

# GOODWILL

*It's in all of us!*

2020 Annual Report

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



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Dear Friends of Goodwill,

It is with great pleasure that we share our 2020 annual report with you. It was truly a year unlike any other!

The pandemic caused restrictions on our operations, adjustments to our working arrangements and ever-present feelings of uncertainty. Even still, Goodwill Industries of Southeastern Louisiana accomplished amazing things despite the challenges, the setbacks and the unknowns.

We partnered with Second Harvest Food Bank to feed more than 10,000 families through our weekly food drives. We donated more than \$20,000 raised through our register roundup program to aid in the recovery efforts in Lake Charles following Hurricane Laura.

We supported our employees as we all navigated a new normal together and continued collecting donations, even as our retail stores were forced to close their doors for eight weeks. We served more than 1,500 clients through our programs and services, doing so in new ways including virtually, masked and socially distanced.

In our hardest times, we continued to show up for our clients, our community and each other. As it turns out, our team's dedication and hard work did not go unnoticed.

Near the end of the year, MacKenzie Scott announced that she and her team has reviewed more than 6,000 non-profits and the work they had done in "communities facing high levels of food insecurity, high measures of racial inequity, high local poverty rates and low access to philanthropic capital."

From their initial assessment, Scott and her consultants chose 384 nonprofits to donate over \$4 billion because each “dedicated their lives to helping others, working and volunteering and serving real people.”

Goodwill Industries of Southeastern Louisiana was truly honored and deeply humbled to receive a \$10 million donation from MacKenzie Scott. This generous gift not only allows us to continue the work we do each day, but to dream of all the continued good we will do in the future.

While it was surely a year of struggle and sadness, there were even more successes and celebrations. With your dedication to our mission and support of our daily work, we are full of optimism for what lies ahead and certain that good will overcome.

Sincerely,



Jodee Daroca  
President & CEO



Stephen A. Lorio  
Chairman of the Board of Directors

# Meet our new CEO

*Jodee Daroca*

After serving as the interim CEO since January 2020, the Board of Directors of Goodwill Industries of Southeastern Louisiana appointed Jodee Eyster Daroca President and CEO in June! Daroca succeeds William Jessee, who retired last year after 21 years with Goodwill.

"Ms. Daroca has been with Goodwill for 15 years and has led us through some tumultuous times," said Board Chairman Steve Lorio. "As we navigate this current crisis and return to normalcy, we are proud to have her at the helm."

## FUN FACT

Jodee is a lifelong New Orleanian who has 2 sons and 1 granddaughter!

Prior to her appointment, Daroca served as Vice President and CFO of Goodwill since 2005. In that capacity, she brought the company back from disaster following Hurricane Katrina. In her leadership role, she manages daily operations for the 23-parish service area, including retail stores, community, the Goodwill Technical College, custodial and grounds maintenance contracts and oversight of the budget. She has successfully completed the Goodwill Industries International Executive Development Program and the Senior Leadership Program.

Daroca is a Certified Public Accountant and holds a BS in Accounting from Louisiana State University. She is active in the New Orleans community, serving in several roles on the Board of Trustees for St. Paul's Episcopal School and the finance committee for St. Paul's Episcopal Church. She is also a member and financial director of the Symphony Chorus of New Orleans.

# Achiever of the Year:

## Michael Blanton

On October 9, 2019, Michael Blanton was released from prison with no money, no job and no home. Living in a homeless shelter with only the clothes on his back, he was determined to do whatever it took to become employed and get an apartment of his own.

Someone at the shelter told Michael about Goodwill's Re-Integration Program (GRIP), which provides wraparound assistance to formerly incarcerated individuals. Michael enrolled on October 17, 2019, and his case manager began working with him to develop an individualized employment plan.

Michael was provided bus passes to use during his job searches, financial assistance to obtain a photo ID and resume assistance through a GRIP Employment Specialist.



He returned daily to the office, meeting with his case manager and using the computers to search for and apply to jobs. His case manager noted that while Michael continuously showed gratitude towards them for helping maintain a positive outlook, it was Michael that kept them motivated.

In November, Michael's case manager informed him there was an opening at a local Goodwill Industries of Southeastern Louisiana store. He applied, interviewed and was hired for a level-1 donation center position on November 21, 2019.

"I was grateful to have a job and grateful to Goodwill for taking a chance with me," Michael said of his new job. "I learned everything I could. I showed up early and left late. I gave my all."

Within his first few months, Michael established himself as someone who arrives on time, works every shift as scheduled and build rapport with anyone he encounters. Just three months after he was hired, Michael was promoted to Key Holder in February 2020.

He continued to work hard, learn new skills and prove himself to be a valuable team member. In May 2020, he was again promoted to Assistant Store Manager. When the pandemic shut all of Goodwill's retail stores, Michael was instrumental in ensuring his store opened safely and that donations received during this timeframe were processed in a safe, timely manner.

In January 2021, the position of Store Manager became available at the Goodwill Store in Denham Springs. Just 14 months after being hired, Michael was selected to fill this role. His positive attitude and ability to motivate and empower others had an immediate impact on the store's operations.

"Since I've been here, we have seen constant improvements," Michael says of the Denham Springs store. "There are definitely challenges, even on a daily basis, but I have been blessed with a great crew. They have bought into my vision for this store today and going forward. We continue to grow and improve.

"Michael often tells others about the positive difference Goodwill has made in his life. He goes out of his way to ensure others are afforded the same opportunities Goodwill has afforded him. Michael is an invaluable asset to the Goodwill family and a true inspiration.

# Graduate of the Year:

## *Michelle Benjamin*

A product of generational poverty, Michelle Benjamin was chronically homeless and attended school inconsistently growing up. As a 16-year-old mother, she was arrested and sentenced to life without parole in 1996.

While incarcerated and working through the appeals process, she earned her GED and cared for dying prisoners in the hospice ward of the Louisiana Correctional Institute for Women.

Changes to the sentencing laws for minors made her eligible for parole, and Michelle was released from prison in May 2019. She began working at SisterHearts, a thrift store in St. Bernard Parish that offers employment and shelter to the formerly incarcerated.



She also enrolled in Goodwill Industries of Southeastern Louisiana's STRIVE Job Readiness Program, as well as the Goodwill Re-Integration Program (GRIP). After completing these programs, Michelle enrolled in Goodwill Technical College's Skills, Tasks and Results Training (START) program.

During her time as a Goodwill Technical College student, Michelle received assistance from the school's Career Specialist, Renee Gill Pratt, in order to make herself more marketable for employment. They discussed career planning, employment opportunities, requirements, interested and procedures. She also received resume assistance, practiced interview skills and attended job fairs.

“Michelle is exceptionally gifted in that she makes everyone feel comfortable, and she always encourages others to do their best and to never give up,” Gill Pratt shared.

Michelle graduated from Goodwill Technical College in December 2020 with a Technical Diploma from the START program and a Certificate of Completion from the American Hotel and Lodging Institute (AHLEI).

Michelle has been gainfully employed as a hostess at a local restaurant since 2019 and continues to persevere and thrive despite disadvantages. She’s been given a second chance and has not taken one moment for granted.

“I now have housing, a job in the field I love and an education,” Michelle says. “I am living my best life.”

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## AND THE AWARD GOES TO...

In 2020, Goodwill Industries of Southeastern Louisiana was voted **Best Thrift Store** in Where Y'At Magazine's Best of the Big Easy and honored as a City Business **Nonprofit of the Year!**





# 2020

*by the numbers*

**22 RETAIL STORES**

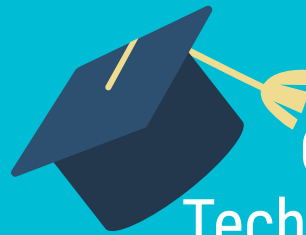


**1,507**  
PEOPLE  
SERVED



**146** people  
placed in  
employment

**55 STUDENTS ENROLLED**



*at*  
**Goodwill  
Technical College**

Together, Goodwill and Goodworks employed  
**716** people, **216** of whom have disabilities.

**10,000+**

people fed during our  
drive thru food pantries



**392,290**



donations received

**2 new**  
WAREHOUSE  
LOCATIONS



**15,691,600 lbs**  
diverted from landfills



**4 new**  
RECYCLING  
PROGRAMS



**3 federal contracts** for housekeeping, grounds maintenance,  
mail delivery & switchboard operation

**40 state, local & commercial contracts** for housekeeping,  
grounds maintenance & warehousing

# Pivoting to Meet the Community's New Needs

2020 was an unprecedented year, to say the least! In March, the State of Louisiana issued a Stay at Home Order that directed all residents to remain home unless conducting essential business. We sent our employees home and closed our retail operations for 8 weeks.

During this time, we were able to keep supporting our employees and continue collecting donations. However, we were not able to serve the populations that relied on us in the ways we were accustomed to.

Luckily, we found a way to pivot and meet our community's new needs by hosting weekly drive-thru food pantries at our Tulane Avenue location in partnership with Second Harvest Food Bank, Councilman Jay Banks and other community partners. Over the course of more than 20 weeks, we served more than 10,000 people through these weekly food drives.

In the meantime, we reopened our stores and offices with strict Covid protocols, including capacity limits, mask mandates, social distancing and frequent cleaning schedules. We are grateful to have been able to continue serving our community during challenging times and look forward to an even brighter future.







# Introducing Dell Reconnect

Goodwill Industries of Southeastern Louisiana is proud to announce our partnership with Dell's Reconnect program! This initiative helps our community members safely and easily recycle household electronics. Not only does this partnership keep e-waste out of landfills, it also helps create jobs and fund our life-changing programs.

Acceptable items for this program include desktops, laptops, hard drives, mice, keyboards, speakers, scanners, printers, cables and more. These items are either refurbished or broken down and used to make new items from recycled goods.

After cleaning off any personal information, you can drop these items off at any Goodwill retail and donation center in Southeastern Louisiana!



When we launched this initiative, Dell donated 40 refurbished laptops to Goodwill. In turn, we gifted these computers to the Good Shepherd School, whose mission is to ensure impoverished, at-risk children in the New Orleans area receive a comprehensive, faith-based education that benefits not only the child, but the entire community.

# Sustainability Gets a New Home

In September 2020, we leased a 43,000 square foot warehouse on Dakin Street in Metairie. The building also includes six truck docks and a sizable office space.

The Dakin warehouse is used for recycling of non-apparel materials. This includes computers, computer accessories, electrical wires, books, appliances, metals, hard plastics and more.

The addition of this warehouse allows Goodwill to further our mission, positively impact the environment by diverting tons of waste from landfills and make a deeper impact in our local communities.



# New Year, New Look!

In November 2020, we closed our Mid City store on Tulane Avenue for a few weeks in order to renovate the combined warehouse and retail space.

To more effectively and efficiently process the generous donations from our community members, we expanded the size of the warehouse space in the rear of the building. The retail space also got a brand new look with fresh paint colors, a streamlined layout and new decor.

We reopened the newly improved Tulane store in December to much fanfare, even receiving an official proclamation from Councilmember At-Large Helena Moreno.

We are so thankful to be part of the New Orleans business community and grateful for the support of our donors, customers, neighbors and friends!



# FY2020 Statement of Activities

<b>External Support</b>	Community & Foundation Support		\$17,955,000
	Government Contracts		\$6,033,000
	Government Grants		\$2,274,000
	<b>Total External Support</b>	<b>53%</b>	<b>\$26,262,000</b>

<b>Revenue Generated</b>	Store Sales		\$17,977,000
	Salvage		\$1,290,000
	Investment & Other Income		\$2,003,000
	Workforce Development Services		\$175,000
	Commercial Services Contracts		\$2,180,000
	<b>Total Revenue</b>	<b>47%</b>	<b>\$23,625,000</b>

	<b>Total Support &amp; Revenue</b>	<b>100%</b>	<b>\$49,887,000</b>
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<b>Expenditures</b>	Program Services	72%	\$36,257,000
	General & Administrative	8%	\$3,911,000
	Interest & Depreciation	3%	\$1,448,000
	Reserves & Capital Spending	17%	\$8,271,000
	<b>Total Expenditures</b>	<b>100%</b>	<b>\$49,887,000</b>



