



2023 ANNUAL REPORT



Goodwill is More Than a Thrift Store.

2023 was a transformative year for us, marked by significant milestones and strategic advancements. Throughout the year our leadership kept a strong focus on managing our financial performance, ending with a total revenue of \$62.4 million! This growth is a testament to our commitment to operational excellence, customer satisfaction, and diversification of revenue sources. We are particularly proud of our mission in workforce development. We served 2,087 people and 502 participants gained employment while also continuing to grow our Bridge to Technology and Certified Manufacturing Associate programs.

We recognized the importance of corporate social responsibility and sustainability by proudly continuing to divert waste from landfills. To further expand our market, we opened two new retail stores in Waldo and Olathe. The Community Resource Centers in each location help further our mission, bringing support directly to those neighborhoods. Lastly, as a Top 50 Non-Profit Employer in the KC Area*(2023 KCBJ) we contributed \$22M to the economy through our 663 employees, 33% of whom are veterans or have a known disability.

Looking to the future, we remain optimistic about our prospects for 2024 and beyond, including opening another retail store in Midtown Kansas City. In 2024 we hope to leverage even more emerging opportunities for innovation, operational efficiency, and customer satisfaction as we continue to grow.

We extend our gratitude to our dedicated employees, members of our board of directors, loyal customers, mission participants, donors, and community partners, for their continued trust and partnership. Together, we have laid a strong foundation in the community for greater expectations yet to come!

Thank you for your unwavering support.

Sincerely,

Mike Sinnett
President & CEO

Jason Spacek
Board Chair

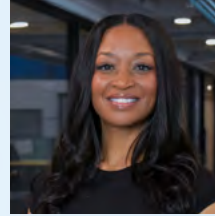


Leadership Team



Mike Sinnett

President & CEO



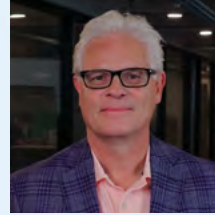
Anita Davis

Chief Mission Officer



Kelly Garrett

Chief Operations Officer



Jay Ketterling

Chief Financial Officer



Susan Miller

Chief People Officer

Board of Directors

Chair, Jason Spacek

Vice Chair, Andrew Place

Secretary, Kelly Schemenauer

Carolyn Vertovec

Beth Ward

Awais Sufi

Mike Collins

Shawn Richardson

Sheri Johnson

Brandon Thompson

Jill Whitmore

Janet Mark

Chris Hernandez

Brian Edwards

Charlene Wilson

Grants & Partnerships

Serving our community better with Black & Veatch

In 2023 MoKan Goodwill was excited to partner with Black & Veatch to create our Mobile Donation Truck.

This state-of-the-art truck has allowed us to reach more of our community to collect donations in support of our mission while providing a more comfortable work environment for our donations staff!



Major Donors

- US Department of Labor
- US Economic Development Administration
- United HealthCare Services, Inc. (subgranted through Goodwill Industries International, Inc.)
- Ewing Marion Kauffman Foundation
- Hall Family Foundation
- Missouri Department of Corrections
- Carrie J. Loose Trust, Bank of America, N.A., Trustee
- T-Mobile
- KC Regional COVID-19 Response and Recovery Fund
- Jackson County Outside Agency Fund
- Comcast
- Google Fiber
- Hallmark Cards, Inc.

\$1.1 M

Raised through
grants and
donations.

Mission Services

MoKan Goodwill is proud to have been serving Kansas City and the surrounding areas since 1894. Today MoKan Goodwill carries out our mission of empowering local job seekers through a variety of programs and services at no cost to our participants. Our dedicated mission team offers career support to job seekers, digital skills training to community members, and reentry services to those reintegrating into society after incarceration.

With a focus on adapting to the future the Goodwill Artemis Institute helps students gain much needed skills to help jumpstart their careers. We offer a variety of courses including the Bridge to Technology, where students prepare for an advanced career pathway of their choice in the technology field, and the Certified Manufacturing Associate Course, where students earn an industry recognized certification focused in basic manufacturing concepts & skills.



Program Spotlight Certified Manufacturing Associate

In our certified manufacturing associate course students earn an industry recognized certificate, helping them launch their career in the manufacturing world. Students learn a variety of manufacturing skills such as inspection, robotics, CNC machining, OSHA compliance, quality assurance, and more.

59 students completed our CMfgA course in 2023. Many students were offered jobs by local companies on their graduation day as a result of our employer partner interviews.



To learn more about all of MoKan Goodwill's programs and services, scan this QR code.

Mission Services

2,087

community members received our services.

328

students enrolled in training programs.

502

participants gained employment.

\$16.32

average hourly wage of jobs secured.

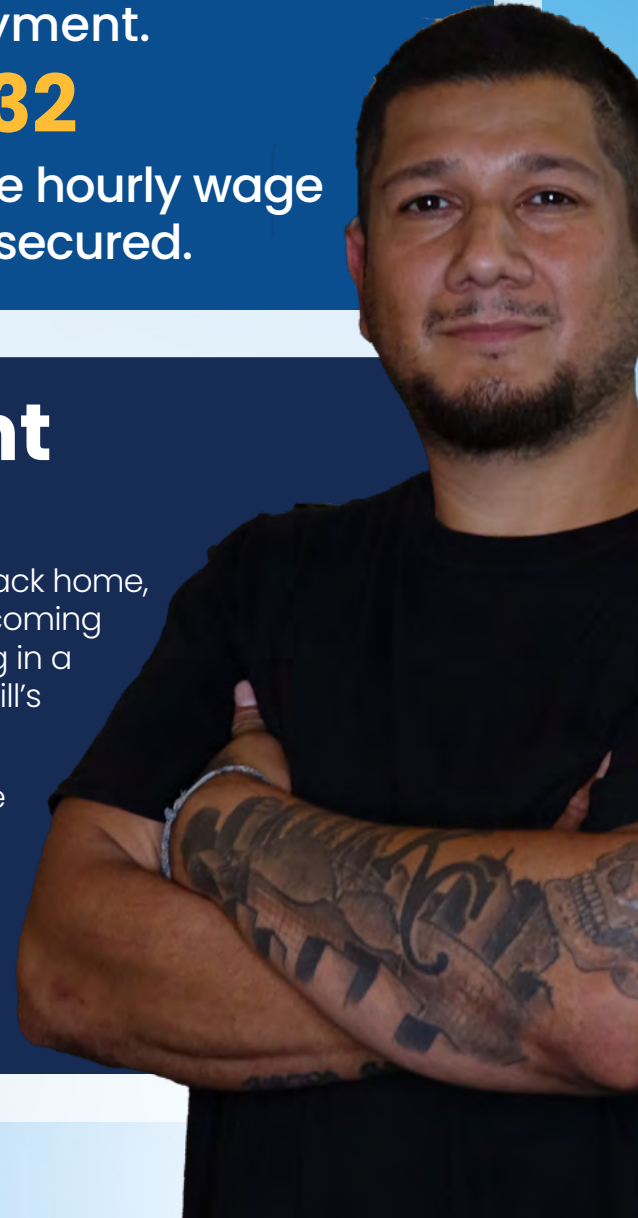
Participant Spotlight

Jonathon Moreno

While working in the Texas oil fields to send money back home, Jon was unhappy being so far from his family. After coming home, some struggles with addiction, and while living in a transitional center, Jon learned about MoKan Goodwill's programs from a friend. He signed up shortly after.

In 2023, Jon graduated from MoKan Goodwill's Bridge to Technology program and was awarded the Generational Strength award at our annual Power of Work Awards.

To hear more about Jon's story, scan this QR code.



Donated Goods Retail

\$30 M

combined store and ecommerce sales to support our mission.

1.1 M

retail shopper transactions.

18.3 M

pounds of goods diverted from landfills.

457,000

donors of new & used goods.



**Goodwill Waldo
Ribbon Cutting**

Ribbon Cuttings Galore!

In 2023 Moka Goodwill renovated 2 stores (Manhattan, KS and Leavenworth, KS), our eCommerce department (located within Blue Springs, MO store) as well as opening 2 new stores (Waldo neighborhood in Kansas City, MO and Olathe, KS).

Territory Map

Outlet Store/ROC

1800 N Corrington Ave
Kansas City, MO 64120

North Oak

4824 N Oak Trfy
Kansas City, MO 64118

Lee's Summit

440 SW Ward Rd
Lee's Summit, MO 64081

St. Joseph

3615 Faraon St
St. Joseph, MO 64506

Blue Springs

926 S Hwy 7
Blue Springs, MO 64014

Liberty

9740 N Cedar Ave
Kansas City, MO 64157

East 63rd

8648 E 63rd St
Kansas City, MO 64133

Waldo

8230 Wornall Rd
Kansas City, MO 64114

Shawnee

10611 Shawnee Msn Pkwy
Shawnee, KS 66203

Lawrence

2200 W 31st St
Lawrence, KS 66047

Bonner Springs

525 S 129th St
Bonner Springs, KS 66012

Topeka

5515 SW 21st St
Topeka, KS 66604

Leavenworth

104 S Broadway St
Leavenworth, KS 66048

Overland Park

7241 W 135th St
Overland Park, KS 66223

Manhattan

421 E Poyntz Ave
Manhattan, KS 66502

Olathe

11934 Strang Line Rd
Olathe, KS 66062

Pittsburg

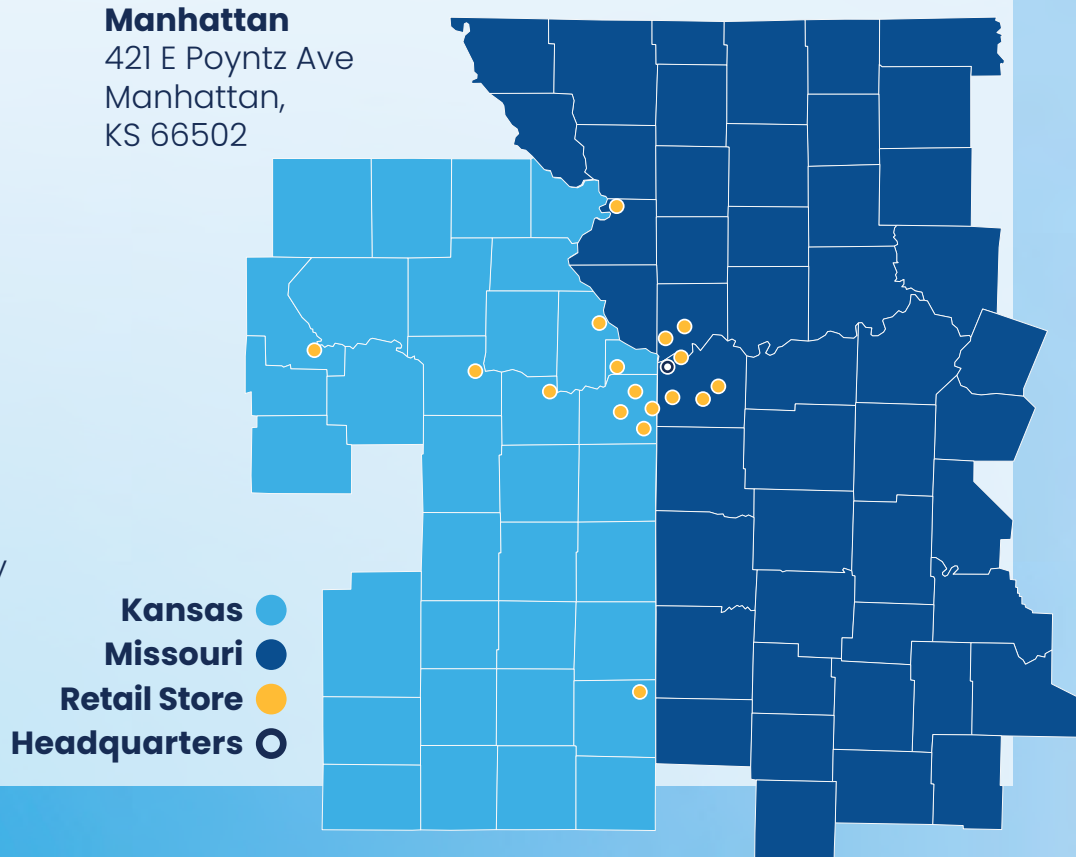
2412 N Broadway St
Pittsburg, KS 66762

Leawood

12910 State Line Rd
Leawood, KS 66209

Mission Support Center

800 E 18th St
Kansas City, MO 64108



Finances

(unaudited)

Revenue **\$62,440,057**

Retail Operations **\$54,983,455**

Stores	\$23,191,944
Donated Goods	\$27,404,678
Outlet	\$2,286,267
Salvage	\$1,580,453
Other	\$520,114

Business Solutions **\$5,822,472**

Philanthropy **\$1,634,130**

Grants	\$1,181,897
In-Kind Contributions	\$127,088
Capital Campaign	\$34,603
Individual Gifts	\$217,352
Special Events	\$73,191

Expenses **\$63,936,952**

Programs & Services **\$56,379,704**

Fundraising & Admin **\$7,557,248**

Reflects revised reporting per accounting standards.



800 E 18th St | Kansas City, MO 64108
mokangoodwill.org

Mission Statement

Goodwill empowers people to discover their potential and adapt for the future through the power of work.

Vision Statement

Together, we build sustainable and prosperous communities.

Values

Lead: Everyone has value – help them find it and celebrate it.

Grow: Learn constantly and strive continually to better ourselves.

Partner: Be good citizens, maximize the value of donations, and support sustainability.

Innovate: Always seek new and better ways to accomplish our mission.

One Agency: Work collaboratively to build a legacy from which future generations will benefit.

Commission on Accreditation of Rehabilitation Facilities (CARF)



Goodwill maintains the highest level of CARF accreditation in our workforce development unit. Our workforce development staff is trained to offer services and referrals tailored to an individual's needs. By being CARF accredited, we demonstrate our commitment to continually improving our services.