

GOODWILL®

**EASTER
SEALS**

2022 ANNUAL REPORT

OPENING DOORS TO BRIGHTER FUTURES





**For over a century,
we have helped people
open doors
to brighter futures.**

**Preparing people for work
is what we do.**

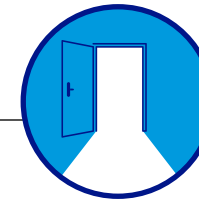
Let us show you how.

OUR MISSION

TO ELIMINATE BARRIERS TO WORK AND INDEPENDENCE.

OUR VISION

A WORLD WHERE EVERYONE EXPERIENCES THE POWER OF WORK.



Goodwill-Easter Seals Minnesota provides career training and education resources to Minnesotans who deserve equitable employment access to build stable careers. Your support helps people discover career possibilities and get connected to jobs.

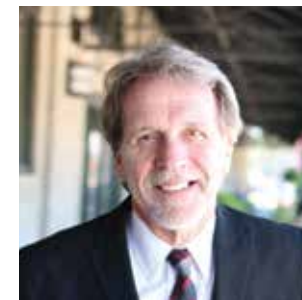
In 2022, together with our generous partners, donors and volunteers:

- We supported 4,785 people with customized programs to help prepare for work.
- We served 1,049 youth within 30 school districts statewide and expanded employer partnerships to develop a pipeline of trained workers with diverse skills and backgrounds.
- The average wage for jobs secured after using our services was \$17.28 [over 60% higher than Minnesota's minimum wage].

We are intentional and strategic about serving populations deeply impacted by the changing economy and rising costs, who just need a little support to go a long way. This tangible, progressive community impact is made possible by YOU. Thank you.

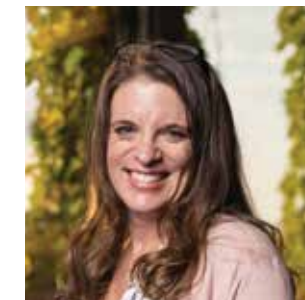
With your generous support, we are opening doors to brighter futures to stabilize families in our community for generations to come. Whether you donate, volunteer, shop Goodwill stores or help keep Minnesota green through our reuse operations, you make a difference every day.

With gratitude,



Michael Wirth-Davis

Michael Wirth-Davis, DPA
President and CEO



Rachel Lockett

Rachel Lockett
Board Chair

Board of directors, fiscal year 2022

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Michael Wirth-Davis, DPA (ex-officio)
President & CEO, Goodwill-Easter Seals Minnesota

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Wealth Management Chief Operations Officer, US Bank

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Texas Hemmaplardh, MBA, CFA
Partner, Pavilion, A Mercer Practice

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Chief Information Officer,
Pohlad Companies/Marquette Companies

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and Community Engagement Officer,
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Morgan Truscott
Executive Director, JP Morgan Private Bank

Michael Wirth-Davis, DPA, ex-officio
President, Goodwill-Easter Seals Foundation
President & CEO, Goodwill-Easter Seals Minnesota



YouthBuild graduate earns GED and brighter future

Olajorwan was living at a housing facility for formerly homeless youth when he toured GESMN's YouthBuild training facility. "I wanted to finally get a high school diploma and have a good job as a construction worker." During his time in YouthBuild, he worked hard, diligently attended both online and in-person classes, then earned his construction credentials. He also got his high school diploma! Today, Olajorwan works in manufacturing and is thriving in his new career.



Josie strives for more

Before coming to GESMN, Josie was working numerous jobs, including at hotels and retail stores; her highest wage was \$12 an hour. She worked nearly 80 hours a week to support her five children. After graduating from the Business Professional Pathways program, Josie now has one job at Medica. "I gained so much more than a job. This program set me up for better pay and a better job so I can take care of myself and my family."



"GESMN's Financial Industry Training program is great! It helped me with resume writing and kept me on track. The employer partners are putting a lot of great info into it and preparing students for the future," says recent graduate Nicholas, who is now employed at Ameriprise Financial.



Twenty-two interviews, 1 second chance

There can be multiple barriers following incarceration: quick deadlines to find housing, navigating parole systems to break cycles and preparing for work; these are just to name a few. Yet Freddy created his own career success. "After 22 interviews, I finally made it to a second interview." Freddy now works at an auto parts store and owns a landscaping and renovation company. He is also a mentor to others and was asked to be a guest speaker at a joint meeting of the Department of Corrections and Department of Employment & Economic Development. There is infinite potential in people who are given a second chance. GESMN's Reentry team supports people and advocates for systemic change, so fewer people have to brave twenty-two interviews to finally get their second chance.



Nathan the go-getter

Nathan reached out to Goodwill-Easter Seals Minnesota's disability services team and supported employment program. He had tried several part-time jobs until he found his fit stocking items at Walmart. Nathan's work ethic and commitment amaze everyone around him – he bikes nearly four miles to and from work every day. His manager says, "He gets to work earlier than his scheduled time so he is ready. He is very attentive to details and works at a fast pace." His future plans are saving for a pick-up truck and owning his own shipping company. His GESMN career navigator keeps regular contact and says, "Nathan has come such a long way since he started with us. His goals have been a driver in all that he has accomplished and I'm excited to see where he goes."



We help open doors to brighter futures.

SERVICES & PROGRAMS



Served **4,785 people** with nearly 20 programs to help prepare for work and future career advancement.



People using our services secured **779 jobs**.



The average wage for participants when jobs were secured was \$17.28, over **60% higher than MN's minimum wage**.



Provided **3,332 community resources** to address common job seeker needs like transportation, food, clothing, childcare and more; distributed 142 technology resources for virtual training and education needs.



Served **1,049 youth** in partnership with 30 school districts statewide with career readiness, skills training and work-based learning; partnered with 13 colleges in post-secondary pathways for Career Training and Education programs.



The Work Incentives Connection helped people navigate disability benefits and employment in **70 out of 87** Minnesota counties.

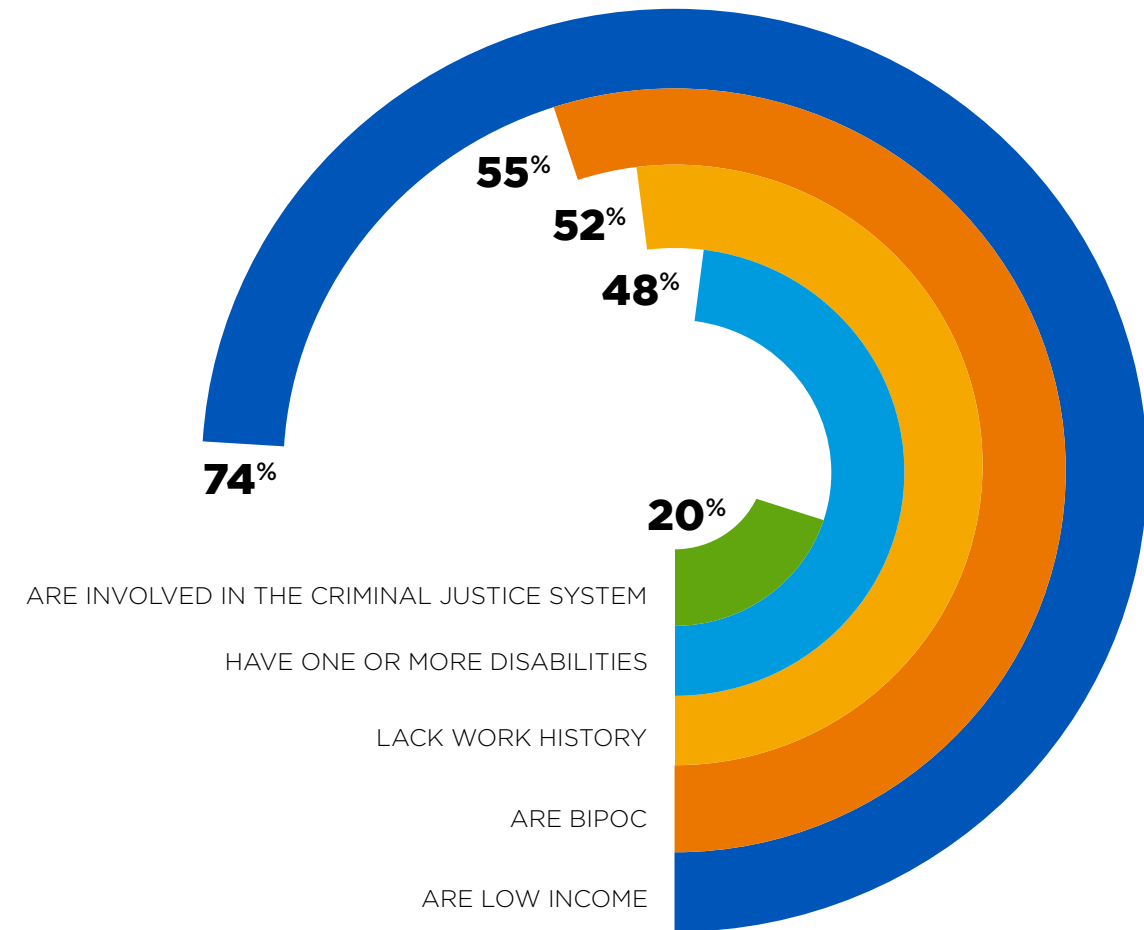


The people we serve were born in **22 different countries** and English is not the primary language of 241 participants.

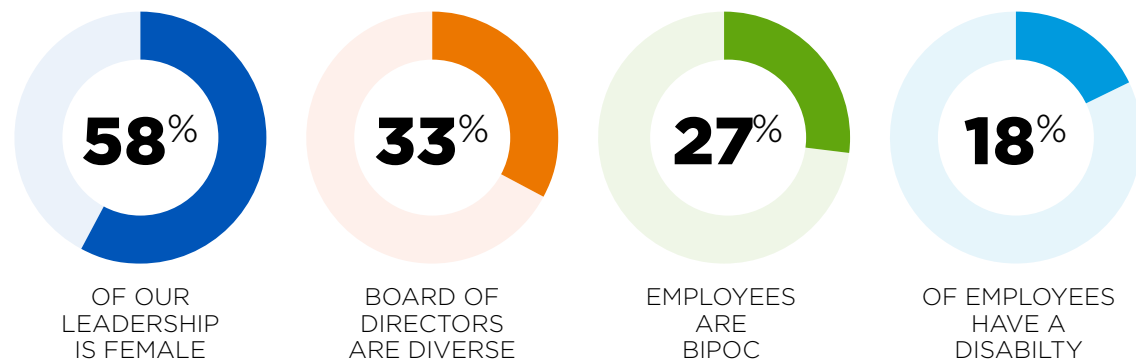
DIVERSITY, EQUITY & INCLUSION

(OCTOBER 2021 – SEPTEMBER 2022)

The people we serve



Our employees & leadership



COMMUNITY IMPACT



We have many ways to repurpose the community's generous donations:

45 local retail stores, e-commerce, 3 outlets

with by-the-pound pricing and an aftermarket team that finds secondary use for everything from plastics to cardboard to leather to metals.



We partnered with the Twin Cities Marathon to pick up clothing along the race routes, repurposing over **2,000 lbs of gear**.



Every year we handle over **75 million** donated items and divert over **65 million pounds** from landfills.



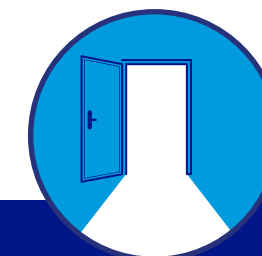
We have **electric car charging stations** at stores.



We use solar energy at **15% of our stores**.



Together with 150 Goodwill agencies, we divert over **4.5 billion pounds** from landfills every year.



Thank you for your support. You help us open doors to brighter futures.

STATEMENTS OF FINANCIAL ACTIVITIES

Fiscal year 2022 • Amounts rounded to 000s

REVENUE	
Retail operations	\$126,775
Program service fees, grants and contracts	8,358
Contributions	3,513
Miscellaneous	(951)
Support and revenue before cost of retail sales	137,695
Less: cost of retail sales	(79,027)
Total revenue, net	\$58,668
EXPENSES	
Program expenses	\$32,622
Management and general	10,267
Fundraising	903
Total expenses	43,792
Change in net assets available for operations	14,876
Non-operating income (loss)	14
Change in net assets	14,890

STATEMENTS OF FINANCIAL POSITION

Fiscal year 2022 • Amounts rounded to 000s

ASSETS	
Cash and cash equivalents	\$1,465
Accounts receivable	5,420
Inventory	4,006
Land, building and equipment, net	37,733
Investments	52,850
Other assets	790
Total assets	\$102,264
LIABILITIES	
Accounts payable and accrued liabilities	\$9,358
Long term debt	18,430
Total liabilities	27,788
Net assets	74,476
Total liabilities and net assets	\$102,264



Q&A with Texas Hemmaplardh, Goodwill-Easter Seals Foundation board member

How did you first get involved with Goodwill-Easter Seals Minnesota (GESMN)?

A good friend and longtime Goodwill-Easter Seals Minnesota board member, Joe Barsky, mentioned all the good work the institution does to help people overcome barriers to work. He shared with me a vision of a new foundation to support this work, not just today or even over the next decade, but for future generations. After a visit and tour of Goodwill-Easter Seals Minnesota, I was inspired and hooked!

What has surprised you most about working with GESMN? What do you wish more people knew?

The breadth of programs, the services offered across Minnesota and the scale of impact every year over its long history are impressive. The retail stores are so visible and known, but few people know the impact GESMN has in so many communities through its programs. I wish everyone could hear the stories shared by people we serve at Foundation board meetings — the successes would educate, inspire and motivate everyone to support GESMN's mission and vision.

What role can a thriving Goodwill-Easter Seals Minnesota fill in our communities?

Everyone faces challenges toward productive, fulfilling lives at some point; some among us face especially great challenges. A thriving GESMN is a force that tackles those challenges person-by-person, building the fabric of robust communities across our state.

What do you think will change about workforce development over the next five years?

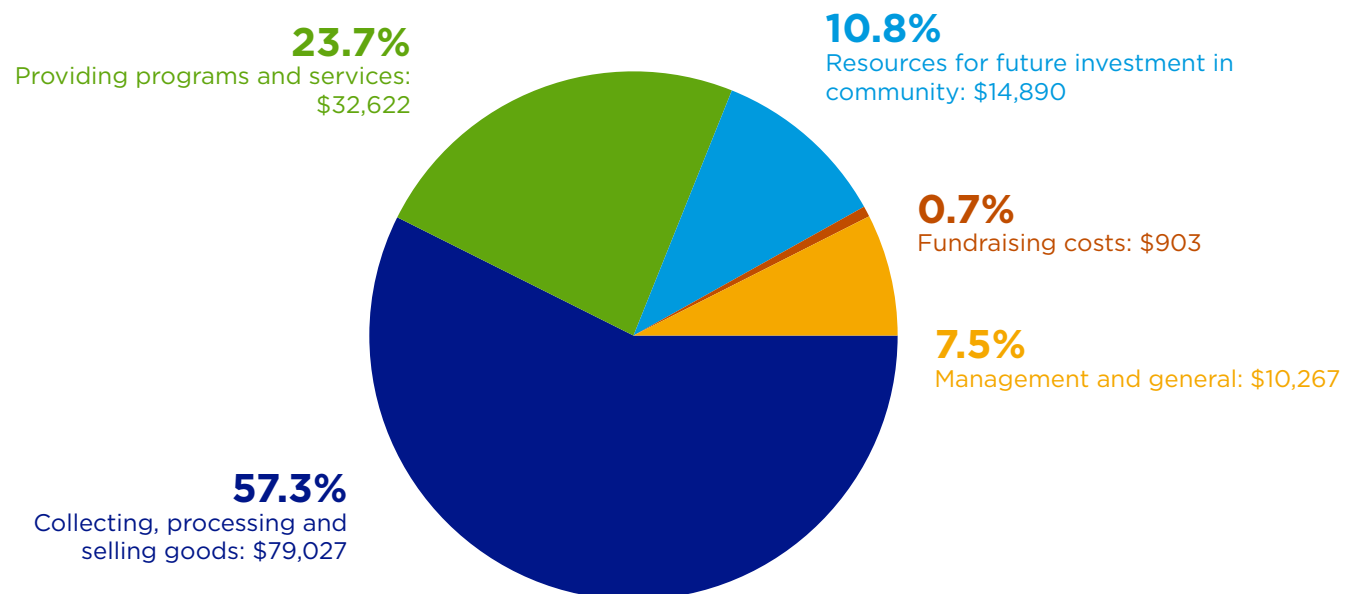
The nature of work is changing rapidly, becoming faster-paced, virtual, asynchronous and decentralized. GESMN's services will continue to adapt, develop new programs and position those facing challenges for the new world of work, as the organization has done for over 100 years.

What might someone be surprised to know about you? How would people describe you?

I am an avid urban gardener and love the intersection of vibrant cities and nature. Some people might say I'm an empathetic nerd, a description that I'd be proud to embrace!

How Goodwill-Easter Seals Minnesota spent resources

Amounts rounded to 000s





TOGETHER, WE PREPARE PEOPLE FOR WORK.