



# 2023 ANNUAL REPORT



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



# Dear Friends of Goodwill,

We are thrilled to share our 2023 annual report with you!

In closing last year's report, we promised 2023 would be a transformative year for Goodwill Industries of Southeastern Louisiana and our employees, partners, participants and communities. We believe we more than exceeded even our own expectations.

We opened our doors to elected officials, community partners and other supporters to attend a mission tour and see what Goodwill is all about. If you've ever wondered where your donations go and what they fund, we invite you to come see us for a mission tour of your own.

After increasing our employee headcount, we implemented our new GoodPartners program to offer job coaching and workforce development services to our Goodwill team members.

We opened three additional Attended Donation Center (ADC) locations, making donating your gently used items easier and more convenient than ever before, and a new retail store and donation center, offering Westbank community members a place to find a deal that's good for their wallet, good for the environment and good for our communities.

We also opened our fourth Opportunity Center, expanding our services to include our Northshore neighbors in need. These life-changing programs are funded in part by the generosity of our donors, partners and supporters like you.

The biggest and most exciting development this year was our acquisition of the former Lowe's Home Improvement store in New Orleans East. This 139,000 square foot space will soon be home to our sustainability efforts, warehouse space, an opportunity center, a retail store and our first-ever outlet store. We are thrilled to be bringing our services as well as new commerce opportunities to a new, previously underserved community.

2023 was a transformative year indeed, and it is our hope that 2024 will build on this growth to expand our mission further than ever before.

Launching our efforts in New Orleans East will be just the beginning of our expansion further into our local communities, meeting our neighbors in need right where they are and offering programs to put them on a path to self-sustainability.

Our efforts are only possible due to the generosity of donors, shoppers, partners and supporters like you, and we hope you'll come alongside us on this journey to bring our mission and vision forward.

Sincerely,

Jodee E. Daroca  
PRESIDENT & CEO

Stephen A. Lorio  
CHAIRMAN, BOARD OF DIRECTORS



JODEE DAROCA



STEPHEN A. LORIO

## 2022 BY THE NUMBERS

**4,120**

individuals  
received services

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**479**

individuals placed into  
employment through  
workforce development

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**135**

students enrolled in industry-  
based education programs at  
Goodwill Technical College

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**518,327**

total donations received

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**1,390,327**

retail transactions

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**21,000,000**

pounds diverted  
from local landfills

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**888**

employees

## AWARDS & HONORS

Society of Louisiana Certified  
Public Accountants (LCPA)  
Outstanding CPA in Business &  
Industry, Jodee Daroca

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Biz New Orleans Magazine  
New Orleans 500 Honoree,  
Jodee Daroca

Gambit Weekly  
Best of the Big Easy,  
Best Thrift Store

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Where Y'At Magazine,  
Best Thrift Shop



## IN THE SPOTLIGHT

# Denise Majors

More than thirty years ago, Denise Majors received a letter that changed the course of her entire life. That letter stated that it was mandatory for Denise to re-enter the workforce and find gainful employment to continue receiving government benefits.

“Thirty years ago, I’m a young mother, I’m raising three kids on my own, trying to do the best I can,” Majors says of herself at that time. “My mindset wasn’t thinking about working or trying to better my situation.”



Letter in hand, Denise came to Goodwill Industries of Southeastern Louisiana. She enrolled in a training program that helped her secure a job at Harrah’s Casino.

A few years later, she saw online that Goodwill was hosting a job fair. With our help, she again

secured a new job – this time with Allied Security.

Another eight years and a college degree later, Denise walked through our doors again.

She received a call from one of our Goodwill employees notifying her of an opening as an instructor for our Goodwill Education and Advancement Readiness (GEAR) program. GEAR works with students to help them find, obtain and retain a job, working to hone necessary skills like problem solving, professional etiquette, resume writing, computer literacy and more.

They thought she’d make the perfect candidate, and they were right! She was hired shortly thereafter and now helps individuals navigate the very obstacles she had overcome herself.

“I tell them all the time – I am a product of this system,” Majors says of this full circle experience with Goodwill.

Denise now uses her own life experiences as an example for her students of the success you can find when you embrace the power of work.

# Ronnie Taylor

In 2021, Ronnie Taylor found himself in some legal trouble that landed him in jail. After four months, he was released with no job, no car and no place to go.

Taylor found shelter in a tent until he found space at a shelter that would allow him to work night shifts, which freed him to take care of his probation requirements during daytime hours.

It was his efforts to meet the employment requirements of his probation that led him to Goodwill, where he worked with our staff to not only find a job, but to ensure he had all the resources he needed to succeed in the workplace.

"I met with the lady here, and I got hired to work at night," he says of his initial interactions with Goodwill. "She got me a uniform, some slip resistant shoes, and I went to work every day."

At the same time, he began taking various classes in Goodwill's digital literacy lab to enhance his computer skills and build out his resume. He even received a free laptop to

continue his efforts on his own through Goodwill's Essentials to Work partnership with Indeed.

It's his goal to become an entrepreneur, and he knows learning these valuable computer skills is the first step in the right direction.

Taylor credits Goodwill with getting him back on his feet both financially and emotionally.

"I got my own place and my own car. I got peace of mind and confidence," he says of himself now. "I'm just being patient, praying that everything falls in place and I get where I want to be in life."



# Introducing Goodwill East

We are so excited to announce the successful purchase of the former Lowe's Home Improvement store located at 5770 Read Boulevard in New Orleans East! This acquisition marks the establishment of "Goodwill East," a multifunctional space that will house a retail store, outlet store, opportunity center, workforce development services, warehouse operations and more.

Expanding Goodwill Industries SELA into Goodwill East will allow us to provide essential programs and services to individuals in the community.

Jodee Daroca, President and CEO of Goodwill Industries SELA, expressed her enthusiasm for the acquisition, stating, "We are thrilled to embark on this new chapter with the establishment of Goodwill East. This strategic acquisition will significantly enhance our ability to fulfill our mission of helping individuals with barriers to employment overcome challenges and achieve economic independence."

Goodwill Industries SELA Board of Directors Chairman Stephen Lorio says, "the Board recognizes the immense potential of this facility. We believe the acquisition will act as a catalyst, encouraging other businesses and organizations to consider New Orleans East a viable addition to their overall business strategy. By investing in this area, we hope to foster economic



growth and positively impact the community."

The acquisition of the former Lowe's Home Improvement store was made possible through a generous \$10 million grant in 2020 from "Yield Giving," an organization founded by McKenzie Scott. Goodwill Industries SELA extends its deepest gratitude to McKenzie Scott for her substantial support, which Ms. Scott gave to impact the lives of individuals in the region.

Key highlights of Goodwill East's development include:

- Creation of 75 new jobs initially, with some positions offering wages of up to \$30 per hour.
- The retail store will offer a wide range of gently used, affordable merchandise, providing residents with a convenient shopping experience.
- The outlet store will offer surplus or unique items at discounted prices.
- The opportunity center will serve as a hub for workforce development, empowering individuals to gain the skills needed to secure meaningful employment.
- The warehouse operations will support the organization's

recycling efforts, promoting sustainability and environmental stewardship.

The establishment of Goodwill East represents a significant step toward furthering our mission of changing lives through the power of work.



# Goodwill Gets a New Home on the Westbank

On February 2, 2023, we celebrated with community members, local partners, board members, employees and other stakeholders as we opened the doors of our new Marrero Goodwill retail store and donation center.

Along with members of the Jefferson Parish Chamber of Commerce and the Goodwill Board of Directors, our leadership team cut the ceremonial ribbon to mark the store's official grand opening. Excited shoppers were then led inside by a brass band and hit the racks to search for their latest thrift finds.

Located at 4800 Lapalco Boulevard, this newly remodeled, larger space is now home to the staff and operations that were previously housed at our Harvey location, which closed in late 2022.

As with all our retail stores, the proceeds from items sold here will help fund our various programs that serve Veterans at risk of or experiencing homelessness, young adults aging out of the foster care system, individuals returning to their communities following incarceration, individuals with mental or physical disabilities and those with any other number of barriers to employment.

"Our mission is to help

people with barriers to employment achieve self-sufficiency, and we do that through employment, which is employing people; training, which is through our workforce development services; education, which is through our college; and all of our employees, participants and students receive support services to help get them on their way," said Jodee Daroca, President & CEO.

The Marrero retail store and donation center is open Monday-Saturday from 9AM-8PM and Sunday from 10AM to 6PM. We can't wait to see you!





# Meet our Goodwill Thriftfluencers

At the beginning of 2023, we launched our brand new thriftfluencer program! We set out to partner with local and regional social media influencers who could create content with items at our Goodwill stores, share more information about our core mission and educate their followers on the impact of their donations and purchases. In February, we welcomed our three inaugural thriftfluencers - @supergeeked, @stylewithmejd and @thriftcrush – and in October, we added one more - @si\_styles\_. Follow along as they share thrifted fashion, upcycled items, mission services



information and more!

If you're interested in becoming a Goodwill thriftfluencer, stay tuned for future opportunities!

## Donating to Goodwill is Easier Than Ever!



None of the life-changing work we do would be possible without the generosity of the local communities in which we serve. That's why we made donating your gently used items to Goodwill Industries of Southeastern Louisiana easier than ever before with the addition of three new Attended Donation Centers (ADC) in Baton

Rouge, Gonzales and New Orleans.

These new locations, along with our first-ever ADC location in Metairie, provide the community with convenient locations to drop off their gently used items and support our mission of empowering individuals through employment and education.

"We are thrilled to expand our presence with these three new Attended Donation Centers. By increasing accessibility, we hope to encourage more individuals to donate their gently used items, which in turn will enable us to create more employment and educational opportunities for people in need. We are grateful to the community for their ongoing support and donations," said Jodee Daroca, President & CEO.

These three ADCs have been strategically chosen to maximize accessibility and convenience for our donors throughout Southeastern Louisiana. By offering multiple locations, Goodwill aims to make the donation process as easy as possible, ensuring individuals can contribute to their own community members' well-being without any hassle.

Visit one of our below ADC locations to donate today. All are open Monday-Saturday, 9AM-6PM and Sunday, 10AM-6PM.

BATON ROUGE  
11358 Perkins Rd.  
Baton Rouge, LA 70810

GONZALES  
13256 LA-44  
Gonzales, LA 70737

METAIRIE  
1201 Veterans Memorial Blvd.  
Metairie, LA 70005

NEW ORLEANS  
6235 S. Claiborne Ave.  
New Orleans, LA 70125

Our ADCs are strictly for the collection of donated goods that are then sorted and distributed across our retail locations, helping to divert even more waste from local landfills.



# The Northshore Gets a Hand Up

Goodwill Industries of Southeastern Louisiana is thrilled to share the opening of our newest Opportunity Center in Mandeville! Located at 4700 Highway 22, this latest addition allows us to bring our programs and services to job seekers on the Northshore.

The Mandeville location joins our existing Opportunity Centers in New Orleans, Baton Rouge and Houma and expands our reach to better



serve our neighbors in need.

Job seekers are invited to visit this site to receive assistance with resume writing, job searches, interview skills and other hard and soft skills training necessary to find, obtain and retain a job. There is also an on-site computer lab open to the public.

We look forward to serving the Northshore community moving forward!

## Second Chance Career and Resource Fair Helps Former Inmates Enter the Job Market

On Tuesday, April 18 Goodwill Industries hosted the Second Chance Career and Resource Fair to contribute to the nationwide effort to help former inmates enter the job market. One in three American adults have a criminal record which limits their access to education, jobs, housing, and other things they need to successfully reintegrate into society.

Goodwill Industries has several reentry programs aimed at ensuring that previously incarcerated individuals who are released from prison do not return. These programs provide services that include case management, employment assistance, education and training assistance, mentoring, legal assistance, supportive services, and referral services to community partners. In addition to connecting these individuals to employers and community resources, the Second Chance Career and Resource Fair aimed to raise awareness and improve perceptions of people

with a criminal record.

Reneé Gill Pratt, Director of Engagement and Outreach for Goodwill Industries, spoke about having to reassure job seekers at the event who were previously incarcerated that all the employers were well aware that most potential candidates would have records. "We had to remind them that the employers were here because they were open to hiring individuals who were previously justice involved." Leslie Martin, Career Services Specialist at Goodwill Industries, added that "we also want to change the way these individuals view themselves. Oftentimes they may not even attempt to apply for jobs because they feel like they won't be given a chance."

The Second Chance Career and Resource Fair was a success. Over 250 participants attended the event which boasted nearly 40 employers and over 20 different community resources and organizations.

"People are searching for a way to provide for their families and be productive. When they are provided with the opportunity to have a stable income, they can focus on becoming better parents, spouses, and members of our society. The turnout we had at this event proved that we can make a difference by removing the barriers that make it difficult for those with criminal records to gain employment" said Gill Pratt.



# FINANCIALS

## EXTERNAL SUPPORT

Community and Foundation Support		\$208,000
Government Contracts		8,038,000
Government Grants		3,379,000
<b>Total External Support</b>	<b>20%</b>	<b>\$11,625,000</b>

## REVENUE GENERATED

Store Sales		\$27,649,000
Salvage		2,254,000
Investment and Other Income		14,131,000
Workforce Development Services		260,000
Commercial Services Contracts		1,428,000
<b>Total Revenue</b>	<b>80%</b>	<b>\$45,722,000</b>
<b>Total Support and Revenue</b>	<b>100%</b>	<b>\$57,347,000</b>

## EXPENDITURES

Program Services	<b>88%</b>	\$50,535,000
General Administrative	<b>11%</b>	6,175,000
Interest and Depreciation	<b>3%</b>	1,691,000
Reserves and Capital Spending	<b>-2%</b>	(1,054,000)
<b>Total Expenditures</b>	<b>100%</b>	<b>\$57,347,000</b>



# BOARD OF DIRECTORS

## **CHAIRPERSON**

Steve Lorio

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Visit [www.goodwillno.org](http://www.goodwillno.org)  
for store locations, employment and training center locations and  
mission services information.

