



GOODWILL
Northern Michigan

**YOUR SUPPORT
IN ACTION**
2021 Annual Report

A RENEWED VISION

Our nonprofit has a long and distinguished history. This year Goodwill Northern Michigan celebrates 50 years of serving our region. In that time many programs have served the evolving needs of our community. In all we do, we try to help people see and believe in what is possible, and walk alongside them to help them get there.

During the pandemic we met with our board and community to ask how we can best serve Northern Michigan now and in the next 50 years. Our updated Vision Statement confirms a true north that is rooted in our history: **We envision a community where everyone has access to a safe and secure place to live, the nutritious food they need, and opportunities for empowering employment, so that everyone can thrive.**

Over 35 years ago we responded to the community's call to serve people without a home. We walk alongside families, children, and adults in the darkest hours of their lives. We are on the streets building connections, providing shelter and housing navigation, working to increase housing options for our clients, and putting our strength behind a strong Homeless Coalition collaborating to make homelessness rare and brief in our region.

For almost 15 years, our Food Rescue program has delivered nutritious food to the food pantries and community meal sites of the Food Coalition. We deliver food without cost to the food pantries and meal sites we serve, helping to ensure sustainability for many small, minimally-resourced food pantries. Our work makes the Food Coalition stronger.

Goodwill is an important community asset, a social enterprise of eight thrift stores plus ecommerce, salvage, and recycling operations that runs seven days a week to generate funds that benefit the public and provide empowering jobs for our team.

Our unique combination of social purpose with business acumen provides a strong foundation for community services and investments that are trauma-informed, accountable, collaborative, curious, and courageous.

With strong community support and dynamic collaboration at the Housing and Food Coalitions, good things are happening for some of our most vulnerable neighbors. We look forward to continuing to serve our community for the next 50 YEARS!

Dan Buron
Executive Director



Explore GoodwillNMI's 50-year history timeline later in this report



GOODWILL
Northern Michigan

**BRINGING FOOD TO
NEIGHBORS AND HELPING
PEOPLE FIND HOME**

THE PEOPLE WE SERVE

Your support helps some of our most vulnerable neighbors



JIM HAS A HOME NOW

First Jim's son died, and then his sister after that. In the aftermath, he lost his wife and his job, and then he lost his home. Sometimes Jim used homeless shelters, but he found it hard to live together with many other people also going through the worst times of their lives. Plus, he screams in his sleep, which is not a good fit for dorm room sleeping. He lived unsheltered for 3 years, 2 months, and 6 days, taking years off his life. He has short-term memory loss from head trauma he got while living outside, and he has diabetes, uses a cane, and suffers from PTSD.

Our Street Outreach team visited Jim often to build trust and talk about what was possible. After a lot of relationship building and waiting for a unit to become available, Jim moved into a safe, stable place to live. Our Case Manager helps work through issues during regular visits. Having a door he can close behind him at night has made new things possible for Jim. He's making progress on personal goals he couldn't tackle while living outside.



WILMA IS MAKING HER NEW APARTMENT WORK

Wilma grew up in a community that suffers from deep historical trauma. When she lost her husband and two brothers, things built to a breaking point. She lived homeless for 7 years, except for a short time in housing that didn't work out. Her immune system is worn down from living this way for so long. Her fluids need to be drained regularly due to organ failure.

It took time for Wilma to build relationships with our Shelter and Outreach teams and trust that something better was possible. We worked with her as she moved between shelters, encampments, and sleeping rough outside. It was a very good day when housing became available and she had everything in place to move in. With the safety and security of housing, her health is improving. Wilma is working on next steps.



JANE IS LOOKING FOR A PLACE TO CALL HOME

Jane is currently pregnant. She grew up with abuse in her family that contributed to severe depression. She uses alcohol to ease the pain when she is not pregnant. Most people with mental health and substance abuse issues do not become homeless, but Jane has exhausted all her social and financial resources. It is hard for her to be around other people, so she camps outside, trying to stay safe. She knows she is far more likely to be the victim of assault and rape than people who have a place to call home.

Over time, Jane grew to trust one of our Outreach workers, and now she has a housing voucher. When a unit becomes available, a Case Manager will help Jane move in and hold on to her housing. Until then, we'll reach out regularly and continue to work on expanding housing options for Jane and other people like her.



JOHN'S FAMILY HAS GOOD FOOD ON THE TABLE

John's family is one of 36 percent of households in our region who struggle to access the healthy food they need. He uses a food pantry near his home to supplement food he buys with wages and food benefits. He juggles two jobs, an unreliable car, and the stress of holding onto stable housing for his family. His three children are among the 25% of youth at high risk of chronic malnutrition in Northern Michigan. He knows that healthy food makes a big difference to his family's health and his children's development, but his budget is under strain and SNAP food benefits have gone down. So he makes arrangements to visit his local pantry when it is open. John's boys love it when he brings home corn, and his daughter looks for berries. They wave when they see Food Rescue trucks on the road, fans of the fact that 42% of the food we deliver is fruits and vegetables.

YOUR SUPPORT

opens doors

changes lives

brings hope



YOUR SUPPORT AT WORK

Each year, your gifts and donations help us deliver 2 million pounds of food to food pantries and community meal sites, and help over 1,000 people experiencing homelessness access shelter and housing in Northern Michigan. We are grateful to do this work alongside the Food and Housing Coalitions. We're doing a lot of good thanks to your support.



**PUTTING GOOD FOOD
TO GOOD USE**



**HELPING PEOPLE
FIND HOME**



**CREATING COMMUNITY
SOLUTIONS**



2,119,481

POUNDS

FOOD RESCUED
AND DELIVERED

42%

PRODUCE

VEGETABLES AND
FRUITS DELIVERED

FRESH, LOCAL FOOD

In 2020-2021, the Food Coalition purchased 230,687lbs of fresh produce grown by local farmers. We repack, store, and distribute this food with a focus on equity. Fresh produce always brings smiles at food pantries!



FOOD RESCUE

Putting Good Food to Good Use

Food Rescue rescues, harvests, repacks, and distributes 2 million pounds of food annually — that’s \$3.34 million worth of food! Each day, we bring 8,000lbs of food to 70+ food pantries and community meal sites in the Northwest Food Coalition, and 42% of it is fruits and vegetables. We partner with 185 organizations to distribute food equitably across a rural 5-county area twice the size of Rhode Island.



FOOD RESCUE

We rescue 8,000lbs of food a day from grocery stores, bakeries, and farms, and deliver it without charge to food pantries. This helps many small Coalition members ensure sustainability.



HEALTHY HARVEST

Our Healthy Harvest volunteers help ensure that 42% (!) of the food we deliver is fruits and vegetables. They glean excess crops, repack bulk food, and pick up from farmers markets.



DISTRIBUTION LOGISTICS

We do the logistics of the Coalition’s Farm2Neighbor program. This year the Coalition purchased \$198,436 worth of local farm food! We repacked and delivered it to Coalition members.



FINDING HOME

Making Homelessness Rare, Brief, and One-Time

Our Housing and Homeless Services team plays a critical role in helping people experiencing homelessness move into safe housing and have long-term success in our region. Our programs reach out to people living homeless and on the streets. We offer shelter, food, and connection to resources. We help people find housing options that work, and help them hold on to their housing.



STREET OUTREACH

Our Street Outreach team meets people experiencing unsheltered homelessness where they are. We offer resources to help people find a safe and permanent home.



GOODWILL INN EMERGENCY SHELTER

The Goodwill Inn provides emergency shelter and food to families and adults experiencing homelessness. The Inn is open year-round and families are able to stay together.



HOUSING-BASED CASE MANAGEMENT

We help people move into housing and then check in with them regularly, offering resources to help them reach their goals and have long-term housing success.

GOODWILL NORTHERN MICHIGAN



30,942
NIGHTS
SHELTER FOR FAMILIES
AND INDIVIDUALS

272
**FAMILIES
AND PEOPLE**
MOVED INTO
PERMANENT HOUSING

WORKING IN COALITION

We're grateful to work with our partners in the Northwest Michigan Coalition to End Homelessness. Together, we're making the homeless response system stronger, and expanding housing options for the people we serve.



24

**VETERANS
HOUSED**

IN TRANSITIONAL
TOWN HOMES

36

**SUPPORTIVE
HOUSING UNITS**

APARTMENTS FOR PEOPLE
EXITING HOMELESSNESS



FINDING HOME

Housing Ends Homelessness

In the past 12 years, Goodwill Northern Michigan has built a permanent supportive housing community in Traverse City and a transitional housing community for Veterans. Both are working for people exiting homelessness. Now we're leveraging a gift from philanthropist MacKenzie Scott to buy, build, and invest in more housing options for the people we serve.



TRANSITIONAL HOUSING FOR VETERANS

We built and operate Patriot Place, 8 town homes shared by 24 Veterans in a Gaylord community designed to support Veterans experiencing homelessness as they transition to stable housing.



PERMANENT SUPPORTIVE HOUSING

We built and operate Carson Square, 36 affordable apartments in a Traverse City permanent supportive housing community for people exiting homelessness and domestic violence survivors.



MORE HOUSING UNITS

We're **buying, building, and investing** to expand the number of housing units available for the people experiencing homelessness, including permanent supportive housing.

GOODWILL NORTHERN MICHIGAN



BUILDING SOLUTIONS

Collaborating to Solve Complex Problems

Our programs can only reach their potential for positive community impact if we work with our partners and community. We invest time and money in Coalition collaboration because we can do much more together. We also work with agencies across Northern Michigan to distribute store vouchers that help people facing emergencies select needed items from our eight thrift stores.



NORTHWEST MICHIGAN COALITION TO END HOMELESSNESS

We support the Homeless Coalition with time, money, and resources. Only together can we end homelessness.



NORTHWEST FOOD COALITION

We support the Food Coalition whose members distribute the food we deliver. We work together to reduce food insecurity.



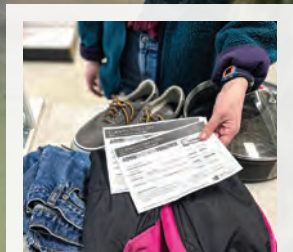
BASIC NEEDS COALITION

We support the Basic Needs Coalition, a collaboration of faith-based and other nonprofits that help unhoused people with basic human needs like clothing, food, mail, laundry, electricity, showers, and warmth.



GOOD PARTNER VOUCHERS

We provide vouchers to people facing emergencies so they can select needed items from our stores. Over 50 partner agencies distribute them throughout our Northern Michigan region.



\$117,580
STORE VOUCHERS REDEEMED
BY FAMILIES AND PEOPLE FACING EMERGENCIES



THRIFT STORES

Reducing Waste Is at the Core of Our Mission

The good we do starts with our Social Enterprise. Each year, we turn things people no longer need into funding for programs that deliver 2 million pounds of food to food pantries, and help over 1,000 people experiencing homelessness access shelter and housing. When you shop and donate with Goodwill Northern Michigan, you're helping some of our community's most vulnerable neighbors. We work hard to maximize the value of every donation. Some items sell in stores, some are auctioned online at Shopgoodwill.com, and some items are sold for salvage and recycling. It all adds up to a lot of good!

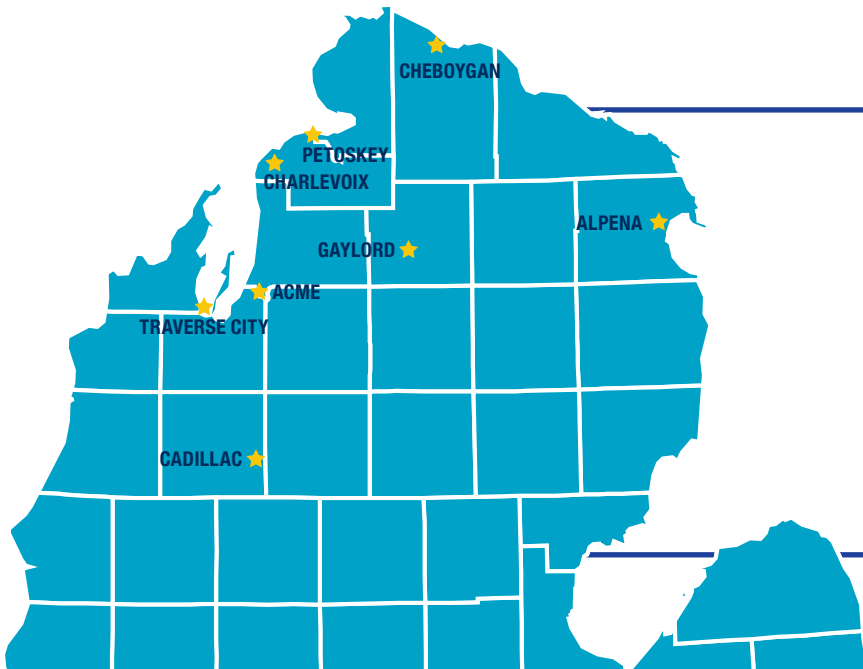


GOOD MEALS is also part of our social enterprise. Our kitchen team makes 200,000 meals a year for people experiencing homelessness, people in treatment, and for housebound seniors through NMCAA's Meals On Wheels.



#GAYLORDSTRONG

In November 2020, we moved our store in Gaylord to a new building on Main Street, never expecting that an EF-3 tornado would destroy it 19 months later! While we rebuild, we've opened a popup store just up the street. We aim to reopen in 2023.



5,290,360

LBS DIVERTED FROM LANDFILL*

Goodwill is an important part of the global shift to a circular economy. When you donate and shop at Goodwill Northern Michigan, you keep items out of landfill and support food and housing programs at the same time.

**Plus another 1,674,807lbs of food diverted from landfill by Food Rescue!*

OUR COMMUNITY AT WORK

Goodwill Northern Michigan Board of Directors 2020-2021

Goodwill Northern Michigan is a 501c3 nonprofit owned and operated by our Northern Michigan community. We are governed by a group of Northern Michigan community leaders who volunteer to serve on our Board of Directors. They represent the community's interests as they guide our work and help us fulfill our mission to strengthen communities by empowering people in need to reach their full potential.



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Kate Redman, Vice-Chair
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Advantage Benefits Group



Paul Heidbreder
Traverse City Record-Eagle



Dawn Shields
Shields Shoes



Jody Trietch
Boomerang Catapult

FINANCIAL REPORT

Year ending September 30, 2021

REVENUE: Community investment in GoodwillNMI

Social Enterprise	\$15,746,641
Contributions and Grants	6,438,639
Contracts	1,261,456
PPP Loan Forgiveness	1,213,600
Other	538,503
Total Revenue	\$25,198,839

EXPENSES: Resources to provide services

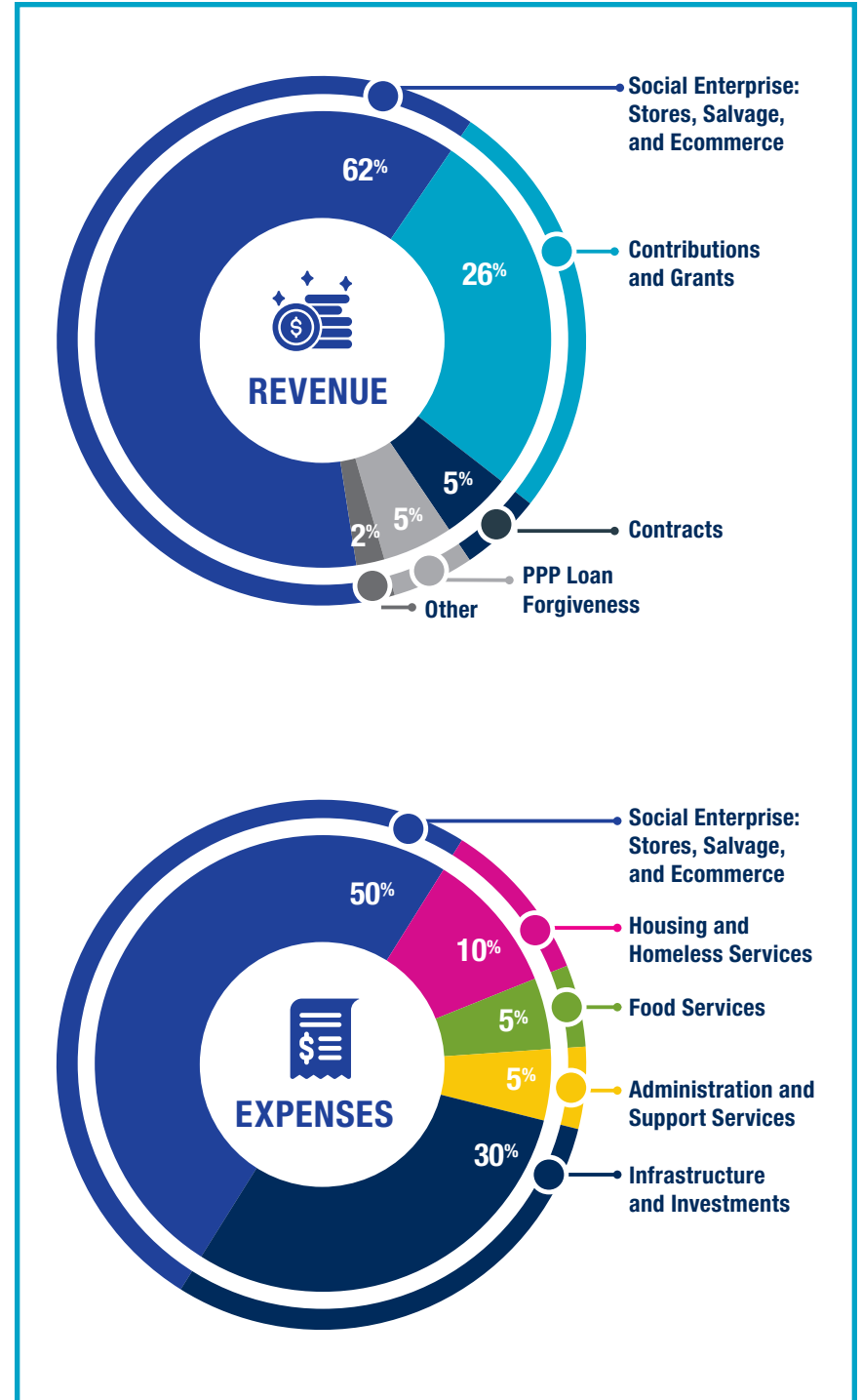
Social Enterprise	\$12,611,905
Housing/Homeless Services	2,460,395
Food Services	1,236,735
Admin/Support Services	1,344,120
Infrastructure/Investments	7,545,684
Total Expenses	\$25,198,839



MACKENZIE SCOTT GIFT

We were honored to be selected by philanthropist MacKenzie Scott for a \$5M grant in December 2020. In fulfillment of her Giving Pledge, her team screens recipients for proven management teams and high potential for making a positive impact. We are investing the gift as part of our vision to increase regional housing stability and food security. Your gift can help us leverage MacKenzie Scott's gift to do even more:

- 60% — Increase the number of housing units available to people experiencing homelessness
- 20% — Support collaborative community efforts to increase food security while reducing food waste through Food Rescue
- 20% — Build systems and regional collaborations between agencies that work alongside us to serve vulnerable neighbors



OUR HISTORY

Celebrating 50 years of service in Northern Michigan



1902: Goodwill begins

In 1902 Boston, Rev Edgar Helms first went door to door with a burlap sack in his community, gathering used items to reuse and sell to help people in need. Goodwill's social enterprise model grew to serve communities all across the US.



1972: GoodwillNMI begins

50 years ago, our local Goodwill began with the name Asgard Enterprises, founded to open doors for people with disabilities. From fishing lures to work on Mackinac Island, we offered many job and training opportunities over the years.



1986: New name, new work

In 1986 we became a Goodwill member, changed our name to Goodwill Northern Michigan, and opened our first store. Our social enterprise helped us answer a community call to serve people living homeless and we opened the Good Samaritan Housing Center.



2006: Goodwill Inn opens

Our community needed a year-round shelter to serve people living homeless and allow families to stay together as a family unit. We opened the Goodwill Inn emergency homeless shelter in 2006 thanks to tremendous community support.



2008: Food Rescue begins

In 2008 the founders of Food Rescue saw a win-win opportunity to increase access to healthy food for people experiencing food insecurity, and reduce food waste at the same time. Food Rescue joined with Goodwill logistics and the rest is history.



2011: Patriot Place opens

Our work with homeless Vets led us to partner with the Veterans Administration on housing solutions. In 2011, our Patriot Place housing community opened to support Veterans as they transition from homelessness to permanent housing.



2016: Carson Square opens

Some people need affordable places to live combined with intensive coordinated services so they can exit homelessness and hold on to their housing. We opened Carson Square in 2016, adding 36 permanent supportive housing units our region needs.



2021: A renewed vision

After a global pandemic and a \$5M MacKenzie Scott gift, we renewed our vision for serving people experiencing homelessness and food insecurity. We're focusing on partnerships and expanded housing options for the people we serve.

GOODWILL IN ACTION

Responding to our community's needs



OUTREACH WITH STREET MEDICINE

Health issues are one of many serious barriers faced by unhoused people. Homelessness makes you more susceptible to disease, and health care can be more difficult to get. We're grateful to Munson Family Practice and Traverse Health Clinic for coming with our Street Outreach team on weekly visits to care for people living outside.



HELPING PEOPLE MOVE HOME

Our favorite job is helping people move into a place to call home after exiting homelessness. Housing options are limited, and moving is always challenging. But it's easier when Street Outreach helps you move, when a Case Manager helps you problem solve, and when you can lock the door behind you at the end of each day.



FARMERS MARKET RESCUE

Amazing volunteers like Annabel help us rescue fruits, vegetables, and baked goods from farmers markets, and deliver it when the markets are over to nearby food pantries. We're grateful to collaborate with fantastic farmers, partners, and community members to bring more local, nutritious food to our neighbors experiencing food insecurity.



RESCUING FOOD, STOPPING WASTE

The smiles on the faces of our friends at Kalkaska Area Interfaith Resources say it all! Grateful to deliver 1,600lbs of strawberries and 3,200lbs of whole milk rescued from Sams Club to food pantries in Antrim and Kalkaska counties, at no charge to the pantries, and thankful to pantries for getting wit to people who need it.



10 YEARS OF VETERANS HOUSING

Patriot Place is celebrating 10 years of dedicated work helping Veterans transition from homelessness to home. We're grateful to our board, staff, donors, and the Gaylord community for helping to make Patriot Place a success for Veterans.



MEETING PEOPLE WHERE THEY ARE

Homelessness happens in all kinds of weather, and so does Street Outreach. Dennis, Ann, and the rest of our Street Outreach team meet unhoused people where they are, building trust and offering resources that can lead to long-term housing success.



VOLUNTEERS OF ALL SIZES

When Orlando pulls up to the PrayerFyre food pantry in the Food Rescue truck, children appear with smiles, squeals, and hand-colored thank you notes that go right up on our wall. Healthy food is delicious and critical for growing bodies and minds.



COLLABORATIONS OF ALL KINDS

This is what collaboration looked like in January 2021. We are grateful to collaborate with our partners in the Food Coalition — even if it has to be on screen. Together, we are reducing food insecurity and helping people access the nutritious food they need.

GOODWILL IN ACTION

250 empowering jobs in Northern Michigan



MAXIMIZING VALUE OF DONATIONS 

In his 27 years with Goodwill Northern Michigan, James has been a warehouse associate, truck driver, baler, dockhand, and team lead. Now he's Assistant Manager of Salvage and Transportation. Thanks James for helping to lead our salvage and recycling team in maximizing the value of every donation we receive.



THERE'S NO PLACE LIKE HOME 

Congratulations to our Community Engagement Officer Ryan Hannon for receiving the Sara Hardy Humanitarian Award from the Traverse City Human Rights Commission. Ryan says, "This is an all Goodwill Northern Michigan award. Every person in this organization makes this work possible." We're grateful for Ryan's work.



GOOD SPORT 


Hearty congratulations to Joshua Olds on his promotion to Director of Donated Goods. Josh has played many roles at Goodwill since he started 13 years ago as a donation door attendant. He now oversees all of our donated goods operations, including ecommerce, salvage and transportation. He's also our go-to dunk tank volunteer at employee parties.



RELATIONSHIPS ON THE ROAD 

Food Rescue driver Zii brings laughter and energy to the team, making friends all along his route. He also brings invaluable experience to our work. For pantry customers, "a magical box full of food is waiting every week. I never once thought before about how the food gets to the pantry." We're grateful for Zii's contributions.



HEALTHY MEALS 


Our Good Meals team makes 200,000 meals a year for people experiencing homelessness, people in treatment, and homebound seniors through NMCAA's Meals on Wheels program. Hooray for nutritious meals that look good, too.



DEREK DONE GOOD! 

Our Salvage and Transportation Manager Derek took on a leadership role during the pandemic — a feat in and of itself — and then shattered all expectations. Cheers to Derek on setting several new records in salvage and recycling.



CREEPIN' IT REAL FOR HALLOWEEN 

Halloween is a big deal at Goodwill. Our team really gets in the spirit, filling our shelves with everything you need for spooky season. When you come in for a spell and find treasures at Goodwill, you get to help people in need and find good deals at the same time — magic!



PUTTING IT ALL TOGETHER 

Not all rescues are fresh, healthy food. It was a frigid day when Demetria picked up furniture that Food Rescue had gotten from Costco, and took it to a family moving out of homelessness into housing. Our team works miracles every day.



ENGAGE WITH GOODWILL

Join us today
goodwillnmi.org

GIVE

Making a financial gift to GoodwillNMI makes a difference like no other. Your gift changes lives! Each year, your donation helps us bring 2 million pounds of food to food pantries, and helps over 1,000 unhoused people access shelter and housing. Bringing items to our donation centers is a big help, too.

Donate online at
goodwillnmi.org/donate

VOLUNTEER

Volunteering to help our community's most vulnerable neighbors is an experience like no other. You can volunteer alone and with groups of up to 25 people. Our volunteers pack boxes of food for delivery to food pantries, serve dinner at the homeless shelter, and harvest food from local farms.

Volunteer online at
goodwillnmi.org/volunteer

TOUR

Taking a tour is the best way to understand what our big nonprofit is all about. From our flagship retail store to our homeless shelter, permanent supportive housing community, Food Rescue warehouse, and ecommerce and salvage operations, let us show you how we're strengthening our community.

Sign up online at
goodwillnmi.org/tours

YOUR SUPPORT MAKES GOOD THINGS HAPPEN

Donate today
goodwillnmi.org/donate

YOUR SUPPORT MATTERS as we celebrate 50 years of serving our community and begin another 50 of Goodwill Northern Michigan working to create a stronger community.

Your gift will help us leverage a unique opportunity to move things forward for people experiencing homelessness and food insecurity in Northern Michigan. It helps us deliver 8,000lbs of food daily to food pantries and community meal sites without charge to the pantries. It helps over 1,000 people a year access shelter and housing. Your support helps some of our community's most vulnerable neighbors.

We're forging strong collaborations with the Housing and Food Coalitions so we can work together and make a deeper impact. We're buying, building, and investing in expanding housing options for people experiencing homelessness. Your support helps us do more.

Done today, online or by mail. Donate and thrift for good in our stores throughout the year. A strong GoodwillNMI supports a stronger community that includes our most vulnerable neighbors.

OUR VISION

A community where everyone has access to a safe and secure place to live, the nutritious food they need, and opportunities for empowering employment, so everyone can thrive.

YOUR DONATIONS MAKE A BIG IMPACT



GOODWILL
Northern Michigan

ENGAGE WITH GOODWILL

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Traverse City MI 49684

Support Goodwill Today
goodwillnmi.org



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Become a Goodwill **Volunteer**
Donate and thrift for good in our stores
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