

WORK THROUGH CHALLENGING TIMES

ANNUAL REPORT 2020

MORGAN MEMORIAL GOODWILL INDUSTRIES





GOODWILL'S MISSION IS TO HELP INDIVIDUALS WITH BARRIERS TO SELF-SUFFICIENCY TO ACHIEVE INDEPENDENCE AND DIGNITY THROUGH WORK.

NOT CHARITY, BUT A CHANCE.

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ANNUAL REPORT



A MESSAGE TO OUR FRIENDS FROM THE PRESIDENT AND CEO

Dear Friends of Goodwill:

As we started 2020, we anticipated that it would be a special year because it was Goodwill's 125th anniversary as the first and founding Goodwill. The pandemic, the economic downturn, and the racial reckoning intervened and we marked our anniversary by continuing our 125-year history of resilience and responding to the needs of the communities we serve. We know it's important to work in challenging times.

Goodwill's mission is to help individuals with barriers to self-sufficiency to achieve independence and dignity through work. In 2020, we adopted new methods to help the individuals we serve, including providing online options for job training and career services. We refurbished donated computers to provide access for those without technology at home. And, we created socially distant ways to continue delivering services for the community, including Thanksgiving baskets for families in need and holiday toys for local children.

Early in the year, we underwent our triennial review by CARF International, an independent accreditation organization. We were accredited with no recommendations, an exemplary result that only three percent of organizations achieve.

As we look to 2021, we expect to continue to be called on to be resilient as we reimage new ways to achieve our mission. We are grateful for the support from our board, our funders, our customers, our donors, our friends, and our community and business partners who come together to help people work in challenging times.

Sincerely,

Joanne K. Hilferty President and CEO

Morgan Memorial Goodwill Industries



MORGAN MEMORIAL GOODWILL INDUSTRIES



CAREER SERVICES

When **Sebyera Bundu** came to MassHire Boston Career Center, the one-stop career center Goodwill operates, she was at the end of her rope.

She was living in a shelter with her young son and feeling anxious about the future. She had been enrolled in a nursing program that had recently lost accreditation and she was unemployed. Sebyera knew she needed to get back on track.

At MassHire, Sebyera attended several workshops and met with a career advisor who helped her review her options. She decided to enroll in a medical assistant training program. MassHire referred her to Boston Career Institute and helped her navigate the process to secure housing.

Sebyera completed her training program without interruption. However, her internship at Tufts Children's Hospital was put on hold for several months because of the pandemic. "It was frustrating," she said. Throughout the process, MassHire staff supported Sebyera.

The internship resumed in the summer and when she completed it, Sebyera was hired full-time as a medical assistant and coordinator at the hospital. "It has been great," Sebyera said of her new job. "I love working with children. I'm thankful that everything eventually worked out the way it did."

Sebyera said MassHire was there to help when she needed it most. "The staff at MassHire was very knowledgeable and helped me figure things out."

Sebyera was among the 4,699 individuals served this past year by MassHire Boston Career Center. MassHire provides career counseling services, career resources, referrals to training, labor market information, access to employers, and other services

to job seekers. It also provides intensive services to targeted job seekers in need of assistance including mature workers, young adults entering the workforce, and citizens returning from corrections.

The career center also assists direct referrals from the Department of Correction, the Department of Elementary and Secondary Education, the Department of Transitional Assistance, and the Department of Veterans Affairs.

The career center had to quickly expand its virtual offerings due to the coronavirus. A partnership with Indeed, the largest job site in the world, helped the career center boost virtual services and provide new online resume tools. MassHire was also able to access exclusive Indeed job postings.

During the year, the career center engaged 141 employers in recruiting on-site and virtually and held 94 recruitment events and three job fairs. Some of the employers hiring individuals through MassHire included Beth Israel Deaconess Medical Center, Boston College, Feeney Brothers, the U.S. Postal Service, and Webster Bank.

"I love working with children. I'm thankful that everything eventually worked out the way it did."

- Sebyera Bundu

JOB TRAINING

Every day, **Alicia Monteiro** tries to comfort individuals who are dealing with isolation due to the coronavirus pandemic. Working as a brain injury residential counselor at Eliot Community Human Services in Braintree, Alicia sees her residents struggle because of limited social interactions.

Alicia is helping others now. When she came to MassHire Boston Career Center, she had been unemployed for more than a year and needed help herself. A career advisor told her about Goodwill's Human Services Employment Ladder Program (HELP), which prepares people to work in human services.

Alicia was hired at Eliot before she graduated in early March. Alicia has stayed in her job throughout the pandemic, making sure that those in her residence are supported. Goodwill's HELP program gave her the tools to navigate along the way, she noted.

"It was a good fit for me," Alicia said of HELP. "It was exactly what I was looking for."

Alicia is hopeful that life for her residents will become more normal soon. "Right now, we are focused on keeping everyone healthy and safe," she said. "That is the most important thing."

Alicia was one of 351 served in Goodwill's job training programs offered in Boston, Salem, and Springfield. Goodwill provided services tailored to meet their individual needs including case management, work readiness training, skills training, on-the-job training, job placement, and post-placement supports. In addition to HELP, Goodwill also offers First Step, a job readiness program; employment supports for individuals with developmental disabilities; and Project SEARCH for students with disabilities aging out of Boston Public Schools. During the year, Goodwill provided a combination of in-person and virtual services.

Goodwill actively engages employers in its job training programs. HELP has 13 human services employers engaged in the program including Arbor Associates, Pine Street Inn, and Whittier Street Health Center. Project SEARCH operates in conjunction with New England Baptist Hospital and Spaulding Rehabilitation Hospital.

The organization offered day programs for 185 individuals with cognitive and developmental disabilities. In addition, Goodwill worked with 66 public school students with disabilities from Boston, Chicopee, Palmer, and Springfield.





Rafael Dingui has grown a lot at Goodwill.

When he first came to Goodwill through the Massachusetts Department of Developmental Services, Rafael had a difficult time following directions and communicating with his peers, according to his case manager.

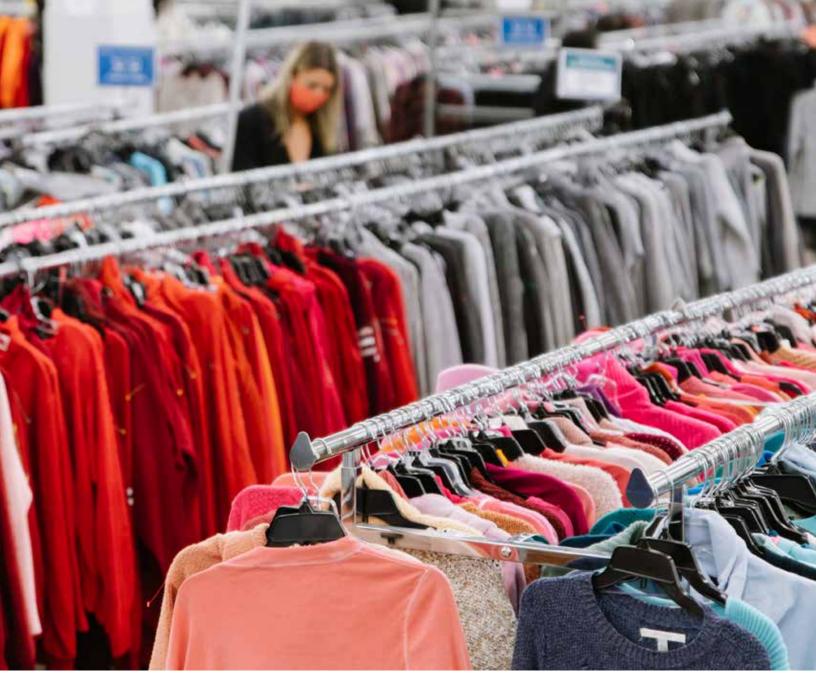
Rafael participates in Goodwill's Employment Supports Program, which prepares individuals with developmental disabilities for work. The program provides training and case management to help participants improve social skills, become job ready, learn on-the-job, and move to competitive employment when they are ready.

Working with Goodwill staff, Rafael became a better communicator and improved his listening skills. He paid closer attention. Soon, Rafael became involved in on-the-job training in Goodwill's retail enterprise. He trained on the tasks associated with being a material handler in the Springfield distribution center, while also learning about other positions and supporting other trainees.

A social person with a friendly and outgoing personality, Rafael struggled a bit when Goodwill had to temporarily stop production at the Springfield distribution center in the spring. "I missed seeing everyone," he said. "It was hard not coming here every day."

Despite that brief setback, Rafael has demonstrated his skills on the job, is proud of the progress he has made, and wants to move to competitive employment in the community.

"I love to work," he said with a smile.



SOCIAL ENTERPRISES

Goodwill's social enterprises in retail, computer recycling, and housekeeping and janitorial services play important roles in the organization's ability to help individuals gain the skills they need to enter and succeed in the workplace.

In addition to offering training opportunities to more than 350 participants last year, the retail enterprise, Goodwill's largest, provides on-the-job training opportunities for program participants; offers access to clothes and household goods at affordable prices for individuals and families looking to stretch their dollars; provides a vehicle for recycling; and creates economic vitality for the communities where stores are located.

Last year, the retail enterprise provided on-the-job training to more than 195 participants. It collected nearly 29 million pounds of clothing and household goods from local communities through its stores, attended donation centers, and recycling centers. And, it recorded nearly 940,000 customer transactions at the Goodwill stores.

Like other retail organizations, Goodwill suspended operation of its stores early in the pandemic and then gradually reopened them. It kept its donation centers open throughout and saw a steady stream of donations as more people were working from home and de-cluttering.

Goodwill's computer recycling program with Dell Reconnect creates job opportunities and gives residential donors an environmentally friendly way to dispose of old computer equipment. During the pandemic, Goodwill refurbished donated computers and provided them to program participants in order to allow them to access services virtually.

Through the AbilityOne program, Goodwill participants with significant disabilities perform housekeeping and janitorial services at federal buildings. Goodwill has 34 individuals in this program and they help maintain 7 million square feet of government properties, including Hanscom Air Force Base and the Barnes Building in South Boston. The work was considered essential and the Goodwill team helped keep federal buildings open and operational without interruption.



Goodwill runs a computer recycling program with Dell Reconnect.

GOODWILL STORES AND DONATION **CENTERS**

GOODWILL STORES

Allston/Brighton **Amherst Boston** Cambridge Chicopee **Danvers Hyannis** Hyde Park Jamaica Plain Northampton **Palmer** Quincy Somerville South Boston Worcester

ATTENDED DONATION **CENTERS**

Arlington **Boston** Chelmsford Concord Lexington Newton North Andover Peabody Reading Sudbury Swampscott Woburn

DONATION SITES AT RECYCLING CENTERS

Barnstable **Dennis** Hanover Harwich Hingham Mashpee Medfield Needham Plymouth Southborough Wayland Wellesley Westborough Weston Yarmouth



WORK THROUGH CHALLENGING TIMES

Spaulding Rehabilitation Hospital - Creating Opportunities and More

Chris Turner, a Goodwill participant who works in food services at Spaulding Rehabilitation Hospital, testified at the Massachusetts State House in October 2019. He joined executives from Goodwill, Spaulding, and American Surgical Company to advocate for support for employment opportunities for individuals with developmental disabilities.

Goodwill and Spaulding have collaborated for many years to create employment opportunities for individuals with disabilities, including raising awareness among other employers.

Chris came to Spaulding through Project SEARCH, a national model that Goodwill, Spaulding, and Boston Public Schools have been collaborating on since 2014. The program provides school-year long internships to prepare young adults with developmental disabilities for employment.

Over the years, Goodwill and Spaulding have expanded their partnership to create more job and training opportunities. In addition to graduates from Project SEARCH, Spaulding has hired a number of participants from Goodwill's Employment Supports Program, which is designed to help adults with disabilities obtain employment. Today, Chris is one of eight former trainees working at Spaulding.

"It's amazing to see the Project SEARCH students and other Goodwill participants grow and develop and really become a part of the fabric here. They mature so much and learn great job skills," said Colleen Moran, Director of Workforce and Inclusion Programs at Spaulding, "The hugely pleasant surprise for Spaulding was how much it's done for our culture – it creates training opportunities and it creates camaraderie, just a whole different kind of spirit."

Added Elyse Forbush, Director of Nutrition and Food Services at Spaulding: "This program has created a more patient and inclusive work environment. Collaborating with Goodwill has led to hiring excellent, committed and long-term employees, such as Chris, who otherwise may have not had this opportunity."

Over the years, Spaulding has also provided financial support to Goodwill. This has included a grant to support the organization's programs for people with developmental disabilities, as well as sponsorship of The Good Party, Goodwill's signature event.

"The Spaulding team's collaborative approach makes them wonderful partners," said Joanne Hilferty, President and CEO of Goodwill. "They are creating life-changing opportunities for individuals who face tremendous challenges. We look forward to continuing our work together and creating more

opportunities for people who face barriers to employment."

Goodwill participants and their supervisor at Spaulding Rehabilitation Hospital, from left, Marlon Germain, Chris Turner, Malik Heywood-Miner, supervisor Scott Harrison, Chrissy Baneky, and Bernoulli Pierre-Louis.



GOODWILL BY THE NUMBERS



INDIVIDUALS SERVED IN MISSION SERVICES

- Job-oriented training program participants: 351
- MassHire Boston Career Center members: 4,699
- Day programs for individuals with disabilities: 185
- AbilityOne: 34
- Total served: 5,235



GOODWILL

- Employees: 351
- Paid trainees: 196
- Facilities: 17
- Cash gifts: 6,629
- Massachusetts communities served: 319



- Pounds of donated goods: 28,853,000
- Individual donations: 721,325
- Donation sites, not including stores: 27
- Customer transactions: 939,882
- Number of stores: 16





COMMUNITY OUTREACH

- · Volunteers: 227
- Thanksgiving meals served: 1,172
- Holiday toys
- distributed: 940
- Clothing Collaborative for Job Trainees: 329



BUSINESS ENGAGEMENT

- Employers engaged: 154
- On-site and virtual recruitment events: 94
- Job fairs and mass hiring events: 3
- · AbilityOne worksites: 6
- Businesses contributing goods: 93

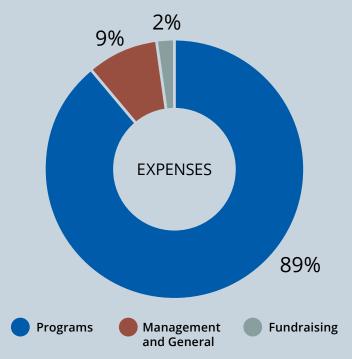
2020

Data for fiscal year 2020.

2020 FINANCIAL REPORT

Goodwill strives to be efficient and effective in the use of funds raised to support its mission services and 89 cents of every dollar spent went to programs that helped transform lives.

In 2020, Goodwill had total revenue of \$36,601,991, total expenses of \$38,145,483 and net assets of \$29,528,092



VOLUNTEERS

The following companies and organizations provided groups of volunteers to assist with community events at Goodwill throughout the year.

Baker Square Condominiums
Bank of America
BDO
Bindable
Boston Private
Boston University Athletic
Training Department
Central Boston Elder Services
Deloitte

Foundation Medicine Gallagher

Goodwill's Young Professionals Committee Grant Thornton John Hancock Liberty Mutual New England Baptist Hospital People's United Bank Regis College

Sallie Mae Santander

Senator Edward Markey's Office

The Boston Club T-Mobile

VPNE Parking Solutions

Wayfair

BUSINESS AND COMMUNITY PARTNERS

Goodwill works with hundreds of businesses and organizations every year to connect job seekers to jobs or provide learning opportunities for its participants. These include businesses who work with MassHire Boston Career Center or a Goodwill training program. Goodwill also works with businesses that donate clothes or other goods to the Goodwill stores or who support Goodwill's community events.

ABACS

Above & Beyond Home Health

ACE Employment Services

Action for Boston Community Development

ACTS Aviation Security

Adecco

Advance Home Care Solutions

Advanced Auto Parts Distribution Center

Advantage Sales

Advantage Staffing Solutions

Aerotek

Aireko

Aire Serv

A & J King Artisan Bakers

The Allen Daniel Associates

Allied Universal

Alta Bicycle Share

Amada Senior Care

American Airlines Credit Union

American Surgical Company

Ames Landscape

Antico Snow Removal

AP Fragrance

Applus Technologies, Inc.

ARAMARK

Arbor Associates

ARC Document

Arimann Building Services

Arrow Security

Associated Home Care

Atlantic Battery

AT Surgical

AvalonBay Communities

Avis Rental Car

Bank of America

Barnstorm

Barrett Tree Service East, Inc.

Bay Cove Human Services

Beantown Productions

Beasley Media Group

Beneficence Home Health

Bernett Research

Best Buy

Beth Israel Deaconess Medical Center

Big Y

BNY Mellon

BUSINESS AND COMMUNITY PARTNERS (CONTINUED)

Bon Me

Boston America Corp. Boston Children's Hospital

Boston College

Boston Fire Department **Boston Harbor Cruises Boston Medical Center Boston Public Library Boston Public Schools Boston Super Tours Boston University**

Boston Water & Sewer Commission

Boys & Girls Clubs of Boston

Brandon School

Brigham & Women's Hospital

Brinks

Call4You Marketing **CAM Employment Services**

Cambridge Rehabilitation and Nursing

Center Camilla's Bridal

Canon

Caranado Gourmet Meats

Casa Esperanza Casa Myrna

Case Snow Management

Center Plate Centerline Chartwells

The Cheesecake Factory Children's Services of Roxbury

Citizens Financial Group

City of Boston **Cleary Consultants**

CNS Academy for Healthcare

Professionals Coca-Cola

College Bound Dorchester Colwen Management

Comcast

Commonwealth Limo Communities for People **Community Catalyst**

Community Music Center of Boston Community Resources for Justice

Community Servings Community Survival Center **CoNCERT Pharmaceuticals** The Container Store

Cornerstone Consulting Group

Corporate Chefs Costa Fruit & Produce Cristina's Bridal Crosby's Markets Crossmark **Cumberland Farms CVS Pharmacy**

Cybba Technologies **Daily Table**

Dana Farber Cancer Institute

Dancing Deer

Davco Security Systems Day Brook Village Senior Living

Delta Airlines

Dennis East Deloitte DHL DICOM

Dig Inn **Dominion Healthcare** The Dimock Center Donna Cakes

Dunkin' East Boston Savings Bank

Eastern Bank **Eataly Boston Ehrlich Pest Control**

Eliot Community Human Services El Morro Bakery and Restaurant

Emerald Bridal EMPath

ERC Wiping Products Expert Staffing

Express Employment Professionals Families for Excellent Schools

Fantini Bakery Faulkner Hospital Faulkner Labs

FedEx

Fenway Community Health Center

First Nick Painting Company

Flagship FleetLogix Fresh Truck Friendly's Frito-Lay

Gallagher

Fuku Boston Seaport G2 Secure Staff **G4S Secure Solutions**

Gate Gourmet Gate Safe Security **GCA Services Group** Global Healthcare Services The Global Partners Group

Global Services Grant Thornton Gravestar

Greater Lynn Senior Services

GreenKiss Staffing GROW Associates The Guild

Hands to Heart Center Harvard Vanguard Medical

Hertz Hildebrand Hire Partnerships Hitchcock Shoes **HMS Host** The Home Depot

Home for Little Wanderers

HomeGoods House of Blues HouseWorks Hubway/Motivate **Hudson Group Hyatt Hotels**

IKEA

Internal Security Associates

International Shoppes

Innovation Distribution Services

J & L Painting

J.A. Bullock Landscaping **IB Pride Uniforms Jo-Ann Stores** Job Corps JRI/STRIVE

Judge Rotenberg Educational Center

Keolis Transportation KeyPoint Partners King & Bishop **Kool Smiles** The Kraft Group KSM Staffing Labor Ready Landscape Express La Sposa Bridal LAZ Parking LeVangie Electric Liberty Mutual

London Harness Company

LSG Sky Chef

MAB Community Services

Macy's

Madison Park Development

Corporation

Madison Security Group **Maloney Properties** Manhattan Bridal Manpower Mark-A-Lot Marriott Hotels Marshalls Masis Staffing

Massachusetts Bay Transportation

Authority

Massachusetts Convention Center

Authority

Massachusetts Department of Conservation and Recreation Massachusetts Department of

Transportation

Massachusetts General Hospital Massachusetts Registry of Motor

Vehicles

MassDrive Insurance Group MassHire Boston Workforce Board

Match Education Match Marketing Maximus **MBHP**

McLean Hospital Melba Express

Metro Boston Housing Authority

Metro Credit Union

MetroPCS

Micro Tech Staffing Group Military Sealift Command

Millennium Place

Mooyah

Museum of Fine Arts Museum of Science

MV Transportation

NACA

The Nagler Group National Ambulance

NE-CAT

NESCO Resources NESCTC Security New Balance

New England Baptist Hospital New England Patriots Charitable

Foundation

New Hire Partnership

Newmarket Business Assocation

News America Marketing NEXUS Staffing Group

Ninety Nine Restaurant & Pub NORC at the University of Chicago

Nordstrom Nordstrom Rack Northeastern University Northeast Treaters, Inc.

Num Pang Nurtury

Occasions Bridal Ocean Spray Ocean State Job Lot

Old Navy

Old Town Trolley Tours

Olive Garden

Omni Hotels & Resorts OnSite Marketing OnSource

Operation A.B.L.E. Overture Partners Pacific Packaging

Panera Bread Foundation The Panther Group

Partners HealthCare at Home Pascoe Workforce Solutions Peabody Essex Museum Peabody Properties

Peach PEAK Events Peapod

Perkins School for the Blind

P&G

Phoenix Marketing Piedmont Airlines Pine Street Inn

Popeyes Louisiana Kitchen

P & R Ice Cream

Prestige Worldwide Enterprises

PriceRite
Primark
Project Hope
Project Smile
Providers' Council
Pure Hockey
Quantum Elite
Ramada Inn

REI

Reliable Temps Inc. Remetronix Revere Hotel RG Solution **RGIS Inventory Specialists**

The Ride

Riverside Community Care

Rockland Trust Rosie's Place

Roxbury Community College

Royal Hospitality Riley Brothers Salvation Army Santander Bank SBA Contractors

Sears SecurAmerica Securitas

Security Industry Specialists, Inc.

Seven Hills Foundation

Shaw's

Sheraton Hotel

SMX Snap Chef SNI Financial

Snow Case Management South Boston Yacht Club Southeast Cleaning Southwest Airlines

Spaulding Rehabilitation Hospital

SSC Security

St. Elizabeth's Medical Center St. Mary's Center for Women &

Children Stacy's Pita Stanley Services Starbucks

Stavros Center for Independent Living Fiscal Office

StayPineapple Hotel Sterilite Sterlingwear Stop & Shop

Suburban Home Health Care

Summit Careers

Summit Retail Solutions, Inc.

Suya Joint Sweetgreen Swissport Sysco T-Mobile Table Talk Pies Target TD Garden Tech Needs Textron

TForce Direct

T.J. Maxx The TJX Companies, Inc. Thomas Construction

Timberline Communications, Inc. Top of the Line Barbershop

TransCore

Transportation Security Administration

Travel Traders Travelex

Tremont Credit Union Trinity Services

Tri Wire

Tropical Foods Tropical Products Tufts Medical Center

Uniglo

Universal Forest Products

UPS

Urban League of Eastern Massachusetts

U.S. Customs & Border Patrol U.S. Department of Justice U.S. Postal Service

VA Boston Healthcare System -West Roxbury Campus Valley Opportunity Council

Vans

Verizon Wireless

Verts Mediterranean Grill Vinfen Corporation VPNE Parking Solutions

Wagamama Walmart

Walnut Street Center Waste Management

W.B. Mason Wegmans

Weichert, Realtors-Hudson Morgan

Group

Whittier Street Health Center

Whole Foods Market Willow Tree Farms Wok & Talk YouthBuild Boston

GOVERNMENT PARTNERS

Goodwill works with a variety of government agencies and quasi-government partners that support its mission services.

Boston Office of Workforce Development

Boston Private Industry Council Boston Public Schools Chicopee Public Schools Massachusetts Department of

Correction

Massachusetts Department of Developmental Services Massachusetts Department of Transitional Assistance

Massachusetts Executive Office of Labor and Workforce Development Massachusetts Executive Office of Public Safety and Security Massachusetts Rehabilitation

Commission MassHealth

MassHire Boston Workforce Board

Palmer Public Schools Springfield Public Schools

2020 HIGHLIGHTS



At Goodwill's 2020 Annual Meeting, from left, Joanne Hilferty, President and CEO of Goodwill; Kim Janey, Boston City Council President; Goodwill participants Denzel Douglas, Paul Yahoodik, and Dugana Celestin; and Jane Edmonds, Goodwill Board Chair.



American Surgical Company (ASC) was named Business Partner of the Year by the Providers' Council for its work with Goodwill. From left, Goodwill participants Johnny Tran and Dubilia DeLeon with ASC President Erik Piasio.



Goodwill CEO Joanne Hilferty was one of four CEOs to co-chair The Commonwealth Institute's Women's Leadership Development in Massachusetts Impact Study. In December, the Institute held a virtual event to discuss the study.



Katja Dunlap ran the Boston Marathon route in September to raise money for Goodwill. Lorie Schlatterer cheered her on. Both are on Goodwill's Young Professionals Committee.



Students from Goodwill's Human Services Employment Ladder Program (HELP).



Goodwill and the New England Patriots teamed up to deliver Thanksgiving baskets to 200 families in need in a safe and socially distanced way.



Goodwill's Youth Holiday Party in December was held in a socially distanced way.



Boston Mayor Marty Walsh donned a Goodwill apron and joined other public officials in sharing photos with Goodwill participants for Thanksgiving.

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