



YOU FUEL THE POWER OF WORK

MEET CURTIS



Thanks to your strong volunteer and donor support, we have raised over \$12 million toward our \$12.8 million **Power of Work Campaign** goal.

We are putting these investments to work, **reaching** people where they are, **expanding** digital skills training and resources for participants, and **building** long-term support for job seekers in the region.

Goodwill-Easter Seals Minnesota focuses on reaching the overlooked workforce, whose barriers may include lack of education or training, mental health, disability, justice involvement, generational poverty, or lack of transportation or childcare.



Victoria and Christina gain new skills and break barriers



Curtis lands a job with virtual support from disability placement services.



MN Skills-Based Hiring Accelerator supports skills-based hiring.

Investing in Participants

Campaign investments are building on the success of our individual job coaching; wrap-around supports like transportation and work gear; skills-based training; and career advancement.

Accessing Technology

With reliable computers, internet access, training, and help desk support participants are thriving in virtual training and online job-seeking, vital for today's workforce.

Preparing for the Future of Work

The campaign is fueling innovations that prepare participants with in-demand skills, and help businesses rethink how they recruit, hire and keep employees based on skills and on-the-job performance.

gesmn.org/future



Give Now! Double your impact!
Your gifts today will be **MATCHED** up to \$315,000.



WHERE THERE'S A WILL, THERE'S GOODWILL

MEET DAGME



Your partnership and support helped us serve a record number of people in 2023. Building sustainable careers and family stability are made possible with your generous contributions. When we connect the talented, driven people we serve with individualized resources, they thrive.

75%

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



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

5,508 support services provided to meet participant needs for transportation, food, clothing, work tools, housing, childcare and more

557 employers hired participants

\$18.47 average wage when participants secure employment (70% higher than Minnesota's minimum wage)

806 jobs secured by participants



SUPPORTERS LIKE YOU

John Bergstrom is a numbers guy. When asked about his passion for Goodwill-Easter Seals Minnesota, he talks about the numbers that are truly important to him.

First is more than 800 people per year who enter competitive employment thanks to Goodwill's support. Second is the more than 5,500 people who moved toward self-sufficiency in the world of work in 2023 - a 21% increase over 2020.

John enjoys sharing his passion for the unique social enterprise model; proceeds from Goodwill stores support career and workforce training services, allowing charitable dollars to stretch further. "The leveraged economic model is my favorite reason to donate, and I think it resonates with other business-oriented donors."

In addition to his annual support, John decided to make a transformative gift to the Power of Work Campaign,

“ I believe in the work we are doing here and wanted to be able to give more than I could with an annual gift. Naming Goodwill Easter-Seals Foundation as a beneficiary of my IRA is a vote of confidence, and a way for me to give in a meaningful way that was also simple to do. ”

"Our services are more important now than ever before," he says. "The pandemic opened up opportunities in work-from-home jobs that in many cases are suited to our clientele with barriers to work and independence."

Make a big impact with a future gift.

Learn more about how to include Goodwill-Easter Seals Foundation in your will or estate plans. plannedgiving.goodwilleasterseals.org





Goodwill-Easter Seals Foundation
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gesmn.org

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THANK YOU!

Your Impact Report Inside.



YOUR IMPACT REPORT INSIDE

- Fueling the Power of Work
- 2023 Impact: Where There's a Will, There's Goodwill
- Donors Like You: Meet John Bergstrom
- Making a Big Impact with a Planned Gift

Register here

See you at the
POWER OF WORK EVENT | MAY 9, 2024

WWW.GESMN.ORG/POW

