



# 2021

## A Year of **New Beginnings**

Goodwill Industries of Greater New York  
and Northern New Jersey, Inc.

**Annual Report**

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# WELCOME

Dear Friends,

2021, it was a year full of uncertainty. Many pondered whether vaccines would get life back to normal. Would workers get back to the office? Would we have to wear facemasks at all times? Would the NYC Metro region economy recover? What would the workplace, and workforce, look like? And how could we make a more equitable recovery for all?

Following federal health guidelines, we sporadically had to close stores and other locations. Temporarily closing our stores added to the uncertainty and loss of revenue to support vital employment and health services. Client attendance hit rock bottom with health and transportation barriers to joining others. Some job seekers with disabilities who had greater chances of morbidity from COVID remained scared and decided to suspend job search.

Instead of retreating, Goodwill NYNJ planned at full throttle. We launched our new 3-year Double Impact strategic plan focused on power of work and sustainable fashion to grow the impact of mission funded by a robust retail operation, adopt a person-centered approach to mission impact, and to tell the Goodwill story.

We didn't just plan; we took action: we officially opened our new headquarters in downtown Brooklyn. We **launched new programs** for People with Autism to find work quickly, avoiding the months and years of previous designs. We created **new partnerships** where we had none before, our Bridge to Technology combined \$1.3 M public and private funding to equip individuals with the necessary skills to qualify for, graduate from advanced technology training programs, and obtain on-demand tech jobs. We **expanded in response to community needs** such as, a Homeless Veterans' Reintegration

Program in New Jersey through a \$1.5 million 3-year grant to serve 567 US veterans from streets to homes.

Goodwill is committed to serving as a pipeline of talent and a catalyst of economic recovery. We will continue to repurpose your generous in-kind goods and financial donations to transform lives. Our actions speak loudly: We are not going back to 2019. Our stores have saved more than 40 million pounds of goods translating that work into 59 thousand metric tons of CO2 not released into the atmosphere. We embrace the new future, which is here now. Please join us on our quest to bulldoze barriers to employment and creating opportunities for all. Only a more diverse, equitable, and inclusive workplace will turn upwards our community – will you join us?


Sincerely,




**KATY GAUL-STIGGE**  
*President & CEO*



**DONALD HUBER**  
*Board Chair*



**In our post-pandemic recovery, we cannot just build back. We must build better and ensure no talent is left on the sidelines. Goodwill is here to help our community with new beginnings at a new job, new trainings, and new skills for the workplace.**

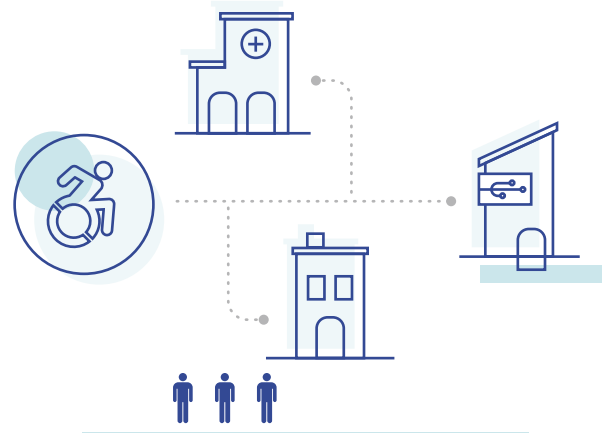


**- Katy Gaul-Stigge**  
*President & CEO*

# We break barriers & create opportunities.

**9,730**

People received job training and placement, on-the-job coaching, and retention services.



**17%**

Growth in the number of individuals placed in jobs by Goodwill NYNJ compared to 2020 in corporations like CVS, Walgreens, Amazon, Stop & Shop, Fresh Direct, and BNY Mellon.

**4,574**

Are individuals with disabilities.



**399**



On average, in 2021 there were 399 people with disabilities working each day from our staffing agency GoodTemps.

**821**

People secured a job, including **549** individuals with disabilities, in sectors ranging from technology and accounting to healthcare and public agencies.





**Grow and Deepen Mission Impact**

**Person-Centered Approach**

**Tell the Goodwill Story**

# Charting Our Path Forward

## Our new double impact strategic plan

Goodwill NYNJ is poised to expand and deepen our impact on employment for all and being a growing hub for sustainable fashion. As we emerge healthy from the pandemic that impacted our agency and world, we chart our path forward through a strategic plan focused on three essential areas: to grow and deepen the impact of mission programs on people served, funded by a robust and sustainable retail enterprise; to adopt a person-centered approach driven by our theory of change; and to tell the Goodwill story to attract resources and fund our impact on people. **Together, we can expand Goodwill's mission, vision, and values to keep the good going.**

# Double Impact

# Power of Work + Sustainable Fashion





# Goodwill

Evening Of

# Treasures



# Celebrating Our Inaugural Evening of Treasures

**The 1st Annual Goodwill Evening of Treasures raised \$250K last year.** Hosted by Amber Valletta and Fern Mallis, the virtual cocktail party and sustainable fashion show featured Goodwill upcycled creations by renowned brands and designers including Greg Lauren, Yoehlee Teng, and Tracy Reese.





# Crushing Our Donation Goal

Every year, Goodwill NYNJ sets a donation goal to grow our impact in one of our core pillars: sustainability. We live and breathe the donating and shopping that diverts so much from the landfill. **Thanks to the support of our community, we crushed our goal for the first time last year, donating 40 million pounds of clothing.**

## In 2021:

- Goodwill NYNJ sustainable retail operations **saved nearly 59k metric tons of CO2** from being released into the atmosphere.
- **1,002,623 individual donors** donated to Goodwill NYNJ – a 39% increase of donors from 2020.

*Thank You!*



**The pandemic taught  
Goodwill NYNJ to embrace  
a flexible and hybrid program  
and services model.**

This is the first year we rolled out and executed a new model based on learnings from the pandemic as a permanent part of how we operate to serve individuals in the best way that fits their needs.

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# The Goodwill Mission In Action: 2021 SUCCESS STORIES





“I enjoy working because I can save my money. I like to travel, so I’m saving to go to Europe, especially Germany and Italy, where my grandmother used to live.”

- Tamiko Cuffee

Tamiko Cuffee is a multiethnic 43-year-old woman with an intellectual disability and Autism Spectrum Disorder (ASD) diagnosis who lives in Manhattan. She had had a long and stable work history until the pandemic hit. She was one of the more than 100 workers with developmental disabilities Goodwill had supported for years and even decades whose lives were appended from one day to the next.

Tamiko had come to Goodwill right after graduating from high school in 1999. She had no idea where she could work, so our team first prepared her for the job search by providing her with communication skills and appropriate workplace behavior training, career exploration, and wraparound services that would help her lead a more independent life after getting a job.

Her first job at a major retailer was not a fit, but she was focused on getting a job. Soon, her Goodwill team got her an interview with Wendy’s and she never looked back. She worked there in a janitorial position for nearly two decades, got her own place,

lived independently, and spent time on her favorite hobby: drawing.

After being laid off due to the pandemic, Tamiko went on interviews, but nothing caught her attention until she went for a trial shift at Red Rabbit, a company that prepares food for schools in the NYC metro region. She had been unemployed for a full year at this point.

Ray, the manager of the Harlem location, noticed how she listened to his instructions attentively and immediately went off to get all the workstations ready. She took constructive criticism well and was very friendly, stopping to say hello to her coworkers before going back to work. Ray hired her on the spot. Tamiko began working as a porter at Red Rabbit in June 2021. Today, her Goodwill Job Coach visits her twice a month.

“I wish I had 100 Tamikos!” says Naeema Arrastia-Rateau, Red Rabbit Chief Business Officer. “Tamiko and two other workers we hired from Goodwill

## Facts to overcome:

10.6%

4.9%

The **unemployment rate** for people with a disability was **more than twice** that of people with no disability in the third quarter of 2021—10.6% compared with 4.9%.



Since people with disabilities are more likely to hold blue-collar and service jobs, there are **far fewer options for remote or flexible work arrangements.**

## Employment success

### through job training

Our Employment Services for People with Disabilities provide the customized training, coaching and additional employment supports they need, some times for their full career life.

Services include wrap-around services, resume and mock interview preparation, Zoom interviews between our participants and employers, and in-person coaching.



“My advice for anybody who is considering joining Bridge to Tech: Do it. Give yourself a chance!”

- Jesus Rodriguez

Jesus Rodriguez was working as a taxi driver before the pandemic, but lack of work forced him to apply for public assistance. Tragedy had also literally hit home earlier. Fire consumed his home and his family lost everything. Working as a team with his wife to support and care for their children, Jesus became a stay-at-home dad while his wife stayed in her higher pay job.

Like many people who apply for or receive public assistance, Jesus was referred to our New York City’s Human Resource Administration (HRA)-funded programs to receive training and employment support services in January 2020. At Goodwill, he attended weekly virtual workshops in hopes of securing one of the many essential jobs available during the pandemic in a warehouse or as a janitor. But when he expressed a strong interest in the IT field, he was referred to the Bridge to Technology pilot program, which had launched in January 2021. Bridge to Technology is a bridge pathway program, in partnership with advanced technology training programs that equips individuals enrolled in

HRA’s citywide Career Services programs with the necessary skills to qualify for, attend, and graduate from advanced technology training programs, and obtain on-demand tech jobs.

Our Bridge team provided Jesus a laptop to attend classes virtually and complete his assignments. They assessed his reading and math skills using the Test of Adult Basic Education (TABE). He received classroom instruction to help him improve his numeracy and literacy, and wraparound support to help him succeed during the duration of the training and at work in the future.

Every day, he logged in for class on time, even when he had to drive his wife to work. He also engaged in one-on-one counseling and tutoring to meet the requirements for the advanced IT training program. Not even getting COVID-19 stopped him from continuing to attend virtual classes and submit his assignments. Jesus had a goal: he wanted a career, not just a job!

His commitment paid off. After receiving five weeks of Adult Basic Education classes, he improved his reading and math scores one whole grade level and was accepted at an advanced technology-training program.

After graduating and acquiring all credentials, Goodwill provided him with \$150 in Lyft credits to go on interviews. Only six months after joining the program, he secured a job as Level 1 Technician in July 2021.

## Facts to overcome:



The COVID-19 pandemic left more than **10 million workers underemployed**, which is almost double the rate recorded in 1994.



**46% of Americans** consider themselves underemployed.

## Employment success through workforce development

Our Workforce Development Programs combine individualized person-centered support that remove each person’s barriers to employment (work attire, transportation, skills, credentials, equipment, childcare, housing) and adds the best practices of sector-based placement. Our team is committed to helping remove barriers to employment and present the best opportunities for employment according to each person’s skills and goals. In 2020, we pivoted to placing people in high-demand essential jobs at hospitals and health care, security, warehousing, food delivery, maintenance, pharmacies, and grocery stores. We provided training for people to make swift career changes to make a living in emerging sectors during the pandemic.



“Working is helping me get my life back on track and the future looks brighter than ever.”

- Antonio McLemoore

Antonio McLemoore is a 53-year-old African American US veteran with a Major Depressive Disorder diagnosis who lives in the Bronx. When Antonio began presenting mental illness symptoms, he was honorably discharged from the US Marine Corps after serving for ten years. Unfortunately, his life spiraled out of control after leaving the military and he ended up serving more than twenty years in prison, where his mental health deteriorated and he attempted suicide multiple times.

In August 2021, Antonio enrolled in our Assisted Competitive Employment (ACE) program to get a job. He was eager to work and create a foundation for himself and his family. Our team helped him with his resume and job search and encouraged him to participate in interview skills training. After only a month, Antonio got his wish: he got a job as Dishwasher at Olive Garden.

Our team showed him how to commute to work using public transportation. He excelled in his job so his supervisor cross-trained him for a food preparation job. Unfortunately, when his hours were cut due to lack of business during the harshest months of the pandemic, Antonio had to make the difficult decision to quit the job he liked.

But not all was bad news for Antonio. Soon, our team helped him secure a full-time job as Overnight Warehouse Associate at Fresh Direct. And with the support of a peer from our Peer Advocacy Leadership program, Antonio is reaching out to publishing companies to publish the book he wrote while incarcerated. And one more dream came true: over Thanksgiving, Antonio got engaged to his supportive fiancé!

## Facts to overcome:



The national unemployment rate for individuals receiving public mental health services is **approximately 80%**



60% of the 7.1 million people receiving public mental health services nationwide want to work, **but less than 2 percent receive state supported employment opportunities.**

## Employment success

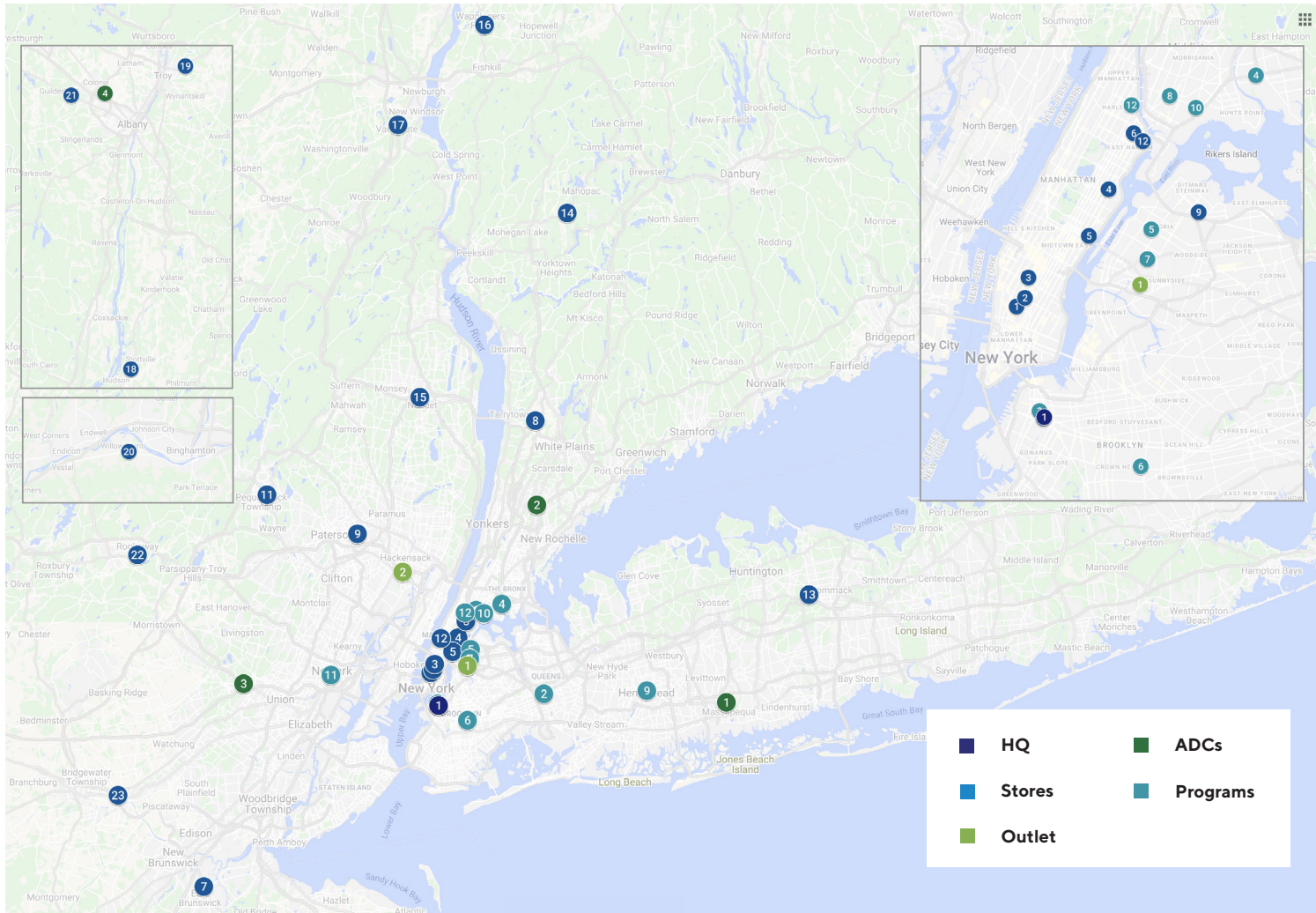
### through behavioral health

Our crucial behavioral health services help individuals with mental illness stay healthy, on the job, and out of hospitals due to psychiatric episodes. The pandemic underscored the digital divide for those who receive our services – many did not have a smart phone, laptop, or internet access.

We provided technology for participants and shifted to offering health/wellness workshops, socialization activities, and tele-health services through phone calls and video chats.

Our goal is to help individuals with mental illness reach their goals of living independently in their own home, developing a supportive network in their own community, obtaining an education, and getting a job.

# OUR LOCATIONS



## Program Locations:

- 25 Elm Place, Brooklyn NY (HQ)
- 90-25 161st Street, Jamaica, NY
- 154 Lawrence St., Brooklyn, NY
- 1620 Bruckner Boulevard, Bronx, NY
- 25-09 Broadway, Queens, NY
- 261 Schenectady Avenue Brooklyn, NY
- 33-24, Northern Boulevard, Queens, NY
- 384 East 149th St. Bronx, NY
- 4502 Ditmars Blvd. Astoria, NY
- 512 Southern Blvd. Bronx, NY
- 982 Broad Street, Newark, NJ 07102
- 413 E 120th Street, New York, NY

## Store Locations:

- 44 W 8th St, New York, NY 10011
- 7 W 14th St, New York, NY 10011
- 103 W 25th St, New York, NY 10001
- 1704 2nd Ave, New York, NY 10128
- 1114 1st Avenue, New York, NY 10065
- 2231 3rd Ave, New York, NY 10035
- 415 NJ-18, East Brunswick, NJ 08816
- 380 Saw Mill River Rd, Elmsford, NY 10523
- 30 Broadway, Elmwood Park, NJ 07407
- 258 Livingston St, Brooklyn, NY 11201
- 561 NJ-23, Pompton Plains, NJ 07444
- 157 W 72nd St, New York, NY 10023
- 1900 E Jericho Turnpike, Huntington, NY 11743
- 80 US-6, Baldwin Place, NY 1050
- 130 W Rte 59, Nanuet, NY 10954
- 1488 U.S. 9, Wappingers Falls, NY 12590
- 374 Windsor Hwy, New Windsor, NY 12553
- 350 Fairview Ave, Hudson, NY 12534
- 720 Hoosick Rd, Troy, NY 12180
- 3701 Vestal Pkwy E, Vestal, NY 13850
- 2025 Western Ave, Guiderland, NY 12203
- 226 US-46, Rockaway, NJ 07866
- 509 W Union Ave, Bound Brook, NJ 08805

## Outlet Locations:

- 47-47 Van Dam St, Queens, NY 11101
- 400 Huyler St, South Hackensack, NJ 07606

## ADC Locations:

- 814 Hicksville Rd, NY 11758
- 19 Mill Rd, Eastchester, NY 10709
- 649 Morris Tpke, Springfield, NJ 07081
- 1314 Central Ave, Colonie, NY 12205

# OUR PARTNERS

## Foundation and Corporate Funders

### \$100,000 +

USAA Charitable Foundation

### \$50,000 - \$99,999

Amazon NYC  
Google Community Grants Fund  
Google.org

### \$25,000 - \$49,999

CVS Charitable Foundation  
Kessler Foundation

### \$10,000 - \$24,999

Credit Suisse  
Transwestern Real Estate Services

### \$5,000 - \$9,999

Ice Miller LLP  
Tapestry

### \$1,000 - \$4,999

Accenture  
American Endowment Foundation  
Charities Aid Foundation of America  
Franklin Templeton  
Imperial Cleaning  
Kauff McGuire & Margolis, LLP  
Marsh & McLennan Agency  
Vector Security Inc.

## Public Funders

ACCSES-NJ  
Federal Communications Commission  
New Jersey Department of Labor  
New Jersey Department of Labor, Division of Vocational Rehabilitation Services  
New Jersey Department of Human Services, Division of Developmental Disabilities  
New Jersey Regional Day School  
New York City Department of Health and Mental Hygiene

New York City Department of Youth and Community Development  
New York City Human Resources Administration  
New York City Department of Education  
New York State Department of Labor  
New York State Education Department, Adult and Continuing Education Services - Vocational Rehabilitation  
New York State Industries for the Disabled  
New York State Office of Temporary and Disability Assistance  
New York State Office for People with Developmental Disabilities  
New York State Office of Children and Family Services  
New York City Council

New York State Office of Vocational and Education Services for Individuals with Disabilities  
New York State Office of Mental Health  
Orange High School  
Roselle High School  
Town of Hempstead Department of Occupational Resources  
United States Department of Labor  
United States Social Security Administration

## Individual Donors

Goodwill NYNJ thanks all of our generous individual donors listed below who gave \$1,000 or more in 2021. While we cannot list all of our many loyal donors here, every dollar counts and we appreciate all of your support.

Anonymous  
The Sandra Atlas Bass and Edythe & Sol G. Atlas Fund  
Irene Auriemma  
Damodaram Bashyam\*  
Katherine Black\*  
Joseph Brunner

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Michael Davie  
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Connie Fischer  
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Byron J. Stigge  
Wilbur Stiles  
Deborah L. Weinswig\*  
Don M. Wilson  
Mark Zarb

*\*Indicates a member of the Goodwill NYNJ Board of Directors*

## In Kind Donors:

Goodwill NYNJ thanks all corporate/individual donors who donated goods/services. Listed below are our corporate donors, and while we can not list all of our many donors, we appreciate all of your support.

Ann Inc  
Anuschka  
Brown Harris Stevens  
Container Store

DailyMail TV  
Dia + Co  
Eloquii  
Fashion Roots INC  
FormeUSA  
Full Beauty Brands  
Gekko Trading  
Glamour Closet New York  
Goffa USA  
IKEA  
Jim Perrone - Ulti Max  
Kiwanis of Glen Ridge  
Modern Merch Group  
North Lane International  
One Ground Footwear  
Puleo International  
Repeller  
Rubies Costume Warehouse  
The Container Store  
THRO  
TimeOut NY  
Tosca NY  
Value Fashion, INC.  
WeWork

## Help us keep the good going:

Join our list of partners to help support and expand our employment programs. Learn how, visit: [goodwillnynj.org/donate/financial](https://goodwillnynj.org/donate/financial)

For Financial Giving Opportunities: [development@goodwillny.org](mailto:development@goodwillny.org)

For Clothing + Goods Donations: [donations@goodwillny.org](mailto:donations@goodwillny.org)



# FINANCIAL STATEMENT

Full 990 available at [www.goodwillnynj.org](http://www.goodwillnynj.org)

## Summarized Financial Position As of June 30, 2021

### ASSETS

Cash and Cash Equivalents	58,023,901
Accounts Receivable and Pledges Receivables	11,162,906
Other Assets	4,780,353
Property and Equipment	9,061,149

### TOTAL

**83,028,309**

### LIABILITIES AND NET ASSETS

Payables and Other Liabilities	43,441,908
Net Assets	39,586,401

### TOTAL

**83,028,309**

## Summarized Financial Results for the Year Ended June 30, 2021

### ORGANIZATIONAL REVENUES

Contributions	1,068,197
Contributions - Donated Goods	31,576,222
Sales of Goods and Contract Services	26,879,761
Fees and Grants from Governments	22,298,956
Other	17,044,175*

### TOTAL

**98,867,311**

### ORGANIZATIONAL EXPENSES

Sales of Goods and Contract Services	52,231,986
Rehabilitation and Employment services	25,289,403
Management & General	15,119,764
Other Supporting Services	1,074,233
Fundraising	534,171

### TOTAL

**94,249,557**

### NET INCOME

**4,617,754**

\* Includes Sale of Property & Equipment, Investment and Other Non-operating Activity.

## Board of Directors

### OFFICERS

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Board Chair

Douglas Hand  
Vice Chair

David C. Coquillet  
Secretary

David Belkin  
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Katherine Black  
Brian Fetherstonhaugh  
Jeffrey Oke  
Elizabeth Stankard  
Ron Thurston  
Deborah Weinswig

## Our Mission

Goodwill Industries empowers individuals with disabilities and other barriers to employment to gain independence through the power of work.



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(718) 728-5400

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

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