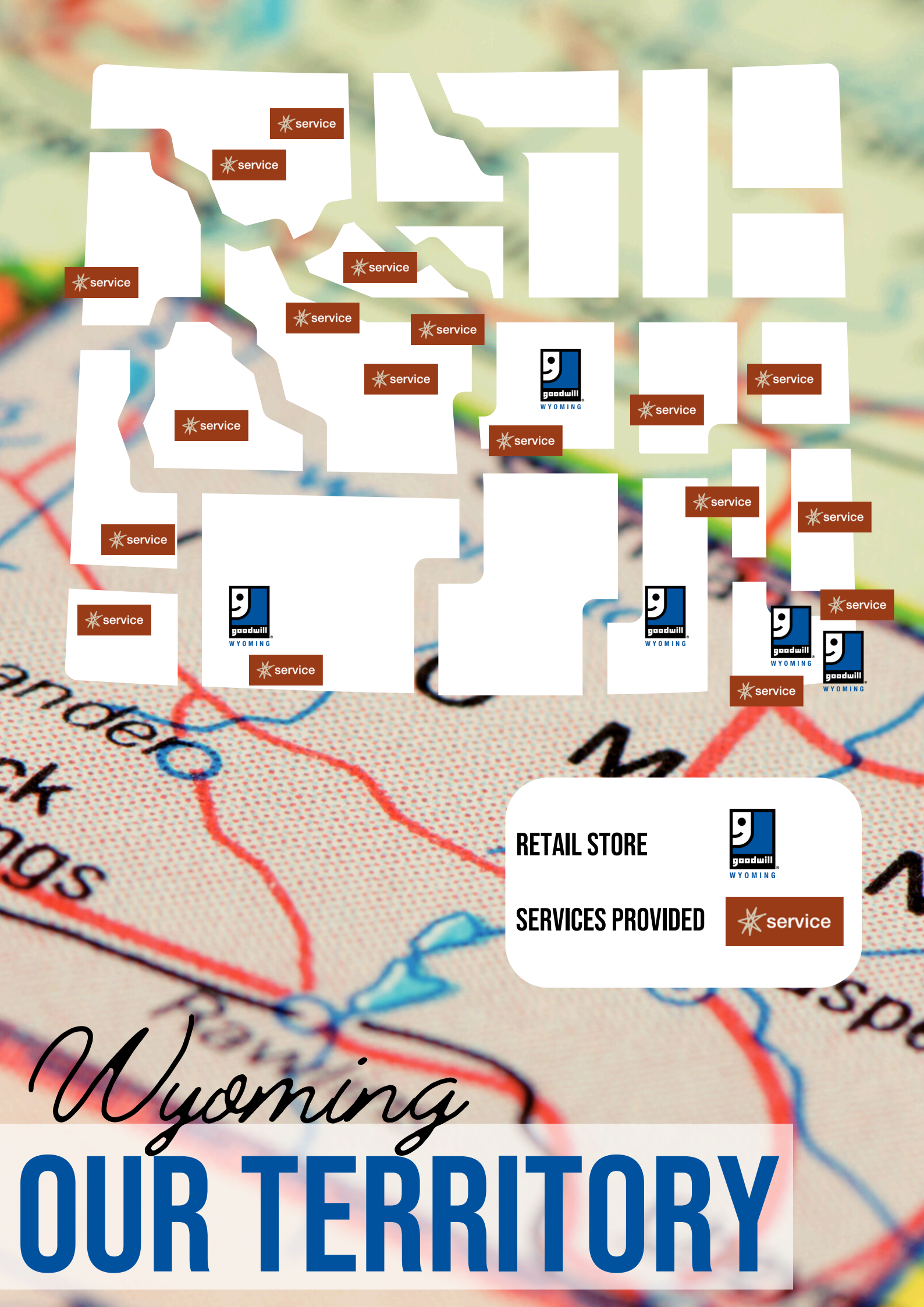


20
24



**GOODWILL
WYOMING
ANNUAL REPORT**





 service

 service

 service

 service

 service

 service

 service



 service

 service

 service

 service

 service

 service

 service



 service



 service



 service

RETAIL STORE



SERVICES PROVIDED



Wyoming

OUR TERRITORY

GOODWILL WYOMING

means

As I sit down to write this note I am struck with the many changes and challenges that our country faces as we look toward 2025. I believe that we will only get through these challenges by staying positive but informed about how we can and should influence the world around us. I pray that the bumpy road ahead will ultimately lead us to a deeper and more abiding understanding and appreciation of the freedoms that we enjoy, the responsibility we have to protect those less fortunate than ourselves and the fragility of this beautiful experiment we call democracy.



Goodwill of Wyoming continues to move forward with our mission of helping others transform their lives by creating opportunities for employment, education, and support. In 2024 we developed and implemented a new strategic plan, new mission and vision and renewed our commitment to our staff and community. To that end and because of the generosity of our communities each of our stores reached new sales records. Revenue from the retail stores supported our services to individuals with disabilities, foster youth and those just needing a great deal on items from our stores.

We were able to increase staff salaries across the organization, prepare for and receive a continued certification from the state of Wyoming for providing developmental disability services and prepared for our national CARF accreditation. We remodeled our Day Habilitation Center to make it a more comfortable setting and added a great deal of assistive technology for our clients to help improve their lives.

Also of note, in 2024 we implemented a round up program in our stores. It was decided that 100% of the money generated from the round up program would be distributed to local nonprofits in each of the communities where we have stores. This program has been very successful and we have been able to make significant donations to organizations addressing food insecurity, care for animals, and programs offering support for abused children, and many more.

We look forward to increasing our impact on our communities and the state of Wyoming in 2025 and are grateful for the support and commitment from all that love Goodwill and the mission we seek to fulfill.



support

GOODWILL WYOMING

means **LEADERSHIP**

Current **BOARD OF DIRECTORS**

MARK HORAN | CHAIR
SENIOR PUBLIC RELATIONS SPECIALIST
DEPARTMENT OF TRANSPORTATION

DAVID EVANS | CHAIR ELECT
RETIRED ATTORNEY

BRIANNA BEST-LIMA | SECRETARY
DATA MANAGEMENT MANAGER
CRMC

KAYLA OPDAHL | TREASURER
DEPUTY ADMINISTRATOR
WY DEPARTMENT OF CORRECTIONS

KRISTI RACINES | IMMEDIATE PAST CHAIR
STATE AUDITOR
STATE OF WYOMING

KNUTE HOLIAN | MEMBER
BUSINESS OWNER
COMPUTER SERVICES

STEVE LOVAS | MEMBER
RETIRED
US BANK REGIONAL PRESIDENT

RACHEL NUSS | MEMBER
COMMUNITY PREVENTION UNIT MANAGER
DEPARTMENT OF HEALTH

JEFF SCHNUR | MEMBER
RETIRED
PRINTING

SHERYL O'CONNELL | MEMBER
SENIOR INVESTMENT OFFICER
WYOMING STATE TREASURER'S OFFICE

CLAUS JOHNSON | MEMBER
RETIRED
CHYENNE BOTANICAL GARDENS

AGENCY LEADERSHIP TEAM

JANA CONINE | CEO

ANGIE HARRISON | CFO

MAUREEN MOORE | DIRECTOR OF RETAIL SALES

MICHELLE ORNELAS | DIRECTOR OF MISSION SERVICES & COMMUNITY PROGRAMS

CHRISTY WYLER | DIRECTOR OF DEVELOPMENT & ECOMMERCE

GOODWILL WYOMING means



WE TRANSFORM LIVES AND COMMUNITIES BY CREATING OPPORTUNITIES FOR EMPLOYMENT, EDUCATION, AND SUPPORT.

Our Mission



WE ENVISION A COMMUNITY WHERE THE INDIVIDUALS WE SERVE ARE ABLE TO REACH THEIR FULL POTENTIAL.

Our Vision



RESPECT

WE STRIVE TO BE KIND, HAVE GRATITUDE, AND HONOR INDIVIDUAL DIFFERENCES AND CONTRIBUTIONS.

INTEGRITY

WE PURSUE HONESTY AND ACCOUNTABILITY IN ALL WE DO.

SERVICE

WE SEEK TO INSPIRE AND ADVOCATE FOR EACH OTHER AND OUR COMMUNITY.

EXCELLENCE

WE VALUE HIGH STANDARDS, INNOVATION, AND IMPROVEMENT.

Our Values

RISE

GOODWILL WYOMING

means

PROVIDING SERVICES TO THOSE IN NEED

MISSION SERVICES FOR THOSE WITH DISABILITIES

- DAY HABILITATION
- COMMUNITY SUPPORT SERVICES
- COMMUNITY LIVING SERVICES
- COMPANION SERVICES
- INDIVIDUAL HABILITATION TRAINING
- SUPPORTED EMPLOYMENT
- PERSONAL CARE
- RESPITE
- DVR

COMMUNITY PROGRAMS

- GOODWILL GIVES
- SKILLS TO SUCCEED ACADEMY
- VOUCHER ASSISTANCE
- INDEPENDENT LIVING FOR YOUTH
- SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM - COORDINATION FOR 5 COUNTIES & HOST AGENCY
- WENDY'S WONDERFUL KIDS

RETAIL LOCATIONS

- CHEYENNE - MASON WAY
- CHEYENNE - NATIONWAY
- LARAMIE
- CASPER
- ROCK SPRINGS
- ECOMMERCE



2,168

PEOPLE SERVED IN 2024

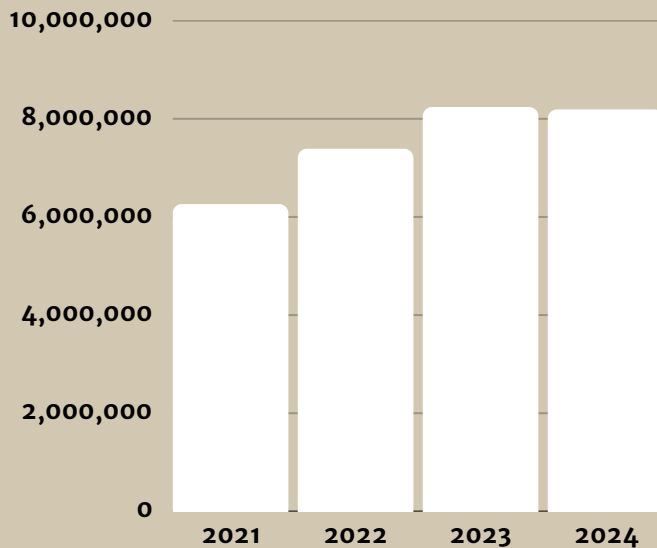


OVERALL



Operating Budget

The graph below illustrates the last four years of the overall operating budget for Goodwill Wyoming.



\$8,191,630

2024 Operating Budget



77%

2024 EXPENSE TO REVENUE WAS
77% FOR ALL AGENCY OPERATIONS

IN THE KNOW

- 1,661 INDIRECT SERVICES PROVIDED BY GOODWILL GIVES THROUGHOUT WYOMING
 - \$46,196 GIVEN IN RESPONSE TO INDIRECT SERVICE NEEDS THROUGH GOODWILL GIVES
 - 2,501 SERVED IN ALL PROGRAMS COMBINED AND OFFERED BY GOODWILL WYOMING
-
- \$3,777,771 WAGES PAID TO GOODWILL WYOMING EMPLOYEES
 - 343 TOTAL HIRED EMPLOYEES
 - \$8,191,630 OPERATING BUDGET FOR 2024

MISSION SERVICES

Mission services are the foundation of Goodwill Wyoming through providing unique services to those with disabilities. Goodwill Wyoming is proud to serve those in need through individualized services based on their needs and goals. We go above and beyond to help them reach their potential.



35,222 TOTAL HOURS

A total of 35,222 hours that staff assisted disabled participants achieve their goals and be involved in the community.

89 PARTICIPANTS

A total of 89 participants benefited from our intensive services and were able to reach new potential.

\$47,018 PAID IN WAGES

Goodwill Wyoming paid \$47,018 in full wage rates to participants involved in our employment services program.

4,228 COMMUNITY LIVING HOURS

A total of 4,228 hours that staff spent providing community living services to assist participants in improving daily living skills to live independently in the community.

455 ACTIVITIES

Participants had the opportunity to enjoy 455 different community and life enriching activities coordinated by Goodwill Wyoming.

10,267 JOB COACHING HOURS

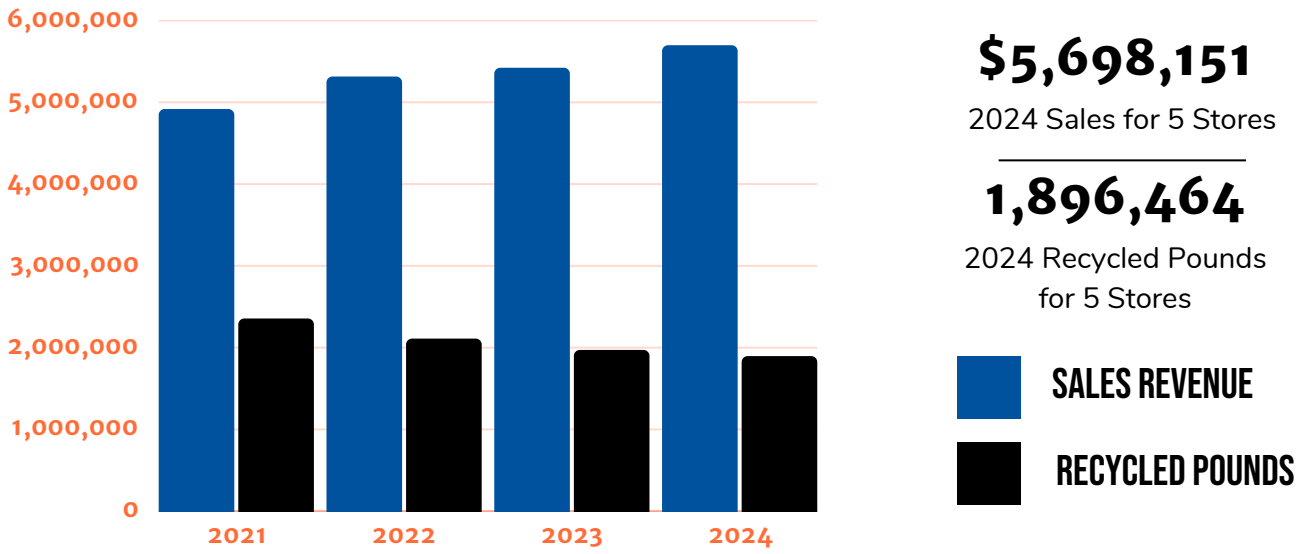
A total of 10,267 hours Job Coaches worked to support people with disabilities in employment opportunities.

RETAIL



Sales & Recycled Goods

The graph below illustrates the last four years of retail sales and recycled donations for Goodwill Wyoming.



**2024 EXPENSE TO REVENUE WAS
71% FOR RETAIL OPERATIONS**

CHEYENNE | LARAMIE | CASPER | ROCK SPRINGS

RETAIL DETAIL

- 5 STORE LOCATIONS ACROSS WYOMING
- 1 ECOMMERCE LOCATION IN CHEYENNE
- \$5,698,151 REVENUE GENERATED FROM ALL 5 STORES
- \$541,563 REVENUE GENERATED FROM ECOMMERCE DEPARTMENT
- 334,565 CUSTOMERS SHOPPED WITH US
- 156,295 DONATIONS WERE GIVEN TO US
- 1,896,464 POUNDS OF RECYCLING INSTEAD GOING TO THE LANDFILL

COMMUNITY PROGRAMS

Community programs are our way of reaching beyond our Mission scope services and providing unique services across the state of Wyoming. Our community programs are diverse in the populations we serve and the far reach we can have to those in need.



418 TOTAL SERVED

A total of 418 individuals served from all community programs offered by Goodwill Wyoming. Those served range in age from youth to seniors.

24 WENDY'S WONDERFUL KIDS

A total of 24 youth were served through Wendy's Wonderful Kids program to find adoptive families. Two adoptions were completed. Eight youth were matched with families that we hope will become permanent.

357 INDEPENDENT LIVING

A total of 357 youth were served through our Independent Living program to practice life and social skills to assist in navigating the world as a young adult.

30 SENIOR WORKING PROGRAM

A total of 30 senior aged workers were given the opportunity to work in skill building job placements. A total of \$110,831 was paid out in full wage rates to these senior workers. A total of 21 host job sites were created for these workers to learn new job skills in the workforce.

HIGHLIGHTS

GOODWILL WYOMING
means

COMMUNITY



- 455 COMMUNITY ACTIVITIES
- \$46,196 SPENT ON COMMUNITY NEEDS
- 334,565 CUSTOMERS AT STORES

SERVICE



- 89 SERVED IN ALL MISSION PROGRAMS
- 7 ADOPTIONS ACROSS THE STATE
- 1,661 INDIRECT SERVICES ACROSS STATE

GROWTH



- 5% GROWTH IN RETAIL REVENUE
- 26% GROWTH IN ECOMMERCE
- 156% GROWTH IN FUNDS GIVEN TO COMMUNITY NEEDS

INDIVIDUALS AND FAMILIES IN WYOMING WILL HAVE THE OPPORTUNITY TO
BECOME SELF-SUFFICIENT AND IMPROVE THEIR QUALITY OF LIFE THROUGH
THE SERVICES PROVIDED BY GOODWILL

Vision



RISE VALUES

RESPECT

WE STRIVE TO BE KIND, HAVE GRATITUDE, AND HONOR INDIVIDUAL DIFFERENCES AND CONTRIBUTIONS

INTEGRITY

WE PURSUE HONESTY AND ACCOUNTABILITY IN ALL WE DO

SERVICE

WE SEEK TO INSPIRE AND ADVOCATE FOR EACH OTHER AND OUR COMMUNITY

EXCELLENCE

WE VALUE HIGH STANDARDS, INNOVATION AND IMPROVEMENT

Goodwill

WYOMING



ADMINISTRATIVE OFFICE

Goodwill Wyoming
612 W. 17th Street
Cheyenne, WY 82001

www.goodwillwy.org 

RETAIL LOCATIONS

Masonway Store
2131 Mason Way
Cheyenne, WY 82009

Rock Springs Store
1254 Dewar Drive
Rock Springs, WY 82901

Nationway Store
3301 E. Nationway
Cheyenne, WY 82001

Casper Store
2655 E. 3rd St.
Casper, WY 82601

Laramie Store
1575 N. 4th Ave.
Laramie, WY 82072