

Our Business is Changing Lives



2010 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 at Goodwill Industries of Southeastern Louisiana, Inc. 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

Dear Friends and Supporters,

A hand up, not a hand out...that's the philosophy Goodwill was founded upon by Reverend Edgar J. Helms in 1902. That mission mantra rings as true today as it did back then as our troubling economy has more people than ever turning to Goodwill for help.

Last year, Goodwill served 7,510 individuals with disabilities and other employment barriers and helped place 2,248 into new jobs. We provided training, job placement and case management services for homeless individuals, veterans, and displaced workers; mentoring services for 100 youth in our community; and work experience opportunities for nearly 200 individuals with disabilities by way of our retail, janitorial and landscaping training programs. Last but not least, our food business incubator, Edible Enterprises, expanded its production capacity and served more food entrepreneurs than ever before.

Such vital services would not be possible without the solid financial performance of our retail and contracts divisions, which also directly employ many people with disabilities and employment disadvantages.

We also thank our donors, shoppers, community partners, financial contributors, staff and board of directors who support our mission through their generous acts of kindness. Because of you, Goodwill is positioned to give a hand up to those that need it the most in our communities.

With deepest appreciation,

Warren Benoit
Board Chairman

William L. Jesse
President



2010 Community Impact by the Numbers

- 7,510 persons served
- 2,248 persons placed in employment
- 557 people employed by Goodwill
- 183 Goodwill employees with disabilities
- 24 federal and state contracts
- 14 retail stores
- 223,655 donations
- 918,917 retail purchases



Congratulations also to the 2010 Division Award Winners

Lynell Joseph, Administrative Employee of the Year

David Perry, Contracts Employee of the Year

Susan Atkins, Retail Employee of the Year

Pamela Williams, Workforce Development/JOB1 Employee of the Year



Donna Morgan 2010 Edgar J. Helms Award Winner

Named after Goodwill's founder, the Edgar J. Helms award recognizes a Goodwill employee who exemplifies the mission of Goodwill Industries and Rev. Helms' values of unselfish service to people with disabilities or other disadvantaging conditions. The prestigious recognition last year went to Donna Morgan, Executive Assistant to Goodwill's President William L. Jessee. Donna came to Goodwill in 2001 as a computer training program participant after being laid off from a local printing company. This was her first time being unemployed. Instead of viewing the experience as a setback, she saw it as an opportunity to get back into the field she earned her associate's degree in. After earning her computer certification, Donna interned for Goodwill's accounting department before being hired as the administrative assistant to the development director. Her work ethic, 'can do' attitude and friendly, helpful nature soon earned her a promotion as the President's Executive Assistant in 2003, where she's carried out Goodwill's mission ever since.



Ann Bonner 2010 Sonny Trenchard Award Winner

Named after a celebrated board member who was innovative in his support of Goodwill's mission, the Sonny Trenchard Award recognizes a Goodwill employee who has made a significant contribution (program, service, process or innovation) to the advancement of the Goodwill mission. Ann Bonner, a vocational assessor in Goodwill's Workforce Development Office, took home the honors in 2010. Colleagues noted Ann's professionalism, integrity and willingness to help others. Her director called her "a consistent high performer that goes beyond the call of duty to help anyone at anytime." Above all, Ann was applauded for the compassion, honesty, and respect she shows her clients. "A lot of times when people reach Goodwill, they're exhausted, have lost hope and not sure what to expect. Ann knows how to balance the situation and support the individual through the assessment and next steps with an incredible amount of compassion and professionalism," says coworker Pamela Williams.



Workforce Development

The Workforce Development Division and JOB1, the career one stop operated by Goodwill, work diligently every day to counsel, provide employment placement, training and supportive services to individuals with physical and mental disabilities, the homeless population, ex-offenders seeking second chances, veterans, older workers reentering the workforce, dislocated workers and at risk youth.

2010 Highlights

- Provided intensive job training and employment services to 7,510 individuals.
- Placed 2,248 people into employment.
- Graduated 40 people from Goodwill's accredited Culinary Arts training program for the homeless.
- Served 70,000 meals to women and families living in transitional housing.
- Mentored 100 area students, ages 12-17, enrolled in Goodwill's GoodGuides® youth mentoring program which provides role models, career planning and enrichment activities for participants.

Michael Hennegan 2010 Achiever of the Year

Michael Hennegan was referred to Goodwill by Louisiana Rehabilitation Services. A self taught electrician, he suffered from a social anxiety condition that was made worse by a recent divorce and unemployment. It was a rattling reality for a man who just a few years earlier, seemed to have it all—a good job and a family he doted on.

When he met with his Goodwill case manager for the first time, Michael was fidgety, unable to make eye contact and looked as if he'd dash for the door at any moment. He did however have a vision of what he wanted to accomplish and a realistic view of the work required of him to achieve his goals. He had another factor motivating him to be the driver of his destiny—a beautiful daughter in his custody.

After completing Goodwill's work adjustment training program, Michael was referred for employment to one of Goodwill's contract sites. Not only did he reach his professional and personal goals, he excelled in his new role and became the 'go to guy' on many of Goodwill's contract sites. He was consistently available to fill in where needed and take on additional responsibilities without hesitation. Contracts Project Manager David Perry noted that "if we were short handed on a site or needed someone to fill in at a moment's notice, the one person I could always count on was Michael."

When he met with his case manager several months later, Michael was a changed man—walking tall, making eye contact and even joking with his case manager. It was a remarkable change of disposition and life-changing journey that caught the attention and respect of his peers and supervisors and earned Michael the 2010 Achiever of the Year recognition, which is awarded to an individual who serves as a role model and inspiration for all recipients of services in the Goodwill family.

Several months after winning the award, Michael took a leave of absence but returned stronger and better than ever. He's now the supervisor at one of Goodwill's contract sites. An assured Michael now says, "Goodwill gave me a new beginning and the confidence to put the pieces back together."





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Retail & Recycling Operations

It was a record year for the Retail Division—operating 14 retail stores within our 23 parish territory. Looking ahead, new stores are planned to open in Baton Rouge and Zachary in early 2012.

2010 Retail Highlights

- 918,917 customer purchases.
- 223,655 donations.
- Two new stores were opened—one in Mandeville, the other in Baton Rouge—and the Hammond store was relocated to a larger, more accessible location.
- A new **DONATE** campaign was integrated into community outreach and education efforts, promoting sustainability and Goodwill's mission. Underscored by a universally branded donate symbol, the campaign promotes that 'just as there are things you recycle, there are things you donate.'
- Goodwill is a major league recycler—from selling repurposed goods in its stores to processing unsuitable goods for salvage. In 2010, 8.9 million pounds of donations were collected and diverted from local landfills.
- Goodwill received great press when hundreds of men flocked Goodwill stores and fashioned their finds during the "Buddy's Brawds" parade that took place a week before the Super Bowl. The event was a tribute to deceased and legendary New Orleans sportscaster, Buddy Diliberto, who said he'd wear a dress if the Saints ever made it to the Super Bowl.



Contracts Services

Goodwill's Contracting Division provides work experience and employment opportunities for people with disabilities in a supportive, team environment. Last year, the division reached new heights—servicing 24 federal and state sites ranging in size from 200,000 to 1 million square feet. All contract sites are 100 percent quality control checked and delivered to a client's individual specifications. Goodwill's range of contract services includes janitorial, grounds maintenance, mail room and switch board operations.

2010 Federal & State Contracts Highlights

- 13 State Contracts
- 11 Federal Contracts



Alvin Lee Former Contracts Employee Lands Federal Job with Full Benefits

If pictures accompanied dictionary definitions, Alvin Lee's photo should be next to the word **perseverance**. In the year following a car accident that left him paralyzed in 1986, Alvin sadly experienced the kind of discrimination many people with physical disabilities face when he returned to work in a wheelchair. He had undergone intensive physical rehabilitation and was eager to get back to work, only to be terminated abruptly by his former employer. Yet, Alvin refused to give up and through his mom, learned about Goodwill's job opportunities for people with disabilities and other barriers. Goodwill immediately hired Alvin, who would spend the next 14 years working switchboard operations at the New Orleans Veterans Administration Outpatient Clinic.

Although he enjoyed his Goodwill job, an opportunity drew him away to another employer and then back to the V.A. Outpatient Clinic—this time as a full-time federal employee. Alvin credits his work experience with Goodwill with helping him land the job there as a Telecommunications Equipment Operator.



Edible Enterprises

Edible Enterprises' mission is to equip culinary entrepreneurs with all the tools necessary to develop and successfully market their food lines in Louisiana and nationwide.

2010 Successes:

- Experienced a 33 percent growth in tenant occupants and a 22 percent increase in revenue.
- Expanded production capacity with a Louisiana Economic Development and Louisiana Business Incubation Association grant that provided for the purchase of an automatic bottle labeling machine, freezers and other equipment that save tenants money and time when producing their products.
- Secured Kleinpeter Dairy account, conducting research and development for the brand and producing gingerbread snaps and bread pudding inclusions for Kleinpeter's ice cream.

Louisiana Sisters Success Story

Sharon Poole Mahne and her sister, Karen Poole, originally founded Louisiana Sisters and was one of Edible Enterprises' first tenants. The company specializes in a spicy gourmet product line that is produced in the incubator's kitchen. Varieties include Spiced Pitted Olives, Spiced Tapenade, and Pepper Jelly. Most recently, Edible Enterprises helped Louisiana Sisters with the creative development of its newest products just in time for the holiday season—Spiced Dirty Martini and Spiced Bloody Mary Mix.

Louisiana Sisters first turned to Edible Enterprises for kitchen space needed to manufacture the family's sensational spiced olive recipe that dates back to 1844 when Sharon's great, great grandfather migrated to Louisiana's shores from France. Cooking together is a family tradition as evidenced every Sunday in Edible's kitchen as everyone from grandparents to grandchildren, pitch in to manufacture, bottle and market Louisiana Sisters products.

"Louisiana Sisters has grown by leaps and bounds since signing up as a tenant," says Gaye Sandoz, Edible Enterprises' Marketing and Tenant Services Director. "It's our mission to help grow Louisiana businesses so watching them achieve that level of success is the most exciting part of what we do."

Louisiana Sisters' products are sold in 50 stores in Southeast Louisiana and on its website, www.louisianasisters.net.



**GOODWILL INDUSTRIES OF SOUTHEASTERN LOUISIANA, INC.
GOODWORKS, INC. AND GOODWILL INDUSTRIES BUILDING, INC.**

Combined Statement of Activities
For the Year Ended December 31, 2010

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Sales Revenue				
Retail Stores	\$ 10,960,850	\$ -	\$ -	\$ 10,960,850
Contributed Revenue-Donated Goods	4,319,715	-	-	4,319,715
Salvage	751,044	-	-	751,044
Total	<u>16,031,609</u>	<u>-</u>	<u>-</u>	<u>16,031,609</u>
Vocational Training Revenue				
Janitorial Contracts	5,992,145	-	-	5,992,145
Total	<u>5,992,145</u>	<u>-</u>	<u>-</u>	<u>5,992,145</u>
Other Sources of Income				
Federal Financial Assistance	6,147,445	-	-	6,147,445
Contributions	500,997	-	-	500,997
Grant Income-City of New Orleans	960,934	-	-	960,934
Interest Income	734,846	-	-	734,846
State Tax Credit Revenue	348,426	-	-	348,426
Gain on Sale of Net Assets	4,283	-	-	4,283
Miscellaneous	74,520	-	-	74,520
Total	<u>8,771,451</u>	<u>-</u>	<u>-</u>	<u>8,771,451</u>
Total Revenue	<u>30,795,205</u>	<u>-</u>	<u>-</u>	<u>30,795,205</u>
Expenses				
Retail Program- Cost of Goods Sold	4,248,907	-	-	4,248,907
Program Services	21,846,484	-	-	21,846,484
Management and General	3,700,803	-	-	3,700,803
Total Expenses	<u>29,796,194</u>	<u>-</u>	<u>-</u>	<u>29,796,194</u>
Change in Net Assets	999,011	-	-	999,011
Net Assets, Beginning of Year	<u>16,738,824</u>	<u>-</u>	<u>-</u>	<u>16,738,824</u>
Net Assets, End of Year	<u>\$ 17,737,835</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 17,737,835</u>

Community Contributors

Thanks to the patrons and companies that sponsored Goodwill's Awards Banquet for program participants, volunteers and staff.

Benoit & Associates

Computer Network Consultants

Eustis Insurance & Benefits

Mathes Brierre Architects

Ray & Beverly Nichols

Robert Cannon

Ricardo Thomas

Whitney National Bank

Morgan Williams

GOODWILL WORKFORCE DEVELOPMENT CENTER

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

JOB 1 CAREER CENTER

Operated by Goodwill Industries
3400 Tulane Avenue, Suite 1000
New Orleans, LA 70119
504.658.4500

3520 General DeGaulle Dr., 1st Floor
New Orleans, LA 70114
504.364.5625

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

OUR RETAIL LOCATIONS

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

790 North Highway 190
Covington, LA 70433
985.892.3937

DENHAM SPRINGS

1431 South Range Avenue
Denham Springs, LA 70726
225.665.9013

GONZALES

306 South Airline Highway
Gonzales, LA 70737
225.647.6002

HAMMOND

2722 West Thomas Street
Hammond, LA 70401
985.345.9688

HOUMA

1750 Martin Luther King Blvd.
Houma, LA 70360
985.223.0748

KENNER

397 West Esplanade Ave.
Kenner, LA 70065
504.467.1467

MANDEVILLE

4940 Highway 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 AVE

3400 Tulane Avenue
New Orleans, LA 70119
504.483.9932

RIVER RIDGE

9323 Jefferson Highway
River Ridge, LA 70123
504.737.7838

SLIDELL

184 Gause Blvd.
Slidell, LA 70460
985.649.2909

WALKER

29770 Walker Rd.
Walker, LA 70785
225.667.3668

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