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Welcome

Dear Goodwill friends,

In 2018, as we ushered in the second year of our 3-year strategic plan, Vision 2020, Goodwill NYNJ reached a turning point. Our vision is a world with no barriers to employment, and this North Star has guided us to new success with Curated and job-training partnerships. Imagine everyone who wants to work – employed and contributing to economic structure and their independence!

We developed “Curated by Goodwill NYNJ,” a sub-brand to attract Millennials and GenZ shoppers, and we designed our 5-star stores to feature pre-owned goods to our customers in a newly reimagined retail thrifting environment.

We are grateful for the nearly 1 million individual donations we received in 2018 to fuel our mission. These donations, sold at our Goodwill stores, support our broad human services, including unlimited job coaching and full-time and temporary job placements for individuals with disabilities and other barriers; digital skills training; and primary care and other supportive programs for people with psychiatric disabilities. When you donate to or shop at our Goodwill stores, you are helping us to connect people to jobs locally while positively impacting the environment globally.

This year, we established new partnerships, and built on existing ones, to continue breaking employment barriers for job-seekers who want to work, but require additional supports in their journey towards independence.

Employment is the core of an independent life, and at Goodwill NYNJ we create customized job training, provide personal job coaches and help everyone get that first, second or twentieth job and this time keep it and contribute.

Sincerely,

KATY GAUL-STIGGE
President & CEO

HENRY E. GOOSS
Board Chair
We believe in a world with no barriers to employment and opportunities for all.

- Katy Gaul-Stigge
President & CEO
The barriers we are breaking.

Of people with disabilities, ages 21–64 are unemployed.

60%

Residents of New York and New Jersey received job training, coaching & employment services, including nearly 9,000 individuals with disabilities.

People secured a New York or New Jersey based job outside of our stores, including 843 individuals with disabilities.

Goodwill NYNJ placed one person into employment every hour of every business day.

Temp workers are sent to work each day by Goodwill NYNJ through GoodTemps, our staffing agency dedicated to supporting people with disabilities on their journey to employment.
Reimagining the Retail Thrift Industry.

Our retail stores exist to support our mission. Without them we cannot continue to provide training, coaching, placement and other services for people on their journey to finding employment. The ever expanding thrift industry is growing - projected to generate over $40 billion over the next five years. In order for Goodwill NYNJ to ensure growth, we are investing in our shopping and donation experiences.
Donations are the bedrock of our mission:

In 1915, our founders taught individuals with disabilities and other disadvantages how to mend and sell the clothing and furniture they collected. Instead of getting a hand out, they learned how to earn a living, giving birth locally to the philosophy of retail thrift stores funding services for the community.
Donations are the bedrock of our mission:

The more donations we get and the more we sell, the more services we can provide to the community. So, in 2018 we implemented a strategy to attract new donors and customers. Our team implemented a blueprint for the prototype of our 5-star Goodwill store, launched the Curated shopping concept, and created activation events to connect with new Millennial and GenZ customers.
BRENDAN’S STORY

Brendan graduated with an IEP in 2017. Individuals with autism receive public services until they graduate from high school. Then they have to fend for themselves. Brendan came to Goodwill NYNJ seeking assistance in tackling daily living skills, making new friends and getting a job. He started volunteering at the New York Public Library one day a week, but yearned to earn money to live an independent life.

At Goodwill NYNJ, Brendan received customized employment training from a dedicated Job Coach and an array of socialization and skill building services. Working with his Goodwill NYNJ Job Coach, Brendan soon successfully turned his volunteer position into a paid part-time job, making minimum wage at the NY Public Library.

Thanks to on-the-job support from Goodwill NYNJ, Brendan adapted to changes in the work environment throughout the day and continued to master new skills. He proved to be an invaluable employee, and during budget cuts when other part-time employees were let go, his supervisor advocated for Brendan to stay on staff. Brendan was even offered additional hours and increased responsibilities.

Today, Brendan is working three days a week and making $15/hour.

“I love the work I do and I like my team at the library,” said Brendan.

Opening the door to employment.
DEVELOPMENTAL DISABILITY PROGRAMS

We believe that all people with an intellectual or developmental disability, including persons on the autism spectrum, deserve the opportunity to achieve their maximum potential.

We offer a wide variety of options to build skills such as travel, socialization, money management, communication and other daily tasks to help individuals live richer, more independent lives while creating a path to employment.

FACTS:

Source: www.nysid.org

Of people with disabilities, ages 21 - 64 are unemployed.

Individuals with disabilities want to/are able to work.

The employee turnover rate for workers with disabilities vs. the 45% turnover rate for traditional employees.
ROCCO’S STORY

When Rocco was suddenly left without any family due to unfortunate circumstances in 2015, he was hospitalized for three months due to lack of a network support. Rocco was diagnosed with Bipolar disorder at age 14 and went in and out of hospitals six times due to his condition. After being discharged from his last hospital stay, he turned to Goodwill NYNJ for help. At age 33, he needed to gain skills to live independently and eventually to work.

Goodwill NYNJ provided Rocco comprehensive behavioral health services, life skills, and employment support. He received services to help him stay healthy and maintain a job such as primary care, behavioral change counseling, medication management, access to fitness equipment, nutrition and budgeting counseling, assistance with housing and employment.

After receiving services from Goodwill NYNJ’s peer program for individuals with mental illness, he became interested in becoming a peer. He wanted to help others in similar situations to his. Rocco completed the Academy of Peer Services training with the support of other Goodwill NYNJ Peer Advocates and became a Goodwill NYNJ Peer Advocate in 2017.

Today, Rocco works as a peer in two Goodwill NYNJ programs for individuals with mental illness and lives in a supportive housing program in Brooklyn.

“My work inspires me and helps me reach my life goals,” said Rocco.
MENTAL HEALTH PROGRAMS

The link of mental illness and unemployment is undeniable; because of that we support Behavioral Health Services for adults with serious mental illness and/or co-occurring substance use disorders.

Our comprehensive treatment and rehabilitation services support participants on their path to recovery. We aim to help them to gain the necessary skills to live independently in their own home, develop a supportive network in their own community, obtain an education, and get a job.

FACTS:

19.1%
The employment-population ratio among those with disability.¹

1 in 5
Adults experience mental illness in a given year.²

1 in 25
Adults in the U.S. experiences a serious mental illness in a given year that substantially interferes with or limits one more major life activities.²

Sources:
2. www.nimh.nih.gov
SIMONE’S STORY

Simone had dedicated more than seven years to patients as a home health aide. But she dealt with inconsistent work hours and pay that fluctuated with her clients’ varying needs. She wanted to change jobs, but, with only a high school diploma, she felt unprepared for a new career. While applying for public financial assistance, she was referred to Goodwill NYNJ employment services. In September 2018, she took week-long customer service and call center training courses provided by Goodwill NYNJ. She learned basic computer skills, internet navigation, and keyboarding skills.

This led to a new job as a receptionist at Acena where she enjoys having a reliable income, consistent hours and new skills to continue to grow her career. With the support of Goodwill NYNJ, Simone feels that she has started a promising career, not just a job.

“Goodwill helps with creating a career pathway and not just a job” says Simone.
WORKFORCE DEVELOPMENT PROGRAMS

At our core, we know that a job is within the reach of every person who comes through our doors – a world where there are no barriers to getting and keeping employment.

Our approach is unique – combining individualized person-centered support that removes each person’s barriers to employment (transportation, equipment, childcare) and adding that to the industry best-practice of sector-based placement. Knowing security, health care, retail and transportation fields, we design ways to enter those growing occupations. We help people learn new skills that employers want with customized training. And because of our Goodwill Guarantee we make sure to help people keep a job with post-employment support.

FACTS:

1 YR
An individual employed for 1 year is significantly more likely to retain employment for the next 5 years, with estimated $5,000 in increased annual earnings.

26%
The unemployment rate for Americans ages 18-64 with a high school diploma only.¹

40.6M
People in the US living below the poverty level.²

Sources:
## OUR PARTNERS

### Foundation and Corporate Funders

**$50,001-$100,000**
- Google, Inc.

**$10,001-$50,000**
- The Johnson-Stillman Family Foundation

**$5,001-$10,000**
- Goodwill Industries International, Inc.
- Hub International Northeast Limited
- The Hyde and Watson Foundation

**$2,501-$5,000**
- Arco Management Corp
- Bank of America Merrill Lynch
- Connecticut General Life Insurance Company (CIGNA)
- The Durst Organization LP
- Emblem Health Services, LLC
- Interstate Interiors, Inc.
- Marks Paneth, LLP
- Transwestern

**$501-$2,500**
- AFR Organizational Solutions
- Coresight Research
- DayBreak Staffing
- The Gary and Nancy Penisten Family Foundation
- iHeartMedia
- Nixon Peabody
- OgilvyOne Worldwide
- Philadelphia Insurance Companies
- Sterling Sanitary Supply Corporation

### Public Funders

- United States Social Security Administration (SSA)
- New York State Industries for the Disabled (NYSID)
- New York State Office of Temporary and Disability Assistance (OTDA)
- New York State Education Department (NYSED)
- New York State Office of Vocational and Educational Services for Individuals with Disabilities (VESID)
- New York State Office of Mental Health (OMH)
- New York State Office for People with Developmental Disabilities (OPWDD)
- New York City Human Resources Administration (HRA)
- New York City Department of Youth and Community Services (DYCD)
- New York City Department of Education (DOE)
- New York City Department of Health and Mental Hygiene (DOHMH)
- Town of Hempstead Department of Occupational Resources

### Legacy Donors

- Ms. Barbara Kirsh
- Mrs. Marjorie A. McLean
- Richard M. Rossbach Memorial Fund
- Sarah I. Schieffelin Residuary Trust

### Donors

Goodwill NYNJ thanks all of our generous individual donors. Individual donors listed above gave $1,000 or more in 2018. While we cannot list all of our many loyal donors here, we appreciate all of your support.

- Mr. Andrew Baehr*
- Mr. Damodaram Bashyam*
- Mr. David Belkin*
- Ms. Katherine Black*
- Mr. Trevor Bond
- Mr. David C. Coquillette*
- Mr. Michael Coyle*
- Mr. David Duplantis*
- Mr. Brian Fetherstonhaugh*
- Ms. Katy Gaul-Stigge
- Ms. Maryanne Gilmartin
- Mr. Henry Gooss*
- Mr. Donald Huber*
- Mr. Michael Koester
- Mr. Madhuveer Konidena
- Ms. Maureen C. Lavin
- Mr. and Mrs. Gary and Nancy Penisten
- Mr. Matthew Reid
- Mr. William Sales*
- Mr. Don M. Wilson, III*

*Indicates a member of the Goodwill NYNJ Board of Directors
# Financial Statement

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

## Summarized Financial Position As of June 30, 2018

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Investments</td>
<td>24,507,473</td>
</tr>
<tr>
<td>Accounts Receivable and Pledges Receivables</td>
<td>11,067,437</td>
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<tr>
<td>Other Assets</td>
<td>8,031,826</td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>10,047,109</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>53,653,845</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payables and Other Liabilities</td>
<td>24,933,616</td>
</tr>
<tr>
<td>Mortgage</td>
<td>1,963,495</td>
</tr>
<tr>
<td>Net Assets</td>
<td>26,756,734</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>53,653,845</strong></td>
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## Summarized Financial Results for the Year Ended June 30, 2018

<table>
<thead>
<tr>
<th>Organizational Revenues</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>615,045</td>
</tr>
<tr>
<td>Contributions - Donated Goods</td>
<td>47,995,632</td>
</tr>
<tr>
<td>Sales of Goods and Contract Services</td>
<td>42,829,827</td>
</tr>
<tr>
<td>Fees and Grants from Governments</td>
<td>24,428,485</td>
</tr>
<tr>
<td>Tenant rent</td>
<td>1,799,131</td>
</tr>
<tr>
<td>Other</td>
<td>2,388,421</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>120,056,541</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Organizational Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales of Goods and Contract Services</td>
<td>84,401,434</td>
</tr>
<tr>
<td>Rehabilitation and Employment services</td>
<td>22,690,327</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>8,154,362</td>
</tr>
<tr>
<td>Other Supporting Services</td>
<td>189,537</td>
</tr>
<tr>
<td>Fundraising</td>
<td>382,898</td>
</tr>
<tr>
<td>Residential Services</td>
<td>2,641,277</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>118,459,835</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Surplus</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL SURPLUS</strong></td>
<td><strong>1,596,706</strong></td>
</tr>
</tbody>
</table>

*Includes Investment and Other Nonoperating Activity.

**A restructuring fee of $7,623,080 will be reflected in final accounting resulting in an overall net loss for FY18. Restructuring in FY18 was necessary in order to continue to ensure Goodwill NYNJ can continue to focus on its retail stores in a fiscally responsible manner for the future.
Board of Directors

Officers

Henry E Gooss
Chair

Don M. Wilson III
Vice Chair

David C. Coquillette
Secretary

David Belkin
Treasurer

Directors

Andrew Baehr
Damodaram Bashyam
Katherine Black
Michael Coyle
David Duplantis
Brian Fetherstonhaugh
Bing Garrido
Donald Huber
William J. Sales
Deborah Weinswig

Our Mission

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

www.goodwillnynj.org