

2022 ANNUAL REPORT

...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.**

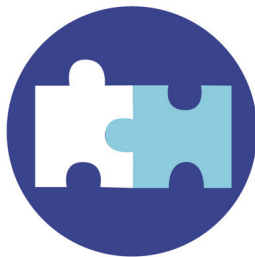
Through collaboration with communities, we

- 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:

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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.

Goodwill Vision Enterprises:

2,185 people served across 7 counties

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.



Children & Family Programming

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!

2·1·1

LIFE LINE

Chat with 211

For those who are not in a position to talk to our telecounselors on the phone, our 211/ Life Line chat feature expands our availability to reach our clients. Below are testimonials from community members:

“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

Senior Meals Program

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

"On Your Way" bag and books to be donated to families and schools in the community!



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.

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



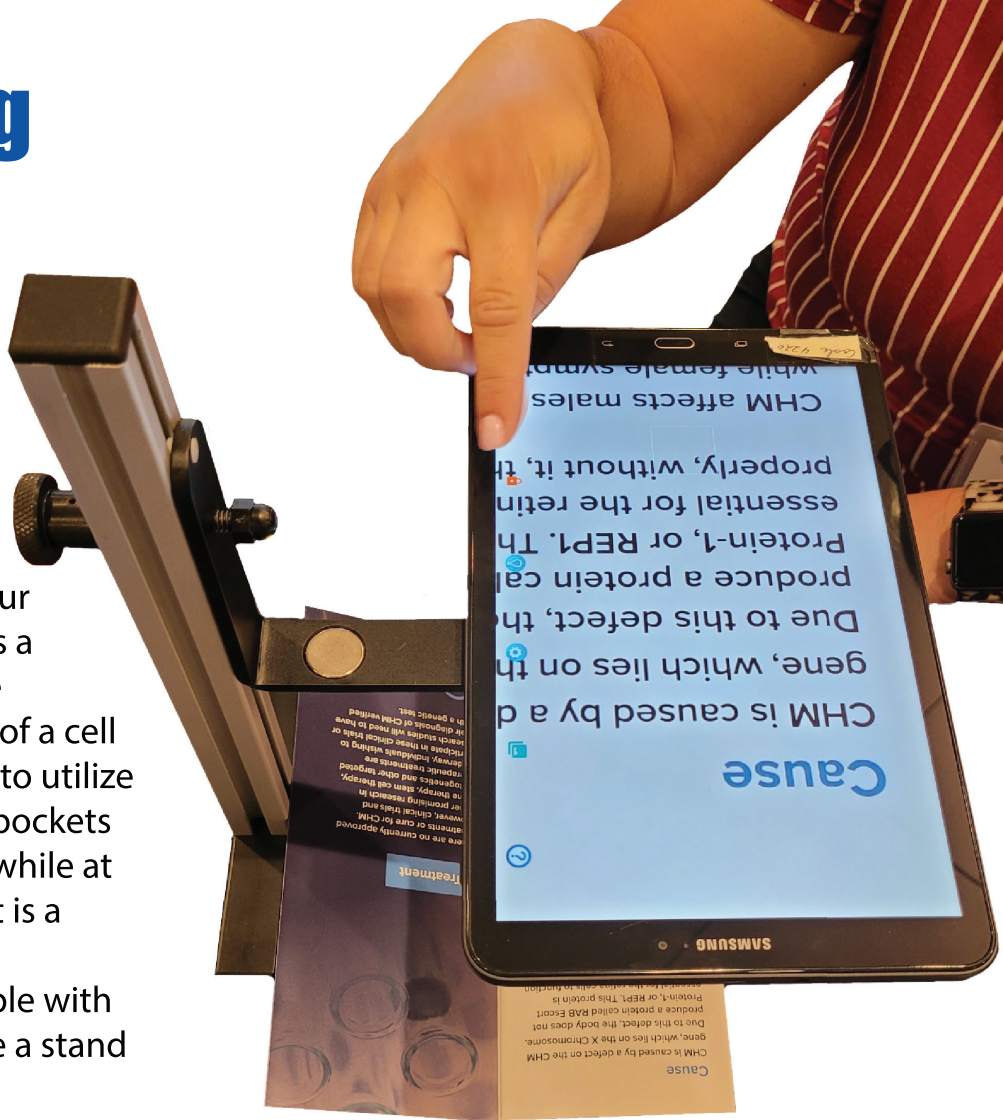
GoodLearn

Helping people stay educated by providing training and books to schools and other not for profits

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.

Manufacturing Patents the ISEelt Stand

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.



Contact Center

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.



We have a website for products manufactured on our campus!

GFL Solutions



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.

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 +

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and the Finger Lakes

10,000 – 24,999

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5,000 – 9,999

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1,000 – 2,499

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Susan Kennedy

Goodwill Vision Enterprises (formerley 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

Suzanne and Allan Chapman
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250 - 499

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Steven and Mary Ching
Steven Bandrowczak
Theresa Bruno
Timothy Dunn
Town of Erwin Employees
Tracy L. Schleyer



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 of the
Finger Lakes



@goodwill_FLX



Follow us on our social media platforms!

Consolidated Financial Summary

Year Ending March 31, 2022

Year Ending March 31, 2021

Revenue

| | | |
|----------------------------|---------------------|---------------------|
| Public Support | \$19,349,815 | \$19,531,580 |
| Program Revenue | \$2,643,290 | \$2,615,639 |
| Sales Revenue ¹ | \$38,333,673 | \$29,833,226 |
| Other Income ² | \$1,112,145 | \$796,973 |
| Total Revenue | \$61,438,923 | \$52,777,418 |

Expenses

| | | |
|-----------------------|---------------------|---------------------|
| Manufacturing | \$8,803,934 | \$8,589,557 |
| Vision Rehabilitation | \$826,234 | \$1,196,156 |
| Food Service | \$786,944 | \$709,859 |
| Retail | \$32,635,162 | \$24,661,196 |
| Contact Center | \$3,150,272 | \$2,951,239 |
| 211/LIFE LINE | \$2,503,496 | \$1,873,885 |
| Workforce Development | \$538,443 | \$418,851 |
| Development | \$394,250 | \$425,886 |
| Administration | \$5,113,297 | \$4,704,406 |
| Total Expenses | \$54,752,032 | \$45,531,035 |

| | | |
|---|--------------------|--------------------|
| Change in Net Assets from Operations³ | \$6,686,891 | \$7,246,383 |
|---|--------------------|--------------------|

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

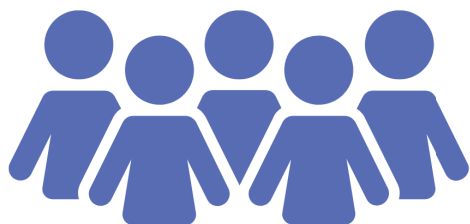
2 Excludes non-operating income/expenses such as change in pension funding status, gain or loss from interest swaps, and net investment returns - prior year adjusted for consistency

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



380,649

**People served
by 211/LIFE LINE**



24 Million

**Pounds of stuff diverted
from landfills**



2,185

**People received
Vision Services**

1,786

**Served through the
Good Neighbor Program**