Our Mission

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

Our Vision

We 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 hand-out)
Quality service
Thinking globally
Collaboration
Stewardship, financial responsibility, and efficient use of resources
Autonomy of the member organization
Best practices and innovation
Diversity
Heritage
Volunteerism
Growing Goodwill

Dear Friends,

It is with great pleasure that we share the 2012 annual report of Goodwill Industries® of Southeastern Louisiana. Our Goodwill grew in many ways last year—in workforce programs, retail locations and contract services—all of which allows us to provide more hope, jobs and opportunities to the individuals we serve.

In the fall of the year, we opened an employment and training office to provide mission services in the Baton Rouge region—the result of long term strategic planning by our board of directors and executive team.

Our Workforce Development Division served 5,109 individuals last year and placed 1,169 people into jobs. The division also launched two new training programs and received a $1.2 million federal grant to provide employment and training services to ex-offenders returning to the community.

Our Retail Division continued its growth trajectory by opening two new retail stores and donation centers. We are especially proud that 28 percent of Retail’s Workforce is comprised of individuals with disabilities or other social-economic disadvantages—an example of mission integration at its finest.

Our Contracts Division also reached new heights—adding contracts in Jefferson and St. Mary parishes. Edible Enterprises, Goodwill’s food business incubator, nearly doubled its output and introduced Louisiana Good Foods, a baked goods product line that’s available in stores now.

We couldn’t accomplish our mission without the support of our board of directors, advisory council, and staff. We also thank our community partners, shoppers, donors and volunteers for helping make 2012 an incredible year in the history of Goodwill Industries of Southeastern Louisiana.

Yours in Mission,

William L. Jessee, President

Creed W. Brierre, Chair, Board of Directors

Community Impact
At A Glance

27 Federal, State & Local Contracts

1,116,111 Retail Purchases

1,169 Persons Placed into Employment

558 People Employed by Goodwill

5,109 Persons Served

287,387 Donations

200 Goodwill Employees Have a Disability

2012 Goodwill Recognition

Goodwill Industries® named one of Top 25 Most Inspiring Companies in U.S. by Forbes Magazine
Workforce Development
Changing Lives through the Power of Work

Workforce Development expanded its Training Programs by 10 percent in 2012.

Workforce Development provides a wide range of training, placement and support services to help people with disabilities and other employment barriers develop the skills they need to find sustainable employment in the community. In 2012, Workforce Development served 5,109 people and placed 1,169 of those individuals in employment.

Workforce Development received funding from the U.S. Department of Labor to help formerly incarcerated adults return to work after their release from prison. Goodwill’s Ex-Offender Program-Reintegration, consists of occupational training, mentoring and assistance in connecting ex-offenders with supportive services such as housing, substance abuse programs and mental health treatment.

Two new certified training programs were launched in 2012: C-Tech (broadband technology) and START (food and lodging industry program).

In November, Goodwill opened a state-of-the-art employment and training office in downtown Baton Rouge to offer employment services to people with disabilities and other barriers.

Who We Serve
Goodwill serves individuals with barriers including visual impairment, hearing impairment, physical disabilities, neurological disabilities, learning disabilities, substance abuse, psychiatric or emotional disabilities, developmental disabilities, unemployed or dislocated workers, underemployed, ex-offenders, homeless individuals, older workers, people transferring from welfare to work, veterans who are homeless or have a disability and at-risk youth.

Services Provided
Case Management, Vocational Evaluation, Employment Services (work experience, employment training, job placement, job coaching, supported employment), Computer Skills Instruction, Youth Mentoring, Offender Re-entry Employment and Training Services.

Training & Outreach Programs
Goodwill offers skill training in broadband technology, computer literacy, culinary arts, food and lodging industry, work readiness, literacy, janitorial, landscaping and retail. Workforce Development provides assessments and community-based placement services to people with disabilities. Goodwill offers an outreach program for homeless persons and women with families living in transitional housing; an ex-offender reintegration program offering training in high demand areas and a mentoring program for at-risk youth.
Vickie Naiser, a graduate of Goodwill’s START training program, is proof that second chances can lead to a positive future. Vickie connected with Goodwill’s Ex-Offender Reintegration Program in late 2012, after serving time for a drug conviction. Determined to make a new start and to stay clean, Goodwill’s reintegration program was a good fit for Vickie, offering her job training, mentorship, soft skills training, supportive services and job placement. Vickie scored college level marks on her assessment testing and enrolled in START, a hospitality industry training program offered by Goodwill and certified by American Hotel and Lodging Educational Institute.

In early 2013, Vickie graduated from the program and received her certification. When she spoke at the Goodwill Graduation Class, her testimony reflected that of an individual that had triumphed over her troubles and was beginning to reap the benefits of her hard work. After the graduation ceremony, Goodwill received a generous donation from Vickie’s grandmother. When the START instructor thanked her for the donation, Vickie’s grandmother replied, “Thank you for giving me my granddaughter back.”

Vickie is currently completing a work experience program with the Intercontinental Hotel, where management has been so impressed with her performance that she’s been offered a permanent position in the sales department.
Donating gently used goods or shopping at Goodwill Retail Stores helps us create jobs in the community and provide training, education, and placement services to people with disabilities, disadvantages and others who are struggling to find employment. With 17 convenient locations throughout Southeastern Louisiana, it's never been easier to do good.

2012 Retail Highlights

1,116,111 Shoppers.

287,397 Donations.

Opened two brand new stores—one in Baton Rouge and the other in Zachary.

In keeping with its retail rebrand initiative, the Houma and Baton Rouge College Drive stores were remodeled with an improved sales floor layout, new dressing rooms, bright store graphics, new merchandising racks and concrete stained flooring for an enhanced shopping experience.

8 million pounds of materials diverted from local landfills through our salvage and recycling markets.

Voted Best Thrift Store by Gambit Weekly
Best of New Orleans reader poll

2012 DIVISION EMPLOYEES OF THE YEAR

ADMINISTRATION
Daphne Haley

CONTRACTS
Olivia Scott

RETAIL
Mark Franklin
Goodwill Leadership Award Winners

Shirley Bradford

Congratulations to Covington Store employee Shirley Bradford for winning the honorable Sonny Trenchard Award, named after a former Goodwill board member who was instrumental in our Goodwill agency’s development.

Pamela Rhines

Congratulations to Burbank Store Manager Pamela Rhines for earning Goodwill’s most prestigious award, named after Goodwill founder Edgar J. Helms.

2012 Achiever of the Year

David Bailey
Contract Division
Harvey State Building

When David Bailey was referred to Goodwill by Louisiana Rehabilitative Services, he had just turned 18 and was eager to work. To help guide him through this new chapter in his life was a team of Goodwill professionals—a Vocational Assessor, Job Developer and Job Coach—that mapped a plan to help him succeed in the workplace. Although he had a cognitive impairment and lacked work experience, David had an exuberant personality and stalwart determination.

After a complete vocational assessment, David was recommended for employment in a supported work environment. His Goodwill Job Developer helped prepare him with job readiness and communication skills training, and he soon landed a position as Level 1 Custodian at one of Goodwill’s state contract sites.

David shined during training, but navigating the work site—one with multiple floors and access challenges—made him anxious and withdrawn. But instead of giving up, he persevered by tackling his fears and working diligently with a job coach to overcome his challenges.

Today, David is a source of inspiration for his work crew and the entire Goodwill family. He’s punctual, exudes enthusiasm and leads by example. We’re thrilled that David’s hard work has paid off and congratulate him on his 2012 Achiever of the Year honors.
Contracts Division
Growing Commercial Services in the Community

1.1 Million Square Feet of Office Space Cleaned Daily

1,200 Acres of Grounds Maintained Daily

Goodwill’s Contracts Division provides high quality, competitively priced commercial services to the public and private sectors while also offering work experience opportunities for many of Goodwill’s program participants and people with disabilities.

2012 Highlights

6 Federal Janitorial and Landscaping Contracts

21 State/Local Janitorial and Landscaping Contracts

Contract Services

• Custodial Services
• Grounds Maintenance
• Mailroom Operations
• Switchboard Operations
Edible Enterprises

Louisiana’s Leading Food Incubator Cooks Up Success for Aspiring Food Companies

Edible Enterprises launched Louisiana Good Foods, a baked goods product line now available in stores.

As the leading food business incubator in the state of Louisiana, Edible Enterprises has consulted more than 100 aspiring food companies to date—serving companies from 10 parishes across Southeastern Louisiana, from St. Mary to St. Tammany, with more than half of them being women-owned businesses.
# FINANCIAL STATEMENT

**Goodwill Industries of Southeastern Louisiana, Inc. Goodworks, Inc. and Goodwill Industries Building, Inc. Combined Statement of Activities**

## Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2012 Total</th>
<th>2011 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales Revenue</td>
<td>$21,546,856</td>
<td>$17,435,552</td>
</tr>
<tr>
<td>Janitorial, Landscaping and Incubator Services</td>
<td>5,533,248</td>
<td>5,971,754</td>
</tr>
<tr>
<td>Workforce Development</td>
<td>3,275,755</td>
<td>7,953,341</td>
</tr>
<tr>
<td>Other</td>
<td>2,285,326</td>
<td>1,664,054</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>32,641,185</strong></td>
<td><strong>33,024,701</strong></td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2012 Total</th>
<th>2011 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Program-Cost of Goods Sold</td>
<td>5,545,424</td>
<td>4,410,085</td>
</tr>
<tr>
<td>Program Services</td>
<td>22,518,969</td>
<td>23,776,320</td>
</tr>
<tr>
<td>Management and General</td>
<td>2,411,068</td>
<td>2,591,482</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>30,475,461</strong></td>
<td><strong>30,777,887</strong></td>
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</tbody>
</table>

## Change in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2012 Total</th>
<th>2011 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Aside for Future Growth</td>
<td>2,165,724</td>
<td>2,246,814</td>
</tr>
</tbody>
</table>

## Net Assets, Beginning of Year

<table>
<thead>
<tr>
<th>Description</th>
<th>2012 Total</th>
<th>2011 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Assets, Beginning of Year</strong></td>
<td><strong>19,983,899</strong></td>
<td><strong>17,737,085</strong></td>
</tr>
</tbody>
</table>

## Net of Assets, End of Year

<table>
<thead>
<tr>
<th>Description</th>
<th>2012 Total</th>
<th>2011 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net of Assets, End of Year</strong></td>
<td><strong>22,149,623</strong></td>
<td><strong>19,983,899</strong></td>
</tr>
</tbody>
</table>

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### THANK YOU TO OUR CONTRIBUTORS

**$10,000**
National Oilwell Varco

**$2500 and Higher**
Humana
Benoit & Associates

**$1,000-$2,000**
King Krebs & Jurgens
KPMG
Mathes Brierre Architects
Ray & Beverly Nichols
True Title (Hand, Holmes, Pilie’ & Matthews, LLC)
Vision Benefits Inc.
Wilson Marketing

**$500 to $1,000**
AI Signs
Bob Swayze
Computer Network Consultants LLC
Johnson, Johnson Barrios & Yacoubian
Eustis Insurance & Benefits
KPMG
LaPorte, APAC
National Association of Black Accountants-New Orleans Chapter
Sonitrol of New Orleans
Urban League of New Orleans
Young Professionals
Whitney Bank

**$250 - $500**
Abbott Fund
Allied Waste
Anonymous
Appraisal Compliance Consultants, LLC
C & K Systems
Lauricella Land Company Foundation
Schneider Paper Products

**Benefactors**
Alan Allgood
Executone
Stanley Fried
Dr. William Locander
Stephen & Carol Lorio
Roger Peck
Liz Tahir
Steven Terry
Ricardo Thomas
Gilda & Carl Reed
Morgan Williams

**Memoriam Gifts**
The Cafferty Family c/o of Martha C. Effler in memory of Ellie W. Caffery
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 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
Robert Reese, Vice President of Retail Operations
Edward Lada, Jr., Vice President of Contracts
Frances Williamson, Vice President of Human Resources