

**Goodwill Industries**  
of Southeastern Louisiana, Inc.



# POWER

**OF SECOND CHANCES**

**2013 ANNUAL REPORT**

## Our Mission

We offer opportunities to people with disabilities and other barriers to improve their economic self-sufficiency through training, education, support services and employment.

## Our Vision

We at Goodwill Industries of Southeastern Louisiana, Inc. will be satisfied only when every person in the global community has the opportunity to achieve his/her fullest potential as an individual and to participate and contribute fully in all aspects of a productive life.

## Our Values

Respect for those we serve

Service to the individual

Assumption of responsibility by the individual (a hand-up, not a handout)

Quality service

Thinking globally and acting locally

Collaboration

The Power of Work

Stewardship, financial responsibility, and efficient use of resources

Autonomy of the member organization

Best practices and innovation

Diversity

Heritage

Volunteerism

## The Power of a Second Chance

Since 1947, Goodwill Industries of Southeastern Louisiana has been offering a second chance to gently used goods, and more importantly, to people with disabilities, disadvantages, or other barriers to employment. We're part of a network of independent Goodwill organizations sharing a common philosophy of "transformation through work." Our service model—a hand up, not a handout—was inspired by the founder of the original Goodwill Industries, Rev. Edgar J. Helms, a Methodist minister from Boston, Massachusetts, who in 1902 began collecting used household goods and clothing in wealthier areas of the city, then training unemployed persons to mend and repair the goods, paying them from the sales of the refurbished products. His enterprise was so successful that Goodwill Industries International has since expanded to 34 foreign countries and more than 182 cities in the United States.

Although every Goodwill shares a common philosophy of assisting people in their efforts to gain employment, each Goodwill is autonomous, allowing the individual agencies to respond to the needs of their particular communities.

In 2013, your local Goodwill agency's Workforce Development Team enhanced the employment skills of nearly 3,000 people and placed 299 into jobs. These services also supported the local business community—providing job training and qualified employees to dozens of regional business partners. Our Retail Division opened two new stores—bringing the total to 18 retail outlets—that employ hundreds of people, while providing low-cost, quality clothing and household goods to thousands of local residents. Also this year, our Facilities Management Services Division provided custodial, grounds maintenance, mailroom, or switchboard operation services at 20 locations.

In this annual report, you will meet three individuals who share their stories of a second chance at success. All of them completed Goodwill's Reintegration of Ex-Offenders (RExO) Generation 5 program and overcame tremendous challenges to become the productive members of the community they are today. As you'll learn through their experiences, securing housing and employment are among the most significant challenges the formerly incarcerated face. Without an address, it's hard to get a job; without a job, it's difficult to get an address. That's why Goodwill Industries of Southeastern Louisiana is proud to partner with other nonprofits and service providers in addressing the housing shortfalls for ex-offenders, which negatively impact recidivism. People sincerely struggling to start over should not be sent back to jail because they can't find a legal place to spend the night.

As always at this time of year, we are extremely grateful to our shoppers, donors, and financial contributors who make these second chances possible. Without your continued support of Goodwill's mission, it would be "game over" for too many citizens who want nothing more than a chance to work, pay their own way, and contribute to the life of our community. Thanks to your support and their hard work, they can.

Sincerely,

William L. Jessee  
President

Creed W. Brierre  
Board Chairman



At left: Creed W. Brierre, Board Chairman; right: William L. Jessee, President



# Ezimbalist "Pony" Pollard

Driving towards a  
second chance

Ezimbalist "Pony" Pollard was a truck driver with a commercial driver's license and his own dump truck when a misunderstanding with his employer resulted in a nine-month sentence for auto theft. Pony was arrested at the Texas-Louisiana border while returning his employer's car; his employer claimed he hadn't authorized Ezimbalist to borrow it that long.

As a result of his conviction, Ezimbalist lost his license, his family, and his dump truck, so when he got out of jail in 2012, he contacted Angela Cryer, Reintegration of Ex-Offenders (RExO) program director, about his need for a job. Cryer enrolled Ezimbalist in the RExO program and knew that Goodwill's retail division had an opening for a baler in the donations warehouse. The position paid minimum wage—representing quite a paycut from Ezimbalist's earnings as a truck driver—but offered the opportunity for overtime. Ezimbalist realized it was a start; with overtime he'd have a chance to pay his court fines and fees and reinstate his commercial driver's license.

While working fulltime at the warehouse, Ezimbalist also completed RExO's computer training class, mentoring, and job readiness classes, and received his OSHA (Occupational Safety and Health Administration) certification. After a year in the warehouse department, Ezimbalist applied for and was hired as a commercial driver with one of Goodwill's partner agencies. Eighteen months later, the partner hired Ezimbalist outright. He is now making over \$20/hour as a professional driver and saving towards the day he can again purchase his own truck and become self-employed. Though Goodwill was sorry to lose one of its own valued employees, we are pleased to see Ezimbalist making and achieving his own definition of success, the second time around.

**Goodwill's RExO program** helped reintegrating citizens overcome many challenges—including difficulty with tasks many of us take for granted, such as:

- Navigating the various social service agencies intended to help, such as Social Security, food stamps, transitional housing programs, employment training, and more.
- Coming up with cash—even small amounts of cash—for bus fares, driver's licenses, birth certificates, or other documents.
- Establishing a bank account. When one client tried to do so, the bank issued a fraud alert because his Social Security number had not been used in the 16 years he'd been incarcerated.
- Accessing medical care and mental health services. Finding a job. Identifying an employer who will give a reintegrating citizen a second chance can be very difficult.
- Securing housing. Living alone is expensive, yet living with friends or family members is not always possible—and may even jeopardize a client's parole if a household member engages in illegal activity.
- Acquiring education. Many formerly incarcerated individuals have not completed high school or earned a GED. Goodwill's Workforce Development Division's programs and services addresses all of these challenges through training, education, employment placement and support services—offering clients a path to self-sufficiency and a productive future. Going forward, Goodwill Industries is also addressing the shortage of affordable housing by partnering with other agencies to create additional transitional housing units.

## In 2013 Goodwill's Workforce Development Program:

- Served 2,652 people.
- Place 299 individuals in jobs.
- Awarded industry-recognized certifications to 87 percent of participants enrolled in Goodwill's broadband technology, culinary arts, and hospitality training programs.
- Provided 70,000 meals for individuals living in transitional housing through Goodwill's culinary arts training program for homeless individuals, funded by a grant from Unity of Greater New Orleans.
- Provided 178 RExO Generation 5 program participants with employment services, industry-recognized certificate training, mentoring, and support services such as housing, drug and alcohol counseling, and mental health counseling, as needed.
- **Achieved a recidivism rate of only seven percent, one year after release for individuals in Goodwill's RExO Generation 5 program, compared to a national average of 45 percent.**
- Provided advanced mentoring, soft skills (life) training, and career planning to 56 at-risk teens through Goodwill's **Youth Empowerment Program**.
- Served the special needs of 230 low-income and female heads-of-household through **Beyond Jobs**, funded by the Walmart Foundation.





# Toyann Andrews

## A Second Chance for a Good Impression

Toyann was a college student heading out the door to school when the police arrived at her home. Finding marijuana and cocaine on the premises, they arrested Toyann as the responsible tenant, even though the drugs belonged to a family member. Toyann served two years in prison, earning her release in March 2013.

“Prison was very stressful,” she says, “and when I got out, I had no confidence. I was ashamed and afraid to meet people for fear they would judge me without knowing me.”

Her Mom arrived from out of state to rent her an apartment, but after 30 days at home trying to rebuild her courage, Toyann told a friend she needed to find a job. The friend told her about Goodwill’s program for reintegrating citizens.

“That was a Friday,” she remembers, “and by Monday morning I was meeting with Monique Robinson, my RExO case manager. While I was talking with Monique, Dr. Kim Rugon (vice president of mission services) came in and asked if Monique had any clients with clerical experience. Monique said, ‘Yes, Toyann here does.’

“The next day I went for my interview with Dr. Rugon, but I was so shy and nervous, I couldn’t even look her in the eye. Dr. Rugon told me that I was a beautiful person and shouldn’t be afraid to look at anyone. She also said that she’d known she was going to hire me when she’d seen me the day before. So just like that, I had a job as Dr. Rugon’s administrative assistant.”

“Through Goodwill’s RExO’s program, I got to expand my knowledge of Microsoft Office, learn how a major nonprofit corporation works, and develop my public speaking skills as Mistress of Ceremonies for the Goodwill graduation. I was even invited to speak to the Board of Directors,” Said Toyann.



### Retail Store & Donation Centers

**BATON ROUGE**  
3121 College Dr., Suite D  
10778 Coursey Blvd  
10350 Burbank Dr.

**CHALMETTE**  
3300 Paris Road

**COVINGTON**  
790 Highway 190

**DENHAM SPRINGS**  
1431 South Range Avenue

**GONZALES**  
306 S. Airline Highway

**HAMMOND**  
2722 West Thomas St.

**HOUMA**  
1750 Martin Luther King Blvd

**KENNER**  
397 West Esplanade Avenue

**MANDEVILLE**  
4940 Highway 22

**METAIRIE**  
4329 Veterans Memorial Blvd

**NEW ORLEANS**  
123 Robert E. Lee  
3400 Tulane Avenue

**RIVER RIDGE**  
9323 Jefferson Hwy

**SLIDELL**  
184 Gause Blvd.

**WALKER**  
29770 Walker Rd.

**ZACHARY**  
5625 Main St.

By the end of 2013, Toyann had been hired as the supervisor of Goodwill’s Tulane Avenue store and after a successful stint there, she was promoted to assistant manager of the River Ridge store.

“I’m responsible for donation intake and processing, managing the store’s 15 employees, and providing customer service. Some days it’s challenging, but it’s a job I’m proud of and very grateful to have. Now I know I can look people in the eye and they won’t judge me for my past; they’ll judge me for my current contribution.”

**Goodwill’s 18 Retail Stores and Donation Centers** in Southeastern Louisiana are more than just stores: they’re an environmentally sustainable, recycling operation for quality clothing, household goods, sporting goods, personal accessories and more. They also provide employment to people with disabilities and other employment barriers and are a significant revenue source for Goodwill’s mission programs and services.

### 2013 Retail Impact Facts

- Voted Top Thrift Store by readers of Gambit Weekly’s Best of New Orleans poll.
- Expanded Goodwill’s presence from 16 to 18 stores in Southeastern Louisiana—opening two new stores in 2013: one in Jefferson Parish on Veterans Memorial Boulevard, Metairie; and the other in Plaquemines Parish on Paris Road in Chalmette.
- Accepted clothing or household good donations from 316,849 people.
- Processed 1,234,392 purchases made at Goodwill Stores.
- People with disabilities or other barriers to employment totaled 25.2 percent of the Retail Division’s workforce.
- Kept 12 million pounds of otherwise non-recyclable materials out of dumps and landfills.



Officials cut the ribbon on Goodwill’s 18th Retail Store and Donation Center located at 4329 Veterans Memorial Boulevard in Metairie, LA.



# Terry Williams

## Proud to Maintain a Facility that Gives Others a Second Chance

Terry Williams didn't know what to expect when he was released after serving 15 years in prison on drug charges. Alone and unsure of his future, with no means to secure an apartment, he made his way to a swing at a park, where he slept overnight, thinking about his next steps.

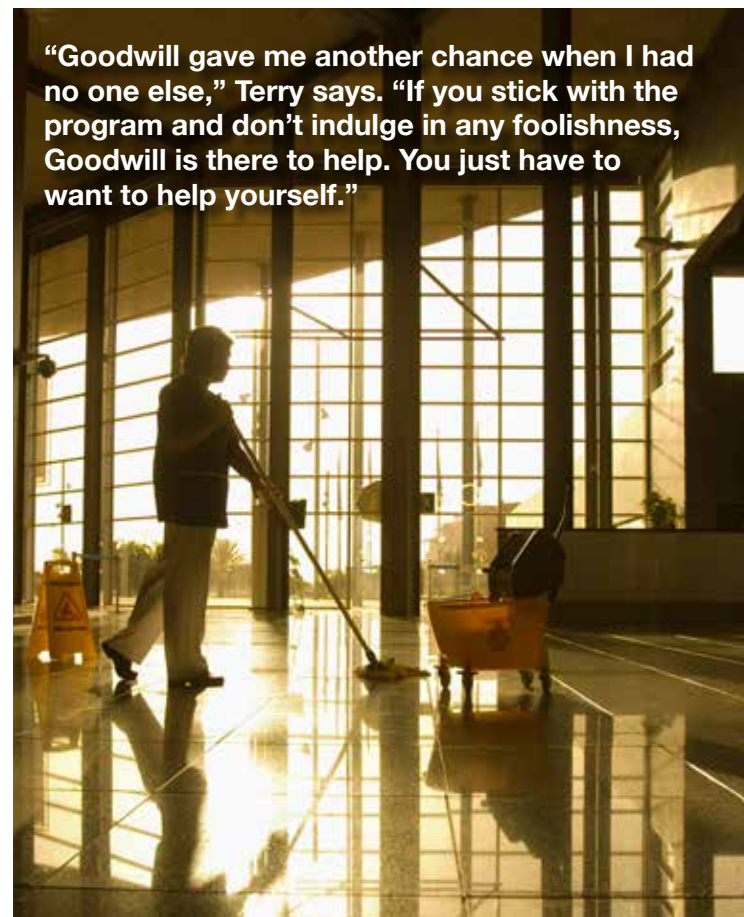
"I remembered seeing Goodwill on TV when I was in jail and wondered if all they say they do was true," says Terry. "So I decided the next day I would look for Goodwill."

Call it destiny, for Terry was less than two blocks from Goodwill's Employment and Training Center on Tulane Avenue. He walked in and met with Ron Mott, a case manager for Goodwill's Homeless Outreach and Culinary Arts Program, who immediately started helping Terry, first by giving him a Goodwill Store voucher for clothes and then by taking him to a transitional housing shelter.

Mott told Terry to come back the next day to enroll in Goodwill's RExO program. And that's how it was for Terry. He came back every day as his RExO case manager, Ms. Wonda Crawford, helped him transition back into the community, first by helping him navigate resources available to him and then by offering mentorship, support services and job-readiness training to prepare him for the world of work.

While in jail, Terry's job had been to maintain the warden's house. So when a custodian position for Goodwill's Employment and Training Center opened up, Terry embraced the opportunity to maintain the 23,000-square-foot facility that has given so many people a second chance at a productive future.

Today, Terry has his own house, is an usher at his church and recently earned his driver's license—a moment of pride and joy that he shared with his family, friends and Goodwill colleagues.



In 2013, Goodwill Industries International was proud to team with Beyoncé to raise awareness of our mission: changing lives through the power of work. Throughout the North American tour of her fabulously successful Mrs. Carter Show, which included a New Orleans stop for the Essence Festival, Beyoncé demonstrated her support of Goodwill's mission through in-concert education, social media, online ticket auctions and concert donation drives.

**Goodwill's Facilities Management Services Division** is the division of Goodwill people know least; yet it offers vital employment opportunities for people with disabilities and other barriers to employment while delivering high-quality, competitively priced services to both the public and private sectors. While looking to outsource services, many organizations choose Goodwill Industries of Southeastern Louisiana for top-quality custodial and landscaping services. FMS employs more than 160 individuals that perform custodial, grounds maintenance, mailroom and switchboard services for our contracted clients.

### In 2013 Goodwill's FMS Division:

- Was rebranded from **Contracts** to **Facilities Management Services (FMS)** to bolster its entry into the commercial services market.
- Fulfilled 16 state grounds and custodial contracts.
- Operated 5 federal grounds and custodial contracts through Goodworks, a Goodwill subsidiary that oversees federal contracts.
- Cleaned more than 1.2 million-square-feet *daily* in facilities ranging in size from 25,000 to 585,000 square feet.
- Maintained more than 1100 acres of grounds.
- A proud member of SourceAmerica's Ability One program for federal contracts.
- A proud and active participant in the State Use Program managed by Employment Development Services (EDS).
- Generated revenue that stays local and funds Goodwill's mission in Southeastern Louisiana.



**GOODWILL INDUSTRIES OF SOUTHEASTERN LOUISIANA, INC.  
GOODWORKS, INC. AND GOODWILL INDUSTRIES BUILDING, INC.**

Combined Statement of Activities  
For Years Ended December 31

	2013	2012
<b>Revenue</b>		
Retail Sales Revenue	\$ 25,064,760	\$ 21,546,856
Janitorial, Landscaping & Incubator Services	5,206,778	5,533,248
Workforce Development	1,124,202	3,275,755
Other	2,306,463	2,285,326
Total	33,702,203	32,641,185
<b>Expenses</b>		
Retail Program- Cost of Goods Sold	6,697,904	5,545,424
Program Services	22,278,561	22,518,969
Management and General	2,964,172	2,411,068
Total Expenses	31,940,637	30,475,461
<b>Change in Net Assets</b>	1,761,566	2,165,724
<b>Net Assets, Beginning of Year</b>	22,149,623	19,983,899
<b>Net Assets, End of Year</b>	\$ 23,911,189	\$ 22,149,623

## Thank You to Our Contributors

We thank all the companies, foundations and individuals who contributed financially to Goodwill in 2013. If your name has been misspelled or omitted, please call us at 504-456-3926 so we may correct our records.

\$200,000 and Higher	\$1,000-\$2,000	\$500 to \$1,000	\$250 - \$500
Walmart Foundation	A & A Signs	A1 Signs	Abbott Fund
	Greg Gibson	Bruce Dantin Properties	Appraisal Compliance Consultants, LLC
<b>\$2,500 and Higher</b>	Herzing University	Computer Network Consultants LLC	C & K Systems
Humana	King Krebs & Jurgens	Johnson, Johnson Barrios & Yacoubian	G & P Janitorial Services
Benoit & Associates	KPMG	The KL Group	Guillot's Sanitary Supply, Inc.
Eustis Insurance & Benefits	Mathes Brierre Architects	LaPorte, APAC	William Jessee
	True Title	McGlinchey Stafford	Lauricella Land Company Foundation
	Questmark		New Orleans Private Patrol Security Service
	Whitney Bank		Roger Peck
	Wilson Marketing		

## Help Us Make a Difference

Shop at Goodwill Retail Stores

Donate Clothing & Household Items

Make a Monetary Donation

Hire a Goodwill Graduate

Partner with Goodwill's FMS & Contract Services Division

Remember Goodwill with a bequest in your Will

## Executive Leadership Team

William L. Jessee, President

Jodee Daroca, Vice President & Chief Financial Officer

Kim Rugon, Ph.D., Vice President of Mission Services & Workforce Development

Robert Reese, Vice President of Retail Operations

Edward Lada, Vice President of Facilities Management Services & Contracts

Frances Williamson, Vice President of Human Resources



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