



# 2024 ANNUAL REPORT



# Dear Friends of Goodwill,

Since 1947, Goodwill Industries of Southeastern Louisiana has helped thousands of individuals with any number of barriers onto a path toward reclaiming their independence. These efforts have evolved and expanded over time, but 2024 might have been our most impactful year yet.

We hosted Goodwill Industries International's Annual Meeting of the Conference of Executives (AMCOE), which brought together more than 120 Goodwill CEOs and other leaders and guests to discuss Goodwill's past, present and future impact in the communities we serve.

After a tornado brought devastation to our neighbors in Slidell, our shoppers sprang into action and rounded up their purchases to support the community's recovery efforts.

We moved our Goodwill Technical College in-house to the second floor of our Tulane Avenue corporate headquarters. Having them in the same building as our Mission Services departments allows our students to receive a full suite of wraparound services all under one roof.

Goodwill also officially became proud partners of the New Orleans Saints and had the honor of being the beneficiary of the 50/50 raffle at one of the season's home games!

Last and certainly most excitingly, we finally opened our Goodwill East facility, bringing essential programs and services to the residents of New Orleans East! A historically underserved and overlooked area, this substantial investment of resources is a commitment to the development, growth and success of this community and its residents. We invite you to come by and see this 139,000 square foot multifunctional space, home to all our warehousing and recycling efforts, our 5th opportunity center, our 23rd retail store and our first-ever outlet store.

This year, we served more than 4,797 individuals, accepted donations from more than 608,211 generous community members, kept more than 21,000,000 pounds of material out of local landfills and were home to more than 870 employees.

While we are immensely proud of the depth and breadth of our impact this year, we know that we have more work to do yet. With your support and generosity, it's only up from here.

Please enjoy our 2024 annual report!

Sincerely,



JODEE DAROCA



RICARDO THOMAS



Jodee E. Daroca  
PRESIDENT & CEO

Ricardo Thomas  
CHAIRMAN, BOARD OF DIRECTORS

## 2024 BY THE NUMBERS

**4,797**

individuals  
received services

**512**

individuals placed into  
employment through  
workforce development

**141**

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

**21,000,000**

pounds diverted  
from local landfills

## AWARDS & HONORS

Jodee Daroca, Biz New Orleans Most  
Influential, Involved and Inspiring Business  
Leaders in the New Orleans Area

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

**23** retail stores,

**4** attended  
donation  
centers

**1** and  
outlet store

**608,211**

donors

**870**

employees



Gambit Best of New Orleans,  
Best Thrift Stores

# Introducing: Goodwill East

In 2023, we shared the exciting news of our acquisition of the former Lowe's Home Improvement store located at 5770 Read Boulevard and our plans to establish a multifunctional space, Goodwill East, that would provide essential programs and services to the residents of New Orleans East.

Jodee Daroca, President and CEO of Goodwill Industries SELA, expressed her enthusiasm for the acquisition at the time, 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."

We see the potential in this area and hope our expansion acts as a catalyst for other businesses, organizations and groups to consider New Orleans East as a viable location. It is our hope to foster economic growth and positively impact this community.

We are truly thrilled to share that Goodwill East is officially open! While Hurricane Francine canceled our original grand opening plans in early September, we went ahead and opened our doors so that our shoppers, donors, program participants and community members could start reaping the benefits of our new space.

In early November, we cut the ribbon to formally open Goodwill East and celebrate this milestone accomplishment for Goodwill Industries of Southeastern Louisiana.

Home to a full opportunity center, all our warehousing and transportation operations, a retail store and our first-ever outlet store, Goodwill East offers us the opportunity to serve countless more members of our community.

We invite you to take a tour of the entire facility to see all that Goodwill has to offer! You can schedule your tour by reaching out to [info@goodwillno.org](mailto:info@goodwillno.org) at any time.





# How Does the Outlet Store Work?

The grand opening of Goodwill East also marked the addition of Goodwill Industries of Southeastern Louisiana's first-ever outlet store! Since it may be unfamiliar to many, we'll give you the ins and outs of the outlet, sometimes also called the bins.

Items that aren't sold inside our 23 retail stores across Southeastern Louisiana all come to the outlet store for one last chance at a second life.

Instead of racks and shelves, the outlet store has long, rolling tables full of merchandise that are rotated regularly over the course of the day. Once the set timeframe has passed, the tables will be rolled away and replaced with new ones full of fresh merchandise.

All items are priced by the pound, apart from furniture being priced as marked. Once you're finished shopping, your items will be weighed and your total calculated accordingly. All outlet sales are final.

The outlet store is located inside the Goodwill East facility at 5770 Read Boulevard and is open Monday – Saturday from 9AM to 8PM and Sunday from 10AM to 6PM.



## Goodwill Honored as New Orleans Saints 50/50 Beneficiary

A big thank you to the New Orleans Saints for choosing Goodwill as a beneficiary of the 50/50 raffle at one of this year's home games, and another thank you to all of you who purchased tickets for a chance to win.

Splitting the pot with the lucky winner, we were honored to receive \$51,987.63!

These funds will support our programs and services designed to put members of our community to work – veterans experiencing homelessness, individuals returning to their community after incarceration, young adults aging out of the foster care system, individuals with physical or mental disabilities and more.



# GWSELA Hosts Successful Conference

We're honored to have hosted Goodwill Industries International's Annual Meeting of the Conference of Executives (AMCOE) in March! More than 120 Goodwill CEOs, as well as other leaders and guests, were in attendance to discuss Goodwill's past, present and future impact in the communities we serve.



Our team made sure to give them a taste of the city with a riverboat cruise, time at the WWII Museum and even a New Orleans crawfish boil.

We would not have been able to host such a meaningful event without the support of our sponsors, so we want to say thank you to each of them!

*Local Evening  
Out Sponsor:*  
Wellcare



*Billboard  
Sponsor:* Placer.ai



*Sustainability Sponsor:*  
Community Services  
Insurance Program



*Hospitality Sponsors:*  
Tool Cache, CashMonkey,  
Planet Gain,  
Freedom Distribution and  
Simply Good Solutions



*Conference Support Sponsors:*  
Regent Products, Marsh  
McLennan Agency, First Horizon  
and Wilson Marketing Group



## Goodwill Technical College Received Two Exciting Grants

We are thrilled to share that Goodwill Technical College received two exciting grants last year!

In May, Goodwill Technical College was awarded a \$10,000 grant from the Bank of America Foundation for its Upskill with Goodwill program. GTC recognizes the importance of providing this region's workforce with access to high-quality, non-traditional training opportunities that will give them the necessary skills and certifications to access high-growth, high-wage careers.

Based on regional labor market data projections from the Louisiana Workforce Commission (LWC), the need for workers in healthcare and information technology (IT) will continue to greatly increase through 2030. This grant will help close the skills gap by providing our students with skills training for employment in allied health and IT.

In June, GTC was also awarded a \$10,000 grant from First Horizon Foundation Grants for Good, which will cover the cost of training for twenty individuals. The funds will aid in their successful completion of



their chosen program by helping provide childcare assistance, transportation assistance, job placement services and counseling.



# Goodwill Receives Two Major Grants to Support Veterans & Individuals Pre & Post Release from Incarceration

Goodwill Industries of Southeastern Louisiana is proud to announce receiving two significant federal grants to better support veterans and individuals transitioning from incarceration. These grants will significantly enhance Goodwill's ongoing efforts to provide comprehensive support services, training, and employment opportunities to those in need, making a profound impact on our community in all 23 parishes of our territory.

The first grant, awarded under the Homeless Veterans Reintegration Program (HVRP), provides \$600,000 annually for three years, totaling \$1.8 million. This funding will establish a brand-new program specifically designed to assist veterans who are either in temporary housing or currently experiencing homelessness. The program aims to prepare these veterans for employment and support them in gaining sustainable employment. Goodwill expects to help 225 veterans over 3 years through this initiative.

The second grant is a \$4 million Pathway Home 5 Grant that spans three and a half years. This grant will serve 400 individuals who are enrolled between 20

days and nine months pre-release from incarceration. The funding will provide essential training opportunities, incentives, and support services pre-and post-release. This program is an expansion of Goodwill's current efforts, which already support 300 individuals. The new grant will significantly increase the number of incarcerated individuals served, allowing Goodwill to make an even more significant impact on the community.

"We are immensely grateful for these grants, which will enable us to expand our services and support more individuals in our community," said Vice President of Mission Services Scottie LeBlanc. "These grants are a testament to the importance of our work and the impact we can make with the support of our community."

Goodwill Industries of Southeastern Louisiana remains steadfast in its mission of changing lives through the power of work. With the support of these grants, Goodwill will continue to provide vital services to those who need them most, demonstrating our unwavering commitment to fostering a stronger, more inclusive community.

---

## Register Round Up for Neighbors in Need

In April, an EF-2 tornado tore through Slidell and left many residents in need of assistance. Goodwill Industries of Southeastern Louisiana donated the proceeds from our register round up program for the entire month of April, more than \$13,000, to Good Samaritan Ministries to aid in their on-the-ground relief efforts in the area. Thanks to the generosity of our shoppers, we were able to help our neighbors in need on their road to recovery!



# Capital One Employee Fundraiser Benefits Goodwill

Goodwill Industries of Southeastern Louisiana was honored to be the beneficiary of Capital One Relationship Banking's summer employee fundraiser! In just one evening, the group raised more than \$3,000 to help Goodwill continue doing what we do best – put people to work.



## Happy Retirement, Mr. Leonard!



In August, we said goodbye to Mr. Leonard Garcia, who retired after 45 wonderful years of service to Goodwill Industries of Southeastern Louisiana. An invaluable member of our warehouse team, we will miss him dearly but are thrilled for him to enjoy his retirement.





## Mariah Lyons

For a long time, Mariah Lyons felt as though her life was directionless.

“From my teenage years, I didn’t know what I wanted to do. I was just all over,” she says of her younger self.

While she was receiving public assistance, she was raising a two-year-old daughter and times were challenging. Then, her Strategies to Empower People (STEP) program referred her to Goodwill.

Here, she enrolled in Goodwill’s Education Advancement and Readiness (GEAR) program, which is designed to give individuals the skills they need to find, obtain and retain employment.

Mariah is a self-admitted introvert, uncomfortable branching out and speaking to new people. “GEAR helped me a lot,” she says of the program. “It helped me learn how to talk to people.”

After graduating from GEAR, Mariah began a work experience program here at Goodwill. She put all the skills she learned during GEAR to good use –

professionalism, communication, problem solving and more.

Then, came the best news yet.

“Mrs. Britney called me into her office and said she had a job for me,” Mariah shares, smiling. “I almost wanted to cry.”

Goodwill hired Mariah as Career Navigator Assistant. After having been out of work for so long, Mariah immediately felt so much better – about herself, her life and her future.

She and her daughter are thankful for all Goodwill has brought them and hopeful for all that’s still to come.



## Christopher Hamilton

Earlier this year, Goodwill Industries of Southeastern Louisiana received a grant, awarded under the Homeless Veterans Reintegration Program (HVRP), that provided \$600,000 annually for three years. This funding was used to establish a new program specifically designed to assist veterans who are either in temporary housing or currently experiencing homelessness. Through this program, our team aims to prepare veterans for and support them in gaining sustainable employment.

It was through this HVRP program that Christopher Hamilton first came to Goodwill. Already enrolled in Compensated Work Therapy (CWT) through the VA Medical Center, someone there suggested Goodwill to him as an option to further his education.

Hamilton was interested in improving his computer skills, and Goodwill Technical College provided him

both the course offerings and the individualized attention he needed to be successful.

After spending four years in the military, he was initially skeptical to accept any assistance.

“I see now there’s a whole world of benefits for veterans,” he shares of his newfound perspective.

As today’s world becomes increasingly digital, he’s grateful for the skills he’s learning at GTC. While he may be gaining these valuable tools later in life than some, he knows it’s better late than never.



# FINANCIALS

## EXTERNAL SUPPORT

Community and Foundation Support		\$277,000
Government Contracts		8,287,000
Government Grants		3,533,000
<b>Total External Support</b>	<b>20%</b>	<b>\$12,097,000</b>

## REVENUE GENERATED

Store Sales		\$30,904,000
Salvage		2,235,000
Investment and Other Income		14,833,000
Workforce Development Services		225,000
Commercial Services Contracts		879,000
<b>Total Revenue</b>	<b>80%</b>	<b>\$49,076,000</b>
<b>Total Support and Revenue</b>	<b>100%</b>	<b>\$61,173,000</b>

## EXPENDITURES

Program Services	<b>90%</b>	\$55,131,000
General Administrative	<b>10%</b>	5,930,000
Interest and Depreciation	<b>4%</b>	2,457,000
Reserves and Capital Spending	<b>-4%</b>	(2,345,000)
<b>Total Expenditures</b>	<b>100%</b>	<b>\$61,173,000</b>

# BOARD OF DIRECTORS

## **CHAIRPERSON**

Ricardo Thomas

## **VICE CHAIRPERSON**

S. Dale Jenkins

## **SECRETARY**

Toni Mobley

## **TREASURER**

Mandy Gerrets

## **PAST CHAIRPERSON**

Stephen A. Lorio

John Heath Allen

Warren Benoit

Dr. Michael Capella

Paula Hartley Clayton

Nikki Essix-Manuel

Scott Evans

Greg Gibson

Walt Leger III

Dr. Irvin W. Morgan Jr., BS MBA PhD MDIV

James E. Ryder

Robert Swayze

Margaret Tazier

## **2024 ADVISORY COUNCIL**

Creed Brierre

Philip Catanzaro

Monique Gardner

Christian Genes

Marlin Gusman Jr.

Brian Lade

Lana Lovick

Malcolm D. Meyer

Roger Peck

Alan Yacoubian

# EXECUTIVE TEAM

## **PRESIDENT & CEO**

Jodee Daroca

## **VICE PRESIDENT OF RETAIL OPERATIONS**

Tim Salvato

## **VICE PRESIDENT OF INFRASTRUCTURE**

Michael Zubrowski

## **VICE PRESIDENT & CHIEF FINANCIAL OFFICER**

Adrienne Moore

## **VICE PRESIDENT OF MISSION SERVICES**

Scottie LeBlanc

## **VICE PRESIDENT OF COMMUNITY RELATIONS & PUBLIC AFFAIRS**

Ken Jones

## **VICE PRESIDENT OF HUMAN RESOURCES**

Robert Johnson





®

3400 Tulane Avenue Suite 1000, New Orleans, LA 70119

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

---

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

