



# TRUE NORTH GOODWILL

NORTHERN MINNESOTA & NORTHWESTERN WISCONSIN

# ANNUAL REPORT 2023-2024

*Calibrating* **Our Compass**



## **Our Mission**

Inspiring personal transformation through the power of learning and career development



## **Our Vision**

All people have the opportunity to obtain meaningful employment, strengthening communities and transforming lives for generations

# Board Chair & President & CEO Message



## Calibrating Our Compass



Dear Friends, Partners, and Supporters,

As we reflect on the incredible journey we've had over the past year, we're filled with gratitude and excitement about what lies ahead as we continue calibrating our compass. The 2023-2024 year has been a time of growth, learning, and transformation for True North Goodwill. We've made great strides, and none of it would be possible without the support of our dedicated staff, board, partners, and community.

This year, we've laid a strong foundation for the future, starting with a fresh chapter for our organization. Our legal name change to True North Goodwill Northern Minnesota and Northwestern Wisconsin is a key part of our continued evolution, and we've also updated our mission and vision to ensure we're staying aligned with the needs of the communities we serve. One of the biggest milestones has been our work toward merging with SOAR, a strategic move that will only make us stronger and expand the services we provide.

We've also focused heavily on leadership and growth across the organization. Our team has participated in leadership coaching, national conferences, and strategic training, to ensure that we're ready for the exciting challenges and opportunities that lie ahead. And let's not forget the amazing work happening on the ground—from launching the first Ghoulwill Ball to volunteering at events like Grandma's Marathon, our staff is more engaged than ever in making an impact in the community.

We've been busy building stronger connections and partnerships, too. Through initiatives like our collaboration with local trades, the development of the YouthBuild project, and new partnerships for job training, we're laying the groundwork for a future full of opportunity for individuals across our region. Our retail and business services departments have also seen impressive growth, with new stores, a successful eCommerce restart, and a steady increase in revenue to support our mission.

As we look ahead to the next year, we're energized by the possibilities. We have big plans to expand our retail presence and enhance our Career Navigation Centers, where individuals will have even more access to training and job opportunities. We are committed to offering more locations and services, so that more people can access the resources they need to build their careers and thrive.

One of the most exciting projects we are working on is our Community Resource and Training Center. This will be a game-changer—a hub that will bring together workforce development, training programs, and community resources all in one place. We are moving forward with plans, and soon we'll be breaking ground on this innovative space that will serve as a cornerstone for our work and help us continue making a difference in people's lives.

We've come so far, but we're just getting started. The journey ahead is filled with opportunity, and we are more committed than ever to empowering individuals and strengthening communities. With your continued support, we know that True North Goodwill will keep growing, evolving, and creating lasting change.

Thank you for being part of this incredible journey as we continue to follow our true north. Together, we're building a brighter future for all.

With gratitude and excitement,

*Jana Kayser*

**Jana Kayser**  
Board Chair

*Dodie Brown*

**Dodie Brown**  
President & CEO



# Year in Review



**497 Individuals Served**



**3,551 Hours of 1:1 Case  
Management and Support**





**440,000 Customer Transactions**



**\$7.2M in Retail Sales**



**138K Donor Transactions**

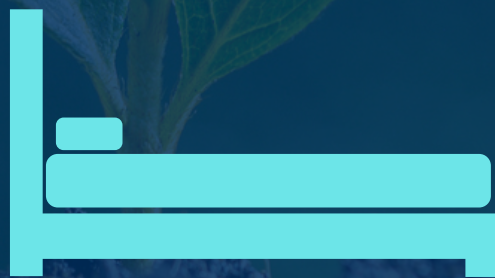


**180K Round Up Donations**

# Year in Review







**Over 3 Million Pounds of Items  
Recycled and Kept Out of  
Landfills**



**12,875 Mattresses Kept  
Out of Landfills**



-  TERRITORY HEADQUARTERS
-  PLANNED LOCATION
-  RETAIL LOCATION
-  TERRITORY BOUNDARY



# TRUE NORTH GOODWILL TERRITORY

**13 Retail Locations**  
**1 Outlet Retail Location**  
**3 Career Navigation Centers**





# Jason's Story



WITHOUT  
BORDERS

*"Goodwill services have done something special for me. They have given me the opportunity to pursue a great career path. The diversity of the job has allowed me to learn new skills that will open new doors."*



Life's challenges hit Jason hard a few years ago. He struggled with substance abuse and justice involvement and knew he needed a fresh start. He joined the Minnesota Adult Teen Challenge program and was given the opportunity to seek out work. This is when Jason crossed paths with Goodwill.



Jason started his employment journey with Goodwill as a part time entry level Donation Processor in December of 2023. Goodwill's management team recognized Jason's strong work ethic and drive and in March of 2024 he was offered work on a Goodwill business services contract at local print shop Pro Print as a Print Aide. Further recognizing Jason's strides and potential for leadership, he was promoted to Business Services Shift Supervisor at our Munger facility in September of 2024.

"The amount of support I have is miles long. Goodwill has given me a better life to be honest."

Jason is eager to continue growing in his new role and building a brighter future.




*Watch Jason's Story!*





# Richard's Story



*"I encourage anyone who is looking for work support to contact Goodwill. I believe they truly help to transform lives. Like mine."*



Richard ended up getting into legal trouble and having to serve prison time. After prison he went to a work release program and shortly after started employment with Goodwill. In a short amount of time, he has obtained his drivers license and started college coursework. He plans to graduate as a welder and acquire a job in the profession.



Richard is striving to break the cycle of ancestral trauma of the indigenous community as well as his own personal traumas. He wants to inspire his children and grandchildren that it's possible to do anything you put your mind to and that you can overcome hardships and do something greater.

Goodwill has watched Richard become a strong leader, mentor, and advocate for other Goodwill team members.

"I encourage anyone who is looking for work support to contact Goodwill. I believe they truly help to transform lives. Like mine."

# Financial Review

**Total Support & Revenues**  
**\$16,203,774**

**Retail Revenue**  
**\$8,360,477**

**Contributed Goods**  
**\$6,527,189**

**Government Grants**  
**\$283,935**

**Foundation Grants**  
**\$32,000**

**Employment Services Revenue**  
**\$32,000**

**Other Support**  
**\$155,314**

**Investment Income**  
**\$669,186**

**Total Expenses**  
**\$16,435,045**

**Programs & Services**  
**\$13,958,126**

**Management & General**  
**\$2,329,958**

**Fundraising**  
**\$146,961**



# 2023-2024 BOARD OF DIRECTORS

Goodwill is grateful to our volunteer board of directors, who are active and generous supporters of our mission. We are driven by their guidance, expertise, and support. They ensure adherence to the highest standards of efficiency, quality, service, ethical conduct, public accountability, and transparency.

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AMERICAN INDIAN LEARNING RESOURCE CENTER



# THANK YOU TO OUR GENEROUS DONORS & SUPPORTERS!

Goodwill is grateful to our financial donors and community supporters who help to fuel our mission. Thank you kindly for your ongoing support, helping to transform lives for generations through learning and the power of career development.

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# SUPPORT TODAY!

## TRUE NORTH GOODWILL RESOURCE & TRAINING CENTER CAMPAIGN



## DEVELOPING CAREERS STRENGTHENING COMMUNITIES OUR VISION

Located in the Atlas Industrial Park in Duluth, Minnesota between the communities of Morgan Park and Gary New Duluth, the True North Goodwill Resource and Training Center will be a newly constructed facility, serving as a hub of vocational, educational, and employment training opportunities breathing new life into a community that was devastated by the departure of US Steel in the late 1970s.

The True North Goodwill Resource and Training Center will also serve as the regional headquarters for Goodwill, housing transportation, warehousing, and recycling efforts, a retail outlet store and administrative offices, and on-site work opportunities along with classroom training.

Conveniently located on the DTA bus line, the center will be easily accessible to all individuals and house a childcare facility providing direct support to program participants and employees.

The True North Goodwill Resource & Training Center is projected to create at least 75 new jobs, provide stable employment for over 135 people locally, and deliver mission services to thousands of people across the region each year. The total construction cost of the facility is approximately \$22 million dollars. Of that total, our goal is to raise \$5 million dollars through philanthropy.

With your valued contribution, our new Resource and Training Center will expand our capabilities to help more individuals achieve success, and strengthen communities, employers, and the economy for generations to come.

We sincerely thank you for your consideration and support!

**SOCIAL ENTERPRISE | GENERATIONAL IMPACT  
ENVIRONMENTAL SUSTAINABILITY | PEOPLE  
COMMUNITY | PLANET | WORK | TRAINING**


*Donate Online!*



*Thank you!*



 **TRUE NORTH  
GOODWILL**  
NORTHERN MINNESOTA & NORTHWESTERN WISCONSIN

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 True North Goodwill

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