



creating career possibilities together





mission

To eliminate barriers to work and independence.

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.



creating career possibilities together since 1919

Goodwill-Easter Seals Minnesota is a 501(c)3 nonprofit that connects traditionally overlooked jobseekers with resources to be successful in the workforce. Many people know Goodwill stores, but don't know store proceeds support nearly 20 programs that help create career possibilities.

Career Training & Education

Participants earn industry credentials and connect with employer for immediate hiring and advancement opportunities.



"The automotive training was an all-encompassing supportive experience."

Heather, Auto Training graduate who works at O'Reilly Auto Parts

Family Stability Services

Holistic services for people that help meet basic needs, navigate government systems and connect to jobs.



We provided **5,106** support services to meet transportation, food, clothing, work tools, housing and childcare needs.

Employment Services

Support to enroll in training, find work after a layoff, prepare for higher education and explore job skills.



"I've grown and improved as an employee professionally, and it gave me experiences to put on my resume."

Josh, high school student using workplace readiness training

Disability Services

Support with disability benefits planning and employment services to explore strengths, interests and thrive at work.



73% of the people we serve have one or more disability

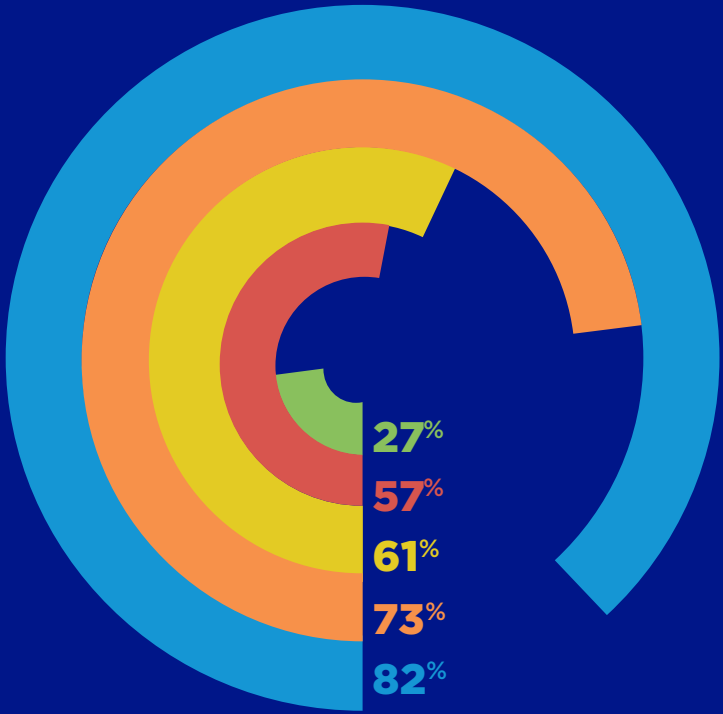
Youth/Young Adult Services

Supporting youth in the journey from school to what comes next, helping explore careers and access training/resources.



We partnered with **62 schools** and **18 colleges** to help young adults explore careers and gain skills.

impact

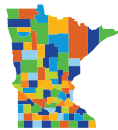


Demographics of the people we serve

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



5,611
individuals served



70
MN counties served

Workforce advocacy with nearly **100 attendees** and **legislative visits** at the capitol



Partnership with **62 schools** and **18 colleges** to help **young adults** explore career interests and gain skills



5,106 support services provided to meet participant needs for food, clothing, work tools, housing, childcare and the following resources:

1,595 transportation-related resources provided to access work or training



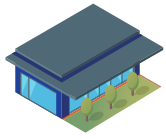
550+ technology resources distributed for training and education to help bridge digital divide



620 employers hired participants

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





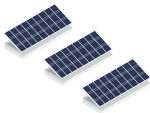
40+ local retail stores, e-commerce, **3** outlets and aftermarket operations to steward the community's generous donations

Handled

75 million donated items

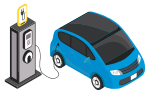


7 of our stores use solar energy



60%

of our stores have electric vehicle charging stations

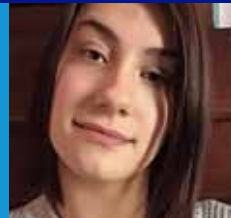


Diverted over **65 million pounds** from Minnesota's landfills



"I gained confidence in my work skills and received support with work training, job placement and follow up services. The staff listened, provided guidance and supported me through some difficult times in my life."

Steve, employment services



"Before I was a part of the program, I didn't disclose my disability, which made my job harder. When I couldn't do something that my employer expected me to do, it may have come across as I didn't want to work, or I was lazy."

Elizabeth, supported employment



"It helped me gain more confidence and pushed me forward to wanting a job. Now that I have a job, I'm able to pay my bills, I'm doing better in general and I'm a lot happier."

Brookelyn, employment services

thank you

Your support helped Jordan, Elizabeth, Marcus and more.



Scan to watch how **Jordan** built his automotive career.



"Goodwill's employment services helped me learn how to communicate and advocate for myself."

Elizabeth, who launched a new career at the YMCA



"I'm supported at FATHER Project. It's more of a family feel. No matter what, I can get the help I need and that's why I keep coming back."

Marcus, FATHER Project participant

Goodwill-Easter Seals Minnesota (GESMN) has been creating career possibilities together with the people we serve, our employer partners, volunteers, donors and customers since 1919.

Here are highlights of our collective impact in 2024:

- Even though our plan was to serve between 4,600–5,200 participants, we actually served 5,611 people with training and resources to reach their career goals.
- Over 600 employers hired our program participants, with an average wage of \$21.64 [40% higher than Minnesota's minimum wage].
- Workforce opportunity for everyone: we trained 50+ employers in equitable hiring practices, hosted fair chance job fairs and distributed 550+ technology resources to bridge digital gaps and partnered with 20+ nonprofit partners to launch the rebranding of WorkWell MN to advocate for systems change.

Our GESMN Foundation has had another successful year raising funds and awareness. The Foundation is a consistent partner and adds value and opportunity to the achievement of goals and outcomes of the organization.

Your support is the driving force behind our mission to eliminate barriers to work and independence. Your generosity helps people in our community access dozens of high-quality, holistic programs to achieve their career goals.

While we have a rich history, our eye is always on the future of Minnesota's workforce. Our automotive training now uses virtual reality technology to simulate in-shop skills and in 2025, we'll launch new training to teach skills for jobs involving solar and storage, heat pumps and energy efficiency as part of a national clean tech initiative. Our recent community needs assessments will help inform our efforts over the next few years.

We encourage you to mark your calendars for our 2025 Power of Work Event for May 8, 2025, at Quincy Hall in Minneapolis. Consider registering early as last year's event was sold out.

Thank you. Our service to the community is possible because of your passion and commitment to helping everyone experience the power of work.

Gratefully,



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



Kortney Cartwright
Kortney Cartwright
Board Chair
Goodwill-Easter Seals
Minnesota



Lauren Beecham Henry
Lauren Beecham Henry
Board Chair
Goodwill-Easter Seals
Foundation

Board of directors, fiscal year 2024

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Weekend Host, Lyngblomsten Apartments

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Workforce Development & Equity, Hennepin County

Jacinta Moss
Family Peer Support Specialist, Ramsey County Children Mental Health Collaborative

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Elizabeth Ortloff
SVP, Senior Compliance & Audit Officer, EntreBank

Charla Sheffield, MBA
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Valerie Krzywkowski Snyder, JD
Supervising Attorney, Southern Minnesota Regional Legal Services

Sanjay Terakanambi, MS, MBA
Technology Strategy Consultant, Prerana Technology Strategy Consulting

Nina Terrero Groth, MA
Lead Pipeline Manager, Target Accelerators, Target Corporation

Morgan Truscott
Executive Director, JP Morgan Private Bank

Ivan Winship
Vice President of Finance and Administration, Minnesota Orchestra

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

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Chair, Goodwill-Easter Seals MN Board of Directors,
District Branch Manager, BCForward

Marcella de la Torre, EdD
Chief Administrative Officer, Minneapolis Area Realtors

Mike Finger
Vice Chair, Goodwill-Easter Seals MN Board of Directors,
Founder, ExitOasis.com

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Senior Associate General Counsel, Property Development, Life Time

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Senior Investment Director, University of Minnesota

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Executive Director, JP Morgan Private Bank

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



DONOR PROFILE

Thews family leaves legacy of generosity

“Richard was a bright spot as a volunteer and an engaging ambassador when I brought tours through to see our programs. As an engineer, he was the most qualified person available to repair wheelchairs and medical equipment. He added tremendous value to the team by working with the users of the medical equipment he helped to repair.”

Michael Wirth-Davis

For almost a decade Richard Thews volunteered at Goodwill-Easter Seals Minnesota (GESMN). Richard was an electrical engineer who had a long career, primarily at Honeywell in the Twin Cities. His love of ‘all things mechanical’ compelled him to volunteer at GESMN well into his 90s fixing wheelchairs as a part of a now sunsetted program that loaned medical equipment to community members in need. His family shared that he enjoyed his volunteer activities and this gave him purpose in his retirement years.

When Richard passed away in 2012, his trust left a gift to GESMN, and his beloved wife Dorothy honored his wish and kept the organization in her will. Dorothy herself had a remarkable career, including working for the State Department in Washington D.C., where she met Richard, and volunteering at several nonprofit organizations.

Dorothy passed away one month shy of her 99th birthday in 2024 and her daughters were able to honor both their parents’ memory and provide a thoughtful and meaningful gift to GESMN.

The Thewses’ legacy of generosity, both of time and resources, is an inspiring example of their commitment to the community that they loved. Supporters like Richard and Dorothy and their families, ensure our mission ‘to eliminate barriers to work and independence’ continues on to serve the next generation.

Reentry Program helped Ron find his voice



The Reentry program provides individualized assistance and support for people exiting incarceration to connect to employment opportunities. Ron was facing eviction, which would impact the conditions of his parole, when he found Goodwill-Easter Seals Minnesota.

“I didn’t know who to reach out to for help.” Reentry navigator Phil helped Ron navigate options and resources. “It helped me focus more on my life, which has helped me get further along at work,” Ron continued.

“I’ve been at my job three-and-a-half years and last fall I got certified to operate a forklift. I feel great! You gotta start somewhere and work your way up.”

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Ron

An open mind and hard work led Natasha to a new career



During her daily commute Natasha noticed a billboard with free career resources and training. “I had an open mind for new opportunities and then I saw the billboard and I was like ‘this is a sign,’” said Natasha. “I wasn’t satisfied with my current job, but I knew that job hopping wasn’t going to get me anywhere because I didn’t have qualifications.”

Natasha graduated from the 10-week Business Professional Pathways training and got job placement/resume assistance. She also earned project management certifications and got assistance securing a laptop and bus rides to class. With Natasha’s drive, talent and new skills, her future looks bright.

STATEMENTS OF FINANCIAL ACTIVITIES

Fiscal year 2024 • Amounts rounded to 000s

REVENUE	
Retail operations	\$133,590
Program service fees, grants and contracts	11,969
Contributions	2,991
Miscellaneous	5,826
Support and revenue before cost of retail sales	154,376
Less: cost of retail sales	(80,456)
Total revenue, net	\$73,920

EXPENSES	
Program expenses	\$44,521
Management and general	12,496
Fundraising	1,087
Total expenses	58,104
Change in net assets available for operations	15,817
Non-operating income (loss)	(270)
Change in net assets	15,547

STATEMENTS OF FINANCIAL POSITION

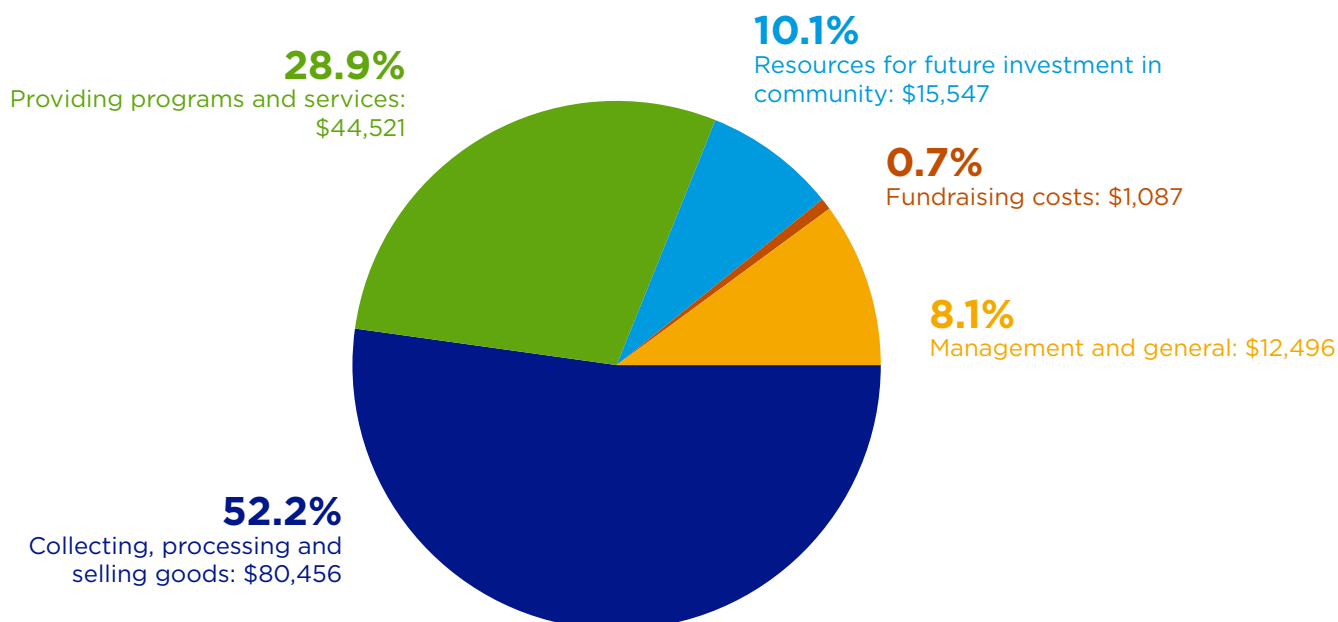
Fiscal year 2024 • Amounts rounded to 000s

ASSETS	
Cash and cash equivalents	\$3,044
Accounts receivable	6,001
Inventory	4,736
Land, building and equipment, net	48,174
Investments	57,941
Right of use leased assets	68,249
Other assets	1,203
Total assets	\$189,348

LIABILITIES	
Accounts payable and accrued liabilities	\$8,833
Right of use lease liability	61,351
Long term debt	13,012
Total liabilities	83,196
Net assets	106,152
Total liabilities and net assets	\$189,348

How Goodwill-Easter Seals Minnesota spent resources

Amounts rounded to 000s



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