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.

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

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

Are individuals with disabilities.

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.

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.

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.
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
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.
The Goodwill Mission In Action: 2021 SUCCESS STORIES
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 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

“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:

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.

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.
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.

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

- Jesus Rodriguez

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.
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!

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

- Antonio McLemoore

**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.
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. 4502 Ditmars Blvd. Astoria, NY
10. 512 Southern Blvd. Bronx, NY
11. 982 Broad Street, Newark, NJ 07102
12. 413 E 120th Street, New York, 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, NY 11743
14. 30 US-6, Baldwin Place, NY 11510
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. 3071 Vestal Pkwy E, Vestal, NY 13850
21. 2025 Western Ave, Guilderland, NY 12203
22. 226 US-46, Rockaway, NJ 07866
23. 509 W Union Ave, Bound Brook, NJ 08805

Outlet Locations:
1. 47-47 Van Dam St, Queens, NY 11101
2. 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
**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

**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
- Irene Auriemma
- Damodaram Bashyam*
- Katherine Black*
- Joseph Brunner
- David C. Coquillette*
- Michael Davie
- Joseph Duffy
- David Duplantis
- Brian Fetherstonhaugh*
- Connie Fischer
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- Katy Gaul-Stigge
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- Jeffrey Oke*
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- Rita A. Scaringella
- Aida Slabotzky
- Rob Standing
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- Wilbur Stiles
- Deborah L. Weinswig*
- Aida Slabotzky
- Rob Standing
- Elizabeth Stankard*
- 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 cannot list all of our many donors, we appreciate all of your support.

Ann Inc
- Anuschka
- Brown Harris Stevens
- Container Store

**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](http://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)
Summarized Financial Position As of June 30, 2021

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<thead>
<tr>
<th>ASSETS</th>
<th>Amount</th>
<th>Amount</th>
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<tr>
<td>Cash and Cash Equivalents</td>
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<td>Accounts Receivable and Pledges Receivables</td>
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<td>Other Assets</td>
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<td>Property and Equipment</td>
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Summarized Financial Results for the Year Ended June 30, 2021

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<th>ORGANIZATIONAL REVENUES</th>
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<td>Contributions</td>
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<td>Contributions - Donated Goods</td>
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<td>Sales of Goods and Contract Services</td>
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<td>Fees and Grants from Governments</td>
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<td>Other</td>
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<td><strong>TOTAL</strong></td>
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<td>Rehabilitation and Employment services</td>
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<td>Management &amp; General</td>
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<td>Other Supporting Services</td>
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<td>Fundraising</td>
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<td><strong>TOTAL</strong></td>
<td>94,249,557</td>
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**NET INCOME** 4,617,754

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