



ANNUAL REPORT 2010

Easter Seals Goodwill Industries



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

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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 and Chairman



H. Richard Borer, Jr.
President

Easter Seals Goodwill Industries Rehabilitation Center, Inc. is happy to share with you our accomplishments throughout 2010. As an agency, we know how truly fortunate we are to have a great deal of support from within our community. This year would not have been such a success without all of our generous donors, dedicated Board of Directors and committee members, hardworking staff, giving volunteers and of course our wonderful clients we work to create opportunities for every day.

This year the Employment and Community Services Division provided services to 1,494 individuals and were fortunate enough to have a number of proposals approved for funding throughout the year. A new contract with the Department of Correction was awarded to operate a pilot program in New Haven that will provide intensive case management services to men and women, prior to and following their release from prison. Also the Hill Family First Initiative will receive multi-year funding from the Community Foundation to expand services and the Family Learning Center will receive funding from the Department of Public Health for a "Smoking Prevention" program.



Alfred F. DellaValle
Chairman

One of the many unique programs we offer here at Easter Seals Goodwill Industries is the Greenbrier Program that unfortunately endured many financial struggles this year and was in danger of closing. However, during this struggle community stakeholders, board members, families, the park conservancy, city of New Haven and state officials came together in support of our Greenbrier Program and we cannot thank them enough for all of their efforts. It is because of their dedication that we are pleased to announce our Greenbrier Program will continue. Many changes were made during the end of this year to preserve the service environment and begin the process of reshaping the setting to operate in a more cost effective manner. While we have stabilized the program, much more work needs to be done to enhance the program's focus and re-introduce plant sales and paid opportunities for consumers.

In our first full year of operation with EBooks we posted sales of \$566,000, which was up 3% from budget and we now have five clients working there every day helping to scan through thousands and thousands of books. Our goal is to reach one million dollars in sales within five years. The outlet also had a record breaking year in 2010 with sales of \$993,000; this represents a 30% increase over last year. Sales in our Secondary Market have also hit an all time high this year with total revenue of \$1,520,000 which is an increase of over \$350,000 from last year. A great deal of this success is a result of being able to recycle more items such as computers, televisions, books, metal, plastic, toys, cardboard, clothing, footwear and shoes.

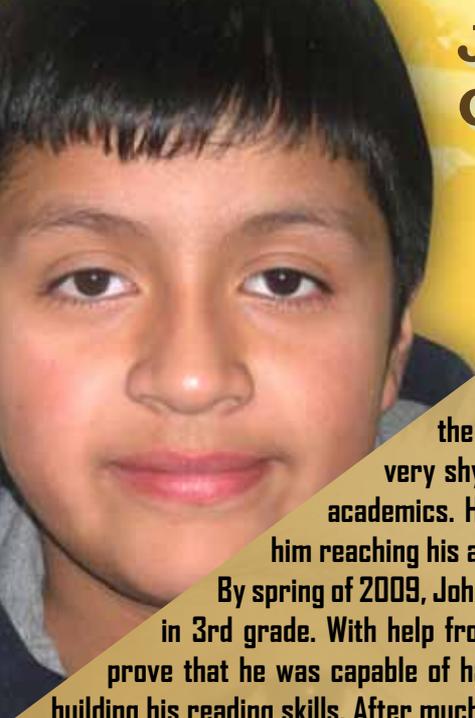
As you continue to read and learn more about our accomplishments this year, it is our hope this report will allow you to further understand our mission here at Easter Seals Goodwill Industries, Inc. and connect with those individuals who make a difference every day. Thank you again to all those who support our agency as we would not be where we are today if it wasn't for your continued generosity.

Sincerely,


H. Richard Borer, Jr.


Alfred F. Della Valle

CONSUMERS OF THE YEAR



JOHN CARDENAS

John Cardenas is a 5th grader in the Family Learning Center (FLC) after-school program. John first enrolled in our program in 2008 as he entered the 3rd grade. At that time, John was very shy and did not show much interest in his academics. He loved fun and that got in the way of him reaching his academic goals.

By spring of 2009, John was faced with possibly being retained in 3rd grade. With help from FLC and his parents, John began to prove that he was capable of hard work and the dedication needed to building his reading skills. After much effort and determination, he continued to the 4th grade.

Now, in 2010, he has made tremendous academic progress. John participates in both the after-school and summer programs at the FLC. This academic year he continues to amaze us with his level of initiative and commitment. John asks for extra reading materials and encourages his classmates to join him. He has grown both academically and socially through his interactions with staff and his peers at the FLC.

John is a wonderful young man who is eager to help others and is kind and very respectful. He has been a great role model for his peers and a wonderful example of what a great student is. We are pleased to nominate him for this recognition because he truly deserves it.

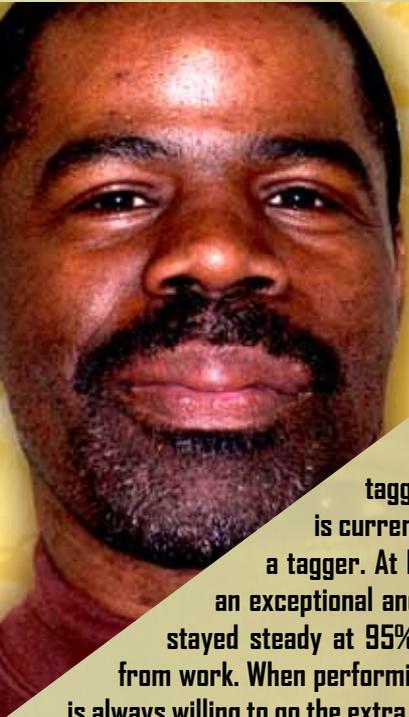


DEANA DEMAIO

Deana Demaio graduated from Celentano School in 1985. Deana has been a part of Easter Seals Goodwill Industries since 1986. She began in the Community Employment Program where she held a variety of positions, including a job at Wendy's, Gravymaster, Marlin Firearms, Econo Lodge, Holiday Inn, Zoots and Cablewave. In November 2007, Deana joined the SPICE senior program due to Alzheimer's disease and her subsequent inability to maintain employment in the community.

Deana has always been a very sociable person. She has a very affectionate nature and a wonderful smile. In the past she would amaze everyone with her independence, helpfulness and communication. This was especially evident with her ability to communicate through sign language. According to Deana's one-on-one staff Misty, "It has been an honor to work with Deana. In a short time, we have built a special bond with one another. It has been a pleasure to feel a part of not only Deana's life, but her family's also. In a year, Deana has been through a lot of changes. She had to transition from living in a group home, moving into a nursing home and battling with her medical conditions. I wish I could have met Deana a couple of years earlier. I have heard so many great stories about her life. People have told me that she was kind hearted but also had a little frisky side to her. Still to this day Deana will occasionally give a sneak peek of how feisty she can be." Deana deserves to be the Consumer of the Year due to her ability to persevere despite her diagnosis of Alzheimer's disease and the continuing medical conditions that challenge her each day. She consistently comes into program with a smile on her face and the willingness to participate in any activity. Deana is a very special part of our SPICE family!

CONSUMERS OF THE YEAR



ROD ELLIS

Rod Ellis has been working at Easter Seals Goodwill Industries since 1990. During his time here, he has held many jobs including maintenance at Bindley Western, packing and unpacking engraving items at Northeast Laser and hanging and tagging donated goods at our Goodwill stores. Rod is currently working at the Goodwill Store in Westville as a tagger. At Easter Seals Goodwill Industries, Rod has been an exceptional and dedicated worker. Rod's attendance rate has stayed steady at 95% for many years, as he rarely takes time off from work. When performing his duties he remains attentive to detail and is always willing to go the extra mile. Rod has been an asset to the CES program because he is able to adapt to different jobs when need be without hesitation. When Rod is faced with different tasks he is an attentive learner and catches on quickly to the new task.

Rod lives at home with his mother Beatrice. Rod is the man of the house and helps his mother with various tasks around the house. They also enjoy spending quality time together in the community and they have attended numerous Agency events, including our annual Holiday Party and Client Picnic. Rod also enjoys participating in the Easter Seals Goodwill REC program and has been active in the program since its inception. His favorite activity is bowling and on every Tuesday morning you'll be sure to see Rod toting his bowling bag in anticipation of bowling a few games after work.

Most important, Rod is an outstanding man. Program staff and co-workers are always greeted by Rod with a smile and a kind word. Rod is the type of guy that would go out of his way to help anyone.



DON ROBINSON

Don came to the Community Re-Entry Services program in March 2010. When he arrived he came to staff after orientation to tell us he most certainly had a background from many years ago and he needed this program. Don's potential really began to show just a few days into the Skills for Success class. He quickly became what the class deemed "The Coffee Man." Don would prepare the coffee for each session and would be sure to refill it if it ran out. His excitement and motivation were contagious and certainly contributed to his success as well as that of his classmates.

Don graduated with numerous awards including the Prestige Award, which is the highest honor CRS can bestow upon a participant. The Prestige Award goes to the one graduate who displays the highest level of integrity and the most earnest diligence of all of our participants.

After successfully completing the class, he was chosen to be an intern for our youth program and to assist with the development and implementation of our job readiness curriculum. Don then applied for the TEP Crew Leader position which was a very easy decision.

Now that Don is an employee, his enthusiasm and dedication to the participants has never wavered. Don commonly states at orientations, "Give a man a fish, he eats for one day. Teach a man to fish, he eats forever." Don continues to fish, but what he may not realize is that when he came to our program, we won the Fishing Tournament.



TERESA ZITO

Teresa, the mother of Arrianna Marie Jones, needed some help in shaping her future. She became a part of the Hill Family First Initiative (HFFI) in October 2010. Teresa graduated from The Sawyer School in November 2010.

She has been the ideal client, making all her scheduled appointments, completing HFFI homework assignments, checking in with staff and continuing to work at her part-time job. She had high hopes for her future and wanted her own place where she and her daughter could live comfortably.

Teresa and Arrianna were bounced between family members' and friends' homes, which was emotionally tiring and not good for Arrianna.

Teresa joined HFFI in hopes of embarking on a better future. She worked with HFFI staff and a local shelter to have a safe place for her and her daughter to stay. Within 30 days, Teresa was working daily at Dunkin Donuts and found her first apartment. Since then, she has been on many interviews and even purchased a car in hopes of finding a position as a Medical Assistant, her last goal to achieve. Teresa's dedication at her job has led to an increase in hours, assisting her in building a stronger financial future. She has demonstrated great teamwork by volunteering to work extra hours when needed. She also has excellent customer service skills. She is a shining example to all around her that you can make a better life for yourself through hard work!



Whitson's Culinary Group, a contract food service company, has been a family-owned business since 1979. They've been providing services in the Hamden Schools for seven years. We've been fortunate to be able to work with their Director, Karen Gersbeck. She has been responsible for hiring several consumers from Easter Seals Goodwill Industries. Her philosophy is to give people a chance to prove what they can do before passing judgment. "The people I have hired from Easter Seals Goodwill Industries have been my best employees," she said. "They are dedicated and love what they do." She goes on to say that "it's a win-win situation — by hiring people [from Easter Seals Goodwill Industries] we're providing opportunities while getting some tremendous employees." She also appreciates having the support from the Easter Seals Goodwill Industries staff not only to bring her qualified candidates, but for the follow-up on their progress after hiring takes place.

If you were to visit the cafeterias at Hamden High School or Hamden Middle School, you would find Dennis, John and Angel hard at work at the sinks and dishwashers, making sure dishes are cleaned thoroughly and in a timely manner. Dennis Cowes has been at Hamden High School for nearly ten years; John Wilson started as a substitute in the kitchen at one of the elementary schools back in 2002 and became a permanent at the High School in 2004. Angel Torres is "the new kid on the block" —he started at Hamden Middle School in September of 2009. We thank Karen, Assistant Manager Jennifer Syrowsky and lead persons in both schools, Alexis Hoyesen and Lauren Lucatino as well as former lead, Agnes Cucchiarelli for their continued support and belief in our mission.

VOLUNTEER OF THE YEAR



WILLIAM E. IOVANNE

If you have met Bill Iovanne, I am sure you have come to find he is an incredibly generous and hardworking person. Bill and his family have worked in the New Haven community for many years, opening the Iovanne Funeral Home back in 1928 from a small storefront building on Chapel Street. Bill served as the Chairman of our Celebrate Campaign in 2010 and helped us to increase donations by thirteen percent throughout the 2009 campaign. Bill not only supports Easter Seals Goodwill Industries through our Celebrate Campaign but also contributes to our Golf Classic and has become an amazing support system over the years. Whether it involves sitting in on countless meetings, phone calls, soliciting donations or participating in our fundraising events; he is always there and eager to help when it is most needed. Bill has made many contributions to Easter Seals Goodwill Industries throughout the years both personally and through the support of the Iovanne Funeral Home, which has supported the New Haven community for many generations. We would like to thank Bill for being a long time friend of the Agency. Everyone here at Easter Seals Goodwill Industries is truly thankful to have had the opportunity to work closely with Bill and for all that he has done in support of our mission. We know Bill truly believes in our clients and cannot thank him enough.

CORPORATE PARTNERSHIP



THOMPSON & PECK

Stan Prymas, President of Thompson & Peck, Inc. is a true friend of Easter Seals Goodwill Industries. The support of both Stan and Thompson & Peck has helped get us where we are today and we thank Stan for always lending a hand towards our Agency and mission. For the past ten years, Thompson & Peck has been a generous sponsor of Easter Seals Goodwill Industries Celebrate Campaign with Stan serving as the 2008 Celebrate Campaign Chair.

Thompson & Peck is a longtime sponsor of the Golf Classic serving as the Title Sponsor as well as sponsoring the Nutcracker Display at Fantasy of Lights. Stan also brings family and friends to enjoy a night of fun at our annual Lobsterbake. We were especially pleased to see Stan win our Grand Prize raffle item, two tickets to the New York Yankees vs. Boston Red Sox at Fenway Park with an overnight stay at the Courtyard by Marriott. Stan is an extraordinary individual and we thank him for his generosity over the years. We appreciate Stan's involvement and participation year after year. Thompson & Peck truly makes a difference in the lives of the clients that we serve. Thank you for believing in Easter Seals Goodwill Industries and allowing us to continue our mission; again your generosity helps us to continue serving our community.

EMPLOYEES OF THE YEAR



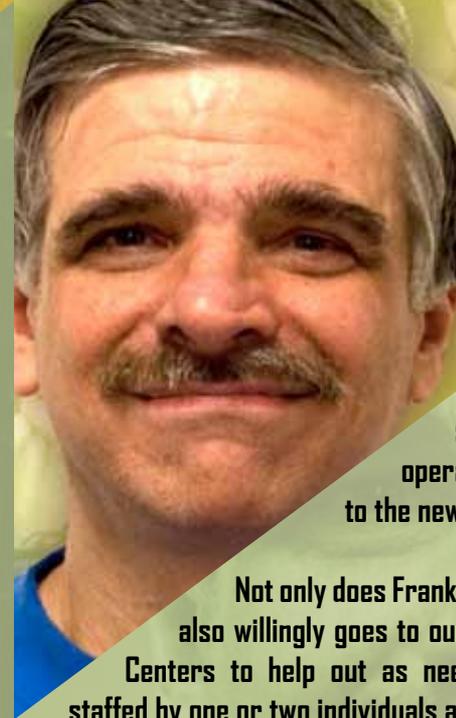
KELLY JOHNSON

Kelly Johnson is the store manager in our Norwich Goodwill Store. Norwich achieved the coveted award of "Highest Sales Volume" for 2010 with over \$1,750,000 in sales revenue. Kelly is running neck and neck with Groton to be our first \$2 million store!

That aside, what is truly special about Kelly is her warm and caring personality which she radiates at all times. Kelly constantly displays a positive, uplifting attitude which is contagious to all she comes in contact with — employees, shoppers and donors alike.

Although a single mom with never enough time in the day, Kelly always finds time to help others. This year, Kelly was on hand to volunteer at the Coat Drive held in conjunction with the Norwich Soup Kitchen. Our Goodwill stores collected enough to give away over 1,000 coats to individuals during this drive.

Kelly truly fulfills our Goodwill mission with her work ethic, genuine kindness and caring demonstrated toward others and her ability to build a strong team at the Norwich Goodwill Store. She and her team's work has resulted in strong sales, a strong bottom-line surplus and a healthy contribution toward Agency programs and services. In addition, Kelly supports our mission by hiring individuals with disabilities and other challenges to work with her team at the Norwich store. Kelly more than qualifies for the honor of being named one of our Employees of the Year.



FRANK MIGLIORE

Frank Migliore can usually be found working as a Material Handler and Baler at the warehouse located at 2901 State Street in Hamden. Frank started six years ago, before the warehouse operation was moved from 95 Hamilton Street to the new Hamden facility.

Not only does Frank do a great job as a Material Handler, but he also willingly goes to our Cheshire or Branford Attended Donation Centers to help out as needed. The donation centers are typically staffed by one or two individuals and rely on periodic additional help to cover vacations or staff vacancies. It's not an easy job to assist donors throughout the day to unload their donated items, but one that Frank readily and willingly accepts whenever and wherever he is needed.

Whether working at the warehouse or at an attended donation center, Frank has a quiet and consistent way of getting the job done and can always be found hard at work. He's a man of few words but his contribution to Easter Seals Goodwill Industries' retail operation is great. Frank's dedication and willingness to be a true part of the retail team are a value to the Agency.

EMPLOYEES OF THE YEAR



VANESSA PATTERSON

Vanessa Patterson works in our SPICE program as a Community Activities Specialist assisting retired adults with developmental disabilities to enjoy social and recreational activities. She has been with us for 7 years and it's evident that she enjoys what she's doing.

The social event of the season for our SPICE participants is the annual Holiday Party at the Aqua Turf facility in Southington, attended by many senior groups. This year, Vanessa responded quickly and calmly when she noted that one of her clients was choking. Vanessa administered the Heimlich maneuver without hesitation, cleared our client's airway and possibly saved her life.

Although Vanessa may not save lives on a daily basis, she does enhance the lives of our SPICE program participants with that same calm manner. Vanessa exudes warmth and a quiet competence that adds to the quality of services provided everyday.



JEAN QUARELLO

Jean Quarello is the store manager for our Wallingford Goodwill Store and according to her staff, Jean has the complete package – she is organized, fair and productive. The theme reflected in our annual staff satisfaction surveys from Jean's staff was that she runs a "tight ship." As a result, staff morale in her store is high.

Jean leads her staff in such a way that it encourages each person to reach their full potential. Jean consistently upholds Agency policy, stresses the importance of our mission and customers are reportedly "in awe" of the cleanliness and organization of the store. The result of Jean's leadership for 2010 is achieving \$1 million store status and being the only Goodwill store for 2010, other than our Retail Outlet, to exceed her annual sales budget. Jean ended 2010, a generally tough year for the retail market, 7.1% ahead of her budgeted sales.

It's no surprise that Jean made a quick trip to the top – she was hired in March 2008 as a shift supervisor in the Wallingford store; was promoted to assistant manager in June of that same year; and was subsequently promoted to the position of store manager in June 2009. Jean has proven to be a great addition to our retail management team. Thank you for all of your hard work.

EMPLOYEES OF THE YEAR



MONIQUE TURNER-LOPEZ

Monique Turner-Lopez carries the title of Director of Service Development but actually wears multiple hats. One only needs to spend a short time with Monique to fully capture her dedication to work, her passion for programs and the value that she places on people.

Monique works tirelessly to seek proposals for funding that will supplement, complement or enhance our services.

She's good at it too! Monique has secured over \$3.5 million in funding from numerous funding sources including two large multi-year contracts for re-entry services in New Haven and Middletown from the State of Connecticut Department of Correction.

Monique's passion is working with children and families as evidenced by her direct oversight of our Family Learning Center and Hill Family First Initiative. She is ever present, involved and serves as a mentor to her two program coordinators as well as to their staff.

Monique is heavily involved in community groups as a leader and regularly develops collaborations that build service capacity, opportunities and service outcomes.

Lastly, Monique lives her passion. Monique and her husband recently adopted two siblings through the Department of Children and Families. Her passion, warmth and commitment to those that she cares about are both professional and personal. Monique is a true asset to our organization.



JESSICA WOODCOCK

Jessica Woodcock works in our finance department as an Accounting/Payroll Associate. Jess really stepped up to the plate throughout 2010. It started when our VP of Finance began the year with an extended leave of absence. Everyone has had to fill in for a co-worker or supervisor from time to time, but Jess went way beyond that — she was constantly thinking ahead through all of the tasks required at a time of year when we're preparing for the annual audit and typical end-of-year tasks.

After a short period of smooth sailing, Jess again stepped right up to the plate when our Accounting Manager, with short notice, decided to retire. She was right there thinking ahead and picking up additional tasks with her typical speed and accuracy.

Lastly, Jess worked with our payroll staff to be sure payroll was completed each week, on time, during a winter that created as much chaos and havoc as we've ever seen. Jess planned ahead, watched the weather predictions, and when necessary, crammed a 2-3 day task into one day or came in when everyone else was home shoveling snow, to ensure that payroll was submitted on time each week.

On behalf of the entire Agency we'd like to thank Jess for her tremendous effort throughout the year. It certainly did not happen without some sacrifices on her part, a lot of hard work and a demonstration of her commitment to the Agency and the true spirit of teamwork.

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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.



2010 FINANCIAL SUMMARY

INCOME

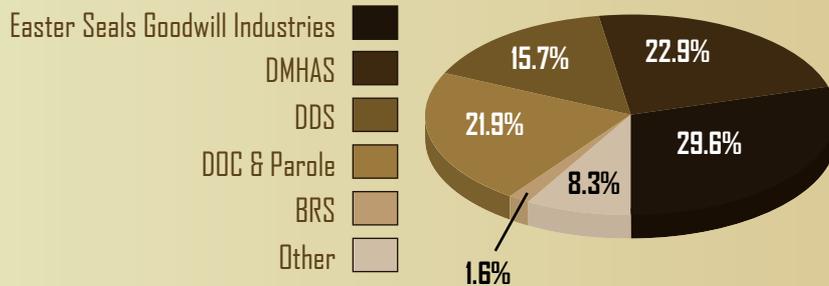
Retail Operations	\$15,115,716
Employment & Community Services	\$4,582,571
Contributions & Bequests	\$386,973
Other Income	\$71,076
Total Income.....	\$20,156,336

EXPENSES

Retail Operations	\$12,852,186
Employment & Community Services	\$4,695,407
Management & General Expenses.....	\$1,642,136
Fundraising.....	\$289,719
Total Expenses.....	\$19,479,448

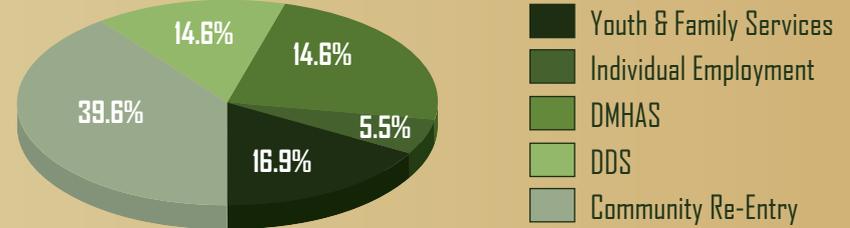
2010 CONSUMER DEMOGRAPHICS

Consumers by Funding Source

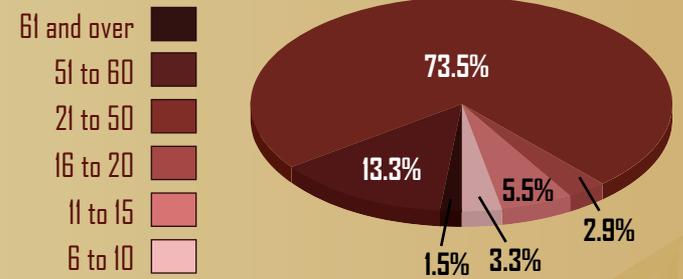


2010 CONSUMER DEMOGRAPHICS

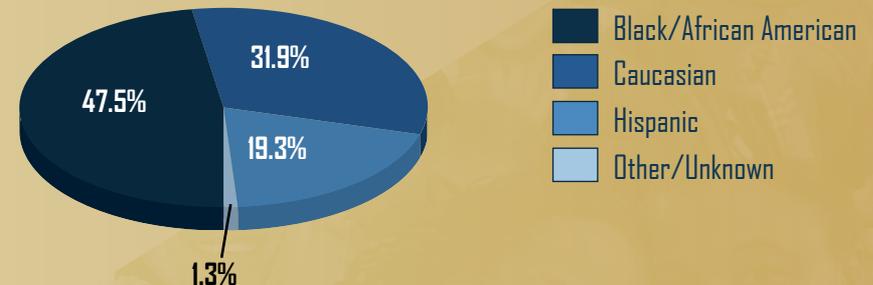
Consumers by Program



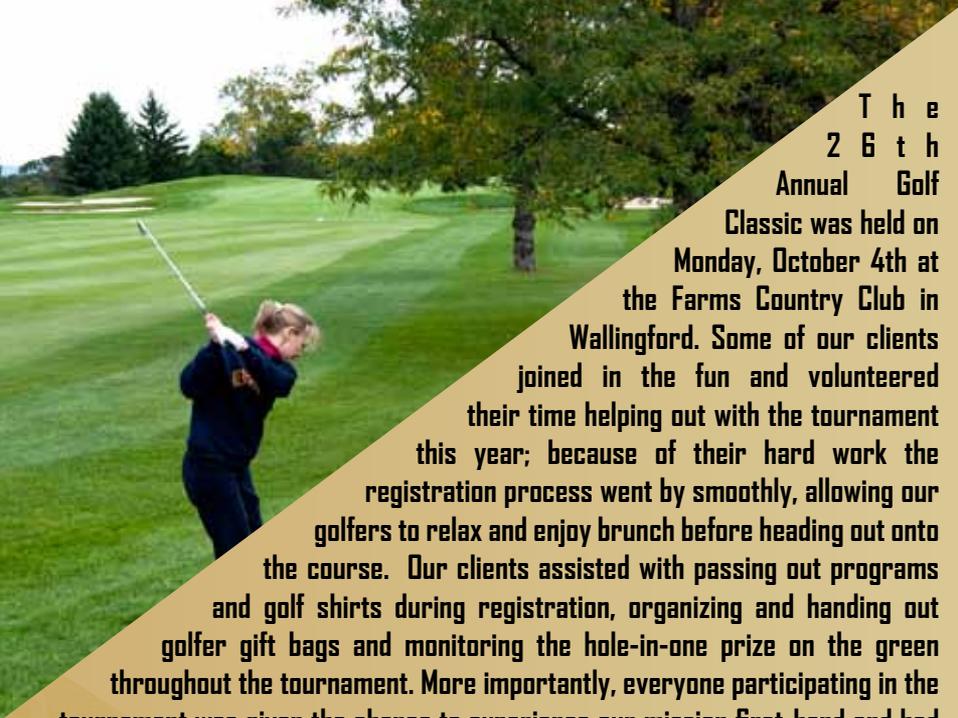
Consumers by Age



Consumers by Race/Ethnicity



GOLF CLASSIC



The
26th
Annual Golf

Classic was held on Monday, October 4th at the Farms Country Club in Wallingford. Some of our clients joined in the fun and volunteered their time helping out with the tournament this year; because of their hard work the registration process went by smoothly, allowing our golfers to relax and enjoy brunch before heading out onto the course. Our clients assisted with passing out programs and golf shirts during registration, organizing and handing out golfer gift bags and monitoring the hole-in-one prize on the green throughout the tournament. More importantly, everyone participating in the tournament was given the chance to experience our mission first-hand and had the opportunity to meet and interact with clients they are helping every day by being a part of this tournament. Karen Herrmann, Community Services Supervisor shares a few words about our wonderful volunteers: "The Consumers and I had a wonderful time at the golf tournament. We enjoyed being able to meet all of the golfers and help out by distributing the gifts. We look forward to helping out next year!"

There was a touch of rainy weather this year; however it did not trouble any of the golfers and once the tournament was finished everyone had a great time enjoying a delicious dinner followed by dessert and of course winning the exciting raffle and silent auction prizes. We would like to especially thank all of our golfers, volunteers, donors, sponsors and Title Sponsor Thompson & Peck for all of their generous support. We look forward to seeing everyone again this spring!

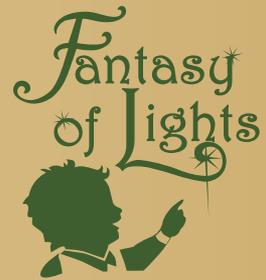
LOBSTERBAKE



The 20th Annual
Lobsterbake
was held on Friday,
September 10th at Lighthouse
Point Park in New Haven. A
special thank you to our Title Sponsor,

People's United Bank Investments Wealth Management & Trust and our Carousel Sponsor, United Healthcare/Oxford, we greatly appreciate all of your support with this event and want you to know how thankful we are for your generosity. Everyone who joined us this year enjoyed a night filled with great food, fun music, exciting raffle and auction items and good company. The Lobsterbake dinner included a choice of steak or lobster, baked potato, corn on the cob, coleslaw and ice cream for dessert, with the food cooked by our very own President, H. Richard Borer, Jr. and all of his volunteers. Throughout the evening we were thrilled to see many of our guests purchasing raffle tickets for our selection of raffle baskets and bidding on our silent auction items. Many local businesses and members within the community generously donated to our raffle and auction items and we want to thank them for their support. Our first time D.J. John, selected the perfect party music for our Lobsterbake event and we can't thank him enough for joining us this year. The music was enjoyed by all and had most of our guests out on the dance floor. Everyone involved worked very hard to make this event come together this year and we want to thank all of you for everything you have done.

16th ANNUAL FANTASY OF LIGHTS

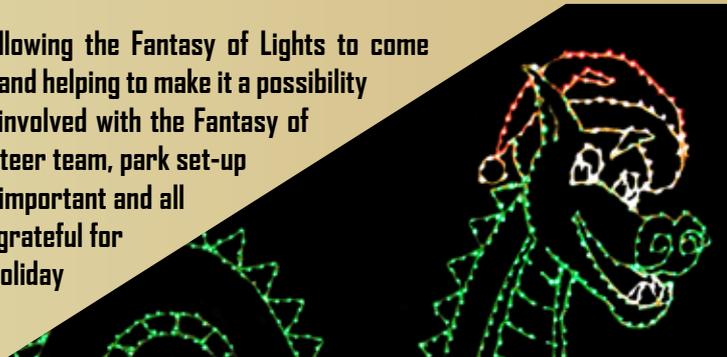


The 16th Annual Fantasy of Lights ran from Friday, November 19th through Friday, December 31st at Lighthouse Point Park in New Haven. All those who visited the park were greeted by our cheerful volunteers and tuned in to radio 89.1 to listen to holiday music as they journeyed through the park and enjoyed our sixty-five light displays. Many of our volunteer teams were generous enough to pass out a small gift to each visitor as they exited the park, and if you were lucky enough there was a chance you may have been greeted by Santa! Easter Seals Goodwill Industries is pleased to recognize that the Fantasy of Lights has truly become a holiday tradition within the community, spreading holiday cheer to all those who drive through. We are proud to announce that 10,717 visitors drove through the park in 2010, surpassing last year's total by over four percent! Thank you to all those who chose to make this event a part of their holiday tradition. We would like to especially thank PSEG, our Title Sponsor for 2010. PSEG has been incredibly generous and has served as our Title Sponsor for five years! We are extremely grateful and honored they have chosen to support us.

We were thrilled to have many of our longtime volunteer teams return this past year and excited to welcome new teams, who we hope will continue volunteering with us in the future. Our volunteer teams put in a great deal of effort each night by helping with the set up of the entrance and exit ways of the park, welcoming all visitors that drive through, collecting donations, passing out programs and of course helping to spread the word to family and friends. There are some very chilly nights at the park and we always encourage our volunteer teams to dress warmly and bring plenty of snacks and hot cocoa to keep warm and have fun! If it was not for all of our volunteers the Fantasy of Lights could not run for the entire seven weeks. Thank you again for all that you do. Below, one of our long time volunteers shares their experience.

Pat Kaiser from the United Illuminating Company (UI) has been volunteering since the beginning. Pat shares; "I was asked to represent UI and pull a team together at the very first Easter Seals Goodwill Fantasy of Lights in 1995, and we have remained involved ever since. Our team stands out in the inclement weather and unselfishly gives their personal time, year after year, with smiles on their faces. Many of the UI team members have been there since it began, and every year it feels like a new experience for all of us. The spirit of giving is present, and the people driving through the park join in the fun. I always get comments from everyone about how much fun they have, and how it is an affordable and enjoyable way for individuals and families to celebrate the Holidays while contributing to a good cause. Volunteering definitely helps with team building. At our company, volunteers come from different departments. As they work together, they get to put a name with a face, and get to know each other better. It is the diversity of our group that makes the night so much fun."

Our generous display sponsors also play a huge role in allowing the Fantasy of Lights to come together. Thank you for generously contributing to this event and helping to make it a possibility year after year and again thank you PSEG. Every individual involved with the Fantasy of Lights makes a difference, whether it be a sponsorship, volunteer team, park set-up and breakdown, in-kind donation, etc. Each role is extremely important and all of us here at Easter Seals Goodwill Industries are incredibly grateful for all of your support and hope to see you again next year. The holiday season will be here before you know it!



GOODWILL RETAIL OPERATIONS



2010 was a challenging year for the Goodwill Retail Division. We started the year on a positive note, but were struggling to meet last year's numbers throughout the last six months. Revenue from our Outlet Store, Salvage and EBooks operation all increased in 2010. All three operate from our Warehouse, located at 2901 State Street in Hamden.

The Warehouse has seven docks, box trucks, a tractor and twenty trailers, making it an ideal central hub for our Retail Operations. Through the Warehouse, we are able to provide service, supplies, material handling equipment and merchandise to all of our 11 retail stores and 4 attended

donation centers. At 56,000 square feet, the site was designed to facilitate the Retail growth and expand on our recycling efforts.



In 2010, the State Street facility alone recycled over 5.3 million pounds of textiles, 1.4 million pound of books, 395,000 pounds of computer equipment and televisions and over 1 million pounds of toys, household items, metal and plastic items. All items were sold to a secondary vendor, producing \$1,540,000 in revenue.



The primary focus of this site is to reduce the amount of items that are thrown away. Every effort is made to recycle unsold donations through Salvage Buyers. Toward the end of 2010, a new vendor was found to take all of our unsold dishware and glassware. Through this new vendor, we hope to reduce our disposed weight by 150,000 pounds in 2011.

Our Outlet Store has grown impressively in the past year, posting a 32.4% increase over last year. The Outlet differs from our other stores by its unique shopping concept. All items that do not sell in our regular retail stores in addition to items that have not met our quality retail standards are arranged by category on rolling 4x9 foot tables. Every two hours we rotate merchandise, taking old tables out and replacing them with new tables filled with fresh merchandise. Customers fill their shopping carts with a variety of items including clothing, shoes, books, housewares, toys, accessories, electronics, toys and more. Most items are sold by the pound at the Outlet, so shoppers just roll their carts on our scales! We

GOODWILL RETAIL OPERATIONS

charge \$1.59 per pound, but the more you buy, the less you pay per pound. If your items weigh over 50 pounds, you only pay 79 cents per pound!

The Outlet completes over 200 transactions per day, making it extremely successful with \$995,000 in sales in 2010. This operation helps us to generate much needed revenue to support our mission while also reducing our disposal costs. In the past, many of the items sold in the Outlet were being disposed of. Since its opening, the Outlet Store has sold over 2.5 million pounds of "stuff." Most items that still do not sell are then processed to be resold to a Salvage Buyer.



Also located within the Warehouse facility is our "EBooks" operation, which was implemented in March 2009. All donated books are scanned and checked for value by some of our clients. Books that have a good marketplace ranking and are worth at least \$4.00 are placed for sale on Amazon.com. In 2010 alone, our total book sales were \$566,000. Known online as "Ivy League Books," we currently have over 22,000 titles in our inventory. With such success, Ebooks is expected to grow in the coming years. We hope to increase the amount of donated books to expand our inventory, allowing us to sell even more titles online.



Goodwill is America's first recycler. We make every effort to prevent donations from being thrown away, be it by selling them in our Retail Stores or selling them to Salvage Buyers. Through these efforts, we have increased our revenue and reduced our disposal costs. Overall, 2901 State Street has proven to be a very valuable facility, generating about \$3.1 million and recycling millions of pounds of donations. This site will allow us to continue our mission and further our dedication to recycling.



Keeping America green, one bag at a time.



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 (203) 777-2000
 www.eastersealsgoodwill.org

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