



# creating career possibilities together





## **vision**

A world where everyone experiences the power of work.

## **mission**

To eliminate barriers to work and independence.



# 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

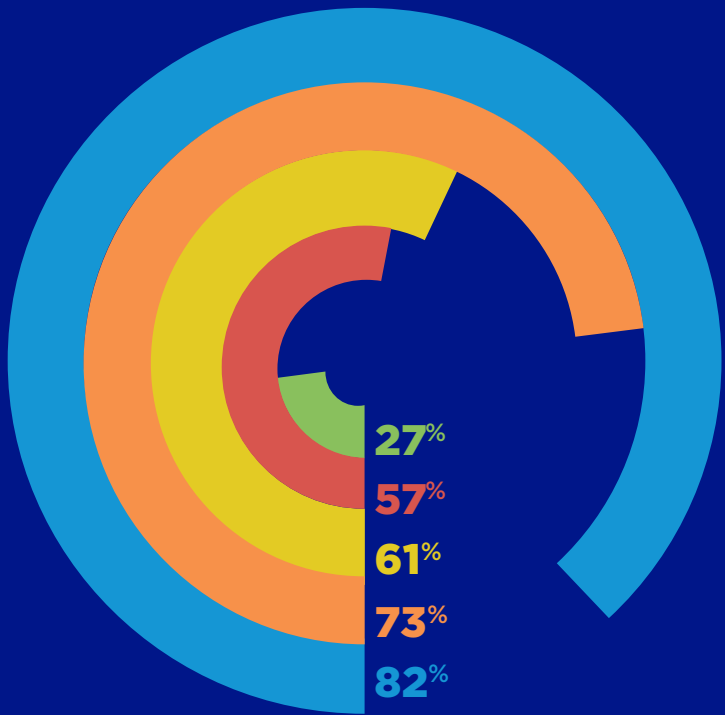
## Youth/Young Adult Services

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

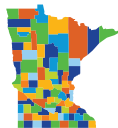


## Demographics of the people we serve

- 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



## **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



Partnership with

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

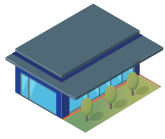


**620 employers**  
hired participants

## **50+ employers**

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





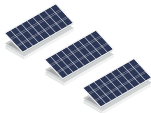
**40+** local retail stores, e-commerce, **3** outlets and aftermarket operations to steward the community's generous donations

Handled

**75 million** donated items



**7** of our stores use solar energy



**60%**

of our stores have electric vehicle charging stations

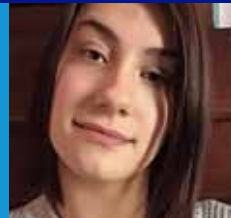


Diverted over **65 million pounds** from Minnesota's landfills



*"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 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. Our recent community needs assessments will help inform our efforts over the next few years.

**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

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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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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.”

*“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.”*

**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
<b>Support and revenue before cost of retail sales</b>	<b>154,376</b>
<b>Less: cost of retail sales</b>	<b>(80,456)</b>
<b>Total revenue, net</b>	<b>\$73,920</b>

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)
<b>Change in net assets</b>	<b>15,547</b>

## STATEMENTS OF FINANCIAL POSITION

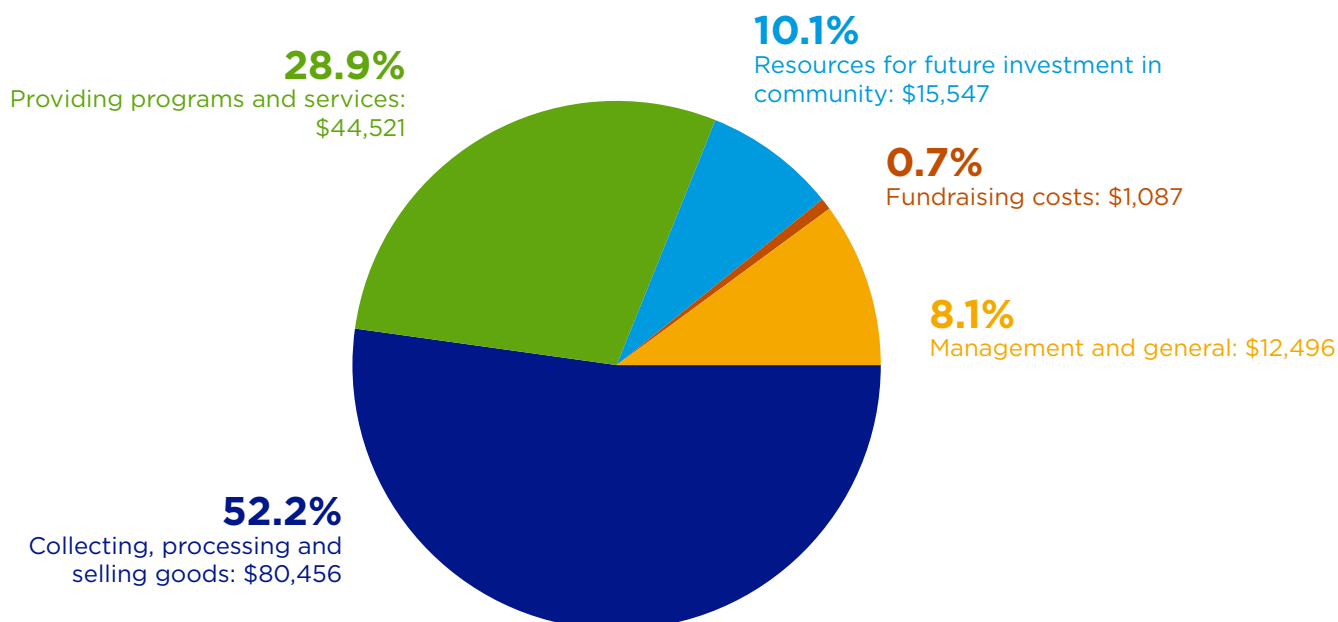
Fiscal year 2024 • Amounts rounded to 000s

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
<b>Total assets</b>	<b>\$189,348</b>

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

## How Goodwill-Easter Seals Minnesota spent resources

Amounts rounded to 000s



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[gesmn.org](http://gesmn.org)