



Easter Seals Goodwill Industries

annual report 2012



Enhancing employment, educational, social and recreational opportunities for people with disabilities and other challenges.

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2012 was a busy year for all of us at Easter Seals Goodwill Industries. We began the year moving into our new location here in North Haven, focusing on fulfilling our mission and settling into our new home and community. The support we have received over the last year from staff, donors, volunteers and our new neighbors has been a source of inspiration for us all.

Every year Forbes releases a list of America’s 25 Most Inspiring Companies. In 2012 that list included Goodwill Industries for the first time. Goodwill was the only nonprofit to make the list which also included high-powered companies such as Apple, Target, Google, Microsoft, Amazon and more. The list was based on results from the consulting firm Performance Inspired, Inc., which surveyed 2,175 consumers online to identify these “most inspiring” companies. These consumers responded by explaining the five companies they found most inspirational and why. The Forbes article quoted Terry Barber, chief inspiration officer for Performance Inspired, as saying: “Consumers are really appreciative of the Goodwill retail stores and the perceived feel-good value they are bringing to local communities.”

Research shows that consumers feel more inspired—and spend more at companies that inspire them—than ever before. In general, 92 percent of respondents said they felt inspired to share their experiences with others and another 86 would recommend the company to friends and family. Nearly 40 percent of respondents said that the nonprofit sector has a major role to play in making the world a better place. More than 70 percent of respondents said they would spend more money on a company that inspires them.

As you turn the pages of this annual report it will become apparent to you why we are so inspired every day. After reading the life-changing stories of people like Art Dixon, Courtney Hill, Cristofer Zunen, Uniese Rivera, Lillian Maldonado and David May we hope you’ll be inspired too.

Another source of great inspiration you’ll read about is the hard work of our employees like Carl Palmer, Jane Swain-Bowen, and Joel Amato in addition to volunteers like John Roche and Bob Proto. Together, they make the world a better place.

We are deeply grateful to the leadership of our Board of Directors, the dedicated staff and volunteers, the generosity of our donors, and the support of the many businesses and community leaders. A supportive community is essential to the success of our organization. Thanks to your efforts, consumers understand that by shopping and donating to ESGI, they are investing in job opportunity and skill development training right here in our community. We sincerely thank you for your support.



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H. Richard Borer, Jr.
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Alfred F. DellaValle
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art
dixon

Art Dixon came to the CRS program in an unusual way. He came into the building to wash up, as he was homeless and living in the Emmanuel Baptist Shelter. Joseph Criscuolo, a CRS case manager, met with him and found he had served two years in the U.S. Marine Corps. He was always very polite; addressing everyone as Mr. or Ms., and was very appreciative of any help. Art had an excellent attendance record in our Skills for Success class and after graduating, began working for the Transitional Employment Program (TEP). Throughout his time with the TEP team, he continued to be respectful and polite and made it a point to say hello to each staff member and update them with the positive changes he was making in his life.

Once Art had finished working with the TEP team, he found part-time employment at PERCO Landscaping. He is currently taking classes at CT Works for Computer Literacy and enjoys frequenting the local public library. In February 2013, he also celebrated one year of sobriety, of which he is extremely proud. Congratulations Art! Thank you for showing us what hard work can do!

Courtney Hill has been a member of the Community Employment Services program since 2008. Initially, Courtney had a difficult time maintaining regular attendance and was coming to work very sporadically. With the support of his mother and Easter Seals Goodwill Industries' staff, he has shown tremendous growth, and is now coming to work on time every time he is scheduled to work. Courtney has a great work ethic and a positive attitude. He is always very focused and is proficient in tackling more challenging job tasks. Courtney, while quiet and relaxed, always inspires others to follow his respectful behavior. He often encourages fellow program participants to make positive choices and models that behavior in his daily interactions with others.

Courtney's growth, humility and character have earned him the Consumer of the Year award and we could not be more proud of him! Congratulations!



courtney
hill

When David May first joined Easter Seals Goodwill Industries in April 2010, he was very shy and did not socialize with many of his peers or staff. The staff have worked with David to encourage him to come out of his shell and now he is eager to participate in more group activities.

While at Community Employment Services (CES), David delivers the Advisor newspapers and fills in at various job sites as needed. He has a great attitude towards his work and his fellow coworkers. When David attends SPICE he enjoys participating in all of the activities offered. On Thursdays David completes some light housekeeping duties such as sweeping, vacuuming and wiping down the counters with the other consumers at the Wallingford Emergency Shelter. He also volunteers at FISH helping to deliver food to individuals who are homebound. Whether David is dancing or helping the clean-up committee at SPICE, he always manages to have a smile on his face.

David is also extremely proud of his independent part-time job at Denny's in West Haven. He has been working there for many years bussing tables and washing dishes. Congratulations David on all your accomplishments!



david
may

Lilliam Maldonado is the mother of 2nd grader Yailiz Rivera and has been a participant in the Family Learning Center (FLC) since 2010. She has been supportive and engaged in FLC activities from the beginning. Lilliam often extends a helping hand, no matter what the task involves. Even though she works full-time, she always makes giving back to FLC a top priority. You can always count on Lilliam to provide a delicious dish at our annual potluck dinner, where she not only cooks but also helps the staff and cleans up. She has always been a huge help during chaperoned field trips.

Lilliam is energetic and is never afraid to jump in during sports, Wii games and art activities. She has been a true role model for FLC parents and an excellent example to her daughter. Thank you, Lilliam, for all your help and hard work!



lilliam
maldonado



uniese
rivera

Uniese Rivera has been a part of the Family First Initiative for some time and has the best attendance for our Multiple Family Group. She worked hard to find employment and at the end of 2012, she successfully began working part-time at Martha's Place, a local homeless shelter for families. She continues to look for work to further increase her income. With the help of the FFI program, Uniese was able to enroll her daughter in LULAC Head Start which allows her to work.

Uniese's commitment and persistence are a true testament to the values of the Family First Initiative program. Through her hard work, she was able to greatly improve her quality of life and that of her daughter. Through many trials and tribulations, Uniese has succeeded through the support of FFI and her own determination. Congratulations Uniese!

Cristofer Zunen is a 6th grade student in our Youth as Leaders (YAL) program. He currently has perfect attendance and is always an enthusiastic participant. He is diligent with his homework, creative with his writing prompts and involved with all YAL projects. Both staff and other YAL students are always pleased to see him. Cristofer is sweet, funny, sensitive and good friend to other program participants. He works hard and is therefore very successful in his studies. Youth as Leaders allows Cristofer to explore his creativity and have the opportunity to be expressive and have his voice heard.

While this is only Cristofer's first year in Youth as Leaders, he has actively taken advantage of all the projects and resources that YAL has to offer. Our first service project involved YAL students planning and implementing a Winterfest for the pre-school program. Cristofer was attentive to his assigned pre-schooler, making sure he had all the pizza, snacks, gifts and fun that were offered. Congratulations Cristofer!



cristofer
zunen



goodwill retail
division

In 2012, 189 individuals receiving services had an opportunity to be employed in the Goodwill Retail Division. Whether it was as part of a work crew hanging and tagging clothes in a store or attended donation center, scanning and sorting books for on-line sales with Ivy League Books, moving and organizing materials in the warehouse or stuffing Goodwill Store flyers in the local Advisor newspaper, the members of the Retail Division continue to provide new opportunities each year for our program participants to receive a paycheck. This is what we call living the mission of ESGI.

Every year when retail staff are asked what gives them satisfaction in their job, often the response is, "It's a feel good job!" It's retail with a mission and our retail staff wholeheartedly welcome and include our program participants every day. They're just part of the team and who could ask for more.

"Not Alms, But Opportunities" was one of the underlying principles for the founding of Goodwill Industries and which members of the Retail Division demonstrate every day. Thank you for the wonderful opportunities!

Westcott Distribution Inc. has been an instrumental part of Easter Seals Goodwill Industries and the Community Employment Services for over two years. They have supported our mission by supplying a variety of work to individuals with disabilities and other challenges. Westcott Distribution has enabled each individual, no matter his or her skill level, to be a part of the work experience and earn a paycheck through the assembly of their GoatThroat Pumps. This has allowed our consumers to build self-esteem, self-awareness, the ability to solve problems and effectively communicate.

The staff at Westcott Distribution have shown kindness, understanding and, most of all, an appreciation for the work that our program participants have done for them. They have supported and encouraged our work crews, allowing them to thrive in a work environment.

Easter Seals Goodwill Industries is grateful for the relationship with Westcott Distribution Inc. We look forward to working with them and continuing this wonderful partnership for years to come.



westcott
distribution inc.



atwater senior center

The Atwater Senior Center, located in New Haven, brings older adults together to engage with each other within the community. The senior center offers a wide range of services and activities in which the seniors can participate. They are provided a healthy meal at a low cost, exercise programs, educational and community resources and a chance to make long-lasting friendships with their peers.

The SPICE (Senior People Involved in Community Enrichment) consumers have been part of the Atwater Senior Center for many years. Ten program participants attend the Atwater Senior Center each week where they are welcomed by the friendly staff. The SPICE members have made many long-lasting positive relationships with both the senior center staff and participants. Throughout the day the SPICE consumers have the opportunity to socialize with other seniors in addition to joining in the various activities that are offered: card games, pool and special events. The senior center staff often donate fresh fruit and healthy snack items to the SPICE consumers as well. Thank you for making us feel so welcomed and part of the Atwater community!

As one of the oldest mental health clinics in the country, Clifford Beers Behavioral Clinic is one of the top providers in Connecticut in addressing the mental health needs of children, youth and families. Clifford Beers Clinic began its partnership with Easter Seals Goodwill Industries in 2011 through the New Haven Re-entry Service Center, providing trauma-informed care training to ESGI staff, and family-reunification services to re-entry consumers and their families. Over the last three years, the partnership between both agencies has grown tremendously.

While our services differ, both agencies share mutual values and a vision to equip children and their families with the building blocks required to achieve optimal health and wellness. We firmly believe that through strong partnerships and a firm commitment to high quality services, we can ensure that every child is given a chance to live a healthy, successful life. Today, we salute Clifford Beers Clinic and their leadership for their never-ending commitment to Connecticut children and families and in ensuring that our children are happy, healthy and productive members of our community.



clifford beers behavioral health clinic



connecticut arts for learning

In the summer of 2007 an incredible, creative partnership was born between Connecticut Arts for Learning (formerly Young Audiences Arts for Learning/Connecticut) and Easter Seals Goodwill Industries. This partnership offered numerous opportunities for hundreds of New Haven children and families to experience and have access to the visual and performing arts. From Broadway plays to working with master musicians, actors and visual artists, Connecticut Arts for Learning has made the arts real in so many children's lives, many of whom would not have been exposed otherwise.

This partnership has allowed Easter Seals Goodwill Industries to fund new, innovative services such as parent leadership classes to other families throughout the city of New Haven. We thank Connecticut Arts for Learning for opening doors of creative exploration for so many. You have given hundreds of families the opportunity to discover the power of the arts and the power of their own voices, skills and talents!

Bob Proto truly believes in the power of work and we are honored to call him a friend and supporter of Easter Seals Goodwill Industries. For almost 20 years, Bob has worked to ensure fair wages and labor conditions for the workforce at Yale as President of the Federation of University Employees and Local 35.

Last year Bob served as our Chairman for the 2012 Celebrate Easter Seals Goodwill Industries Campaign. Bob went above and beyond to ensure that the campaign was a success. We not only met our goal, but exceeded it due to Bob's persistence and hard work bringing in new contributors and spreading the word about our mission. He has agreed to chair the Celebrate committee again and we look forward to working with him on the 2013 Campaign.

Bob is someone we were very pleased chose to volunteer with our agency because he understands that unemployment is a constant struggle and truly believes in our mission. We are so thankful and grateful for all he has done and we can't thank him enough for his dedication and support.



robert proto

john
roche

John Roche, from Sheet Metal Workers Local 40, has shown incredible generosity and dedication to our largest fundraiser, the Fantasy of Lights. A great deal of time and effort is required to run this event, and this year a major issue was solved thanks to John and his volunteer crew. While unloading trailers during set up, we discovered that our stock of pegs, used to secure every light display, was inadvertently discarded. Needless to say, there were a lot of missing pegs! Not only did John agree to help weld new pegs, he, on his own time, purchased the rebar needed at his local Home Depot, welded over 100 pegs and delivered them to Lighthouse Point Park. On top of all this, John and his crew also assisted with general set up of the displays and made emergency repairs to pieces of display iron that we found had been damaged during breakdown last year. With the storm this year, there was a huge delay imposed on our schedule but thanks to John and his volunteers everything ran smoothly and on schedule.

“We appreciate the help of all the volunteers, but without the extraordinary efforts and dedication of individuals like John, we could not have such successful events. Thanks John for many years of help!” Fantasy of Lights Set-up Crew

Joel Amato has always managed to keep multiple plates spinning at the warehouse through his hard work and diligence. He always goes out of his way and bends over backwards to make everything run smoothly, from organizing his team to prepare a truckload of credential textiles for one of our stores to getting a load ready for a salvage customer. Joel is a very hands-on supervisor with his team of material handlers. He works alongside his team and supports them at every opportunity. The same can be said for Joel’s customer service with Outlet store personnel. He works hard to ensure that they have everything they need to maximize their store sales and operations, whether it is donations or supplies. After meeting Joel, you’d never guess the pressures and demands of the warehouse because he is such an all-around nice guy with a great outlook! Thank you Joel for your years of service at our warehouse!

joel
amatocarl
palmer

Carl Palmer joined the SPICE team in the summer of 2009 and he is wonderful to work with! He offers a unique blend of creativity, patience and kindness, making him a perfect fit for our SPICE program. Carl is always ready and willing to assist our seniors with any community activity. He is always eager to listen to their concerns and attend to their needs and can always be counted upon to be both courteous and thoughtful. Carl also displays a unique sense of fun and playfulness when engaging our seniors in an activity. When it’s time to dress in costume for an event or holiday, Carl is always there, stepping up to the challenge! We’ve seen him in everything from a sombrero to a full hula outfit. Thank you, Carl for adding your own special blend of characteristics that work so well to support our consumers and your SPICE co-workers. Keep up the great work!

Jane Swain-Bowen is the store manager at our Clinton Goodwill store. Thanks to her strong leadership, Clinton once again exceeded the million dollar mark in 2012. She received the 2012 awards for the highest bottom-line profit and for the highest sales per square foot. During her first year of employment with Easter Seals Goodwill Industries, Jane rose quickly from shift supervisor to assistant manager and finally, to store manager. Jane’s employees recognize her as the engineer that drives the Clinton Goodwill train. She is a highly motivated, mission-driven person who possesses an abundance of energy that serves us well, and not only at the Clinton Goodwill store. Jane can also be found volunteering at our annual Lobsterbake and at the Fantasy of Lights. She brings her good cheer with her wherever she is and is always ready, willing and able to serve. What a wonderful addition to our team of store managers. Way to go Jane!

jane
swain-bowen

2012 has been filled with an abundance of positive changes for Easter Seals Goodwill Industries, among them the relocation of our headquarters to 432 Washington Avenue in North Haven.

Our new location has offered more space, accessibility and convenience for our programs. Our SPICE program has a new flat screen television and a kitchenette to prepare meals. Our program participants who work in the community can now safely board buses and vans in our parking lot.

Our relocation not only benefitted the programs in North Haven. We were able to complete renovations at our Hamilton Street location, housing our Community Re-entry Services, Individual Employment Services and Youth Programs, and our Middletown Community Re-entry Services location as well. These improvements allowed us to offer higher quality services and have room for future expansion.



BUILDING OPPORTUNITIES

The new headquarters of Easter Seals Goodwill Industries offers many opportunities for lasting recognition of your support for the Agency. Personalized commemorative plaques displayed in the building will acknowledge your support. You may make a donation in your name or in the name of someone you would like to honor.



Another way you can show your support for Easter Seals Goodwill Industries is by purchasing a personalized brick paver. We will be building a new patio to be used by both program participants and staff. Bricks are \$150 each, with a \$25 deposit to be paid up front.

All donors are invited to make their pledge over extended periods rather than as cash gifts. We will be happy to work with you to develop a convenient payment plan.

We would like to thank everyone who has generously donated to our *Building Opportunities Naming Campaign.*

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Thank you all for your generosity and support!

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18th Annual Fantasy of Lights

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Contributions help provide services and opportunities to individuals who are overcoming barriers to employment, enabling them to become independent, contributing members of our community.

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Benjamin R. Thompson
United Illuminating Company
Foundation
United Way of Coastal Fairfield
County, Inc.
United Way of Greater New
Haven
Untied Way of Massachusetts Bay
and Merrimack Valley
Stephen Yario

Volunteers

Andrea & Sam Aldrich
American Medical Response
Anthem Blue Cross Blue Shield
H. Richard Borer, Jr.
Dana Boudreau
Branford Lions Club
Branford Masonic Lodge
Karen Brooks
Building Construction Trades
Allison Byrd
Calistro Family & Friends
Cambridge Health &
Rehabilitation Center
Kaitlyn Casso
Citizens Bank
Concentra
C.O.R.E.Y. Rapid Response Force
Dena Cosgrove
Phil Costello
Sara D’Amico
Decola Family & Friends
Emily DiBiaso Friends & Family
ESGI Staff
Tammy Fitchette
Andy Gambardella
Ann Marie Gambardella
John Gattilia
Stephanie Gavilanez
Goodwill Retail Team
HID Global Corporation
Holy Family Council

Honeywell Fire Systems
Internation Union of Operating
Engineers Local 478
Jill Jensen
Kathy Johns
Timothy Johns
Knights of Columbus Rodrigo
Council #44
Knights of Columbus
Knights of Columbus Our Lady
of Pompeii
The Marlin Company
Mallie Massaro
Jim Maynard
Michele Maynard
Alana Montano
Morgan Stanley Smith Barney
Jim Murray
Murtha Cullina
New Haven DeMolay
New Haven Parks Department
New Haven Register
News Channel 8 WTNH.com
O.F. Mossberg & Sons
Pacelli Landscaping
Patrick Paradis
Sharon Paradis
Joe Parente
PSEG
Jean Quarello
Quota International
Radio 104.1 WMRQ
Joel Rusek
Rose Rusek
Sarah Saunders
Sea Scout Troop
Barbara Skinner
Ray Skinner
The Sound School
Team Holiday Cheer
Ultimate Survival Accessories
United Illuminating Company
United States Coast Guard
Auxiliary West Haven 24-11
Wallingford DeMolay

Juliet Wasilewicz
Rick Way
Webster Bank
Wells Fargo
West Haven Volunteer Group
Woodbridge Rotary
Jessica Woodcock & Family
Lisa Zielinski & Friends

2012 financial summary

income

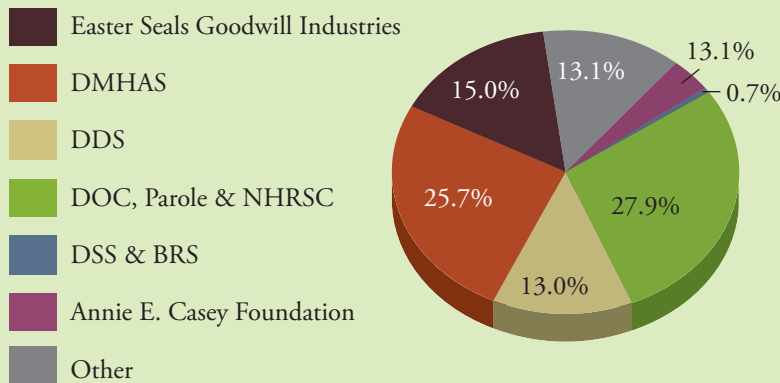
Retail Operations	\$16,923,428
Employment & Community Services.....	\$4,719,196
Contributions & Bequests.....	\$488,846
Other Income.....	\$128,248
Total Income.....	\$22,259,717

expenses

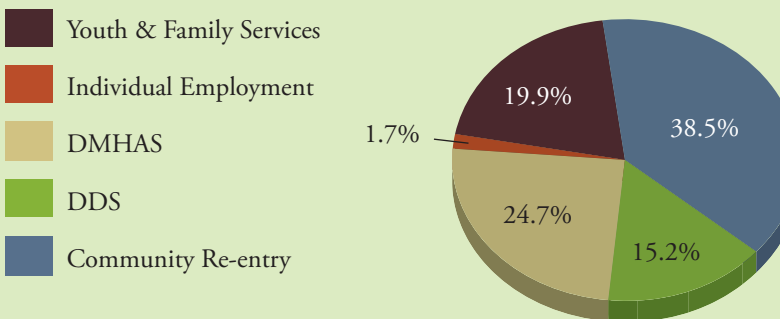
Retail Operations	\$13,628,319
Employment & Community Services.....	\$5,038,874
Management & General Expenses.....	\$2,013,320
Fundraising	\$228,910
Total Income.....	\$20,909,423

2012 consumer demographics

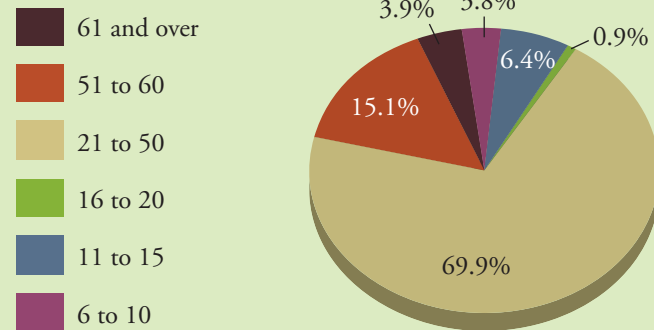
consumers by funding source



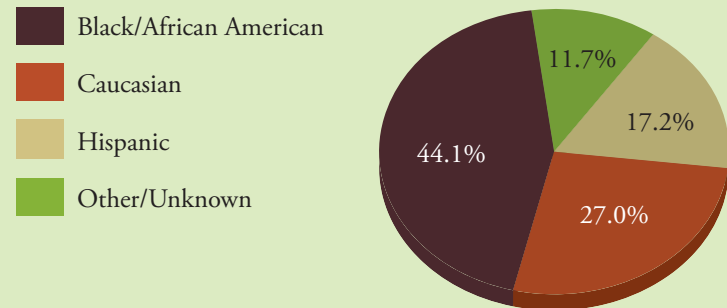
consumers by program



consumers by age

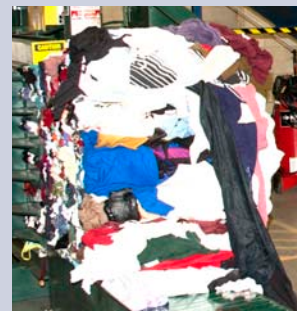


consumers by program



2012 was a very good year for the Goodwill Retail Division. Partly due to the mild winter, our Retail Operations were able to flourish, with a 5.3% higher donor count and a 9.7% higher total revenue. Despite Hurricane Sandy hitting in October, our busiest and most profitable month, our stores made up the lost revenue in the November and December. Our Salvage Revenue was at an all-time high this year, netting \$2,232,000!

We ended the year with a bottom-line profit of \$2,081,500, which makes this our best year yet!



Donations, Donations, Donations...The Life Blood of Goodwill

Donations are one of the most important aspects of the Retail Division. Without product to sell in our Goodwill stores, we would never be able to meet our financial goals. In July 2012 we created a new position, Donated Goods Manager. The main focus of this manager is to build

lasting Donor relationships with businesses, school, organizations and individuals to help increase donations to sell in our stores, as well as to expand our presence in the community through use of our Goodwill Donation Bins.

We had many successes in 2012 including meetings with SWANA (Solid Waste Association of North America) to form partnerships to enhance textile donations/recycling. We are working on soliciting school and business sponsored donation drives in addition to meeting with the State of Connecticut Department of Energy & Environmental Protection to develop strategies to increase donations and encourage recycling of reusable items. We are also asking local businesses to consider placing a Goodwill Donation Bin on their property to increase donations.



Expansion of Attended Donation Centers

Approximately one-third of all our donations are collected through our six Attended Donation Centers (ADCs). These sites are located in high-volume, high-dense areas including Branford, Cheshire, Cromwell, East Lyme, Guilford and our newest location, North Haven.

The North Haven ADC is located on the first floor of our Corporate Headquarters at 432 Washington Avenue. Our program participants, under the supervision of their job coach, operate this facility Monday through Friday from 9:00am – 2:00pm. Part-time employees cover the rest of the operating hours, from 2:00pm – 6:00pm during the week and during the weekend hours.



Growing Opportunities for the Retail Division

We will be opening our 13th Goodwill Store and Donation Center in early May 2013. The new store will be located at 249 West Main Street in Branford in the Lakeview Plaza. After many years of searching for a suitable space in Branford, we found the perfect location that will accommodate all of our needs. The store will have a warmer, more upscale and will feature our new Authentic Apparel Collection. The Authentic Apparel Collection will include the high-end brand-name clothing, shoes and accessories at prices well below what you can find at a department store.

A consultant from Goodwill Industries came to assess our operations and provided us with growth opportunities data for retail store and donation center expansion. The data suggested the following cities for expansion: Meriden, Marion, New Britain, Waterford and Willimantic.

We currently are negotiating a lease to open a small store in New Britain, which we hope to open before the end of 2013.



Long Term Planning

In our Agency's Strategic Plan, we are striving for 14 Goodwill Retail Stores, 1 Retail Outlet and 8 Attended Donation Centers by December 31, 2017. All efforts are in place to meet these goals, which will allow us to provide jobs for our program participants and provide additional resources every year, allowing us to continue to fulfill our mission each and every day.

Donors are the key to our success. Please help us by donating to a Goodwill site today.



Your donations



Generate revenue



To fund employment programs



That help people become proud and independent



Easter Seals Goodwill Industries
432 Washington Avenue
North Haven, CT 06473
(203) 777-2000
www.eastersealsgoodwill.org

NON-PROFIT ORG
U.S. POSTAGE
PAID
PERMIT NO. 123
NEW HAVEN, CT

goodwill stores

branford

249 West Main St.
(203) 481-7777

clinton

369 East Main St.
(860) 664-9211

groton

664 Long Hill Rd.
(860) 448-6400

hamden

2369 Dixwell Ave.
(203) 230-2910

hamden outlet

2901 State St.
(203) 248-1600

middletown

955 Washington St.
(860) 347-5404

new haven

472 Foxon Blvd.
(203) 468-2355

norwich

201 Salem Tpke.
(860) 204-0018

orange

81 Boston Post Rd.
(203) 795-3333

rocky hill

80 Town Line Rd.
(860) 529-6838

southington

350 Queen St.
(860) 621-0775

wallingford

1145 No. Colony Rd.
(203) 265-4211

westville

61 Amity Rd.
(203) 397-2735

attended donation centers

branford

1151 West Main St.

cheshire

1032 South Main St.
(203) 250-1444

cromwell

77 Berlin Rd.
(860) 632-5600

east lyme

214 Flanders Rd.
(860) 691-3355

guilford

725 Boston Post Rd.
(203) 453-5995

north haven

432 Washington Ave.
(203) 752-5307

unattended donation centers

branford transfer station

747 East Main St.

hamden transfer station

231 Wintergreen Ave.

north haven recycle center

98 Elm St.

orange transfer station

South Orange Center Rd.