

2023

ANNUAL REPORT



Shop, Donate, Change a Life!

Goodwill 
Berkshires and Southern Vermont 

FROM THE CEO



As the President/CEO of this organization, I am proud to highlight the impact of our supporters' donations and customers' purchases in our stores. Without a loyal public, we would not be able to successfully provide our Mission Services to those in our communities. We are also grateful to the 46 agencies that refer their clients to us for job training and gift cards for those most in need.

The wonderful people we serve and our Mission Services Team members bring "good" to life every day. They all keep mission at the forefront of the organization. We recognize that so many people need our services from the homeless to those in recovery, immigrants, and individuals who want to pursue training for a job.

Our Career Centers in North Adams, Pittsfield and Bennington continue to gain recognition from members of the community. From writing resumes to job coaching to interview prep and job placement, these centers have become a hub in our stores.

As an organization, we utilize donations while fulfilling a commitment to sustainable environmental conservation. In the past year, we have diverted nearly 1,300,000 pounds from landfills. While a large majority of our donations reach the sales floor and are repurposed for a second life the remainder are recycled through aftermarket sales.

Old tee shirts and towels are used to make rags that are purchased from local businesses and city offices. This cottage business is run by members of our supported employees. They take great pride in cutting, packaging and weighing the bags for our customers.

In December 2022, we opened our third Vermont store, a flagship store in Brattleboro. With a warm welcome from the community, the grand opening drew a large crowd. This store was recently celebrated for the highest contributions to the 'Summer Snacks and More' campaign that provided funding to the Meeting Waters YMCA in Vermont, among others.

We received the Platinum Seal of Transparency from Candid. This rating puts us in the top one percent of charities nationally in terms of transparency and means that Goodwill Industries of the Berkshires and Southern Vermont has shared clear and important information with the public about our goals, strategies, capabilities, achievements and progress indicators.

I look forward to next year when we will begin launching our strategic plan pillars to reach new goals.

Sincerely,

David K. Twiggs

MISSION, VISION AND VALUES

Our Mission

Goodwill helps individuals build pathways to pursue their goals through employment, career development, and community support programs.

Our Vision

We envision a community where the individuals we serve are able to reach their full potential.

Our Values

RISE

- Respect: We strive to be kind and champion equity, diversity, and inclusion.
- Integrity: We pursue honesty and accountability in all we do.
- Service: We are committed to providing exceptional service to our communities.
- Excellence: We value high standards, innovation, and continuous improvement.



Hector Fuentes, Program Coach, Mission Services

NEW FLAGSHIP STORE



Ribbon-Cutting Ceremony at the Brattleboro Store Opening

Goodwill Industries of the Berkshires and Southern Vermont celebrated the grand opening of its new store and donation center in Brattleboro, Vermont, on Saturday, December 17, at The Royal Square Shopping Center, 768 Putney Road (Route 5). Excited shoppers filled the store throughout the day, from the 9 a.m. opening to closing at 8 p.m. A ribbon-cutting celebration was held at 11 a.m. Door prizes were given out all day.

Marketing and communications outreach to promote the grand opening as well as to solicit donations included a press release, which garnered coverage in print and digital publications and radio, and an oversized direct-mail postcard that was sent to 9,850 households and businesses in the region. Print advertising included multiple placements in The Brattleboro Reformer, The Commons (a free weekly), and The Southern Vermont Shopper. A radio campaign was conducted on WTSA-FM in early December, along with a follow-up campaign on the station in January.

The 23,000 square foot space, which previously housed a Peebles department store, features a spacious 10,000 square foot sales floor. The backroom, where donated merchandise is sorted, processed and priced, and the dock area, comprises the remaining 13,000 square feet at the location.

The Brattleboro store offers customers a welcoming, department store type of experience. Shopper-friendly features include four cash registers, six fitting rooms, piped-in music, and easily accessible shopping throughout the sales floor.

Goodwill plans to open a Mission Services Career Center within the store in 2024. The Career Center will provide job seekers with assistance with resumes, employability workshops, and job skills training programs.

Kimberly Rawson
Marketing and Communications Consultant

CARF ACCREDITATION



Goodwill Industries of the Berkshires and Southern Vermont received a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) for its supported employment services in 2021. CARF accreditation has been the recognized benchmark of quality health and human services for more than 50 years.

In issuing the accreditation, CARF commended Goodwill's leadership team and their vast knowledge of the organization's retail stores, service provision, fiscal responsibility, and the CARF standards, including the high level of satisfaction expressed by those families and persons served by Goodwill and its ability to meet their needs and expectations.

Goodwill's achievement is based on the organization's dedication and commitment to improving the quality of the lives of the persons served. In achieving this high level of accreditation, Goodwill demonstrated substantial conformance to CARF's standards, including clearly written policies and procedures to guide its operations, services and best practices. The three-year accreditation is the longest accreditation period that is awarded by CARF.

A LETTER FROM THE BOARD PRESIDENT



From the President

This year began my tenure as the new Board President. It has been my pleasure to learn more about each board member, their strengths and commitment to Goodwill. I am fortunate to serve with a strong, committed group of officers on the Executive Committee, Garry Beaty, Vice President; Stephen Glick, Treasurer; and Jennifer Carpenter, Secretary, all of whom are also serving first year terms.

As we approach 2024, I look forward to the launch of our 3-year strategic plan, and to maximizing performance in our existing 7 store locations. This year, our leadership staff took a closer look at the goals of our organization and worked hard to develop a clear, thoughtful mission that reflected the direction of the organization.

Our board takes pride in the achievements of the Mission Services Programs. At our Annual Meeting, we had the pleasure of learning about a few impactful success stories from individuals who complete job training programs and who are now gainfully employed.

As I move into my second year as Board President, I look forward to relaunching the Mission Services Committee, where we will reconnect with individuals and community leaders who have supported the organization for many years in the past and are eager to re-engage.

I am also delighted that establishing Career Centers has become the model for our organization. Working within the communities we serve, provides us with first-hand knowledge of the needs and challenges that help the local citizens achieve their path to independence with dignity and hope. Making a difference in the lives of those we serve by offering assistance to those in need gives us reasons to celebrate.

Lisa McCormack
Board President

BOARD OF DIRECTORS

OFFICERS

Lisa McCormack
Garry Beaty
Jennifer Galvagni Carpenter
Stephen Glick

BOARD MEMBERS

Brian P. Astorino
Heather Kruczkowski
Miriam Maduro
Phillip (Phil) Massery
Leonard Patnode
Robert T. Sykes
Rev. Ralph Wesley Howe

MISSION SERVICES



Kelly Brennan and Katie Walden

The calendar year 2023 was an eventful one for Mission Services at Goodwill Industries of the Berkshires and Southern Vermont, Inc. (GIB). Since I began my tenure at GIB, I have had a wish list that included hiring a staff member who would excel at assisting participants in looking for and obtaining employment. 2023 was the year this wish came true. Enter Kelly Brennan, our new Director of Mission Services.

Kelly comes to us with many years of experience in doing just that. Kelly has taken our Soar for Success Program (formally known as Suit Your Self) to new heights. Kelly and her team members Katie Walden and Ivy Blasi Gifford have become a fixture in our North Adams Career Center, creating a welcoming space for community members looking for support services. These services range from gift cards to shopping in our stores for those in need of clothing and household items, to being assisted with finding employment. The Soar for Success program provides training in soft skills,

resume and cover letter writing, interview skills, mock interviews and clothing appropriate for the interview. It doesn't stop there. Kelly and her team are there to support each participant on their journey to continued employment and stability.

Since January, 37 participants have found employment.

This year we saw an increased growth in the number of our supported employees in both our Tyler Street, Allendale and Bennington locations. In addition, an old friend and team member was welcomed back to the fold as the Supervisor of Supported Employees in our Allendale store and what a difference he has made. Hector Fuentes is a real success story. Hector came to us 12 years ago looking to find his vocation. After completing his training, working in the warehouse, facilitating our Custodial Training program, and then moving on, he has joined us again for a role he was meant to have. Hector makes a difference in the lives of his team every today.

Looking forward to 2024 with high expectations,

Kathy Anker
Vice President of Mission Services



Kathy Anker, Pam Benett, Daquan and Luis celebrating completion of custodial training

HUMAN RESOURCES



Throughout the past few months, the Goodwill Human Resources department has been at the forefront of fostering a culture of growth and talent retention within the organization. Our commitment to these principles has not only shaped our workforce but has also contributed to the overall success of Goodwill's Mission, Vision and Values.

The HR team has begun to implement strategic hiring initiatives designed to attract diverse and dynamic talents. By aligning recruitment efforts with the organization's mission and values, we have successfully brought on board individuals who not only possess the necessary skills for the job but also have a passion for being part of an organization that helps to provide opportunities for those with a diverse background within the community.

Beyond recruitment, the focus on talent retention is essential to our HR strategy. As a team we recognize that investing in our employees is key to ensuring long-term success. The implementation of training and development programs in the future

will help to equip our staff with the skills necessary to not only meet their current responsibilities but also to grow within the organization.

The journey of hiring and retaining talent is an ongoing one, and the Goodwill HR department is poised for continued success. Looking ahead, we are excited about exploring new avenues for talent acquisition, streamlining our recruiting and retention strategies, and adapting to emerging trends in the employment landscape. We remain devoted in our dedication to nurturing a thriving and diverse workforce.

While we have encountered challenges in our talent acquisition goals over the past few months, we've slowly but surely started to witness positive trends in our retention metrics. Our efforts have translated into a more satisfied and committed workforce. We look forward to hearing the stories of the employees that join us and showcasing the growth and development of individuals who have found not just a job but a meaningful career at Goodwill.

Additionally, it is our goal to begin implementing various employee engagement initiatives, from regular feedback office hours with HR to an improvement of benefits offered, fostering a positive and supportive work environment. This continual dedication to our staff's well-being reflects Goodwill's commitment to its greatest asset – its people.

As we navigate the future, our commitment to encourage growth, inclusivity, and employee satisfaction will remain at the forefront of our initiatives, ensuring that Goodwill continues to thrive as a workplace of choice for those who seek to make a positive change in their community.

Megan Smith
Human Resources

SAFETY



Pallet jack safety with Cameron Gasco

When I came on board as the Director of Safety in May of this year, I was excited to see that Goodwill has a "Safety First" priority. We work daily with all of our locations to keep our employees and customers safe. We hold trainings at orientation and continue those trainings throughout the year.

As our Mission Service Programs continue to grow, I am always looking for new or updated standards of safety. We follow OSHA standards and regularly hold safety drills to ensure that our employees know how to respond to emergencies.

As the COVID pandemic showed us, the health and safety of all individuals needs to be a priority, where safety comes first at Goodwill.

How Safety First Permeates our Workplace

A few employees were asked about the safety meetings and the Executive Safety Committee.

This is what they had to say:

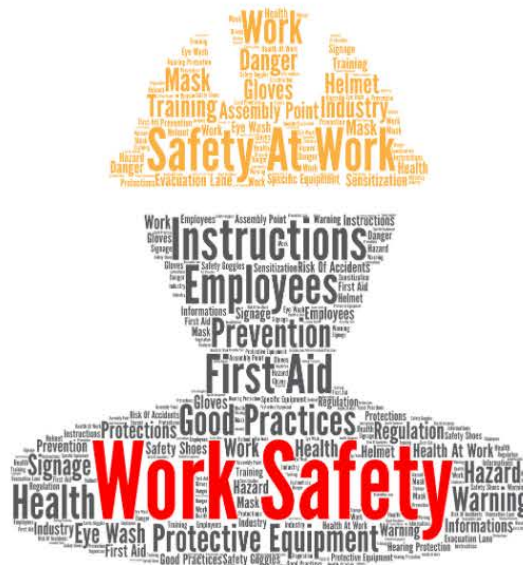
"Everybody participates openly to discuss issues and how to keep us safe. I am grateful to have opinions and suggestions listened to and am happy that we are striving for uniform signage."

"All people are welcomed and made to feel that their input is valued. We have a diverse group of people with diverse interests and experiences that allow us to empathize about what people have gone through with regard to diversity issues. I have learned that everyone has different safety knowledge and experiences."

"I appreciate the opportunity to get together. It is a good thing to complete drills and trainings and speak about safety concerns consistently."

Eric Wilder

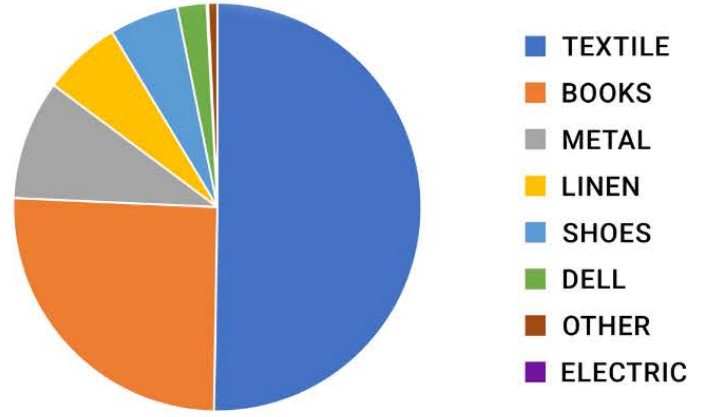
Director of Safety, Asset Protection, & Risk Management



RECYCLING

Category	Pounds
Textiles	652,372
Books	330,374
Metals	123,036
Linen	80,132
Shoes	71,089
Dell Reconnect	30,136
Electric	1,435
Other	9,560

Total 1,298,134



DONATIONS



Donations are our lifeline and drive the business model that supports our mission. Our donor greeters are the most important people at our donation door as their genuine belief in our mission is translated into the friendly welcome of the gently used items that stock our stores.

We believe that every donation has a story whether it is the memory of a loved one, a memento from earlier years of something once treasured but ready for a new home. We process the goods with the idea that one person's discarded items will be another person's treasure.

Some of our shoppers have told us about treasures that they have found including a silver tray that they later auctioned for a tidy little sum or a painting that was so loved that they passed on for generations.

In this past year, we recycled, repurposed and diverted 1,298,134 pounds from landfills.

FIGHTING HUNGER



Food Insecurity in Berkshire County*

Population 129,927

Food insecure rate 10.3%

Childhood population 21,280

Childhood food insecure rate 14.4%

*As reported by Map the Meal Gap 2022

I realized during this past year, that now more than ever, the people we serve need and deserve the nutritious food that Goodwill is able to deliver to local food pantries and soup kitchens.

According to the Western Massachusetts Food Bank in Chicopee, "Families that experience, or are at risk of, hunger are also likely to be malnourished due to limited access to nutritious foods such as lean meats, fruits, vegetables, and whole grains. A lack of adequate transportation and grocery stores within walking distance, combined with an abundance of fast-food restaurants and convenience foods, creates "food deserts" in low-income neighborhoods, with measurable negative impact on health and wellness. Many people lack adequate refrigeration space or access to stoves and ovens. Others rely on processed food, and may have limited cooking skills to put together a balanced meal from scratch using fresh ingredients. **Hunger is not just about lack of food — it's also about lack of nutritious food.**

The high prices of food at grocery stores and at farmers markets have increased food insecurity for many marginalized Berkshire County communities and immigrant families. At Goodwill, we have been trying to accomplish the vital mission of reducing food insecurity, closing gaps, and improving the health of those in need. From November 17, 2022 to November 16, 2023, Goodwill drivers with the help of a logistics team have delivered **296,549 lbs. of food to 7,091 households and 18,815 individuals.** In one year, **391 new households** joined and received food from the North County food pantries and soup kitchens. **There was more than a 40% increase in our 2022-2023 statistics compared to the same dates in 2021-2022.** The weekly and monthly deliveries from Western Massachusetts Food Bank in Chicopee allowed our organization and the food pantries to tackle issues of sustainability as well as social inequity within the community

Maryam Kamangar
VP of Executive Affairs & Territory Expansion

IN THE COMMUNITY



'Celebrate Our Veterans' Campaign

Throughout the month of November, and in honor of Veterans Day on November 11, kind customers at each of our stores donated a total of nearly \$5,000 in contributions to support veterans' organizations in the Berkshires and Southern Vermont. Goodwill distributed the funds raised to six different veterans' service organizations and VA clinics in December.



'Summer Snacks and More: Supporting Local Kids' Campaign

This campaign, supporting organizations who provide much-needed services for youth in our communities, including snacks and food, ran in each of our stores from June 26 through July 23. As many as one in ten children in Vermont, and one in eight children in Berkshire County, live in households that are food insecure.

Close to \$4,000 was raised in contributions for the 'Summer Snacks and More' campaign from generous Goodwill shoppers. The donated funds were distributed to six local organizations to purchase food for kids. This included Berkshire Family YMCA, Child Care of the Berkshires and Greenagers in Massachusetts, and The Boys and Girls Club of Rutland County, Berkshire Family YMCA and Meeting Waters YMCA in Southern Vermont.

FINANCIAL OVERVIEW

Income	FY23	FY22
Contributions	\$ 29,336	35,921
Grants	\$ 426,955	182,621
Mission Contract/Serv.	\$ 471,386	297,638
Salvage/Recycling	\$ 303,758	434,919
Stores	\$ 5,719,935	4,456,99
Other income (loss)	\$ 15,129	14,247
Total Income	\$6,966,499	5,393,851
Core Mission Expenses	\$ 619,555	375,567
Store Expenses	\$ 3,853,247	2,589,248
Warehouse Expenses	\$ 1,034,362	977,563
Other Operating Expenses	\$ 1,345,254	1,070,486
Total Operating Expenses	\$ 6,852,418	5,012,864
Income/Loss- Operations	\$ 114,081	380,987
Extinguishment of Debt (PPP)	\$	509,675
Total Excess/Deficit	\$ 114,081	890,662

OUR SPONSORS/PARTNERS

SPONSORS



PARTNERS

