



OUR MISSION

To eliminate barriers to work and independence.

OUR VISION

A world where everyone experiences the power of work.

EQUITY STATEMENT

Goodwill-Easter Seals Minnesota believes that diversity, equity and inclusion (DEI) are central to our mission to eliminate barriers to work and independence, and our vision of a world where everyone experiences the power of work. We strive to reflect the communities we serve and strengthen partnerships, while making a solid case for the importance of this work. We will bring diversity, equity and inclusion to the forefront internally and externally and speak out against overt and systemic racism, oppressions and inequities.

YOU CAN HELP US MEET COMMUNITY NEEDS

Community need: Minnesotans are still recovering from pandemic-related job loss; in the last year unemployment applications reached 1.4 million and 344,000 people were unemployed.

Our solutions:

- We support people seeking career growth and stability with digital literacy skills, resume refinement and free, job-specific training like construction or IT to help people find meaningful work.
- Our outcomes are life-changing: program participants achieve an average annual wage increase of \$26,452 and 82% remain employed after six months. Participants who faced job loss in 2020-2021 achieved an average annual wage increase of \$52,739 via our dislocated worker program.

Community need: Income inequality and wage gaps in our community are among the highest in the nation; Minnesota's pay disparity for BIPOC people is over 30%.

Our solution:

- We are part of the solution: our individualized services, like career navigation and job support, help narrow this gap for job applicants who are often underrepresented (52% of the people we serve are BIPOC and 64% have one or more disabilities).

Community need: Minnesotans generate nearly 6 million tons of waste for local landfills every year.

Our solution:

- Shopping and donating helps us divert over 65 million pounds from Minnesota's landfills annually. Our commitment to sustainability includes solar energy at 15% of our stores, electric car charging stations and partnership with 160 Goodwill agencies that divert over 4.5 billion pounds from landfills every year.



Goodwill-Easter Seals Minnesota eliminates barriers to work and independence with customized training and career support to help people discover their full potential. We've been doing this work for over 100 years, and while 2021 presented unique challenges, your generosity allowed us to focus on equitable employment access and serve 4,819 people.

ACCESS FOR ALL

We believe the power of work stabilizes families in our community and your gifts help foster a more inclusive workforce; 52% of the people we serve are black, indigenous, and people of color and 64% have one or more disabilities.

THRIVING CAREERS

Your support helps people in our community thrive at work. Program participants achieve an average annual wage increase of \$26,452 and 82% remain employed after six months.

OPENING DOORS

We have nearly 20 programs that help open doors for brighter futures. Father Project helped Fahad transition from incarceration to owning his own business and Career Training & Education helped Adrian get his GED to support his newborn son. Thank you for helping people like Fahad and Adrian experience the power of work.

Your partnership and support removes barriers to work and opens doors for people who deserve equitable career opportunities. Whether you work with us to provide services or you donate, shop, volunteer or make a gift, you help us connect people to jobs every day and we are infinitely grateful.

With thanks and appreciation,

Michael Wirth-Davis, DPA
President and CEO

Wendy Mahling, JD
Board Chair

Board of directors, fiscal year 2021

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

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Sheila Olson, Chief Services & Programs Officer

Jinah Chernivec, Chief Human Resources & Risk Officer

Jeff Uecker, Chief Financial Officer

Mary Jones, Chief Philanthropy Officer

Michael Wirth-Davis, DPA
President & Chief Executive Officer



Adrian gets a GED and skills to support his newborn

Construction is a growing field and skilled workers are in high demand. Goodwill-Easter Seals Minnesota offers hands-on training courses at no cost to students. It changed Adrian's life.

Adrian didn't have his GED/diploma because he dropped out of school to work and support his newborn son. The GESMN team connected him to YouthBuild to pursue his goals of construction training, steady employment and getting his diploma.

With determination, Adrian juggled his school and work schedules, while also navigation housing instability, childcare and limited transportation. Adrian always showed up to YouthBuild classes with a smile on his face and a willingness to work hard and learn.

Since graduation from YouthBuild, things are looking up for Adrian! He earned his high school diploma, signed a lease for a new apartment to provide stability for his family and purchased a car with the help of a Minnesota Microgrant. Adrian landed a job at a woodworking/construction company and says he's thankful to the Youthbuild team who helped him gain work and independence.



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I didn't have access to a computer because the library was closed due to COVID-19. I felt confident using a computer, but I needed to learn Microsoft Office. It was a little intimidating at first, I wasn't sure I could do it but Amy [her career navigator at GESMN] was always there to provide positive support. Without Goodwill's help, I would still be at square one."

Gretchen, supported employment participant



Community impact



More than **52%** of the people we serve are black, indigenous and/or people of color



75% are low income, and



64% have one or more disabilities

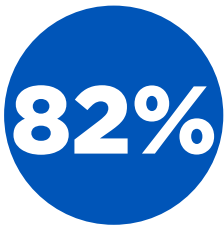


We served
4,819
people



We provided nearly
2,400
community
resources

[from furniture to work tools to groceries]
to help open doors to brighter futures



of participants in our
job placement programs
are still employed
6 mos. post-placement

*based on FY20 employment data from DEED



Avg. annual increase in earnings
of participants:

\$26,452

Avg. annual wage increase of
dislocated worker participants:

\$52,739



In 2021, our
Work Incentives
Connection
served
individuals in

67 out of 87
MN counties

Sustainability and inclusion

Every year we handle over

75 million donated items

and divert over

65 million lbs. from landfills



Our commitment to sustainability

includes solar energy at 15% of our stores, electric car charging stations & partnership with 160 Goodwill agencies diverting 4.5+ billion lbs. from landfills per year



We partnered with the Twin Cities Marathon to pick up runners' clothing along the race routes, repurposing and recycling over

10,000 lbs. of gear



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



Our employees source vendors and partners that are

women and BIPOC-owned



Our store uniforms got a facelift

to better reflect the many languages of our employees and people we serve



Our staff-led DEI council

shares inclusive educational opportunities and resources to employees



Fahad's fresh start leads to business ownership

"When I was younger, I was uneducated, so I made mistakes," he recalls. "I never put a lot of thought toward the things I did, was making mistake after mistake without realizing it, then it came back to bite me."

Those mistakes caused him to spend time in federal prison.

Fahad was released and started working right away. "Ever since I walked in the door, Goodwill was very open and not judgmental," Fahad says. "I felt comfortable and like I could get my life back on track. There were so many choices I had to make about my future, there were a lot of options and I could have done a lot of stuff - it was a bit of a whirlwind. But Goodwill was there to help."

Fahad landed a job at St. Paul's Roof to Deck Restoration. "They pay well, like \$20 an hour, and I've never had a job that paid this well before," Fahad said. On top of his new job, Fahad used his skills to do independent contracting work and eventually registered his business as an LLC. With career support and people who believed in him, he is forging a successful new career path and on track to purchase his first home.

"My goal is to be comfortable and I want everyone in my family to be comfortable too," he says. "I've been through a lot in my life and I'm starting to get immune to thinking negatively. It's an awkward situation to tell someone that you've been in federal prison, but I don't feel like I have a record or that it's holding me back."

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Keana serves as an example of self-reliance

Keana came to Goodwill-Easter Seals Minnesota through the Families Achieving Success Together (FAST) program.

“Prior to connecting with us, Keana had not worked since 2008. She had the desire to work, but I wanted her to be comfortable with the environment of interviewing and talking to managers,” says Nicole Lyons, a GESMN career navigator.

Her personable nature and can-do attitude landed her a job almost immediately at a local bakery, even during a pandemic. Keana told Nicole she wanted to find a position closer to home and she found a job at a laundromat that requires her to take only one bus.

Keana is no longer receiving MFIP assistance, is able to pay her rent and lives on her own. “I hope my kids are excited for me on this new journey,” says Keana. “I want to show them that I can do this and be on my own. “Don’t let anyone tell you that you can’t do something; believe in yourself,” Keana says.



Bryan switches gears with great success

After 25 years of working for the same employer, Bryan found himself furloughed due to COVID-19. Bryan had a stroke thirty years ago that left his right arm unusable, made walking difficult and communicating a challenge. He could have easily been discouraged, but that is not in his nature.

“After one meeting with Bryan, it was clear he had the drive to work. Bryan already had the tools he needed to be successful; he just needed someone to point him in the right direction,” said Bobbi, Bryan’s career navigator.

He did not want to return to his job as a launderer because after 25 years the heavy lifting was straining his left arm. He also needed a role that relied more on verbal instruction, with minimal reading.

Bryan told Bobbi he had a passion for working with seniors. After three short months of searching, Bryan accepted a dream position at an assisted living facility. He quickly became a favorite employee with staff and residents alike. He is garnering praise from his supervisor for his stellar work ethic and dependability.

Bryan switched gears with great success and when asked how he feels about his new role, his infectious smile and thumbs-up speak volumes.

STATEMENTS OF FINANCIAL ACTIVITIES

Fiscal year 2021 • Amounts rounded to 000s

STATEMENTS OF FINANCIAL POSITION

Fiscal year 2021 • Amounts rounded to 000s

REVENUE

Retail operations	\$116,502
Program service fees, grants and contracts	7,587
Contributions	3,396
Miscellaneous	3,714
Support and revenue before cost of retail sales	131,199
Less: cost of retail sales	(62,270)
Total revenue, net	\$61,929

EXPENSES

Program expenses	\$35,638
Management and general	7,757
Fundraising	872
Total expenses	44,268
Change in net assets available for operations	17,662
Non-operating income (loss)	10,418
Change in net assets	28,079

ASSETS

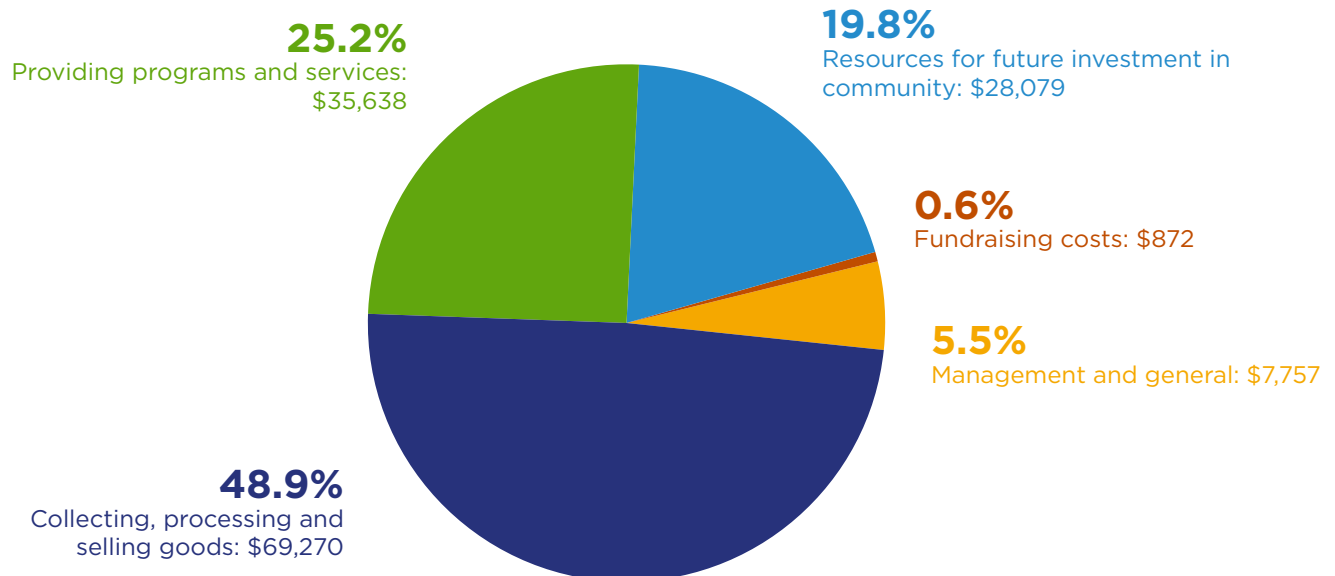
Cash and cash equivalents	\$5,517
Accounts receivable	4,503
Inventory	3,745
Land, building and equipment, net	37,683
Investments	38,859
Other assets	760
Total assets	\$91,066

LIABILITIES

Accounts payable and accrued liabilities	\$10,504
Long term debt	20,977
Total liabilities	31,481
Net assets	59,585
Total liabilities and net assets	\$91,066

How Goodwill-Easter Seals Minnesota spent resources

Amounts rounded to 000s



Kortney Cartwright donates time and resources as a board member because he believes in the power of work to change lives.

“CEO Michael Wirth-Davis often says, ‘when we first meet someone, we typically ask what’s your name and what do you do for a living?’ For people facing employment challenges from a disability, lack high of a school diploma or a criminal past, I get to partner alongside an organization that helps them answer that second question and take pride in their response.”

“In some ways, Goodwill-Easter Seals Minnesota (GESMN) is a hidden treasure,” says Kortney. “There still aren’t a lot of people who truly understand the magnitude of its purpose and mission. As its services grow, people with barriers will come knocking on our door for support. It’s up to us to ensure the organization has the tools and resources to open that door for people.”

This is, in part, why Kortney is chairing the Power of Work event in May 2022. Kortney remembers a participant named Keke, who was struggling to find employment because of a felony on his record. “Keke enrolled in the construction program and joked at the event that he could barely read a tape measure. After his training, Keke landed a job with one of the largest construction firms in the Twin Cities. That’s impact.”

Kortney was introduced to GESMN when he relocated to the Twin Cities to direct operations for the BCforward Minneapolis office. BCforward is an African American-owned business with over 6,500 employees that specializes in deploying teams of IT professionals to customers. “My friend Kent Kramer, CEO of Goodwill of Central and Southern Indiana, connected me to Michael Wirth-Davis and over three years later I’m still here.”

With his board service and gifts, Kortney Cartwright is helping to build a more equitable workforce.



“I’m inspired by GESMN as a beacon of hope for people in our community. While much of the world has changed since its founding over a century ago, its mission remains steadfast in removing barriers to work and independence.”





TOGETHER, WE PREPARE PEOPLE FOR WORK.