

MORE *than just a* STORE

FY2023 Annual Report



Celebrating
90
Years



Goodwill Northern New England: 90 Years and Counting...

Dear Friends,

I am happy to share this annual report with you to highlight all that we have accomplished this past year and to celebrate our 90 years of helping people live more independent and stable lives. This is always a great opportunity to appreciate where we've been, where we are now, and where we are going in the future.



We were founded in Portland, Maine in 1933 and for nine decades have been working to help people achieve and maintain personal stability with the support of Goodwill's holistic approach to services and employment. Through the years, we have remained nimble to community needs and open to partnerships that have helped us build the robust offering of services we have today.

As the incoming Board Chair, I am excited to share that this work continues every day. This year, the Board of Directors approved a new four-year Strategic Framework that will further guide us in our mission. This plan calls on us to focus on three important elements of our work:

People: Be an employee-first workplace and deliver best-in-class customer, participant, and partner experience.

Financial Health: Strengthen our financial standing to invest in services and infrastructure.

Environment: Divert more items from the landfill, reduce overall energy usage and educate employees on the ways in which daily actions can reduce negative environmental impacts.

If you would like to learn more about this important work, or take a tour of one of our locations, please reach out. We would love to show you our mission in action!

My best,

A blue ink handwritten signature of Tiffany Breau-Metivier, featuring a stylized 'T' and 'B' followed by a long horizontal flourish.

Tiffany Breau-Metivier
Board Chair
Goodwill Northern New England

Our Board of Directors

Goodwill Northern New England is governed by a local, volunteer Board of Directors. In addition to regularly scheduled board meetings, members serve on one or more committees, including: Executive, Finance, Investment, Governance, Quality Assurance, Public Policy and Sustainability.

Tiffany Breau-Metivier, Chair	Unum	Maine
Liza Casella, Vice Chair	Casella Waste Systems	Vermont
David Damour, Treasurer	Retired/Community Volunteer	Maine
Lynn Stanley, Secretary	National Association of Social Workers	New Hampshire
Pete Groth	Retired/Community Volunteer	Maine
Andy Mayo	L.L. Bean	Maine
Rob McGregor	Wescott Farm	New Hampshire
Sarah Morton	Saco School Department	Maine
Melissa Murphy	Retired/Community Volunteer	Maine
Mimi Simpson	Dartmouth College Emeritus	Vermont
Rick Stauffer	PretiFlaherty	Maine
Matthew Whitten	Camden National Bank	Maine
Robin Woodcock	Toast	Maine

Mission

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



Goodwill has moved
7,126
people into personal
stability as of FY23!

People with disabilities have a right to jobs. Trevon is their advocate.

Trevon Butler knows what it is like to feel different.

As a black man living in central Maine, he knows that feeling of entering a room and people looking at you. It is when you to get the sense that "different" equals "less than."



“After having worked with people with disabilities here at Goodwill, I have a better understanding of this work. It is important to take a chance on people.”

Trevon flipped this narrative and uses it as a strength. He uses his voice as a career advisor with Goodwill to help people with disabilities find employment. He believes people with disabilities are like anyone else and deserve a job if they choose.

Goodwill Workforce Services assisted 9,000+ people with job seeking, career exploration and training in FY2023.



“After having worked with people with disabilities here at Goodwill, I have a better understanding of this work. It is important to take a chance on people,” he said.

He strives to find inclusive work environments for the people he works with. Many times, it starts with educating businesses on hiring people with disabilities. Sometimes the only “accommodation” needed is better understanding.

Goodwill staff can offer on-the-job “job coaches” who help teach a new employee the job. That allows the employee to gain independence and the business to get the support they need with onboarding. In the end, businesses find employees to fill positions and people find jobs that lead to stability.



1,396 individuals with disabilities received assistance with career readiness and assessment, job coaching and job placement services.



Goodwill assisted 986 young people with skills and job training, work experience and intensive career services.

Trevon believes so strongly in this work, he has recruited several of his friends to get jobs doing what he does – help people find stability through employment.



Citizenship Behaviors at Goodwill NNE

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 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.

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.

**THE GOODWILL CITIZENSHIP BEHAVIORS GUIDE THE WAY WE ACT
TOWARD EACH OTHER, OUR CUSTOMERS AND OUR CLIENTS.**

What happens to donations that don't sell?

When you hand us a box of clothes or toys that you don't want or need anymore, the donation specialists sort through the goods to check the quality and see if we can sell the items. There are certain items we cannot accept, like air conditioners and mattresses, so it's really important to only donate items on our acceptable donations list.



We try to offer good quality items that will last, which is why it's so important your generous donations are only gently used. Your donations get sorted into specific boxes which determine where the item will live in the store. We have boxes for

Halloween costumes, shoes, children's clothes, books, Christmas decorations, throw pillows and so much more. We even have a box for scout uniforms, which we collect all year long until the fall when we partner with a local scout leader to give kids free uniforms so they can join their local troop.

Goodwill Northern New England operates 29 stores and three Buy the Pound outlets.



After donations are checked and sorted, they are priced and tagged with a specific color and put out on the sales floor. Our color system determines which items will be on sale each



week. By the time a color is on sale at 50% off, that color has been on the floor for five weeks. On Sundays, the sale color is now just \$1.50. On Mondays, we offer customers the chance to stuff an entire shopping bag with the sale color for just \$15, giving those items one last chance in the stores. The goal of these sales is to give each item the most amount of time to be purchased before it gets sent to its next destination. Once an

item has been in the store for five weeks and nobody purchases it, it's pulled into the back room once again, and is ready to be sent to the next stop. But, we don't just throw items away.

After items leave the stores, they are sent to our warehouse to get another chance at finding a new home. Our warehouses are attached to our Buy The



Goodwill NNE processed more than 47 million pounds of donated goods in FY2023.



Goodwill trucks traveled 546,828 miles across Northern New England in FY2023.

Pound outlets. The warehouse team sorts through those goods again, placing them in the large blue bins that fill our Buy The Pound outlets in Maine, New Hampshire and Vermont. These bins are sorted by textiles, hard goods, toys, books, shoes, glass, and more. Our outlets mark down the price of these goods

significantly, allowing shoppers to pay by the pound, rather than paying for individual items. Prices at the outlets, include \$2 per pound for clothes and shoes, and \$0.30 per pound for electronics and books. Our local community shops at Goodwill Buy The Pound outlets to restock their reseller shops, vintage stores, antique shops and other small businesses. The categorized bins rotate in and out on a



Good Clean Property Services cleaned 2,155,761 sq. ft. in FY2023.

45 minute schedule, so there's a constant influx of newly sorted bins to look through. Anything that isn't sold in its short time is then onto another stop.



Goodwill has a way to reuse or recycle almost everything; an item's path depends on what it is. For example, we only accept gently used items, but sometimes a shirt has a tear. Instead of throwing away shirts or towels we can't sell, we send

them to our warehouse where they are cut up, turned into wiping cloths and sold to local boat builders and artists. Kitchenware, electronic wires, shoes, stuffed animals and other leftover items all have homes with businesses that buy them in bulk. Cardboard, metal and plastic that don't have alternate uses (ruined Monopoly boxes, broken fake Christmas trees, warped plastic toys, etc.) all get recycled.

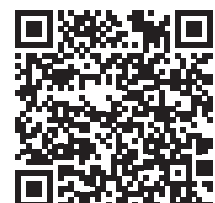


Goodwill NNE's landfill diversion rate was 78.9% in FY2023. That's 37,139,804 pounds of stuff out of landfills!

There are a few items that cannot be recycled, which is why it's so important that only the items we can accept get donated. When we receive old air conditioners, mattresses, or anything we can't sell – we do have to throw them away, and that cost takes away from our mission work.



Goodwill NNE sells items online. Visit goodwillnne.org/shop/shop-online



University students score jobs in the field of Deaf Services

When Melissa Price first walked into Goodwill's LifeWorks Deaf Services she thought, "I think I'm home." With her degree in Linguistics and American Sign Language (ASL), she was



Melissa Price and friends at LifeWorks.

initially not sure what to do when she graduated. But, after hearing her classmates talk about LifeWorks Deaf Services, she found her way there initially as a volunteer. It wasn't long before Melissa's volunteer opportunity turned into a job. This program, in Scarborough, Maine, helps adults who are both Deaf and have an intellectual disability live and work as independently as possible.

"This job stretches, models, and shapes me in ways I did not know was possible. I didn't know how much I needed this community," Melissa said.

Traveling along a similar path, Niomi Poirier, came into LifeWorks Deaf Services about the same time as Melissa, in October 2022. Niomi, a student at the University of Southern Maine, came to the program as an intern. Much like Melissa, her internship turned into a job opportunity.



115 individuals participate in their communities through Goodwill LifeWorks at five locations in central and southern Maine.

She learns both in the classroom and on the job. Niomi was drawn to the ASL field when her son was born with a neurological disorder. She learned simple signs to talk to him until he was

able to speak at about four years old. When her children were teenagers, she went back to school for ASL.

"This job stretches, models, and shapes me in ways I did not know was possible."

"I have learned working here that everyone wants to fit in, to feel loved and supported. Really, we are all the same," Niomi reflected.

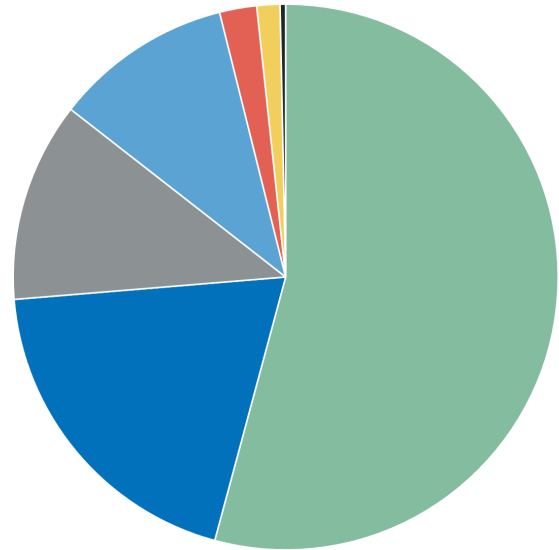
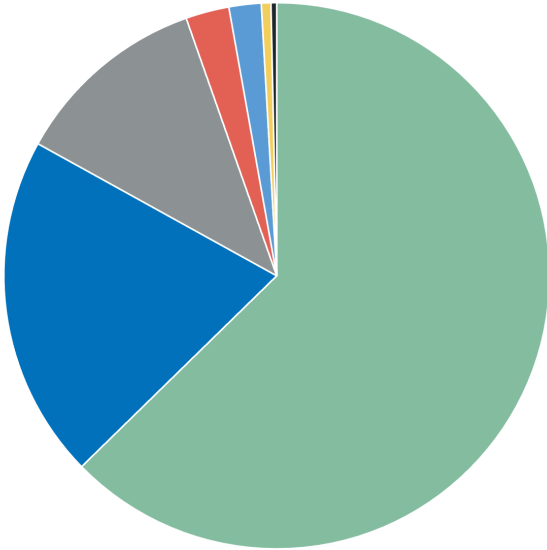
Working alongside the people in the program, Melissa and Niomi teach skills in independent living, work readiness, relationship building, self-advocacy and health.



FY2023 Statement of Activities

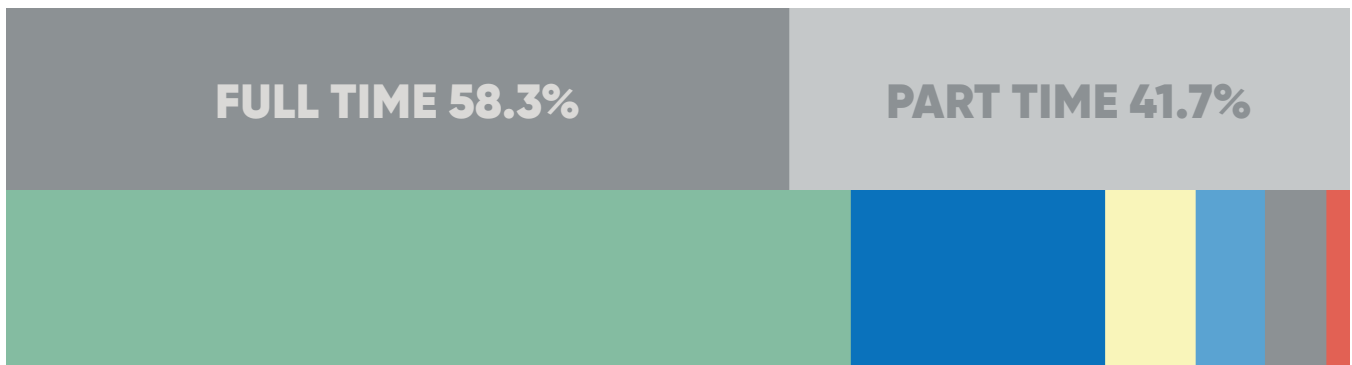
FY2023 INCOME \$83,189,680

FY2023 EXPENSES \$83,037,512



- ◆ Retail
- ◆ Healthcare
- ◆ Workforce
- ◆ Cleaning
- ◆ Operations & Administration
- ◆ Grants
- ◆ Philanthropy

1,660 Employees in FY2023



- ◆ Retail
- ◆ Healthcare
- ◆ Participants
- ◆ Operations & Administration
- ◆ Workforce
- ◆ Cleaning

Goodwill's in-home supports help Jacob live an adventurous life

Jacob Allen can hit ski jumps, rock climb outdoors and rake in thousands of dollars in donations for important causes – but when it comes to things at home, he uses Margarita as his eyes. Jacob is blind due to a condition called bilateral anophthalmia, which



17 people are served through Goodwill Supported Living.

means he was born without eyeballs. Because of his disability, Jacob receives in-home support from Goodwill, which means he lives in his own home independently – but with a little help.

“I get up every day and just try to do my best. That’s all you can do. With a disability, there is still ability.”

Jacob, 29, has been living in his own apartment in Portland for six years now, after moving out of his childhood home in Old Orchard Beach. Margarita is Jacob’s direct support professional, and they’ve worked together for four years.

“Margarita is my brain and my eyes,” Jacob said.

Together they do things like make smoothies, go fishing, attend Sea Dogs games, sell raffle tickets at Rotary events, make crafts and so much more. This winter, he’s heading up to Sunday River to do some skiing.

Goodwill supports adults with disabilities who want to live in their own homes. This extra support helps ensure success and safety in the individual’s community, while encouraging independence. In Jacob’s case, he’s incredibly independent so Margarita stops by four times a week to help with things like cooking, cleaning, making a budget, driving him to activities and more.

Goodwill also operates 16 homes for individuals who need a higher level of support.



Margarita helps five other people with different disabilities in the area with in-home supports. Her clients “got her attached” to this career path. Their positive outlook brought more positivity into her own life, she said.

Jacob is involved with the Saco Bay Sunset Rotary where he volunteers most of his time. At one Rotary event, Jacob sold raffle tickets while Margarita guided him and helped make change for buyers.



76 people live in the 16 homes operated by Goodwill.

“I had him on my arm, and I had to ask him to slow down he was selling so many tickets, I couldn’t keep up!” she said.



Jacob Allen and his parents.

Jacob loves supporting the Rotary, and speaks highly of the organization and its mission, but also the kind, welcoming people he gets to spend his time with. He has helped with clothing drives, fundraising and most recently Narcan training.



Goodwill provides care coordination to 111 individuals with brain injury or other disabilities.

Fellow Rotary member Liz said, "Jacob always brings enthusiasm and a positive attitude to any Rotary function. He's always quick to recognize others for their contributions, and he's always willing to help out."

When it comes to fundraising, Jacob's a natural. He sold raffle tickets at an outdoor concert series last summer and knocked it out of the park!"

Above all, Jacob echoes the message that you really can do anything.

"I get up every day and just try to do my best. That's all you can do. With a disability, there is still ability."



To find out More about Goodwill's Disability Services visit gwnne.org/disabilityservices



Life Works



NeuroRehab Services



Homes

Goodwill helped Tim earn his IT degree and land his dream job while navigating his disability



Tim Johnson applied to numerous jobs while in school but kept getting rejection letters. He finally got connected with Goodwill who helped him pay for college, land his dream job and manage his disability.

Tim has Bipolar Disorder, which is difficult to manage without the medication he needs. When he was unemployed and earning his degree, Tim didn't have access to insurance

which meant he couldn't afford medication.

"Managing my disability has its ups and downs, and if I don't take my medication it affects my mood quite a bit. It was hard trying to balance school, and the financial barriers I was facing on top of that – but I'm so glad I didn't give up," Tim said.

475 Goodwill and external partner employees received Life Navigation Services in FY2023.



Tim recently graduated from the University of Southern Maine, and was hired at Atlantic Federal Credit Union as an IT Support Specialist. During school, Tim received SNAP benefits which helped him pay for food. But college classes are expensive, and Tim commuted to class which required gas money each week. Goodwill helped him with gas cards for his commute and paid for a portion of his tuition and textbooks. Tim also got help signing up for insurance, so he could affordably access the medication he needs for his disability.

"Tim faced a lot of barriers when I first started working with him, but he never let that get in the way of his dreams," said Hannah Smith, Life Navigator at Goodwill NNE. "He's worked incredibly hard to get to where he is now, he just needed a little bit of support to get started."

"Hannah has been amazing, and Goodwill has been a tremendous

103 Goodwill NNE AmeriCorps members managed or recruited 692 volunteers in ME & NH in FY2023.



help to me. I can't say it enough, anyone who needs help, I highly recommend reaching out to Goodwill," Tim said.



Your Generosity In Action

You are the driving force behind everything possible at Goodwill.

From donating and shopping at our stores, to supporting Goodwill's work with a financial gift, we're so grateful for your generosity.

Access to flexible funds allows us to best meet the needs of people who come to Goodwill for help. This could mean helping someone purchase a pair of work boots or clothes for their new job, or assistance with a down payment on their first apartment. We have witnessed people find and keep stability in their lives when the life barriers they are facing are addressed head on. Together, we can do just that.

Work made possible thanks to you:

Investments in new furniture, gardens, craft supplies, and so much more across our group homes totaling \$30,000+ last fiscal year.

Expansion of the Partner Stability Fund across New England and increased total gift card distribution to over \$100,000.

Workforce services that help people address transportation issues, access education and training, purchase work attire, or cover a utility bill through the Participant Access Fund.

Your generosity isn't just a donation; it's a lifeline that strengthens our neighbors and boosts our local economies.

You can support this work year-round with your gift at goodwillnne.org/give

Thank you from the bottom of our hearts!

Doctors didn't think Emma would walk again, now she runs and boxes at Goodwill NeuroRehab Services

In the summer of 2021, Emma Robbins got into a car accident. Doctors were unsure if Emma would survive. She drove her car off the road, and suffered from a traumatic brain injury on impact that she is still recovering from today. Since she was a teenager, Emma battled with drug and alcohol abuse and received treatment a few times. She was under the influence when she got into her car accident, injuring her brain. Now in her twenties, Emma shows incredible progress and is an advocate for recovery.



191 adults received treatment at Goodwill NeuroRehab Services in FY2023.

"So many blessings have come out of such horrific events," Deb, Emma's mom says.

"Just keep going and keep working. It's sometimes difficult, but it's worth it."

Emma's accident has brought her family close, often volunteering and going on hikes together.

The accident left Emma unable to walk, speak or sit up in bed. The injuries they could see were a few broken ribs and a sternal fracture. Otherwise, her injury completely resided in her brain.

After her accident, it took Emma six weeks in the hospital and lots of determination to relearn how to walk. Today, Emma can walk, box and even run during her physical therapy at Goodwill NeuroRehab in Scarborough. Emma says she hates exercising, but is all smiles while punching her physical therapist, Kevin's, boxing gloves.

Emma says "punching Kevin" and healthy cooking class are usually her favorite things to do during the week.

"Sometimes we get to make cake for cooking class. I love cake and anything with sprinkles," she says.



Goodwill operates 2 NeuroRehab clinics, in Scarborough and Lewiston, Maine.

Emma also loves attending CSI group, which involves clients gathering to solve a murder mystery in a fun classroom setting. She is constantly contributing to the discussion, and has in-depth notes about who she thinks may be a suspect in the case. The class helps with memory, problem solving, teamwork and other cognitive thinking skills that usually need strengthening after a traumatic brain injury. Emma also participates in crosswords during lunch, that help her make connections with her memory and share parts of her life before her accident. Like, that she used to be a soccer goalie and her favorite job was working at



Five Guys because she got free food.

“So many blessings have come out of such horrific events,” Deb, Emma’s mom says.

Emma can be quiet at times and does not speak much, but loves to talk about thriller movies like Alfred Hitchcock’s Psycho. When asked what her favorite movies were she answered with “the good ones.” Her memory is her biggest barrier at the moment. Emma cannot remember a year or two before the accident and is missing big chunks. She’s also working on her balance and physical ability. She boxes and does weighted obstacle courses to regain her balance and stamina.

Riding To the Top is also one of Emma’s favorite parts of her recovery, which is a program in

Maine that allows participants to ride and walk horses. Emma really loves animals, so any opportunity to be around them has brought positivity to her recovery – even if it means volunteering to muck out the stalls at a local barn.

3 children under 18 received treatment at Goodwill NeuroRehab Services.

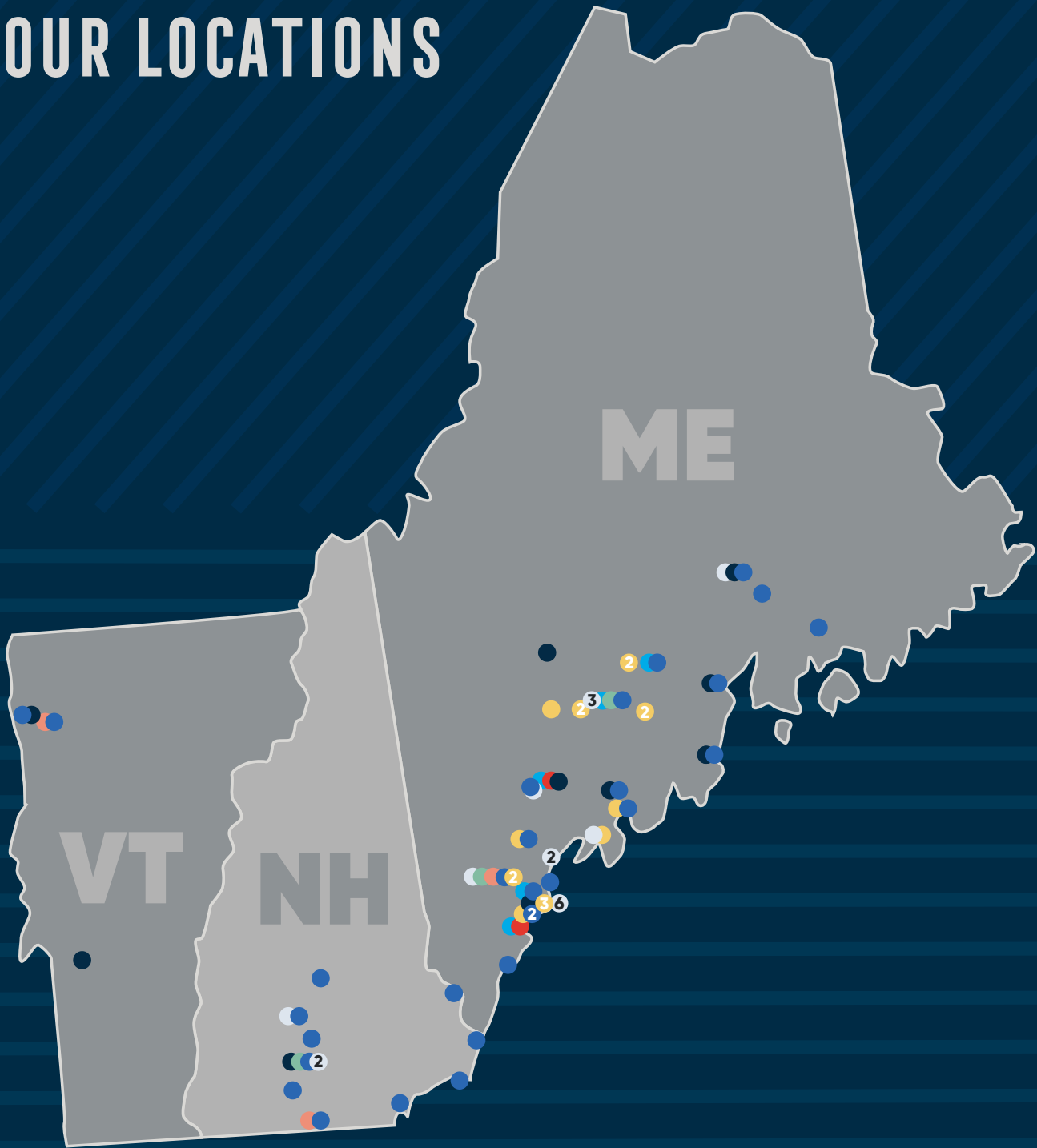


Emma’s advice to anyone with a brain injury is, “Just keep going and keep working. It’s sometimes difficult, but it’s worth it.”



OUR LOCATIONS

MORE than just a STORE



Goodwill 
NORTHERN NEW ENGLAND goodwill

34 Hutcherson Drive; Unit 1
Gorham, ME 04038
(207) 774-6323
goodwillnne.org



- Stores
- Offices
- Workforce
- Homes
- Buy the Pound Outlet
- LifeWorks
- Good Clean
- NeuroRehab Services