

# Powering Through The Pandemic

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

**Annual Report** 

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### **WELCOME**

Dear Friends,

2020 was a year like no other, a world-wide pandemic disrupting the lives of every person from one day to the next with lasting effects on our economy and health.

Following PAUSE directives from the governments of NY and NJ in mid-March, we had to shut down all our Mission programs and suspend in-person services. More than 100 employed individuals with developmental disabilities who we had been supporting for years and even decades lost their jobs during the first week of the lock-down. Unable to receive our behavioral health services, hundreds of individuals with mental illness lost their lifeline to community connection that helps decrease anxiety and isolation, and avoid psychiatric admissions. Closing workforce development services halted training and employment supports for thousands of unemployed and under-employed individuals. We also had to close all our Goodwill stores, instantly losing a key source of funding for our programs.

But dire circumstances showed the commitment and dedication of our team. With creativity and innovation, our Mission staff successfully pivoted to delivering remote services using online technology tools and phone only three days after shutting in-person programs. And in a matter of weeks, they designed a hybrid virtual and on-site face-to-face service model and pivoted to tele-services to keep 90% of our programs operating. The pandemic underscored the digital divide for our program participants, so Goodwill purchased more than 400 tablets, laptops and hotspots to provide remote services and close the digital divide. Immediately, our team launched a new COVID-19 Employment and Community Resources page visited by over 8,500 community members, we know that our community turns to Goodwill, to respond we created a place for all job seekers to find new work, resources on navigating virtual hiring and work.

During the three months our stores remained closed, our Donated Goods Retail team collected the thousands of pounds of clothing and goods that people cleared out of their homes during the lock-down. We collected donations throughout NY and NJ via mail and partnered with a real estate firm to collect donations in Manhattan. We forged ahead with plans like launching our first outlet-ecommerce-warehouse facility in NJ to power our mission of creating jobs and of sustainable fashion by processing donations for stores across our territory and our online site ShopGoodwill.com/NYNJ. Then, our retail store teams

returned to work and we implemented safety measures to protect our customers, donors, and staff before re-opening in June.

As part of the nonprofit sector, Goodwill NYNJ has played and will continue to play an integral role in the economic recovery of our region. Pivoting service models, store operations, and job placement to post-pandemic emerging workplace needs was key and we proved we are ready to face any future challenges. But we can't do it alone. We will continue to partner with the public, private, business, and nonprofit sectors to implement a strategy focused on opportunity, equity, education, and training to reshape the economy of the New York City metropolitan region to create healthier communities, more skilled workers, deeper talent pools, and a more resilient business climate. We will transform your generous in-kind and financial donations into services. When you donate to and shop at our Goodwill stores, you are helping us to place people as essential workers in high-demand jobs. Please join us and be a part of the recovery. Let's work together to create a new day with health and economic opportunity for all!

Sincerely,



**KATY GAUL-STIGGE**President & CEO

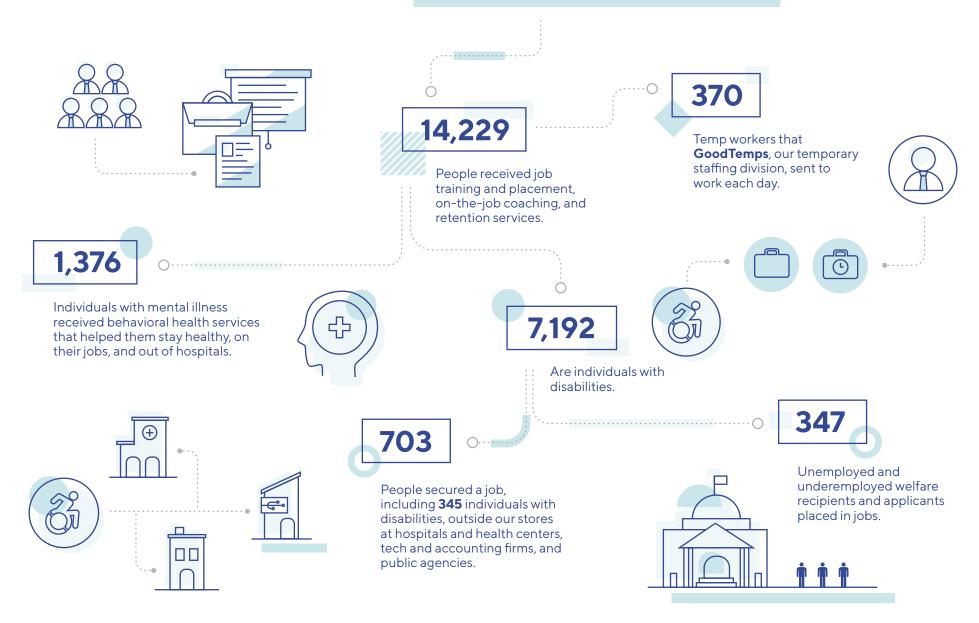


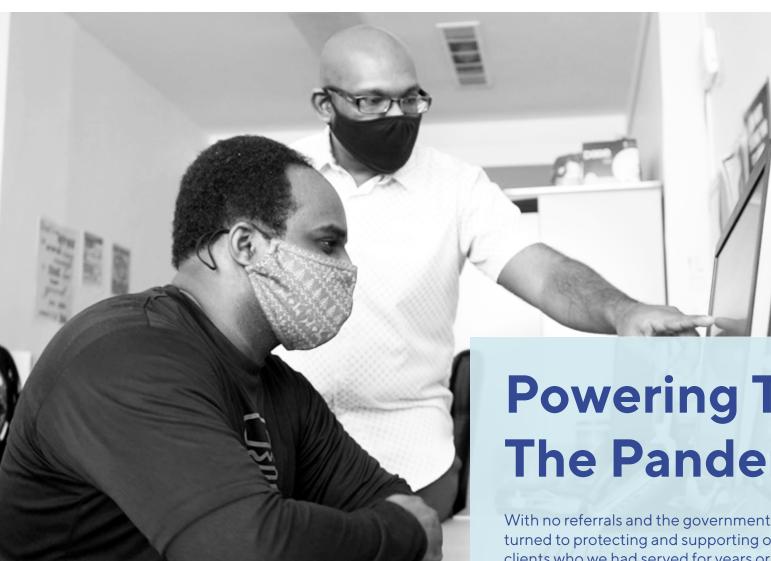
**HENRY E. GOOSS** *Board Chair* 

The Goodwill NYNJ double impact of mission + sustainable fashion ensures an inclusive, equitable, and diverse workforce and a greener world.

- Katy Gaul-Stigge President & CEO

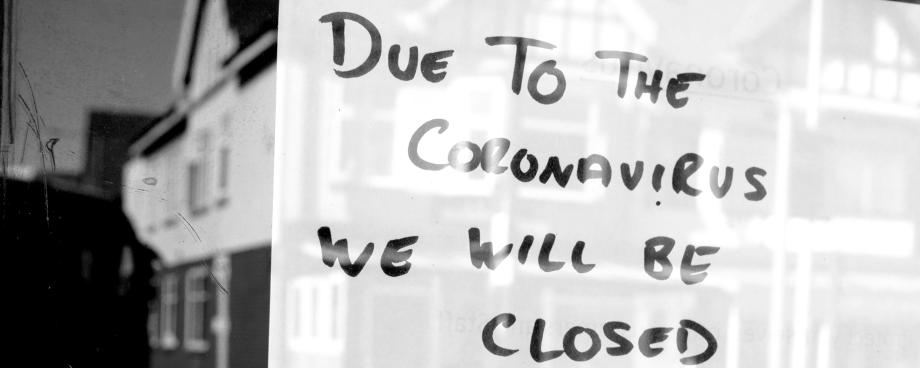
## We break barriers & create opportunities.





### **Powering Through The Pandemic**

With no referrals and the government shut-down, our focus turned to protecting and supporting our staff and all of our clients who we had served for years or even decades - life was full of uncertainty. We reconfigured case loads into a hybrid virtual and on-site face-to-face service model for individuals with developmental disabilities, offered tele-health to individuals with mental illness, and fully remote training and employment services for unemployed and under-employed welfare recipients. Without revenue from our stores, we established the COVID-19 Relief Fund to support services.



## COVID-19 Employment & Community Resources

The impact of the pandemic on the lives of first thousands of New Yorkers, New Jerseyans, and people across our nation totaled millions as the weeks passed. In response to the massive layoffs, we launched The COVID-19 Employment and Community Resources web page to provide a wide array of resources on our website. (https://www.goodwillnynj.org/covid19-resources)

According to the experts, it may take at

least 2-3 years for the job market in the NYC metropolitan region to reach prepandemic levels and recover economically. So we continue to update this web page as needed. This level of virtual service is new for us, but the response has been outstanding and we are happy it continues to help thousands of job-seekers.

Resources include links to job opportunities in all sectors – food service, grocery stores, drugstores, fulfillment centers,

warehousing, maintenance, healthcare, and security. We posted videos to help job-seekers prepare for in-person or remote job interviews, refresh their resumes, , dress professionally, and other motivating supports to help people get a job. For those still unemployed, the web page also includes links about applying for government benefits, food, and other basic needs.

## "Why should I be safely working from home when my participants are out there at work?" - Ronny Soto, Job Coach Goodwill NYNJ

### Our impact through the pandemic:



### 8,500+

Unique visits to our Employment and Community Resources page.



### 400+

Tablets purchased for participants with disabilities.



### 40

Laptops purchased for staff to provide remote services.



### 100+

Individuals with developmental disabilities re-trained and placed in new jobs.

### **Workforce Development Virtual Services:**



**41** Job fairs

**184** Work readiness workshops

**73** Community resource fairs

### **Behavioral Health Virtual Services:**



**18,615** Telehealth service sessions

120 Health and wellness events

**291** Socialization events

**62** Employment events

### **Double Impact**

## Power of Work + Sustainable Fashion





### Retail Powers Our Mission

The model of thrift stores funding human services for the community gave birth to the Goodwill philosophy with our founding in Brooklyn more than 106 years ago.

Revenue from our Goodwill stores and online site ShopGoodwill funds our placement, training, on-thejob coaching, and retention services that support individuals with disabilities and other barriers on their journey to employment and a better life for themselves and their families. We also help individuals with psychiatric disabilities stay healthy and on the job.

Our retail thrift business includes Goodwill stores, outlets, attended donation centers, e-commerce, and textile recyclers - nothing you donate is wasted at Goodwill!

### **Expanding our Retail Operations.**

We launched our first outlet, ecommerce, and warehouse facility in South Hackensack, NJ during the pandemic to power our double impact of power of work and of sustainable fashion. There, our operations team processes donations for stores across our territory and our online site ShopGoodwill.



\*Photo taken before March 2020.

## Your Stuff Changes Lives

### **COVID-19 Impact.**

The pandemic greatly affected our retail business and revenue-funded services. In response, we established the Goodwill COVID Crisis Fund to help us deliver services remotely during COVID-19 and connect those who had lost their jobs due to the pandemic to new employment opportunities.

### Thank You.

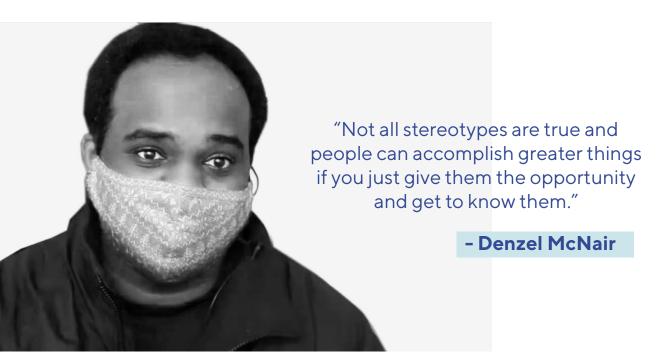
We are grateful for your generous donations to the Goodwill COVID Crisis Fund to help us provide vital employment and support services to your neighbors during this time of need.

### Safety First.

Before re-opening our stores in June 2020, we implemented safety measures according to CDC recommendations including contactless donation, maximum capacity, face mask or covering required, one-way aisles, and more. Our goal: Provide a safe shopping and donating experience and a safe work environment for our staff.



We replicated all our services into a safe hybrid in-person and remote model to power through the pandemic and continue to bulldoze employment barriers to transform lives!



As a shy young man on the autism spectrum who had been assaulted on public transportation, Denzel McNair did not feel comfortable in public spaces. Before joining our Advance program at The Bronx, Denzel lack self-confidence, and struggled to communicate and integrate with groups of people. Estranged from his mother and brother, he felt truly alone in the world, but he needed to get a job.

Denzel connected to Goodwill NYNJ two years ago while a resident in an independent living facility.

Admitting one of his biggest challenges was fear of filling out job applications because of reading and spelling issues, we supported him during the interviewing process, and prepared him to get and keep a job. In the discovery process, we learned about his job interests and abilities, and of his love of animals, "Growing up we always had a dog. Animals are more straightforward than people about what they want."

With this insight, we began to ease Denzel into the workforce as an intern dog walker. Coaching gave

him the confidence to engage with dog owners on a one-on-one basis. In one of the career sessions that Goodwill NYNJ offers to all program participants, Denzel heard of a job at Shake Shack. Our placement team helped him with the application process, coached him on how to interview and transfer his patience and caring of animals into working with the public at the restaurant, where Denzel started as a greeter in January 2019.

On Denzel's first day on the job, our team was there on site to support, answer questions and let him know of our confidence in him. Denzel admitted, "I was so overwhelmed that I broke down and cried on my first day at work." Today, Denzel has taken additional responsibilities at the kitchen, including light food preparation, serving, and light maintenance/cleaning. Denzel has come a long way thanks to Goodwill NYNJ and is hoping to expand his hours to work full-time. Denzel now has dreams for the future and thoughts of starting his own dog walking business!

### Facts to overcome:



Employed people with disabilities either worked part-time or were under-employed. (U.S. DOL, 2020)



When asked about their barriers to employment, people with disabilities reported their own disability (79%) followed by lack of education or training (12.2%), lack of transportation (10.6%), and need for special features at the job (9.9%).

### 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.



Being a homeless senior with a disability, having experienced child abuse, on top of being shattered from a recent divorce, Geraldina Gomez knew she needed to make a fresh new start. As she says of her life then, she was left without resources or proper work attire, and was coming "from a very dark situation."

When Geraldina came to Goodwill NYNJ in July 2020, her counselors quickly set her up with webinars that taught her how to interview and look for job leads. With this knowledge under her belt and with encouragement from her Goodwill NYNJ counselors, her application of the job search strategies led to interviews. Having been homeless herself, she decided to look for a job working with homeless people, as she could empathize with their situation, knew their needs first hand and had learned about the system they must navigate.

"I put in my resume for jobs announced on a webinar offered by Goodwill NYNJ," recounts Geraldina. "Then I submitted my resume when a job for a Residential Aid position at Acacia, a homeless shelter, came up. I was very persistent!"

On Dec. 31, 2020, Geraldina was given the fresh start she had sought: Geraldina was offered the full-time job with benefits. Geraldina speaks of the duties she performs at her job, "My current responsibilities include data entry, intakes, checking to see if families are together, heating meals, and inspecting rooms." Geraldina is giving back to her community by encouraging and helping others traverse out of a situation she knows so well.

She was able to overcome these barriers, now has a stable living situation in a small New York apartment, and is employed full-time with benefits. She has successfully raised herself out of a very dispiriting situation. Thanks to Goodwill NYNJ, Geraldina is able to show to her clients she is a living, breathing example of success at overcoming obstacles to a secure job, a home and an income.

### Facts to overcome:



Between February 2020 and May 2020, an estimated **14%** of working Americans lost their jobs because of the economic fallout from the COVID-19 pandemic. (Urban.org)



Female New Yorkers 55 and older experience poverty at higher rates than men in all age brackets (citi-data.com)

### Employment success

### through job training

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 highdemand 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.



"Prior to joining Goodwill NYNJ, my life was out of order due to mental illness. I lived in a men's shelter surrounded by victims of substance abuse, drugs and violence," says Kēgan Palmer, a shy, sensitive and well-spoken young man. Kēgan felt he could not find work because of his mental illness.

As soon as Kēgan came to Goodwill, our Lantern House Clubhouse team helped him fill out and submit the complex paperwork to find him permanent housing. Then, in less than a month, the Goodwill NYNJ team helped him to obtain transitional employment as a messenger and then move to a one-bedroom permanent apartment. He loved this job working in the Wall Street area, but unfortunately, he was one of millions who lost his job due to the COVID-19 outbreak. He didn't see this as another obstacle though. He used it as an opportunity to volunteer his time at the clubhouse, helping other individuals in similar situation to his.

Soon, the Goodwill NYNJ team identified and helped him land a seasonal job at Macy's. Thanks

to his work ethic, he was hired part-time after the holidays!

One day, Kēgan's counselor at Goodwill saw him drawing pictures of angels -he explained that an aria in French that he had composed went with the art. Impressed by the excellence and originality of the artwork, he suggested that Kēgan submit some his art to an art contest at a Lantern House in Jerusalem. The artwork was accepted to the exhibit in Jerusalem and Goodwill NYNJ raised the money for Kēgan and a Goodwill NYNJ counselor to attend the opening. Unfortunately, COVID-19 intervened and they were unable to attend. Still, Kēgan's artwork is there in the exhibit!

Today, Goodwill NYNJ continues to support Kēgan; helping to keep a New York City multi-media artist stay mentally stable to work a job, have a home and follow his dreams of creating art and music. Goodwill NYNJ believes in supporting the "whole" person and because of our team's dedication, Kēgan is going places!

### Facts to overcome:



Four times as many adults in the US reported symptoms of anxiety or depressive disorder during the COVID-19 pandemic compared to 2019.



Up to **90%** of the 11.4 million adults with serious mental illness in the US are unemployed. (KSF Feb. 2021)

### Employment success

### through job training

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.



\*Photo taken before March 2020.

### Safely & Surely, Sustainable

While a new movement in sustainable fashion is trying to make changes to the heavy pollution caused by the fashion industry, Goodwill NYNJ has been a sustainable fashion powerhouse for nearly 106 years.

With our double impact of power of work + sustainable fashion, Goodwill NYNJ is leading the way to change the cycle of creating new clothes that are later discarded and hurt the environment.

We are investing to ensure our stores provide a safe and clean shopping and donating environment across our territory.

We hope this investment allows customers to feel positive about shopping at Goodwill and return more often to purchase more to support our mission.

The shopping landscape is changing across the country. We are creating a fun, convenient shopping experience tailored to the growing resale market with merchandise free of the environmental impact of fast fashion.

### **The Thrift Trend**

Thrifting and secondhand shopping has gone 100% mainstream.

As thrift becomes more relevant, because of the environmental impact, we're seeing new people who haven't been exposed to it as much join in on the shopping.

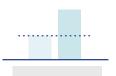
### **According to GlobalData:**



**Resale grew 25%** faster than the broader retail sector to hit \$29 billion in 2019.



As traditional retail continues to lose ground, **resale is expected to quintuple** in market share over the next five years.



The firm predicts, resale will surge **past \$80 billion** in value, outpacing fast fashion's estimated \$43 billion for the first time by 2029.

### **Goodwill NYNJ 2020 Sustainability Impact**



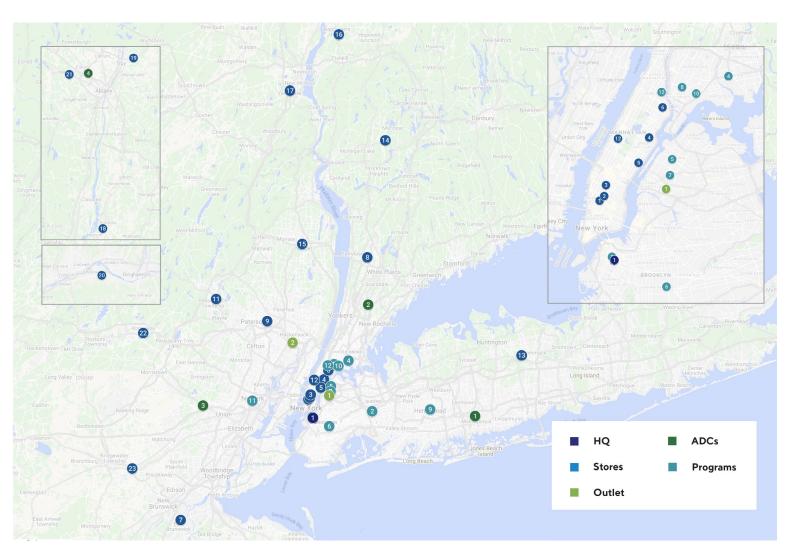
Nearly **29 million pounds** of pre-loved clothing and household goods re-purposed, re-used, and successfully diverted from landfills.



Despite over three months of store closures, **719,805** people dropped their donations at our stores.

### OUR

### LOCATIONS



### **Program Locations:**

1. 25 Elm Place, Brooklyn NY (HQ)
2. 90-25 161st. Street, Jamaica, NY
3. 154 Lawrence St., Brooklyn, NY
4. 1620 Bruckner Boulevard, Bronx, NY
5. 25-09 Broadway, Queens, NY
6. 261 Schenectady Avenue Brooklyn, NY
7. 33-24, Northern Boulevard, Queens, NY
8. 384 East 149th St. Bronx, NY
9. 50 Clinton St, Hempstead, NY
10. 512 Southern Blvd. Bronx, NY
11. 982 Broad Street, Newark, NJ 07102
12. 2196 Fifth Ave, NY, NY

### Store Locations:

1. 44 W 8th St, New York, NY 10011 2.7 W 14th St, New York, NY 10011 3. 103 W 25th St, New York, NY 10001 4. 1704 2nd Ave, New York, NY 10128 5. 1114 1st Avenue, New York, NY 10065 6. 2231 3rd Ave, New York, NY 10035 7. 415 NJ-18, East Brunswick, NJ 08816 8. 380 Saw Mill River Rd, Elmsford, NY 10523

9.30 Broadway, Elmwood Park, NJ 07407 10.258 Livingston St, Brooklyn, NY 11201 11.561 NJ-23, Pompton Plains, NJ 07444 12.157 W 72nd St, New York, NY 10023 13.1900 E Jericho Turnpike, Huntington,

13. 1900 E Jericho Turnpike, Huntington NY 11743

14. 80 US-6, Baldwin Place, NY 1050 15. 130 W Rte 59, Nanuet, NY 10954 16. 1488 U.S. 9, Wappingers Falls, NY 12590 17. 374 Windsor Hwy, New Windsor, NY 12553

18. 350 Fairview Ave, Hudson, NY 12534 19. 720 Hoosick Rd, Troy, NY 12180 20. 3701 Vestal Pkwy E, Vestal, NY 13850 21. 2025 Western Ave, Guilderland, NY

22. 226 US-46, Rockaway, NJ 07866 23. 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:**

1. 814 Hicksville Rd, NY 11758 2. 19 Mill Rd, Eastchester, NY 10709 3. 649 Morris Tpke, Springfield, NJ 07081 4. 1314 Central Ave. Colonie. NY 12205

## OUR PARTNERS

David C. Coquillette\*

### **Foundation and Corporate Funders**

### \$300,000 - \$500,000

The Bank of New York Mellon: BNY Mellon

### \$100,000 - \$299,999

The Pinkerton Foundation Mother Cabrini Health Foundation

### \$10,000 - \$25,000

Kessler Foundation **Hub International Northeast Limited** Cigna - Connecticut General Life Ins Co Johnson-Stillman Family Foundation Coach Foundation

### \$5,000 - \$9999

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### \$1,000 - \$3,000

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### **Public Funders**

### ACCSES-NJ

Federal Communications Commission New Jersey Department of Labor, Division of Vocational Rehabilitation Services 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 Jersey Department of Human Services, Division of Developmental Disabilities New Jersey Regional Day School New York State Office of Vocational and Education Serivices 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

### **Individual Donors**

Goodwill NYNJ thanks all of our generous individual donors listed below who gave \$1,000 or more in 2020. While we cannot list all of our many loyal donors here, every dollar counts and we appreciate all of your support.

United States Social Security Administration

Irene Auriemma Andrew Baehr\* Henry Barkhorn Damodaram Bashyam\* David Belkin\* Katherine Black\* Trevor Bond Caroline Coleman Charitable Gifts Michael Coyle\* David Duplantis\* Brian Fetherstonhaugh\* Rich Goetzl Henry E. Gooss\* Sovan Gusack Courtney Guzman Douglas Hand\* Donald Huber\* Winnie Kot Susan L. Levine Peter Naylor Jeffrey Oke\* Stephanie Pagan Ruth K. Pannell Matthew Reid Rita A. Scaringella Aida Slabotzky Beth Stankard\* William J. Staples \* James Stenborg Byron J. Stigge Ron Thurston\* Jamie Torres-Springer Deborah Weinswig\* Don M. Wilson III

\*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

For Financial Giving Opportunities: development@goodwillny.org

For Clothing + Goods Donations: donations@goodwillny.org

### FINANCIAL

### STATEMENT

### Full 990 available at www.goodwillnynj.org

### **Summarized Financial Position As of June 30, 2020**

ASSETS Cash and Cash Equivalents Accounts Receivable and Pledges Receivables Other Assets Property and Equipment	42,482,201 10,713,550 8,090,115 6,743,363
TOTAL	68,029, 229
LIABILITIES AND NET ASSETS Payables and Other Liabilities Net Assets	33,060,582 34,968,647
TOTAL	68,029, 229
Summarized Financial Results for the Year Ended June 30, 2020	
ORGANIZATIONAL REVENUES Contributions Contributions - Donated Goods Sales of Goods and Contract Services Fees and Grants from Governments Tenant rent Other	926,232 30,304,370 33,392,500 22,199,423 828,970 31,071,251
TOTAL	118,722,746
ORGANIZATIONAL EXPENSES Sales of Goods and Contract Services Rehabilitation and Employment services Management & General Other Supporting Services Fundraising Residential Services	69,170,745 23,871,264 14,769,281 125,522 652,804 1,358,509
TOTAL	109,948,125

NET INCOME 8,774,621

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### **Our Mission**

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



25 Elm Place, 3rd Floor, Brooklyn NY 11201 (718) 728-5400

### www.goodwillnynj.org

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