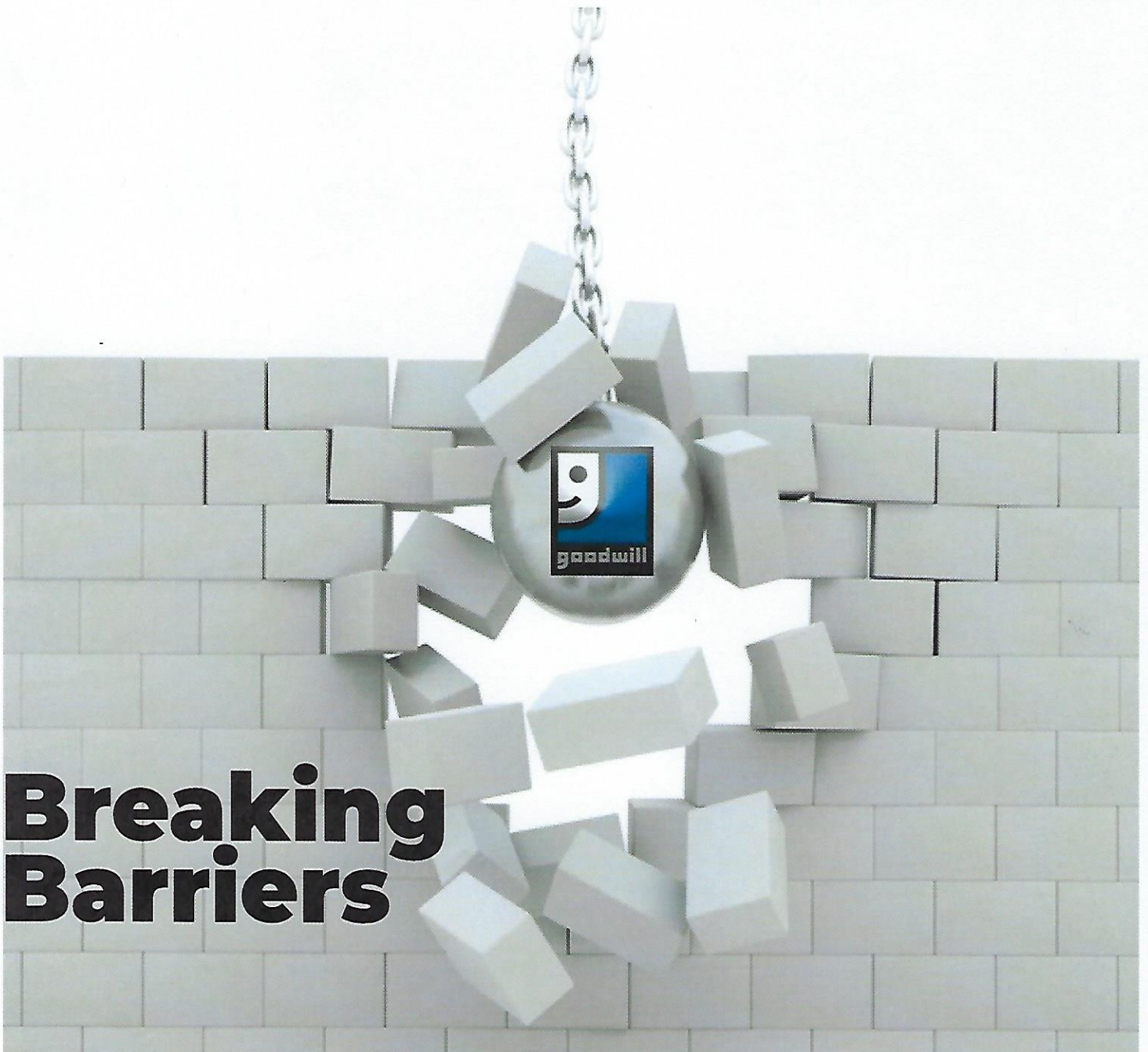


Goodwill of Mississippi

Annual Report 2021



**Breaking
Barriers**



2021...

A Year of Recovery and Optimism

Dear Friends of Goodwill,

2021 was a year of recovery and optimism for Goodwill Industries of Mississippi. As we navigated external challenges still very much present, we took this opportunity to grow services offered and to plan for the bright future of this social enterprise. Goodwill Industries of Mississippi made significant strides in the expansion of its Workforce Development Department in 2021. Goodwill enhanced its services offered by being forward thinking with the way training was provided. Virtual reality training was implemented and offered a fresh take on delivering critical knowledge to help lead our trainees on the path of gaining a meaningful career. This innovative spirit widened the selection of programs offered at Goodwill by introducing Virtual Reality Career Exploration and Virtual Reality Interviewing.

With the addition of these exciting programs, Goodwill Industries of Mississippi served a total of 529 Mississippians in 2021, an increase of 427 from the 102 we were able to serve in 2020. In 2021 strategies were put in place to support the growth trajectory of Goodwill Industries of Mississippi. This strategy includes a commitment to seeking technological advancements to add efficiencies to our operations. Plans to enter the Mississippi Delta in Greenville, Mississippi were put into place - this being the first time Goodwill has been able to offer this great community its resources. Our Career Center and Retail store are expected to open Winter 2022.

Also, our heartfelt appreciation goes to the Goodwill Industries Volunteer Service Services group who continued to enrich the lives of our employees and clients. They provided monthly birthday parties, Thanksgiving and Christmas lunches, and a Christmas employee bonus. This fantastic group of individuals greatly contributed to the fundraising efforts of Goodwill by bringing back the Goodwill Salute Dinner in 2021, after its hiatus in 2020.



The Salute recognized 15 outstanding Mississippi volunteers who made a significant impact on the communities in which they live.

In closing, thank you to the remarkable communities that have supported us over the past year. Mississippi is certainly one of the most, if not the most, giving states and we invite you to take part in the progress of Goodwill Industries of Mississippi by sharing the Good news contained in this Annual Report. As Helen Keller once said, "Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence." This sentiment guides Goodwill Industries of Mississippi each day. We are truly optimistic about the bright future of this great organization, and we lead with a confident hope that we can and will continue to positively impact the lives of Mississippians.



A handwritten signature in black ink.

Brad Steffani
President and Chief Executive Officer
Goodwill of Mississippi, Inc.



A handwritten signature in black ink.

Jana Nicols
Board Chair

About Goodwill Industries of Mississippi -

Goodwill Industries of Mississippi was founded in 1957 by community leaders serving to assist people with disabilities to have work. Now 65 years later, Goodwill Industries of Mississippi has greatly expanded its operations to include employment and training for people with extended barriers to employment.

Currently our organization has a consistent 200+ employees and reaches out to our public with digital skills training, customer service certification, virtual reality interview training and virtual reality career exploration programs.



Our Vision

To be a premier employer in our marketplace.



Our Mission

Goodwill Industries of Mississippi assists people with disabilities and other barriers to obtain employment.

Board of Directors for 2021

o **Jana Nicols** — Board Chair

o **Janet Jones**

o **Spence Fletcher** — Vice Chair

o **Deanne Mosley**

o **Tom Troxler** — Secretary

o **Brooke Plummer**

o **Shannon Hillman** — Treasurer

o **Greg Ross**

o **Ricki Garrett** — Past Chair

o **Leslie Sorrell**

o **Jake Bradley**

o **Sherry Stegall**

o **Evelyn Edwards**

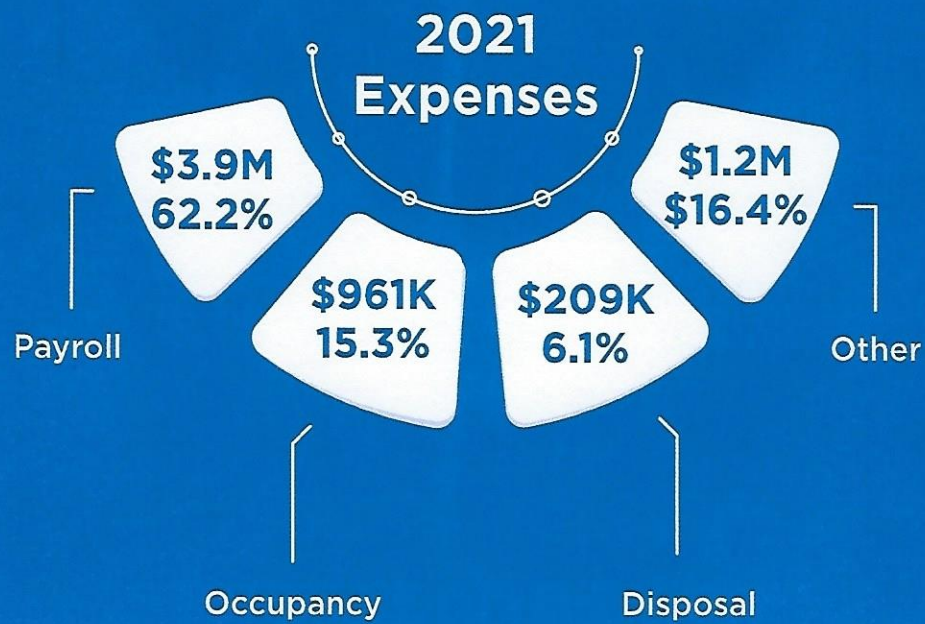
o **Steve Waite**

o **Rena Harrell**

o **Brad Steffani** — CEO and President

o **David Henry**

o **Catherine Florreich** — GIVS
President





Combined Statement/Balance Sheet

Revenue from

Income Statement	Audited 2020	Audited 2021
Store Operations	\$4,714,706	\$6,927,698
Training Income	\$650,556	\$793,034
Grants	\$53,653	\$296,439
Other	\$896,565	\$900,262
Total	\$6,315,480	\$8,917,433

Expenses

Income Statement	Audited 2020	Audited 2021
Payroll Related	\$3,709,722	\$3,906,521
Other	\$1,051,641	\$1,034,716
Rent	\$912,977	\$961,232
Total	\$5,674,340	\$5,902,469

Income Statement	Audited 2020	Audited 2021
Net Income Before Depreciation	\$673,627	\$2,664,985
Depreciation	\$153,202	\$145,794
Net Income After Depreciation	\$520,425	\$2,519,191
Balance Sheet 12/31/2020 (Unaudited)		
Assets		
Current & Other	\$2,344,291	\$5,190,124
Fixed	\$1,035,340	\$713,880
Total Assets	\$3,379,631	\$5,904,004
Total Liabilities	\$236,702	\$241,884
Net Assets w/o Donor Restrictions	\$3,142,929	\$5,662,120
Total Liability & Equity	\$3,379,631	\$5,904,004

Community Impact

2021 Training

- ✓ 494 Digital Skills Training
- ✓ 2,736 Digital Skills Certificates Issued
- ✓ 31 Customer Service National Certifications
- ✓ 67 Virtual Reality Interviews
- ✓ 108 Vocational Rehabilitation Clients Served

Employment

- ✓ 140 people hired
- ✓ 108 Vocational Rehabilitation Clients Served

Environmental Impact

- ✓ 1,958,744lbs of goods kept out of landfills





Success Stories



Monica Bryan

People have labeled me disabled since birth. I was born with cerebral palsy and told that I would have limitations. When I was young, it was hard, but I learned very quickly that people really don't understand about disabilities. Often, they think if you have a physical disability then you must have a mental disability also. THIS IS NOT TRUE. People with a disability want what everyone wants - to be accepted and included. We just find different ways to achieve the same results. I may walk differently and a little slower, but I arrive at the same destination. I did very well in school. Received my degree from MS State in Business Administration & Management but people would not hire me. I have so many abilities, but the disability is what they would see. I am now working at Goodwill Industries of Mississippi where they see my abilities. I have found a place where I am accepted, included, and allowed to excel in my skills. Goodwill Industries is so much more than most people know. It is an organization that truly serves its Mission to assist people with disabilities and other barriers to obtain employment, and to be accepted. I love Goodwill and I thank Goodwill for seeing "me".

**When YOU Donate;
When YOU Shop;**




Skylin Smith

I'm sharing my story in hopes that someone will read it and see that there is always hope and often wonderful things ahead. My life was in a quick downward spiral due to addiction. Truly, everyone had given up on me, even myself. I was put in a rehab facility and I knew it was my last chance. When no one would hire me, Goodwill of Mississippi did. The employees treated me like family with no judgment of my past. The first week that I was at Goodwill, my place where I was staying caught fire. I lost my stuff! Mr. Dave, our former CEO at Goodwill, told me to get what I needed so that I would have a place to sleep and clothes to wear. That blew me away and made me want to do better and get my life back. Here I am, still at Goodwill, completely clean and sober for 2 years. Every day, I have purpose in my life and I am surrounded by people who care about me. I have moved up in the organization and I am now the Assistant Manager at our Goodwill Outlet Store in Ridgeland. It is my hope and plan that with Goodwill's help, I can finish my college degree as I only have one year left. My real dream is to manage a Goodwill Select Store in Mississippi. This organization saved my life and gave me purpose as it has for many others. I am forever grateful.

**YOU Create Jobs.
YOU Change Lives.**



Contact Us:

 (601) 853-8110

 www.goodwillms.org

Goodwill Industries of Mississippi
104 East State Street
Ridgeland, MS 39157

