



About Goodwill Industries®

How We Operate

Donors play a vital role in Goodwill's ability to fulfill its mission of helping people go to work. To pay for its programs, Goodwill sells donated goods and other household items in more than 2,600 stores and on the auction site shopgoodwill.com.

Goodwill also builds revenue — and creates jobs — by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, document management and destruction, laundry services, food services, temporary services, custodial work, and grounds-keeping. General Motors, Briggs & Stratton, the General Services Administration, the Internal Revenue Service, and the U.S. Navy, Marines, Air Force and Army are among those that have tapped into Goodwill services.

Goodwill channels 84 percent of its total revenue into education, career services and other critical community programs.

Every 42 seconds of every business day, someone earns a good job with the help of Goodwill®.

Goodwill Industries® has helped people go to work since 1902. Goodwill trains people for careers in fields such as financial services, computer programming and health care. The organization provides employment, job training and other community-based programs for people with disabilities, those who lack education or job experience, and others facing challenges to finding employment.

At Goodwill, we believe that work creates the economic energy that builds strong families and strong communities. Work helps build self-confidence, friendships and independence. Everyone deserves a chance to have those things in life. Goodwill provides that chance.

Goodwill Industries, a global social enterprise made up of community-based organizations, reported the following for 2010:

- People served through employment and training programs: 2.4 million
- Workforce development services provided: 29.4 million
- People placed in employment: 170,000
- Personal and family support services provided: 8 million
- Total revenue generated by Goodwill organizations: \$4.3 billion
- Total revenue spent directly on programs: 84 percent
- Total number of donors (includes repeat donations): 74 million
- Total number of stores, including outlet and retail: 2,535

Revenue Sources

- Retail sales: \$2.69 billion
- Industrial and service contract work: \$635.7 million
- Individual/corporate/foundation support for mission services: \$64.5 million
- Government support for mission services: \$458 million
- Other programs revenue: \$42.8 million

Every 13 seconds, another person accesses Goodwill opportunities to build careers and strong families.