



**Changing Lives  
Through the  
Power of Work**

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



## Leadership Message



Creed W. Brierre



William L. Jesse

Dear Friends,

In a year filled with disturbing headlines and sobering trends, Goodwill turned in another year of powerful examples of lives transformed, resources wisely invested, and time well spent. In this report, we share with you some of 2015's highlights—which your generous support has made possible.

Through our mission programs and services, we focused our efforts on enhancing the skills, job-readiness, and self-sufficiency of underserved populations. Hundreds of inspiring individual stories added up to some major collective successes, such as:

- Our contracts division **gained 16 new janitorial and/or grounds maintenance contracts, which created new jobs.**
- Our **19 retail stores and donation centers** in Southeastern Louisiana gave **thousands of shoppers** an abundant source of quality, low-cost products, and gave donors a way to sustainably repurpose clothing and household items—keeping more than **25 million pounds** of clothing and discards from local landfills.
- More than **2,000 people** received life-changing services—in job-training, offender re-entry, veterans with disabilities housing assistance, and more.
- **231 Louisiana residents** were helped to find employment.
- Goodwill itself **employed 604** residents.
- A full **one-third** of our employees are **people with disabilities.**

## Mission

In addition to our retail stores and the job-training opportunities they provide, Goodwill Industries of Southeastern Louisiana also provided more than a dozen employment programs and support services for underserved populations in 2015, including people with disabilities, formerly incarcerated individuals reentering the community, homeless veterans with disabilities, and dislocated workers.

Goodwill Industries of Southeastern Louisiana also supports regional businesses by ensuring a pool of qualified employees for them to draw upon, as well as providing direct services to local employers such as: employee placement services, customized job-readiness training, custodial and grounds maintenance, switchboard and mailroom contract services.

It's easy to overlook the impact of these simple-sounding services—until you see the difference they make in our clients' lives. That's why we're so happy to share some of their individual stories with you. It is your support that makes these transformations possible.

From all of us at Goodwill, we thank you for your continued support.

Creed W. Brierre  
Chairman  
Board of Directors

William L. Jesse  
President  
Goodwill Industries of  
Southeastern Louisiana

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.



## Achiever of the Year

James Conrad

### Transforming a mistake into an opportunity to help others

James Conrad had a good education and a wealth of job skills when an impulsive decision—inappropriate use of government funds—sent him to prison for a year and a day. He doubted whether anyone would take a chance on hiring him after that, but then he heard about Goodwill’s Training to Work program. Now, in addition to his B.A. in business administration and M.A. in education, Conrad holds Goodwill certifications in broadband technology, traffic control (through Goodwill’s Flagger Program), and Microsoft Office Technology (MOT) and has a fulltime position as a job readiness instructor in our Life Launch Program, helping other former offenders successfully transition to life “on the outside.”

“The job market is competitive, and with a criminal record on your résumé, it can be difficult to convince employers to give you a second chance. Goodwill was there for me when I needed them, and I’m so grateful for everything they’ve done for me. They were my cheerleaders, encouraging me to keep going; to focus on the future; to not let the past define me. Now, in addition to helping myself, I can also help others.”

## 2015 Employee of the Year Awards



Alicia Torres, Edgar J. Helms Award Winner



Antwine Tobias, Sonny Trenchard Award Winner

## Graduate of the Year

### Lawrence Treigle

#### A horrible 'lesson' with a happy ending

Lawrence Treigle had never been in trouble with the law—never even had a detention in high school—when he found out that his live turtle business was illegal. (He'd even registered it as an LLC and paid taxes on it!) After serving nine months in federal prison and four months in a halfway house, he couldn't return to his 17-year career at the U.S. Post Office, so enrolled in Goodwill's Training to Work 3 Program, completing the Commercial Driver's License Class B course, flagger certification course, and forklift training. Upon his release, he got a job with SURE Logix, LLC, and is in the process of starting a hot shot trucking business, with the opportunity to earn six figures annually.

"Incarceration was horrible. I didn't know how I would get my life back in order when I got out," Treigle says, "Although I had a family to support my transition, Goodwill was also there for guys who didn't have any support system, helping them find a place to live, giving them clothes, counseling, all of the things it takes to start over."



Paris Coleman,  
Workforce Development  
Division Employee of the  
Year



Bethany May, Retail  
Division Employee of  
the Year

Diedra Russell  
was the 2015  
Contracts  
& Facilities  
Management  
Services Employee  
of the Year. (photo  
not shown)

# 2015 COMMUNITY IMPACT BY THE NUMBERS



2,049 **People Served**



231 **Placed in Jobs**

604 **Employees**



19 **Retail Stores & Donation Centers**

201 **Employees with Disabilities**



1,307,535 **Retail Transactions**

344,600 **Donated Goods**



25 Million **LBs of Clothing and Textiles  
Diverted from Landfills**

\$132,431 **Donated through  
Register Round Up**



# Fiscal Year 2015

Goodwill Industries of Southeastern Louisiana continues to be a good steward of the community's contributions and support. We extend our thanks to all those who made financial gifts, shopped in, and donated to our retail stores in support of our mission of changing lives through the power of work.



## External Support

SOURCE	PERCENT	DOLLARS
COMMUNITY AND FOUNDATION SUPPORT		\$6,952,000
GOVERNMENT CONTRACTS		\$5,562,000
GOVERNMENT GRANTS		\$714,000
<b>TOTAL EXTERNAL SUPPORT</b>	<b>38%</b>	<b>\$13,228,000</b>



## Revenue Generated

STORE SALES		\$17,869,000
SALVAGE		\$1,096,000
INVESTMENT AND OTHER INCOME		\$1,537,000
WORKFORCE DEVELOPMENT SERVICES		\$712,000
COMMERCIAL SERVICES CONTRACTS		\$586,000
<b>TOTAL REVENUE</b>	<b>62%</b>	<b>\$21,800,000</b>
<b>TOTAL SUPPORT AND REVENUE</b>	<b>100%</b>	<b>\$35,028,000</b>



## Expenditures

PROGRAM SERVICES	79%	\$27,912,000
GENERAL AND ADMINISTRATIVE	10%	\$3,408,000
INTEREST AND DEPRECIATION	5%	\$1,709,000
RESERVES AND CAPITAL SPENDING	6%	\$1,999,000
<b>TOTAL EXPENDITURES</b>	<b>100%</b>	<b>\$35,028,000</b>

## **Help Us Make a Difference**

Shop at Goodwill Retail Stores

Donate Clothing & Household Items

Make a Financial Contribution

Hire a Goodwill Graduate

Partner with Goodwill's Contracts & FMS Division

Remember Goodwill with a bequest in your Will



### **Workforce Development Offices**

In Baton Rouge—647 Main Street, 70801    225-308-0220

In New Orleans—3400 Tulane Avenue, Suite 1000, 70119    504-456-2622

Visit our website or follow us on Facebook for store location and services updates.

[www.goodwillno.org](http://www.goodwillno.org)

### **Get Social with Us**

