



CREATING OPPORTUNITY TOGETHER



About Goodwill®

Goodwill is a nonprofit organization that provides people with the support needed to empower themselves and thrive through education, development and employment. At the heart of Goodwill is our innovative reuse of donated goods, which are sold in stores and online to fund job training programs that help individuals realize their own potential. Goodwill's free education and employment services are utilized by millions of people every year.

Founded in 1902 by the Reverend Dr. Edgar J. Helms to provide "not charity but a chance," the Goodwill name is now well-known throughout communities across North America. In the U.S., more than 80% of households live within 10 miles of a Goodwill location.

Goodwill is made up of Goodwill Industries International (GII) and a network of 150 local 501(c)3 nonprofit organizations across the U.S. and Canada. Goodwill also has a presence in four additional countries (Brazil, Finland, Italy and South Korea).

Our Mission Increases Economic Opportunity in Our Communities

Goodwill supports people who face challenges finding employment or who want to grow beyond lower-wage jobs. One of the best ways for people to improve their quality of life is to learn the skills needed for in-demand jobs and gain access to support services to meet their basic needs.

Goodwill career centers prepare job seekers by guiding and supporting them in learning new skills, earning credentials, creating résumés, preparing for interviews and more.



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

Goodwill's mission is fueled by goods donors and thrift shoppers. That mission is also significantly bolstered by generous philanthropic support and corporate partnerships.

As an employer of approximately 140,000 people, Goodwill also supports employees on their journeys to build better lives, learn new skills and advance their careers, both within and outside of Goodwill. Every day, we see first-hand how an individual's ability to earn a living can build confidence, enable independence and increase quality of life.

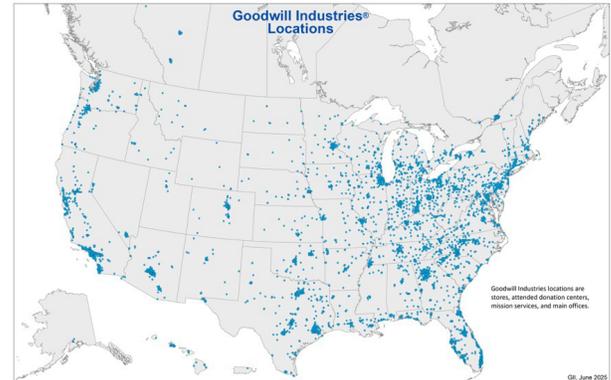
If you or your company has a vision to improve economic mobility, or if you want to support current Goodwill projects, reach out to learn more about how to become a partner.

Goodwill Has an Unmatched Footprint and Reach

At Goodwill career centers, job seekers and career advancers get one-on-one support to define realistic goals and map out clear, achievable paths forward. Every day, Goodwill helps nearly 400 people find a good job.



- **Extensive Brand Footprint** – Our nearly 3,400 Goodwill store locations benefit from a long history of community engagement and brand recognition.
- **Service Network** – Our mission service locations (career centers, The Excel Center® locations, staffing services, adult/youth services and more) create a positive impact on their local communities.
- **Services Provided** – Goodwill supports people from all backgrounds through a unique range of services, including job training and placement as well as childcare, transportation and healthcare support. Last year, more than 2.1 million people used Goodwill services to overcome challenges and access opportunity.
- **Sustainability** – Our model is based on trying to prevent products from going to waste while getting the most value from them to support our mission, and we've been doing this for nearly 125 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. Goodwill is also 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 kept more than 4.4 billion pounds of used goods in circulation.

- **Community Partnerships** – Goodwill works closely with local employers and service providers, ensuring we can connect people to additional support services – like housing, childcare, nutrition and more – that help people thrive in both their personal lives and careers.
- **Local Nonprofit Organizations** – Each local Goodwill organization deploys career advancement and other holistic services to meet the unique needs of their communities. Services and career support are based on the local labor market, regional challenges and employer needs to ensure the best fit for employers, job seekers and career advancers.

Together, we can create a network of support that paves the way for untapped potential and economic opportunity.



www.goodwill.org/partners/how-to-partner-with-us