

Goodwill Industries

of Southeastern Louisiana, Inc.



2014

Annual Report to the Community

Mission

Goodwill Industries of Southeastern Louisiana offers opportunities to people with disabilities and other employment barriers to improve their economic self-sufficiency through training, education, support services and employment.

THE POWER OF GOODWILL

Dear Friends,

In a world too often filled with obstacles, rejection, and setbacks, a little Goodwill can make all the difference. Here at Goodwill Industries of Southeastern Louisiana, we've seen firsthand the difference goodwill can make—not only in giving new life to gently used clothing, household goods, and other discards, but also in offering new hope and opportunity to thousands of deserving individuals.

Since 1947, your local Goodwill has opened the door of opportunity for people with disabilities, disadvantages, or other barriers to employment. As part of a network of independent Goodwill organizations, we demonstrate on a daily basis the power of our shared philosophy: “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. This social enterprise was so successful that Goodwill Industries International has since expanded to 15 foreign countries and 165 cities in the United States and Canada. 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.

Our biggest development in 2014 was the Louisiana Board of Regents' approval of our application to operate a proprietary school, which opened in September 2015. The school offers training in C-Tech (broadband technology), S.T.A.R.T. (hospitality industry), Microsoft Office certification, and computer literacy, along with job readiness and mentoring support. Moreover, as a certified proprietary school we're able to offer these services to the entire community—particularly individuals who don't qualify for other training programs due to lacking a high school diploma or GED. These vocational training programs will not only help individuals prepare for a path out of poverty, they will also help businesses and consumers gain access to qualified employees and service professionals.

Also last year, we expanded our vocational rehabilitation services for people with disabilities to Baton Rouge and hosted our first Summer Career Orientation Experience (SCORE) in New Orleans, which offered a variety of career-focused workshops, computer training and leadership-building activities for more than 20 inner city youth, ages 12 through 18. We also launched a successful in-store fundraising program, which encourages our customers to round up their purchase to benefit Goodwill's mission services. In its first year, more than \$40,000 was raised!

In this annual report, you will meet three individuals who describe the difference Goodwill has made in their lives. Although employment, health insurance, and housing are among the most significant physical benefits they gained through their participation in Goodwill programs, perhaps even more important are the boosts in confidence, independence, and hope for the future Goodwill makes possible.

Of course, what we make possible is an extension of what YOU make possible through your donations. Without your continued support of Goodwill's mission, we would not be able to say yes to 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 goodwill, they can.

Sincerely,



William L. Jessee
President



Creed W. Brierre
Board Chairman



I do my best to look out for my employees...

Lois Ballard

2014 EDGAR J. HELMS AWARD WINNER

LOIS BALLARD started working with Goodwill Industries right out of high school, some 35 years ago. Although she missed a few years when she had to evacuate for Hurricane Katrina, she's been a constant presence ever since—rising from a warehouse employee, to a rotating manager in the retail stores, to her present position as Warehouse/Logistics Manager. In fact, this year she received Goodwill of Southeastern Louisiana's highest honor, the Edgar J. Helms Award, named after Goodwill's founder.

"I do my best to look out for my employees, whom I try to help in any way I can," Lois says. "But that's easy because our employees are so inspirational to me, and Goodwill offers so many ways to help.

"For example, one of my current employees is in our Goodwill Re-integration Program (GRIP), having recently served 25 years in prison. With his job at Goodwill he was able to get an apartment and health insurance. He is so enthusiastic about making a new life for himself that he lifts *me* up. "I'm surrounded by success stories like that. Goodwill gives people a chance when no one else will. I'm proud to be part of it."



I know how to interact with people better now.

Joseph Hayes

BROADBAND TECHNOLOGY PROGRAM GRADUATE

JOSEPH HAYES is another example of how someone with a troubled past can rise above diversity with hard work and goodwill—his own and ours. "Goodwill helped me when no one else would," says Joseph, who enrolled in Goodwill's Re-Integration Program upon the suggestion of his parole officer. He earned his national certification in Goodwill's fiber optic/broadband technology training program. While enrolled, he also received job readiness training, mentoring, and job placement services, which helped him land a good-paying, full time job at one of New Orleans' most noted electrical construction companies. With full time employment, he was able to move into his own apartment and begin his journey towards independence.

"The C-Tech training was awesome," Joseph says. "Mr. Eric is a great teacher—always willing to help you out. My certification is in fiber optic home audio entertainment installation, which took only three or four months to complete. A week or two later, I got a job with Jack's Electric, which was a perfect start for me.

"More than just the technical training, Goodwill helped me with my customer service skills. I know how to interact with people better now. Goodwill gave me the opportunity to get the training. With that I could get a fresh start."

Ticara Hawkins

SHINES BRIGHTLY ON GOODWILL CONTRACT SITE

TICARA HAWKINS' fierce determination was developed early on in life. Born five months premature and weighing less than two pounds, Ticara was a miracle baby. She powered through that struggle but, while still a young child her left arm had to be amputated at the elbow, after a nurse missed her tiny vein and popped an artery.

Yet, throughout her life, Ticara has focused on her abilities, not her disability, so she can experience a full and independent lifestyle. "I believe in setting goals and making things happen," she says.

Ticara also believes in inspiring others to do their best—a leadership quality that has contributed to her quick ascension in Goodwill's Contracts & Facilities Management Services Division.

Hired as a Goodwill custodian in March 2011, Ticara was promoted in 2013 to supervisor at one of Goodwill's most prestigious janitorial contract sites—the Louisiana State Supreme Court—where she oversees a crew of 13 employees. Five days a week, her group is responsible for maintaining four floors of offices and restrooms.

Her commendable communications skills serve both Louisiana Supreme Court officials and Goodwill well as she navigates various and complicated schedules of hundreds of court employees and visitors to ensure that services are seamless and facilities are spotless.

"Ms. Hawkins is a model employee," says Edward Lada, vice president of contracts and facilities management services. "Her work ethic, wonderful attitude, and compassion have made her an exemplary employee and excellent supervisor for her crew. She is truly an asset to the organization."



I believe in setting goals and making things happen...



Joann Johnson
Sonny Trenchard 2014
Award Recipient



Jada Boudoin
Workforce Development
Division 2014
Award Recipient



Kenneth Singleton
Contracts & FMS Division 2014
Award Recipient



Monica Ramagos Hughes
Retail Division 2014
Award Recipient

Goodwill

COMMUNITY Impact

3,438	people received services
279	people placed in jobs
4	certified training programs
93	credentials earned by program participants
18	retail stores and donation centers
1,298,462	retail transactions
338,247	donated goods
4	federal janitorial/grounds contracts
19	state/local contracts operated by Goodwill's Facilities Management Services Division (FMS)
1.3	million square feet cleaned daily
1,100	acres maintained daily
565	Goodwill & Goodworks employees
183	employees with disabilities or other barriers

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

Combined Statement of Activities For Years Ended December 31

	2014	2013
Revenue		
Retail Sales Revenue	\$ 26,495,559	\$ 25,064,760
Janitorial, Landscaping & Incubator Services	5,297,150	5,206,778
Workforce Development	936,459	1,124,202
Other	2,103,551	2,306,463
Total Revenue	34,832,719	33,702,203
Expenses		
Retail Program – Cost of Goods Sold	7,025,309	6,697,904
Program Services	22,819,831	22,278,561
Management and General	3,031,515	2,964,172
Total Expenses	32,876,655	31,940,637
Change in Net Assets	1,956,064	1,761,566
Net Assets, Beginning of Year	23,911,189	22,149,623
Net Assets, End of Year	\$ 25,867,253	\$ 23,911,189

Ghoulwill Ball Fundraiser



Many Thanks to all our

2014 Financial Donors

\$43,592.25

Retail Register Round Up Customer Contributions

\$10,000 and higher

Greater New Orleans Foundation

\$5,000 – \$9,500

CentiMark Corporation
Entergy New Orleans
Payback Foundation
Wilson Marketing Group

\$2,500 – \$4,500

Benoit & Associates
Eustis Insurance & Benefits
Waste Management

\$1,000

A & A Signs
Humana
Landis Construction
Mathes Brierre Architects
Price Waterhouse Coopers
Upstream Shopping Center
Whitney Bank

\$500 – \$750

Computer Network Consultants
KL Group
Lauricella Land Company Foundation

\$250 – \$500

Abbott Fund
Anamar Properties
New Orleans Private Patrol
Passport Marketing





Workforce Development & Training Centers

3400 Tulane Avenue, Suite 1000, New Orleans, LA 70119

Phone: 504-456-2622

647 Main Street, Baton Rouge, LA 70802

Phone: 225-308-0220

Find your local Goodwill Retail Stores & Donation Centers online at www.goodwillno.org

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