



PATHWAYS FOR POTENTIAL



2024 ANNUAL IMPACT REPORT

GOODWILL INDUSTRIES INTERNATIONAL

Goodwill® was founded
in 1902 by Reverend
Edgar J. Helms to
provide “not charity
but a chance.”



Helms saw that donated goods could be repaired and sold, and that the money earned could be used to pay workers who helped refurbish those goods. Helms hired people in need — many of whom were considered unemployable — to do this repair work.

As an early proponent of people, planet and prosperity for all, he saw the potential in the people he served, the things Goodwill collected and how reuse would benefit the planet.

Pathways to Opportunity

A Message From Our CEO

Dear Goodwill Supporter,

The journeys we walk each day with the people in our communities give us cause to celebrate and to believe anew in what is possible. They also fuel our resolve to ensure that every person has the opportunity to thrive. That resolve is fortified by what we know is true — that with the right support, we can empower people to overcome challenges and beat the odds. We are grounded in an unwavering belief in the inherent dignity, value and potential of every human being.

Through a network of Goodwill organizations across the U.S. and Canada, we reached more than 2.1 million people in 2024, who received various forms of support, all focused on helping them improve their futures. In addition to support in our career centers and online, many of the 140,000 Goodwill employees also benefit from unique support to overcome challenges and transform their lives. You'll read some of their stories in this report.

Changing industry needs, including advances in artificial intelligence (AI), have created new opportunities for higher-wage positions. Tooling people with those skills can provide great value for job seekers striving to advance their careers and employers seeking to win in competitive markets. Training programs focused on in-demand jobs, such as our

Goodwill Clean Tech Accelerator™ and a variety of digital skills training programs, are doing just that. To serve as a bridge to opportunity for even more people, we need each element of our social enterprise to thrive.

Our network of stores and career centers advance employment opportunities and training programs while also promoting a healthier planet through sustainability innovation. Whether it's through improving the experience of our shoppers, telling more people the story behind our stores or ensuring that we're good stewards of the items donated to our stores, it all works together to support our goal of advancing economic opportunities for people in need.

Thank you for being part of this journey, whether as a donor, a shopper, an employer or a job seeker working toward a new vision for your life. Your partnership makes it possible for Goodwill to continue building pathways for people to transform their lives and strengthen communities.

With gratitude,

A handwritten signature in blue ink that reads "Steve C. Preston". The signature is stylized and fluid.

Steve C. Preston

President and CEO

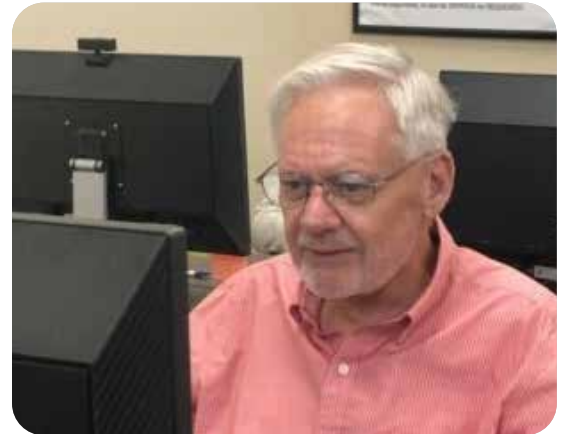
Goodwill Industries International

William Gains Renewed Hope

It all began with simple curiosity. William, a customer at a Goodwill Industries of Southwest Florida (Fort Myers, FL) store, discovered the career center located in the store and inquired about its purpose. When he learned about digital skills training, he knew he had found something valuable.

As he engaged with the Goodwill team, he began to finally enjoy the process. By July, William was fully immersed in the programs, gaining his first email address and a renewed sense of hope. He mastered the basics of computer literacy, starting with how to use a mouse and advancing to typing and email communication.

With these new digital skills, William applied for jobs online, scheduled interviews via email and managed other online job requirements. That's when he earned a job at a full-time job at a local resort.



“This place is an absolute Godsend, it’s amazing. Every person I spoke to made me feel wonderful.”

About Goodwill Industries International

Goodwill is made up of more than 150 autonomous community-based nonprofit organizations across the U.S. and Canada that are dedicated to understanding and addressing the unique workforce and development needs of their communities. In doing so, they provide tailored support to the job seekers and career advancers that they serve. This mission is supported by people like you who shop in Goodwill thrift stores, donate goods or money, and work with us to increase our impact.

Goodwill Industries International (GII) brings together these local nonprofit organizations, working to improve the reach and effectiveness of mission delivery and retail operations as well as supporting all organizations in remaining responsive to the ever-changing needs of the workforce and all of our stakeholders.

Our Mission

Goodwill works to enhance people's dignity and quality of life by strengthening their communities and helping those having difficulty finding employment reach their full potential through learning and the power of work.

Our Vision

We at Goodwill Industries® believe that every person has the opportunity to achieve his or her fullest potential and participate in and contribute to all aspects of life.

Our Structure

Goodwill has a presence in four countries (Brazil, Finland, Italy and South Korea) in addition to the U.S. and Canada. In collaboration with GII, 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.

OUR IMPACT



Our Collective Impact: 2024

**2.1
million**

people received support from
Goodwill locations across the
U.S. and Canada and online



82%

of the U.S. population
lives within 10 miles
of a Goodwill store.



142,000

people secured new employment
(at or outside Goodwill) with help
from Goodwill career centers



21,000

people (including Goodwill
employees) attained new
degrees or credentials



151

local Goodwill
organizations

Nearly
140,000

Goodwill employees
across nearly

3,400

retail and outlet stores



**4.4
billion**

pounds of donated
goods kept in
circulation longer

More than
650

Goodwill career
centers in the U.S.
and Canada

Young Adults Struggle to Find Jobs and Opportunities for Career Advancement



According to the 2024 McKinsey American Opportunity Survey, a collaboration with GII, the share of unemployment for youth (ages 18-24) relative to overall unemployment rose 2.5 times from 2022 to 2024. That's why Goodwill is working to ensure our mission programs meet the needs of young adults.

Sources:

The McKinsey American Opportunity Survey, 2024

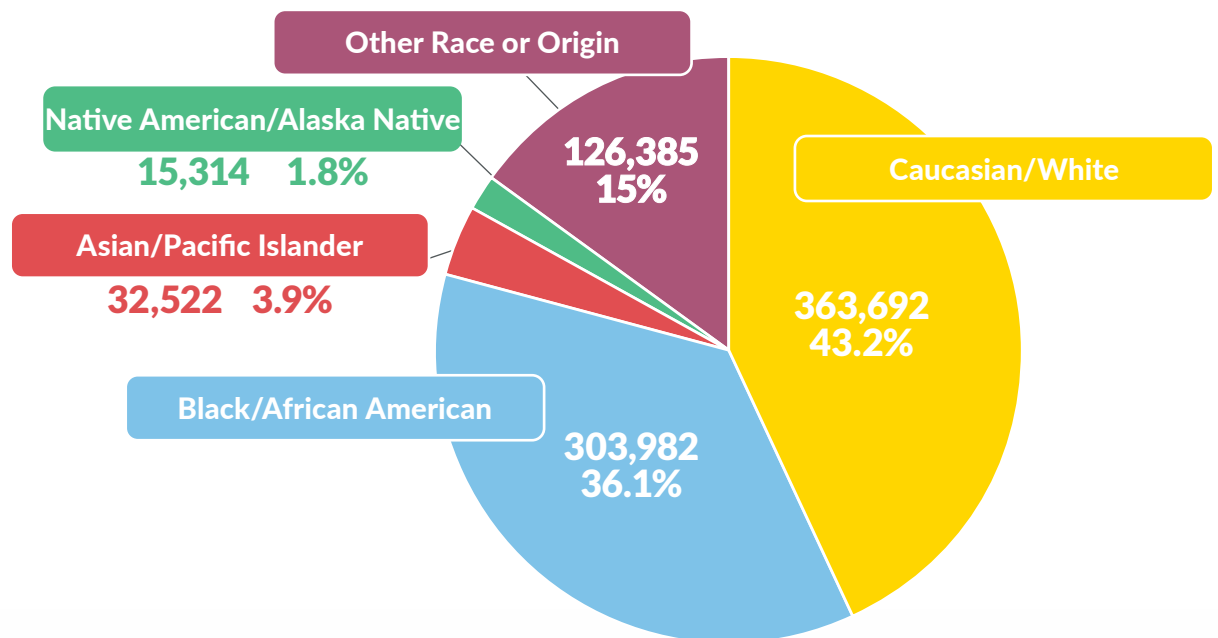
www.mckinsey.com/featured-insights/sustainable-inclusive-growth/future-of-america/american-opportunity-survey

Read the GII report, Closing the Opportunity Gap, 2024

www.goodwill.org/wp-content/uploads/2025/03/American-Opportunity-Survey-FNL.pdf

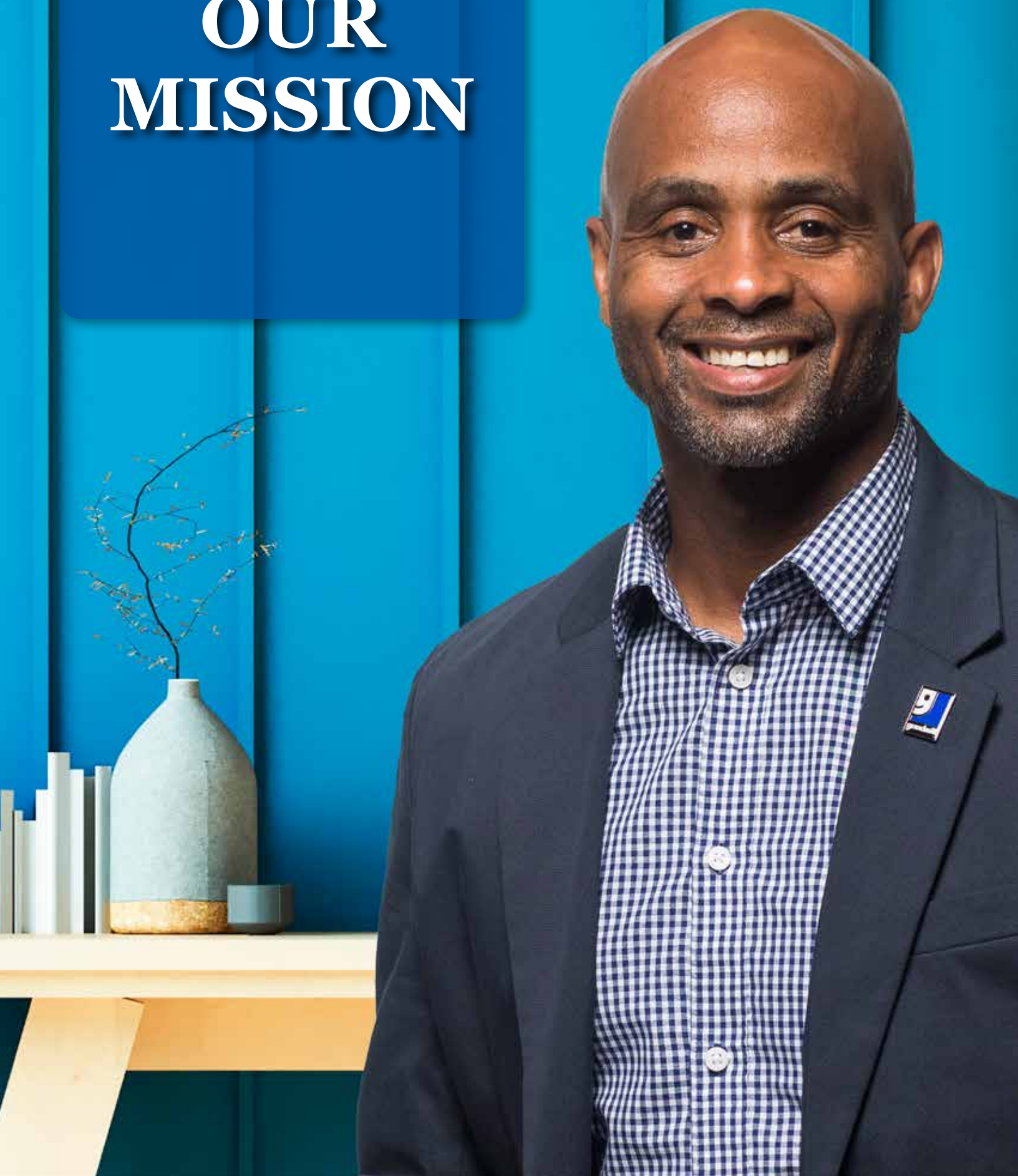
Demographics of Persons Served in 2024

Our commitment to equitable opportunities is reflected in the demographics of those we serve, ensuring that everyone, regardless of background, has access to the resources they need to thrive.



Bringing your record player to Goodwill supports people who are looking to turn their lives around.

OUR MISSION



The Path to Realized Dreams

Every day, Goodwill career navigators meet motivated individuals determined to support them as they improve their lives.

It's a powerful and commendable goal — but without a structured plan, those aspirations can be difficult to achieve. Add in barriers like childcare responsibilities, limited financial resources, disabilities, or restricted access to education, and the path forward can feel nearly impossible to find.

At a Goodwill career center, job seekers and career advancers get one-on-one support to define realistic goals and map out clear,

achievable paths forward. With the guidance and encouragement of Goodwill career navigators, individuals discover the confidence to pursue work in a career they may have once thought was out of reach. We have the privilege of cheering people on as they take that first step — and celebrating alongside them as they transform their futures and uplift their families and communities.

The most inspiring part of this journey is that it supports individuals in the discovery of their own potential. And, importantly, our shoppers, donors and partners help make that happen. Thank you for your continued support.

**Ready for what's next?
Let's build even more pathways for potential together.**

Jordan's Journey to Stability

As a young adult, Jordan was dealing with significant challenges: homelessness, a lack of stable employment and no clear pathway to future success. His journey took a significant turn for the better when he enrolled in the Goodwill-Easter Seals of Minnesota (St. Paul, MN) automotive training program.

In the program, he received essential training and the foundational skills needed for a successful career in automotive technology, including courses made possible with support from Google. He gained crucial hands-on experience and confidence while learning to handle tasks like lifting cars, changing tires and performing oil changes.

With these new skills, Jordan quickly earned a job at an auto shop. His supervisor and coworkers have praised his hard work, dedication and positive attitude. Today, he's working full-time, finishing up his associate's degree at St. Paul College, taking additional training to become a master automotive technician and caring for his young son.



***Jordan is often
praised by
coworkers for
his hard work,
dedication and
positive attitude.***

Our Mission Approach: The Path to Economic Opportunity

There's potential in every item you see in a Goodwill store. A white dress could be the perfect fit for a wedding, or a woven basket can become the start of a beautiful gift. Those treasures have potential in the lives of our shoppers. And purchasing them provides funds that go toward developing support programs that help the individuals Goodwill serves realize their own potential.

Goodwill supports people who face challenges finding employment or who want to grow beyond lower-wage jobs. It's our mission to help them find their unique pathways to the types of lives and careers they want. This isn't always easy given the realities of the job market and various factors that can make finding and maintaining gainful employment challenging.

These are complex problems that can be overwhelming. That's why GII developed a framework to build pathways one person at a time, the Goodwill Opportunity Accelerator®. This was developed to address all of the obstacles that may keep someone from obtaining long-term, higher-paying employment. This framework acknowledges that every person who comes to our career centers is unique. When we focus on the needs of the person in front of us, we see the difference it can make for that person and the greater community.

At the core of our mission is the knowledge that we all benefit when more people have access to economic opportunity.



2.1 million

Last year, more than 2.1 million people used Goodwill services to overcome challenges and access opportunity.

Digital Literacy Opens Doors



In a 2023 report, the National Skills Coalition found that 92% of jobs required digital skills. Even the process of applying to jobs, coordinating interviews or creating a résumé needs some level of technical knowledge that is not universal.

The economic payoff of learning digital skills is clear as well. In the same report, it was noted that digital skills can increase earnings by up to 45%. As we focus on how to ensure more people can access economic opportunities, closing the digital divide is critical. This section includes a few ways we help to increase digital literacy for people who come to Goodwill for support.

Working Toward a Better Life for Her Family

Shaheera dreamed of one day completing her education and obtaining a job in business and technology, but a series of hardships almost prevented that from happening.

Soon after emigrating with her husband from Jordan to Tennessee in 2011, Shaheera endured domestic violence, became homeless and struggled to provide for herself and her four children. She also faced challenges adapting to a new culture and learning English as a second language.

However, after learning about the Google IT Support Professional Certificate through Goodwill Industries of Middle Tennessee (Nashville, TN), she worked tirelessly to make her dream of becoming an IT professional a reality and to provide a better life for herself and her family.

With the help of Goodwill, she earned an apprenticeship with Accenture and now has a full-time position as an Application Development Analyst. When she's not working, she educates women who have experienced similar struggles on ways to improve their own lives. For her dedication to improving her family's lives, Shaheera is named the GII 2024 Kenneth Shaw Graduate of the Year.



Learn more about Shaheera's journey: bit.ly/2024-Shaheera



About the Award

The GII 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.

Training for Digital Careers

Introduced in 2017, the Goodwill Digital Career Accelerator® (GDCA) is a framework that supports learners from general digital awareness to career-advancing certifications. GDCA offers a structured curriculum spanning six levels of digital skills training, catering to individuals at various stages of their career development, from establishing a fundamental awareness of digital concepts to achieving valuable credentials. In 2024, an additional layer was added to assess the interests of learners and gain a greater understanding of the types of roles in which they might find success.

More than two million people have accessed digital skills learning since 2017 with Goodwill, including people with disabilities, youth, older workers, veterans and military families, and people impacted by the justice system who are transitioning back into society. Support from funders has helped to make this work and these results possible.

Google.org has been a long-time advocate of helping people increase their digital skills, and it has provided Goodwill job seekers with the training and certification that employers are seeking.

These courses are provided via the online learning platform Coursera, which has provided scholarships

to job seekers and advancers, including Goodwill employees, to ensure greater access to these certificate programs.

Support from the Caterpillar Foundation has enabled Goodwill to provide free advanced digital skills programs for those looking to learn in-demand career skills like UX Design, Data Analytics and IT Support, leading to industry-recognized credentials and well-paying jobs across multiple markets and states.

Goodwill has also implemented targeted digital skills training outreach to rural areas, seeing as the National Conference of State Legislatures says that less than half of all rural communities in the U.S. have returned to pre-pandemic or better employment rates.*

The data shows that education levels are key factors contributing to this slow recovery, meaning access to digital training is crucial. Through extensive training and coaching, rural Goodwill organizations will be equipped to offer effective digital skills training and further foster positive economic impacts for their communities.

* SOURCE: NCSL, www.ncsl.org/resources/map-monday-rural-jobs-still-lag-after-pandemic-decline

with support from **Google.org**

CATERPILLAR
FOUNDATION
CATERPILLAR

coursera



Foundational AI Skills Essential for Today's Economy



203,000

**Our goal is to enroll
203,000 learners in
Google's AI Essentials
by December 2026.**

Of course, we can't ignore the impact that the introduction of artificial intelligence, or AI, has had on the workforce. McKinsey reports that lower-wage workers like cashiers, call center operators and office support staff will be 14 times more likely than higher-paid workers to be forced to change occupations because of automation and AI.

Yet, AI also provides new, better-paying career opportunities. With support from Google.org, we've been looking at how to equip those who are interested in finding new employment or advancing their careers with the skills that can bring them into the future of the workforce.

In 2024, we began offering the Google AI Essentials course at no cost to all Goodwill employees and program participants.

with support from 

The Path to Improved Employee Competencies

As the largest nonprofit workforce developer in North America, we're acutely aware of the role that employers play in ensuring their employees thrive. That's true for the nearly 140,000 Goodwill employees too. After all, success starts inside, and we've been investing time and energy into ensuring our employees are as successful as possible.

Local Goodwill organizations connect employees to a variety of professional development opportunities, including manager-in-training programs, career readiness training and online courses relevant to their career goals.

At GII, we're working with our partners to create offerings that expand this even further. That includes free access to Google's AI Essentials online training explained below, the Goodwill Career Coach and Navigator Professional Certificate and the Goodwill Digital Navigator Professional Certificate. Each course helps ensure that our team is equipped for operational excellence and increased impact.



We also provide consistent, quality mission support thanks to the Goodwill Opportunity Accelerator. This mission delivery framework provides local Goodwill organizations with best practices and establishes the kind of support that leads to long-term employment or career advancement for the people we serve. It's one way that we're systematizing workforce development to scale our programs and reach more people.

Employees also come together to learn at our annual conferences, such as our annual Mission Optimization Learning Event (MOLÉ), designed to optimize mission results, and Goodwill Connect, a chance for the entire Goodwill network to come together and learn.

Opening Doors to Sustainable Jobs

The U.S. clean energy sector is booming — with job growth on track to triple by the mid-2030s, and many of these jobs don't require degrees. Yet, employers are still struggling to find trained talent.

In 2024, we launched our Goodwill Clean Tech Accelerator (GCTA), along with partners Accenture, GM and later the Lowe's Foundation, to bridge the gap between job seekers and businesses. Learners participate in intensive, certification-based courses that help them earn jobs and start on the pathway to a career in clean energy.

We're planning to expand this program to 30 cities and train 7,000 workers by 2030, and we're continuing to look for more strategic partners to expand our reach and employers who would be interested in hiring our graduates.

Reach out to gcta@goodwill.org to learn more.



The Goodwill Clean Tech Accelerator has seen an

86%

retention rate six months after graduation.

accenture



Michael's Path to Light After Loss

Michael was struggling with grief for his recently departed sister when he decided to resign from his job as a custom glass installer. He wanted a new career but wasn't sure where to turn. He applied to the GCTA through Goodwill Industries of Middle Tennessee (Nashville, TN).

The four-week solar installation program and weekly stipend were just what he needed to learn a new trade while also being able to pay his bills. After graduation, he secured employment with LightWave Solar, a Goodwill partner.

"The instructors did such a phenomenal job, and it was truly one of the best short-term education programs I've received," Michael said. "It not only prepared me for the field but also had a huge impact on my life when I needed it most."

SUSTAINABILITY



Sustainability: The Path to the Best Use of Donations

With support from our donors, partners and shoppers, Goodwill plays a critical role in powering the circular economy as one of the biggest collectors of used goods and promoters of reuse.

Our model is based on trying to prevent products from going to waste while getting the most value from them to support our training- and employment-based mission, and we've been doing it for over 120 years.

Local Goodwill organizations help communities extend the life of their usable items by working to help all items go to their highest and best use.

Our retail operations and mission programs are also designed to make a positive impact on the triple bottom line of people, planet and prosperity. Goodwill organizations serve millions of people through mission programs that are designed to increase their economic prosperity, while our leadership in the circular economy collectively keeps billions of pounds of reusable goods out of landfills every year.

By shopping secondhand and donating your items to Goodwill, you are doing your part to reduce waste, and we're doing what we can to ensure your commitments go even further. Here are some initiative highlights from 2024.

**4.4
billion**

**In 2024, Goodwill
organizations
recovered the
value of 4.4 billion
pounds of used goods.**

Sustainability Summit Promises Meaningful Change

In 2024, Goodwill hosted its first-ever Sustainability Summit. This event — cohosted by GII and Goodwill of Greater Washington (Washington, DC), Goodwill Industries of the Chesapeake, Inc. (Baltimore, MD) and Goodwill of Delaware and Delaware County (Wilmington, DE) — brought together more than 200 Goodwill leaders and industry experts from across the globe.

The summit kicked off with a compelling keynote from Rick Ridgeway, a legendary mountaineer, environmental advocate and the former vice president at Patagonia. It also included talks led by environmental experts from the United Nations, the National Retail Federation, the Association of Plastics Recyclers, Trove, Reju, Remake and more.



The summit not only provided a platform for sharing ideas but also reinforced our collective responsibility to drive meaningful change and make a positive impact on people and the planet.

Goodwill is better positioned than any organization in our industry to help solve many of the most pressing issues we face in sustainability, especially those related to the circular economy.

John Gains Confidence and Independence



“It made me more confident in myself and made me more independent. I can honestly say that I never thought I’d get this far.”

John never let obstacles like his autism stand in the way of having a great life. He was born with autism and didn’t speak until he was eight years old, but he didn’t let these facts define him. Although he was homeschooled, John didn’t earn his high school diploma as a teen. As an adult, he later became determined to complete his education.

John enrolled in The Excel Center® at Goodwill of Central & Southern Indiana (Indianapolis, IN), a tuition-free high school for adults, and worked diligently to earn a high school diploma with honors, along with a business certificate.

After graduation, he earned employment as a retail associate at Goodwill. He now shares his experience with Goodwill and The Excel Center on a variety of panels to ensure more people know about the opportunities available in his community. When he’s not working, he enjoys singing, shooting hoops, playing piano and producing a podcast.

For his dedication to earning his diploma and improving his life, Michael was named the GII 2024 Achiever of the Year.

About the Award

GII’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.

Learn more about John:
<https://bit.ly/john-achiever>



156,000

In 2024, more than 156,000 youths between the ages of 16 and 24 came to Goodwill for support.

The Path to Textile Circularity and Recycling

Textile waste is outpacing the growth of every other major category of waste in the U.S. with well over 17 million tons of textiles entering the domestic waste stream annually. At the same time, the global production of new fibers is at an all-time high with 124 million metric tons produced in 2023; less than 1% of that goes into recycled fibers.

At Goodwill, we believe we have an important role in addressing the global textile waste issue to preserve the enormous economic and social value that resold goods provide. That's why local Goodwill organizations are actively forming partnerships with brands, innovators, recyclers, universities and other key stakeholders in the circular economy to develop solutions for hard-to-recycle materials like textiles.

In 2024, Goodwill announced a partnership with Reju, a textile-to-textile regeneration company, in collaboration with WM, a waste management company, for a multi-year initiative to advance textile recycling in North America.

With participation from multiple local Goodwill organizations, this partnership is building a model for regional textile collection, sortation, reuse and recycling that can divert more textile materials from the waste stream and into recovery channels.

If you're interested in learning more about this project or how you can get involved, email the GII sustainability team at: brittany.dickinson@goodwill.org



Reju.



Working Toward Responsible Textile Recovery

In 2024, the Association of California Goodwill organizations (made up of 13 local Goodwill organizations) played a crucial role in the creation and passing of California's SB-707, an Extended Producer Responsibility bill focused on the collection, transportation, repair, sorting and recycling of textiles.

The association provided critical feedback, secured amendments and built strong relationships with key legislators to shape this bill and inform future regulations. Thanks in large part to the group's hard work, California became the first state in the U.S. to pass a bill of this nature, and other states are expected to follow suit.

When interviewed about this initiative, Nicole Suydam, president and CEO of Goodwill of Orange County (Santa Ana, CA), said, "My Goodwill colleagues across California and I look forward to working in partnership with [state Sen. Josh] Newman and the California Product Stewardship Council to accelerate this important work and ensure a more sustainable future for all."

The Path to Traceability

In 2024, GII successfully concluded a two-year initiative aimed at advancing textile circularity across its extensive network. The \$1.28 million project, funded by the Walmart Foundation, was designed to develop the skills, systems, and infrastructure to collect, sort, and prepare textiles for reuse and recycling.

The textile circularity project, which began in the summer of 2022, was conducted in partnership with Accelerating Circularity and 25 local Goodwill organizations. The initiative involved analyzing the fiber composition of textiles that had reached the end of their reusable lifespan to determine their suitability as high-value recycling feedstock. In addition to this study, local Goodwill organizations also participated in Fashion for Good's Sorting for Circularity USA study, as well as independent textile composition sorting studies.

Altogether, the Goodwill network has tested nearly 400,000 garments to date, of which approximately 60% meet current textile recyclers' needs.

In 2024, GII also announced a \$2 million traceability study, funded by the Walmart Foundation, to follow the global journey of secondhand textiles. This two-year study will inform reuse and recycling strategies and help shape industry standards for traceability and product lifecycle stewardship.



Walmart  org



“Today, Goodwill is positioning itself as a change agent in creating viable solutions to minimizing secondhand textile and other waste. Our network is working hard at a local, regional and international level to develop solutions for donated goods that are traceable, circular and scalable. We want to set the global standard for product stewardship by providing a measurable, positive impact on people, planet and prosperity.”

— Steve Preston, President and CEO, GII



Taking your tennis shoes to a Goodwill donation center can help someone get a running start with a new job.

PHILANTHROPY



Philanthropy: The Path to Increased Impact

Every year, our mission is significantly bolstered by generous philanthropic support and corporate partnerships.

These donors and companies have not only provided financial backing, they also share our vision of helping individuals empower themselves through access to education, development and employment.

Individual financial donors and corporate partners work with GII's donor impact team to support our operations and develop innovative services to extend the impact and reach of the services offered by our local Goodwill organizations. Some charitable donors also ensure an enduring commitment through their legacy gifts.

With GII's broad scope and far-reaching network, partners and donors help us accomplish a wide range of philanthropic priorities. Together, we create a network of support that paves the way for untapped potential and economic opportunity.



Special thanks to our **National Strategic Partners**
for their continued commitment to economic opportunity and sustainability:



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



Gary Builds a Brighter Future After Incarceration



“Returning to society was scary for me, and I found it almost impossible to find anyone who would hire me because of my past.”

Gary is a U.S. Army veteran whose life went down a negative path after service. In 1990, he faced 99 years plus two life sentences in prison. With this stark reality, he was determined to turn his life around.

He used his time inside to learn and connect to his spirituality. He earned a master’s degree in theology and a Ph.D. in music theory. Then, after serving more than 34 years in prison, Gary was released on parole for good behavior.

After prison, he was referred to Goodwill Houston (Houston, TX) through the City of Houston’s Re-Entry Program, a community partnership that provides resources for former offenders. After some hard work, Gary earned a position as a dock worker and eventually the dock lead at Goodwill Houston.

Now, in his spare time, Gary is a volunteer chaplain and works for C.H.A.R.M. Prison Ministries, paying it forward by mentoring men who are currently incarcerated.

For turning his life around and being of service to others, Gary was named the GII 2024 Carol and Tommy Moore Veteran of the Year.

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.

Learn more about
Gary’s path:
bit.ly/vet-gary



56,373

veterans and military family members
used Goodwill veteran services to improve their lives.

New Strategic Partner Contributes to Multiple Programs

In 2024, GM became a GII National Strategic Partner after years of collaboration focused on expanding opportunities for underserved populations, especially lower-income youth and young adults, in skilled trades and clean energy careers.



GM's increased investment will improve participant engagement, retention and advancement, and strengthen programs at multiple local Goodwill organizations. We are grateful for GM's continued support and role in founding our Goodwill Clean Tech Accelerator™ (GCTA), reinforcing our shared commitment to sustainability and economic growth for all.



Learn more about the Goodwill Clean Tech Accelerator:
<https://bit.ly/goodwill-clean-tech>



Bringing a suit that no longer fits to Goodwill means that someone in your community can find the perfect career fit.

Growing a Partnership that Works

Our long-term partnership with Bank of America ensures that support reaches communities directly, fostering change at the grassroots level, while also increasing reach through support of GII.

In 2024, the Bank of America Foundation co-hosted a training with GII that provided valuable insights to the Goodwill network about their charitable giving approach, helping local Goodwill organizations craft compelling grant proposals. With that insight, 27 local Goodwill organizations received grants from Bank of America last year. At the same time, Bank of America's support for GII enhances the network's capacity, significantly boosting local efforts.

Additionally, Bank of America offers free training resources through The Academy at Bank of America. These resources have been instrumental in empowering our staff and participants, equipping them with the skills and knowledge needed to thrive in today's economy.



BANK OF AMERICA 

We are deeply grateful for Bank of America's unwavering commitment and look forward to continuing this impactful partnership, driving positive change and creating opportunities for those we serve.

A Path to a New Strategic Partner

With its specialized knowledge of skilled trades and local footprint, the Lowe's Foundation has been a powerful partner in advancing the Goodwill mission.

As a National Strategic Partner, the Lowe's Foundation has significantly expanded its support to ensure more people have access to the training needed to gain in-demand skills for careers in the clean energy sector. By being responsive to the future opportunities of the workforce, the foundation is helping to prepare individuals for sustainable and well-paying careers in this growing field.

The Lowe's Foundation has also leveraged its relationship with FLEX Power Tools to donate tools that Goodwill trainees need to gain hands-on learning experience.



In times of crisis, the Lowe's Foundation has rallied around our communities, providing crucial support during disasters such as hurricanes Helene and Milton. That timely assistance to local Goodwill organizations helped communities recover and rebuild.



We are grateful for the Lowe's Foundation's continued partnership and their dedication to fostering economic mobility and resilience in our communities.

2024 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 and helping those having difficulty finding employment reach their full potential through learning and the Power of Work®. We are grateful to the following Helms Leadership Society Members.

FINANCIAL CONTRIBUTORS

Those who have made a significant annual contribution to GII.

Wendi Copeland
Ken Diekroeger in memory of Kathy Diekroeger
Edgar "Ned" Helms, Jr.
Dale and Brenda Jenkins
Amy Luttrell
Joan McCabe-Eisleben
Carol and Tommy Moore
Steve and Molly Preston
The Sidden Family Fund
Jennifer Steans and Jim Kastenholz
Terwilliger Family Foundation, Inc.
Anonymous (8)

"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

LEGACY MEMBERS

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

Jane Patricia Anderson
Estate of Steven L. Conrad
Philip A DeCamp and Joan H. DeCamp
Barbara DeGrootte, M.D.
Howard S. Ewing Trust
Estate of Duane Luther Getty
Mary T. Gurster Revocable Trust
Estate of Carroll F. Hamill
Hal Holden Charitable Remainder Unitrust
Karl Heinz Lilienwald Revocable Living Trust
Marion B. Herrschaft Trust
Estate of Lynn M. Landis
The McCollister 1997 Revocable Living Trust
Miles Revocable Trust
Donald J. Mitchell
Carol and Tommy Moore
Estate of Philip Neumann
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



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

abbey.fagin@goodwill.org

FINANCIALS



Goodwill Industries International, Inc. and Related Entities
December 31, 2024 and 2023

Consolidated Statements of Financial Position

ASSETS		2024	2023	
	Cash	\$ 6,449,511	\$ 5,763,154	
	Investments	58,870,173	48,180,925	
	Accounts receivable, net of allowance for credit losses of \$181,594 and \$635,074 for 2024 and 2023, respectively	1,375,622	1,262,645	
	Grants receivable	7,678,916	5,410,425	
	Promises to give, net	89,383	233,662	
	Prepaid expenses and other assets	1,889,135	858,275	
	Right-of-use asset for operating lease	214,231	83,550	
	Property and equipment, net	4,159,400	4,335,951	
	Investments held for endowment	2,253,421	2,097,490	
TOTAL ASSETS		\$ 82,979,792	\$ 68,226,077	
LIABILITIES AND NET ASSETS	LIABILITIES			
	Accounts payable	\$ 4,634,220	\$ 3,847,847	
	Accrued expenses	4,436,690	3,907,624	
	Deferred revenue	1,224,481	1,623,760	
	Lease liability for operating lease, net	143,083	38,980	
	TOTAL LIABILITIES		\$ 10,438,474	\$ 9,418,211
	NET ASSETS			
	Without donor restrictions	\$ 49,036,024	\$ 44,976,181	
	With donor restrictions	23,505,294	13,831,685	
	TOTAL NET ASSETS		72,541,318	58,807,866
TOTAL LIABILITIES & NET ASSETS		\$ 82,979,792	\$ 68,226,077	

Consolidated Statement of Activities

		2024	2023
ACTIVITIES WITHOUT DONOR RESTRICTIONS	REVENUE AND SUPPORT		
	Federal awards	\$ 28,789,812	\$ 27,087,187
	Membership dues	25,963,168	25,464,418
	Program service fees	4,546,407	5,098,940
	Legacies and bequests	9,110,727	1,432,827
	Net investment return—operations	1,815,598	1,296,010
	Contributions	946,556	689,975
	Contributions of nonfinancial assets	4,458,128	644,569
	Rental	305,872	322,673
	Other income	63,707	196,005
	Net assets released from restriction	11,548,619	7,575,355
	TOTAL REVENUE AND SUPPORT	\$ 87,548,594	\$ 69,807,959
	EXPENSES		
	PROGRAM SERVICES		
	Sponsored programs and grants	40,759,102	34,719,246
	Direct services to membership	33,011,520	23,106,289
	Support services to membership	1,473,400	1,726,689
	TOTAL PROGRAM SERVICES	\$ 75,244,022	\$ 59,552,224
	ADMINISTRATION AND DEVELOPMENT		
	General and administrative	7,522,533	7,182,092
	Resource development	1,365,967	1,735,446
	TOTAL ADMIN AND DEVELOPMENT	\$ 8,888,500	\$ 8,917,538
	TOTAL EXPENSES	\$ 84,132,522	\$ 68,469,762
	CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS FROM OPERATIONS	\$ 3,416,072	\$ 1,338,197
	Net investment return—non-operating	643,771	525,882
	CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	\$ 4,059,843	\$ 1,864,079
ACTIVITIES WITH DONOR RESTRICTIONS	Contributions	20,600,233	8,710,333
	Net investment return—donor restricted	621,995	526,700
	Net assets released from restriction	(11,548,619)	(7,575,355)
	CHANGE IN NET ASSETS WITH DONOR RESTRICTIONS	\$ 9,673,609	\$ 1,661,678
	CHANGE IN NET ASSETS	13,733,452	3,525,757
	Beginning	58,807,866	55,282,109
	ENDING	\$ 72,541,318	58,807,866

Your Donations CHANGE LIVES!

Through the sale of donated goods, Goodwill provides free job training and placement service to people with disabilities, advantages and other barriers to employment.



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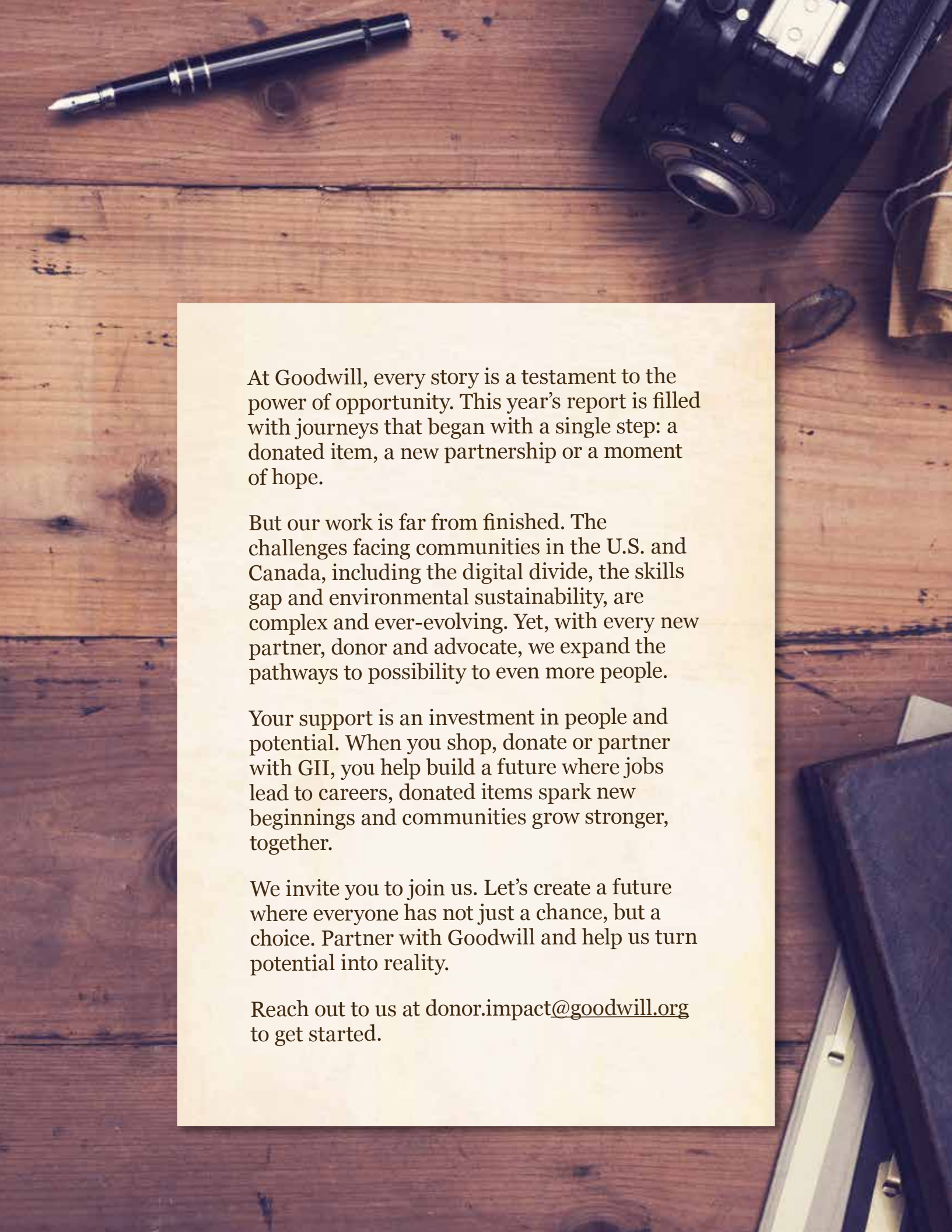
Larry DeJarnett

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Lorna Utley

Grosse Point Woods, MI

*This roster reflects the Goodwill
Industries International Board of
Directors as of December 2024.*

A black fountain pen with silver accents lies horizontally in the upper left. A vintage black camera with a silver lens is positioned in the upper right. The background is a rustic wooden surface with visible grain and knots.

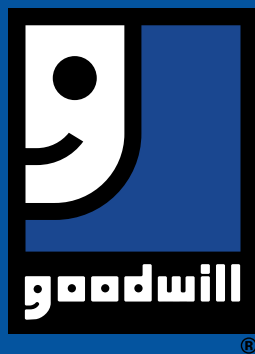
At Goodwill, every story is a testament to the power of opportunity. This year's report is filled with journeys that began with a single step: a donated item, a new partnership or a moment of hope.

But our work is far from finished. The challenges facing communities in the U.S. and Canada, including the digital divide, the skills gap and environmental sustainability, are complex and ever-evolving. Yet, with every new partner, donor and advocate, we expand the pathways to possibility to even more people.

Your support is an investment in people and potential. When you shop, donate or partner with GII, you help build a future where jobs lead to careers, donated items spark new beginnings and communities grow stronger, together.

We invite you to join us. Let's create a future where everyone has not just a chance, but a choice. Partner with Goodwill and help us turn potential into reality.

Reach out to us at donor.impact@goodwill.org to get started.



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