



GOODWILL
Northern Michigan

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

2022
Annual Report



WHAT IS THE NEED?

Housing and Food Insecurity in the Greater Grand Traverse Region



We work with people in crisis, or close to one. Their children go to bed hungry at night. They try to stay safe while living outside.

Hunger and homelessness are not always visible in our community, but every day our team sees the need and works to address it. We coordinate our efforts with partners across the food and homeless response systems to eliminate duplication and build greater capacity for impact. Our housing and food programs help people figure out how to survive and get through, providing a hand up and the hope that something better is possible. Your support of our stores and community programs makes it all possible.

Homelessness

- 275 families and individuals in the Greater Grand Traverse Area are experiencing homelessness (source: Northwest Michigan Coalition to End Homelessness)
- Of these 275, 70 individuals are experiencing chronic homelessness (homeless for over a year or more, and have a disability)

Food Insecurity and Waste

- 40% of households in Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau counties struggle to access the nutritious food they need (source: United Way of Northwest Michigan)
- 35% of food in the US goes to waste (source: ReFED)

MEETING THE NEED

Goodwill Northern Michigan advanced with strength and speed in 2022.

We expanded Food Rescue's capacity to bring healthy food to 16,000 people who use food pantries in our area, one-third of whom are children that need nutrition in order to reach their developmental potential. We increased housing options for clients experiencing homelessness, working with the housing coalition to move more clients from homelessness into housing than ever before. At the same time, we completed an important update of our internal systems to undergird our efforts. By year-end, we had surpassed our annual goals and laid critical groundwork for the long-term, community-based solutions that are necessary to create a better future for the people we serve.

When Mark moved from the streets into his own apartment, he told us, "I'm happy to have my very own safe place to sleep at night!" On the streets, his stuff was constantly stolen, lost, or damaged. In his new place Mark can lock his belongings away and keep safe himself. With the help of on-site supports, Mark is settling into his new home and working towards his health and personal goals.

"I wasn't planning on being a single dad, but then life took a sudden drastic change, and I was faced with raising four kids and a dog," John told us. "My kids love cherries, but we didn't get many this year. Too expensive." At a local food pantry served by our Food Rescue program, John was able to get cherries and much more nutritious food. "We grabbed a bag and went to the park across the street. It felt normal. It felt 'before crisis.'"

In 2022 we saw proof that we can accomplish great things when we work together — for individuals like Mark, families like John's, and for a caring community that wants people to have safe homes and people to have nutritious food. We are grateful to work with extraordinary partners and community leaders as we broaden the impact of our community programs and focus on long-term solutions for food and housing insecurity in Northern Michigan.

A handwritten signature in black ink, appearing to read "Dan Buron".

Dan Buron
Executive Director



Dan (r) gleaning with Healthy Harvest volunteers Craig and Kathi Mulder (l)



292

FAMILIES & PEOPLE

HELPED WITH MOVING FROM HOMELESSNESS TO HOUSING WITH SUPPORTS



1,055 CLIENTS

HELPED WITH ACCESS TO SHELTER AND HOUSING



30,600 NIGHTS

SHELTER PROVIDED TO FAMILIES AND INDIVIDUALS



HOUSING AND HOMELESS SERVICES

We envision a community where everyone has a safe and secure place to live. Since 1986, Goodwill Northern Michigan has offered help to people experiencing homelessness on their journey home. We are committed to meeting people where they are, treating them with dignity and respect, and offering help in finding home through our programs and our coordinated efforts with our partners in the homeless coalition.

Our work in homelessness and housing takes many forms, including our Goodwill Inn year-round emergency homeless shelter; our Patriot Place shelter and transitional housing community for Veterans; our Street Outreach program working with people experiencing unsheltered homelessness; and our housing services with on-site supports at Carson Square and elsewhere, needed by some clients in order to have long-term housing success.

Collaboration is fundamental to our approach to this live-saving work. Every day we engage multiple coalition partners to reduce duplication of efforts, build alignment, and expand our impact. We are grateful to work with strong partners in a caring community, sharing a commitment to human dignity, accountability, and doing the hard work required to nimbly respond to the needs of some of our community's most vulnerable neighbors.



Completing forms and obtaining documents like birth certificates are two of the barriers faced by people experiencing homelessness. We meet people where they are, offering assistance, connection to community resources, and hope for something better.

FOOD RESCUE

We envision a community where everyone has access to the nutritious food they need.

Food Rescue experienced another year of record growth and change in 2022.

We rescued, harvested, repacked, and distributed nearly 1.8 million pounds of food across a five-county region twice the size of Rhode Island. We did this work at no cost to the 74 food pantries and community meal sites we serve, just as we have since the first Food Rescue truck hit the road in 2008.

Our record-breaking year relied on vital growth of our partnerships with 174 food donors including local farms, grocery stores, and bakeries. Thanks to these efforts and our work with partners like Groundwork Center for Resilient Communities, 80% of the food we delivered was fresh or frozen fruit, vegetables, bread, meat, or dairy — the hardest-to-access food that is needed the most by people who use food pantries and community meal sites.

In 2022, we also began work on improvements to our warehouse and fleet, thanks to generous support from donors. We are grateful for the opportunity to support collaborative community efforts to increase food security, and to developing our successful efforts to get nutritious food to neighbors in need.

In 15 years, Food Rescue has done the logistics of delivering 20 million pounds of food worth \$35M million to people in need. We did this at no cost to the food pantries we serve, for the equivalent of 32 cents per meal.



1,792,000
POUNDS

FOOD RESCUED, HARVESTED,
REPACKED, AND DISTRIBUTED



246
PARTNERS

DONORS, FOOD PANTRIES AND
COMMUNITY MEAL SITES



47%
PRODUCE

VEGETABLES AND
FRUITS DELIVERED



410,700
STORE SALES
SUPPORTING OUR
COMMUNITY PROGRAMS



5,596,500
POUNDS OF ITEMS
REUSED AND DIVERTED
FROM LANDFILL



\$288,500
STORE VOUCHERS
ISSUED TO PEOPLE
FACING EMERGENCIES

THRIFT AND DONATE FOR GOOD

We run a thrift store business for a social purpose; we call it our social enterprise. When you shop in our eight brick and mortar stores, donate at our donation centers, or order treasures online through our ecommerce store, you are helping to fund our community programs that bring food to neighbors and help people find home.

Our team of over 200 employees works hard to process donations and turn them into revenue that supports some of our most vulnerable neighbors. Our employees are at the heart of what we do, and we work individually with each GoodwillNMI team member to help them reach their career goals.

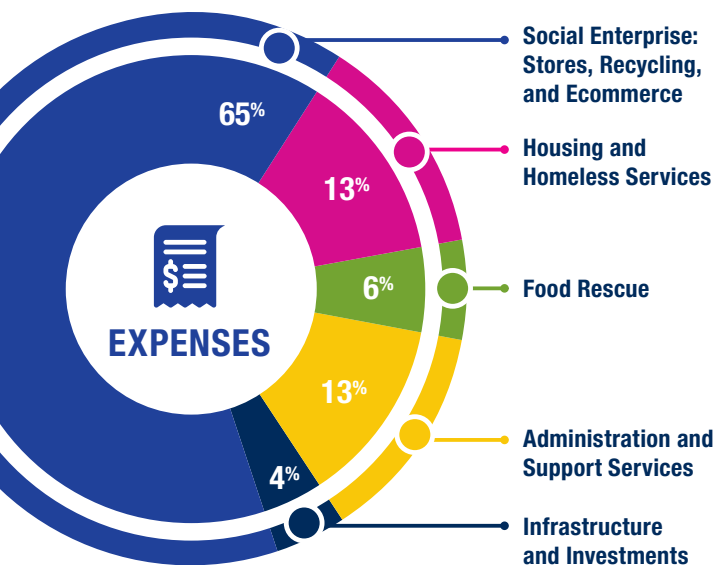
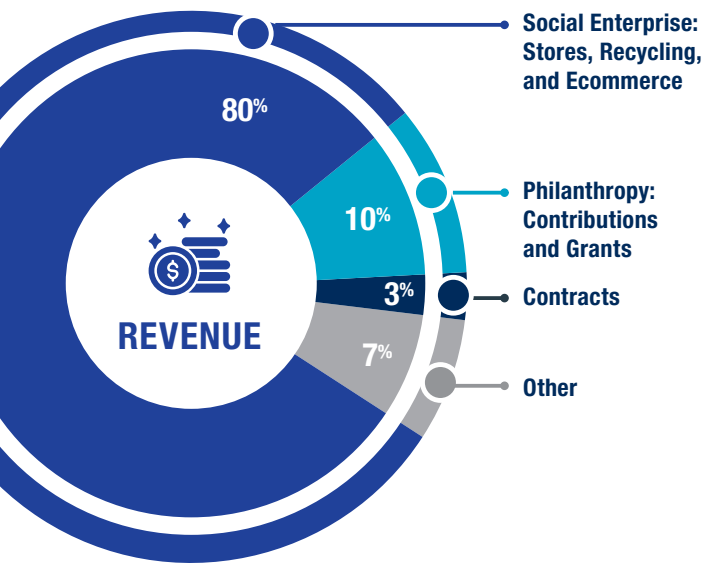
Our stores also serve our neighbors facing emergencies throughout our 19 county region through our Good Partner store voucher program. From Alpena to Cadillac, Cheboygan to Acme, over 50 community organizations distribute our vouchers to families and individuals so they can select the basic items they need in times of crisis, at no cost to the clients or partner organizations. It all adds up to a lot of good.



OUR
19-COUNTY
SERVICE
AREA



When you shop and donate at Goodwill, you're doing a lot more than getting a good deal or decluttering a closet. You're extending the life of used goods and keeping them out of landfill, and you're helping us fund programs dedicated to changing the lives of some of our most vulnerable neighbors. Thank you for your support.



FINANCIAL REPORT

Year ending September 30, 2022

REVENUE: Community investment in GoodwillNMI

Social Enterprise	\$16,525,844
Philanthropy: Contributions and Grants	\$2,134,496
Contracts	\$604,140
Other	\$1,495,304
Total Revenue	\$20,759,784

EXPENSES: Resources to provide services

Social Enterprise	\$13,419,862
Housing/Homeless Services	\$2,700,770
Food Services	\$1,261,273
Infrastructure/Investments	\$766,413
Admin/Support Services	\$2,611,466
Total Expenses	\$20,759,784

OUR MISSION:

Goodwill strengthens communities by empowering people in need to reach their full potential.

OUR 2022 BOARD OF DIRECTORS

Kate Redman
Chair

Mike Brown
Vice Chair

Kelly Miller
Treasurer

Jody Trietch
Secretary

Trustees:
Lezlie Garvin
Lauren Harris
Paul Heidbreder
Terri LaCroix-Kelty
Andrew Kohlmann
Christie Minervini
Nick Nissley
Dawn Shields



OUR VISION

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.

ENGAGE WITH GOODWILL

FINANCIAL GIFTS to GoodwillNMI make 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 more than 1,000 unhoused people access shelter and housing.

THRIFTING AND DONATING at our Goodwill Northern Michigan stores and donation centers helps, too, generating funding for our food and housing programs.

VOLUNTEERING MATTERS! Our volunteers help us repack food, glean produce from local farms, and serve meals at the homeless shelter.

JOIN OUR WORK TODAY!
goodwillnmi.org/donate

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