



MINNESOTA

2019
Annual Report



THE POWER

OF WORK

MADE POSSIBLE BY YOU



OUR MISSION

To eliminate barriers to work and independence.

OUR VISION

A world where everyone experiences the power of work.

Your support helps us meet community needs

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In 2022, Minnesota projects a labor shortage of over 230,000 people. Graduates of our programs are ready for employment and on average earn over 35% above minimum wage.

By tackling employment needs from every angle (from interview clothing to job training programs), our services address workforce disparities in Minnesota:

- The unemployment rate is 60% higher for people with disabilities
- The poverty rate for families of color is 3 times that of white families
- Women face pay inequality, earning 15% less than men in similar roles

Minnesotans generate nearly 3 million tons of waste every year. Our “donate-shop-reuse-educate-employ” model diverts 60 million pounds from local landfills annually and helps us connect four people to jobs every day.

Celebrating a century of service

From our beginnings in 1919 of reusing unwanted materials to fund career pathways for people, Goodwill-Easter Seals Minnesota has evolved to meet community needs over time.

Today, more than 100 employer partners help us connect four people to jobs every day. And annually, our 50+ store locations receive over 2.5 million donations that help fund our mission to eliminate barriers to work and independence.

Work is important. Work is meaningful. Work provides belonging to people in our communities. Our programs are designed to be flexible and customized to every person we serve: GED preparation, job training, digital literacy and resume and job search help, family stability and more.

Our door is always open. Many options await the people we serve because of the generous support of people who shop and donate, and most importantly, donors like you. Thank you.

Board of Directors, Fiscal Year 2019

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The Wells Fargo Private Bank

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President and CEO, Goodwill-Easter Seals Minnesota
President, Goodwill-Easter Seals Foundation

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Regional Managing Director,
The Wells Fargo Private Bank

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





In 2019 we had the joy of celebrating a century of service to the community and turning our attention to the next 100 years. We want to take this opportunity to show you how important you are to the people and programs of Goodwill-Easter Seals Minnesota.

Because, like us, you believe in a world where everyone has the opportunity to experience the Power of Work. Because you go beyond just believing to actually making people's lives better with your incredible generosity.

The stories in these pages—of eliminating barriers to work and independence—could not be achieved without you. We are honored that you have chosen to live your values, and help your neighbors, through us.

Work is pride.

Work is purpose.

Work is belonging.

Thank you for being part of Goodwill-Easter Seals Minnesota in 2019.

Michael Wirth-Davis, Dr PA
CEO & President, Board of Directors

Jerome Hamilton, MBA, CPIM
Board Chair

Eliminating barriers to work and independence

6,141

Total individuals served



1,070

Individuals placed in jobs



\$17.26

Average wage following industry-specific training
(All ETE training programs)

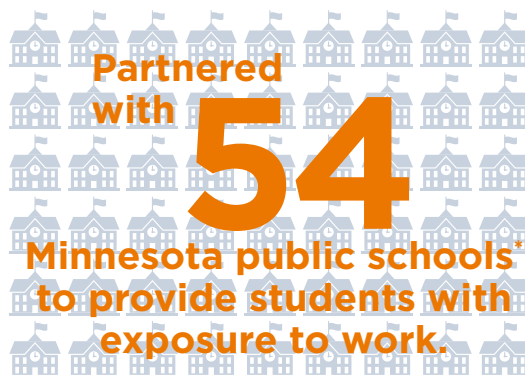


Helped

219

people advance in their careers

Our program participants are overcoming barriers.



Partnered with

54

Minnesota public schools* to provide students with exposure to work.



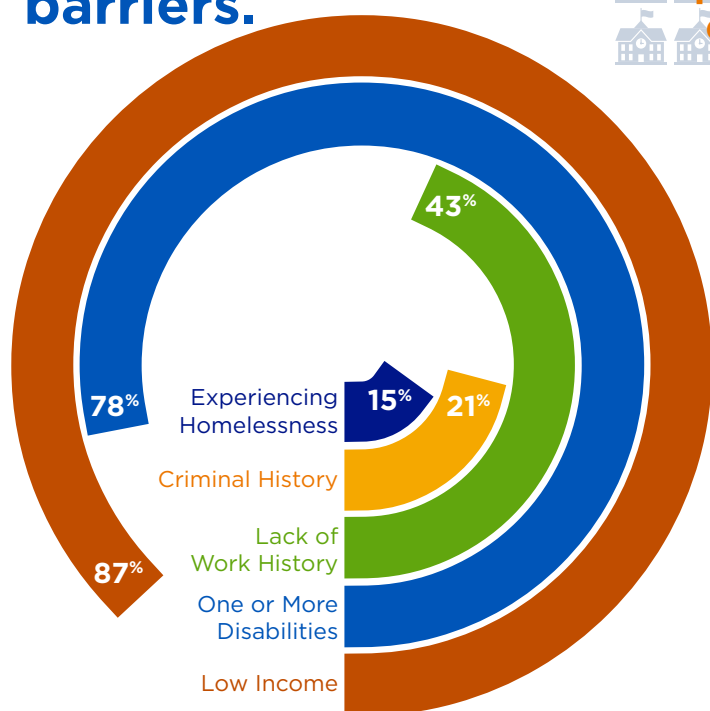
FATHER project

215

New dads enrolled

67

Placed in employment



Recidivism rate following incarceration

35%

State of Minnesota average*

13%

ReEntry Program participants

*Training to Work 3 project (Final report, Sept 2018)



400+

Students with disabilities

learned about occupations through work readiness classroom exercises and hand-on experiences with local employers (PreETS)

Placed
participants
with

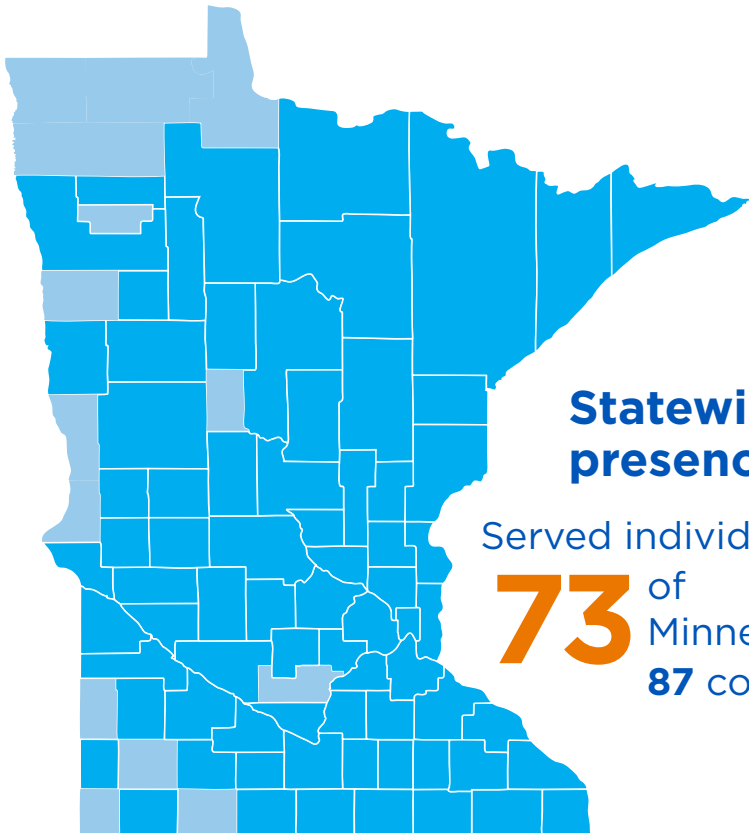


800+

different employers

More than **1,900**

Minnesotans received assistance understanding the impact of work on their disability benefits so they could meet their employment goals



**Statewide
presence:**

Served individuals in
73 of
Minnesota's
87 counties



Actively
partnered with

10+
colleges

in developing
post-secondary
pathways for
participants in our
Employment
Training and
Education programs



"I've always liked the quote, 'give a man a fish and he eats for a day; teach him to fish and he eats for a lifetime.' I think supporting Goodwill-Easter Seals Minnesota is powerful because the idea of teaching people to be self-sufficient is a part of every single program. Giving is important to me because the programs reflect my values."

JEROME HAMILTON, MBA, CPIM, CHAIR,
GOODWILL-EASTER SEALS MINNESOTA BOARD OF DIRECTORS
CEO, OPEN THERAPEUTICS

Koami

When I arrived in the United States two and a half years ago, I felt like a small fish in a stormy sea. I knew I had to find support to learn English and find a career because I had big dreams. I found out about Goodwill-Easter Seals' Minnesota's college and career navigation program and it really helped me assess myself and figure out my options.

I enrolled in college, where I'm studying to be a surgical technician in the health care field. I've maintained a 4.0 GPA. I also work to support myself and volunteer in the community.

Goodwill staff wear many hats to respond to my needs: advisor, career navigator, teacher, mediator and representative.

Thank you so much for supporting Goodwill-Easter Seals Minnesota. They have many good programs, and I think Goodwill is changing people's lives. I'm planning one day to return the favor when I will be able to give back.





Karris

I started with Goodwill-Easter Seals Minnesota six years ago in the Retail Skills training program and that helped me become a cashier at Cashwise. But I knew I had bigger dreams. So, in 2016, I started the Financial Services training program.

I think it's important for everyone to work because you learn so much; it's important to be able to support yourself. My goal was a job that supported me and had health insurance benefits.

If you work hard and are determined, you can meet your goals. I worked hard and found a job with benefits in the Nutrition Services department at CentraCare Hospital in 2018.

Laura, my career navigator at Goodwill, has been really helpful. Communication is a huge thing for me and communicating with my bosses can be hard. Laura helps with that.

Karris' career navigator Laura says, "through hard work, determination, self-advocacy and communication with her support system, Karris has been able to achieve tremendous personal and professional growth."

Your support helps Karris' determination and hard work come together into a meaningful career.



“I’ve heard presentations from program participants in the Twin Cities and in greater Minnesota. Having high quality, effective job training and coaching services accessible for our region, not just in the metro, is vital to a skilled workforce. That’s why supporting Power of Work St. Cloud is especially important to me.”

GINA FOX
GOODWILL-EASTER SEALS MINNESOTA VOLUNTEER,
ATTORNEY, KRAFT WALSER





"Everyone deserves a career path and an opportunity to work. YouthBuild helps young people find a path, get a GED and learn crucial 'soft' skills like how to interview or the importance of being on time. The Marsden Fund of the Opus Foundation is proud to be a supporter of GESMN."

GUY MINGO
CEO, MARSDEN HOLDING



Markel

I started YouthBuild in the summer of 2019 after enrolling in twelfth grade for three years in a row. I came to YouthBuild to get an education and some construction training. Through the training, I earned my OSHA 10 certificate and Flagger Certificate. I also earned a carpentry credential from continuing education credits at St. Paul College and now I'm working on getting my driver's license back. I work two part time jobs and my career navigator is helping me find full-time employment in the construction industry.

The day before YouthBuild graduation, I passed all four GED tests and earned my high school diploma! If you're trying to get your life on track, looking for a diploma or a job...this is the place to be.

Through your generous gifts, you helped Markel get his life on track and realize a brighter future.

STATEMENTS OF FINANCIAL ACTIVITIES

Fiscal Year 2019 • Amounts rounded to 000s

REVENUE

Retail Operations	\$103,600
Program Service Fees, Grants and Contracts	7,327
Contributions	2,219
Miscellaneous	662
Support and Revenue Before Cost of Retail Sales	113,808
Less: Cost of Retail Sales	(68,379)
Total Revenue, Net	\$45,429

EXPENSES

Program Expenses	\$36,331
Management and General	6,909
Fundraising	844
Total Expenses	44,083
Change in Net Assets available for Operations	1,346
Non-Operating Income (Loss)	(24)
Change in Net Assets	\$1,321

STATEMENTS OF FINANCIAL POSITION

Fiscal Year 2019 • Amounts rounded to 000s

ASSETS

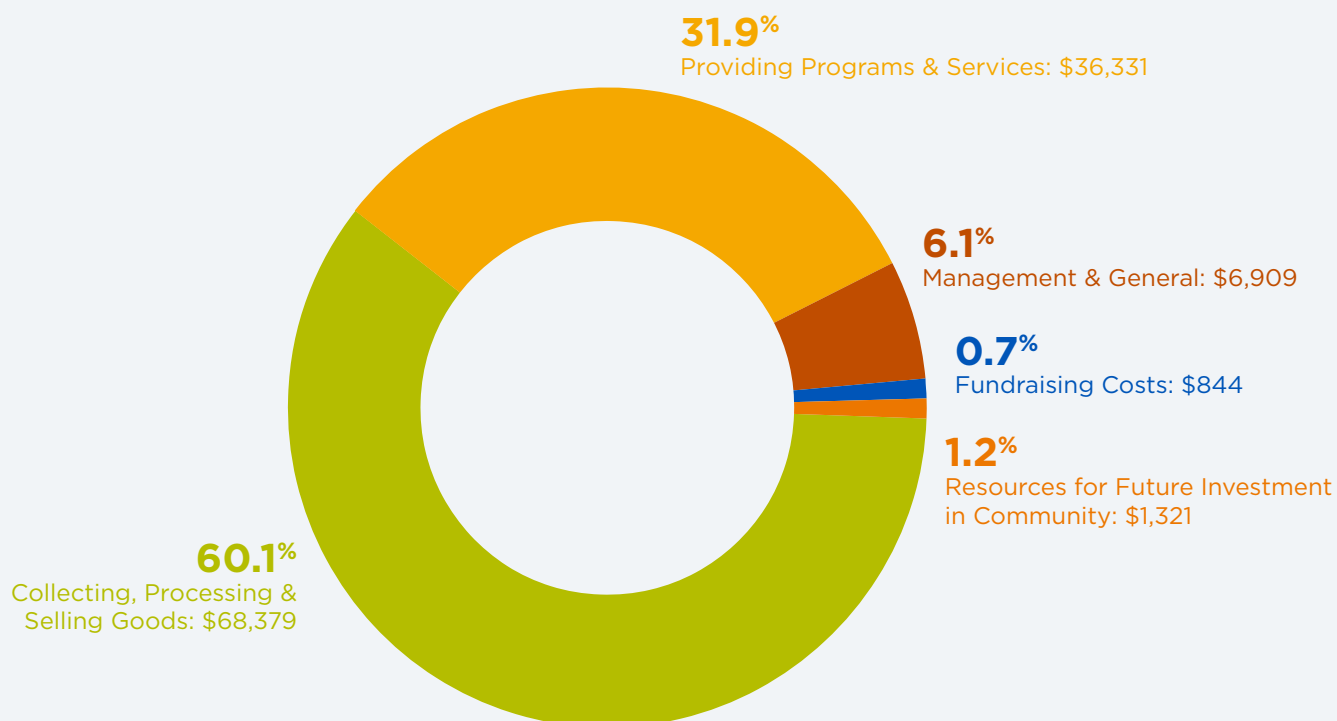
Cash and Cash Equivalents	\$3,247
Accounts Receivable	3,058
Inventory	4,031
Land, Building and Equipment, net	41,887
Investments	15,141
Other Assets	557
Total Assets	\$67,920

LIABILITIES

Accounts Payable & Accrued Liabilities	\$8,275
Long Term Debt	21,040
Total Liabilities	29,315
Net Assets	38,605
Total Liabilities And Net Assets	\$67,920

HOW GOODWILL-EASTER SEALS MINNESOTA USED RESOURCES

Amounts rounded to 000s



THANK YOU

for helping us eliminate barriers to work
and independence for the past 100 years.

Help build a world where everyone
experiences the power of work.

gesmn.org/give



Together, we prepare people for work.
gesmn.org