



WHERE THERE'S A WILL, THERE'S

GOODWILL[®]

**EASTER
SEALS**

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.

Employment is multi-faceted and looks different for everyone, and not all job seekers have access to the same start line.

The digital divide. Digital literacy, including reliable internet access to apply for jobs, disproportionately impacts seniors, low-income individuals, rural communities, people with disabilities and non-native speakers.



200+ technology resources

distributed for training and education to help bridge digital divide

Navigating a disability. One in 4 adults in Minnesota, or 23% of our population, has a disability that can require public benefits planning, job support or workplace accommodations.



74

Minnesota counties served

Transportation. Getting to a job interview or commuting to work is unattainable without reliable transportation. Our community resources program removes transportation barriers so people can thrive at work.

2,734

transportation-related resources

provided to access work or training



Equitable workforce opportunities.

There are thousands of driven, talented Minnesotans who are often overlooked for careers with family-sustaining wages.



5,579

total individuals served

Your support and partnership helps Minnesotans access nearly 20 customized services to get equitable access to jobs, create stable careers and realize the power of work. **Thank you.**

Every day Goodwill-Easter Seals Minnesota supports people entering or advancing in Minnesota's workforce.

Your partnership and support helped us serve a record number of people in our community:

- We served 5,579 people with training and resources to reach their career goals.
- Partnership with 45 schools and 18 colleges helped 1,111 young adults explore their career interests and gain job skills.
- Over 550 employers hired our program participants, with an average wage for jobs secured of \$18.47 [70% higher than Minnesota's minimum wage].

Because with you, we can do more.

Not only did we serve more people in the community but connected with our communities in new ways. We launched text messaging to access our services. We also trained 30+ local employers in skills-based hiring practices to build a more inclusive workforce.

We have been helping people experience the power of work since 1919, and there is always more to do.

When we connect the talented, driven people we serve with individualized resources, they thrive.

“I appreciate that my career navigator takes the time to listen and understand what I'm looking for and what I need. I feel respected and seen.”

Building sustainable careers and family stability is made possible with your generous contributions. Together, we can help prepare tomorrow's workforce and support thriving careers.

With gratitude,



Michael Wirth-Davis
Michael Wirth-Davis, DPA
President and CEO



Rachel Lockett
Rachel Lockett
Board Chair

Scan to watch how Jeannie transformed her career after a layoff



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Board of directors, fiscal year 2023

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Management Consultant and Community Volunteer

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Director, AACSB Administration/Health Care Outreach,
Opus College of Business, University of St. Thomas

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Rachel Lockett
Chair, Goodwill Easter Seals Minnesota Board of Directors
Chief Information Officer, Pohlad Companies/Marquette Companies

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Executive Director, JP Morgan Private Bank

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





Pictured left to right: Guy Mingo, Sita Morantz

DONOR PROFILE

**Marsden Services:
A Dedicated Corporate
and Community Partner**

Marsden Services is deeply involved in the community, building on the legacy of its founder, Skip Marsden, who strongly believed in giving back and helping others. For more than twenty years Marsden has worked hand in hand with Goodwill-Easter Seals Minnesota helping people in the region gain independence through work.

Composed of several operating companies, Marsden is one of the largest privately owned facility service providers in the country. “Marsden has been a proud supporter and partner of Goodwill-Easter Seals for more than two decades. GESMN’s mission exemplifies job creation by eliminating barriers to work, offering job skills training, and preparing people for independent living,” shared Marsden Services President & CEO, Guy Mingo, who has served in various board and committee roles over the years.

Marsden employees continue to support GESMN’s work in many ways. As a presenting sponsor at our annual Power of Work gala Marsden is a key partner and advocate for the event, providing vital financial support, volunteer help, and inviting community members so that they can learn more about the mission.

Long-time Marsden executive Sita Morantz, though recently retired, continues to serve GESMN in many capacities including as a Power of Work campaign co-chair and Goodwill-Easter Seals Foundation vice chair, highlighting the commitment, passion and loyalty of our Marsden volunteers.

Joy Nguyen, Marsden Services’ Community Engagement and Outreach Manager and member of the Power of Work committee explained, “Working with Goodwill-Easter Seals isn’t just a responsibility or duty for me, it is a source of inspiration, fulfillment, and personal growth. I am driven by the desire to create meaningful change and to leave a positive legacy in the communities I serve.”

The Marsden Fund of the Opus Foundation has also generously supported both our Reentry program and Career Training & Education program with grant funds, while also championing our Power of Work comprehensive campaign. This campaign will help GESMN reach people in underserved communities, expand digital skills training and resources for participants and build long-term support for job seekers in the region. The investments of time, resources and partnership made by companies like Marsden Services will have a long-term impact on jobseekers in the region.

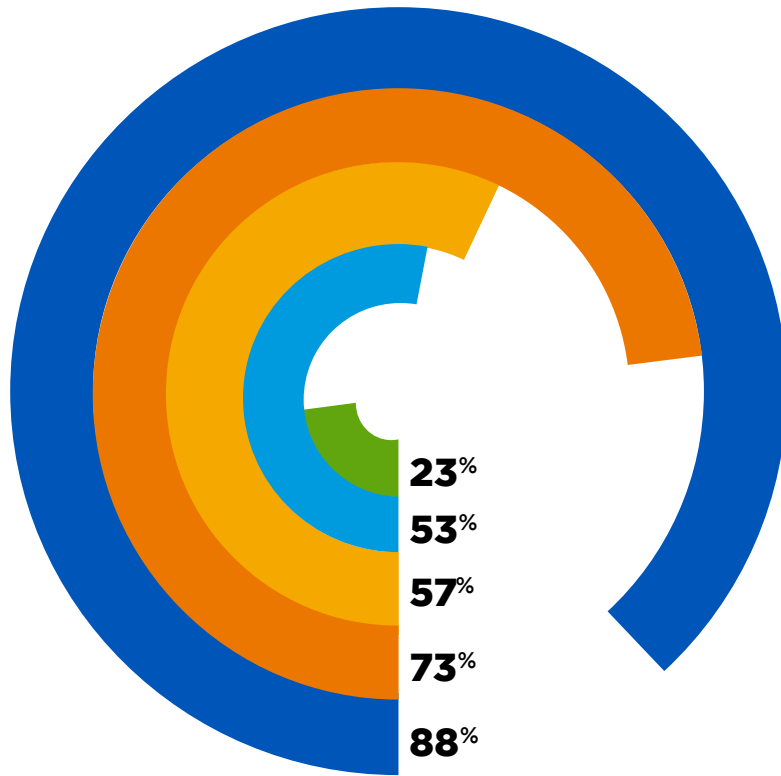
GESMN is grateful for partners like Marsden Services that champion our mission and services so that our communities can thrive and remain vibrant.

Scan to watch how Curtis landed a job with support from Disability Placement Services



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Impact

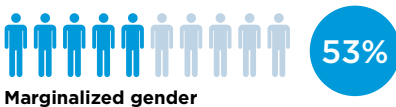


DEMOGRAPHICS OF THE PEOPLE WE SERVE

- Low income
- People with one or more disability
- People of color
- Short-term employment or no work history
- Justice involved individuals

75%

of people who got jobs were BIPOC or a marginalized gender.



5,508 support services

provided to meet participant needs for transportation, food, clothing, work tools, housing, childcare and more



\$18.47 average wage

when participants secure employment (70% higher than Minnesota's minimum wage)



806 jobs

secured by participants



30+ employers

trained in skills-based hiring and retention practices to expand opportunities and talent pool



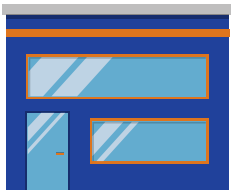
557 employers

hired participants



Partnership with **45 schools** and **18 colleges** to help

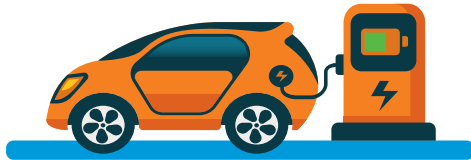
1,111 young adults explore career interests and gain skills



We steward the community's generous donations in **44 local retail stores, e-commerce, 3 outlets** and an **aftermarket team** to find secondary use.

60%

of our stores have electric vehicle charging stations.



Every year we handle over

75 million donated items.



Every year we divert over **65 million pounds** from Minnesota's landfills.



“ The job placement service helps people who have issues, whether they're mental or physical. You can do anything you set your mind to. There is a job out there for everyone. ”

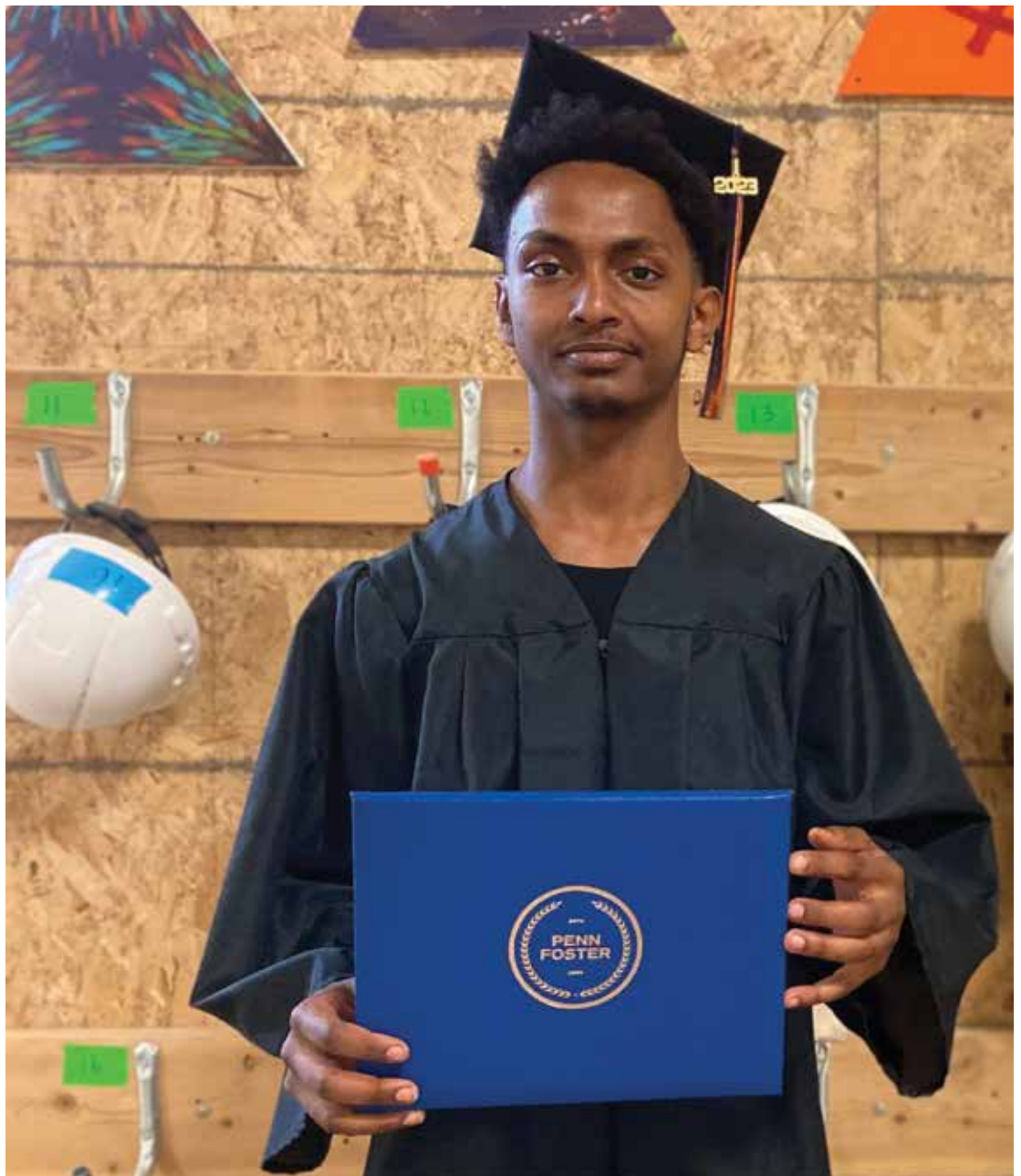
Leone
Employment Support
& Placement participant

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“ I knew I would have to re-invent myself. I wanted to go to school. I needed help understanding a lot of the paperwork because I had been out of school for so long. Goodwill guided me through what programs were available. ”

Deneal
ReEntry
Participant



Dagme gets his diploma

Dagme understands overcoming barriers; he struggled with substance abuse, legal issues and moved to Minnesota for a fresh start. He saw a brochure for our YouthBuild training for people ages 16-24 to gain job skills and a GED. He graduated with his MnDOT Flagger credential, OSHA-10 certification and high school diploma. “It’s definitely a good program. It shed a lot of light, hope and just a lot of great things. It’s never too late. You can do whatever you want.” Dagme is eager to start college and build a bright future.



Anissa knows her passion

Anissa connected with our supported employment program for tools and guidance to reenter the workforce. She found a job that aligns with her passion for serving people at a senior living facility. When the door on Anissa's accessible van stopped working and she was unable to drive to work, she got funds from our community resource program to fix her van and get back to work. "Seeing the residents and making them smile makes every workday special for me," says Anissa.



“
We don't need
the door opened
for us, just for the
door to be
unlocked.
We'll kick it down
from there.”

Victoria and Christina
Construction Participants

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“
I struggled with
interviews
because they
caused me
anxiety, but
my career
navigator kept
me grounded.”

Elijah
Individualized Placement
Support Participant



Maritza builds a strong future for her family

“I loved being a waitress, but then COVID hit and I was unemployed. I literally had no savings. I saw my family situation, and I’m like, ‘I need to get a job.’” Maritza enrolled in our 12-week construction training, got her OSHA-10 certification and quickly landed a job. “I was able to get a car. My goal for the future is to get a house. These are probably the first years of my life that I actually have financial stability.”

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STATEMENTS OF FINANCIAL ACTIVITIES

Fiscal year 2023 • Amounts rounded to 000s

REVENUE	
Retail operations	\$132,979
Program service fees, grants and contracts	10,509
Contributions	2,151
Miscellaneous	2,697
Support and revenue before cost of retail sales	148,336
Less: cost of retail sales	(84,283)
Total revenue, net	\$64,054

EXPENSES	
Program expenses	\$34,346
Management and general	13,182
Fundraising	1,145
Total expenses	48,672
Change in net assets available for operations	15,381
Non-operating income (loss)	748
Change in net assets	16,130

STATEMENTS OF FINANCIAL POSITION

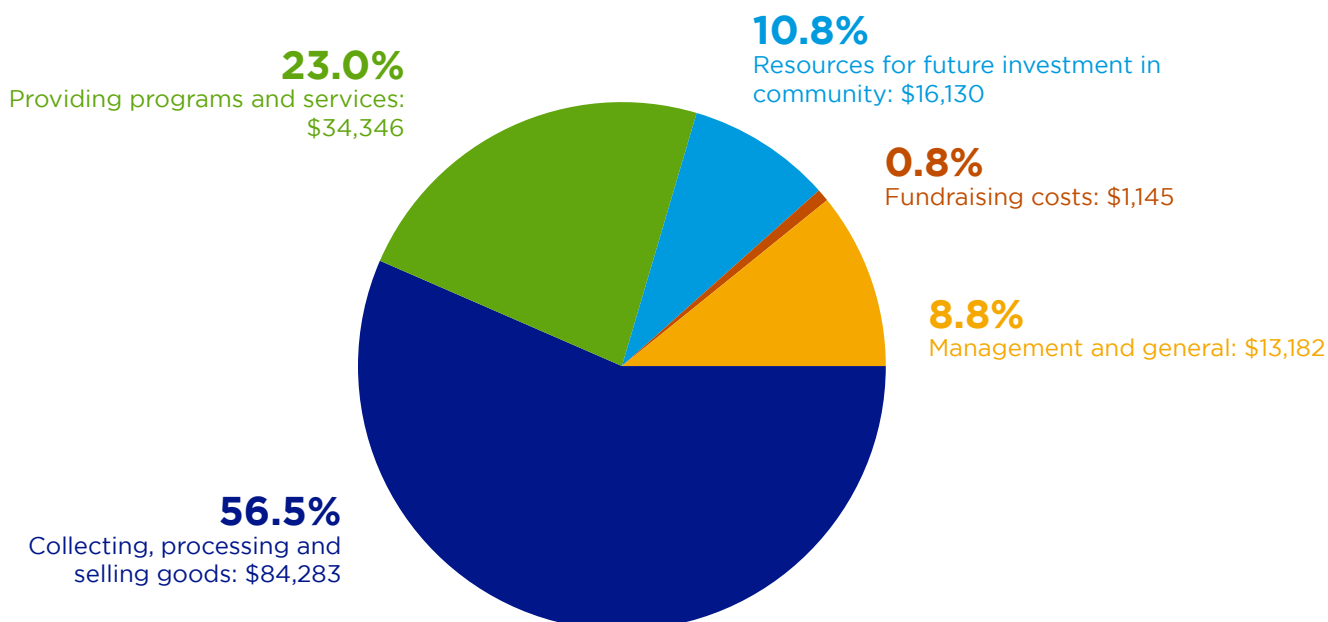
Fiscal year 2023 • Amounts rounded to 000s

ASSETS	
Cash and cash equivalents	\$2,446
Accounts receivable	5,664
Inventory	4,957
Land, building and equipment, net	41,397
Investments	61,457
Right of use leased assets	66,771
Other assets	1,360
Total assets	\$184,052

LIABILITIES	
Accounts payable and accrued liabilities	\$9,289
Right of use lease liability	69,876
Long term debt	14,281
Total liabilities	93,447
Net assets	90,605
Total liabilities and net assets	\$184,052

How Goodwill-Easter Seals Minnesota spent resources

Amounts rounded to 000s





**TO ALL THE DRIVEN, PASSIONATE PEOPLE WHO
WORK TIRELESSLY SO THEY AND THEIR LOVED ONES
CAN LIVE MORE COMFORTABLY—
WE SEE YOU.**

**WE SEE THE WORK YOU'VE DONE,
AND ALL THE GOOD WORK YOU CAN DO.**



TOGETHER, WE PREPARE PEOPLE FOR WORK.