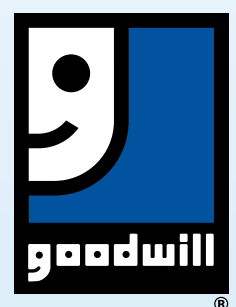




2023 Annual Report

PEOPLE PLANET
POWER OF WORK®



A Message from President and CEO Steve Preston

Dear Goodwill® Supporter,

When Goodwill was founded more than 120 years ago, the needs of the workforce looked vastly different from those we see today. Our job as a leading nonprofit provider of workforce development services is to ensure that we're responsive to the labor market needs of today and those that will arise in the future. Likewise, as a major thrift retailer, we recognize our obligation to consistently refine our practices and prioritize sustainability.

Right now, it would be easy to believe that the economy is doing well. Unemployment rates are low, wages are increasing in some industries and the stock market is on the rise. Yet, we would do our communities a disservice to ignore the number of people who are churning in low-wage employment, on the verge of layoffs or unable to advance. These people want better for their futures, and, at Goodwill, we are looking toward what's coming next to ensure they have the best chance to prosper.

As companies automated much of their operations and turned to artificial intelligence (AI), countless jobs were lost. At the same time, the age of AI in the workplace is bringing higher-paying jobs onto the market for those with the right skill sets. Companies need new talent, and people need good jobs. At Goodwill, it's our job to embrace this opportunity so that more people can advance their careers, support their families and truly thrive.

Thankfully, we have partners, shoppers and donors who help make our mission possible. In this report, you'll learn more about programs created with help from our partners, like the recently launched Goodwill Clean Tech Accelerator™, which prepares people for new careers in renewable energy and clean tech. You can also read about the work being done to expand The Excel Center®, a tuition-free high school for adults, and find out about the online course we developed with Coursera that's helping more people become career coaches and navigators.

Along the way, you'll learn how you're making an environmentally friendly choice when you donate to Goodwill, ensuring that your items are kept in circulation. And, most importantly, you'll meet people who changed the trajectory of their lives with support from Goodwill.

Their stories of potential unleashed get to the heart of our mission. These individuals, and millions like them, are why we do what we do. Changing the economic fortune of any single individual can have a massive impact on not just one person's life, but on an entire community.

I encourage you to think of the difference we can make together for the millions of people who just need a little support to achieve their fullest potential.

In gratitude,



Steven C. Preston
President and CEO
Goodwill Industries International

[Watch the Video](#)





**Thank you for your
dedication to Goodwill's
life-changing mission.**

**We hope you enjoy reading
more about the impact you
helped make in 2023.**



Did You Know?

Every Goodwill store is filled with unique treasures, making each trip a new experience. Similarly, each local Goodwill organization is unique, tailoring its efforts to best provide what is needed for its community to thrive. That's why Goodwill is made up of 154 unique nonprofit organizations across the U.S. and Canada that are dedicated to understanding and addressing the workforce needs of their regions.

Goodwill Industries International is the international hub of these organizations, dedicated to improving the reach and effectiveness of their delivery of our mission and operations as well as ensuring that all Goodwill organizations are responsive to the ever-changing needs of our workforce.

About Goodwill

When you donate to Goodwill, you help something wonderful happen: new lives. Those items that you may have otherwise discarded can find their way into the homes of others and continue to be of use. But it's not just about new life for your used jeans or a once-loved blender; you're making it possible for people in your community to find the resources they need to improve their lives.

Throughout this annual report, you'll learn how supporting Goodwill can help your neighbors achieve their dreams.





The Reverend Dr. Edgar J. Helms founded Goodwill in 1902, which was also the year that the first teddy bear was created.

Today, a teddy bear in our stores brings joy to the child who finds it and funds a new career for someone who wants one.



Our Mission

Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity and helping people in need reach their full potential through learning and the power of work.

Our Vision

We at Goodwill Industries® are working toward a world in which every person has the opportunity to achieve his or her fullest potential and participate in and contribute to all aspects of life.

Global Reach

Goodwill has a presence in six countries in addition to the U.S. and Canada. In collaboration with Goodwill Industries International, our partner nonprofits generate revenue to expand their missions within their respective countries. Each of our international nonprofit partners is an independent organization governed by local leadership.



The Power of Adapting to a Changing World: Mike's Story

Mike has always been ready and willing to try something new. Early in his career as a truck driver, his manager noticed his great penmanship and transitioned him to a dispatch position where he could use and build his skills.

When computers started to transform the world of work, he was quick to start learning new digital skills that he could apply in his career. However, the company where he worked shut down, and Mike was transferred to another position. That contract eventually ended, too, and he was suddenly out of a job.

That's when Mike turned to Goodwill San Antonio (TX). He was a perfect fit for the organization's transportation division and became the team's first-ever titled dispatcher.

Years passed, and life took another unexpected turn when Mike tore his meniscus in a home accident. Goodwill worked with him to accommodate his new mobility needs and address any further mobility challenges. Mike transitioned to a role that suited his condition through the AbilityOne program.

"Goodwill and AbilityOne have allowed me to remain in gainful employment," Mike says. "My age, my size and my disability would have made it very difficult for me to find another job, but Goodwill looked out for me."

In 2023, more than
138,000 people
with disabilities used
Goodwill services to learn
new skills, get jobs and
advance in their careers.



Bringing a pair of boots to Goodwill means that someone like Mike can walk into a new role at work.

Impact

The Power of Your Support





The Power of One

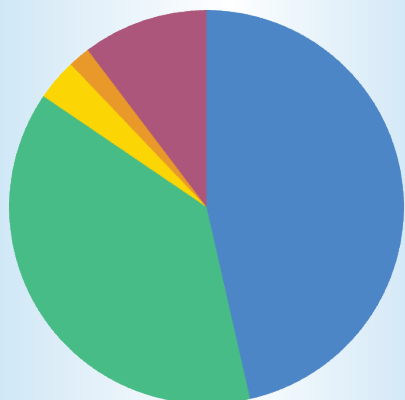
Every year, we are in awe of just how many people from all walks of life have received support from their local Goodwill organizations. Still, we always come back to the power of one. One individual made the choice to grow; one person sought out a new career path.

Whether that person completed a course, obtained transportation to an interview or connected to a new employer, we see everyone who comes to Goodwill opportunity centers as the unique individuals they are. Every person has dreams, challenges and potential they hope to realize.

It all comes down to the drive of one person willing to seek out support and make a positive change. And the reason there's support waiting for that person to access it is because someone like you shopped, donated something or made a financial contribution. In our world, even one person can be a changemaker.



Demographics of People Who Came to Goodwill to Support in 2023



335,534 (46.5%)

Caucasian or White

275,157 (38.1%)

Black or African American

24,262 (3.4%)

Asian/Pacific Islander

12,794 (1.8%)

American Indian/Alaska Native

74,320 (10.3%)

Other Race or Origin



Donating that leather jacket that sits in the back of your closet can create a cool “new” find for someone in your community and support a brand-new career for someone else.



1.7 million people
sought Goodwill
services



4.3 billion pounds
of donated goods were
diverted from landfills



141,237 people
found new employment
after receiving services



138,787 people
with disabilities used
Goodwill services



134,645 youth
received services
(between the ages of 16-24)



194,507 older job
seekers came to Goodwill
career centers (ages 55+)



59,670 people
who were impacted by the
justice system used Goodwill
services for a fresh start



34,585 veterans &
military family members
came to Goodwill
for support

Mission

The Power of Work[®]





The Power of Economic Opportunity

One of the best ways for people to improve their quality of life is to increase their economic mobility. Families and communities reap many benefits when people begin earning increased, stable incomes. Yet, in the U.S., less than 10% of children born into the lower one-fifth of incomes will ever make it to the top one-fifth.

Our mission is to help people improve their lives through learning and the power of work — but not just any work. We work to connect people to the resources they need to enter career paths so that they can grow and advance in meaningful work instead of feeling stuck.

That's what every item donated to Goodwill supports. The way it's done will vary based on your specific community, but long-term economic opportunity is the goal.

DEFINITION

Economic Opportunity
(eco·nom·ic op·por·tu·ni·ty)

The options a person can pursue to achieve financial autonomy. It is influenced by education, career pathways, financial literacy, family services and more.

Last year, more than **1.7 million people** used Goodwill services to overcome challenges and inequity to access opportunity.

Learn more about how we help job seekers when they visit a Goodwill career center.





The Power of Opportunity: The Opportunity Accelerator®

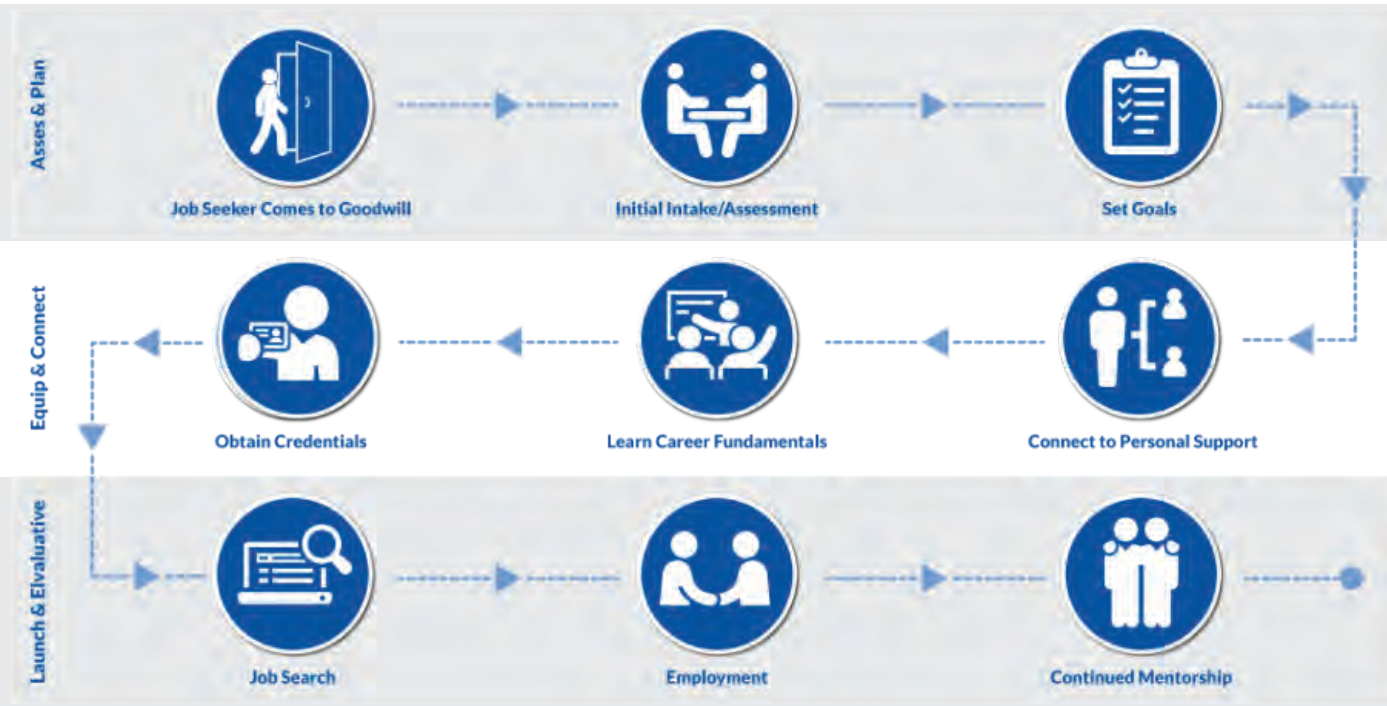
Across the U.S. and Canada, Goodwill organizations support people in their communities through the Opportunity Accelerator, a deliberate process to address the barriers that may keep someone from obtaining long-term, higher-paying employment. This meaningful initiative recognizes that the journey to a better future isn't one-size-fits-all.

There are a wide variety of barriers that people face in the pursuit of economic mobility. For some, they may need accommodations for a disability, to take an English as a Second Language course, transportation to the job site, basic computer skills or secure stable housing before getting into a new career.

Through the Opportunity Accelerator, Goodwill career navigators work with individuals, often alongside community partners, to develop a plan that supports people on their journeys to opportunity.

**Last year, more than 141,000
people found new jobs with
support from Goodwill.**

The Power of One-to-One Connections: How the Opportunity Accelerator Works



When people come to Goodwill for support, our career navigators listen to understand their dreams, backgrounds and challenges. They connect one-on-one to identify the resources they need to succeed, talk through potential career paths and help job seekers prepare for long-term success. Beyond assessments, enrolling in courses, and learning job search and interview skills, a personal connection is the most life-changing part of the Opportunity Accelerator. Because many in the most difficult situations can benefit from that one-on-one, customized support to truly thrive.

The process depicted below shows how a job seeker might move through the Opportunity Accelerator, from first entering a Goodwill location through employment and continued engagement with Goodwill.

**A pair of dress shoes
can help someone stride
toward a new career.**





The Power of Education: The Excel Center®

There can be a variety of reasons why someone is unable to finish high school — caring for a child, involvement with the justice system, a lack of disability support and more. Once that person is an adult, they may find that the lack of a diploma limits the opportunities that are available to them. Earning a high school diploma can increase their median earnings by [about 22%](#).

That's why, in 2010, Goodwill of Central & Southern Indiana (Indianapolis) created The Excel Center, a tuition-free adult charter high school that awards industry-recognized certifications and high school diplomas.

After seeing success at their 16 locations in Indiana, Goodwill of Central & Southern Indiana created The Excel Center National Office, which helps support other Goodwill organizations to open and operate The Excel Center campuses in their regions. Today, adult learners can attend one of 41 locations across the U.S. to earn their high school diplomas and learn new skills.

In addition to the national office, Goodwill of Central and Southern Indiana created a campus for people who have been impacted by the justice system in 2023. It is located in Indianapolis near the Marion County Criminal Justice Center. It's one way the local Goodwill is reducing recidivism in its community.

Similarly, Goodwill of Central Texas (Austin) also operates four campuses within correctional facilities that are specially designed to serve students interested in earning their high school diploma while incarcerated.

To find out if there is a location near you, visit [The Excel Center locator](#).



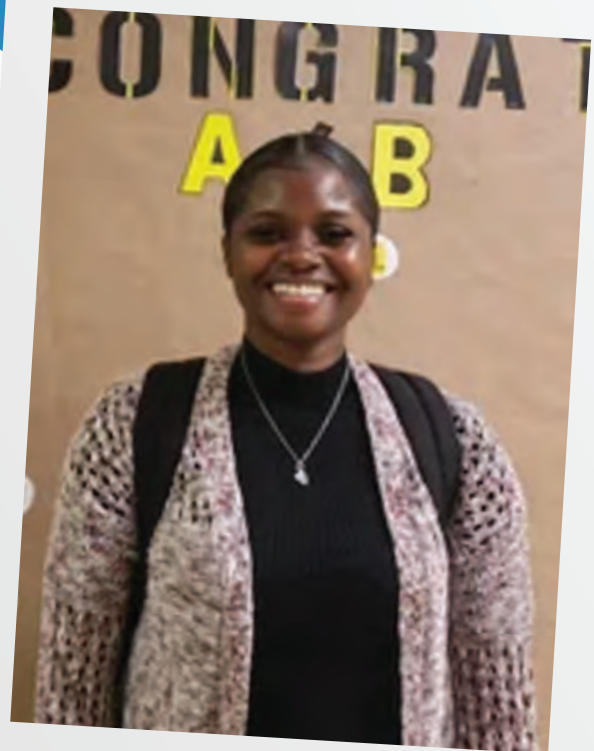


The Power of Education: Veronica's Story

To take care of her newborn daughter, Veronica dropped out of high school during her senior year.

Nearly 13 years later, her daughter is one of her biggest motivations to return to school with The Excel Center. She wants to be an inspiration to her four children and help them understand the importance of receiving an education.

“Once I graduate, it will feel like I’m unlocking another level in my life. It’s going to be a rebirth for me,” Veronica says.



After four years, graduates of The Excel Center increase earnings by **39%** compared to their peers. All graduates — regardless of race, gender or demographics— experience similar earnings outcomes.



About the Graduate of the Year Award

The Goodwill Industries International Kenneth Shaw Graduate of the Year award recognizes an outstanding person with a disability or disadvantaging condition who completed a Goodwill career services program and is competitively employed by a non-Goodwill employer.

A financial donation to Goodwill helps people like Katie break the generational cycle of poverty.



The Power of Aspiration Katie's Story

Growing up with parents who had substance use disorders, Katie never thought her life could be anything other than the constant struggle that surrounded her.

After welcoming her second son when she was 18, she overheard someone talking about The Excel Center. It sounded like just the opportunity Katie was looking for. She earned her high school diploma and completed a certificate that allowed her to start her career as a pharmacy technician immediately.

"I am the first high school graduate in my family, and my kids were able to follow those footsteps," Katie beams.

For her hard work breaking generational cycles, Katie received the 2023 Graduate of the Year Award. Hear more about Katie's journey to self-sufficiency below.

[Watch the Video](#)





The Power of Learning in a Digital Age

With how quickly technology advances, it's easy to get left behind. That's why we created the Goodwill Digital Career Accelerator® with an initial investment from Google in 2017.

Those who enroll can learn the computer basics required for tech-enabled jobs, like navigating the internet and sending an email, or get into learning more advanced programs like Microsoft Word or Excel. Beyond digital skills training, Goodwill organizations provide additional supports, such as regular career navigation check-in meetings to help learners stay on track with training progress.

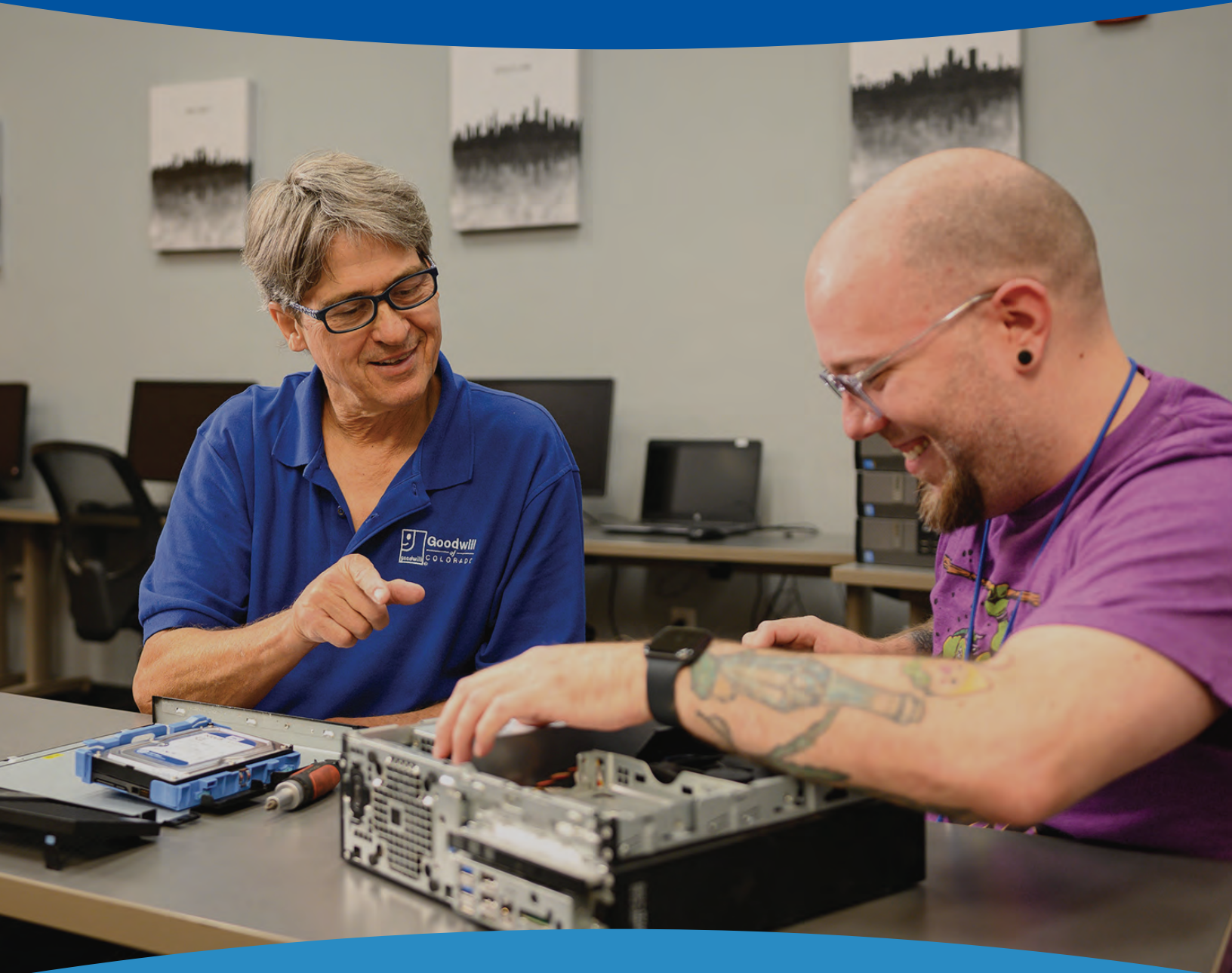
Students enrolled in advanced digital skills courses can earn Google Career Certificates, which are industry-recognized credentials valued by a wide array of employers. While these certificate trainings are built by the experts at Google, they are also vetted by employers at more than 150 companies, including Accenture, Walmart, and Google, which are looking to hire workers with digital skill credentials.

Digital skills training can help job seekers and career advancers find good jobs in industries with growth opportunities. It is one way we encourage people to improve their skills and break into new, higher-paying careers.



Since 2017, more than **1.9 million learners** in more than 120 cities have learned new digital skills through the Goodwill Digital Career Accelerator.

Sustainability Our Commitment





The Power to Create a Sustainable Future

At Goodwill, we approach sustainability through the triple bottom line. Instead of focusing solely on prosperity — the money that can be made — equal consideration is given to how our business is affecting people and the planet as well.

That combination of people, planet and prosperity is the foundation of Goodwill, not just our commitment to sustainability.

We're pioneering innovative programs that advance our mission while caring for our planet.

Initiatives like the Goodwill Clean Tech Accelerator™, textile circularity programs and creative donation collection are all driving positive change.





DEFINITION

Circular Economy

(cir·cu·lar econ·o·my)

Circular economy refers to a system where products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling and composting.

People, Planet and the Power of Work

When Goodwill was founded more than 120 years ago, we were already a critical part of the circular economy.

A visionary in his time, our founder Dr. Edgar J Helms strove to find ways to help people living in poverty through the repair or reuse of items people no longer needed. Helms passionately believed that people wanted a hand up, not a hand out, and there was more usefulness and benefit to be found in the things others would cast off.

Goodwill is committed to the power of the circular economy. We are one of the biggest promoters of reuse. Through our business model of collecting and selling donated goods, Goodwill organizations help communities extend the life of usable items, so they don't end up in landfills.

Along with our commitment to reuse, we are steadfast in looking for new ways to extend the life of used goods through local, regional and national initiatives. Through the giving of corporate partners, collaborations across the Goodwill network and the activities of shoppers and donors, we are continuing to advance toward a truly circular economy.

When you bring donations to Goodwill or shop in our stores, you're driving the **circular economy** by:

Extending the lifespan

of products so someone else can purchase and use them.

Reducing waste by diverting goods that can be reused or repurposed from landfills of products so someone else can purchase and use them.



Promoting conscious

consumerism by encouraging more people to be mindful of their purchasing habits.

Supporting your local

economy through Goodwill's community-focused mission.

The growth of textile waste in the U.S. is outpacing the growth of every other major category of waste, with plastic waste second.





We are seeking partners to amplify the reach and impact of the Goodwill Clean Tech Accelerator.

Learn how to partner with us.



In 2023, Goodwill recovered the value of more than **4.3 billion pounds** of used goods, diverting them from landfills.

Plus, **13.68 million pounds** of computers and electronic equipment were responsibly recycled with our partner Dell Reconnect.



The Power of Purposeful Employment: The Goodwill Clean Tech Accelerator™

In 2023, in partnership with Accenture and GM, we announced the Goodwill Clean Tech Accelerator to further our commitment to sustainability.

The renewable energy and clean technology field is expected to expand rapidly in the coming years, yet workers are not trained to fill these new roles. In collaboration with local training partners, the Goodwill Clean Tech Accelerator teaches people employable and technical skills for jobs involving solar and storage, electric vehicle charging, heat pumps and energy efficiency. To bridge the gap between training and employment, learners are paid throughout the training process.

Nearly 40% of advanced energy jobs — specifically the ones targeted by the Goodwill Clean Tech Accelerator — do not require college degrees and pay more than the national median salary. Training for these roles will be a huge step to helping people improve their economic mobility.

Goodwill is piloting this training program in Atlanta, GA; Houston, TX; Nashville, TN; and Detroit, MI, with plans to scale the program to 20 cities within the next seven years, training an estimated 7,000 job seekers over the next seven years.



The Power of Starting Fresh: Textile Recycling with Accelerating Circularity and the Walmart Foundation

While reuse is always our first goal, we're also creating ways to transform unwearable donations into raw material for textile recycling. With a \$1.28 million grant from the Walmart Foundation, Goodwill is collaborating with Accelerating Circularity to create infrastructure that prepares textiles to meet recyclers' specifications.

This project, active at 25 local Goodwill organizations, addresses the global textile waste crisis while supporting local workforce development and job training programs.

This initiative lays the groundwork for a model that can be replicated across the Goodwill network as well as across other organizations.



Paperback books have an average carbon footprint of **2.3 kg**. Instead of buying one brand new, check out the shelves of your local Goodwill store.





About the Achiever of the Year Award

Goodwill Industries International's Achiever of the Year is a person who has shown great progress and accomplishment in overcoming challenges to finding employment, and who still benefits from the Goodwill work environment or receives services to support employment at a community site.



The Power of Building Confidence Taylor's Story

Growing up, Taylor struggled in school. She says she always felt behind and that took a toll on her confidence. Thankfully, one of her high school teachers connected Taylor to the Goodwill school-at-work program.

This was a chance for Taylor to learn hands-on skills at her local Goodwill store. During the program, she worked in a variety of positions, from accepting donations to cashiering.

"Little by little, I started becoming myself," says Taylor.
"Now, it's like I can do anything if I put my mind to it."



When you drive up to a Goodwill donation center to drop off your designer sunglasses, you're helping someone like Taylor learn new skills and confidence.

Watch the Video



In 2023, more than 134,000 youths between the ages of 16 and 24 came to Goodwill for support.

Partnerships

The Power of Collective Action





The Power of Collective Action

The best solutions to complex problems come from diverse groups of individuals, companies and communities. Improving people's lives, increasing the resiliency of the planet and embracing the power of work can only be done with the support of our numerous partners.

Leading companies like Indeed, Comcast, UnitedHealthcare and Lowe's work with us to provide access to resources and skills training. More than a third of U.S. Goodwill organizations have used financial support from the Walmart Foundation to provide services to women, military veterans and their families as well as individuals working in retail and related industries. Our partnership with Dell has diverted more than 620 million pounds of computer and electronics equipment from area landfills into recycling.

Thanks to all of our partners for their continued commitment to advancing equity and economic mobility for those Goodwill serves and preserving the precious resources of our planet.

Read on to learn more about three of the recent workforce development programs we've created with our partners.



Special thanks to our National Strategic Partners and funders
for their continued commitment to economic mobility:

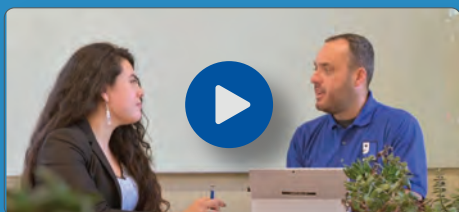


Thanks to our Impact Partners for connecting people
with equitable career opportunities:



Discover how career navigators work with job seekers.

[Watch the Video](#)



The Power of Career Navigation: Navigating Your Path with **coursera**

As North America's leading nonprofit workforce development agency, it's vital that career navigators are trained and ready to help any job seekers who want to change their lives. That's why we developed the [Goodwill Career Coach and Navigator Professional Certificate](#) training in partnership with Coursera, a leading education platform.

This online course provides people with the skills needed to break into the career coaching industry with strong credentials to back them up. This program serves as a pathway for job seekers to explore the career path, and it equips existing coaches with the skills to better help those who are looking for employment.

Linda, a Goodwill career navigator, is a former college professor who recently completed the course. "I am relatively new to being a career navigator, so I was excited to have the opportunity to take the course," she says. "I was especially happy to see that the course reflected the diversity I see with my participants, and that it did so naturally."

In 2023, approximately **8,700 learners** enrolled in the course, including more than **1,000** Goodwill employees.

Discover more about the learning course on Coursera's website.





About the Award

The Carol and Tommy Moore Veteran of the Year award honors a U.S. or Canadian veteran who has demonstrated outstanding achievement in overcoming barriers to employment and is employed by Goodwill or a non-Goodwill employer.



A donated toolkit can remind someone like Kyle of the tools and talents they have available to them.



The Power to Win: Kyle's Story

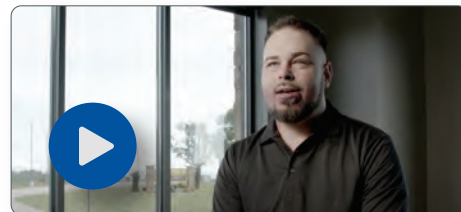
Kyle knew from an early age that he wanted to join the military. It fit with his personality, and he was confident in his position. That confidence fell quickly when he left the military and realized he didn't have the proper skills for gainful employment. Feeling stuck and hopeless, he ultimately turned to drugs.

When he came to Goodwill Industries of Northwest North Carolina (Winston-Salem), Kyle was interested in truck driving, and Goodwill covered the cost of his Commercial Driver's License (CDL) training. While completing the training, he still struggled with addiction. He says his connections at Goodwill always brought him back from the worst of it.

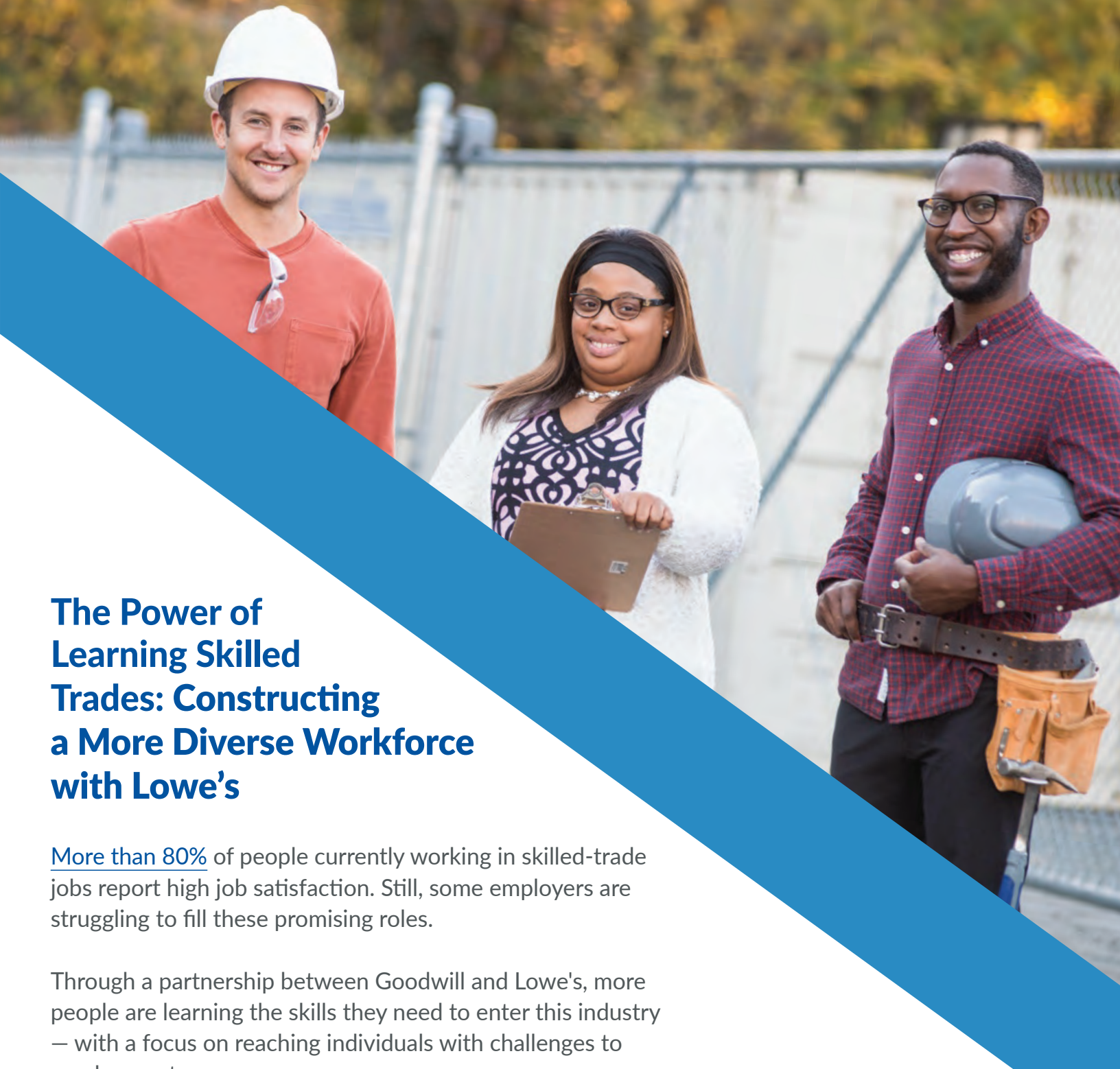
"They never gave up on me," he says. "I gave up on myself several times, but this nonprofit that has nothing to win from me just wants to help me."

For making new, positive choices, Kyle was named The Carol and Tommy Moore Veteran of the Year for 2023.

[Watch the Video](#)



Last year, more than **34,000 veterans and military family members** used Goodwill veteran services to improve their lives.



The Power of Learning Skilled Trades: Constructing a More Diverse Workforce with Lowe's


More than 80% of people currently working in skilled-trade jobs report high job satisfaction. Still, some employers are struggling to fill these promising roles.

Through a partnership between Goodwill and Lowe's, more people are learning the skills they need to enter this industry — with a focus on reaching individuals with challenges to employment.

In 2023, nearly 400 individuals enrolled in skilled trades training programs with support from Lowe's and Goodwill, and that number is set to grow.



The Lowe's Foundation recently awarded Goodwill Industries International a **\$1 million grant** to expand skilled trades training from 5 to 11 regional Goodwill organizations in targeted communities.



The Power of Education for All: Reaching Rural Communities with Ascendium

Less than half of all rural communities in the U.S. have returned to pre-pandemic or better employment rates. A key factor contributing to this slow recovery is lower educational attainment.

To support rural communities, Goodwill partnered with Ascendium Education Group to bring our Opportunity Accelerator to these communities. Goodwill organizations in eight rural communities are now using the workforce development framework to develop new training pathways aligned with labor market needs in their regions.

These centers will coordinate with workforce training providers and other partners to support learners as they complete the training.



If your company has a vision to improve economic mobility or if you want to support current Goodwill projects, learn more about how to become a partner.

Financials & Leadership



2023 Helms Leadership Society

Helms Leadership Society members are committed to the Goodwill mission to enhance people's dignity and quality of life by strengthening their communities, eliminating their barriers to opportunity, and helping them reach their full potential through learning and the power of work.

Goodwill is grateful to the following Helms Leadership Society Members:

FINANCIAL CONTRIBUTORS

Those who have made a significant annual contribution to Goodwill Industries International

Wendi Copeland
Ken Diekroeger, in memory of Kathy Diekroeger
Edgar Helms, Jr
Dale and Brenda Jenkins
Amy Luttrell
Joan McCabe-Eisleben
Carol and Tommy Moore
Steve and Molly Preston
Terwilliger Family Foundation, Inc.
Anonymous (11)

LEGACY MEMBERS

Those who have named or plan to name GII as a beneficiary in their will, trust or estate plan

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Estate of Steven L Conrad
Estate of Carroll F Hamill
Philip A DeCamp and Joan H DeCamp
Barbara DeGroote, M.D.
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Hal Holden Charitable Remainder Unitrust
Marion B Herrschaft Trust
Karl Heinz Lilienwald Revocable Living Trust
Miles Revocable Trust
Donald J Mitchell
Carol and Tommy Moore
Estate of Sandra Powell Rogers
Gene Davidson Smith and Joyce Frank Smith Trust
Robert E and Janet A Taylor Family Trust
Estate of Eugene L Woods

For questions regarding the Helms Leadership Society, contact us.

"I support Goodwill because I know exactly how my gift is being used. I personally knew someone who benefited from Goodwill services and saw how it transformed their life. I genuinely believe in Goodwill's mission and can say with absolute certainty that there is no better nonprofit organization deserving of my donation." – Tommy Moore



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