



# MORE than just a STORE

CLEANING



STORES

*FY 2021 Annual Report*

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STORES



**Goodwill**  
NORTHERN NEW ENGLAND



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# **FY2021: SPIRIT AND DETERMINATION**

Dear Friends,

I am so thankful.

Last year at this time, I was writing about how Goodwill Northern New England was learning to function in this new COVID world that we all were experiencing. At the time, we were just beginning to understand the impacts this virus was having on our teammates, our clients, our customers and our communities. There was so much that we did not know about the virus' effects, but each day, we learned more and more. There was a great amount of anxiety in creating safe programs and workplaces for our teammates and clients. But together, we learned about the resiliency of our communities and our organization while reinforcing what we already knew: the spirit and determination of our Goodwill NNE team and of those we serve is strong and steadfast.



While we continue to manage our COVID recovery, we also want to celebrate some of our accomplishments over the past year. By working together, we expanded our workforce development services across our three states, we invested in needed infrastructure making our facilities a better work environment and committed to \$1.3 million in wage increases for our employees. We took the opportunity to look inward at ourselves and what we need to do to build a healthier organization.

With the leadership of our Board, staff and community, we created a two-year Strategic Framework that enables us to invest in our teammates and the services we provide for generations to come. You can find our strategic framework at <https://gwnne.org/Framework>. Please take a look! Even though we are not "out of the COVID woods" yet, we feel confident that we've built a more resilient organization to



handle the days ahead. We know that we cannot do it alone.

We are also proud to tell you that we were chosen to receive a \$10 million investment in our work from author and philanthropist MacKenzie Scott. The timing of this transformational gift will allow us to confidently move our strategic plan forward and ultimately allow us to better reach our goal of moving 10,000 people into stability by 2027.

Together we will continue to work to make a positive impact on the lives of people living in communities throughout Maine, New Hampshire and Vermont. Thank you for all that you do, and have done, to make it possible.

With my best,

Richard Cantz  
President & CEO

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# ABOUT GOODWILL NORTHERN NEW ENGLAND

Many nonprofits can tell you, in one sentence, what they do for their community. For our nonprofit it isn't that easy because our mission is to help people thrive and find stability – and that means something different for every person.

For some people, thriving might mean a new career. **We help people with that.**

For another person with a lifelong disability, it might mean learning life skills and working toward independence. **We help people with that.**

For others, it means receiving intensive therapies after a stroke or brain injury. No matter the barriers someone faces, **Goodwill can help.**

What we can be crystal clear about is where we are headed and what it will mean to our employees and those we serve. **Our ten-year goal is to help bring 10,000 people into stability in Maine, New Hampshire and Vermont by 2027.** We are making great headway, and we are excited about our learnings along the way.



Our **Workforce** programs help people get the job training and career placements they need to support themselves and their families. But it doesn't stop there. We've moved to a model of program support that is a more robust team approach. These teams have specialized members who focus on each part of a person's life, but work together to provide a more holistic approach to support.



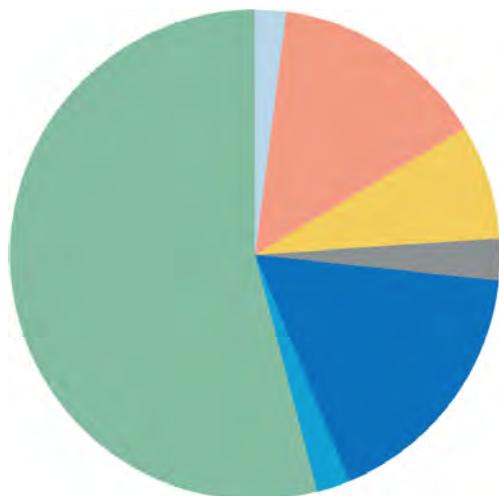
Our **Healthcare** programs are introducing innovative ways to deliver our services while we are challenged by world health issues, weather, geography and whatever else northern New England can throw our way. The bottom line is clients need consistent services, and we are finding ways to provide them!



Our **Retail** stores keep millions of pounds of stuff out of local landfills each year and offer a great reuse buying option to people in our community at affordable prices. The stores also provide stable, flexible jobs for folks for whom it might be the first job or the fifteenth. Either way, we want to support our community members with work that matters.

# FY2021 STATEMENT OF ACTIVITIES

Income: \$85,039,433



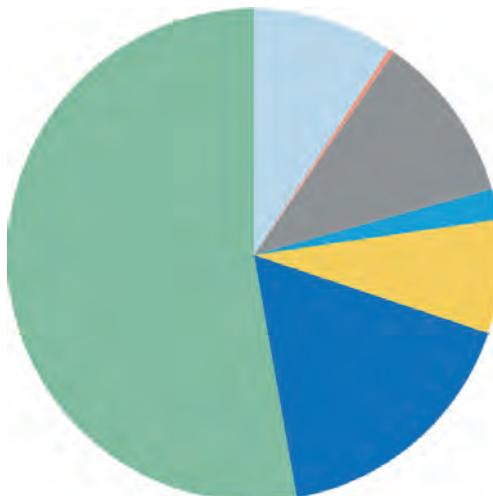
- Retail
- Good Clean Property Services
- Other

- Healthcare
- Workforce

- Grants
- Philanthropy

*Philanthropy income reflects the \$10 million gift in FY2021 from MacKenzie Scott. This gift income will be spent over multiple years.*

Expenses: \$73,195,781



*Philanthropy income reflects the \$10 million gift in FY2021 from MacKenzie Scott. This gift income will be spent over multiple years.*

## 1,673 EMPLOYEES IN FY2021

61.6% FULL TIME

38.4% PART TIME



- Retail
- Workforce

- Healthcare
- Contract
- Participants

- Operations, Administration & Fundraising
- Good Clean Property Services

# GOODWILL NNE MISSION, VISION & GOAL



**MISSION:** Goodwill Northern New England invests in people who need support to achieve their life and work goals.

**VISION:** Everyone can achieve and maintain personal stability with the help of Goodwill's holistic approach to services and employment.



**GOAL:** Goodwill will move 10,000 people into personal stability by 2027.



# CITIZENSHIP AT GOODWILL NNE

Goodwill Northern New England is committed to providing the people we serve, and our employees, with the training, skills and resources necessary to work and achieve stability in our lives. The eight Goodwill Citizenship Behaviors guide the way we act with each other, our customers and our clients.

**Be kind.** To everyone.

**Be open.** We welcome new opinions, suggestions, ideas and knowledge brought about by the diversity of our workforce. We listen with an open mind when someone has a different perspective and life experience than our own.

**Be consistent.** We do what we say and we say what we do. In all situations, we treat everyone with the same respect and trust.

**Be flexible.** We understand that change is a part of all of our lives. We work through it together to make things better for ourselves and our Goodwill.

**Listen to understand.** It is hard to walk in someone else's shoes – to fully understand what they are going through. But we try, with respect – to hear, to understand, to encourage, and to acknowledge each other.

**Speak up.** Sharing can make a difference, especially when it's difficult to share. When we see that something is not quite right, we speak up about it – respectfully. It shows that we care, and we all benefit from the shared perspective.

**Offer praise.** We are generous in praise of teammates for their positive work contributions and accomplishments.

**Own it.** We accept and are honest about our behavior. We don't place blame. We always seek to learn from mistakes.



Read more about **Goodwill NeuroRehab Services** and **Goodwill LifeWorks** at [goodwillnne.org](http://goodwillnne.org).



# ZACHARY: BEING A PEER NAVIGATOR "IS MY CALLING"

Zachary Walker knows his life's purpose: Help people who struggle with addiction, like he did. In his job as a Peer Navigator at Goodwill, he stands beside people who want to get back to work and achieve personal stability – people who have been affected by Maine's opioid epidemic in one way or another.

"This is my calling. I need to be doing something meaningful to me," Zachary said.



He grew up in Portland, Maine, the same community he now serves. He sees people in his city dying from drug use, and their family members struggling.

"These people are desperate and I know that. I know that desperation," he said. Zachary has been sober for several years. His life experience uniquely qualifies him to help others find work, stability and meaning.

"It felt like this position fell into my lap because it's part of recovery, they just go together. I'm in the trenches. I'm in the midst of this whole thing. These people we serve are affected by substance abuse and are affected by loss of employment and I went through both of those," he said. "A lot of providers haven't gone through what a lot of us have gone through in recovery, and I think that's what's crucial. That experience."

Goodwill hires Peer Navigators for several parts of its Workforce Services – in some



cases the Peer Navigators are youth helping other young people; in other cases their skills are specific to an industry. Most workforce participants are paired with a Career Adviser who helps with job skills, a Life Navigator who provides counsel and advice, and some programs

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also offer the Peer Navigator who can be a friendly face during stressful times. A Peer Navigator might go to a doctor's appointment with the participant if they wanted support, for example. Because a Peer Navigator shares similar life experiences, there's often less explaining; it's having a support who "just gets it."



## Workforce

*Because a Peer Navigator shares similar life experiences, there's often less explaining, it's having a support who "just gets it."*

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without that support."

His Career Advisor connected him with a budgeting tool and educated him on managing money – something he'd never talked with anyone about before. His Life Navigator checks in with him every few days to make sure he stays focused.

"I'm taking all of my life experiences and I want to use it and do something with it. I feel like I went through all that I went through for a reason," he said. "So many other people who grew up with me went through similar situations, so I feel this is my calling, to try to transmute that experience into a beneficial path for others. That's why I'm here."



*Read more about Zachary at <https://gwnne.org/zachary>*



# GOODWILL NORTHERN NEW ENGLAND BY THE NUMBERS

Goodwill assisted **242** young people with skills and job training, work experience and intensive career services.



**1,008 learners**  
participated in Goodwill Training and Development opportunities in FY2021. Some attended multiple trainings!



**33,197,668 sq. ft.**

cleaned by Good Clean Property Services in FY 2021 including COVID-19 sanitization



**970**

individuals with and without disabilities received assistance with resume writing, completing job applications/job search and/or computer training

**30 RETAIL STORES**



GOODWILL WORKFORCE SERVICES ASSISTED **16,000+** PEOPLE WITH JOB SEEKING, CAREER EXPLORATION, TRAINING, AND EDUCATION IN MAINE, NEW HAMPSHIRE AND NORTHERN VERMONT.

GOODWILL NNE LANDFILL DIVERSION RATE



**68.9%**

**3**  
BUY THE POUND OUTLETS

**149**

Goodwill Employees received Life Navigator Services in FY2021.



IN FY 2021, GOODWILL NORTHERN NEW ENGLAND PROCESSED **52.1 MILLION POUNDS** OF DONATIONS IN MAINE, NEW HAMPSHIRE AND VERMONT.



IF YOU PUT 52.1 MILLION POUNDS OF STUFF IN TRACTOR TRAILERS AND PARKED THEM ONE AFTER ANOTHER, THAT WOULD MAKE A LINE OF TRUCKS **27.63 MILES LONG**.



# VANESSA: DETERMINED TO FORGE AHEAD

The last couple of years have presented Vanessa MacDougal, 19, with some tough situations. She wasn't always sure where to turn. With a bit of help from Goodwill Workforce Services staff, Vanessa now has a new job and education as a Certified Nursing Assistant (CNA). Vanessa grew up in Waldoboro, Maine. While she was still a high school student, her housing situation became tenuous. She moved in with her boyfriend and his parents for a while, and later the two got an apartment together. But the relationship wasn't working.



## Workforce

"We weren't good for each other," she said. After the breakup, her boyfriend kept the apartment. "I spent three weeks crying, thinking I don't know where to go." Staff at Vanessa's school reached out to the Knox County Homeless Coalition. That organization found her temporary housing.

Vanessa had some income from her jobs at Warren Community School and at the Samoset Resort. Then in March 2020, the pandemic hit. Warren Community School closed, and Vanessa lost her after-school teaching job. Her other employer, the Samoset Resort, also closed.

"I was jobless," she said. "I had no idea what to do." The Knox County Homeless Coalition introduced Vanessa to Tangie Ripley, a Goodwill career advisor who works out of Rockland.

Tangie recognized Vanessa as a woman determined to forge ahead despite the extra-challenging circumstances of a pandemic.

"I was like, 'I need to do something with my life, but I don't know what to do.'"

*Fast forward to today, and Vanessa's completed her CNA program and moved into her own apartment.*





That's when she recalled a suggestion her ex-boyfriend's mom had made a while back: Why not become a CNA?

Vanessa decided that was it. Tangie worked with Vanessa to get enrolled in a CNA program, while coordinating with the homeless coalition to ensure Vanessa's housing situation was stabilized. Within a few weeks, Vanessa started her CNA class. She also got a job working in a nursing home.

Fast forward to today, and Vanessa completed her CNA program and moved into her own apartment. And she's starting a new job as a CNA at Pen Bay Medical Center in Rockport.

"I'm so incredibly nervous, so I am going to be talking a lot," she joked. "I'm pretty excited."

While Vanessa is charging confidently into her future, Tangie will keep in touch. She will check in to see how things are going over the coming weeks and months. She'll stay on Tangie's radar for the next year, and if Vanessa needs anything, she can reach out.

"I tell her, 'If you need something, come to me. If I can't do it, I will find someone who will.'"



*Read more about Vanessa at <https://gwnne.org/vanessa>*





# BEN: HIS JOB IS HIS PASSION

When Ben Sawyer saw a flyer offering help to anyone affected by opioids, he jumped at the chance. He'd been unemployed for eight months, and his unemployment benefits weren't enough for his family of four. He needed work – and like many people who have battled addiction, he needed a second chance. Now, with some help from Goodwill staff, his job is his passion.

Ben has been sober for more than eight years. After serving in the Marine Corps, he became a nurse in an ER. After he had a root canal surgery, the doctor prescribed a narcotic that swiftly became an addiction. He lost his job as a nurse because of the opioid addiction. He surrendered his nursing license and

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***“My career advisor made an analogy: I’m Clark Kent by day and Superman at night.”***

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until then that I realized I want to work with addicts. I'd been doing it. I'd work in an office during the day and at night I'd do the work in the recovery community helping others. My career advisor made an analogy: I'm Clark Kent by day and Superman



was put on a MaineCare exclusion list, preventing him from working in healthcare ever again. Ben then found a job at an insurance company in a cubicle. It wasn't exciting, but it paid the bills and gave the newly sober man a routine, which was important. But come January 2020, it was time for something new.

When he walked into Goodwill workforce offices, he connected to a career adviser and a life navigator.

“They said, ‘what do you want to do?’ and it wasn't

at night," he said. Because Ben was on the MaineCare exclusion list, he wasn't able to do addiction work. His Goodwill team helped him apply with the State of Maine to have that exclusion removed, which it quickly was. That meant he could help people struggling with addiction – the work he had quietly been doing on a volunteer basis for years.

Within a couple months of working with Goodwill staff, Ben had seven job call backs. He compared that to the two call backs he got between March and October trying on his own.

Ben is now a Certified Recovery Advisor and has a job with people battling addiction to give them the support they need to get and stay sober.

"That was the thing about Goodwill – they could have got me another insurance job, I had the resume for it, but they wanted to help me do my passion. They said it's time to let Superman out," he said.



## Workforce

into a meeting with I started getting sober – there was a glimmer of hope and that's all it took."

*Read more about Ben at <https://gwnne.org/ben>*

### Irene found personal stability — and her wife — through working for Goodwill



Irene, who is from Greece, dreamed of coming to the United States and making her own way. When she found a job at Goodwill in New Hampshire, her English began to improve and so did her confidence. She worked her way up from Sales Associate to running the whole store as a manager. Now she helps other people do the same. To see Irene's story, visit <https://gwnne.org/irene>



# KEELEY: "IT DOESN'T HAVE TO LIMIT YOU."

In 2014, Keeley had a psychotic break that left her hospitalized. After two years in a psychiatric hospital, Keeley gained tools to help her live with Bipolar Disorder. She was ready to work ... but no one would hire her.

"It was nearly impossible to find a job," she said. "No one wants to hire anyone who hasn't been employed in months, especially when you can't explain it. Adam in the Waterville, Maine store took a chance on me."



Keeley started as a sales associate in a store and worked her way up to Assistant Store Manager in Augusta, Maine. In that time she completed her bachelor's degree and is now working toward her master's degree.

Keeley is open about her disability at work.



## Store

"It's just part of who I am. People have physical illnesses, I have mental illnesses. It's just who I am. People have a limp, I have brain limps – it's no different to me. It's important to talk about, it's important that people know they're not alone in dealing with stuff like that," Keeley said. "It is possible to

live a life that's fulfilling and meaningful when you do have mental illnesses. It doesn't have to limit you."

*Read more about Keeley at <https://gwnne.org/keeley>*





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TREE STATE

ore the Best Fries



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Good works here.

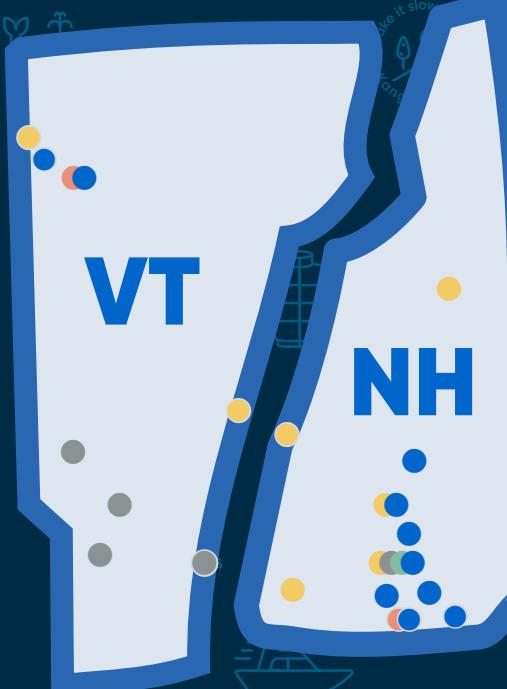
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VT  
Green  
Mountain  
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ME



NH



- Retail Store
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