. Louis County.*





# COMMUNITY IMPACT

156

People Served Through  
Mission Services Programs



376K

Customer Transactions



12

Retail Locations &  
Donation Centers



4.7M

Paid In Employee Wages



31

Community  
Employers

# ENVIRONMENTAL IMPACT

# 2.9M

Lbs of Recycled Materials Kept Out of Landfills



- 1.4M Lbs of Clothing
- 82K Lbs of Shoes
- 470K Lbs of Books
- 9K Lbs of Stuffed Animals
- 20K Lbs of Purses & Belts
- 158K Lbs of Cardboard
- 176K Lbs of Scrap Metal
- 10K Lbs of Misc.

# 14.6K

Mattresses Kept Out of Landfills







# JIMMY

**I**n search of work after being honorably discharged from the U.S. Navy, Jimmy was referred to Goodwill Industries by the local V.A. hospital.

"I got out of the Navy and had nowhere to go." Says Jimmy. "Goodwill gave me a place to call home."

In Jimmy's over 20 years of service with Goodwill Industries he has gained independence and learned job skills in a variety of different roles, which include: Donation Attendant, Dock Worker, Donation Sorter, E-Commerce, and Janitorial. In his spare time Jimmy enjoys snowmobile and motorcycle riding in the great outdoors.

"I've done just about it all here", Says Jimmy. "My job keeps me going."

# COMMUNITY PARTNERS





# GOODWILL BOARD OF DIRECTORS 2019-20

**Kevin Pillsbury, Board Chair**

Associate Attorney  
Johnson, Killen & Seiler P.A.

**Micheline Bayiha, Vice Chair**

Cost & Pricing Analyst (Senior)  
Minnesota Power

**Vince Jones, Treasurer**

Financial Advisor  
RBC Wealth Management

**Jana Kayser, Secretary**

Business Development Manager  
Duluth Airport Authority

**Steve Sharkey, Past Chair**

Director Consumer Insights & Analytics Program  
UMD Labovitz School of Business  
& Economics

**Linda Deneen**

Director of I.T. (Retired)  
UMD

**William Sawyer**

Renewable Business Operations Manager  
ALLETE Energy

**Maureen Olek**

Disability & Mental Health Coordinator  
ISD #709

**Steve Plesha**

Special Education Teacher  
ISD #709

**Airi Onchwari**

Associate Professor, Education  
UMD



# STATEMENT OF FINANCIALS

## **Total Support & Revenues**

**\$6,065,013**

### **Retail Stores**

\$4,480,563

### **Public Support & Other Contributions**

\$49,259

### **Other Sources**

\$331,805

### **Salvage & Contracts**

\$243,121

### **Program Fees & Purchase of Service**

\$536,956

## **Total Expenses**

**\$7,039,493**

### **Program Participant Wages & Costs**

\$1,457,303

### **Staff Wages & Costs**

\$3,732,471

### **Supplies**

\$38,524

### **Depreciation**

\$255,448

### **Occupancy**

\$860,164

### **General Administration & Other**

\$695,583



# FINANCIAL DONORS 2019-20

ALLETE Energy  
CW Technology  
First Presbyterian Church  
Mesaba Lodge  
Head of the Lakes United Way  
Pachel Foundation  
JM Paine Memorial  
Ronald Johnson  
Paul Oehlke  
Wendy Grethen  
Kim Tran  
Phyllis Kerr  
Dan and Carol Spielman  
Linda Deneen  
JoAnn Hillstrom  
Jodie Dornfeld  
Kristin & Michael Garey

*Thank you for your generous support!*



## *Would you like to further support Goodwill Industries?*

### YOU CAN

- Donate your **gently used** items
- Shop at our 12 retail stores
- Make a **monthly** or **annual financial** contribution
- **Round up** your purchases at our stores to the nearest dollar

### YOUR COMPANY CAN

- **Hire** Goodwill-trained **temporary** or **full-time** workers
- Give back to Goodwill through **monthly** or **annual** financial contributions
- Donate online at **[www.goodwillduluth/donate](http://www.goodwillduluth/donate)**



Follow Us @ Goodwill Duluth  
Learn More: [www.Goodwillduluth.org](http://www.Goodwillduluth.org)

Goodwill Industries  
Vocational Enterprises  
700 Garfield Ave.  
Duluth, MN 55802  
[www.GoodwillDuluth.org](http://www.GoodwillDuluth.org)



# Retail Stores & Donation Centers

## Duluth

700 Garfield Avenue  
Duluth, MN 55802

## Duluth (Kenwood)

1352 W Arrowhead Rd.  
Duluth, MN 55811

## Superior

2911 Tower Avenue  
Superior, WI 54880

## Virginia

522 Chestnut St.  
Virginia, MN 55792

## Grand Rapids

1202 NW 4th St.  
Grand Rapids, MN 55744

## Hermantown

4883 Miller Trunk Hwy  
Hermantown, MN 55811

## Crosslake

36052 County Road 66  
Crosslake, MN 56442

## Brainerd

514 C St. NE East Brainerd Mall  
Brainerd, MN 56401

## Two Harbors

702 7th Ave.  
Two Harbors, MN 55616

## Ashland

1802 E. Lakeshore Drive  
Ashland, WI 54806

## Hibbing

315 E Howard St.  
Hibbing, MN 55746

## Bemidji

407 Beltrami Avenue NW  
Bemidji, MN 56601













Goodwill Industries has the highest level accreditation from CARF, an independent nonprofit accreditor of health and human services.