OUR MISSION
To eliminate barriers to work and independence.

OUR VISION
A world where everyone experiences the power of work.

MEETING THE COMMUNITY NEED
Minnesota projects a labor shortage of 239,000 workers by 2022. Goodwill-Easter Seals graduates who might otherwise find themselves on the margins are instead at the front of the line for employment opportunities.

Some people are excluded from Minnesota’s thriving economy. The unemployment rate is 60% higher for people with disabilities, and the poverty rate for families of color is up to triple the poverty rate of white families. GESMN’s 1-1 employment services help narrow these gaps.

In any given year, Americans generate over 250 million tons of waste for landfills. Locally, 2.9 million tons go into landfills annually. GESMN diverts more than 60 million pounds (or 30,000 tons) from landfills every year and over 60% of our stores are ENERGY STAR rated.
A CENTURY OF SERVICE

Goodwill-Easter Seals Minnesota is celebrating 100 years of workforce development leadership. Over a century of service, our organization has progressively adapted to meet the community’s evolving needs.

In 1919, our service model was employing people to mend donated clothing. Until 1928, we gathered donations with a horse-drawn cart, collecting burlap sacks full of clothing from doorsteps. Today, our workforce programs are supported by revenue from 51 retail stores, along with grants, fees and financial contributions, and we connect four people with jobs every day.

During World War II, we redoubled our commitment to recycling by accepting donations of paper, metal and glass for reuse in the war effort. Sustainability is an important role we play in the community. In 2018, you donated 2.6 million times at our stores and helped us divert over 60 million pounds from landfills.

THE NEXT 100 YEARS

GESMN has served over 600,000 people in the last century. In the next 100 years, we will continue to tap into the potential that lies within our participants.
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President and CEO, Goodwill-Easter Seals Minnesota
DEAR FRIENDS:

Thank you for your support. Since 1919, Goodwill-Easter Seals Minnesota (GESMN) has served the community by providing education and job training to eliminate barriers to work and independence. Our century of service has only been made possible by generations of thoughtful donors like you.

The need for a meaningful career pathway hasn’t changed in the last 100 years, but there is urgency today. Economic disparities are always a reality, despite a thriving economy. The unemployment rate in Minnesota is 60% higher for people with disabilities, and the poverty rate for families of color is up to triple the poverty rate of white families.

Your investment in our mission helps us eliminate barriers to work and independence for the people who need it most. Because of your generosity, we connect four people to jobs every day, which stabilizes families and fosters a more vibrant community.

When you support GESMN by donating, shopping, making charitable gifts or spreading the word, your small actions make a big difference. We thank you for championing our mission and invite you to learn more about our organization’s work in 2018.

Together, we can usher in the next century of meeting the changing needs of a 21st century workforce and workplace, changing lives through the power of work.

Best,

Michael Wirth-Davis, DPA  
CEO & President, Board of Directors

Jerome Hamilton, MBA, CPIM  
Board Chair
ELIMINATING BARRIERS TO WORK AND INDEPENDENCE

WHAT ARE COMMON BARRIERS?

- 70% Lack a high school diploma or GED
- 23% One or more disabilities
- 17% Criminal history
- 79% Low income

St. Paul Goodwill Industries is founded; first store opens.

Women’s Auxiliary is established to help pay wages through fundraisers and provide a nursery for Goodwill employees.

Official monthly newsletter, The Goodwill Bag, is distributed locally.

Goodwill provides vocational rehabilitation to soldiers returning from war.

After 25 years of operations, 4 million items have been collected.

Goodwill’s work is highlighted by the show “What’s Cookin’” hosted by B. Bernice Hullen on KSTP.
We take donations of leftover candy after Halloween and distribute them to veterans and service members in partnership with Soldiers’ Angels.

More than 60% of our retail stores are ENERGY STAR rated and many have electric car charging stations.

We diverted over 60 million pounds from landfills annually. That’s equal to 75 Boeing 747 jumbo jets!

We advanced workforce-related public policy by regularly engaging with elected officials at the Capitol.

With your support, we donated 4,445 pounds of winter coats to sheriffs’ offices so people leaving detention centers could stay warm.

What happens to runners’ discarded clothing at the Twin Cities Marathon? GESMN trucks follow the course and pick up the clothing to be processed for sale, recycling or salvage.

79% of our placements retained employment 365 days or more.

In 2018, our average graduate earned 36% above minimum wage.

We helped 253 people advance their careers.

Revenue from 51 retail stores, along with other contributions, supports programs throughout MN.

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“I love working with Julio,” Anita says. She’s a cashier at Hy-Vee, where GESMN participant Julio works as a bagger. Julio’s infectious charisma makes him popular with his peers, his managers and his customers. “Actually,” Anita adds, “we ‘fight’ over who gets to have him as a bagger.”

Julio’s journey to employment started six years ago when he began practicing key skills to secure his independence. He learned cooking, mastered public transport and trained on how to walk with a cane. He even took woodshop classes and built progressively bigger and more complicated pieces — a jewelry box, a tool box, an eight-drawer dresser.

Buoyed by new confidence, Julio was ready to job hunt. He came to GESMN and met with Colleen, a career specialist. She partners with people with disabilities to find supportive jobs with opportunities for advancement. Colleen worked with Julio to build a career plan and helped him apply for an opening at Hy-Vee. Julio got a dishwasher job and eventually moved to a bagger position, a role he loves.

Only small changes in cashiers’ workflow are required to support Julio’s visual impairment. They work as a team: cashiers tell Julio what items are coming toward him and whether they need to be bagged, and Julio sorts and sets items aside by weight. He sings while he works, and his coworkers tell us that having him in their lane enhances their performances.

We asked Julio about his dream job, and his reply was immediate and enthusiastic. “A bagger. A bagger is a good thing for me.”
When Reynold came to GESMN, he was experiencing homelessness and hadn’t seen his daughter for more than two years. Ready to face these challenges, Reynold joined the FATHER Project.

He worked with a case manager to find a job, a place to live and a way to stabilize his finances. He worked with our legal experts to determine what his visitation rights were. Reynold took every parenting class the FATHER Project offered and joined multiple parenting groups.

“Now I’m seeing my daughter just about every week,” he says. “She’s in fifth grade now, getting ready to go to space camp in Alabama. I’m really proud of her for that.”

Reynold joined the FATHER Project wanting to learn, and today he even gives back by facilitating the same parenting groups that helped him.

Reynold realized his potential through hard work and determination. He says he now has a life he couldn’t have imagined when he first walked through the FATHER Project’s doors.
“My career path is not straight,” Sheila says. “Along the way, I had many jobs. Retail industry. Accounting. Health care. Restaurant industry.”

It was Sheila’s personal finance advisor who suggested the idea of a finance career. He thought it would be a good fit for her personality and skill with numbers. “I changed course again and I felt a spark,” Sheila says. “I thought, this is it. I really want to be in this industry.”

Sheila enrolled in GESMN’s banking and finance training. During the eight-week course, she gained industry skills and made valuable networking contacts. She met a U.S. Bank branch manager during training, which played a role in her success — after graduating, Sheila landed a job at U.S. Bank as a business banking sales support specialist.

While advancing in her own career, Sheila helps others by hosting a weekly class in Brooklyn Park. “During my Goodwill training, I helped my classmate who had a hard time speaking English. After the class ended, I said, I’m going to help non-native English speakers practice, because that’s the little thing they need to be most effective in this industry.”
Over the past 20 years, Shannon Hoagland has been a part of Goodwill-Easter Seals Minnesota as legal counsel, supporter and volunteer. She got involved through our real estate matters, but became truly tied to the organization after hearing a participant speak:

Our first *Power of Work* featured a participant speaker who was a lovely woman from Somalia, who came to Minnesota with her husband and six children. The eight of them moved into a one-bedroom apartment. After a few weeks in Minnesota, her husband left her. She was alone, knowing only a single word in English — ‘Hello.’

She had no place to go and no one to help. After her children grew hungry, she left her apartment and found another Somali resident in the apartment complex, who sent her to Goodwill-Easter Seals. GESMN helped her find a position in housekeeping at a hotel (for which she did not need English skills), and connected her to English classes.

Three years from her entry into the U.S., she was standing in front of us at that breakfast, telling us she had been promoted to the role of manager of housekeeping services for one of the downtown St. Paul hotels, speaking amazing English, providing for her family and sharing her story. The pride, happiness and hope shone through her like a beacon. Twenty years later, I still get teary-eyed when I retell this story.

Shannon believes that Goodwill-Easter Seals is where people come to be empowered. Participants are treated with dignity and equality and given the tools to become successful in their work, whatever path that may be.

As a volunteer, Shannon is a tremendous spokesperson for the organization. She represents the organization at the *Power of Work* fundraising event and asks the audience to join her in supporting our programs. She believes it’s an honor to help someone else become productive, confident and enthusiastic about their future. Her confidence in the organization shines and she inspires new supporters with her words.
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Every effort has been made to ensure the accuracy of these contributions. If you have any questions or corrections, please contact the Philanthropy Department at 651-379-5888.

We gratefully acknowledge our donors.
When I came to Minnesota, I didn’t think I would be able to complete so many goals in such a short time. A big part of this success is because I came to Goodwill and have the best people working with me. They’ve helped me improve my life, and they are like family to me.

ANGELICA
When Brandon accepted a packaging warehouse job, he moved into GESMN’s extended employment program, which helps people with disabilities maintain jobs and advance in their careers. Initially, because of a seizure disorder and short-term memory loss, Brandon would get lost in the large warehouse he works in. With coaching and practice, Brandon learned how to navigate his surroundings. He uses skills he learned from Goodwill-Easter Seals, like making notes on his phone to retain key information in case he forgets a conversation.

“I’ve gained experience in the workplace and in being more open,” Brandon says. He’s shy and soft-spoken, but he’s getting better at asking for assistance. “Goodwill has helped me be around other people.”

Because of his seizure disorder, Brandon can’t drive, and riding the bus unsupervised is a safety concern. With help from GESMN, Brandon applied for a specialized Dial-A-Ride bus and was approved. He’s retained his job for a year, and he can get to and from work on his own.

Brandon enjoys his newfound independence and strives to do his best despite the barriers he faces every day.
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Brent and Patricia Jordahl
Ronald and Amanda Jordan
INDIVIDUALS

(continued)
Goodwill-Easter Seals Minnesota prides itself on being part of the communities we serve and helping to meet unmet needs. With the FATHER Project, we recognized years ago the unmet need of helping noncustodial fathers become more involved in the lives of their children both economically and emotionally.

When a large federal grant was sunset, we needed to pursue other options to support this important programming for dads and their families. That’s when we turned to the Minnesota Legislature, the city of Minneapolis and private donations.

With the advocacy of key champions like Representative Pat Garofalo, Representative Joe McDonald, Senator Mark Koran and Senator Jeff Hayden, we carved out some unique funding to support dads in both their job training and parenting efforts across Minnesota.

The advocacy of staff and of our dads, who generously share their stories, made a huge difference in shaping the hearts and minds of decision-makers and ultimately increased our ability to serve more dads today and into the future.

This program helps give all of us fathers confidence in parenting. It goes beyond that, though. It makes us better spouses, partners, employees and members of our community.
After working at the same job for several years with no sign of advancement opportunities, Keke decided it was time for a change. He had watched a friend participate in the Construction training program at Goodwill-Easter Seals Minnesota and go on to achieve independence and a fulfilling career. Keke was ready to pursue his own dreams.

His instructors knew from the beginning that Keke had the attitude that would lead to success. He came to class each day ready to learn and with a smile on his face, knowing he was getting closer to reaching his goals. He volunteered for challenging assignments, and asked questions until he fully understood the answers.

Keke is now working as an apprentice and moving forward in his career. He dreams of owning his own business, renovating homes and paying it forward to help others who are ready for a new beginning. Keke often returns to the training program to encourage new students and give advice from his first-hand experience.

Employment is more than just a paycheck. It’s about taking care of family, it’s about autonomy, it’s about self-determination.
INDIVIDUALS
(continued)

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Gretchen Swanson
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Howard and Terry Sylvester
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Edward and Mary Taleen
Ronnie Tang
Kenneth and Paula Tate
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Diane Terry
Lenny Thao
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Dudley and Janet F Thayer
Hortense Thelen
Michael Theriault
Gil Thoele
Charlene Thoemke
Jeffery Thole
Marilyn Tice
Phyllis Timm
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Virginia Williams
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Nothando Zulu
Phyllis Zunker
Mr. Ron J. Zweber and Mr. Peter Scott
Edie and Vincent Zweber

TRIBUTES
Estate Gifts
Richard P. Hokanson
Donald L. Skinner
Saille D. Steinert

Honorariums
Brent Babcock
Richard W. Caron
Jinah Chernivec
Harvey DeGroot
Linda Fox
Mary Jones
Kristen & Kristin
Ernest Lockridge
Terry Nordstrom
Shelia Olson
Michael Russell (2)
Brother who was helped by job training program
Jeff Uecker
Ben Walum
Lee West

Memorials
Glynn E. Behmen Sr.
Family
Josephine Downey
Jane Reisdorf (2)
Marguerite Scherman

My favorite part of coming to work is knowing that I’m not just clocking in and out for a paycheck — I’m working towards making a difference in others’ lives.

Alyssa
EMPLOYEE GIVING CAMPAIGN

Kef Abdile  
Ubah Ahmed  
Tomas Alvarez  
Catherine Anderson  
Markus Anderson  
Joseph Anfang  
Iseil Archer  
Linda Arens  
Todd Arnhold  
Aubrey Asleson  
Kelly Atzl  
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Stephanie Barnett  
Brent Babcock  
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Courtney Beliveau  
Robert Belt  
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Alyssa Biddle-Rendon  
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Gary Blanchette  
Jodie Bredahl  
Becky Brink Ray  
Edward Burdick  
Tony Cassidy  
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Brent Chrestensen  
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Michelle Clinton  
Kimberly Clubb  
Carolie Collins  
Angie Conlow  
Gayle Corda  
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Annette Dahl  
Julie Danda  
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Asli Dayur  
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Jim Durtle  
Carrie Dutter  
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Bridget Elieberg  
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Jessica Floding  
Gayle Foster  
Linda Fox  
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Michelle Fursa  
Maureen Gaedy  
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Dillon Gherna  
Jenna Goldberg  
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Kristin Gonzalez  
Romisha Gray  
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Jocelyn Ziegler  
William Zimmer
WHAT THE COMMUNITY INVESTED IN GOODWILL-EASTER SEALS
Amounts rounded to 000s

- $98,101 (90.4%) Sale of Goods
- $7,320 (6.7%) Fees, Grants and Contracts for Programs
- $2,445 (2.3%) Charitable Contributions
- $632 (0.6%) Other

HOW GOODWILL-EASTER SEALS INVESTED THESE RESOURCES
Amounts rounded to 000s

- $66,427 (61.2%) Collecting, Processing and Selling Goods
- $31,926 (29.4%) Providing Programs and Services
- $6,662 (6.1%) Management and General
- $877 (2.4%) Fundraising
- $2,606 (0.8%) Resources for Future Investment in the Community

STATEMENT OF FINANCIAL POSITION
Amounts rounded to 000s

- **ASSETS**
  - Cash and Cash Equivalents: $4,681
  - Accounts Receivable: 3,002
  - Inventories: 4,130
  - Land, Building and Equipment Net: 39,343
  - Investments: 12,576
  - Other Assets: 547
  - **Total Assets**: $64,279

- **LIABILITIES**
  - Accounts Payable and Accrued Liabilities: $8,582
  - Long Term Debt: 18,413
  - **Total Liabilities**: $26,995

- **NET ASSETS**
  - **Total Liabilities and Net Assets**: $64,279

STATEMENT OF FINANCIAL ACTIVITIES
Amounts rounded to 000s

- **REVENUE**
  - Retail Operations: $98,101
  - Program Service Fees, Grants and Contracts: 7,320
  - Contributions: 2,445
  - Miscellaneous: 632
  - **Total Revenue Net**: $42,107

- **EXPENSES**
  - Program Expenses: $31,926
  - Management and General: 6,662
  - Fundraising: 877
  - **Total Expenses**: 39,465

- **CHANGE IN NET ASSETS**
  - Available for Operations: 2,642
  - Non-Operating Income (Loss): (36)
  - **Change in Net Assets**: $2,606
THANK YOU

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