

2025 ANNUAL REPORT



CREATING  
CAREER  
POSSIBILITIES  
TOGETHER



# OUR VISION

A world where everyone experiences the power of work.

# OUR 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 has been creating career possibilities together with partners since 1919. Many people know Goodwill stores, but don't know store proceeds support people with industry-specific training, digital literacy, resume help, family stability, navigating work with a disability and more.

Pictured: A mural created by a local artist Kada Goalen at our new Career and Services Campus. The artist captured GESMN's history, voices of the people we serve and our future service to the community with vibrant colors and words that represent all facets of the organization.

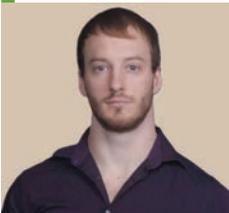


# GOODWILL-EASTER SEALS MINNESOTA

offers industry-specific training, digital literacy, resume help, family stability, navigating work with a disability and more to help Minnesotans create career possibilities.

## Career Training & Education

In just 4-12 weeks, earn industry credentials and connect with employers for immediate hiring and advancement opportunities.



*"The Financial Industry Training is life changing and I believe it will give me and my kids a better future."*

**Joshua**

## Family Stability Services

Personalized, whole-family services to address basic needs, meet parenting goals, navigate systems and obtain quality jobs so families can thrive.



*"FATHER Project has got your back; they'll advocate for you and show you the things you need to do to get your children."*

**Anthony**

## Disability Services

Get support with disability benefits planning and employment services to explore strengths and interests to thrive at work.



*"Goodwill-Easter Seals helps you find a job, keep a job and push you to be your best."*

**Tammy**

## Youth/Young Adult Services

Youth and young adult services support the journey from school to what comes next, helping youth explore career opportunities and access resources to prepare for work.



*"YouthBuild encouraged me to overcome a lot... It helped me realize that there's so much more I can do."*

**Michelle**

## Employment Services

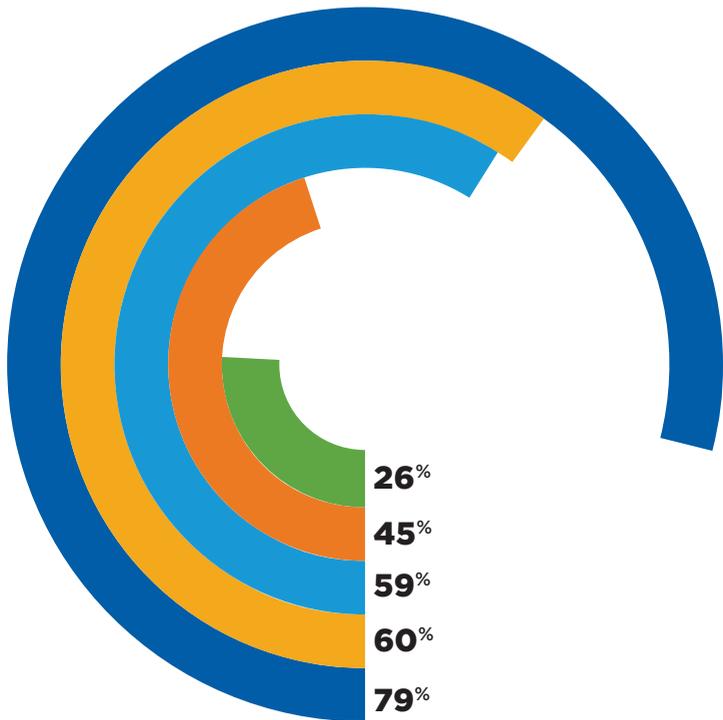
Help find work after a layoff, enroll in training, prepare for levels of higher education and explore job skills.



*"They made things a lot easier for me - helping me build my resume and providing contacts of people to help me find my current job."*

**Justin**

# IMPACT



## DEMOGRAPHICS OF THE PEOPLE WE SERVE

- Low income
- People of color
- Short-term employment or no work history
- People with one or more disability
- Justice involved individuals



**5,778**  
individuals served



**59**  
counties served  
in MN and WI



**\$21.91/hour**  
average wage at placement  
across all S&P programs



Partnership with  
**31 schools** to help **1,099 youth**  
explore career interests, build skills and  
gain experience through work-based  
learning



**540 employers**  
hired participants

**7,995 support services**  
provided to meet participant needs  
for food, clothing, work tools,  
housing, childcare and the following  
resources:

**1,593**  
**transportation-**  
**related resources**  
provided to access work or training



**632 technology resources**  
distributed for training  
and education to  
help bridge digital divide



**100+ 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

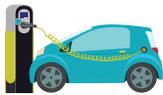
Handled

**75 million**  
donated items



**65%**

of our stores  
have electric vehicle  
charging stations



Diverted over

**60 million pounds**

from Minnesota's landfills



*"They never give up on you.  
The program helped me focus  
and keep on the path to see  
I have a future."*

**Rico**





*"I knew I wanted more for myself and my kids, but I didn't know where to start. The program gave me hope again. They believed in me when I wasn't sure I could believe in myself."*

## **Tatiana**

**Scan to watch how Tatiana is rewriting her story to build a legacy for her children:**



# THANK YOU

Your support helps people create career possibilities.

Since 1919, individuals facing barriers to work and independence have started or advanced their careers with the help of Goodwill-Easter Seals Minnesota. For more than 107 years, our organization has been committed to creating opportunities and strengthening our community.

By connecting the talents and resilience of the people we serve with opportunity and support, we strengthen our local economy and create pathways to success. Here are a few highlights from 2025:

- **5,778 people** received training and resources to achieve their career goals.
- **Over 500 employers** hired **1,100 program participants**—a 35% increase from last year—with an average wage of **\$21.91**, nearly double Minnesota's minimum wage.
- We opened a **flagship career and services campus**, expanding programs that help job seekers explore their passions, gain skills, and step boldly into their future.

Your belief in our mission empowers us to build a more inclusive workforce and create economic opportunity for everyone. We are committed to ensuring that your investment creates lasting impact. A stable job is more than a paycheck—it's security, dignity, and hope. With your continued support, we will lead the way in building an inclusive workforce and adapting to the changing economy.

Your support helped create possibilities for nearly 6,000 people last year. The community's generosity fuels our mission, enabling us to open a new career and services campus, launch clean-tech energy programs, and keep pace with shifting workforce trends.

Looking ahead, our new training facility positions us not only to keep up with change but to lead it. Together, we will continue to innovate and expand opportunities for those who need them most. Thank you for standing with us and partnering to open doors to brighter futures for people in our community.

With gratitude,



*Michael Wirth-Davis*  
Michael Wirth-Davis, DPA  
President & CEO



*Kortney Cartwright*  
Kortney Cartwright  
Board Chair



*Lauren Beecham Henry*  
Lauren Beecham Henry  
Foundation Board Chair



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President & CEO, Goodwill-Easter Seals Minnesota

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District Branch Manager, BCForward

Marcella de la Torre, EdD  
Goodwill-Easter Seals MN Board of Directors  
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Stonebridge Capital Advisors

Morgan Truscott  
Goodwill-Easter Seals MN Board of Directors  
Executive Director, JP Morgan Private Bank

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



## DONOR PROFILE

# Supporting meaningful community impact: Andy and Lara Fox

Andy and Lara Fox had known about Goodwill-Easter Seals Minnesota (GESMN) for many years, but their interest deepened after reading a newspaper article highlighting the organization's efficiency and commitment to keeping administrative costs low. "That spurred us to make Goodwill our primary location for donating items we no longer needed but could still provide value to someone else."

As they learned more, the Foxes discovered that GESMN helps people with barriers to employment and differing abilities move into fulfilling work. "This struck us as providing meaningful impact in our local community."

GESMN's programs reach nearly 6,000 people throughout the region each year, and staff walk alongside participants to provide one-on-one support, guidance and resources.

Andy and Lara's personal experiences and careers have also shaped their commitment to the community and their appreciation for the programs Goodwill-Easter Seals offers at no cost to participants. They have three thriving children including one who has autism. Lara teaches fifth grade in a local school district and has worked with many children who face unique challenges.

"Everyone deserves the dignity of having a job with meaningful work, and we are proud to support an organization like Goodwill-Easter Seals that makes employment services accessible for people facing barriers to work."



**House File 606 / House File 1376  
FATHER Project grant funding provided.**

## Bo found support as a single dad with FATHER Project

FATHER Project provided connection and support during a critical time in Bo's life after a move to Rochester and divorce. "It was tough," Bo said of being a self-employed single parent. "Getting to hear from other dads who were going through similar things and navigating next steps was extremely crucial."

After completing the FATHER Project program, Bo served as a FATHER Project parent group facilitator and in 2024, he transitioned to a full time position of FATHER Project engagement coordinator. Bo now helps other parents and even testified before the MN House Workforce Committee about FATHER Project's impact (the Legislature awarded \$1.5 million to FATHER Project for 2026-27).



**Scan to watch Bo's advocacy for FATHER Project:**



## STATEMENTS OF FINANCIAL ACTIVITIES

Fiscal year 2025 • Amounts rounded to 000s

REVENUE	
Retail operations	\$136,362
Program service fees, grants and contracts	11,796
Contributions	2,835
Miscellaneous	3,713
<b>Support and revenue before cost of retail sales</b>	<b>154,707</b>
<b>Less: cost of retail sales</b>	<b>(85,278)</b>
<b>Total revenue, net</b>	<b>\$69,429</b>

EXPENSES	
Program expenses	\$40,221
Management and general	14,322
Fundraising	1,049
Total expenses	55,591
Change in net assets available for operations	13,838
Non-operating income (loss)	(0)
<b>Change in net assets</b>	<b>13,838</b>

## STATEMENTS OF FINANCIAL POSITION

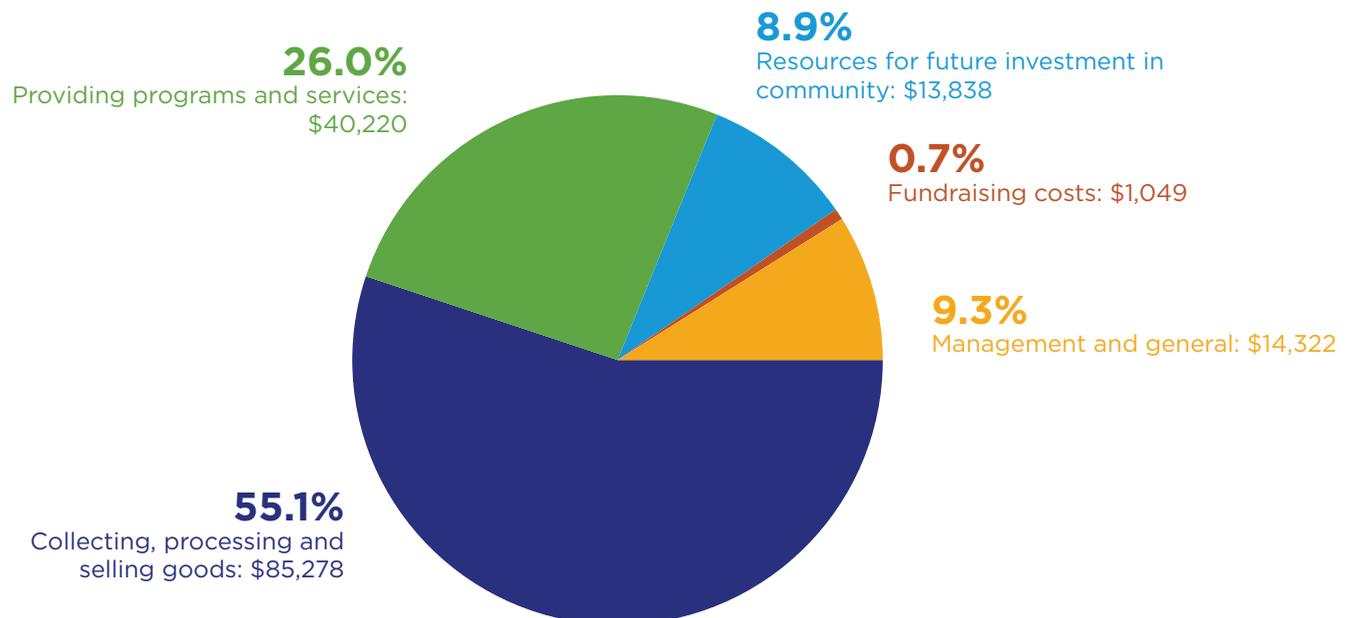
Fiscal year 2025 • Amounts rounded to 000s

ASSETS	
Cash and cash equivalents	\$4,373
Accounts receivable	3,752
Inventory	5,553
Land, building and equipment, net	70,434
Investments	58,669
Right of use leased assets	59,882
Other assets	1,709
<b>Total assets</b>	<b>\$204,372</b>

LIABILITIES	
Accounts payable and accrued liabilities	\$10,551
Right of use lease liability	62,323
Long term debt	11,508
<b>Total liabilities</b>	<b>84,382</b>
<b>Net assets</b>	<b>119,990</b>
<b>Total liabilities and net assets</b>	<b>\$204,372</b>

## How Goodwill-Easter Seals Minnesota spent resources

Amounts rounded to 000s





# CREATING CAREER POSSIBILITIES TOGETHER



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

