



#### Dear Friends,

As we reflect on 2022, we're reminded of the journey we've embarked upon over the years, and how this past year has showcased our adaptability and commitment.

We began a century ago with a mission, inspired by Dr. Edgar J. Helms' vision, to provide a "hand up, not a handout." We have used that as our guide to evolve and introduce new opportunities like the Excel Centers, Autism services, and Domestic Violence services.

In 2022, MERS Goodwill stood at the forefront of change. Maintaining our commitment to "Changing lives through the power of work," we focused on expanding our digital outreach. This not only widened our footprint but also ensured that we remained a lifeline for those in need, regardless of geographical boundaries.

As we look ahead, we're filled with gratitude for the continuous support from our donors, shoppers, staff, and board members. We recognize that there's more to be done. With your support, we promise to continue championing our mission, following our Circle of Hope, and remaining a beacon for all in our community.

Here's to changing more lives, one opportunity at a time.

Cordially,

Mark Arens

George Philips

President/CEO Chairperson

# Changing Lives through POWER

the F WORK.















#### RETAIL

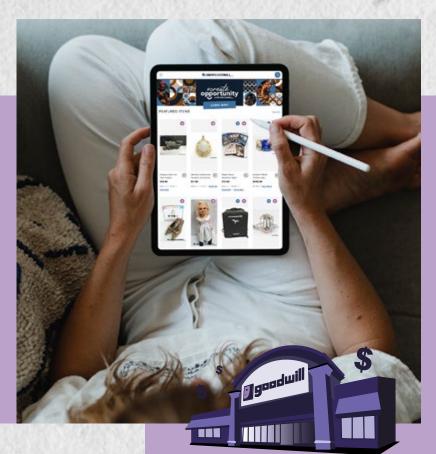
#### ShopGoodwill.com

Donations are sorted and some items that may sell better to a wider customer base, are specifically selected to be sold through our e-commerce business at ShopGoodwill.com

All books and media are first sent off to be processed. More rare or collectible items are placed online. The vast majority are shipped back to stores.

More than 225,000 items are sold online representing less than 1% of donations.

165,000 are books and various forms of media.



#### **HEADLINES**

ST. LOUIS BUSINESS JOURNAL, OCTOBER 5, 2022

MERS/Missouri Goodwill Industries, one of St. Louis' largest nonprofits, adds thrift store location in Mexico, Missouri

EMISSOURIAN, JUNE 1, 2022

Goodwill opens expanded store in Washington, Missouri

MISSOURI BUSINESS ALERT, JULY 27, 2022

## Columbia thrift stores see increased sales as people turn to secondhand

Sales are up at local thrift stores as customers seek lower prices for items such as clothing and furniture. The secondhand apparel market is set to grow three times as much as the overall apparel market by 2026, with the biggest jump set for this year, according to a report from ThredUP, an online consignment and thrift store. In a 2020 report, ThredUP expected thrifting to be a \$64 billion industry by 2025.

More than half of consumers resold some apparel in 2021, and 244 million consumers have shopped secondhand or are willing to, according to survey from data analytics firm GlobalData Consumer Resale. As interest in resale increases, the number of new stores in the industry is growing at about 7% per year, according to The Association of Resale Professionals.

In order to offset rising delivery and supply costs, some thrift stores are looking to cut costs where they can. For instance, thrift store chain Goodwill is reducing waste at checkout.

"If we have to put something in a bag and tape it up, we're trying not to put as much of that out because it takes more time and supplies than it might be worth," said Kelsi Levell, who works at the Goodwill location in Columbia.

Thrift stores in Columbia are expecting sales to jump even more when college students return for the start of the fall semester.

43 retail locations

**30M** items go through our retail stores

85K new items/day in stores

>70% in-store items sold



## 2 goodwill outlet

2 outlet stores

30.4M through

items brought through the two outlet stores each year

the two outlet stores each year

#### **OUTLET STORE**

#### We Sell Remaining Donated Items By The Pound

When donated items are not selected to be sold in stores due to quality, they start the next part of their journey. Those items are loaded on trucks and taken by transportation to the outlet stores. Once they arrive, donations are unloaded and sorted. Customers are able to sift through tens of thousands of items for purchase. Customers come to find items that may be overlooked by stores or sorters to get them at a heavily discounted price. Items at the outlet are sold by the pound.

## The Outlet opens for three hours twice a day, 7 days a week; the store is different every time it opens.

#### The Surging Popularity of Thrift Store Outlets:

Across the country, thrift store outlets are witnessing a dramatic surge in demand. This growth in popularity can be attributed to economic challenges and the influence of social and cultural trendsetters. The pricing by the pound attracts resellers and dedicated thrifters.

#### **Economic Pressures Drive Consumers to Thrift Stores**

High inflation rates, among other economic pressures, have drastically altered consumer buying patterns. As prices soar and purchasing power diminishes, consumers are seeking alternative means to maximize the value of every dollar. For many, thrift stores, with their vast inventory of gently used, high-quality products at a fraction of the retail price, offer an attractive solution.

#### **All Table Items**

\$1.89

per pound

Excluding the following

Glassware

.19'

per pound

VHS Tapes

per 1 -inc Rounded U Books

.40' per 1 - inch

per 1 -inch Rounded Up

Furniture and other large items

Priced as Marked

**All Sales Final** 

#### The Future of Thrift Shopping

As more individuals discover the benefits and joys of thrifting, it's likely that these secondhand marketplaces will hold a prominent place in our retail landscape for years to come. CNBC indicates growth in the resale and secondhand market. By the close of the year, the resale market is projected to reach a staggering \$53 billion.

# Regardless of where our items are initially sorted, it is our goal to limit waste as much as possible and to ensure donated items are given every possible opportunity to have a second life.

It is our goal to limit waste as much as possible and to ensure donated items are given every possible opportunity to have a second life.

MERS Goodwill takes recycling very seriously. Recycling is an important part of the flow of donations and the circle of hope. This benefits the agency by generating more revenue, and it also reduces waste in the communities they service.

They are recycled in the traditional sense and through partnerships. Recyclable items such as cardboard, plastic, and scrap metal are condensed in a bailer, and sold to local recycling companies that further process the bails to be used in the creation of new products.

A majority of remaining clothing, textiles, and glass items are sold off to one of the many vendors Goodwill has partnered with over the many years. Many cotton products are cut into rags and sold to automotive and hardware locations giving them another life. Glass items are sold to rage rooms, which are recreation locations that allow their customers to smash and break items.



we recycle unpurchased donations to minimize waste

75M items remain after they flow through e-commerce, retail, and outlet stores

**52M** pounds of donated material are kept out of landfills

## St. Louis resources to help you lead a more eco-friendly and sustainable life.

Earth Day is chock-full of festivals and events where you can learn more about the environment, but there are plenty of resources St. Louis for helping you lead a more eco-friendly and sustainable life the other 364 days of the year. Still, eco anxiety is running high—can one person really make a difference? How can you get started? In celebration of Earth Day, this guide breaks down small ways you can lead a more environmentally friendly and sustainable life.

#### Avoid fast fashion or shop secondhand.

When speaking about sustainability and how to live a more environmentally friendly life, the topic of fast fashion is bound to arise. Aided by the use of toxic dyes and cheap textiles that are associated with fossil fuels and global warming, and further compounded by the intent to produce large quantities of clothing that reflect current trends, fast fashion results in tremendous waste.

In an age of consumerism, there can be pressure to adapt to new fads and trends that can fluctuate every couple of months. The simplest action that can be taken is wearing what you already own and taking care of your timeless basics. The idea of maintaining a capsule wardrobe relates to this mindset. With a capsule wardrobe, one's closet is composed of interchangeable items. As a result, there are a variety of outfits that can be created. These are often classic pieces that are likely not going out of style anytime soon. When this is done effectively, you don't have to own an excessive number of clothes. Additionally, minimizing the number of items you own might mean you can buy higher-quality pieces, which are usually more environmentally friendly. Locally, at Ardently, for example, 85 percent of merchandise is made of natural or recycled material.

Another way to avoid supporting fast fashion or to give back is by shopping and donating at secondhand clothing stores. Donating to these stores is also a great option. Rather than ending up in a landfill, unwanted clothes are given a new life.

FEATURED IN: STL MAGAZINE, APRIL 22, 2022



10,503 clients served

42 career centers

counties in the bi-state area of Missouri & Southern Illinois

## Alexcia, Madi, & Trey Summer Work Experience

Students with our SWE (Summer Work Experience) program in Kennett, MO are working part-time at their host site, HARPS grocery store. Summer job coach, Kayla Snider, helps these students prepare for future jobs and careers.

From stocking shelves to cart retrieval to bagging groceries and customer service, these individuals learn a variety of skills that will help them for many years to come.

Alexcia is learning the cash register, trained by the HARPS Grocery Store Manager, Philip Snider, at our Kennett Summer Work Experience site. She's been offered a part-time position, if she chooses to take it. She has excelled so much in the SWE program.

Madi has blossomed this summer with customer service skills and Trey has worked SWE while also "tackling" his football practice this summer with early morning practices, then coming to work ON TIME each day. Trey has also been offered a position if he chooses to take it but may wait until after football season.



#### Julian

## From Part-Time to Full-Time Employee of The Month

Julian came to MERS Goodwill already working part-time and interested in finding a full-time position with perks like medical benefits.

Julian found Missouri Vocational Rehabilitation and was referred to the MERS Goodwill Career Center in Poplar Bluff for assistance in achieving this goal.

Julian did well in his part-time position in the food industry, and he and his MERS Goodwill employment specialist talked about how he could transfer the skills he had gained over his three years of experience. Julian's drive and support team propelled him toward the next phase of his career. Julian received assistance building his resume and searching for a new job. He also received support from his job coaches, and the career center served as an advocate for him.

Earlier this year, Julian obtained a full-time position with HHS, a contractor of housekeeping services at Poplar Bluff Regional Medical Center. Julian spent time adjusting to the work, including the increased hours and new tasks. He now cleans a designated area in the urgent care/emergency room wing on an 8-hour shift, five days a week.

All of Julian's hard work was recognized earlier this year when he was named Employee of The Month by his coworkers. This is an enormous accomplishment, and everyone at MERS Goodwill could not be more proud Julian is enjoying his new work environment and says he likes the longer breaks where he gets the time to eat and relax. These moments are what it is all about.



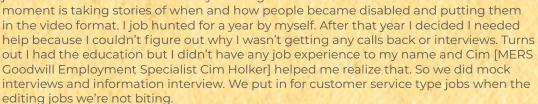


#### Michael

## We worked diligently with Michael to find a position at an organization that fit his skills and personality.

Enter empower: abilities, a non-profit organization with the mission to remove barriers and empower independent living for all people with disabilities. Michael now thrives as the Front Desk receptionist at the empower: abilities office.

As a video editor I often say it's about making a person feel an emotion. If the person walked away without feeling any emotion whatsoever than not doing my job as an editor. What I'm currently working on at the



My future goals right now are keep to working that nine to five as long as they will have me. One day I hope I can completely step away from customer service type positions and fully focus on video editing full time. My dream job would be to edit a Star Wars movies or TV shows but for right now I'm happy where I am.



#### Brothers, Ricky and Ammon wanted to find a new opportunity where they could grow and learn together

Enter Newco Enterprises! In their new roles and with the support of their Employment Specialist, Ricky and Ammon feel comfortable and confident that they can successfully get the job done. They even got to start on the same day. We love our employer partners!

Newco actually cares how I am doing and what I am doing. I do not feel overwhelmed there. -Ricky

It's a friendly environment and I'm very thankful to have coworkers who help when I need assistance. -Ammon





#### **EXCEL CENTERS**

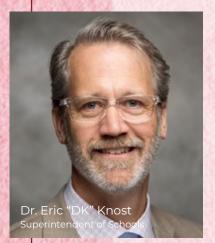
#### The Goodwill Excel Center Model

A number of the individuals we serve each year dream of doing jobs they are not presently qualified to do. They dream of going to college, no longer needing public benefits, and buying a house, but they feel stuck. There are over 500,000 Missourians without a high school diploma.

Our Goodwill Excel Centers meet with prospective students, age 21 and older, and discuss their barriers to obtain their diploma, work schedules, family responsibilities, past high school credits, career goals, and college aspirations. We look at high school transcripts to determine how many of the 24 credits required by Missouri Department of Elementary and Secondary Education (DESE) they have completed. We administer reading, math, writing, and vocational interest tests to determine the student's current skills and we develop a plan to help the student complete their high school education. Classes are taught by Missouri Certified Teachers, are classroom based, and students can sign up for as few as one class or as many as six classes per term. We are a year-round school with five terms of approximately eight weeks each. Classes are available in the morning, afternoon, and evening so that adults can attend school around their work and family responsibilities. We know that child care is one of the major barriers to completing school so we provide free childcare on site for children up to 12 years old.

## **New Leadership**

MERS/Missouri Goodwill Industries names new superintendent for its adult high schools.



MERS/Missouri Goodwill Industries Inc., one of the region's largest nonprofit organizations, has hired an educator well-known in the St. Louis area to oversee its four adult high schools.

In August, Dr. Eric Knost will take on the role of superintendent of MERS/Missouri Goodwill Excel Centers. Since 2019, Knost has served as superintendent of the Lewis Central Community School District in Council Bluffs, Iowa. Prior to taking that post, he was superintendent from 2014 to 2019 at St. Louis County's Rockwood School District, Missouri's third-largest district with 19 elementary schools, six middle schools, four high schools and two early childhood centers, as well as creative learning and independent learning centers. Knost also previously had been superintendent and deputy superintendent of the Mehlville School District in South St. Louis County.

"I have served throughout my career as an advocate to help all students thrive in this world," Knost said in a statement. "As I return home to Missouri, having the opportunity to continue my advocacy in a slightly different role seems absolutely perfect for my next chapter."

FEATURED IN: ST. LOUIS BUSINESS JOURNAL, JUNE 17, 2022



### 2 New Openings

One of region's largest nonprofits adding 2 adult high schools.

MERS Goodwill and The Excel Centers of Missouri are opening two new adult high schools. The new locations will be opening in Cape Girardeau and in Florissant, Missouri. Both locations are currently enrolling students for the new term to begin in January.

MERS Goodwill already operates four Excel Centers in Missouri, with locations in Springfield, St. Louis, Poplar Bluff, and Columbia. The Excel Centers are available free of cost to enrolled adults who wish to obtain their high school diploma with small class sizes, flexible schedules, and certification courses. The Excel Center offers students an actual diploma, not a GED or other equivalent.

FEATURED IN: KFVS-TV | KZIM/KSIM-AM | KSDK-TV | ST. LOUIS BUSINESS JOURNAL





**722** graduates since inception 2018

20% enrollment increase since inception

4 Excel centers

5 terms per year

8-9 weeks per term

year-round

35.3 average student age

81% female

69% employed within 6 months of graduating

67% Enrolled in higher education
or other certification programs within 6 months of graduating

\$15.29 average hourly wage of graduates within 6 months of graduation

the average hourly wage of our graduates is approximately 37% higher than the Missouri minimum wage of \$11.15

## Bill Determination



**Bill exemplifies strength.** Following an amputation and knee replacement surgery and while in the midst of a global pandemic, Bill was determined to return to the workforce. Now, with a strong and dedicated support system, a new job, and an amazingly positive attitude, Bill is committed to keep succeeding.

Bill was attending physical therapy with the support of his sister, Cindy, when he was referred to Missouri's Vocational Rehabilitation services. In September of 2020, a referral to MERS Goodwill Employment Services connected Bill with the South County Career Center Director, Leslie Quarles, as well as an assigned employment specialist. As with each new participant, the employment specialist worked with Bill to develop vocational goals and determine what his next steps would be on his path

back to independence. MERS Goodwill worked with Bill on things like creating a resume that features his transferable skills and connecting him with area employers that might be a strong match for Bill's career goal and preferred environment.

Bill faced a few obstacles when it came to finding a job that suited his talents and his needs. The COVID-19 pandemic made it difficult to connect with his support community on a regular basis, including his team at MERS Goodwill. With Bill living in a care facility, extra precautions were put in place to protect his health and Cindy, Bill's devoted sister, focused on safely transporting him to and from his appointments with the employment specialist and to his job interviews. Equipped with masks, maintaining a safe distance, and holding meetings in an outdoor space, Bill was resolved to keep his progress on track.

Each participant with MERS Goodwill's Employment Services has individual needs and in Bill's case, he would need to find a job that was easily accessible by bus, as transportation was an issue. Bill and his support network were unwavering. With a bus map ready and his long-term goals in mind, Bill and his employment specialist continued submitting multiple job applications per week, looking for the perfect fit.

By 2022, Bill reported he has been able to reach all of the goals he set for himself in the beginning of his journey with MERS Goodwill Employment Services, and his hard work paid off. With the great position he found with CW Services, a federal contractor that handles custodial tasks onsite at the National Geospatial-Intelligence Agency (NGA), Bill was able to stop taking the bus and purchased his own truck...

READ BILL'S FULL STORY HERE



## Dedicating time to make a difference in our community!

Our own Linda Burch was nominated for the Community Service award from the Missouri Rehabilitation Association, Eastern Chapter. Linda selflessly has dedicated her time to helping others and making a difference in our community. Way to go, Linda! We are so thankful to have you on our team!

## New Leadership



### One Of The St. Louis Region's Largest Nonprofit Organizations Names New Ceo

MERS/Missouri Goodwill Industries, one of the region's largest nonprofit organizations, has named Mark Arens as its new president and CEO, effective immediately. Arens succeeds David Kutchback, who died in February at the age of 70 after a more than 40-year career with the nonprofit.

During his tenure at MERS/Goodwill, Arens served as coordinator of evaluation and work adjustment and director of Lippman Center Services in his posts as vice president and executive vice president of programming since 2006. In 2018, he also was named superintendent of the Goodwill Excel Centers after MERS/Goodwill opened the first three of its now four adult high schools.

"Mark has achieved tremendous success during his 25-year career with the agency," George Phillips, board chairman, said in a statement. "We know he will continue to represent MERS Goodwill well as his contributions have meant so much to us, the staff and the community at large. He has great drive to grow the MERS Goodwill footprint and move our mission forward, changing lives through the power of work."

Arens first started working at MERS (Metropolitan Employment and Rehabilitation Services), in 1997 as a vocational counselor — before MERS merged with Goodwill to form the nonprofit that exists today. At the time, MERS/Goodwill had 17 retail locations and provided employment services in about 10 locations, officials said.

Arens has a bachelor's degree in psychology from Miami University of Ohio, a master's degree in rehabilitation counseling from Illinois Institute, and an MBA from Webster University. He has served as president and employment division chair of the Missouri Association of Rehabilitation Facilities and was part of the 2010-2011 Leadership St. Louis class and board member of the Maryville University Vocational Rehabilitation Program. Arens also served on the Webster Groves School Board Advisory Committee and as vice-chair of the Webster Groves School District Bond Campaign.



2342 employees

\$128,165,106

pround member of the United Way

accredited by the Better Business Bureau

platinum seal of approval with GuideStar



#### FRONT ROW / LEFT TO RIGHT

Julie Zuick | Gerald Kretmar | George Philips | Elizabeth Green | Lynn Rothbarth

#### BACK ROW / LEFT TO RIGHT

David Rowan | Barry Sharon | Carla Moore | Dorian Hobbs | Elliot Zucker | Paul Kravitz | Kenneth Salky | David Pickerill | Louis Loebner

#### NOT PICTURED

Edda Berti | Barry Ginsburg | Scott Howze | Michael Iskiwitch | Harry Moppins Jr. | Joan Newman | Jay Summerville | Christopher Tabourne | Mark Jacobs

#### 2022 MERS GOODWILL EXECUTIVE STAFF

David Kutchback, President/CEO - Mark Arens, President/CEO

C. Dawayne Barnett, Chief Financial Officer

Mark Kahrs, Executive Vice President - Retail

Kristy Lance, Senior Vice President - Retail

Kevin Shaw, Vice President - Retail

Philesa Johnson, Vice President- Human Resources

Donalle Martin, Vice President - Human Resources

Alisson Nichols, Vice President - Organizational Development

Marvin Washington, Vice President- Contract Services

Jeff Cartnal, Vice President - Program Development

Hilary Wagner, Vice President- Employment & Training

DeAnn Briggs, Vice President- Workforce Development Services

Beth Brown, Vice President - Employment & Training

Gregory Wingert, Vice President- Employment & Training

Esther Williams-Henderson, Assistant Vice President - Juvenile Transition

Christy Glauber, Assistant Vice President - Employment & Training

## 2022 Financials

| PUBLIC SUPPORT             |               |  |
|----------------------------|---------------|--|
| Contributions of inventory | \$97,265,851  |  |
| Associated organizations   | \$721,220     |  |
| Other contributions        | \$2,353,144   |  |
| Total Public Support       | \$100,340,215 |  |

| REVENUE   |               |  |
|---|---------------|--|
| Store and salvage                               | \$98,276,482  |  |
| Contract services                               | \$6,372,336   |  |
| Employment and training                         | \$22,644,354  |  |
| Sheltered workshop                              | \$870,041     |  |
| Other program services                          | \$77,512      |  |
| Return on investment, net of fees               | (\$3,552,758) |  |
| Change in value of beneficial interest in trust | (\$350,098)   |  |
| Rental Income                                   | \$573,063     |  |
| Miscellaneous                                   | \$47,591      |  |
| Total Revenue                                   | \$124,960,523 |  |

| Total Public Support & Revenue | \$225,300,738 |
|--------------------------------|---------------|
| Total Public Support & Revenue | \$225,300,738 |

| ASSETS  |               |
|---|---------------|
| CURRENT ASSETS                                |               |
| Cash and cash equivalents                     | \$14,748,622  |
| Accounts and grants receivable, net allowance | \$6,500,663   |
| Promises to give                              | \$664,220     |
| Inventories                                   | \$3,971,543   |
| Prepaid expenses                              | \$881,473     |
| Investments, at fair value                    | \$22,140,850  |
| Total Current Assets                          | \$ 48,907,371 |
|   |               |
| Right-of-use assets -<br>operating leases     | \$20,958,466  |
| Beneficial interest in trusts, at fair value  | \$1,454,014   |
| Property and equipment, net                   | \$81,634,330  |
| Construction in progress                      | \$3,996,404   |
| Investments, at fair value                    | \$66,759      |
| Total Assets                                  | \$157,017,344 |

| EXPENSES                      |               |
|-------------------------------|---------------|
| PROGRAM SERVICES              |               |
| Stores and salvage            | \$175,182,036 |
| Contract services             | \$5,340,178   |
| Employment and training       | \$23,875,722  |
| Sheltered workshop            | \$1,028,033   |
| Other services                | \$233,303     |
| Total Program Services        | \$205,659,272 |
| SUPPORTING SERVICES           |               |
| Management and general        | \$8,526,181   |
| Fundraising                   | \$1,844,909   |
| Total Supporting Services     | \$10,371,090  |
| Total Expenses                | \$216,030,362 |
| Change in Net Assets          | \$9,270,376   |
| Net Assets, Beginning of Year | \$93,017,279  |
| Net Assets, End of Year       | \$102,287,655 |

| LIABILITIES & NET ASSETS                          |               |  |
|---|---------------|--|
| CURRENT LIABILITIES                               |               |  |
| Current maturities of long term debt              | \$620,568     |  |
| Accounts payable                                  | \$5,588,362   |  |
| Accrued expenses                                  | \$6,892,316   |  |
| Current portion of operating lease liabilities    | \$6,168,440   |  |
| Deferred revenue                                  | \$135,996     |  |
| Total Current Liabilities                         | \$19,405,682  |  |
|   |               |  |
| Operating lease liabilities, Less current portion | \$15,091,012  |  |
| Long-Term Debt,<br>Less Current Maturities        | \$20,232,995  |  |
| Total Liabilities                                 | \$54,729,689  |  |
|   |               |  |
| Net Assets  |               |  |
| Without donor restriction                         | \$100,065,240 |  |
| With donor restriction                            |               |  |
| Time-restricted for future periods                | \$768,401     |  |
| Perpetual in nature                               | \$1,454,014   |  |
|   | \$2,222,415   |  |
| Total Net Assets                                  | \$102,287,655 |  |
|   |               |  |
| Total Liabilities & Net Assets                    | \$157,017,344 |  |

**American Direct Marketing** 

Agnes & Lee Bass

Mary K. Beiermann

Rev. Fred L. & Shelley Brandenburg

John M. & Mary A. Carman

**Commerce Bancshares Foundation** 

C. E. & K. A. Delong

**Enterprise Holdings Foundation** 

**Ed Epstein** 

Michael S. & Mary J. Evans

Fischer-Bauer-Knirps Foundation

James & Theresa Fitzpatrick

**Haberberger Mechanical Contracors** 

John Robert M. Handshy

Ken & Lucy Hicks

Michael A. Iskiwitch

Joan M. Newman Philanthropic Fund

John F. Danahy Trust

Sonya Jury/Bold Orange Egg/on behalf of:

Josh Manning

Evan Ryan

Karen & David Faiferlick

Paul A. Kersens

Jolene J. & Barry Kirchoff

Robert R Lynn

Mildred, Herbert, and Julian Simon Foundation

Paolo Mulyk

Charles & Betsy Newman

Pi Beta Phi Fraternity

True Vine Missionary Baptist Church

David T. Sarama

Nancy L. Schultz

Joyce A. Sophie

Stanford B. Towerman & Arlene Goodman

Gwendolyn E. Van Asselt

**Von Gontard Family Foundation** 

Nila Whitfield

Margaret P. Williams & Philip G. George

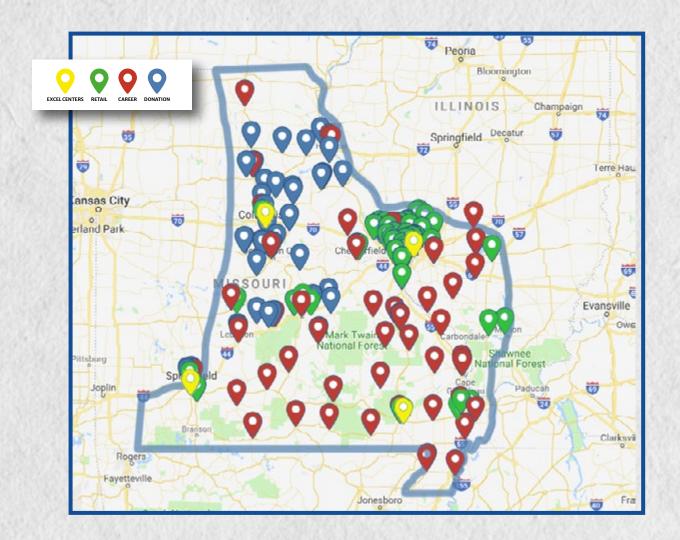
# OUR VISION A community where each individual has the

OUR VALUES

opportunity to learn,

work, and achieve their greatest potential.

Diversity | Integrity | Passion Professionalism | Respect Responsibility





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