



Annual Report 2021

WORK IS ESSENTIAL



MORGAN MEMORIAL GOODWILL INDUSTRIES



A Message to our **Friends** from the President and CEO

Dear Friends of Goodwill:

At Morgan Memorial Goodwill Industries, we have been resilient and resourceful throughout the pandemic. We are now on a trajectory that will allow us to respond to the changing world around us in a dynamic, enterprising, and impactful way.

The common denominator through everything we do is work because work is essential to the people we serve. Individuals with barriers to employment are able to achieve independence and dignity through work. In this Annual Report, you will read stories of courage and determination and learn how Goodwill has made a difference to so many.

We are grateful for the support from our board, our funders, our customers, our donors, our friends, and our community and business partners who come together to enable the people we serve to go to work – something that is essential to the individuals, their families, and their communities.

Sincerely,

Joanne K. Hilferty

President and CEO

Morgan Memorial Goodwill Industries

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Goodwill’s mission is to help individuals with barriers to self-sufficiency to achieve independence and dignity through work. Not charity, but a chance.

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Mission Services

Career Services

Jeremy Thompson's life has come full circle. Once incarcerated, the 43-year-old Mattapan resident now helps returning citizens as they transition back to their communities.

Working as a Credible Messenger in an initiative of the Massachusetts Executive Office of Public Safety and Security, Jeremy now supports justice-involved individuals and their families. In his new role, Jeremy works with clients as they near their release date, helps them develop plans for success, and is there as a support throughout their transition process.

"I have the lived experience and know what they are going through. That means a lot," Jeremy said.

Jeremy found this essential position through MassHire Boston Career Center, the one-stop career center Goodwill operates. Though Jeremy was working when a MassHire career advisor notified him about the job, Jeremy immediately applied because he believed so strongly in the work. He was hired and began in August 2021.

"This is a job where I feel like I can really make a difference," Jeremy said. He is committed to using the time he served as a starting point to help others learn from his experiences and to avoid the mistakes he made.



"This is a job where I feel like I can really make a difference."

– Jeremy Thompson

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Jeremy was incarcerated for four years and, after his release in 2011, went to MassHire to get help with his job search. He worked on his resume, did mock interviews, and participated in a number of workshops. He found his first job through the career center as a manager at Haley House. And, since then, MassHire has always been there to help him find the right next job.

“MassHire has been instrumental in my professional life,” Jeremy said. “They have gotten to know me and assisted me in finding the job that matches my skill set, career goals, and experience.”



Jeremy was among the 2,639 individuals served by MassHire Boston Career Center this year. MassHire provides career counseling services, career resources, referrals to training, labor market information, access to employers, and other services to job seekers. It also offers intensive services to targeted job seekers in particular need of assistance including mature workers, young adults entering the workforce, and citizens returning from corrections.

The career center assists individuals referred directly from the Department of Correction, the Department of Elementary and Secondary Education, the Department of Transitional Assistance, and the Department of Veterans Affairs.

Through its partnership with Indeed, the largest job site in the world, the career center has boosted its virtual services and provided new online resume tools. Job seekers at MassHire have access to exclusive Indeed job postings.

In addition to working with job seekers, MassHire is a resource for employers and has postings of available jobs, candidate referrals, hiring events, and more. Through these services, MassHire connects employers to qualified, pre-screened job seekers. MassHire also offers employers labor marketing data, information on grants, and assistance exploring business incentive programs including tax credits and workforce training grants.

During the year, the career center engaged with 90 employers and held 116 recruitment events. The employers hiring individuals or working with MassHire include Amazon, Central Boston Elder Services, the MBTA, SecurAmerica, and Winn Companies.

**“MassHire has been
instrumental in my
professional life.”**

– Jeremy Thompson

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Job Training

Taja Boone was working for a small nonprofit in Dorchester at the time the pandemic struck in 2020. She was devastated when she lost her job and found herself facing new challenges that she had not anticipated only months before.

A mother raising a then two-year-old daughter on her own, Taja needed to find work as soon as possible to support herself. Taja came to the Goodwill First Step job readiness program and started working with a job specialist to find a job.

As part of First Step, Taja developed a career plan with her job specialist. She also learned how to search and apply for jobs online, how to improve her resume, and how to conduct job interviews via Zoom by practicing mock interviews with Goodwill volunteers. Goodwill loaned Taja a laptop that had been refurbished through Goodwill's computer recycling program to allow her to participate in the classes and search for a job online.

Taja needed to work full time and finding childcare for her daughter was a major stumbling block. Goodwill helped Taja navigate the complex process involved in securing a childcare voucher from the Department of Transitional Assistance.

In the fall of 2021, Taja's efforts and hard work paid off and she was hired for a position as a Risk Analyst with the Massachusetts Worker's Compensation Bureau.



“Not being able to work was hard, but Goodwill was there for me.”

– Taja Boone

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“Not being able to work was hard,” Taja said. “But Goodwill was there for me. They helped me find daycare, helped me with my job search, and offered so much encouragement along the way. I’m very thankful.”

Standing outside the Salem Five headquarters in downtown Salem, Jared Simpson picks up his broom and begins to sweep. Once Jared has started working, he quickly gets in a groove and doesn’t like to stop until his task is done.

Jared is part of three-person mobile work crew that provides grounds and facilities maintenance at the local bank. The crew is part of the Goodwill Employment Supports Program in Salem that prepares people with developmental disabilities for work and helps them find and keep jobs. The program provides training and case management to help participants improve social skills, learn on-the-job, work in structured environments, and earn a paycheck.

For Jared, the work is special because he likes being productive and values the sense of accomplishment when he gets things done. Jared said he also enjoys being able to work outside much of the time.

A Salem resident, Jared has been with Goodwill for more than 15 years during which time he has been able to work on mobile crews at multiple sites. For Jared, working in downtown Salem has its perks, especially in the fall. “The costumes at Halloween were fun to see,” he said.

Taja and Jared and were two of the 300 served this year in job training programs at Goodwill’s job training centers in Boston, Salem, and Springfield. Goodwill provides services tailored to



Jared Simpson outside the Salem Five headquarters.

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meet individual needs including case management, work readiness training, skills training, on-the-job training, job placement, and post-placement supports. Goodwill has a combination of in-person and virtual services for participants.

Goodwill offers First Step, its job readiness program, and the Human Services Employment Ladder Program (HELP), which prepares people to work in the human services field. Goodwill actively collaborates with employers in these training programs to help participants find jobs. The HELP program engages with 13 human services employers including Bay Cove Human Services, Perkins School for the Blind, and Vinfen.

For individuals with development disabilities, Goodwill operates the Employment Supports Program to provide participants with supported employment opportunities and help them transition to community-based jobs. Goodwill operates multiple mobile work crews at various locations, including A & J King Artisan Bakers, American Surgical Company, and Salem Five.

Goodwill has a Project SEARCH program for students with developmental disabilities aging out of the Boston Public Schools. These programs operate in conjunction with New England Baptist Hospital and Spaulding Rehabilitation Hospital. Goodwill also offers school to work services to public school students with special needs in Boston, Chicopee, and Springfield.

In addition, the organization has day programs for 106 individuals with cognitive and developmental disabilities.



Students in Goodwill's Human Services Ladder Program (HELP) learn CPR as part of their training. The HELP program prepares people to work in human services.

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Hanscom Air Force Base in Bedford was operational throughout the pandemic. The 20 program participants who perform housekeeping and janitorial services there as part of Goodwill's AbilityOne program were deemed essential workers. They donned personal protective equipment and never missed a beat as they cleaned and maintained the base to help keep it open and safe.



AbilityOne participants at Hanscom Air Force Base.

"We never stopped working," said Jesus Rivera of Dorchester. "We cleaned everything twice a day, five days a week."

The AbilityOne program is one of the social enterprises Goodwill operates. Participants with significant disabilities are a substantial part of the workforce providing housekeeping and janitorial services at federal buildings. Goodwill has 34 individuals in the program and they help maintain 7 million square feet of government properties at Hanscom, the Barnes Building in South Boston, and U.S. Army Recruiting Centers in Brockton, Roslindale, and Taunton.

The retail enterprise, Goodwill's largest social enterprise, was also operational throughout the year. Goodwill followed all CDC and Commonwealth of Massachusetts protocols to keep shoppers and staff safe including enhanced cleaning, social distancing, masking and compliance with occupancy limits.

The stores offer access to clothes and household goods at affordable prices for individuals and families looking to stretch their dollars. The retail enterprise creates economic vitality for the communities where stores are located and provides a vehicle for recycling. Retail also creates job training opportunities. This year, 114 program participants were involved in on-the-job training and earned a paycheck working in the retail enterprise.

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Goodwill continued to look to the future and renovated its Amherst store, giving it a fresh, new look as part of its commitment to the communities in the Pioneer Valley.

Goodwill collected donations throughout the pandemic. This year, local residents donated nearly 26 million pounds of clothing and household goods to its stores, attended donation centers, and collection receptacles at recycling centers. It recorded nearly 800,000 customer transactions at the 15 Goodwill stores.

Goodwill's computer recycling program with Dell Reconnect is a social enterprise that creates job opportunities and gives residential donors an environmentally friendly way to dispose of old computer equipment. Goodwill refurbishes donated computers to sell in its stores. As mission services converted to a virtual format, the computer recycling program played a new and essential role – it provided a means for Goodwill to loan computers to participants without computers at home to allow them to attend classes and search for jobs online.

The three social enterprises Goodwill operates play important roles in the organization's ability to help individuals gain the skills they need to enter and succeed in the workplace.



Top to bottom: Grand reopening ribbon cutting in October at renovated Amherst store; customer shopping at Goodwill store in Amherst; donated laptops in Goodwill's computer recycling program.

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Goodwill Stores and Donation Centers

Goodwill Stores

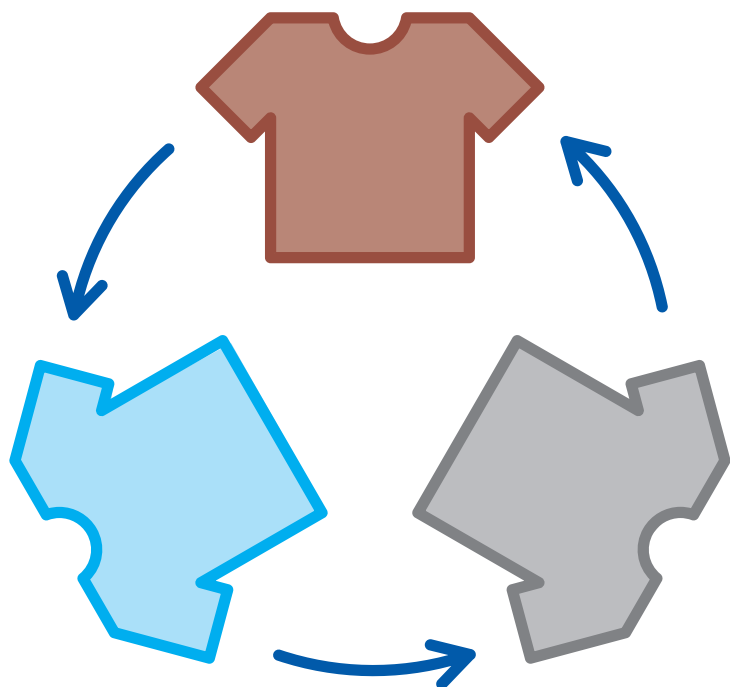
Allston/Brighton
Amherst
Boston
Cambridge
Chicopee
Danvers
Hyannis
Hyde Park
Jamaica Plain
Northampton
Palmer
Quincy
Somerville
South Boston
Worcester

Attended Donation Centers

Arlington
Boston
Chelmsford
Concord
Lexington
Reading
Sudbury
Swampscott
Woburn

Donation Sites at Recycling Centers

Hanover
Hingham
Medfield
Southborough
Wayland
Wellesley
Westborough
Weston
Yarmouth



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When Santander volunteers sign up to help Goodwill participants, they usually find the experience enriching and rewarding.

“They bring such passion and desire to help others,” said volunteer Christine after conducting virtual mock job interviews for students in Goodwill’s Human Services Employment Ladder Program (HELP), which trains people to work in human services. “Meeting them was such a pleasure.”

Volunteering is just one of the many ways Santander helps Goodwill. Santander has worked with Goodwill for many years and has provided financial support for more than two decades by sponsoring Goodwill’s signature event, The Good Party, and giving grants for programs.

Santander has also made valuable contributions in other ways, including financial workshops for job training classes, wrapping holiday presents for the Youth Holiday Party, and serving on the Young Professionals Committee.

“We support Goodwill’s work to provide job training and career services because it is extremely important in strengthening underserved communities,” said Tameka Favors, Director of Philanthropy at Santander. “Our employees enjoy volunteering there and helping Goodwill participants.”

Goodwill relies on partnerships with businesses to advance its mission. Goodwill and businesses work together at MassHire Boston Career Center, where Goodwill connects jobs seekers with employers looking to hire. It works with employer partners through its workforce development programs and provides mobile work crews that go onsite at various businesses. And, many local businesses hire Goodwill participants.



Volunteers from Santander provided virtual mock interviews for Goodwill’s job training participants.

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Businesses and organizations also donate new goods to Goodwill for its retail enterprise. They provide funding for job training programs, serve on committees, and provide strategic counsel and advice. Many organizations offer volunteers to help Goodwill with community events and services for participants.

The support of the business community is essential to Goodwill in its service to the community.

Goodwill Works with Businesses

Goodwill works with employers every year to connect job seekers to jobs and provide learning and training opportunities for participants. These businesses work with MassHire Boston Career Center at recruitment events, engage with a Goodwill training program, or provide a work opportunity through a Goodwill mobile work crew. Goodwill also works with businesses that donate goods to support Goodwill stores or community events.

1-800-GOT-JUNK?

1st Armor

A & J King Artisan Bakers

ACE Employment Services

Aeropostale

Allied Universal Security

Amazon

American Surgical Company

America's Test Kitchen

AP Fragrance

APDerm

Arbor Associates

Asurion

Atlantic Bay Contract

Atria Senior Living

Auto Parts International

Bay Cove Human Services

Bayada Home Health Care

Beacon Communities

Beasley Media Group

Beth Israel Deaconess Medical Center

Boston America Corporation

Boston Architectural College

Boston Baking Company

Boston College

Boston Public Schools

Boston Trailer

Brandon School

Bridge Over Troubled Waters

CAM HVAC and Construction

Camilla's Bridal

Cape Cod Chamber of Commerce

Caritas Communities

CentiMark Corporation

Central Boston Elder Services

Children's Services of Roxbury

City Fresh

City Year

Colantonio, Inc.

Communities for People

Community Music Center of Boston

Community Servings

Community Resources for Justice

Complete RX, Ltd

Connected Home Care

Cristina's Bridal

Crosby's Markets

CVS Pharmacy

Daily Table

Deluxe Cleaning

Dennis East

Eliot Community Human Services

F. J. O'Hara and Sons

Fallon Ambulance

FamilyAid Boston

Feeny Brothers

First Nick Companies

Gavin Foundation

Gravestar

Greater Boston Food Bank

GreenKiss Staffing Solutions

H&R BLOCK

Heading Home

Healthcare Talent

Heritage Restoration

Hitchcock Shoes

Home for Little Wanderers

HomeGoods

Humboldt

International OCD Foundation

Kala Pharmaceuticals

KeyPoint Partners

La Sposa Bridal

LaborMax Staffing

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 London Harness Company
 M&M Transport
 MAB Community Services
 Massachusetts Office of Diversity
 and Equal Opportunity
 Mass Biologics
 MBTA – The RIDE
 Melba Express
 Motivate, LLC
 Multicultural Home Care
 National Grid
 NE Securities
 Neat & Sweet
 Neptune Retail Solutions
 NES Solutions
 New Balance
 New England Baptist Hospital
 News America
 Occasions Bridal
 Ocean Spray

Ocean State Job Lot Charitable
 Foundation
 Olympia Moving
 O'Reilly Media
 Peabody Essex Museum
 People Science
 Perkins School for the Blind
 Pine Street Inn
 Primary Services
 Public Storage
 Residence Inn
 Revolution Foods
 RHD Boston
 Salem Five Bank
 Samsung
 SecurAmerica
 SIXT Rent A Car
 Spaulding Rehabilitation
 Hospital
 St. Francis House
 Starbucks
 Sterilite

Tartt's Day Care Centers
 The Container Store
 The Norfolk Companies
 The Price Center
 The TJX Companies, Inc.
 Transdev North America
 Tremont Credit Union
 Tropical Foods
 Tropical Products
 Turtle Alley Chocolates
 U.S. Census
 USI Security
 Vans
 Vinfen Corporation
 Vows Bridal
 Waitr Food Delivery and Carryout
 Walgreens
 Walnut Street Center
 Wescon Controls
 Whittier Street Health Center
 Whole Foods Market
 WinnCompanies

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Volunteers

Goodwill benefits from companies and organizations that provide volunteers to support participants in mission programs and assist with community events.

Bank of America
 Bindable
 Blue Cross Blue Shield of Massachusetts
 Dell
 Deloitte
 Eastern Bank
 First Republic Bank
 John Hancock
 JP Morgan
 Liberty Mutual
 Santander

**A special thank you to
Goodwill's Young Professionals Committee.**

Government Partners

Goodwill works with government agencies and quasi-government partners to offer its mission services.

Boston Office of Workforce Development
 Boston Public Schools
 Chicopee Public Schools
 Massachusetts Department of Correction
 Massachusetts Department of Developmental Services
 Massachusetts Department of Transitional Assistance
 Massachusetts Executive Office of Health and
 Human Services
 Massachusetts Executive Office of Labor and
 Workforce Development
 Massachusetts Executive Office of Public Safety
 and Security
 Massachusetts Rehabilitation Commission
 MassHealth
 MassHire Boston Workforce Board
 Springfield Public Schools

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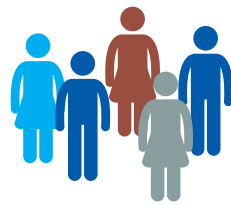
Goodwill

• Employees.....	380
• Retail paid trainees.....	114
• Facilities.....	16
• Cash gifts.....	6,826
• Massachusetts communities served.....	319



Community Outreach

• Volunteers.....	127
• Thanksgiving meals served.....	800
• Holiday toys distributed.....	1,012



Individuals Served in Mission Services

• Job-oriented training program participants.....	300
• MassHire Boston Career Center members.....	2,639
• Individuals with disabilities in day programs.....	106
• Total served.....	3,045

Business Engagement



• Employers recruiting at MassHire.....	90
• On-site and virtual recruitment events.....	116
• AbilityOne worksites.....	5
• Businesses contributing goods.....	33
• Employers working with job training programs.....	13



Goodwill Stores & Donated Goods

• Pounds of donated good.....	25.9 million
• Individual donations.....	649,213
• Donation sites, not including stores.....	18
• Customer transactions.....	794,456
• Number of stores.....	15

Data for fiscal year 2021.

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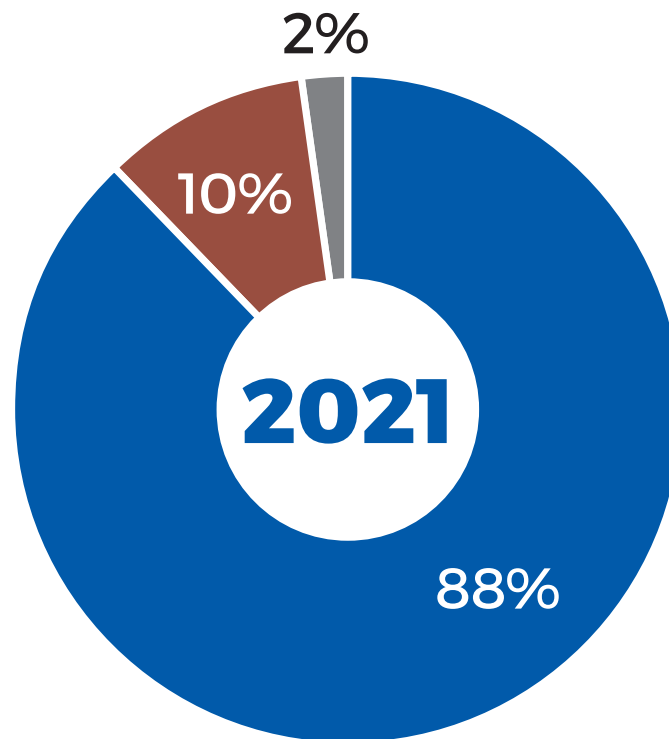
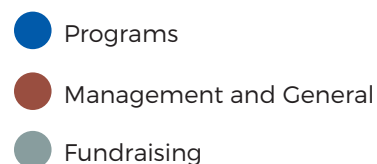
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Goodwill's mission is to help individuals with barriers to self-sufficiency to achieve independence and dignity through work.

Goodwill strives to be efficient and effective in the use of funds raised to support its mission services and 88 cents of every dollar spent went to programs that helped transform lives. In 2021, Goodwill had total revenue of \$35,678,277, total expenses of \$34,231,188 and net assets of \$35,875,623.



2021

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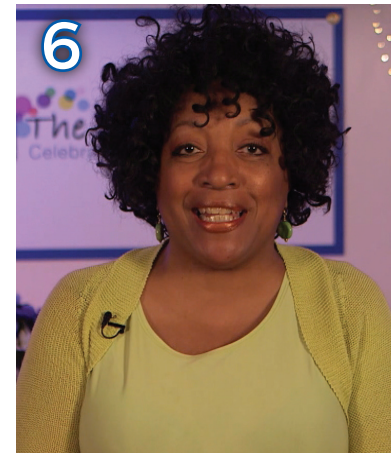
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1. Ned Helms, grandson of Goodwill's founder, Rev. Edgar Helms, at the virtual Annual Meeting in January.
2. Crystal DeArruda running on Goodwill's Boston Marathon team in October.
3. Youth Holiday Party "to go" for more than 100 families in December.
4. Drive-through Thanksgiving-in-a-Basket event for 200 families in November.
5. Grand reopening of the Amherst store in October.
6. Virtual Good Party in June: WCVB-TV's Karen Holmes Ward; Hector Pina of Merengue and Sally Mason Boemer, Goodwill Board Chair; Michael Vance and Nia Grace of Darryl's Corner Bar and Kitchen.

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