

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.

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 onceloved blender; you're making it possible for people in your community to find the resources they need to improve their lives.





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.



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.

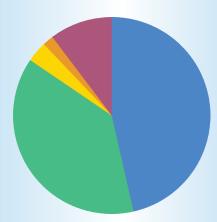
ImpactThe Power of Your Support







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



141,237 people found new employment after receiving services



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



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



4.3 billion pounds of donated goods were diverted from landfills



138,787 people with disabilities used Goodwill services



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



49,353 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.

(eco·nom·ic op·por·tu·ni·

The options a person can pursue achieve financial autonomy. It influenced by education, care pathways, financial literacy, fai 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.



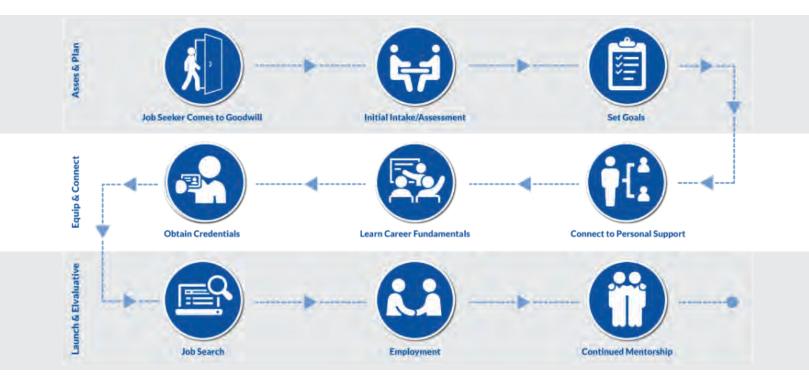


There are a wide variety of barriers that people face in the pursuit of economic mobility. For some, they may need accommodations for a disability, to take an English as a Second Language course, transportation to the job site, basic computer skills or secure stable housing before getting into a new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

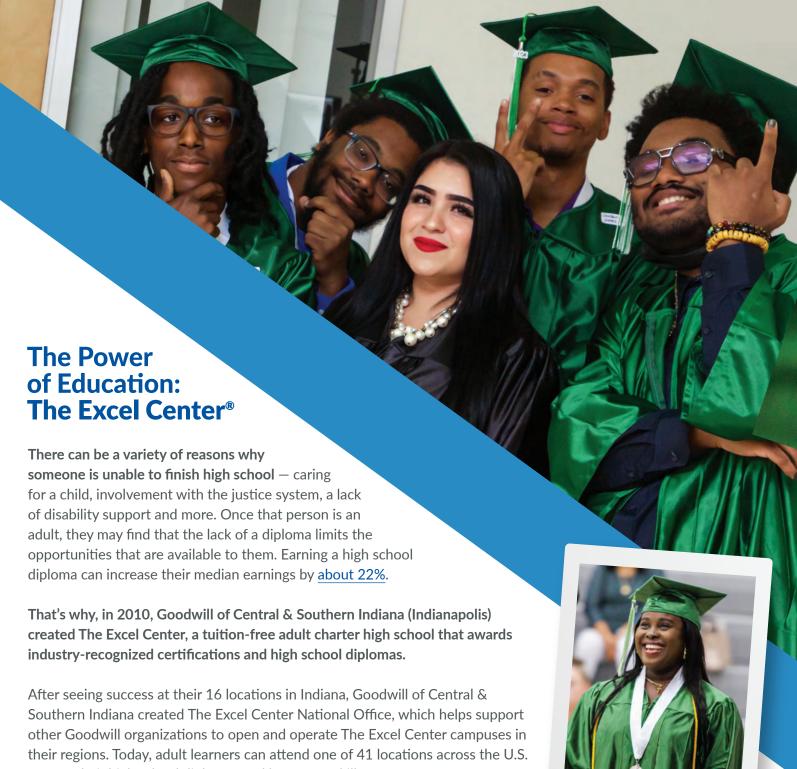


When people come to Goodwill for support, our career navigators listen to understand their dreams, backgrounds and challenges. They connect one-on-one to identify the resources they need to succeed, talk through potential career paths and help job seekers prepare for long-term success. Beyond assessments, 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.





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.



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.

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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





Sustainability Our Commitment











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.





accenture

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.



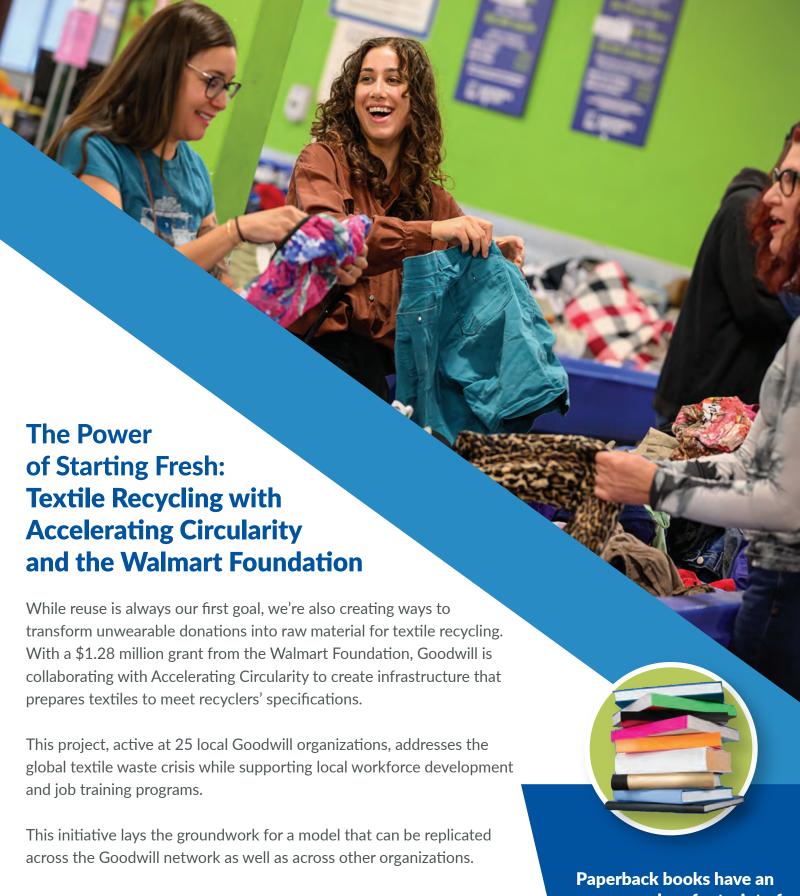
The Power of Purposeful Employment The Goodwill Clean Tech Accelerator

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.



Walmart > org

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.

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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.



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.



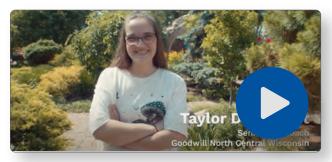
The Power of Building Confidence **Taylor's Story**

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."





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

Partnerships The Power of Collective Action







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:







Deloitte.











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 Carolin (Winston-Salem), Kyle was interested in truck driving, and Goodv covered the cost of his Commercial Driver's License (CDL) training While completing the training, he still struggled with addiction. It says his connections at Goodwill always brought him back from 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 49,000 veterans and military family members used Goodwill veteran services to improve their lives.

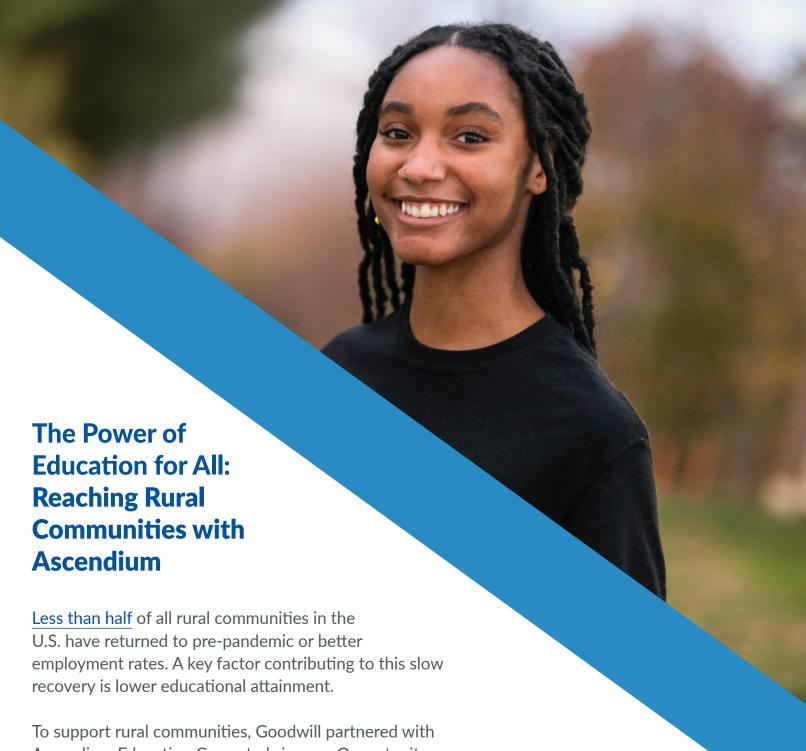


In 2023, nearly 400 individuals enrolled in skilled trades training programs with support from Lowe's and Goodwill, and that number is set to grow.



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.



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 Carroll F Hamill

Philip A DeCamp and Joan H DeCamp

Barbara DeGroote, M.D.

Howard S Ewing Trust

Estate of Duane Luther Getty

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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