



2022 ANNUAL REPORT



Dear Friends of Goodwill,

We are so excited to share our 2022 annual report with you!

Last year, we shared with you our re-energized focus on our continued mission of removing barriers to employment while growing our organization to offer more services and serve even more people. In 2022, we began to make these ambitions a reality both in our community and within our own team.

We opened our first-ever Attended Donation Center (ADC) in Metairie and a brand-new Opportunity Center in Houma.

We hosted a Goodwill Friendsraising luncheon, where government officials, nonprofit leaders and other community members gathered to learn more about Goodwill's work, the individuals we serve and how we can all best work together.

We also hosted our first Goodwill Leadership Dinner, bringing together managers, directors, supervisors, keyholders and countless other leaders to explore how we can best serve each other, clients, customers, donors and our community.

Most notably, we accepted a record number of donations from generous community members, which allowed us to offer our programs and services to more of our neighbors in need than ever before.

Thankfully, our Goodwill facilities and team members were spared this hurricane season. Our neighbors on the Florida coast were not so lucky, and we stood more than ready to help them in their time of need. For the entire month of October, we donated all register roundup proceeds – a total of more than \$17,000 – to the Florida Goodwill Association to assist relief efforts in their area.

2022 was a banner year for Goodwill Industries of Southeastern Louisiana, our employees, our community partners and those we serve.

Next year will be transformative as we work to expand our physical presence with additional ADCs and Opportunity Centers, as well as our first-ever outlet store.

Our accomplishments are only possible with the commitment to our mission that each of you continues to make when supporting our work. We look forward to moving onward and upward together.

Sincerely,



JODEE DAROCA



STEPHEN A. LORIO

A handwritten signature in blue ink that reads "Jodee Daroca".

Jodee E. Daroca
PRESIDENT & CEO

A handwritten signature in blue ink that reads "Stephen A. Lorio".

Stephen A. Lorio
CHAIRMAN, BOARD OF DIRECTORS

2022 BY THE NUMBERS

2,390
people received
direct services

401
people placed
in employment

49
students enrolled at
Goodwill Technical
College

800
employees between
Goodwill and Goodworks

517,908
donations

20,000,000+
pounds diverted
from local landfills

17
stores with revenue greater
than \$1,000,000

Our first ever ADC received
115,649
donations

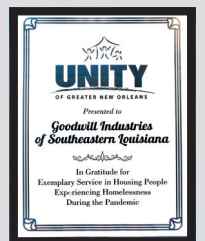
AWARDS & HONORS



Jefferson Chamber of Commerce,
LiveWell Jefferson Healthy Business
Award for Creative DEI Program

CityBusiness Women of the Year
Honoree, Jodee Daroca

UNITY GNO, Exemplary Service
in Housing People Experiencing
Homelessness During the Pandemic



Where Y'At Best of the Big Easy,
Best Thrift Shop

Gambit Best of New Orleans,
Second Best Thrift Shop

IN THE SPOTLIGHT

Eva Morgan



In 2018, Eva Morgan was ready to retire from a career in accounting and office management. Unsure what her next step would be, she was looking for a way to refresh her job seeking skills, polish her resume and prepare her for interviews.

As luck would have it, she came across an advertisement for a program at Goodwill Industries of Southeastern Louisiana offering job readiness training on the very skills she wanted to hone.

When she graduated from our program in June, we knew she was a hard worker with a big heart and a bright future. So, we hired her ourselves!

She began her career with Goodwill as a case manager assistant in October of 2018, but she quickly moved over to our Goodwill Technical College in December. There, she serves as Administrative Assistant and aids students and staff with anything they may need.

“Eva is outstanding because she goes above and beyond daily for the

students and staff and makes a positive impact on our team,” Goodwill Technical College Chief Academic Officer, Kiedra Williams, said of Eva. “She is reliable and dependable with a wealth of knowledge. She is quite literally the glue that holds the college together.”

The team at Goodwill Technical College works daily to help their students achieve their very best. Everything they do is a full team effort.

To Eva, the most fulfilling part of her job is helping people from all walks of life. “It’s rewarding. You’re helping people every day. There’s not a single day that passes that I don’t help somebody. That makes you feel good,” she says of her work.

Currently, Goodwill Technical College offers certifications in Hospitality, Medical Billing and Coding, Medical Assistant and IT Support Specialist.

The program from which Eva graduated is now our Goodwill Education Advancement and Readiness (GEAR) program. GEAR begins with our signature one-week job readiness training session. After this, participants move into our three-phase program designed to help them find, obtain and keep a job.

Ike Carter

For Ike Carter, having special needs doesn't just mean having a disability – it means having a superpower. Ike has been employed as a custodian at Goodwill Industries of Southeastern Louisiana for the past three years.

In his custodian role, he's part of a team responsible for ensuring the cleanliness and order of one of many sites – schools, universities, government buildings and more – that contract their maintenance needs through Goodwill.

“He's very helpful, very supportive and just overall a sweet person. He doesn't complain about any work assignments he's given,” says Tim Maple, Project Manager in our Facilities Management Services division. “He is really the light of the facility. He's always in good spirits, and he's always trying to improve himself.”

It's this infectious positive attitude and diligent work ethic that recently got Ike promoted to floor technician.

Ike is motivated by a deep drive to succeed in all aspects of his life. He's competed in the Special Olympics since he was a child, winning dozens of medals – including four in the most recent games.

“I'm special needs, but I don't cripple myself. I keep the torch in my heart,” Ike says of his passion. “You don't take that torch out of your heart. You keep going. Same thing with a job, you keep that torch burning in your heart.”

Ike's ultimate goal is to be a Special Olympics coach. He knows he still has a lot to learn when it comes to leading, but he believes Goodwill is giving him the tools to develop those skills.

In a recent staff meeting, Ike volunteered to show his teammates how to log in to the Goodwill system and clock in and out of work, a task that some might find complicated.

With more time and training, Ike will continue to succeed himself, while also inspiring others like him to do the same. Ike's heart is so full of fire that it overflows, and he hopes it inspires everyone around him.



Goodwill Industries of Southeastern Louisiana Opens First Attended Donation Center

On March 18, 2022, Goodwill Industries of Southeastern Louisiana proudly opened the doors of our very first Attended Donation Center (ADC)! Located at 1201 Veterans Memorial Boulevard, this new 3,200 square foot space provides a convenient location for donors to drop off goods and continue their support of Goodwill's vital work in our communities.

Without these generous donations of gently used items, Goodwill would not be able to assist the thousands of individuals who come to us for assistance every year.

"For 75 years, we have been helping people overcome employment barriers and guiding them on the path to meaningful work," said Jodee Daroca, President and CEO of Goodwill. "We see firsthand the positive benefits having a job has on a person's overall health, family and community. These benefits



are created through donations from our community members. We hope the ADC will make it easier for donors to continue their generosity."

The ADC is strictly for collecting donated goods, which are then sorted and distributed to our 22 retail locations – helping to divert even more waste from local landfills.

Indeed Partnership Helps Put People to Work

Goodwill Industries of Southeastern Louisiana is excited to be partnering with Indeed as part of their Essentials to Work program!

Being the world's largest job site, Indeed has the potential to help thirty million job seekers facing various barriers to employment find work by 2030.

Through this partnership, participants who complete

any of our available computer skills or digital literacy programs are eligible to receive a free computer and internet hot spot. This allows them to work on their resume, browse for employment and apply for positions online.

Additionally, participants enrolled in any of these programs are eligible to receive transportation

assistance through Lyft either during the interview process or until they receive their first paycheck at a new job.

Partnerships like this are essential to the success of our mission of putting people to work, and we look forward to Indeed's continued support of job seekers in our area!





Opportunity is Knocking in Houma

On May 5, 2022, Goodwill Industries of Southeastern Louisiana held a ribbon-cutting ceremony to celebrate the grand opening of our new Opportunity Center in Houma!

Located a few doors down from our Houma Goodwill retail store and donation center at 1750 Martin Luther King Boulevard, the Opportunity Center provides free job skills training, digital literacy classes, workforce development services and more.



Goodwill Helps Our Neighbors in Need

We at Goodwill Industries of Southeastern Louisiana are unfortunately all too familiar with the havoc a large hurricane can wreak on homes, businesses and lives. That's why we quickly bounced into action to help our neighbors along the Florida coast in the wake of

Hurricane Ian's devastation.

All proceeds raised through our register roundup program in the month of October – a total of more than \$17,000 – were donated to the Florida Goodwill Association to assist hurricane relief efforts in their area. Your change really can change a life!



Goodwill Hosts Opportunity Accelerator Fellows

Goodwill Industries of Southeastern Louisiana was honored to host Goodwill Industries International's second-ever cohort of Opportunity Accelerator fellows at our New Orleans offices!

The Goodwill Opportunity Accelerator is the framework for Goodwill's mission services. This includes orienting participants to our organization, supportive services, digital skills training, placement into employment and so much more.

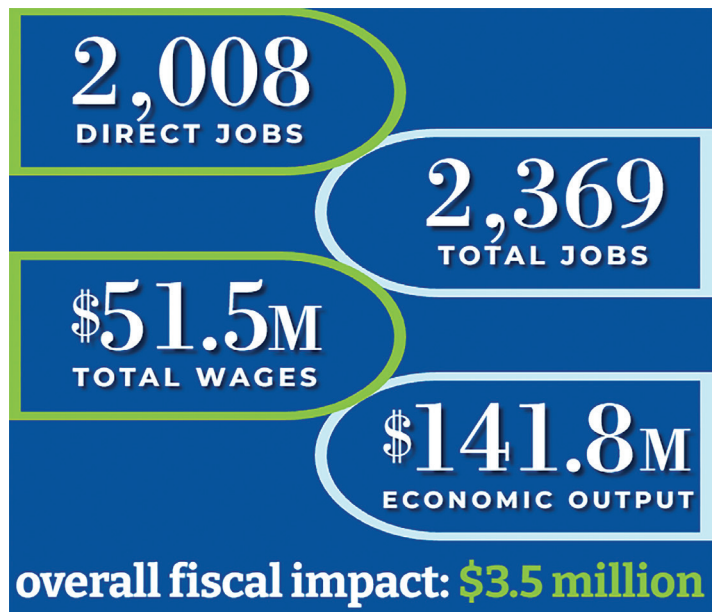
We hope the fellows learned something new and exciting they've implemented at their respective Goodwill – and of course we hope they enjoyed the southern hospitality of New Orleans!



Goodwill's Greater Impact

Each year, we work together with the other Goodwills serving the people of Louisiana - Acadiana, North Louisiana & Southeast Texas and Southwest Louisiana - to assess the full scale of the impact our collective work has on the people of our state and beyond. This report offers insight on the jobs held by our Goodwill employees (direct), the jobs created to provide goods and services to our industry (indirect) and the jobs created by the spending of wages of these direct and indirect employees (induced).

Take a look at our own Goodwill's impact in our local community last year:



Investing in Our Leaders

On July 17, 2022, Goodwill Industries of Southeastern Louisiana hosted our very first Leadership Dinner. With the World War II Museum's collection of planes hanging overhead, our managers, directors, associates, key holders and other leaders gathered to learn more about Goodwill, our work and how we can all work together to better serve each other, clients, customers, donors and our community.

We heard from Jeff McManus, author of "Growing Weeders into Leaders," and landscape leader at the University of Mississippi, on how we can all be confident, motivated and effective leaders. The whole group left excited to put his words into action!

Thank you to each of our leaders who traveled



from near and far to attend this event. We could not serve even a single person without your hard work and dedication to the mission of Goodwill!

Welcome to Our New Friends

We know you've seen our retail stores and donation centers, but did you know Goodwill also offers life changing programs to individuals experiencing homelessness, veterans, young adults aging out of foster care, individuals with physical and mental challenges and those with any kind of barrier to employment?

On October 12, 2022, we hosted the Goodwill Friendsraising luncheon to share with elected officials, other local nonprofit organizations and community members that Goodwill is so much more than just a store!

Our Goodwill leadership team and Dr. James Pogue spoke about our work and the diversity we bring to the local communities we serve. We hope our attendees learned something new, and we can't wait to partner with more of these organizations in the future.



If you missed the Friendsraising luncheon or are just interested in learning more about Goodwill, we'd love to share our good work with you. We offer mission tours for community members to come see what we're all about – just email info@goodwillno.org to set up a date and time.

FINANCIALS

EXTERNAL SUPPORT

Community and Foundation Support		\$194,000
Government Contracts		7,005,000
Government Grants		3,443,000
Total External Support	20%	\$10,642,000

REVENUE GENERATED

Store Sales		\$27,800,000
Salvage		2,545,000
Investment and Other Income		11,699,000
Workforce Development Services		272,000
Commercial Services Contracts		1,603,000
Total Revenue	80%	\$43,919,000
Total Support and Revenue		\$54,561,000

EXPENDITURES

Program Services	89%	\$48,317,000
General Administrative	11%	5,884,000
Interest and Depreciation	3%	1,725,000
Reserves and Capital Spending	-3%	(1,365,000)
Total Expenditures	100%	\$54,561,000

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®

3400 Tulane Avenue Suite 1000, New Orleans, LA 70119

Visit www.goodwillno.org
for store locations, employment and training center locations and
mission services information.