

# 2009 Annual Report



**Goodwill Industries**  
of Southeastern Louisiana, Inc.



## Our Mission

We offer opportunities to people with disabilities and other barriers to improve their economic self-sufficiency through training, education, support services and employment.

## Our Vision

We will be satisfied only when every person in the global community has the opportunity to achieve his/her fullest potential as an individual and to participate and contribute fully in all aspects of a productive life.

## Our Values

Respect for those we serve

Service to the individual

Assumption of responsibility by the individual (a hand-up, not a handout)

Quality service

Thinking globally and acting locally

Collaboration

The Power of Work

Stewardship, financial responsibility, and efficient use of resources

Autonomy of the member organization

Best practices and innovation

Diversity

Heritage

Volunteerism

# Leadership Message

## 2009 Dividends to the Community

**15,535** persons came into our job training centers—**10,310** persons received basic services such as: resume writing, job search assistance, job readiness workshops, job referrals, career counseling, etc.—**5,225** persons received more intensive services such as: job skills training, job placement services, group workshops, work experience opportunities, etc. **645** persons placed in employment — **549** people employed by Goodwill—**153** Goodwill employees with disabilities—**764,451** purchases—**190,000** donors—**12** retail stores



Most people know Goodwill Industries of Southeastern Louisiana Inc. (Goodwill) by donating or shopping at one of our retail stores and donation centers. Yet, Goodwill's impact extends far beyond our retail operations. Since 1947, we have helped thousands of individuals earn the confidence that comes through the power of work. We do this by providing training, education, and employment services to people with disabilities and other disadvantages to enhance their success in the workplace. Last year alone, we served 15,535 people in the community.

For employers needing a dependable and capable workforce, Goodwill provides custodial and grounds maintenance services to federal, state and commercial facilities. To aspiring food manufacturers, Goodwill offers production and marketing support through Edible Enterprises, a commercial kitchen and food technology incubator in Norco, Louisiana.

As you see, Goodwill does many good things in the community. By supporting Goodwill—either by shopping, donating items or money to our mission—you help us help others overcome obstacles and achieve greater self-sufficiency.

The accessibility of our new workforce development center and administrative offices enables us to better serve the needs of our constituents today and into the future. The 92,000 square foot center offers state-of-the-art training facilities and resources needed to accommodate today's job seekers, while also providing the footprint necessary to grow our programs and services in the future.

We are proud of the work we do for people with disabilities and other disadvantages in Southeastern Louisiana. Our clients inspire us daily with their can-do attitude and will to achieve independence. After reviewing this annual report and the stories of those we serve, we think you'll be inspired too. We thank all of our supporters—staff, board members, city/state agency partners, vendors, shoppers, business and community members—for enabling Goodwill to provide the services needed to build good jobs, strong families and healthy communities.

Best Regards,

Warren Benoit, Board Chairman

William L. Jessee, President

# Workforce Development



Whether it's an ex-offender, homeless veteran or individual with a disability seeking assistance, Goodwill is there to help. In 2009, 15,535 individuals received services at the offices of Goodwill's Workforce Development Division and Job 1, the City of New Orleans' One Stop Career Center operated by Goodwill. Workforce Development finds employment for individuals who are homeless or have a disability. Services available include job readiness, adult literacy and pre-GED preparation. Job 1 offers a wide range of employment assistance and support services to both youth and adult participants.

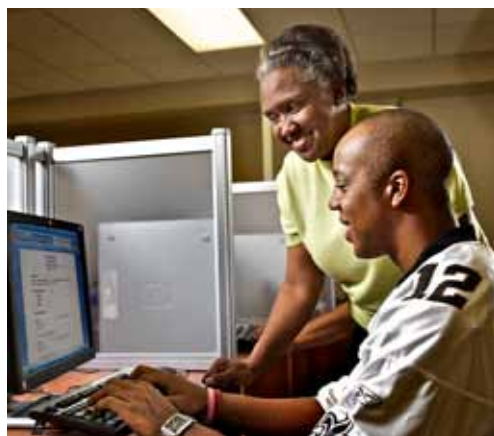
**GOODWILL'S CULINARY ARTS TRAINING PROGRAM** continues to produce solid performance outcomes, offering homeless individuals a certified training course and employment placement assistance upon graduation. The program serves up a double dose of good—offering students a solid training program while simultaneously providing 70,000 meals annually to individuals living in transitional housing. Approximately 650 students have successfully graduated the program since its inception.

## **GOODWILL GOODGUIDES® INTRODUCED IN 2009**

In December of 2009, our Goodwill was named one of only 56 Goodwill agencies nationwide chosen to be part of a new youth mentoring program. Called Goodwill GoodGuides®, the program is funded by the U.S. Department of Justice to help at-risk youth, ages 12 to 17, build career plans and skills by pairing them with trusted adult role models in the community.

## **OTHER WORKFORCE DEVELOPMENT SERVICES INCLUDE:**

- Outreach—Job placement assistance to the homeless population.
- Community Based Employment—Upon appropriate referral, Workforce Development provides assessments and community-based placement services to people with disabilities.
- Women and Families—Job placement assistance to unemployed individuals in transitional housing.





Javan Holly “Nothing but a dream comes to sleeping men,” so the saying goes. Not so for Javan Holly, who was sleeping under a bridge one hot summer day when a Goodwill case manager woke him up, offering refreshments and a helping hand to turn his life around. Javan had been living under the bridge for nearly six months since his release from jail on a drug charge. He had hopes and dreams, but was feeling desolate that a second chance wasn’t in his future.

Many blessings have come to Javan since that day. He’s graduating from Goodwill’s Culinary Arts training program where he’s been the perfect student—polishing his resume and meeting with potential employers. He’s currently living in transitional housing and getting closer to obtaining his own apartment. And, he’s just celebrated a year of being drug free. “Goodwill gave me a new life and the chance to earn a living. I honestly don’t know where I’d be today without Goodwill and the support of my case manager,” said Javan.

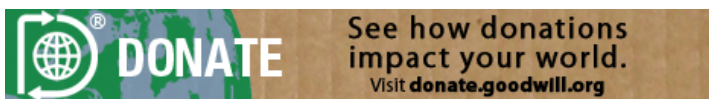
*“Goodwill gave me a new life”*

# Retail Operations



Goodwill Retail Stores and Donation Centers are more than stores for bargains and treasures. They represent the heart and soul of Goodwill's mission. In 2009, shoppers and donors showed their support by delivering 190,000 donations to Goodwill and making 764,451 purchases.

At 63 years and counting, Goodwill is also an original pioneer of the 'reduce, reuse, repurpose' movement. Every dollar and item donated to Goodwill works double-duty—helping us help individuals develop the skills and experience necessary to achieve self-esteem and self-sufficiency. In the process, we create a cleaner and healthier environment by keeping millions of pounds of materials out of landfills annually via our retail stores and donation centers.



*New Orleans Council President Arnie Fielkow (left), Goodwill Board Vice President Roger Peck (center) and Goodwill Board President Warren Benoit (right) open Goodwill's new flagship store in October 2009. At 16,000 square feet, the Mid City store is the largest of Goodwill's locations in Southeast Louisiana and offers an abundance of quality clothing, shoes, housewares, electronics, and more at bargain prices.*



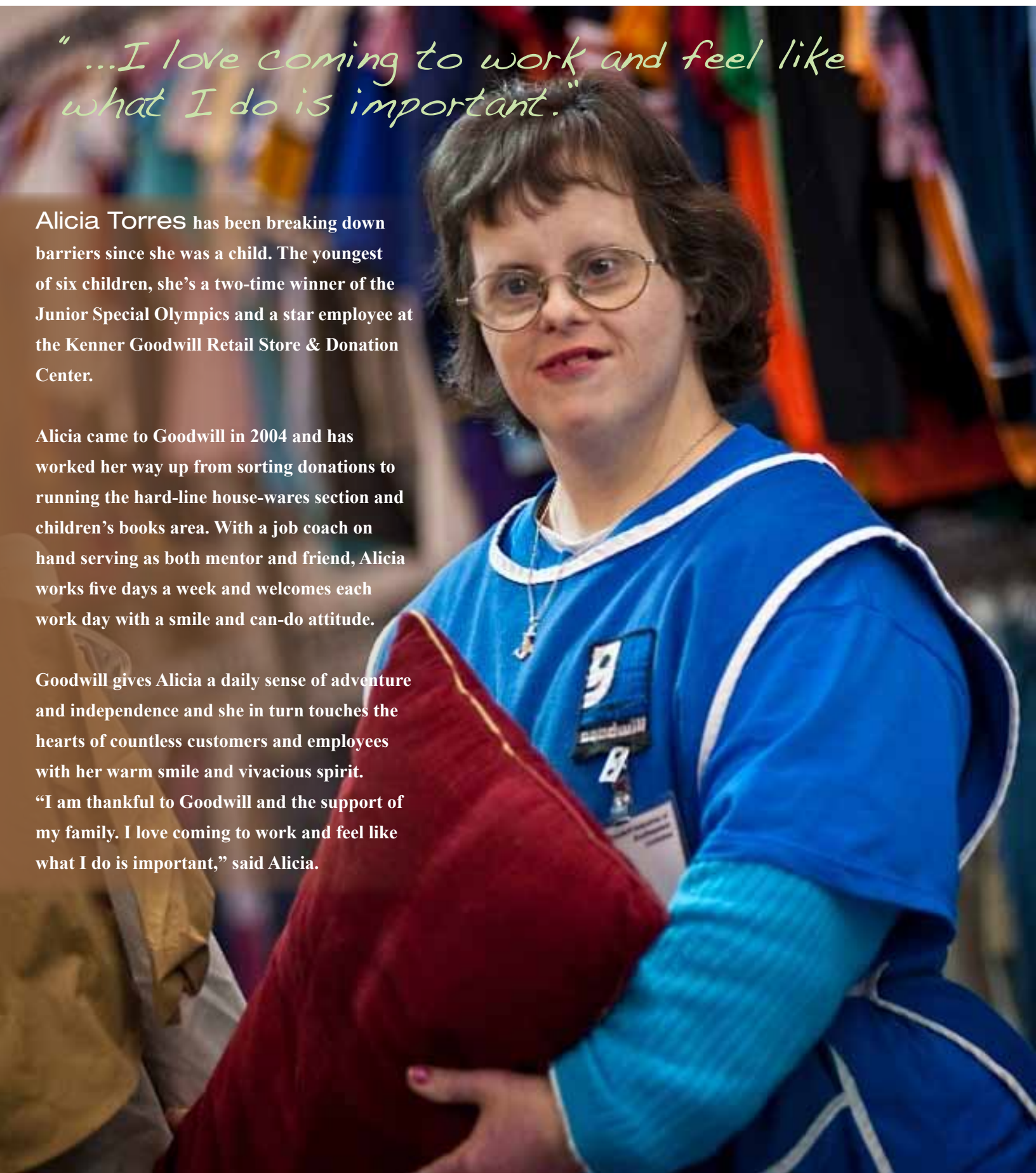
*"...I love coming to work and feel like what I do is important."*

Alicia Torres has been breaking down barriers since she was a child. The youngest of six children, she's a two-time winner of the Junior Special Olympics and a star employee at the Kenner Goodwill Retail Store & Donation Center.

Alicia came to Goodwill in 2004 and has worked her way up from sorting donations to running the hard-line house-wares section and children's books area. With a job coach on hand serving as both mentor and friend, Alicia works five days a week and welcomes each work day with a smile and can-do attitude.

Goodwill gives Alicia a daily sense of adventure and independence and she in turn touches the hearts of countless customers and employees with her warm smile and vivacious spirit.

"I am thankful to Goodwill and the support of my family. I love coming to work and feel like what I do is important," said Alicia.



# Contracts

Goodwill’s Contract Services Division keeps facilities throughout the region looking their best, providing services ranging from janitorial and grounds maintenance to mail room and switch board operations. Goodwill and Goodworks, a subsidiary of Goodwill, serviced highly regarded facilities of all sizes in 2009—from 25,000 to 1 million square feet. As a proud member of NISH’s Ability One program, Goodworks has provided job opportunities to individuals with disabilities for nearly 25 years. Last year, Contract Services supported the employment of more than 150 individuals with disabilities.



## 2009 Contracts



Contracts were located in six of Goodwill’s 23-parish territory

- Orleans Parish ●●●●●●●●●● 10
- Jefferson Parish ●●●●●●●●●● 3
- Plaquemines Parish ●●●●●●●●●● 4
- East Baton Rouge ●●●●●●●●●● 4
- St. Tammany ●●●●●●●●●● 1

# Edible Enterprises



Goodwill’s venture into the food business has made an indelible impression in a community renowned for its culinary prowess. Edible Enterprises is a 12,000 square foot food technology incubator featuring three state-of-the-art, commercial kitchens. Aspiring caterers, bakers and specialty-food makers share the workspace and equipment which are generally too expensive for most start-up companies. Other fee-based services include production, packaging, distribution and marketing consultation.

Last year, Edible Enterprises helped 20 new businesses prepare and deliver their homespun specialties to store shelves. Edible’s tenant products are in 100 stores, several farmer’s markets, and numerous festivals and fairs.



*"... it's the friends I've made here that I treasure most."*

Kelly Parr's Goodwill roots run deep in the family tree. Her grandfather served on Goodwill's board and her mother is an activist for the rights of individual with disabilities. So when it came time to spread her wings of independence, Goodwill seemed like a perfect fit for Kelly, who has autism.

When she first started at Goodwill, Kelly was shy and unsure of herself, but it wasn't long before she blossomed into one of Goodwill's most valuable employees. Kelly works independently in the processing area and enjoys helping others learn the ropes. "Goodwill gave Kelly the confidence and support needed to succeed in the workplace," said Patricia, Kelly's mother. Supervisors and co-workers tout Kelly's solid work ethic and say she's one of Goodwill's greatest role models.

Kelly recently celebrated her 10 year anniversary and is proud of the work she does for Goodwill and its mission to help people with disabilities and other barriers. "Of all my experience with Goodwill, it's the friends I've made here that I treasure most," said Kelly.

**Goodwill Industries of Southeastern Louisiana, Inc.  
Goodworks, Inc. and Goodwill Industries Building, Inc.**

Combined Statement of Activities  
For the Year Ended December 31, 2009

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Sales Revenue</b>				
Retail Stores	\$ 8,902,576	-	-	\$ 8,902,576
Contributed Revenue-Donated Goods	3,514,239	-	-	3,514,239
Salvage	527,481	-	-	527,481
<b>Total</b>	<b>12,944,296</b>			<b>12,944,296</b>
<b>Vocational Training Revenue</b>				
Janitorial Contracts	6,011,433	-	-	6,011,433
Training Fees-United Way	47,500	-	-	47,500
<b>Total</b>	<b>6,058,933</b>			<b>6,058,933</b>
<b>Other Sources of Income</b>				
Federal Financial Assistance	14,130,077	-	-	14,130,077
Contribution-Goodwill Foundation	5,000	-	-	5,000
Contributions	344,802	-	-	344,802
Grant Income-City of New Orleans	1,671,942	-	-	1,671,942
Interest Income	691,350	-	-	691,350
Gain on Sale of Net Assets	668,036	-	-	668,036
Miscellaneous	3,748	-	-	3,748
<b>Total</b>	<b>17,514,955</b>			<b>17,514,955</b>
<b>Total Revenue</b>	<b>36,518,184</b>			<b>36,518,184</b>
<b>Expenses</b>				
Program Services				
Retail Program- Cost of Goods Sold	3,495,133	-	-	3,495,133
Rehabilitation Services	28,951,167	-	-	28,951,167
Supporting Services	-	-	-	-
Management and General	2,214,413	-	-	2,214,413
<b>Total Expenses</b>	<b>34,660,713</b>			<b>34,660,713</b>
<b>Change in Net Assets</b>	<b>1,857,471</b>			<b>1,857,471</b>
<b>Net Assets, Beginning of Year</b>	<b>14,881,353</b>			<b>14,881,353</b>
<b>Net Assets, End of Year</b>	<b>\$ 16,738,824</b>			<b>\$ 16,738,824</b>

**93%** of expenses are related to mission services.

# Help Us Make a Difference

Shop at Goodwill Retail Stores

Donate clothing and household items

Make a monetary donation

Hire a Goodwill graduate

Partner with Goodwill's contract services department

Remember Goodwill with a bequest in your will

## Goodwill Workforce Development Center & Administrative Offices

3400 Tulane Avenue, Suite 1000

New Orleans, LA 70119

504.456.2622

## Job 1 Career Center Locations

*Operated by Goodwill Industries of Southeastern Louisiana, Inc.*

3400 Tulane Avenue, Suite 1100

New Orleans, LA 70119

Ph: 504.658.4500

3520 General DeGaulle Dr., 1st Floor

New Orleans, LA 70114

Ph: 504.364.5625

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## Our Retail Locations

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### BATON ROUGE - College Dr.

3121 College Dr., Suite D

Baton Rouge, LA 70808

225.926.1868

### BATON ROUGE - Coursey Blvd.

10778 Coursey Blvd.

Baton Rouge, LA 70816

225.295.1921

### COVINGTON

1000 Business 190, Suite 41

Covington, LA 70433

985.892.3937

### DENHAM SPRINGS

1431 South Range Avenue

Denham Springs, LA 70726

225.665.9013

### GONZALES

306 S. Airline Hwy.

Gonzales, LA 70737

225.647.6002

### HAMMOND

2722 West Thomas Street

Hammond, LA 70401

985.345.9688

### WALKER

29770 Walker Rd.

Walker, LA 70785

225.667.3668

### HOUMA

1750 Martin Luther King Blvd.

Houma, LA 70360

985.223.0748

### KENNER

397 W. Esplanade Ave.

Kenner, LA 70065

504.467.1467

### MANDEVILLE

4940 Hwy 22

Mandeville, LA 70471

985.845.1465

### NEW ORLEANS-Robert E. Lee

123 Robert E. Lee

New Orleans, LA 70124

504.286.1858

### NEW ORLEANS-Tulane Avenue

3400 Tulane Avenue

New Orleans, LA 70119

504.483.9932

### RIVER RIDGE

9323 Jefferson Hwy

River Ridge, LA 70123

504.737.7490

### SLIDELL

184 Gause Blvd.

Slidell, LA 70460

985.649.2909

# **Goodwill Industries**

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## **of Southeastern Louisiana, Inc.**



**3400 Tulane Avenue, Suite 1000 | New Orleans, LA 70119 | 504.456.2622**

**Contribute online at [www.goodwillno.org](http://www.goodwillno.org)**

