

InSights

GoodwillFingerLakes.org

A PUBLICATION OF GOODWILL® OF THE FINGER LAKES — ANNUAL REPORT 2021

Our mission is to prepare and empower people who have barriers to independence to be self-sufficient and contribute to their families and communities.

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OUR MISSION PROGRAMS:



A MESSAGE FROM LEADERSHIP

A Year Like No Other

It was a year we will not soon forget. COVID-19 closed our vision center to in-person visits, but tripled our 211/Lifeline call center traffic. It delayed our Excel Center high school for adults, but sped up our creation of partnerships with other community organizations. And, perhaps most important of all, it validated our mission and approach when Philanthropist MacKenzie Scott recognized our work with a \$10 million gift.

The biggest impact we had on our community this year was the expansion of 211/LIFE LINE, our regional 24/7 crisis line and health and human services referral line. As people lost jobs in record numbers, feared the loss of housing and food security, and suffered the mental and physical challenges of extreme stress, our call volume tripled. So effective were our tele-counselors that in July we also took over the Monroe County COVID-19 hotline. Altogether we fielded 322,147 contacts this year.

At the same time, because of COVID, our vision rehabilitation team had to cease in-person visits with our clients. While our staff kept in remote contact with those we serve, making sure their day-to-day needs were met, it was a challenging year. We have since reopened for services, but not surprisingly face a backlog of requests and continue to have limited availability from our contracted providers.

This year Goodwill of the Finger Lakes formed partnerships with other local entities to maximize our shared resources. We joined the region's COVID-19 task force, a working consortium of local agencies cooperating to maximize our region's fight against the pandemic. Our Food Services division partnered with FoodLink and Lifespan to ensure that our senior population had access to good, healthy food. We used our Goodwill trucks and warehouse space to help United Way distribute hand sanitizer and personal protective equipment to front



*Jennifer Lake
President/CEO*



*Susan B. Kitchen
Chair of the Board*

Continued on next page

InSights

is published multiple times per year by Goodwill of the Finger Lakes.

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line workers. Our retail and manufacturing divisions are healthy and our Excel Center is back on track.

And of course, the highlight of our year was validation by philanthropist MacKenzie Scott. Following an in-depth look at thousands of charities and social service not-for-profits nationwide, she gave a few hundred of them an unprecedented, transformational gift. Goodwill of the Finger Lakes received \$10 million. We were delighted, but sobered by the responsibility of putting this gift to work in a way that will help transform our region systemically. It is an opportunity we cannot waste. We are already hard at work on a strategic plan that will map out the course we will follow to honor MacKenzie Scott's generosity.

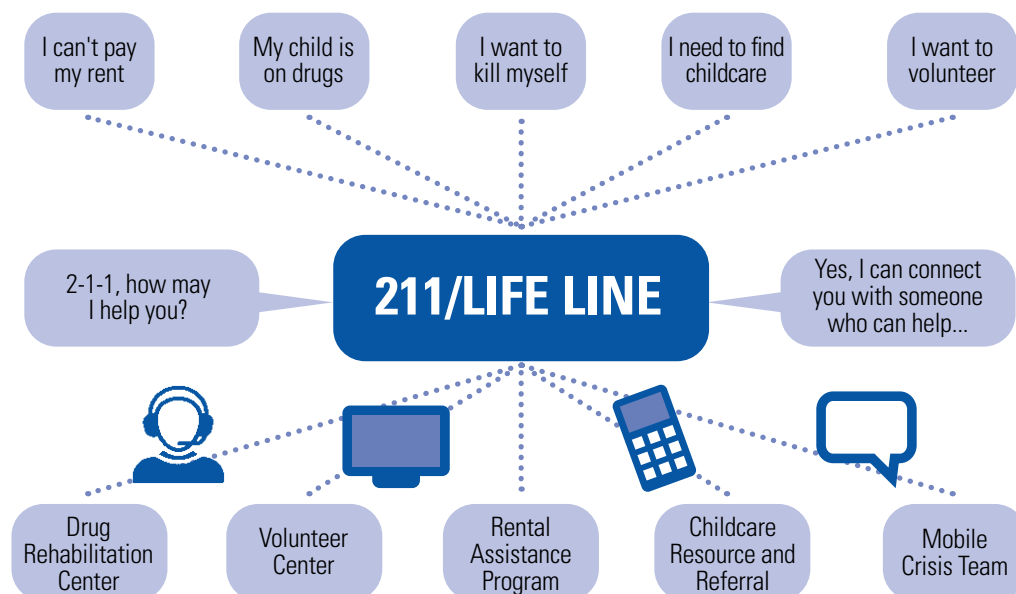
We hope you enjoy this special Annual Report edition of our Insights publication, as it provides a cost-effective way to still share highlights from the past year while acknowledging the generosity and support of our donors.

Jennifer Lake
President/CEO

Susan B. Kitchen
Chair of the Board

Did you know...

211/LIFE LINE is for everyone:





Our Children's Programs

Being a child who is blind or visually impaired can be lonely and isolating. They want to play and have fun like all of the other kids, but that's not always possible. Our Children & Family Program participants will tell you how good it feels to play and interact with other kids who are just like them and can understand their experiences.

And while 2020 made everything more challenging, it didn't slow down the kids in our program. They had an amazing year!

Our families virtually explored the New England Aquarium and met Myrtle, a 95-year-old sea turtle. They conducted science experiments to make "snow" and build snowmen inside their homes. They even met five otters—Squirt, Louie, Scarlett, Roh(s) no re (pronounced Low snow leh) and Ta wi ne (pronounced Da wee nee)—who live at The Wild Center at Tupper Lake in the Adirondacks.

All activities were a mix of virtual and hands-on, at-home experiences to keep everyone safe. The children enjoyed spending time with each other, along with their parents and siblings.

It is so important that our programs involve the entire family. Parents often tell us that sometimes it can be challenging to find activities to do together as a family. Our program was designed to ensure that a child with vision issues is not made to feel isolated or different. Instead, everyone is included in fun family activities. In fact, these programs become the highlight of the weekend, not just for the child with vision loss, but for the whole family.

After a year of challenges, we're excited to say that our Children & Family Programs have been a huge success with even more participants than before the pandemic. Adapting to the pandemic by making our programs virtual made these experiences even more accessible. One family, who lives almost an hour away, rarely attend our activities in the past with their child, who is visually impaired. They were overjoyed to participate in every single event held this past year.

Thanks to our donors, activities are free of charge to our families. Many wouldn't be able to afford activities like these. Cost should never be a barrier to a child feeling included in making life-long memories.

Food Services

Our Food Services division oversees the Loop Café. At the Loop, staff, especially those with vision loss who cannot drive, can buy delicious, nutritious, affordable meals. The Food Services team also provides meals for local senior centers and day cares. This year, they mobilized to ensure that local seniors could still get food while isolating for safety during the pandemic. Working side-by-side with Monroe County, Lifespan, and FoodLink, our Food Services team prepared meals for more than 120,000 seniors and sent out more than 8,000 Food Link boxes.

Seniors in our community could safely go to Senior Centers to pick up To Go meals, affording them safe socialization opportunities as well as access to easy-to-prepare meals.

Monroe County Executive Adam Bello noted that “One of the true bright spots in our response to COVID-19 has been the partnership and collaboration between the Monroe County Office of the Aging senior nutrition program and Goodwill of the Finger Lakes. Your flexibility and ingenuity has helped us meet the identified needs of Monroe County’s older adults throughout the pandemic.”

Low Vision Services

For our clients who are blind or visually impaired, we provide access to adaptive equipment and technology that maximizes any remaining vision while offering valuable training on day-to-day activities ranging from cooking to traveling. More importantly, our staff provides emotional support and opportunities for socialization to our clients. Both are critical as people with vision loss often feel isolated and suffer from higher rates of depression than the general population.

When COVID-19 hit, we knew it was essential that those we serve could receive that vital support. Immediately after pausing in-person client appointments, our staff began offering weekly check-ins. We made sure our clients had the technology they needed to stay connected as well as understood how to use it.

During weekly check-ins, clients often requested magnifiers or asked about accessing audiobooks and large-print lending libraries as well as other community resources. During these check-ins, we also fielded questions like “How do I know a store’s COVID policies when I can’t read any posted signs?” Weekly check-ins, increasing in length and frequency, often turned into conversations around extreme isolation and hopes for the future. We also sent out “thinking of you” cards that had information on how to connect with our team as well as our 211/LIFE LINE mission program if they needed additional support.

One of our clients still wanted to travel independently within the grocery store to grocery shop for his family. Typically, this kind of training would involve close contact with our orientation and mobility specialist. Instead, our specialist was able to safely social distance while training the client on wearing bone-conduction headphones that also ensured he heard ambient sounds that are so important to safe navigation for those with limited vision. Directional cues were given at a safe distance, and he was able to maintain his independence while still having a line of support via his phone. After this training, he reached out to our staff and said, “I wanted to thank you for the training sessions that you and I had. I learned some new skills. I also learned to come up with strategies and take it slow when navigating.”

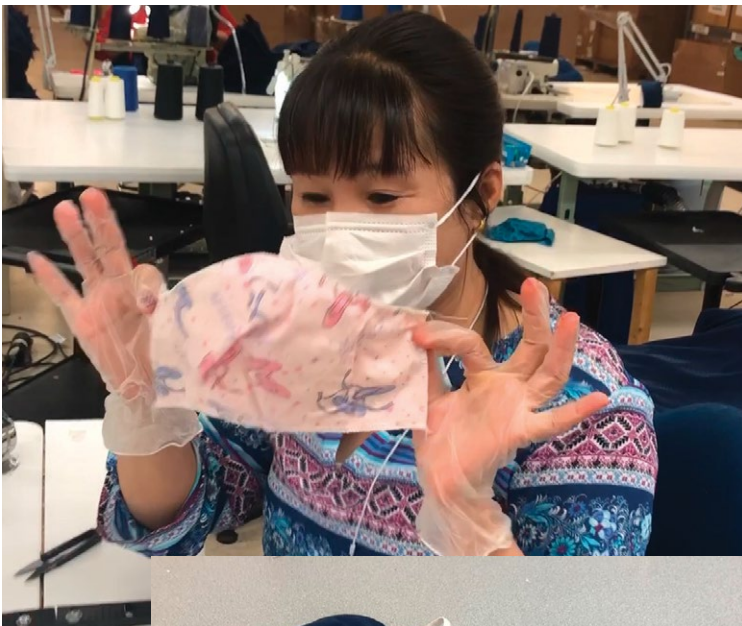


Caring For Our Staff

Our staff is the heart and soul of Goodwill of the Finger Lakes.

For the past year and a half, we have kept employee well-being and safety at the forefront of our minds amidst the COVID-19 pandemic. For employees needing to interact with people throughout the pandemic; we recognized that they posed the greatest risk. With the help of our donors, we made sure that they had the personal protection equipment needed to do their jobs safely. Meanwhile, there were parts of the agency that shut down until conditions improved. Those employees had the option of working temporarily for our 211/LIFE LINE mission program, which was experiencing a massive increase in call volume. While the reassigned staff helped answer calls about health and human services resources in this area, the remaining staff members worked from home upon receiving technical support and training.

Bonnie Jo Warner, who answers calls on behalf of our Environmental Protection Agency contract, was grateful to be able to work from home. She recalls leaving training on a Friday then being told she'd be working from home on Monday. "There were some bumps but with some technical support, I realized 'I can do this!' I was just so thankful that Goodwill gave me this opportunity. I was relieved that I still had a job and could pay my bills." Bonnie has worked for Goodwill for 16 years. To her, co-workers feel more like family. "The first week back in the office was like coming home. Nobody could have dreamed of this situation happening. I missed having face-to-face contact with people but was thankful I could be safe."



"I missed having face-to-face contact with people but was thankful I could be safe."

— Bonnie Jo Warner



Goodwill of the Finger Lakes has made and distributed over 6,000 cloth masks to help protect employees and others.

OUR GENEROUS DONORS

Goodwill of the Finger Lakes and our mission programs The Association for the Blind and Visually Impaired (ABVI) and 211/LIFE LINE 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, 2020 – March 31, 2021. We give our sincere thanks to all of our donors for their generosity.

\$25,000+

B. Thomas Golisano Foundation
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 Richard Hitchcock
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 Susan Steinbrenner
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 Eugene Veltri
 Richard Wade
 David L. Wiesner
 Nozomi Williams
 James and Katherine Wright
 Joyce Zimowski

\$250 - \$499

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 Richard and Diane Amundson
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 Ronald and Mary Ann Aument
 Madeline Azoulay
 Steven Bandrowczak
 Tyla Lynn Bauch
 Benefit Resource Inc.
 Richard Black and Jappie King-Black
 Neil Blumberg
 Christine Bolan
 Brockport Lions Club
 Christine J. Broughton
 James and Carmen Brush
 Chris Cacia
 Michelle and Tom Cain
 Frank Caridi
 Steven and Mary Ching
 Clary Family Foundation
 Denise and Ray Colaruotolo
 Connie and Scott Coots
 Steven Cukalevski
 William and Judith Davis
 Donald and Cathy Dea
 Laura DiNatale and Joe Orden
 Charles Dittmar
 Timothy Dunn
 Michael and Carol Eagan
 Gloria A. Emmanuel
 Sarah and Russell Favro
 Dale Feldman
 Steven and Diane Feldon
 James Gibbons
 Deborah Goldman
 Edward Grissing
 James and Betsy Hoefen
 Donna and Peter Horn
 David and Judith Hunt
 Jeanne Hutchins
 Louis and Betty Iacona
 Irondequoit Lions Club
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 Lisa Jackel
 Patrick and Stephanie Jackman
 Richard and Donna Jamison
 Judith and Norman Karsten
 Barry Kissack
 Fina Kroenberg
 Brian and Cathy Lambert

Lions Club of Chili, Inc.
 Raymond and Roseann Mayo
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 William and Betty McCullough
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 Paul and Claudia Moriarty
 Anthony Mugnolo
 JudieLynn Nassar McAvinney
 Mary Ellen and Peter Parry
 Gregory Perkins
 Leah Powell
 Jordan Pugliese
 Carol Rath
 Steve V. Rebholz
 Donald E. Ross
 Kenneth Schirmuhly
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 Gregory Schroth
 Karen M. Schuhle-Williams
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 Charles and Anne Seereiter
 John Seibold Sr.
 Thomas and Michele Shone
 Stephen and Julie Smith
 Joseph Stasiw
 Mary Louise Steinwachs
 Jean Stowell
 Douglas and Marianne Taylor

Ann S. Terhaar
 James and Sheila Tulloch
 United Way of The Greater
 Capital Region, Inc.
 Susan and Harvey VanHoven
 Rasma Veverbrants
 Kathryn and Edward Wacienga
 Walworth Lions Club
 Patricia J. Warth
 Robert and Linda Wayland-Smith
 Shirley G. Williams
 Peter and Deborah Wilsea
 Mary Worboys and Scott Turner
 Joseph and Joyce Yatteau
 James and Karen Zielinski
 Mary Lou Zimpfer

Visionary Society

Goodwill of the Finger Lakes created the Visionary Society to thank and honor those individuals who have supported our mission for 10 or more consecutive years. The new members listed joined the Visionary Society between April 1, 2020 and March 31, 2021. We thank them for their commitment. To view the complete listing of Visionary Society members, visit www.goodwillfingerlakes.org/donate/donor-recognition.

Donald Alloco
 John and Hanna Bailey
 Bill and Jason Barnecut-Kearns
 Daniel Blanchard
 Mary Boland and Niraj Lama
 Sara Camille
 Robert and Susan Chapman
 John and Betty Chu
 Ms. Lorna O. Clark
 Janice and Corydon Collins
 Linda and William Delaney
 Reverend and Mrs. James Dugan
 Suzanne and Bernard Ernst
 Sharon Gage
 Craig and Shirley George
 William and Peggy Gilligan
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 Holly Hindman and Spencer Cook
 Marvin J. Hoffman
 Douglas and Dora Hunter
 Robert and Teresa Issa
 Judith and Norman Karsten
 Edward Kasper
 George and Eva Klemann
 Stanley and Greta Kopec
 Jeanne W. Krautwurst
 Mary Lou Kuntz
 John Lauff
 Kathleen L. McGrath
 Louise McLaughlin
 Lawrence and Nancy Medici
 Kevin and Diane Monaghan
 Bonnie Moore
 Keith and Cheryl Moss
 Raymond S. Potter
 David and Virginia Rice
 Jean A. Shafer
 David Sharkey
 David Talbot
 Dave Tyler and Marlisa Post
 James and Vivian VanDeVelde
 Susan and Harvey VanHoven
 Mary Alice and Earl Westerlund



Loyalty Society

Goodwill of the Finger Lakes created the Loyalty Society to thank and honor those individuals who have supported our mission for five to nine consecutive years. The new members listed joined the Loyalty Society between April 1, 2020 and March 31, 2021. We thank them for their commitment. To view the complete listing of Loyalty Society members, visit www.goodwillfingerlakes.org/donate/donor-recognition.

Darrick and Sarah Alaimo
Carol Anderson
Michael Asenato
Madeline Azoulay
Michael and Susan Bargmann
James Barringer
Scott and Stacey Bianchi
Stuart and Betsy Bobry
Gloria and Roger Boehme
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Clayton and Susan Cloen
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Ricki and John DeBaun
Paul and Jane Doles
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Anita Principi
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Alfred and Ruth Smith
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Steve and Debbie Smola
Arnold Sprague
John H. Sutherland
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Louis and Kelly Volonino
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Sheila Weinbach
Faith and Jon Weldon
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Shirley G. Williams
Michael Woods
James and Katherine Wright

Partners in Success

These businesses have supported the mission of Goodwill of the Finger Lakes for between five and nine consecutive years.

Alexander Eye Associates
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Burke Group
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Casella Waste Management of NY, Inc.
College Bound Sealers
Corporate Floors U.S.A., Inc
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Excellus BlueCross BlueShield
Flaum Eye Institute
HR Works, Inc.
Jet X Delivery Service
JFS Curtze
Kenlou Foundation, Inc.
Mark L. Serventi Family Foundation
Mattingly Low Vision, Inc.
Max A. Adler Charitable Foundation, Inc.
MetLife
Pixos Print

Ramerman Leadership Group
 RDA Container Corp.
 Richard T. Bell Foundation
 Rochester Area Community Foundation
 Rochester Eye Associates
 Rubens Family Foundation
 Seneca Gaming Corporation
 Simmons Rennolds Associates, LLC
 St. John Fisher College
 Sumner Leigh Systems, Inc.
 University of Rochester School of
 Nursing
 Wilmorite Corporation
 Xerox Corporation

Partners in Leadership Society

These businesses have supported the mission of Goodwill of the Finger Lakes for ten or more consecutive years.

Albert C. Snell Memorial Fund
 Alesco Advisors, LLC
 AP Professionals of Rochester, LLC
 Aqua Valley
 Boylan Code LLP
 Browncroft Day Care Center
 Diamond Packaging
 Helen and Ritter Shumway Foundation
 IBM Employee Services Center
 Irondequoit Lions Club
 M & T Bank
 Mengel, Metzger, Barr & Co., LLP
 NOCO Natural Gas & Electric
 OcuSight Eye Care Center
 Retina Associates of Western NY, PC
 Rochester Alumnae of Delta Gamma
 Rochester Female Charitable Society
 The Dolomite Group
 Wegmans Food Markets, Inc.

Now available on our YouTube channel



Learn more about Low Vision Service and how we can help with Dr. Allison Ford, Low Vision Optometrist
<https://bit.ly/LowVisionGFL>



Hear first-hand stories from our 211/LIFE STAFF about how they make a difference
<https://bit.ly/211LIFELINE>

Did you know...

You can now purchase some of the products from our Manufacturing division! Visit www.GFLSolutions.org.

GFL Solutions was created to give organizations in the Finger Lakes region and those who work from home access to world-class products created by people who are blind or visually impaired. All purchases on our site support our mission and helps provide jobs to those with barriers to employment. Products include self-stick notepads, label makers and labels, and utility bags.

FINANCIALS

Year Ending March 31, 2021

Year Ending March 31, 2020

REVENUE

| | | |
|----------------------------------|---------------------|---------------------|
| Public Support | \$19,531,580 | \$10,594,682 |
| Program Revenue | \$2,615,639 | \$2,575,166 |
| Sales Revenue ¹ | \$29,833,226 | \$35,081,075 |
| Other Income ² | \$4,762,849 | (\$1,262,899) |
| TOTAL REVENUE | \$56,743,294 | \$46,988,024 |

EXPENSES³

| | | |
|-----------------------------|---------------------|---------------------|
| Manufacturing | \$8,589,557 | \$10,482,478 |
| Vision Rehabilitation | \$1,196,156 | \$1,801,268 |
| Food Service | \$709,859 | \$1,425,486 |
| Retail | \$24,661,196 | \$26,235,965 |
| Contact Center | \$2,951,239 | \$2,262,002 |
| 211/LIFE LINE | \$1,873,885 | \$1,320,650 |
| Workforce Development | \$418,851 | \$489,235 |
| Development | \$425,886 | \$346,869 |
| Administration | \$4,704,406 | \$5,078,562 |
| TOTAL EXPENSES | \$45,531,035 | \$49,442,515 |

Change in Net Assets

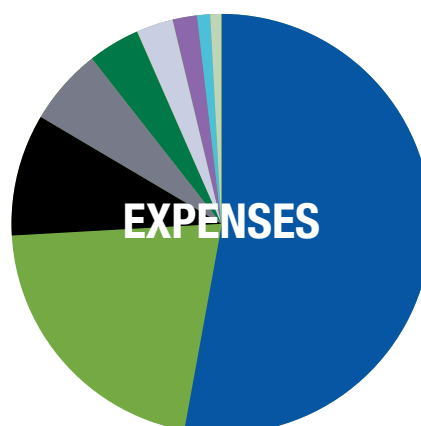
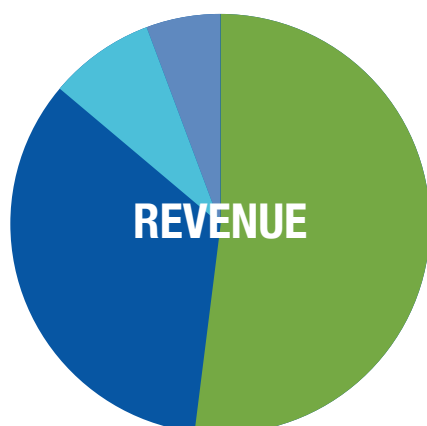
from Operations⁴..... **\$11,212,259**..... **(\$2,454,491)**

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

2 Excludes distributions to Operations from Endowment Funds

3 Excludes Non-operating Expenses such as Change in Pension Funding Status and gain or loss from Interest Swaps

4 Full revenue recognition of \$10M philanthropic support per generally accepted accounting principles (GAAP)





InSights

GOODWILL BY THE NUMBERS

