

# 2021

## REPORT TO THE COMMUNITY



**WE'RE DOING GOOD.  
WE'RE GOODWILL.**





## MISSION STATEMENT

Goodwill of Western and Northern Connecticut strengthens communities by helping people with disabilities and other disadvantages maximize independence through job training and other support services.

## BOARD OF DIRECTORS

Our volunteer Board helps connect us to our community, set the vision for our future, provide fiduciary oversight, and ensure that our mission is reflected in measurable results and impact. Drawn from business, legal, real estate, retail, marketing, and finance backgrounds, the Board guides and advises the leadership team.



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♥ In memory of Suzanne – over a decade of service to our organization, we are forever grateful for her contributions.

# COMMUNITY IMPACT REPORT



**34** CONNECTED WITH  
EMPLOYERS AT  
HIRING EVENTS



**81** PEOPLE  
VOLUNTEERED  
AT GOODWILL



**212**  
ATTENDED  
SKILL BUILDING  
WORKSHOPS

**759**  
ENTERED  
EMPLOYMENTS

**854**  
TEAM MEMBERS

**3,302**  
INDIVIDUALS HELPED  
AT CAREER CENTERS



**4,332**  
CONNECTICUT  
RESIDENTS SERVED

**1,140,022** DONATION VISITS



**1,746,239**  
RETAIL TRANSACTIONS



**23,025,075** POUNDS OF TEXTILES  
AND HOUSEHOLD ITEMS  
DIVERTED FROM LANDFILLS

# THE GOODWILL GIVE BACK!

As the COVID-19 health pandemic continued to create havoc for businesses across the State in 2021, we saw the need and opportunity where our organization could play an impactful role in assisting employment recovery efforts in the severely compromised Connecticut restaurant industry.

We jumped into action, partnered with the *Connecticut Restaurant Association*, and created the *Goodwill Give Back*. An initiative designed where every **5,000 donation instances** at our donation locations throughout April would result in us giving back **\$1,000** to the *Connecticut Restaurant Relief Fund*, which provides immediate financial relief designed to save these businesses and protect its workforce. We believe it is vital to support and give back to our local communities, and we're thrilled to have partnered with the *Connecticut Restaurant Association* and *Give Back* a total of **\$20,000**!

These efforts provided Goodwill the ability to issue four Connecticut restaurants with **\$5,000** grants each! We're proud to do **Good**!

CONNECTICUT  
Restaurant  
ASSOCIATION





# COACH CAMPAIGN

Have you met “Coach”? In the Fall, we rolled out a creative campaign affectionately known as “Coach.” The concept came from understanding the critical role that our Career Coaches play in the lives of job seekers. “Coach” delivers a lighter view of the outcomes we are after. While our Coaches are very serious about getting people jobs, you can find some of them doing the same dance as “Coach” when they learn our clients landed the job!



Scan this QR code  
to watch our Career  
Coach Video.



## CAREER CENTERS

Our Career Centers remain an integral part of the employment journey for the people we serve. In 2021, we helped **3,302 people** towards their career goals using six strategically placed centers around Connecticut. Each one provides free one-on-one personalized services. Whether in person or online, we are committed to empowering job seekers to develop their skills and get the jobs they need to support themselves and their families.

### CAREER CENTER LOCATIONS:



Scan this QR code  
to learn more  
about Goodwill's  
Career Services.







## IS FLOURISHING!

In our second year of operation, we've seen an exciting increase of 117.9% in total sales, with Shopgoodwill generating revenue of **\$2,360,643.86** in 2021! Monthly sales and daily auctions continue to rise, with **over 300 new items** listed daily!

Our Shopgoodwill website received an overhaul with a refined appearance, new logo, and mission messaging. Website updates also included a new mobile app that's already had over **3,000 downloads!**

We had an exciting year being featured on national media outlets including TMZ and Forbes Magazine for the sale of an early addition *Legend of Zelda* Nintendo game cartridge. This was the **highest selling item ever** on Shopgoodwill, with a record-breaking auction sale of **\$412,000!** Other interesting items sold include a framed *Louis Vuitton* tribute painting and a framed piece of linen cloth from the coffin in which George Washington was interred at Mount Vernon. Jewelry, collectibles, and clothing also proved to be big selling categories.



Online thrift shopping with meaning. Shop for "Good" and visit our online store at:





# INFLUENCERS

Social continues to be an excellent way to connect with the public outside of our locations. It also has provided us opportunities to engage with ambassadors of our brand. This engagement has led to campaigns like Handpicked – a unique shopping experience unveiled at our Glastonbury Store in August 2021.

Local stylist and Instagram influencer [@nicoleincolour](#) placed tags on items she spotted each week. Customers then had the opportunity to purchase these **handpicked** treasures – creating a buzz for shoppers who might otherwise not have recognized the value in an item!

Our social community has become a blend of people focused on fashion, DIY, sustainable living, and more. We look forward to working with more local ambassadors and influencers to connect with people and share the benefits of Goodwill.

Join us by following  
our social accounts!



# FINANCIAL REPORT

## 2021

### WHAT THE COMMUNITY GAVE TO GOODWILL

#### Sources of Funds

Sales (Clothing, Furniture, and Other Items)	\$39,441,463	76.38%
Vocational Services	\$8,087,070	15.66%
Public Support	\$464,516	0.90%
Other	\$3,643,008	7.06%
<b>TOTAL</b>	<b>\$51,636,057</b>	<b>100%</b>

What we received. **\$51,636,057**

\* Post-audit figures

### WHAT GOODWILL GAVE BACK TO THE COMMUNITY

#### Application of Funds

Wages & Benefits	\$26,781,052	55.88%
Supplies & Services Purchased	\$6,164,481	12.86%
Occupancy Costs (rent, utilities, telephone, etc.)	\$9,550,143	19.93%
Management & General	\$3,536,416	7.38%
Outreach & Other Operating Expenses	\$1,838,688	3.84%
Fundraising	\$50,964	0.11%
<b>TOTAL</b>	<b>\$47,921,744</b>	<b>100%</b>

What we gave back. **\$47,921,744**

\* Post-audit figures

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## PARTNER \$5K+

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This report recognizes donors who contributed in 2021. We sincerely apologize if a name has been omitted or misspelled.

