Your Support is Changing Lives

A Story of Perseverance
Growing Goodwill’s Mission
President's message

Thanks to people like you who supported Goodwill in a variety of ways in 2022, we’re proud to report another record-breaking year with more successes than I can detail in full here, but hopefully you’ll read on because this issue of Achieve shares some of the highlights.

First, Goodwill’s retail division, which drives everything we do, experienced a 13% increase in sales and the highest net income ever. In addition, the Goodwill Foundation, which helps us provide programs and services that otherwise would not exist, achieved its highest annual fund year. These additional resources enabled us to serve more Hoosiers than ever before.

Another Goodwill program that is witnessing explosive growth is Nurse-Family Partnership, which nearly doubled its service area over the past year. In 2023, we plan to add another 40 nurses to the 68 already serving in central and southern Indiana. In addition, The Excel Center, Goodwill’s tuition-free high school for adults, continues to expand its national footprint with new schools opening up across the country, including in Memphis, Arizona, Kentucky and Washington, D.C.

I’m also proud to share that our new manufacturing facility built in partnership with Cook Medical opened last summer and is already serving in central and southern Indiana. In addition, Goodwill’s mission of leveraging and expanding existing opportunities while also identifying, exploring and developing new ones. The Strategic Plan includes five primary areas of focus: social enterprise, generational impact, people, community, and diversity, equity and inclusion. The following highlights provide a brief look into our progress. View the full report at: goodwillindy.org/strategicplan.

One year ago, Goodwill of Central & Southern Indiana launched its three-year Strategic Plan with the goal of leveraging and expanding existing opportunities while also identifying, exploring, and developing new ones. The Strategic Plan includes five primary areas of focus: social enterprise, generational impact, people, community, and diversity, equity and inclusion. The following highlights provide a brief look into our progress. View the full report at: goodwillindy.org/strategicplan.

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Thank you!

Sincerely,

Kent A. Kramer
President and CEO | Goodwill of Central & Southern Indiana

YOUR IMPACT
in 2022

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Social Enterprise

Goal: Grow operating margins within retail, which will enable more investment in mission
Result: 2022 produced operating margins on target with strategic plan goals

Generational Impact

Goal: Develop education and certification solutions for individuals with a high school diploma to increase their economic mobility and close the growing skills gaps in our communities
Result: Goodwill recently formalized its partnership with Per Scholas, an evidence-based IT training program, which will launch its first free Indianapolis training cohort in March 2023.

People

Goal: Improve the availability of and access to mental health resources for the people we educate, employ and serve
Result: Goodwill launched a new mental health benefit that provides employees with 15 free appointments to a mental health provider each year

Community

Goal: Secure mission-critical resources by connecting the aspirations of current and future high-capacity funders with compelling opportunities to support Goodwill
Result: Funds raised through the Annual Campaign are on track to deliver on the strategic plan goal

Diversity, Equity, and Inclusion

Goal: Actively work to remove barriers to inclusion
Result: Goodwill is currently building a mentoring program with 100 Black Men, a local organization, to help support The Excel Center
In May 2022, Goodwill of Central & Southern Indiana and Cook Medical officially opened our new manufacturing facility built in partnership with the northeast Indianapolis community. The goal was to bring opportunities in education, health and employment to a community that experiences high poverty, high unemployment and limited opportunities due to corporate desertion in the preceding decades. We’re pleased to report that this initiative is already changing opportunities in her own life.

Shortly after I arrived here, I enrolled in English classes, “Dora Figueroa, a supervisor at the new facility. Dora immigrated to the United States from El Salvador in 1996 because she heard there were opportunities in America, but until recently, she hadn’t seen those opportunities in her own life.

“Shortly after I arrived here, I enrolled in English classes,” Dora said. “I thought that I could get a better job if I spoke good English, but I also didn’t have a high school diploma, and that limited the jobs available to me too.”

Before coming to America, Dora ran a grocery store in El Salvador, but for the past 25 years, she has worked entry-level jobs – for minimum wage or slightly more. She was promised raises and promotions that never happened, and she began to question her own self-worth.

“Last summer, my neighbor referred me to Goodwill Commercial Services,” Dora said. “I was hired into an entry-level position, but the people at Goodwill immediately saw potential in me. Within 6 months, I received my first promotion. In January of this year, I started training for the tasks at this new facility, which is here in my neighborhood, where I’ve lived since 1998.”

In February, Dora was offered the role of supervisor. Although she knew the tasks well and wanted the opportunity, she had doubts.

“I still worry that my English isn’t good enough,” Dora explained. “I still don’t have a high school diploma. But the facility director assured me that I was ready to take this step and said she would be there every step of the way to help me. Her confidence in me helped me see myself in the same way.”

It’s the first salaried position Dora has ever held. “I’ve missed a lot of weddings, birthdays and other life events because I’ve always worked on the weekends,” Dora said. “Now I can be a part of these celebrations too.”

The facility director also encouraged Dora to enroll at The Excel Center, Goodwill’s high school for adults. She began classes in May 2022 and is currently working toward earning her diploma.

“My family is proud of me, and I’m proud too,” Dora said. “I get emotional when I think of where I was just last summer and where I am now. I’ve never been given an opportunity like this or had the support I have here. It’s the best, but none of it would have been possible without Goodwill. I’m grateful that they chose my neighborhood and that they trusted me to be a part of it.”

When Teresa Smith joined Goodwill Commercial Services in 2009, she was re-entering society and the workforce after a period of incarceration and a decade-long addiction to methamphetamine, which led to her losing custody of her son. Her history with the criminal justice system made it difficult to secure a job, but she approached the opportunity at Goodwill with a focus on improving her professional skills and rebuilding her life.

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“Teresa's current role is integral to the success of our operations,” said Victor Mai, Vice President of Manufacturing at Goodwill. “Her hard work and skills have contributed to our growth with several key customers.”

Today, Teresa celebrates 14 years of sobriety and a career she is proud of. In 2022, she was honored with Goodwill’s Employment Achievement Award. She also enjoys a wonderful relationship with her son.

“I used to be embarrassed of my past, but now I use it as a story to hopefully inspire someone else,” Teresa said.
Supporting Hoosier Moms

Thanks to funding from the Lilly Endowment and the recent Indiana Department of Health investment, Goodwill’s Nurse-Family Partnership (NFP) has been able to expand and amplify its work into the eastern, southeastern, southwestern and western regions of Indiana, many of which are deprived of maternal care.

Nearly 6,500 Hoosier moms have been served by NFP since 2011—moms like Natalie Preimesberger. When Natalie enrolled in NFP in 2019, she had no job, no transportation, no stable housing, no high school diploma and many challenges to overcome. She grew up in a household where she experienced trauma, including exposure to substance abuse.

“When Natalie enrolled in NFP, she had no job, no transportation, no stable housing, no high school diploma and many challenges to overcome. She grew up in a household where she experienced trauma, including exposure to substance abuse. Yet, even with all these obstacles, she was determined to overcome them and create a better life for herself and her children.”

During her pregnancy, Natalie was diagnosed with gestational diabetes. She also struggled with postpartum depression, but with the guidance of her NFP Nurse, she has continued to tackle each challenge head-on.

“My NFP Nurse gave me a lot of hope. She was someone I could talk to and who could help me find the resources that I needed,” Natalie said. Natalie’s nurse helped her enroll at The Excel Center, Goodwill’s tuition-free high school for adults, where she earned her high school diploma in 2021. She is currently employed as a Certified Nurse’s Aide and plans to return to school to become a nurse. She also purchased a car and her first home and successfully overcame all of the obstacles she initially faced when enrolling with NFP.

“My goal is to raise two respectful kids and to make sure they go to school and accomplish their dreams,” Natalie said.

“Seeing my kids smile, be happy and be kids is a great feeling because I didn’t get to do that as a child. I had to grow up early,” Natalie said.

Imagine being denied a basic education unless you pledge allegiance to political beliefs that you do not subscribe to. In an effort to stand up for what he believed to be right, Rizan Hajji Mohamed helped start a democratic movement in Syria, but he was eventually forced to flee the country for his safety.

Rizan began his new life in 2012 in Los Angeles, California, but with a limited education, he struggled to find stable housing and work. Eager to continue the education he had been denied in Syria, he Googled, “adult high school diploma,” and the top result was Goodwill’s own Excel Center, a tuition-free high school for adults located in Indiana.

So Rizan and his family packed up and headed to the midwest, and in 2015, he enrolled at The Excel Center.

“I have had to struggle to overcome many barriers, but I know that education is the key to improving my life,” Rizan said. “My goal is to give back to my community and the United States for welcoming me.”

Making a Difference

Goodwill’s Mission Coaches help students and other clients to the range of services available at Goodwill as well as outside our community partners. Rizan’s Mission Coach helped him enroll in college, connected him with an academic scholarship through Goodwill to assist with the costs of school and provided him with transportation assistance.

Goodwill’s Mission Coaches are funded through financial gifts to the Goodwill Foundation of Central & Southern Indiana and are a critical part of how Goodwill connects those we serve with the resources they need.
Put a hold on your calendar so you don’t miss out on these inspiring mission events!

**Indy Met High School Graduation**
June 3

**Gather for Goodwill**
June 22

**Excel Center Summer Graduations**
June 29 & 30

**Goodwill UNBOXED**
September 14