



2021-2022 Annual Report

Embracing Change

Our Mission:

Transforming Lives Through the Power of Work



EMBRACING CHANGE

A MESSAGE FROM LEADERSHIP

Meaningful work and the impact that it provides transforms lives for generations. Goodwill Industries Vocational Enterprises (GIVE) is looking to the future to serve individuals and to create meaningful connections to work in the communities in our service territory in Northern Minnesota and Northwest Wisconsin.

The fiscal year ending June 30, 2022, marked a time of significant change for Goodwill Industries Vocational Enterprises, Inc. The year ended with the retirement of Marcy Vogt who led the organization in celebrating 100 years of service to the community and through the challenges of COVID and recovery.

With new leadership and a few new board members, GIVE is looking forward to discovering and serving the specific needs of our communities around work. That initial job experience for an individual with a barrier to employment can be a steppingstone to a better life. We know that quality resumes and basic interviewing skills can get the jobs that make a difference in the survival of a family. Added skills training can make an impactful difference in individual lives, often increasing take home pay 40% or more. For all these reasons and many more, we are here to serve. We invite you to engage with us as we grow to serve our communities with work that transforms lives for generations.

We also want to recognize the excellence of our staff and their dedication to continual learning and improvement. We continue to invest in and develop our teams so that they can better serve clients' needs.

We are beyond excited for the possibilities that lay ahead and look forward to growing alongside the communities in our territory.

Thank you to our donors, shoppers, supporters, and community partners who enable us to carry out our mission day in and day out! We look forward to seeing you soon.



Kevin Pillsbury
Board Chair



Dodie Brown
President & CEO

HOW WE IMPACT OUR COMMUNITY

Donations

Donations from our communities create jobs and transform lives through the power of work

 **135,303**
total donor transactions

 **11**
donation locations in MN & WI



Revenue

Donations generate revenue through our retail stores, providing support for mission services programs and jobs in our communities

 **\$7.4 million**
in retail revenue


 **422,783**
total customer transactions



Environment

We support a sustainable community by keeping unnecessary waste out of landfills


 **2.5 million**
pounds of materials kept out of MN & WI landfills

 **14,330**
mattresses kept out of MN & WI landfills



Mission Programs

Revenue from the sales of donations funds job training and career development for our communities

 **84**
people served through mission programs

 **\$865,000**
in annual wages earned as a result of job placements



Goodwill gives people with barriers to employment the skills and support they need to succeed in the workplace. They are able to gain pride and independence along with a paycheck.

When people come to Goodwill for help, a Vocational Services team member will talk with them to learn about their skill levels and work interests. They will then be matched up with the right job.

Goodwill's Extended Employment program provides center-based, community-based and community-supported jobs for adults 24 years old and up.

Common Barriers to Employment

- Disability
- Criminal justice involved background
- Drug or alcohol abuse
- Housing issues or homelessness
- Lack of work history or education
- Age
- Lack of transportation or child care

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.



Center Based Employment

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.

Supported Employment

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.

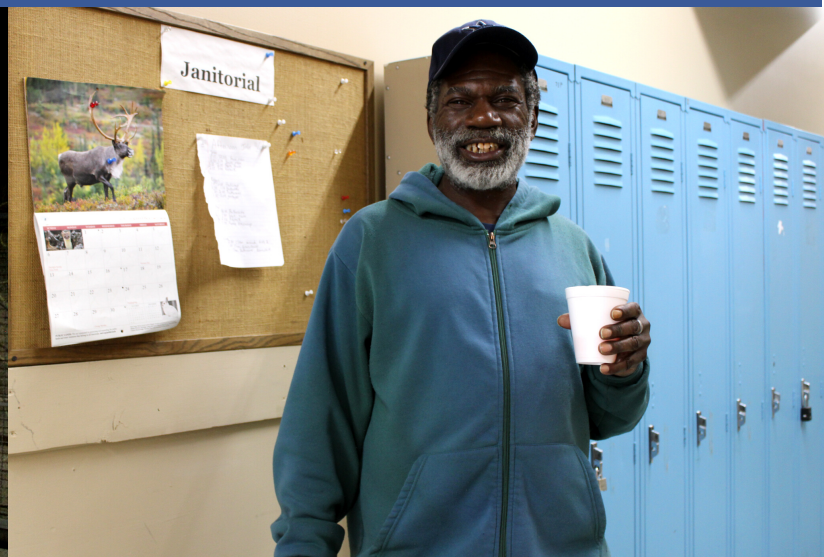
Community Based Employment

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 or snow removal.

Job Coaching & 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.





MEET AUNORAE

My name is Aunorae. I am 30 years old, and a mother of 3 boys. My journey started with Goodwill Industries on April 23rd 2019 when I was hired as a Retail Associate at our Duluth headquarters store. At the time of being hired I was on a path to self destruction with chemical dependency and fight charges. That is the main reason I sought out the job at Goodwill, for the courts.

After being hired for a few months and still in active addiction I realized how much I liked my job, and what the company was doing for the community. As my journey continued with the company Director of Retail, James Brickey saw something in me that I didn't see in myself at the time. He knew I could succeed. There was talk about taking on the Assistant Manager position before I abruptly had to leave for a 6 month period.

Sober, and in a treatment program, my journey started with Goodwill again. About 10 months of being back, I was offered the Assistant Manager position. As I have grown professionally within the organization, so has my personal life. Completing chemical dependency treatment, doing amazing on probation, and rebuilding relationships. After only being the Assistant Manager for a short time the Store Manager position opened up. There were some requirements that I needed to meet before I could apply. I had to have a high school diploma or GED. At that point in time I was discouraged, as I had neither of them. I didn't let that stop me. I applied to go back to school and studied every day after work while taking care of my 3 children. I was determined to work as hard as I needed to in order to grow my career within Goodwill.

If it wasn't for the Store Manager position opening up, I wouldn't have graduated high school as soon as I did. Because of Goodwill industries I walk into my home and see a diploma sitting on my shelf every day. As I earned my diploma, I was offered and accepted the Store Manager position. I only hope to continue my career at Goodwill Industries, as I have grown to know our mission and what we do for our community.

The first thing I noticed with Aunorae was her work ethic. She is extremely driven, a very passionate advocate for her staff, has a tremendous willingness to learn and grow, and a high level of urgency. All characteristics of a great leader.

It has been my absolute pleasure being a part of her journey with Goodwill, and I look forward to many great things to come.

-Jim Brickey
Director of Retail





MEET SPENCER

My name is Spencer. After I graduated high school I started looking for jobs and an employer who would give me an opportunity. Goodwill and I found each other in 2015 and since then I have been able to develop many different skills.

I first started as part of the lawn crew service that Goodwill provided to the community. I then transferred to the Janitorial Department for about two years, which included more experience working in the Duluth community. At the end of 2019 I worked as a Dock Worker at our headquarters warehouse, and then in 2020 I was a Donation Attendant at our Hermantown Store. I've kind of done it all.

In the Summer of 2022 I was offered the position of Janitorial Supervisor at our headquarters location in Duluth.

Each day I enjoy guiding my team in what to do, and making sure everyone is doing their job.

Goodwill has given me the confidence that you can achieve your biggest goals in life.

"Spencer came to us struggling with skills that he could utilize to interact with others. He was extremely shy and kept to himself. Since then, he has found comfortability in speaking with others, leading others, and engaging in friendly conversations.

Spencer has obtained the skills necessary to work as part of a team, lead an efficient crew, and go with the flow."

-Jamie Ferkingstad

Director of Mission Services



**TOTAL SUPPORT &
REVENUES
\$9,042,973**

**RETAIL SALES
\$7,413,182**

**SUPPORT & OTHER
\$1,629,791**

**TOTAL EXPENSES
\$6,968,898**

**STAFF SALARY &
BENEFITS
\$4,156,770**

**PROGRAM COSTS
\$1,983,590**

**SUPPORT COSTS
\$828,608**

THANK YOU TO OUR GENEROUS FINANCIAL DONORS

**LINDA DENEEN
JANELLE KUZNIA
FREDERICK AND GABRIELLE ROGERS
PHYLLIS KERR
CAROL LILYQUIST
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PAT ELLS
SANDY PIKE
JERROLD KAISER
MARY CORAGAN**



L to R: ANTOINETTE PEARSON, WENQING ZHANG, VINCENT JONES, JANA KAYSER, BUCK ERPESTAD, ELISE POPELKA, KEVIN PILLSBURY, ANNETTE GUNTER

GOODWILL INDUSTRIES VOCATIONAL ENTERPRISES, INC. BOARD OF DIRECTORS 2021-2022

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Board Chair | Executive Committee
University of MN Duluth

KEVIN PILLSBURY

Past Chair | Executive Committee | Governance Committee | Compensation Committee
Attorney | Johnson, Killen & Seiler Duluth

JANA KAYSER

Vice Chair | Executive Committee | Finance Committee
Duluth Airport Authority

ELISE POPELKA, BA

Treasurer | Executive Committee | Finance Committee
National Bank of Commerce

ANNETTE GUNTER

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COO | Human Development Center

BUCK ERPESTAD

Governance Committee | Finance Committee
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Finance Committee | Compensation Committee
RBC Wealth Management

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Governance Committee
Duluth Public School District 709

STEVE SHARKEY, MBA

Governance Committee
University of MN Duluth

WENQING ZHANG, PhD

Governance Committee | Compensation Committee
University of MN Duluth

COMMUNITY PARTNERS



Duluth
700 Garfield Avenue
Duluth, MN 55802
218-722-3050

Brainerd
514 C St. NE East Brainerd Mall
Brainerd, MN 56401
218-829-8493

Superior
2911 Tower Avenue
Superior, WI 54880
715-392-1726

Ashland
1802 E. Lakeshore Drive
Ashland, WI 54806
715-682-4448

Grand Rapids
1202 NW 4th St.
Grand Rapids, MN 55744
218-326-6843

Hibbing
315 E Howard St.
Hibbing, MN 55746
218-262-5633

Duluth (Kenwood)
1352 W Arrowhead Rd.
Duluth, MN 55811
218-522-4461

Bemidji
407 Beltrami Avenue NW
Bemidji, MN 56601
218-759-2147

Hermantown
4883 Miller Trunk Hwy
Hermantown, MN 55811
218-727-0001

Two Harbors
702 7th Ave.
Two Harbors, MN 55616
218-834-3804

Crosslake
36052 County Road 66
Crosslake, MN 56442
218-692-9455

