



# THE YEAR OF RESILIENCE 2020

WHAT WE DO TODAY IS  
WHAT MATTERS THE MOST.

GOODWILL  
ANNUAL REPORT





## 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 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.

**Jeff Wieser**  
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## ADVISORY COMMITTEE

**Bill Ridolfi**  
**John Ostaszewski**  
**William Sawch**  
**Morag Vance**

## PRESIDENT'S MESSAGE

Dear Goodwill Friend,

2020 was a year truly unlike any other – for all of us. Yet 2020 was a year of growth for Goodwill of Western and Northern Connecticut – GWCT, and not only did we survive, but we also came out of the experience a better organization in many ways.

All that we accomplished last year was a result of generous donors like YOU! Our donation centers accepted your goods, working busily during the depths of the pandemic in the Northeast, and our stores quickly reopened in June to provide jobs to our Team Members and the bargains our customers have come to expect and deserve!

As a locally incorporated, locally-run non-profit organization, Goodwill of Western and Northern Connecticut relies on your household goods donations and the revenue generated from our retail stores to help fund our mission of getting people to work.

We also rely on generous financial donations from the public. If you are in a position to help, please consider a gift to Goodwill today. Any amount of support is appreciated. You can donate securely online at [www.gwct.org/giveagift](http://www.gwct.org/giveagift).

All the best,

Jeffrey Wieser  
President & C.E.O.



# GOODWILL GIVES BACK



## IN THE SPRING OF 2020, COVID-19 SHOOK OUR LOCAL COMMUNITIES AND ENTIRE NATION.

We felt compelled to do something that would make an immediate impact in helping others. It was clear that our frontline healthcare heroes working around the clock would benefit from any assistance they could receive.

With great teamwork, our Team Members performed a full out search from our donated goods inventory and unearthed over 650 medical scrubs. We reached out to Hartford HealthCare expressing desire to donate these scrubs to their team of doctors, nurses, and frontline responders for which they were extremely grateful. We then partnered with Soapy Suds Laundromat in Hartford, CT who sorted, cleaned, and individually bagged these scrubs in preparation for our upcoming donation. On April 20<sup>th</sup>, 2020, we proudly donated these scrubs to Hartford Hospital where they were made available to direct care Team Members in need.

GOODWILL  
DONATES  
MORE THAN

**650**  
SCRUBS TO  
HARTFORD  
HEALTHCARE



## DEI ADVISORY COMMITTEE

Building Bridges, not Barriers

In the Spring of 2020, Goodwill took a step back to pause, listen, and share resources to understand the injustices occurring around us. We recognized the importance of moving forward with purpose; to amplify and uplift a workplace that delivers for everyone. But how do you accomplish that in an organization? The Diversity, Equity, and Inclusion Advisory Committee took on this challenge and began developing steps to achieve unity in our business that represents this effort.

The road to a community that identifies imbalances, supports growth, and distributes evenly to all Team Members is a journey with no end game but consistent improvement always. We are excited to see the DEI Advisory Committee efforts in motion, including Team Member training, wage analysis, and setting data points for the organization that supports an 'opportunities for all mindset.' Monthly communications encourage our Team Members to recognize our differences and embrace the strength that comes from what makes us unique.



# COMMUNITY IMPACT REPORT

**105** PEOPLE  
VOLUNTEERED  
AT GOODWILL



**232** CONNECTED WITH  
EMPLOYERS AT  
HIRING EVENTS



**523**  
ATTENDED  
SKILL BUILDING  
WORKSHOPS

**895**  
ENTERED  
EMPLOYMENTS

**955**  
TEAM MEMBERS



**4,225**  
INDIVIDUALS HELPED  
AT CAREER CENTERS



**5,720**  
CONNECTICUT  
RESIDENTS SERVED

**1,085,084** DONATION VISITS



**1,306,832** RETAIL TRANSACTIONS

**19,312,272** POUNDS OF TEXTILES  
AND HOUSEHOLD ITEMS  
DIVERTED FROM LANDFILLS



## GOODWILL GROWS SHOPGOODWILL!

Since launching 17 months ago, our e-commerce department has grown from a two-person to a 20-person team. In our first full year, we achieved **\$1.1 million** in sales! While you can still find unique treasures inside our 21 stores, the Shopgoodwill platform allows us to showcase rare, vintage, and precious items to maximize their value. Monthly sales and daily auctions continue to rise, with over 200 new items listed daily. We're currently seeing **4,000 items sell** each month!

While jewelry and musical instruments tend to be our most popular categories, we've sold empty vintage video game boxes, vintage currency and political cartoons. Our highest sold auction to date was a "Magic: The Gathering" collectible card lot that sold for **\$8,000!**

Experience the thrill of the hunt from home; visit our online e-commerce store at:  
[www.shopgoodwill.com/bridgeport](http://www.shopgoodwill.com/bridgeport).

# LEAVE A LEGACY FOR THE FUTURE

## YOU CAN SHARE YOUR GOODWILL AND MAKE AN IMPACT ON GOODWILL'S PROGRAMS AND SERVICES BY CREATING A LASTING GIFT TO GOODWILL.

When you name Goodwill in your will, it leaves a legacy that benefits future generations, while also providing the tax advantages of philanthropic giving. Goodwill of Western and Northern Connecticut is a 501(c)(3) non-profit organization, and charitable gifts are tax deductible to the fullest extent allowable by law. Goodwill cannot render any legal or tax advice. Please consult your attorney and/or financial advisor before making a decision.



## 2020 FINANCIAL REPORT

### WHAT OUR COMMUNITY GAVE TO US.

#### SOURCES OF FUNDS

Sales (Clothing, Furniture and Other Items)	\$28,353,040	73.37%
Vocational Services	\$9,158,248	23.70%
Public Support	\$412,668	1.07%
Other	\$720,313	1.86%
<b>Total</b>	<b>\$38,644,269</b>	<b>100.00%</b>

### WHAT WE GAVE BACK.

#### APPLICATION OF FUNDS

Wages	\$20,743,760	45.95%
Payroll Taxes and Benefits	\$5,614,271	12.44%
<b>Total Payroll Expenses</b>	<b>\$26,358,031</b>	<b>58.39%</b>
Supplies and Services Purchased	\$7,196,754	15.94%
Telephone and Postage	\$235,345	0.52%
Occupancy and Transportation	\$9,309,684	20.62%
Facilities and Equipment Renewal	\$2,045,336	4.53%
<b>Total</b>	<b>\$45,145,150</b>	<b>100.00%</b>

Post-audit figures

**BUILDER \$10K+**

Robert Aldelstein Estate  
Robert J. Bauer Family Foundation  
The Jones Foundation

**PARTNER \$5K+**

The Hoag Family Charitable Trust  
Cornelia Cogswell Rossi Foundation

**SPONSOR \$2.5K+**

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**Thank You!**

This report recognizes donors who contributed in 2020. We sincerely apologize if a name has been omitted or misspelled.





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