...walk the new Blue
A Message From Leadership

Dear Friends,

On behalf of Goodwill of the Finger Lakes, we are pleased to share with you our 2021 Annual Report, “Walk the New Blue.” Inside you will find employee testimonials, success stories, program highlights, and so much more!

As you often hear us say, Goodwill of the Finger Lakes is so much more than a store! There are countless ways we make a difference every day. We serve more than 300,000 people each year through our community impact programs including Goodwill Vision Enterprises (formally known as ABVI), 211/LIFE LINE, Workforce Development, and our Good Neighbor Program. 2021 was an exciting year for us, we

- Updated our mission, vision, and core values to better reflect who we are and how we commit to elevate people, community, and planet for a good today and a better tomorrow
- Served more than 2,200 seniors over 27,000 meals through our Senior Meals Program partnership with 211/LIFE LINE and Monroe County
- Launched GFL Solutions, offering assistive technology that encourages independence and world-class products that increase productivity
- Redesigned our Good Neighbor Program, partnering with more than 40 community organizations across the Finger Lakes Region
- Revived our Goodwill Vision Enterprises Children and Family Programs support groups, hosting meetings twice a month, both virtually and in-person
- Returned to in-person events hosting our We are Goodwill Summer Social in August 2021, and our Goodwill Gala, Walk the New Blue in March 2022, raising nearly $300,000
- Completed construction on our Contact Center Expansion Project: One Center, One Mission

While our mission, vision and core values may have changed—our commitment to the good work we do remains unwavering.

As Goodwill, we pride ourselves, now more than ever, on collaborations that elevate and innovate. By 2027, we aspire to be the partner of choice for community collaborations in our expertise across the Greater Rochester Region and a trusted part of communities that connects a cross-section of diverse individuals to services, including those provided by Goodwill.

Your generosity helps us advance our positive impact on the communities we serve and enables our programs and services to grow. In short, we cannot do the good we do for our community and planet without friends like YOU!

We invite you to take a walk with us.

Jennifer E. Lake  
President & CEO

Susan B. Kitchen  
Board Chair
Our Mission:
Elevating people, community, and planet for a good today and better tomorrow.

Our Vision:
We envision thriving, sustainable communities throughout our region.

Through collaboration with communities, we
- eliminate barriers
- increase equity for all marginalized groups
- create quality employment opportunities
- maximize vision wellness
- support individuals in crisis
- connect people to resources
- reduce the collective impact on our planet

LIVE GOODWILL BLUE

Be Trustworthy
Live a Culture of Belonging
Unleash Potential
Embrace Collaboration
Hear from our employees:
What do you enjoy most about working at Goodwill?

“I enjoy working with this company that encourages growth and development, and a team that challenges you to push beyond your comfort zone.”
-Carol, Retail Customer Service Team Leader

I love the diversity of cultures and what they bring to our company to make us a whole. [Working at Goodwill] is not only a job, it is a place of growth, development, and above all acceptance.
-Yarissa, Contact Center Team Lead

I enjoy supporting people that choose to call 211/LIFE LINE with a non-judgmental ear and resources that may help them in their time of need. I feel supported and valued by my team, they are my extended family.
-Richard, 211/LIFE LINE Crisis Community Connector

2021 - 2022 Board:

Susan Kitchen, Board Chair
John Henderson, Vice Chair
Bob Brenner
Darrick Alaimo, M.D.
Junior Dillion, Ph.D.
David DiLoreto, M.D., Ph.D.

Amy Gould
Michael H. Frame
Margaret Ferber
Ian Harper
Brian Harrington, Vice Chair
Patrick Jackman

Jennifer Lake
JudieLynn McAvinney
Tina Reeves
Peter Roberti
Gerard J. Rooney, Ph.D.
Hezekiah Simmons
New Strategic Plan:

In early Spring, Goodwill of the Finger Lakes launched its new strategic plan with the support of a board-led committee comprised of Board members and our Senior Leadership Team. Together with input from community members and our own employees, we outlined NINE key focus areas that would enable us to advance our mission of “Elevating people, community, and planet for a good today and better tomorrow.”

1. Transformational vision wellness
2. Fast, high-quality connections of people to vital resources
3. Create equitable opportunities for education & employment
4. Sustainability that strengthens communities
5. Collaborations that elevate & innovate
6. Retail as an inclusive hub for strengthening community
7. Culture of performance, learning & growth
8. Diverse, inclusive, and equitable employer of choice
9. Balancing revenue & reinvestment

By 2027, Goodwill of the Finger Lakes will be the partner of choice for community collaborations in our expertise across the Greater Rochester Region, and a trusted part of communities that connects a cross-section of diverse individuals to services, including those provided by Goodwill.

Simultaneously, we have built our community presence via retail growth within the Central New York & Mid-York regions, enabling us to connect people to much needed resources, while purposefully balancing revenue and reinvestment for a sustainable future.

As we often say, while our mission, vision, and core values may have changed; our commitment to the populations we serve remains the same.
As we adjust to the “new normal” living in a world with COVID-19, our vision services team has continued to adapt to provide the best support possible for community members affected by low-vision and blindness. We continue to provide face-to-face services to individuals of all ages in their homes, communities, or worksites, and have served over 2,000 people during fiscal year 2021-2022. Our Social Work, Vision Rehabilitation, and Orientation & Mobility services cover 7 counties: Monroe, Wayne, Livingston, Ontario, Yates, Seneca, and Steuben.

In an effort to continue to provide a holistic range of services, we welcomed a licensed social worker to our team, and restarted support groups offering in-person and virtual meeting options. Additionally, our team provides educational support to our community by offering sensitivity to blindness training by request.

Fun, family, and friendships were celebrated this year during our Children & Family events! Our Children & Family programming offers a space for children and families affected by low-vision and blindness to play, explore, and enjoy being a part of a community. Many in-person and virtual events were offered covering a range of interests. From “You and Me Yoga,” visiting the birds of prey at Wild Wings Animal Sanctuary, and rock climbing at RocVentures, there was an activity for everyone!
The City of Rochester’s Senior Meals Program provides free meals to Rochester seniors through a grant to local restaurants. The program began on January 1st, 2021. Seniors who want free meals can call 211 and our community connectors will schedule their meal and connect them to any other services they might need.

2,253 Seniors Served

27,887 Meals Delivered

127 Spanish Speaking Individuals Served in their Preferred Language

700+ Were connected to other Programs and Services

“Feeling like I had no one to talk to was pushing me farther over the edge. I can’t call the hotline due to my current situation and I’d always been afraid to in the past. Today I saw the chat feature and it was the safest and most helpful experience. Much more than what I expected to receive.”

-Anonymous Community Member

“I felt heard and understood, with kind suggestions on how to improve my situation. The counselor on chat let me lead the conversation and allowed me time to respond.”

-Anonymous Community Member
The Good Neighbor Program was established to be a vital community resource to provide people with needed apparel and household goods, while ensuring they were connected to local programs and services. The program was designed to support other community-based organizations through redistributing donations Goodwill receives from community members to the individuals and families they serve. As the needs in our community are getting greater every day, we strive to meet people where they are.

At Good Neighbor, helping people is at the heart of the good we do. Our re-designed Good Neighbor Program works alongside our more than 40 community partners in the Finger Lakes’ and Central New York regions and has now taken on a 5-pronged approach to how we serve and support our community.
In March, Goodwill of the Finger Lakes was selected as a Neighborhood Navigation Center and awarded an Early Adoption Grant from the Together Now Network to support the launch of our Greece and Webster Good Neighbor Centers. Funds awarded accelerated Goodwill’s efforts to support and connect individuals and families to the appropriate resources and services with the goal of helping them overcome barriers to independence, education, and employment. Good Neighbor partners and community members will be able to use our Good Neighbor Centers to support and volunteer their time to support neighbors in need.

The 5 Pronged Approach:

- **GoodCare**
  Helping people meet their needs through a holistic approach

- **GoodConnect**
  Helping people stay informed by connecting the community to local programs and services

- **GoodFits**
  Helping people stay dressed for work and play by providing needed apparel

- **GoodHome**
  Helping people on their way by providing household goods

- **GoodLearn**
  Helping people stay educated by providing training and books to schools and other not for profits
The ISEEIT Stand was created with the help of our employees at Goodwill of the Finger Lakes. Each stand is hand assembled at our main campus in Rochester, NY. It is a portable, affordable mobile device stand that enables hands-free use of a cell phone or tablet, allowing the user to utilize the technology they have in their pockets to magnify documents or objects while at work, school, home or on the go. It is a simple, yet powerful tool that can encourage independence for people with low vision. Learn more or purchase a stand at www.gflsolutions.org.

In 2021, our Contact Center handled 287,596 contacts. Agents are still working remote or hybrid with some working fulltime from the office. We have had great success with the hybrid work environment and were able to hire more representatives!

Work on our new Contact Center Expansion Project began in 2021, with the grand opening in June 2022.
A soft launch of www.gflsolutions.org was implemented in September 2021 generating $2,600 in sales through the end of October of 2021. We have had 202 unique visitors to the site. Purchases so far have been self-adhesive products, portable monitors and the utility bags produced in our sewing department.

We have a website for products manufactured on our campus!

GFL Solutions

Food Services

In 2021, our food service team provided 73,000 meals to Monroe County seniors and 42,000 meals to local daycares. Thanks to our donors, we were able to purchase two new food service delivery vans which better meet their needs so that we can continue to provide meals to the community!
Thank you to our donors!

25,000 +
Allene Reuss Memorial Trust
B. Thomas Golisano Foundation
Camp Smile Inc.
Davenport-Hatch Foundation, Inc.
Gwen and Richard Sterns
KeyBank Foundation
Marie Graham
Monroe County Dept of Planning and Development
Mother Cabrini Health Foundation
National Industries for the Blind
Smola Consulting
Susan and Donald Kitchen
United Way of Greater Rochester and the Finger Lakes

10,000 – 24,999
Alesco Advisors, LLC
Bank of America Charitable Foundation
Dorothy M. Young
Glover-Crask Charitable Trust
Jane W. Kitchen
Joseph C. Briggs
Kenlou Foundation, Inc.
KeyBank
Martin L. Suter and Suzanne S. Suter Family Fund
Max A. Adler Charitable Foundation, Inc.
Montage Wealth Management
Richard T. Bell
The Hallowell Fund
Waldron Rise Foundation
Wegmans Food Markets, Inc.
Wesley E. Saucke

5,000 – 9,999
Albert C. Snell Memorial Fund
Aqua Valley
Barbara Lobb
College Bound Sealers
Excellus BlueCross BlueShield
Flaum Eye Institute
Helen and Ritter Shumway Foundation
J.M. McDonald Foundation, Inc.
Jennifer and Matthew Lake
Michael and Suzanne Frame
Rochester Female Charitable Society
Ruth A. Unzicker
Samuel and Jill Halaby
Steve and Debbie Smola
The Rodney B. Janes Memorial Fund, JPMorgan Chase Bank, N.A., Trustee
Vasile Construction

2,500 – 4,999
Alexander Eye Associates
American Fashion Network
American Packaging Corporation
Boylan Code LLP
Buckingham Properties
Canandaigua National Bank
Carol McMillen
CBRE Rochester
Christine and Barry Platt
Downtown’s Vision Care
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Leo J. Roth Corp.
Marc Vasile
Mengel, Metzger, Barr & Co., LLP
Newell Brands
Paul and Annette DeCarolis
Paula Briggs
Peter and Lauren Briggs
Robert and Heidi Ryan
Robert Poltrino
Rochester Area Community Foundation
Rochester Regional Health Foundation
St. John Fisher University
Sumner Leigh Systems, Inc.
Terri and Bobby Meechan
Timothy Miller
USI Insurance Services
Wilmorite Corporation

1,000 – 2,499
Alan and Dulce Horwath
Amy Gould
Barbara Marshall
Barbara Nussmann
Bergmann Associates
Bond, Schoeneck & King, PLLC
Caliber Commercial Brokerage, LLC
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Charles Brinkman, Jr.
Cornerstone Eye Associates
Corporate Flooring Innovations, Inc.
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David Guadagnino and Mary Beauchamp
Dayton Foundation
Delta Gamma Sorority - University of Rochester
Dennis and Barbara Asselin
Donald Grover
Eleanor Newell
Eric and Elizabeth Rennert
Erik and Judy von Bucher
F. Lawrence and Barbara Howe
Ferber Financial Services
Finger Lakes Ophthalmology, P.C. - The Eye Care Center
Gail Serventi
George and Sandy Post
George Kalavanos
Greater Rochester Chamber of Commerce
Greater Rochester Health Foundation
HR Works, Inc.
Jacqueline and Christopher Lee
Jet X Delivery Service
Joan Feinbloom and Michaelanne Guido
John and Judith Henderson
Joyel Bennett
Michael and Gail Norris
NOCO Natural Gas & Electric
Nozomi Williams
PMA Companies
RDA Container Corp.
Richard and Diane Amundson
Rochester Alumnae of Delta Gamma
Rochester Eye and Laser Center
Rochester Eye Associates
Sara Taylor
Shruti and Parag Pandya
Susan Kennedy
Goodwill Vision Enterprises (formerly ABVI) and Goodwill of the Finger Lakes are ever grateful to our numerous donors who graciously contribute to making our mission possible. These donors contributed gifts of $250 or more during the fiscal year of April 1, 2021 – March 31, 2022. We give our sincere thanks to all of our donors for their generosity.

<table>
<thead>
<tr>
<th>Donor Category</th>
<th>Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>250 - 499</strong></td>
<td>Alexis DeBadts, Andrew Kalavanos, Ann S. Terhaar, Anna Spitz, Betsy Wilson, Boutte for County Clerk, Bryan Christopher, Churchville Lions Club, Corey Dooley, David and Judith Hunt, Deborah Goldman, Douglas Freedman, Elizabeth Gianakakis, Genevieve S. Bliss, George Scharr, Gregory Schroth, Gregory Stark, Irondequoit Lions Club, Jacqueline Tyson, James and Katherine Wright, James Officer, Jean Gordon Ryon, Jean Maess and Mark Kokanovich, Jeffrey A. Smith, Jerdine L. Johnson, John and Linda Buttrill, John J. J. Condemi, John Tritten, Judie Lynn Nassar McAvinney, Kam Way, Kathryn and Edward Wacienga, Katrina Hurzy, Kenneth Schirmuhly, Lawrence and Nancy Medici, Lawrence J. Hayes and Diane C. Hayes, Lisa Jackel, Louis and Betty Iacona, Lynn and Greg Sullivan, Marjorie Oi, Martin Reinhold, Matthew Mitchell, Megan and Keith Alchowiak, Michael and Carol Eagan, Neil Blumberg, Odetta Wiggins, Patricia J. Warth, Patrick and Stephanie Jackman, Raymond Koehler, Raymond Letterman, Richard Black and Jappie King-Black, Richard Libby, Ph.D. and Amy Kiernan, Ph.D., Robert and Janice Daitz, Rose M. Avery, Scott Davis, Scott Hicks, Sharon M. Hancock, Shirley Green, Sri Sai Durga Guntupalli, Stephen and Julie Smith, Steve and Erin Rebholz, Steven and Diane Felson, Steven and Mary Ching, Steven Bandrowczak, Theresa Bruno, Timothy Dunn, Town of Erwin Employees, Tracy L. Schleyer</td>
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</tbody>
</table>
Our Goodwill Gala: Walk the New Blue back in March not only raised over $170,000 for our community programs and services, but everyone had a blast! Thank you to everyone who attended and save-the-date for the next Goodwill Gala on March 11th, 2023!

Want even more Goodwill updates?

@goodwill_flx

Goodwill of the Finger Lakes

@goodwill_FLX

Follow us on our social media platforms!
## Consolidated Financial Summary

### Year Ending March 31, 2022

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Year Ending March 31, 2022</th>
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<tbody>
<tr>
<td>Public Support</td>
<td>$19,349,815</td>
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<tr>
<td>Program Revenue</td>
<td>$2,643,290</td>
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<tr>
<td>Sales Revenue¹</td>
<td>$38,333,673</td>
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<tr>
<td>Other Income²</td>
<td>$1,112,145</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$61,438,923</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Year Ending March 31, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>$8,803,934</td>
</tr>
<tr>
<td>Vision Rehabilitation</td>
<td>$826,234</td>
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<tr>
<td>Food Service</td>
<td>$786,944</td>
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<tr>
<td>Retail</td>
<td>$32,635,162</td>
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<tr>
<td>Contact Center</td>
<td>$3,150,272</td>
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<tr>
<td>211/LIFE LINE</td>
<td>$2,503,496</td>
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<td>Workforce Development</td>
<td>$538,443</td>
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<tr>
<td>Development</td>
<td>$394,250</td>
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<tr>
<td>Administration</td>
<td>$5,113,297</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$54,752,032</strong></td>
</tr>
</tbody>
</table>

| Change in Net Assets from Operations³| $6,686,891                 |

| Change in Net Assets from Operations³| $7,246,383                 |

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¹ Sales Revenue = Contact Center + Food Service + Manufacturing + Goodwill Retail + Vision Rehabilitation

² Excludes non-operating income/expenses such as change in pension funding status, gain or loss from interest swaps, and net investment returns - prior year adjusted for consistency

³ Full recognition of $10 M philanthropic support in year ending March 31, 2021 per generally accepted accounting principles (GAAP)
GOODWILL BY THE NUMBERS

384,624 People served

24 Million Pounds of stuff diverted from landfills

380,649 People served by 211/LIFE LINE

2,185 People received Vision Services

1,786 Served through the Good Neighbor Program