ANNUAL REPORT •••• 2022



-
- Our mission: Serve people
- with disabilities by offering
- inclusive employment
- opportunities and services.
- •

Dear MDI friends,

2022 was an exceptional year for MDI. There were some ups and downs as order volume fluctuated with a key customer, but our team stayed resilient. We hold an immense feeling of gratitude to MDI employees, partners, and supporters who helped us **impact 1,146 mission lives**.

Throughout the year, we focused on putting people first and staying customer centric. This allowed us to deliver consistent results across all lines of business. MDI ended the year with 529 employees (42% of whom were people with disabilities) and \$40.3M in revenue.

Commercial sales stayed strong, and we installed a new **\$3.2M** polypropylene extruder in Grand Rapids, Minnesota. Overseas shipping and installation created delays, but our team remained diligent. MDI is now extruding quality, sellable polypropylene board. We couldn't have made this happen without generous grants from the Blandin Foundation, the IRRRB, Enbridge, Otto Bremer Trust and Minnesota Power Foundation. This investment will increase MDI's offerings and market competitiveness while generating new jobs across Northern Minnesota.

Outside MDI, workforce shortage issues continued to loom across Minnesota and the U.S. This fueled the need for **innovative training solutions**, such as **Unified Work**. This program, funded by foundations and grants, is designed to help individuals develop soft skills to make them more workforce-ready. Over the last year, MDI piloted mobile in-person classes in seven communities across three states with **over 158 participants**. We're happy to report **42% of survey respondents have successfully secured a job.** We look forward to 2023, as the program expands to include S.T.E.(A).M, virtual reality, and online learning courses.

Our goal is to impact 2,500 lives by 2025. We are grateful for your partnership and support that makes our work possible. Thanks to you, MDI is proof that our differences make us stronger and inclusion makes us better.

Enic Slack

Eric Black, President & CEO

Michael Raich

Michael Raich, Board Chair

Our goal is to impact 2,500 lives by 2025

The decisions we made, and the work we did in 2022 delivered powerful results.

Board of Directors



Steve Glienke Intek Plastics



Fred Klietz Graco (Retired)



Rhonda Graves 3M (Retired)



Jonathan Palmer Hallie Q. Brown **Community Center**



Jill Hesselroth Intek Plastics



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Y. Elaine Rasmussen Social Impact Strategies Group



Megan Kellin Proprietor



Nicholas Wilkie Metropolitan Center for Independent Living















Senior Leadership

Eric Black | President & CEO Rod Wood | Chief Operating Officer Marv Hannon | Chief Financial Officer Barbara Majerus | Vice President of Sales Jeanne Eglinton | Director of Employment Services Peg McQuillan Porter | Director of Development Katie Johnson | Director of Marketing Laura Schwartz | Director of Human Resources Todd Witherill | Director of Operations

A year of highlights by the numbers.

MDI is a social enterprise, which means we operate like a business and are accountable to our mission. It's not just about growing revenue, it's about developing people and expanding job opportunities.



Investing back into our local communities.

Community is at the heart of what we do. MDI lives out our mission and values to the best of our ability. Each year, we give back through workforce development, volunteering, advocating and community relations.



1). Advocated at the **State Capitol** for funding to expand Unified Work programing. 2). Teamed up with Special Olympics, MN for the **Polar Plunge** to raise money. 3). MN House & Senate hearing conducted in support of state funding. 4). Dayle Klebs awarded Kaylee Caron a \$1,500 scholarship. 5). Sponsored Hibbing Area Chamber of Commerce: Trunk or Treat. 6). Built new community partners.

Some people make headlines, while others make history.

As a nonprofit, online presence is everything because it raises awareness for MDI and those we serve. From news articles to thought leadership to collaborative posts, our digital channels help us broaden our reach.

Minnesota & National Outlets

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39 Media Placements



MEDIA REACH



\$1,289,401 vs 2021: \$173,061



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139,394,494 vs 2021: 18,709,299

Celebrity Ambassador

.



Brett Hoffland, **KSTP 5 Reporter**



SOCIAL REACH





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Over 8 Million Views



20% Increase

TOP HEADLINES

"State-of-The-Art Polypropylene Extruder at MDI Creates More Product Packaging Options".

"MDI Awards \$22,500 in Scholarships to Minnesota Students".

"A Pioneer in The Development of Minnesota's Medical Alley".

"Workshop to Help People with Disabilities Comes to Rochester".

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"MDI Appoints Northern MN Higher **Education Leader Michael Raich** as Chair of its Board of Directors".



It's not just a job, it's a place to develop job skills and grow.

MDI's mission is about more than jobs, it's creating an environment for employees to grow. Through skills training and development, and now the John Durand Management Academy, employees can gain life long skills on-the-job, in the classroom, or at community businesses.

Jared Perez HAND ASSEMBLER, MINNEAPOLIS



Quality inspection for roof shingles is no easy task. It requires precision, memory, self-sufficiency and attention to detail. Jared has become one of MDI's most reliable shingle testers. With on-the-job training and support, his social skills have improved. His eye for details has become keener, which has made him more observant. And most importantly, his job at MDI has provided a major boost to his overall confidence.

Austen Brown JOB COACH, COHASSET



Everyone has their own unique strengths and skills. When Austen thinks about his, he knows pretty quickly: He's a helper. As part of the first Unified Work Academy course cohort, Austen learned valuable interview strategies, proper workplace conduct and people skills – including how to communicate with co-workers, use of body language to de-escalate situations and direct coworkers in helpful ways. Unified Work has given him the opportunity to move up quickly and purchase his first home!

Forrest Jokela ASSEMBLER, HIBBING



For some people, a job is just a place where they spend their weekdays working in return for a paycheck. For Forrest, his job is so much more. It's where he connects with friends. Attending the first Unified Work Academy course introduced him to new people and taught him important team building skills, allowing him to get to know his co-workers better and helped him feel more comfortable and confident.

Empower Develop Employ

At MDI, we empower people with disabilities by providing meaningful work opportunities to promote success and independence. Through job coaching, training and skill development, people with disabilities cultivate tools for life-long personal growth and self-sufficiency.



MDI employees Devin Guilfoyle, Terry Brent, Drew Seabold, Jeanne Eglinton, and Linda Zmuda gave state Representative Sydney Jordan a tour of MDI's Minneapolis facility.

•••••• EMPLOYEES AT MDI ••••••

Total Employees	529
Disclosed a Disability	239
With a Disability Receiving Support	.196

•••• DOCUMENTED DISABILITY ••••

Intellectual/Developmental	51%
Mental Illness	20%
Physical	16%
Ortho/Neuro	9%
Visual	4%
Auditory	<1%

Results measure the satisfaction, efficiency and effectiveness of services provided by Employment Services.

SERVICE PROVIDER	Satisfaction	Efficiency	Effectiveness
Minnesota Diversified Industries (MDI)	98%	99%	98%
Community Employment Services (CES)	98%	99%	83%
Employment Planning Services (EPS)	98%	99%	66%



In 2022, building on the framework and legacy of Career Skills, MDI launched the Unified Work Academy. Through virtual and newly developed in-person courses, several participants throughout Minnesota and beyond developed soft skills vital to professional success and are now better prepared to enter the workforce.

•••• HIGHLIGHTS



16 Unified Work Academy Courses 9 Mission Partners

158 Participants



2 Courses Formats: Virtual and In-Person

2 Virtual Reality Training Videos Created

3 Job Tours: Mayo - Rochester, Essentia Health - Duluth and National Vision - St. Cloud

PARTICIPANT DATA

96% Stated Courses Increased Self-Confidence
96% Believe Courses Made a Positive Impact
96% Planned to Apply for Jobs After the Course
42% of Respondents Reported Getting a Job

MOBILE & VIRTUAL CLASS LOCATIONS



Minnesota: Bemidji, Big Lake, Brainerd, Cloquet, Cohasset, Duluth, Eden Prairie, Hibbing, Maple Grove, Minneapolis, St. Paul, Rochester, St. Cloud, Two Harbors South Dakota: Sioux Falls Wisconsin: New Richmond





VIRTUAL REALITY Exploring the capabilities of virtual reality in workforce development.



More products and services sold, more jobs created.

MDI helps customers solve business challenges by providing plastic packaging and service solutions. We strive to save our customers time and money by producing quality products and services at the right price, with short lead times and customization to meet each customer's unique needs.

A new **\$3.2M state-of-the-art polypropylene extruder** was installed at MDI's Grand Rapids facility. The machine creates sheets that are converted into custom and standard plastic boxes, bins, dividers and more.



Middle Picture: Greg Petersen, Todd Wirkkala, Colton Smith and Jon Frimanslund



Profits reflect the success of our employees and customers.

MDI is pleased to share our fiscal year 2022 unaudited financial statements. Complete consolidated, audited financial statements available at www.mdi.org. Audited by CliftonLarsonAllen LLP, certified public accountants.

UNAUDITED STATEMENT OF FINANCIAL POSITION

Current Assets
Other Assets
Property & Equipment Net 17,184,505
Total Assets\$37,578,409

Liabilities & Net Assets

Total Liabilities & Net Assets \$37,578,409
Net Assets with Donor Restrictions
Net Assets without Donor Restrictions 29,829,156
Long-Term Debt & Other Liabilities
Current Liabilities \$3,890,448

UNAUDITED STATEMENT OF ACTIVITIES

Unaudited Statement of Activities

Accete

Mail Totes
Commercial Plastics 11,123,136
Mail Trays4,588,071
Commercial Assembly 3,507,094
Mail Trays Blanks 1,560,556
Program & Other Services
Mail Collection Containers
Subtotal\$36,376,662

Grant Donations
Other 2,741,541
Total Revenue

Expenses & Reserves Totals

Variable Manufacturing Costs ^{\$} 20,426,264
Fixed Manufacturing Costs
Administrative
Reserved for Future Investments
Sales & Marketing1,812,502
Training & Services
Fees
Interest & Other Financing
Total Expenses & Reserves \$40,349,213

Giving is not just about making a donation. It's about making a difference.

We empower people with disabilities by providing meaningful work opportunities to promote success and independence. Through job coaching, training and skill development, people with disabilities cultivate tools for life-long personal development and growth. Your donations help provide services needed for equal employment opportunities for people with disabilities.

ABILITY BASH VII

Ability Bash VII was held September 29th at the American Swedish Institute in Minneapolis and **raised** a record of **\$122,000**, to help expand MDI's Unified Work program. Our sponsors and vendors as well as the generous donors, volunteers, committee and emcee Brett Hoffland, made this event possible.

Join us on Thursday, September 14, 2023 at the Metropolitan Ballroom & Clubhouse for the Ability Bash VIII.















Scan for more photos from the event



ABILITY BASH

Thank you to our **2022 TITLE SPONSOR**



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"At Minnesota Bank & Trust, a division of HTLF Bank, we are passionate about making a difference and playing a role in moving our community forward. We are proud to support MDI and their efforts to empower the career success of people with disabilities. We are honored to continue our partnership and pursue our mission of enriching lives one customer, employee and community at a time."

– Minnesota Bank & Trust





MUTUAL OF AMERICA Your Retirement Company

Ex∕onMobil



MDI's Northern Minnesota business supporters and donors gathered on July 14th at **Grand Rapids Brewing Co.** in Grand Rapids to raise funds for Unified Work.



Thank you to our sponsors









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PARTY WITH A PURPOSE ····

MDI's Young Professional Advisory Committee hosted **Party with a Purpose** to introduce MDI's work to new, younger supporters, gathered at **Brother Justus Whiskey Company** in Northeast Minneapolis on June 23rd.



Thank you, donors, sponsors, vendors and volunteers.

\$1,231,000 was raised by community fundraisers, gifts, grants and volunteers that made MDI's mission possible in 2022.
Employee * Monthly Donors • Deceased • 2021 Correction

\$250,000 +

Fred C. & Katherine B. Andersen Foundation

\$100,000 - \$249,000

3M Foundation IRRRB

\$50,000 - \$99,999

Richard M. Schulze Family Foundation

\$25,000 - \$49,999

Deluxe Corporation Foundation Joseph & Shelly Hoesley Charitable Fund Otto Bremer Trust

\$10,000 - \$24,999

Ellen & Will Hoeg Old National Bank Foundation

\$5,000- \$9,999

Eric • & Tawanna Black Cannon Family Foundation John Ericson Marsh & McLennan Agency Minnesota Bank & Trust Mutual of America SFM Mutual Xcel Energy Foundation

\$2,500-\$4,999

Jeanne ** & Bryan Eglinton Exxon Mobil Corporation Goff Public William Hughes Patricia Kaiser Kootasca Community Action Inc. Barbara Majerus ** John & Cindy Stemper Jennifer Van Wyk

\$1,000-\$2,499

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\$500 - \$999

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\$100 - \$249

Anonymous (2) **O** Constance Adams

Eric Alexander Kate Amunrud Lauren Azbill Geoff Baker Denise & Jerry Barnett Jessica Bennerotte Steve Bishop Jill Bollettieri Dan & Nancy Boos Broders' Cucina Italiana Terri Chaffee Chanhassen Dinner Theater Kayla Clark Como Friends Nancy Cusack **Michael Daniels** Lachelle Drayton Chris Duffy Elizabeth Emerson Bryan & Stephanie Ethridge Susan Everson Mary & Joseph Ferris Drinal Foster Dan Geer Tom Gentilini Dallas Glidewell Steve Glienke Green Heron Bed & Breakfast Dominique Harris Marv Anne Heine Herm & Gayle Heinecke Jay Hickey Hill City Lions Club Duane & Laura Hokkanen Mildred Homan Huge Improv Theater Mary Hunter Mary Kay & Don Jacobson Peter & Aleiandra Jacobson Katie Johnson • Megan & Lewie Kellin Jerry Kleven The Bivona Family John & Kathy LeMay Jane Letourneau & John Frey Doug Loon Denis & Delores Madden

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\$50-\$99

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Employee Matching Blandin Foundation CDW

In Honor of Kirk Jacobson Eric Jacobson & Roy Luthringer Mary Kay & Don Jacobson

In Honor of Ruth Barnhill John & Kathy LeMay

In Memory of Diane Loeffler Michael Vennewitz

In Memory of Donna Chicone Celeste Burke

In Memory of Edmond & Tiemi Erickson ◊ Denise Zaske

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Legacy Society

.

Eric ** & Tawanna Black Peter & Charlotte McDermott Peg McQuillan Porter ** & Al Porter Lynne Zimmerman *



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Accreditations



