



Easter Seals Goodwill Industries

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

BUILDING OPPORTUNITIES



ANNUAL REPORT 2011

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Easter Seals Goodwill Industries
432 Washington Avenue • North Haven, CT 06473
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Our mission is to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges.

MESSAGE FROM OUR PRESIDENT & CHAIRMAN



H. Richard Borer, Jr.
President

A hand up, not a hand out...that's the philosophy Goodwill was founded upon by Reverend Edgar J. Helms over 110 years ago. That mission rings as true today as it did back then. Especially now more than ever, in light of the difficult economy and high unemployment rate, people are turning to Easter Seals Goodwill Industries for help.

In 2011 the Employment and Community Services Division provided services to 1,438 individuals. Job placements were found for 147 people at 168 locations, providing some individuals with more than one position.

Such vital services would not be possible without the solid financial performance of our retail team. We are especially grateful for all of the hard work from our retail and warehouse managers and their staff this past year. They helped turn a year that started out behind budget – due to weather closings and a bad economy – into a very successful year-end. Our Retail Division posted a bottom line profit of \$1,240,000 for the year and opened our fifth Goodwill Attended Donation Center located on Berlin Road in Cromwell. The Clinton Goodwill Store took over as number one in sales per square foot and highest bottom line profit. The Goodwill in Norwich produced the highest sales ever of any location totaling \$1,790,000. Our Salvage Market was also very strong with \$1,837,000 in revenue, shipping out more volume than ever.

We were also able to achieve a long term goal of improving accessibility for many of the people we serve in 2011 with the purchase of our new building located on Washington Avenue in North Haven. We are so proud of this accomplishment, which will help us to fulfill our mission, adapt to the changing needs of our clients and provide them with the additional care they need. With our new home we are looking forward to a bright future filled with possibilities and a great deal of room for potential growth. And, along that same theme, our clients and staff at 95 Hamilton Street, New Haven and at our Community Re-entry Services site in Middletown also benefitted from a serious facelift and relocation, respectively, to provide ample professional space in which to offer services.

We are especially grateful to everyone who helped make 2011 a successful year. We also thank our donors, shoppers, community partners, financial contributors, staff and board of directors who support our mission through their generous acts of kindness. Because of you, Easter Seals Goodwill Industries is positioned to give a hand up to those that need it the most in our communities.

H. Richard Borer, Jr.
H. Richard Borer, Jr.

Alfred F. DellaValle
Alfred F. DellaValle



Alfred F. DellaValle
Chairman

CONSUMERS OF THE YEAR



MARIE BROSSEAU

Senior People Involved in Community Enrichment (SPICE)

MARIE BROSSEAU, SPICE

Marie Brosseau has been with Easter Seals Goodwill Industries since 1986. When Marie first came to us, she was a part of our Vocational program and first employed within the sheltered workshops at Daggett and Hamilton Street, where she completed piecework tasks. When the sheltered workshops closed, Marie moved to our Individual Employment Services program and became employed at Marshall's stores and Stop and Shop. In 2002, Marie retired and joined our SPICE program.

When Marie first joined SPICE, she opted not to participate in many of the planned recreational community and in-house activities that were offered to her. Over the past year, SPICE staff has seen a tremendous change in Marie's participation and willingness to take part in the day-to-day activities of SPICE. She is now eager and willing to join in on various community activities. Marie attends two senior centers a week, goes on the special monthly events that are planned and participates in a variety of games, crafts and activities that are offered in-house. Marie will even initiate and suggest activities that she would like to participate in while in SPICE. One of her favorite things is to have her nails done.

In addition to being an active participant in SPICE, Marie is also a cancer survivor. She was diagnosed with cancer in July 2010. Throughout her medical appointments and treatments, Marie was always positive and kept a smile on her face. Now, Marie has been cancer-free for over a year. Marie is definitely deserving of the Consumer of the Year award. Thank you for helping to make SPICE a wonderful place to be!

ANDY CAMPION, IES

If you need sporting equipment, we hope you visit Modell's in Hamden - not only because it's a great store, but because you will get a chance to see a real champ, Andy Campion, at work in their shoe department!

Andy is a consumer in Easter Seals Goodwill Industries' Individual Employment Services (IES) program. He has been employed by Modell's since July 2009 as a part-time Associate, receiving periodic job coach support. Modell's has been a great place for Andy's personality to shine and for him to demonstrate just what a hard worker he is. His responsibilities include putting the customer first by delivering outstanding customer service, helping customers find what they need, pointing out sale items or items that may enhance their purchase. "If someone needs my help, I'm always there for them!" says Andy. As Jen Walcott, the Manager, says "Andy brightens everybody's day!"

Andy also does general maintenance tasks in the store, always helping to make the store look great. Proving that he is a natural when it comes to working with the public, he played a key part in Modell's winning a district-wide contest for the greatest number of packages of socks sold. Added to that, customers have the chance to fill out customer comment cards at the check-out counter. Andy has received numerous customer comment cards from happy customers praising him for the excellent customer service they received from him while shopping in the store.

To quote Andy's feeling about working at Modell's - "I love this place. I love the support from everyone. It reminds me of home - I'm part of a team." Job well done, Andy!



ANDY CAMPION

Individual Employment Services

CONSUMERS OF THE YEAR



PAULA DOUGLAS

Community Employment Services

PAULA DOUGLAS, CES

When Paula Douglas first came to Easter Seals Goodwill Industries, she was very quiet and didn't easily engage in conversation with others and rarely, if ever, smiled. Her job coaches tried many different ways to encourage Paula to join in activities and conversations. Oftentimes, Paula would become "stuck." She would stand outside the van for 10 or 15 minutes before entering the vehicle. Paula needed extra time, for example, to process her actions and staff to support her participation.

Then Paula was assigned to work in the Rocky Hill Goodwill Store. Her job coach, Randy, was patient and gave her some space. Initially, she continued to keep to herself, be easily irritated and just seemed unhappy.

One day, everything changed. She started laughing, smiling, joking and in general seemed much happier. She became "unstuck" and became the "talker" of the crew!

Paula is proof positive that sometimes, all a person needs is a little time and space. Paula was able to find herself and the person that Randy always knew was there showed up. And what a fantastic surprise it was to see a quiet, withdrawn woman become the lively, outgoing person we all know now! Congratulations Paula!

JAZLYN RIVERA, FLC

Jazlyn Rivera is a sixth grade student in the Family Learning Center's afterschool program. She has been in the program since she was in kindergarten. As a long standing participant she has grown into a strong student and a responsible young lady. Her positive and enthusiastic attitude makes it such a pleasure to work with her. These characteristics and so many more allow her to be a great role model for her peers.

Jazlyn's hard work and dedication to her academics has kept her on the honor roll every year. She doesn't hesitate to ask for help and always shows her appreciation with a thank you. Mr. and Mrs. Rivera support her in all that she does, including regularly attending the FLC family engagement activities. With a playful spirit, Jazlyn accepts all tasks and challenges with a smile, ready to complete them successfully. Just this year, Jazlyn has been working hard to educate her fellow students and Martinez families about the negative effects of tobacco as part of an anti-tobacco project. She personally encouraged students to sign a pledge promising to stay tobacco free. She has even assisted the program with recruiting by personally inviting students to join.

Jazlyn has been nothing less than an incredible student since day one. Polite, caring, joyful and intelligent are some of the words that best describe her personality. She is a wonderful representative of the Family Learning Center. She is an amazing student, working hard to reach success in her life. Jazlyn has been a true gift to the Family Learning Center and deserves the Consumer of the Year award.



JAZLYN RIVERA

The Family Learning Center

CONSUMERS OF THE YEAR



AUDREY SHREDER
Community Re-entry Services

AUDREY SHREDER, CRS

After attending the Skills for Success class, Audrey Shreder obtained employment at Nucor Steel of Connecticut in Wallingford. Since gaining employment, Audrey returns at least once a month to speak to current clients in the CRS Middletown program. In telling her story, she inspires them to stay on the right path in spite of the difficulties they will face. She is a living testament to their struggles and has helped many of our clients gain employment with Nucor.

Several times a year, Nucor hires a group of employees. Each time, they open a testing session in search of new employees. Audrey calls us to set up a workshop for our current consumers to help them prepare and let them know what to expect so they can be as prepared as possible. Within Nucor, Audrey has become a go-to person when they are looking for employees.

When asked about her time at Easter Seals Goodwill Industries, Audrey says "I was a person coming out of prison, trying to piece my life together and looking for hope. I was looking to do something positive and give back to the community. Easter Seals Goodwill Industries gave me the tools I needed to find a job. Today, I am a well-balanced woman. I found a way to give back by talking to ex-offenders about staying positive and doing the right thing. Today, I am giving back. I am involved in Faith Behind Bars (FBB) and Community Coalition for Justice Reform (CCJR) and Easter Seals Goodwill Industries. I am so grateful about how my life is today." In her work with FBB and CCJR, Audrey was instrumental in organizing a conference in April with the Connecticut Undersecretary for Criminal Justice and the Department of Correction Commissioner.

Audrey Shreder is always full of light, laughter and hope, making her perfect for the Consumer of the Year award.

VOLUNTEER OF THE YEAR

PROJECT GREEN OF BRIDGEPORT

This year's Easter Seals Goodwill Industries Volunteer of the Year Award goes to Project Green of Bridgeport for their dedication to our largest fundraising event, the Fantasy of Lights.

Director Carl Squitiero and team leads, Pat Moriarty and Tom Finnucan, always give our Agency top priority during the set-up and break down of this event. The Fantasy of Lights consists of over sixty light displays, so the set up and breakdown is no easy job. Monday through Friday, Tom, Pat and their crews arrive no matter what the weather to ensure everything is complete by opening night in November.

The teams are always respectful and seem to really enjoy their part in putting together our seasonal light displays for people of all ages to enjoy throughout the holiday season. From unloading heavy spools of wire to changing light bulbs, everyone works hard to make this event a success and the contribution these volunteers make is priceless. This event would not be a success without the generous support and long hours of hard work from everyone at Project Green. We are so happy they have continued to volunteer with us over the years. Fantasy of Lights relies a great deal on our volunteers and we are so grateful to have a reliable, hardworking and generous team at Project Green. We thank them for the truly amazing job they do each and every year!



Tom Finnucan, Team Leader, Carl Squitiero,
Director, Pat Moriarty, Team Leader

EMPLOYER OF THE YEAR



The Eastern Bag & Paper Group
200 Research Drive
Milford CT, 06460
800.972.9622
www.easternbag.com



THE EASTERN BAG & PAPER GROUP

THE EASTERN BAG & PAPER GROUP

The Eastern Bag and Paper Group have embraced the Easter Seals Goodwill Industries mission by providing an environment where the clients can earn a paycheck and feel a part of the work community. The employees of The Eastern Bag and Paper Group treat the crew in a friendly and welcoming manner and promote a positive work environment. They have been instrumental in working with the crew to increase work quality and production. The work crew is consistently treated with respect and dignity. The Eastern Bag and Paper Group have showed great concern regarding the safety of our consumers. The employees at The Eastern Bag and Paper Group encourage the consumers to grow and progress by giving them positive feedback and praise for a job well done. They have made the workplace a congenial and accommodating environment. There have been several instances where The Eastern Bag and Paper Group has treated our consumers with luncheons as a reward for quality work which serves as a great reinforcement for the work crew. The Eastern Bag and Paper Group has included our consumers in company events such as retirement and holiday parties which have created a feeling of camaraderie. The consumers have felt a true sense of accomplishment and pride in their work and abilities. The Eastern Bag and Paper Group has been generous with including the consumers when giving out company apparel which is greatly appreciated and creates a feeling of belonging. We are happy about the partnership that has formed between The Eastern Bag and Paper Group and Easter Seals Goodwill Industries and are looking forward to continuing this partnership for years to come.

MODELL'S SPORTING GOODS

Modell's in Hamden has demonstrated their commitment to the mission of Easter Seals Goodwill Industries by their inclusion of people with disabilities in their store. However, what makes Modell's special is that they don't look at a person's disability as a challenge, but rather how they can make the most of someone's strengths in their workplace. This has been the case with our consumer, Andy. Jen Walcott, Manager, and her team recognized in Andy the potential to do more than he was doing in his position at one point in time. So they made the choice to ask Andy to step up to the plate with his team - along with his other tasks, Andy is a welcoming face on the sales floor where he assists customers with product information and sales while providing excellent customer service. Customer feedback shows Jen and her team were right!

Our relationship with Modell's goes back to when they first opened in Hamden in 2004. They have hosted several working evaluations for our consumers over the years so that we could evaluate people's skills and abilities prior to their seeking competitive employment.

Modell's is also currently giving students from the New Haven Public Schools an opportunity as part of an off-campus classroom program to earn credit while learning valuable work skills and behaviors expected in the workplace. There is a teacher with the students the entire time they are at Modell's during this work experience.

We hope the relationship that Easter Seals Goodwill Industries has with Modell's will continue to be a long and productive one. So yes, you "Gotta go to Mo's"!! They are truly committed to helping in more ways than one!



JEN WALCOTT
Store Manager

COMMUNITY PARTNERSHIP



WANDA HAMILTON
Director of Cooperative Extension Services

UConn COOPERATIVE EXTENSION SERVICES

The UConn Cooperative Extension System provides practical learning resources to families, communities, business and industry to assist them in making informed choices and decisions affecting their lives and environment. Wanda Hamilton, the Director of the Cooperative Extension System has been the Family Learning Center's (FLC) longest standing community partner. She approached us in early 2007 to work on a national grant project with her 4-H program and has since provided endless resources to our staff, students and families.

Wanda's programs have allowed the FLC to create long lasting student clubs and family engagement activities. Students have participated in a variety of activities promoting better health, wellness, and nutrition. Wanda also provides quality family engagement supports by regularly leading Family Game Nights. She has made sure the FLC had year-round programming and resources including Wii gaming systems, software, and other technological equipment. She has also provided 4-H Leaders to host events and teach our students how to sustain their own 4-H clubs.

In addition to program support, Wanda has invited FLC Coordinator Miriam Johnson to the national Children Youth and Families at Risk (CYFAR) conference bringing us positive attention from 4-H afterschool programs across the states. Our program's partnership with Wanda and the UConn Cooperative Extension has been a great success. The range of quality health, wellness, and nutrition programming provided at the FLC can be attributed to Wanda's leadership on behalf of UConn. The Family Learning Center is extremely grateful for this partnership and would like to thank you, Wanda, for your support!

Consumers from the SPICE program have been attending the Woodbridge Senior Center for more than 10 years. It is the perfect place for those clients that have retired, as it offers programs that focus on health, recreation, education and social activities for residents of Woodbridge over the age of 60. The Woodbridge Senior Center, led by Lee Canning, the Senior Center Director and Mary Ellen LaRocca, the Director of Human Services/Municipal Agent, was kind enough to open up their services to our SPICE participants, and have been incredibly welcoming.

The Woodbridge Senior Center offers an elderly luncheon program that our consumers have the opportunity to join. The luncheon program provides to those who choose to enjoy a hot, healthy and nutritious lunch every week. The Senior Center also offers an exercise program including a combination of cardio, strength training, flexibility and aerobics geared toward elderly individuals.

The SPICE consumers have formed many long lasting, positive bonds and relationships with both the Senior Center staff and residents. They have been invited to and participated in the special events, entertainment, seminars and parties, such as sing-alongs, dances, holiday luncheons and more!

Thank you for all that you do for our SPICE consumers! They truly love being a part of the Woodbridge Senior Center family!

WOODBIDGE SENIOR CENTER



Mary Ellen LaRocca, *Director of Human Services*, **Lee Canning**, *Senior Center Director*

CORPORATE PARTNERSHIP



HONEYWELL

HONEYWELL

Honeywell has become a wonderful partner and friend of Easter Seals Goodwill Industries. We are truly grateful for their support over the years. Honeywell has sponsored our Golf Classic for several years with a Contest Hole Sponsorship and contributed to our Celebrate Campaign for over ten years now. In support of Celebrate, Honeywell not only contributed financially but assisted in helping to spread the word and contact new potential donors; they truly go above and beyond. We are happy to announce Joan Nichols of Honeywell will be joining our 2012 Celebrate Committee. Honeywell also generously sponsors the Fantasy of Lights, especially in 2011. Honeywell not only continued their display sponsorship and braved the cold with a night of volunteers, but also purchased a new Fire Dog and Santa light display with upgraded LED bulbs. The new display was featured near the entrance of this past year's event and made a fantastic addition to the 17th Annual Fantasy of Lights. Honeywell helps to support our mission in so many ways and truly make a difference in the lives of our clients; because of partners like Honeywell, Easter Seals Goodwill Industries is able to work towards accomplishing our mission every day. Thank you for your generosity and years of support, it means so much!

Misty has been a true gem since her hire in July 2009. Misty was hired into a newly created position of Senior Adult Program Specialist to work 1:1 with one of our long-term SPICE members whose needs required special staffing and a great deal of personal care. Misty has been that special person and a perfect match for the position. She is truly a kind and gentle-natured person who goes above and beyond.

Misty has taken the initiative to not only ensure that the needs of her client are met, but has established a great rapport with the family and nursing home staff where her client resides. She communicates with them regularly to ensure that services are fully coordinated. She spends time visiting at the hospital during occasions when her client becomes hospitalized. She also works well with her SPICE co-workers and with her supervisor, as part of the entire team. And lastly, although it may seem trivial, Misty is always present and can be relied on to attend work and to be there to meet the needs of her 1:1 client. Misty, you are a role model for others. Thank you for providing that extra-special level of care.

MISTY DALUZ



MISTY DALUZ
SPICE Senior Adult Program Specialist

EMPLOYEES OF THE YEAR

EMPLOYEES OF THE YEAR



JAMES MURRAY
Director, Warehouse Operations & Logistics

JAMES MURRAY

Jim does a "supa" job wherever he is assigned. He is quick to assess, prioritize and get the job done. As a result, Jim has been moved around considerably since he was hired in August 2008 as Wallingford Goodwill Store Manager. After being temporarily assigned to help boost sluggish sales in the Orange store in January 2009, Jim was promoted to District Manager in May 2009.

The BIG move was in November 2011 when Jim was promoted to his current position of Director, Warehouse Operations & Logistics. He hit the ground running, sparks flew, SMART (secondary market) sales skyrocketed and he sold trailer load after trailer load of stocked wares held in leased trailers. During the month of December alone, the warehouse pumped out over \$286,000 in sales through various secondary markets. Jim spearheaded the effort with his warehouse team to produce record breaking sales, contribute greatly toward turning a roller coaster year around to end with a very positive result and organized the entire warehouse to run as a lean, mean and safety-conscious machine. At the end of the day, no matter how busy, each pallet and each Gaylord box is neatly stacked, the floor is swept and tools are put away. Nothing short of awesome, Jim - thank you.

PATRICK PARADIS

Patrick joined our Goodwill team in January 2005 as Store Manager in Norwich. It was clear from day #1 that Patrick was going to contribute greatly to the success of our retail operation. Patrick has a quietly competent style and is committed to fulfilling our mission through the success of our retail stores and attended donation centers.

Patrick quickly was assigned additional responsibilities when he was promoted to the position of Area Manager in 2006 and was again promoted to the position of District Manager in 2007. Patrick currently oversees several of our Goodwill stores and the attended donation centers sprinkled throughout our territory. He is truly a team player — working in coordination with our warehouse operation, the second district manager who covers the remainder of our territory, our program division to ensure safe and productive job sites for CES and CRS work crews within our stores, and staff in IT, HR and Finance. Patrick spends time training staff at multiple locations and assisting in their professional growth and development to help strengthen our team. Without a lot of fuss and fanfare, Patrick gets the job done!



PATRICK PARADIS
District Manager, Retail Operations

EMPLOYEES OF THE YEAR



ERIC RUNDSTROM
Assistant Manager, Wallingford Goodwill

ERIC RUNDSTROM

Eric just couldn't stay away. He worked in several of our retail stores from January 2002 to March 2005 then left for a few years. But Eric came back to us in January 2009 to join our team at the Wallingford Goodwill Store as the Assistant Manager and has set the world (or at least the store) on fire with his ability to process wares.

Eric has a knack for sorting and pricing wares surpassed by none. His speed and ability to establish prices are awesome. He is a role model for store associates when greeting and assisting our donors. And, Eric is just an all-around nice guy and well-respected by his team and by his manager at the Wallingford Goodwill Store. Eric's talents have also been utilized to help train retail material handlers in other stores as well as assisting to establish the new section at the warehouse for sorting and pricing wares. Thank you Eric for all that you contribute to the success in Wallingford and throughout the retail division.

SAMANTHA STEWART

Samantha has been a part-time Sales Associate at our Wallingford Goodwill Store since its inception in April 2008. She has been recognized by many of her co-workers and supervisors for the outstanding and consistent customer service that she provides without exception. Samantha goes out of her way to assist our shoppers, helping them find that special treasure they may be looking for and to make their shopping experience fun. At the same time, Samantha manages to coordinate her class schedule at Central Connecticut State University with the staffing needs at our store. Samantha never hesitates to adjust her schedule if additional staffing is necessary and is always ready, willing and able to come in a bit early or to stay a little longer if requested.

Prior to working for Easter Seals Goodwill Industries, Samantha had done volunteer work at both the Wallingford Public Library and at Masonicare in Wallingford. We are proud to be included in Samantha's resume and hope that she will continue to grow her career with us.



SAMANTHA STEWART
Sales Associate, Wallingford Goodwill

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 Anthem Blue Cross Blue Shield
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 Dana Boudreau
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 Branford Masonic Lodge
 Calistro Family & Friends
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 Andy Gambardella
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 Our Lady of Pompeii #11245
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 Porcini Club
 Project Green
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 Team Holiday Cheer
 Team Rudolph
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 The Easter Seals Goodwill Industries Gurus
 The Sound School
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 UNH SMILE
 Wallingford Demolay

Juliet Wasilewicz
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 West Haven Cert
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 WTNH News Channel 8



THANK YOU FOR YOUR DONATIONS.

No matter how large or small your contribution, Easter Seals Goodwill Industries will always make sure that your donation helps to provide the funding for our programs and services.



2011 FINANCIAL SUMMARY

INCOME

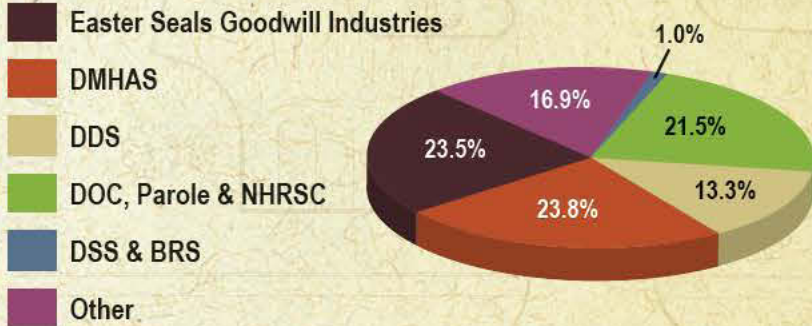
Retail Operations.....	\$15,449,302
Employment & Community Services	\$4,517,130
Contributions & Bequests	\$350,829
Other Income.....	\$46,286
TOTAL INCOME.....	\$20,363,547

EXPENSES

Retail Operations.....	\$13,044,544
Employment & Community Services	\$4,757,797
Management & General Expenses.....	\$1,891,384
Fundraising.....	\$330,050
TOTAL EXPENSES.....	\$20,023,775

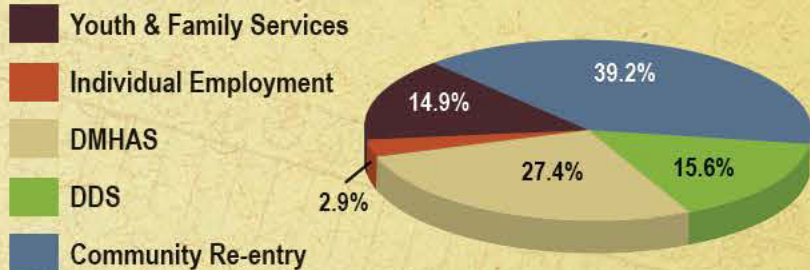
2011 CONSUMER DEMOGRAPHICS

CONSUMERS BY FUNDING SOURCE

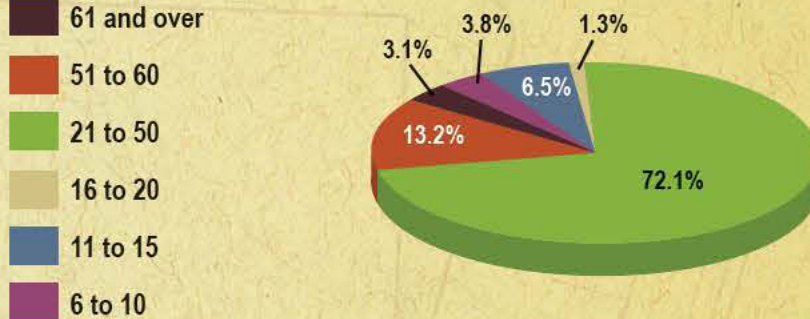


2011 CONSUMER DEMOGRAPHICS

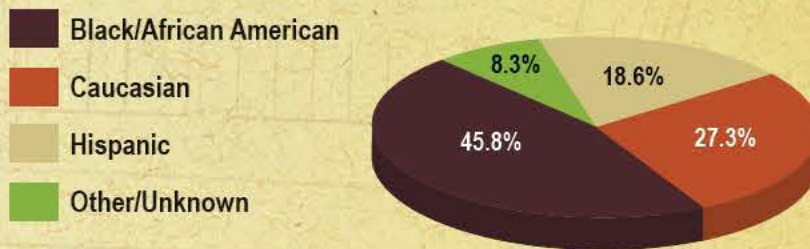
CONSUMERS BY PROGRAM



CONSUMERS BY AGE



CONSUMERS BY RACE/ETHNICITY



BUILDING A BRIGHTER FUTURE...

The new home of Easter Seals Goodwill Industries, located at 432 Washington Avenue in North Haven provides ample space on the first floor to house our SPICE (Senior People Involved in Community Enrichment), CES (Community Employment Services) and Blended programs. The additional space will allow us to increase the number of program participants in the SPICE program, giving more individuals the opportunity to transition to the senior services, subsequently creating program openings within our supported employment services.



Exterior of Building



Lobby Area



Programs Reception Area



Job Coach/CES Area



SPICE Area



2nd Floor Reception Area



2nd Floor Hallway



The move to North Haven will give us access to more companies that may serve as work sites for our program participants. The new facility's proximity to such businesses will provide our program participants more opportunities to work off-site. The new space will allow Easter Seals Goodwill Industries to build a stronger, brighter future for our current and future program participants.



Board Room



Copy/Mail Room



GOODWILL RETAIL OPERATIONS

2011 was a challenging year for the Retail Division. Throughout the year, the weather hampered our store sales. It started with the endless snow storms in January and February and ended with the August hurricane and the numerous power outages. Then, when we thought we were in the clear, a freak snow event occurred in October, our busiest month. Several stores were without power for days, resulting in a huge loss of revenue. Our store sales were 1.9% less in 2011 than they were in 2010.

Fortunately, revenue was up in our after-retail operations. The Outlet had its best year ever, posting sales of over 1.1 million dollars, up 10.8% from last year. The Secondary Materials and Recycled Textiles (SMART) revenue was very strong during the year, hitting revenue of 1.8 million dollars. The Electronic Book (EBooks) business was also good, with sales of \$708,000. The year ended up ahead of budget, both on the revenue side and bottom line profit side.

DONATIONS, A CRITICAL COMPONENT FOR GOODWILL



Our newest Donation Center in Cromwell

Our Donors are vital to the success of our Goodwill Retail Operations. Without them we do not have products to sell and are therefore unable to support our mission. People have many options as to where to bring their donations, so we have done our best to set up our facilities to be Donor friendly including large canopies to drive under and helpful staff.

We have set up Donation Centers throughout our territory to make it convenient for our Donors. Donors can choose to bring their items to one of our Retail Stores, or use one of our Attended Donation Centers located in Branford, Cheshire, East Lyme and Guilford. Our newest Donation Center opened on July 7, 2011 in Cromwell, located at 77 Berlin Road in the River Centre Plaza.

All of our Attended Donation Centers are open seven days a week, Monday - Saturday from 9am – 6pm and Sundays from 9am - 5pm. The Donation Centers at our Retail Stores are open until 9pm Monday through Saturday and 9am-6pm on Sundays.

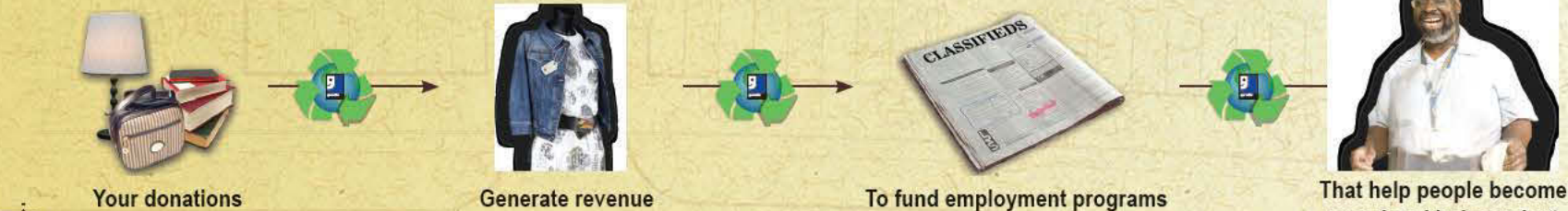
In 2011 over 370,000 people donated goods to our Goodwill Stores and Donation Centers. Their donations of clothing, housewares, computers and more allowed us to turn their items into jobs for those consumers we serve.



Our Donation Centers are set up for an easy and convenient donating experience



That help people become proud and independent



GOODWILL RETAIL OPERATIONS



Once an item is donated staff determines if the merchandise meets our quality standards for sale at our Retail Stores. The accepted items are then made “store ready.” In many of our Goodwill stores, this is done by our consumers. They work hard to hang all of the textiles, place a colored fastener on each or price household or furniture items with colored tickets. Our Retail Store sales in 2011 totaled \$11,775,000.

All items deemed unsuitable for our Retail Stores are sold in our Outlet Store located at 2901 State Street in Hamden. Items that are not sold within four weeks in our Retail Stores are also sent to the Outlet for sale. Most items are sold by the pound at our Outlet Store, with prices per pound decreasing with the quantity (poundage) purchased. For example, if you purchase 1 pound of merchandise, the price is \$1.59 per pound. If you purchase over 50 pounds, the price drops to \$0.79 per pound. Towards the end of 2011, we began holding Goodwill Outlet After-Hours Auctions. Tables filled to the brim were rolled in and customers could bid on the entire table, getting a variety of great treasures that had never been on the sales floor! In 2011 the Outlet had a record-breaking year with over \$1,100,000 in sales.



The automatic baling machine makes it possible for us to sell bales of textiles in a Secondary Market

Items not sold at the Outlet are then sorted and sold in a Secondary Market. All textiles are placed into our automatic baling machine. Last year we baled and sold over 5.1 million pounds yielding over \$1.1 million dollars.

- 1,870,000 pounds of books were sold to a secondary buyer and revenue produced was \$212,000.
- Salvage shoes sold added \$75,000 in sales. Total weight sold in 2011 was 105,000 pounds.
- Electronics such as TV's and computers are all sold to a recycler where they are dismantled and reclaimed. 475,000 pounds were diverted from the waste stream and converted to \$32,500 in revenue for us.
- Household items, including glassware, toys, purses and belts generated \$185,000 in revenue recycling over 1,350,000 pounds of items.
- Cardboard, metal and wire items were also recycled. These items yielded \$36,300.



Every dollar is squeezed out of every donated item to maximize our revenues. It is imperative that we harvest every penny available so our consumers can receive the quality service and special care that they deserve.

Donors are the lifeblood of our Goodwill Retail Division. Without them we would not be able to fulfill our mission. We thank you for your continued support.



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North Haven, CT 06473
(203) 777-2000
www.eastersealsgoodwill.org

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(860) 664-9211

GROTON

664 Long Hill Rd.
(860) 448-6400

HAMDEN

2369 Dixwell Ave.
(203) 230-2910

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

OUTLET

2901 State St. Hamden
(203) 248-1600

ROCKY HILL

80 Town Line Rd.
(860) 529-6838

SOUTHINGTON

350 Queen St.
(860) 621-0775

WALLINGFORD

1145 North Colony Rd.
(203) 265-4211

WESTVILLE

61 Amity Rd.
(203) 397-2735

ATTENDED DONATION CENTERS

BRANFORD

1151 West Main Street

CHESHIRE

1032 South Main Street
(203) 250-1444

CROMWELL

77 Berlin Road
(860) 632-5600

EAST LYME

214 Flanders Road
(860) 691-3355

GUILFORD

725 Boston Post Road
(203) 453-5995

NORTH HAVEN

432 Washington Avenue
(203) 752-5307
Coming Soon!

UNATTENDED DONATION CENTERS

BRANFORD TRANSFER STATION

747 East Main Street

HAMDEN TRANSFER STATION

231 Wintergreen Avenue

NORTH HAVEN RECYCLE CENTER

98 Elm Street

ORANGE TRANSFER STATION

South Orange Center Road