

goodwill® western new york

2020 Annual Report

Changing lives through the power of work for more than 100 years in Western New York.

Goodwillwny.org

Great Challenges Bring Great Opportunity



Helping people prepare for, find, and keep good jobs is what Goodwill is all about. It's the motivation behind everything we do. We believe that everyone should have the opportunity to earn wages and achieve their dreams. Goodwill's programs and services help job seekers access the training and support they need to find jobs and build careers.

Without question, 2020 was a challenging year for all of us. I could not have been prouder of how our team constantly adapted to the everchanging needs of our community and stayed committed to our mission that has perservered in Western New York for more than 100 years.

Our workforce development teams continued to provide critical support to the thousands of people who have looked to us for support. Some came to us needing assistance with job placement, some with navigating the unemployment benefit system, and others just needed someone to talk to. These teams not only addressed the crisis in front of us but prepared for what will lie ahead after the pandemic. In partnership with the University at Buffalo Regional Institute and partners from across the region, we created *Goodskills Career Builder*, a research-based training program that will redefine workforce development in our region and directly support thousands of underemployed and unemployed individuals in our region. This new initiative that provides training and job placement in the growing manufacturing and technology fields. Goodskills prioritizes targeted skills and credentials that lead individuals to a higher wage career path or into an advanced training program in just four weeks.

And finally, Goodwill of Western New York remained strong in 2020 thanks to the continued support of our generous shoppers and donors. Nearly one million pounds of donated clothing and merchandise came through our doors last year resulting in 1,752,549 items sold. On behalf of the Board of Directors, staff, and thousands of people we support each year, thank you for your committment to offering people a hand up even in the most challenging of times.



President & CEO
Goodwill of Western New York

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**Chair Emeritus*

Goodwill of Western New York

2020 by the numbers



How we EARNED our Way

9,195,440 pounds of donations collected

1,752,549 items sold

284,589 individual donors

229,886 pounds of cardboard, paper, and metals recycled

224,427 pounds of electronics recycled



How we PAID our Way

2,033 unemployed and underemployed individuals supported through Goodwill's Workforce Development Programs

723 veterans supported through employment services

437 individuals placed in competitive employment

87 cents from every dollar spent directly supports Goodwill of Western New York programs and services.

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Building Careers.

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