

GOODWILL®

EASTER
SEALS



2020 Annual Report

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.

As an employer we will build on employee engagement and inclusion efforts.

As a community member we will reflect our service communities and actively learn together.

As a service provider we will create equitable opportunities.

As an advocate we will influence systems change.

YOUR SUPPORT HELPS US MEET COMMUNITY NEEDS

The unemployment rate in Minnesota is 60% higher for people with disabilities; the poverty rate for families of color is up to three times that of white families.

Our individualized services — like employment readiness, career navigation and job training — support job applicants from marginalized cultural groups and people with disabilities because these disparities are unacceptable.

Over 200,000 Minnesotans are unemployed and will need support to return to the workforce.

We are prepared to help; our participants experience an average of 5x wage growth, over 70% retain work for 365 days or more and nearly 80% of job training graduates earn industry credentials.

Minnesota's nearly 6 million residents generate an average of 1,600 pounds of trash every year.

Shopping and donating helps us divert over 65 million pounds from landfills annually, and reselling thousands of donated items promotes reuse.



Together, we're still preparing people for work.

Since its founding in 1919, Goodwill-Easter Seals Minnesota has evolved to meet the demands of a changing workforce and community. The year 2020 required agility to navigate a pandemic, racial unrest and continue our mission delivery:

- We transitioned our services to virtual formats and never stopped serving over 1,500 people.
- Three locations sustained damage during unrest and we rebuilt our St. Paul store in just over 60 days.
- We strengthened our action around diversity, equity and inclusion, as we often serve people who experience injustice and economic disparities.

The people we serve are agile. Ramone went from living in his 2002 Chevy Trailblazer with his family to owning his own landscaping business. Carly completed our construction program and found stability after landing a job with a large electrical contractor.

Our work is even more important, as over 200,000 Minnesotans are unemployed. Our proven results help transform lives: participants experience an average of 5x wage growth and 70% retain work for 365 days or more.

None of this is possible without you. Thank you for your support. Work is pride. Work is purpose. Work is belonging. People like Ramone and Carly are thriving because of your generous support and together, we're still preparing people for work.

Sincerely,

Michael Wirth-Davis, DPA
President & CEO

Wendy Mahling
Board Chair

Board of Directors, Fiscal Year 2020

GOODWILL-EASTER SEALS MINNESOTA

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Regional Managing Director,
The Wells Fargo Private Bank

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

GOODWILL-EASTER SEALS FOUNDATION

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Past Chair, Goodwill-Easter Seals Minnesota
Board of Directors
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Bremer Bank

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

Rachel Lockett (ex-officio)
Vice Chair, Goodwill-Easter Seals Minnesota
Board of Directors
Chief Information Officer,
Pohlad Companies / Marquette Companies

Wendy Mahling, JD
Vice President, Corporate Secretary and
Managing Attorney, Xcel Energy

John Schonberg
Chief Investment Officer and Portfolio Manager,
Stonebridge Capital Advisors

Michael Vinyon, JD, Secretary
Regional Managing Director,
The Wells Fargo Private Bank

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



Ramone's drive and hard work led to his success, with support from the Father Project.

While parents enjoy time with their children, the time that Ramone has is extra special. Just a few years ago, he had no contact with his children and that low point led him to reach out to Father Project, a program that helps non-custodial dads support their children economically and emotionally.

After losing his job and apartment, Ramone and his kids lived in his 2002 Chevy Trailblazer for several weeks. He went from making \$25/hour, to applying for government assistance within five months after a court mandated child support that was well beyond his means.

Father Project helped Ramone with parenting classes, career support and he met a group of dads who were struggling with similar issues.

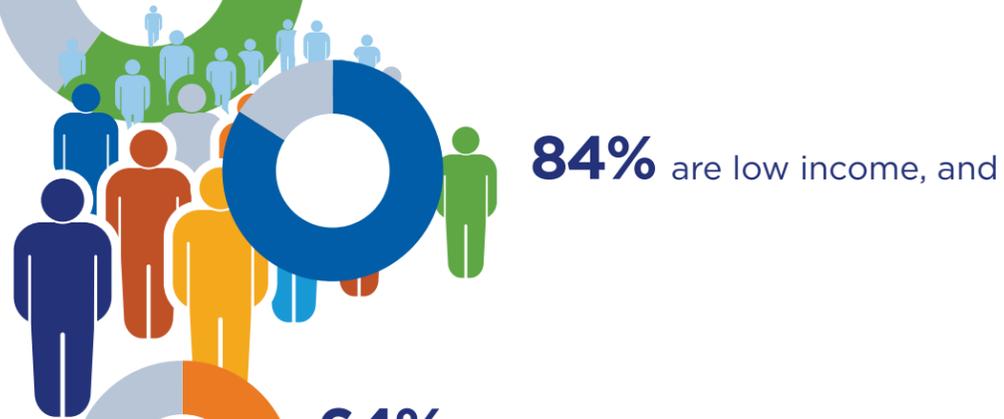
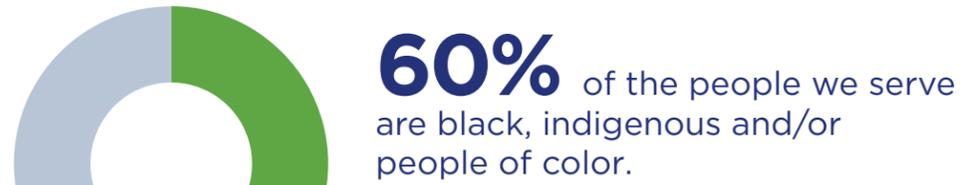
Ramone used the Next Door app to find people looking for help with odd jobs. His first landscaping job was so well done that neighbors noticed, and word of mouth grew his business. "Now, I'm a rock star on Next Door - I have over 300 recommendations!"

Ramone got so busy that he needed to hire staff and he paid it forward to dads enrolled in Father Project. "I hire these guys without judgement and pay them between \$15-\$30/hour. It was important for me to help because a lot of them are struggling to pay child support and I've been there. Now, a lot of them are able to go get special things for their kids."



After a stroke limited Risa's career options, she needed help navigating disability benefits at her job at one of Minnesota's Fortune 100 companies. **"A lot of programs help you for a certain period, but then you're on your own. Goodwill helps me continue to manage my hours and make sure I don't lose my social security."**

Community Impact



We donated **1,300 masks** to HealthPartners, scrubs to several area hospitals and puzzles/games to multiple senior centers during the pandemic.



More than 1,500 Minnesotans received assistance understanding the impact of work on their disability benefits.

Sustainability and Future Growth

Our green efforts are recognized nationally. CEO Michael Wirth-Davis received the **Goodwill Sustainability Champion** designation by Goodwill Industries International on February 28, 2020.



Michael Wirth-Davis, DPA and Goodwill Industries International President & CEO Steven Preston



We picked up over **5,000 pounds of clothing** from the Twin Cities Marathon route for a greener Minnesota.

Our stores handled



over 7 million donations, using proceeds to fund programs and services.

We divert over **65 million pounds** from landfills, which helps reduce the 1,600 pounds of waste the average Minnesotan generates annually.



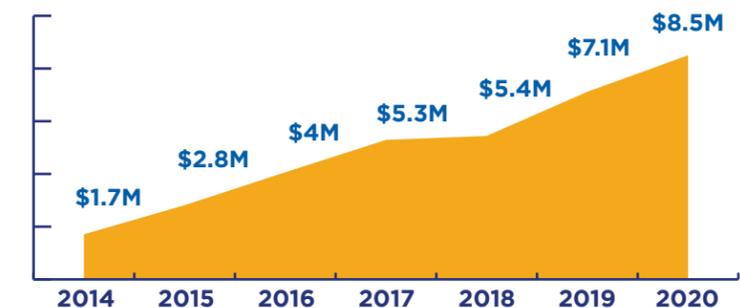
Minnesota has a **10.5% racial disparity employment gap*** and our 1-1 services can reduce inequity by removing barriers to work.
*(based on FY19 employment data from DEED)

Our dislocated worker program



offers specialized support to help thousands of Minnesotans experiencing job loss in the pandemic return to the workforce.

E-commerce is the fastest-growing area of our operations to provide funding for services and programs.





For 10 years I wore my hood and stayed at home, trying to be invisible. Now I drive myself to work at Goodwill, don't wear my hood and have made friends with my coworkers!

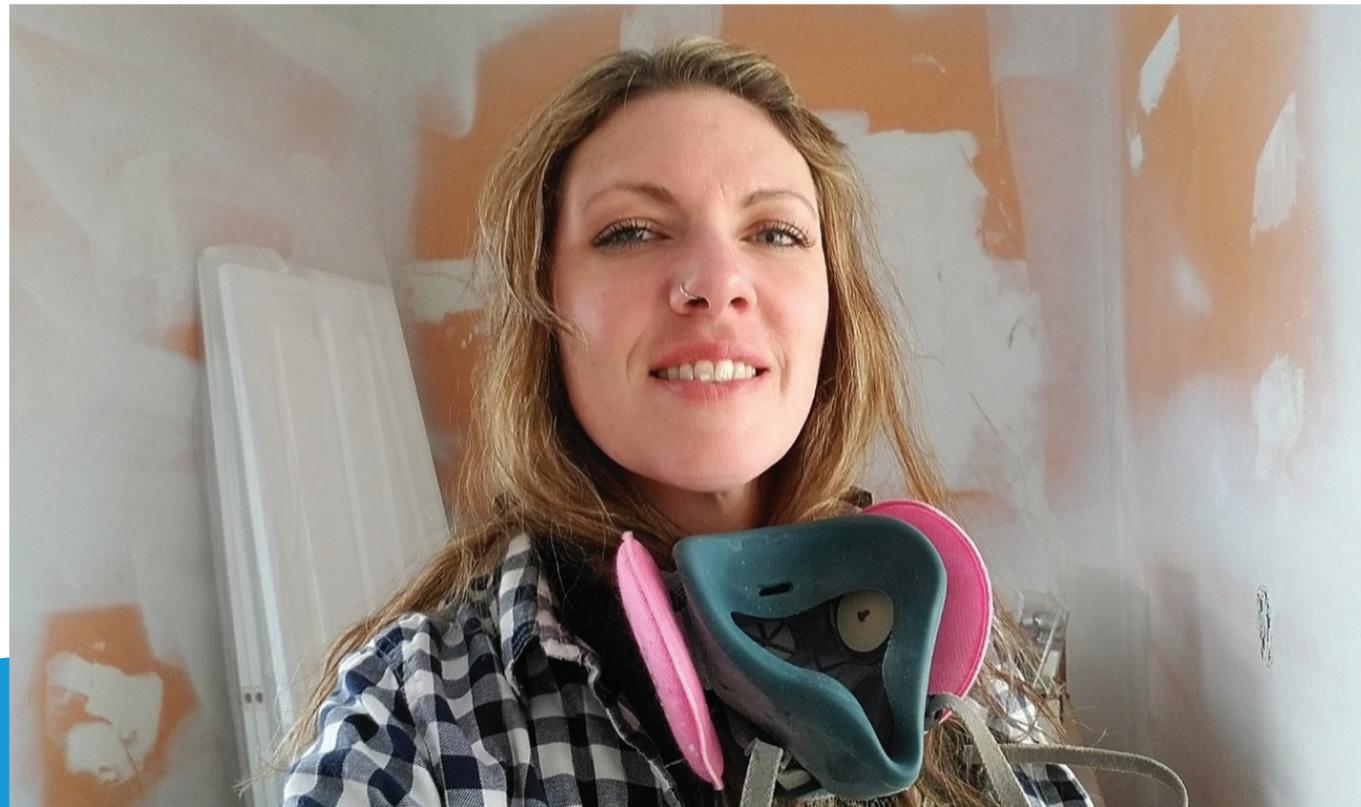
PAUL

Your support gave Carly vital resources and job training to help her family flourish.

After working as a nurse for years, Carly found herself in a legal battle and facing up to twelve years in prison away from her young children. After settling her case and serving four years, she was no longer able to work in the medical field where she had spent her career; it was time to forge a new career path.

"I was trying to figure out what to do with my life and who would hire someone with a felony," she says. "I wanted to have a career, not just work random jobs. I was willing to do anything."

"I did Goodwill's twelve-week construction training and one of the instructors knew I was interested in becoming an electrician. She connected me with a hiring manager at a large electrical contractor. They hired me and I've been with them ever since!"



Your generosity helps eliminate barriers to work and independence for Alisha, who says "I want my son to be proud of his mama and know that he can go to college too."

Alisha and her 4-year-old son were living at a homeless shelter and she was unsure of their future.

"[At the shelter] Goodwill stuck out to me. Most people come in and answer your questions like they're reading off a script, but Goodwill wanted to know my goals and what could be done to accomplish them."

Alisha connected to the Stable Families Initiative, where our career navigators work 1-1 to eliminate barriers, like transportation and childcare that often prevent career opportunities. Support is available for everything from GED preparation, job training/education and resume development.

She is now a student at Minneapolis Community & Technical College (MCTC), pursuing a career in early childhood education, and her son gets childcare from MCTC while she attends classes. An education would not be possible without stable housing, reliable childcare and constant support from her career navigator, Lisa. "Alisha worked so hard to get out of shelter and into a program that sets her family up for stability and success. She's even an honor roll student."

I didn't have a lot of support when I left prison. But I spoke with two reentry counselors at Goodwill and they were awesome! They didn't care about who I was before; they only cared about who I am now. They helped me create a game plan for success.

IAN



STATEMENTS OF FINANCIAL ACTIVITIES

Fiscal Year 2020 • Amounts rounded to 000s

REVENUE	
Retail Operations	\$81,886
Program Service Fees, Grants and Contracts	7,298
Contributions	2,440
Miscellaneous	1,318
Support and Revenue Before Cost of Retail Sales	92,942
Less: Cost of Retail Sales	(64,575)
Total Revenue, Net	\$28,367
EXPENSES	
Program Expenses	\$28,377
Management and General	6,639
Fundraising	723
Total Expenses	35,740
Change in Net Assets available for Operations	(7,373)
Non-Operating Income (Loss)	274
Change in Net Assets	(\$7,099)

STATEMENTS OF FINANCIAL POSITION

Fiscal Year 2020 • Amounts rounded to 000s

ASSETS	
Cash and Cash Equivalents	\$2,980
Accounts Receivable	4,487
Inventory	3,155
Land, Building and Equipment, net	41,129
Investments	14,261
Other Assets	798
Total Assets	\$66,809
LIABILITIES	
Accounts Payable & Accrued Liabilities	\$9,547
Long Term Debt	25,756
Total Liabilities	35,303
Net Assets	31,506
Total Liabilities And Net Assets	\$66,809

Thank you for your financial support



I'm impressed by GESMN's willingness to work with and learn from business partners. Long before today's workforce challenges led businesses to reach out to community organizations, GESMN developed a dedicated team of business representatives to provide them with industry insights and trends. With the changing demographics of our state, the workforce challenges many of our industries face, and the glaring disparities we see, GESMN will play an integral part in moving individuals into the workforce so Minnesota can grow and maintain our economic vibrancy.

Karen McCabe, McGough Construction



Philanthropic partnerships are an important part of the Bremer culture. When we choose our partners, we take great care to invest in those that truly amplify Bremer's purpose: To cultivate thriving communities. And that is why we're so glad to partner with Goodwill-Easter Seals Minnesota. For decades, GESMN has made a real impact throughout our neighborhoods; strengthening our communities and the people and families that create them.

Bremer Bank

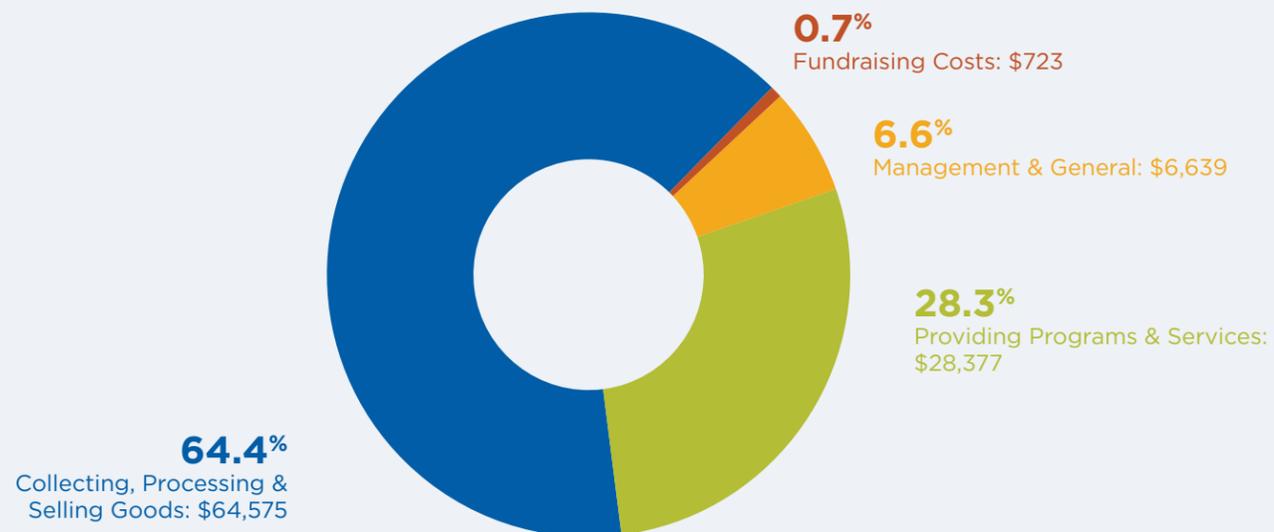
We believe that preparing people for work meets at least two of the most critical needs in our communities. We provide businesses with access to the skilled new employees they need to grow, and, in turn, we are helping individuals and families thrive and flourish. We hope you will join us in supporting Goodwill-Easter Seals Minnesota as generously as possible.

Marsden



HOW GOODWILL-EASTER SEALS SPENT RESOURCES

Amounts rounded to 000s



We care for our clients and partners, which is to be expected. One additional area we have always been dedicated to is care for our community. Supporting employee causes and making holiday donations is something we do, however we believe this is just one facet of community care. In 2018 we selected Goodwill-Easter Seals Minnesota (GESMN) as our community partner. We have had the privilege to support an organization with an impressive mission, 'to eliminate barriers to work and independence.'

Stonebridge Capital Advisors





Together, we prepare people for work.

gesmn.org