

Goodwill Industries International

MEETING THE MOMENT

2025

Annual Impact Report





**WE WILL PRESS ON UNTIL
THE CURSE OF POVERTY
AND EXPLOITATION IS
BANISHED FROM
MANKIND.**

Rev. Dr. Edgar J. Helms

— Founder,
Goodwill Industries®

MEETING THE MOMENT

Amid economic uncertainty and rapid change in 2025, Goodwill® focused on meeting the moment, responding to today's realities while making decisions that deliver meaningful impact — both right now and for the future.

By pairing forward-looking strategy with action that matters today, we ensure our work delivers real value to the communities we serve when and where it's needed most.





LETTER FROM THE PRESIDENT

Dear Goodwill supporters,

Across industries and communities, work itself is being reshaped, changing the competitive needs of employers, the skills required to succeed and the pathways people need to build careers. At the same time, accelerating environmental pressures demand new ways of thinking about how goods are produced, reused and valued. These shifts bring real challenges, but they also create the conditions to help people access opportunities, build more sustainable systems and strengthen our economy. They require leadership, collaboration and the ability to act at scale.

At Goodwill Industries International (GII), we believe this is precisely the moment we were built for. Our network of local Goodwill organizations — unmatched in reach, trusted in their communities and deeply connected to local labor markets — gives us a unique ability to respond to both immediate needs and longer-term systemic transformation.

As a convener and connector, we engaged with employers, policymakers, funders, innovators and Goodwill leaders to address issues no single organization can solve alone. Throughout 2025, we focused on bringing these pieces together with clarity and purpose, helping employers meet critical workforce needs while opening doors to life-changing opportunities for individuals. From workforce transitions driven by automation and AI to scaling the circular economy, Goodwill is shaping the solutions that matter.

This year also demonstrated that our collective strength expands what's possible. Across the network, local Goodwill organizations innovated at a remarkable pace, piloting new approaches to recycling and resale and testing emerging technologies designed to increase efficiency and impact.

Importantly, the Goodwill mission always remains grounded in the people we serve. Every initiative and partnership is focused on helping people invest in themselves and change the trajectory of their lives. As you read this report, you will see a united organization that understands the moment we are in and is choosing to meet it — for the people, employers and communities we support.

To every donor, partner and funder: thank you for your trust and collaboration. You enable Goodwill to operate at the scale this moment requires. To our local Goodwill organizations: your leadership and commitment to your communities make this work possible. We are honored to stand alongside you.

The challenges are real, but so are the opportunities. Together, with our network, partners and the people we serve, we are helping turn change into progress that benefits all.

With appreciation,



Steve Preston

President & CEO

Goodwill Industries International



ABOUT GOODWILL INDUSTRIES INTERNATIONAL

Goodwill is made up of 150 autonomous, local nonprofit organizations across the U.S. and Canada that are dedicated to understanding and addressing the unique workforce and development needs of their communities. This mission is supported by people like you who shop in Goodwill thrift stores, donate goods or money, and partner with us on programs that increase our impact. 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 to remain responsive to the ever-changing needs of the workforce and all of our stakeholders.

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.

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.



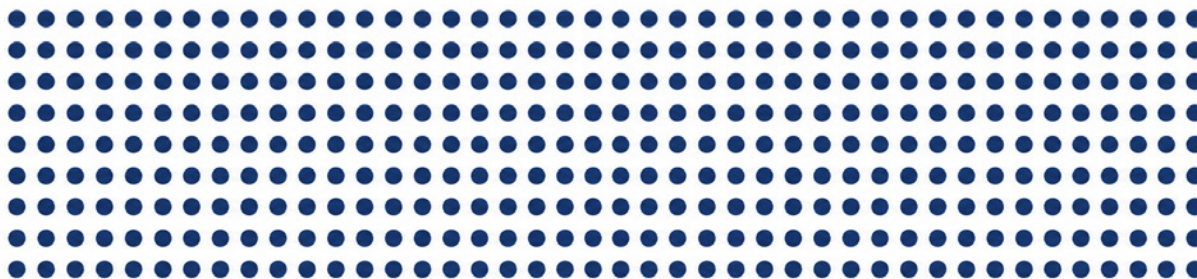
INTERNATIONAL REACH

Goodwill has a presence in three countries (Brazil, Finland 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.

150

**INDEPENDENT
GOODWILL ORGANIZATIONS**

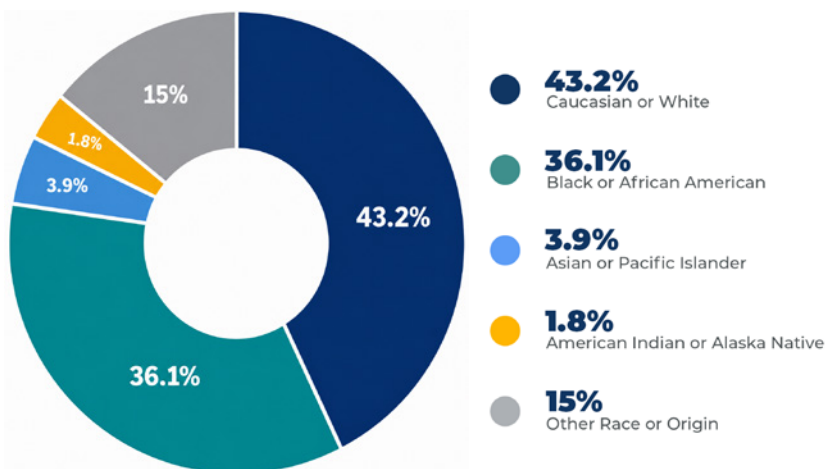
Working together across the U.S., Canada
and international partnerships to
strengthen communities.



2025 BY THE NUMBERS

1.9 million people received employment and support services from Goodwill.

DEMOGRAPHICS OF PEOPLE SERVED**



AMONG THE JOB SEEKERS WHO CAME TO GOODWILL AND SHARED THEIR DEMOGRAPHIC INFORMATION:



More than 169,000* were young adults aged 16-24.



More than 209,000* were seniors aged 55 and older.



More than 166,000 reported at least one disability.



More than 60,000 were veterans and military family members.



More than 66,000 were impacted by the justice system.



More than 40,000 were experiencing homelessness.



More than 15,000 were immigrants or refugees.

*Of the people served, only 53.9% reported their age.

**The demographic totals do not equal the total number of persons served because some individuals were not asked to provide demographic information, and a small number of members did not report demographic data to GII.

FUNDING COMMUNITIES

\$33.6 million raised for local workforce grant programs and mission capacity building

TRAINING THE WORKFORCE

298,665 courses completed through Goodwill Academy, representing **148 of 150 local organizations**

MULTIPLYING IMPACT

Cash fundraising delivers a **14.8x** return for programs and operational support

REACHING EVERY LOCAL ORGANIZATION

100% of the network benefited from direct service and support from GII

SATISFYING SUPPORT

Services provided by GII had an average satisfaction rating of **9.3 out of 10**

EXPLORING NEW MODELS

29 innovative pilots launched to explore national and regional product acquisition and textile circularity



SCALING SOLUTIONS FOR A STRONGER NETWORK



MEETING THE MOMENT, SHAPING THE FUTURE

The Goodwill network is united by a shared mission: to provide more people with the tools they need for economic mobility and independence. At the center of this network, GII serves as a catalyst, supporting local Goodwill organizations with innovative programs, national partnerships and the tools needed to turn community insight into lasting impact.

GOODWILL OPPORTUNITY ACCELERATOR®

The Goodwill Opportunity Accelerator (OA) is a training and employment framework designed by GII that gives local Goodwill organizations the tools and structure to support the unique needs of every individual who engages with our career navigators.

The OA focuses on stabilization first, connecting people to essential resources like housing, language services, childcare and healthcare. From there, participants are guided toward employment aligned with their skills, interests and local job demands.



DONATED GOODS
RETAIL



SUSTAINABILITY



WORKFORCE
DEVELOPMENT



COMMUNITY
IMPACT

While the strength of Goodwill has always been rooted locally, the current moment calls for more. To that end, GII is connecting local Goodwill organizations to forward-looking solutions, scaling proven approaches and fostering collaborations that accelerate results. From workforce innovation and digital transformation to partnerships that open doors to emerging industries, GII ensures local organizations are equipped to respond to today's challenges and tomorrow's opportunities.

To learn from what works, the Goodwill network is collaborating regionally more than ever before. By sharing resources, aligning strategies and working across state and market boundaries, they are advancing bold, collective goals that no single organization could achieve alone. Together, supported by GII's leadership and vision, the Goodwill network is not only meeting the moment but shaping what comes next.

Strengthening Communities Together

To have the impact this moment demands, local Goodwill organizations need partnerships that help expand resources for the Goodwill OA. In 2025, three key partners in this work were Ballmer Group, UnitedHealth Group and Ascendium Education Group.



A transformative grant from Ballmer Group strengthened the adoption of the Goodwill OA model throughout the network. The investment supports the operations that will enable local implementation, technology development and pilot testing, improving outcomes for job seekers while addressing the evolving needs of communities and employers.

Our partnership with United Healthcare focuses on the nation's healthcare workforce by expanding access to quality careers through the OA.

Through Ascendium's investment, Goodwill has expanded postsecondary and other career pathways for rural learners with low incomes. The OA framework is being applied to help rural Goodwill organizations build clearer training pathways, strengthen support services, and improve credential completion and employment outcomes in rural communities.

Together, we've supported thousands of individuals in securing stable jobs and advancing into in-demand careers through training, credentials and work-based learning opportunities. These efforts help address critical workforce shortages, improve system capacity and create pathways to family-sustaining wages that build healthier, more resilient communities.

Helping the Helpers

To successfully support everyone who comes through our doors, we need a skilled team of career navigators at every level. A few years ago, we launched the Goodwill Career Coach and Navigator Professional Certificate as an online course offered through Coursera.

More than
30,000
Learners Engaged
Worldwide

The certificate is offered to anyone interested in supporting job seekers; they don't have to be part of the Goodwill team. In this way, we're helping the people who are committed to helping their communities.



Credentials That Travel

It can be a challenge for job seekers to prove their skills without a traditional degree. At the same time, many employers know that to fill open positions, they need to expand their pool of candidates. To help bridge this gap, GII partnered with the Digital Credentials Consortium to implement the Learner Credential Wallet. This open-source digital wallet lets job seekers collect and display their verified certificates and certifications so employers can feel confident in their skills.

To ensure this new technology works seamlessly, we piloted it with Walmart in Arkansas. The pilot implemented the Goodwill OA and issued verifiable digital credentials.

790

Arkansans earned verifiable digital credentials through the pilot

45+

Career navigators engaged in the Goodwill Career Coach and Navigator Professional Certificate



In the years to come, this model will scale beyond Arkansas to select Goodwill sites using our proven practices, training and reporting tools. The Goodwill digital badges will also be aligned directly to roles to test how those credentials inform hiring, advancement and skills-based decisions. At the same time, new system integrations will ensure credentials are portable, reportable and ready for national replication.

Walmart

New at the Helm

In 2025, Dr. Kamau “Kofi” Smith was elected as the new board chair of GII, succeeding Anne Richards, president and CEO of Goodwill of Greater Cleveland and East Central Ohio (Canton, OH). Smith is the CEO of Keystone Management LLC, a fully integrated facility, construction, program and property management company recently recognized as one of Atlanta’s Top 100 Fastest Growing Privately Owned Companies by the *Atlanta Business Chronicle*.



GII President and CEO Steve Preston praised Smith’s leadership and strategic insight, noting his role will be critical as Goodwill adapts to evolving workforce needs nationwide. Previously, Smith served as president and CEO of the Atlanta Airlines Terminal Company, overseeing operations at Hartsfield-Jackson Atlanta International Airport.

Smith expressed pride in supporting the Goodwill mission to strengthen communities and expand access to career skills. His extensive civic leadership includes roles with Goodwill of North Georgia (Atlanta, GA), the National Black Child Development Institute, and Georgia Tech, alongside advanced degrees in business and engineering.

HONORING EXCELLENCE

Every year, the entire Goodwill network gets together to honor some of the outstanding people who participate in our programs who made big changes in their lives and communities. Here, we celebrate the accomplishments of the three 2025 national award winners.

Making His Father Proud

After falling in with a tough crowd in high school, Ryan became homeless and eventually went to jail. He started thinking about his life and came to the realization that this wasn't what he wanted. He felt he could do better.

While he tried to get his life back together, Ryan faced a lot of rejection. Having a criminal record meant certain doors were closed on him, and he needed somewhere that was willing to give him a chance.

That's when he applied to Goodwill North Central Texas (Fort Worth, TX). Ryan knew a bit about what Goodwill did, but he didn't realize how much his life would change.

The Fort Worth team is quick to promote those who are showing up consistently and doing their jobs well. Ryan's clear drive to succeed meant he was on the fast track up the ladder. He worked to earn his GED through the A-Squared program that his local Goodwill provided. Then, the promotions started rolling in. He became a dock supervisor, then an assistant manager and is now the outlet store manager.

Ryan used to tease his elderly father, saying he wasn't allowed to leave this world until he'd seen Ryan finally get his life on track. Ryan's dad got to witness exactly that, bringing peace to both father and son.

For all he overcame on his journey, Ryan was named the 2025 Achiever of the Year.

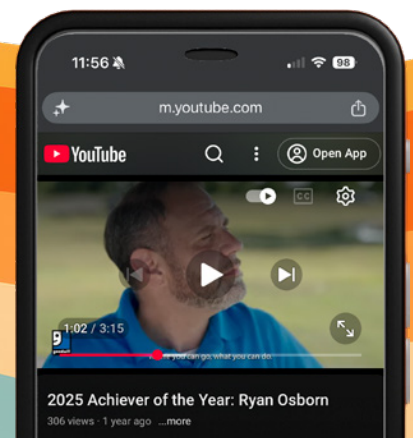
About the Achiever of the Year Award

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.

**SCAN HERE
TO WATCH
RYAN'S
STORY**



Ryan



Healing His Community

As a teenager, Mohammed was forced to leave his home country, Syria, along with his family, due to political turmoil. They always thought it would be temporary, but things didn't improve, so they began to build their lives in the U.S.

One of Mohammed's first friends in the U.S. was enrolled in The Excel Center®, a tuition-free adult high school offered through Goodwill of Central and Southern Indiana (Indianapolis, IN). Since he needed to get a better grasp of the English language and knew he'd have better opportunities with a high school diploma, Mohammed enrolled.

He didn't stop there, though. He also enrolled in a medical assistant training program at The Excel Center. The team at Goodwill supported him through his education, guiding him toward the opportunities that interested him most. Eventually, Mohammed went on to get his bachelor's degree and is now working toward his master's.

Mohammed was drawn to the medical field because of his experience in Syria. He saw so many people who needed help and not enough medical professionals available to provide it. Now, Mohammed is a registered nurse at a local hospital, supporting this new community that he and his family have come to love.

For his commitment to education, Mohammed was named the 2025 Kenneth Shaw Graduate of the Year.

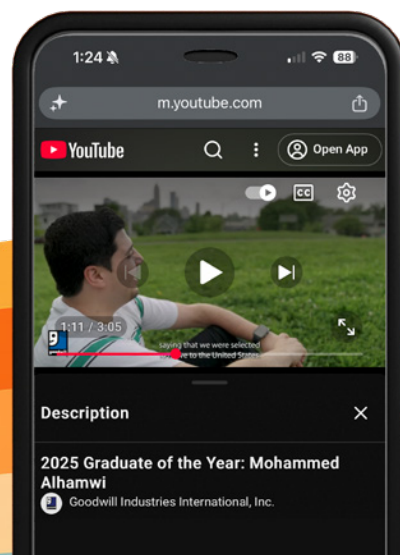
About the Graduate of the Year Award

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.

**SCAN HERE
TO WATCH
MOHAMMED'S
STORY**



Mohammed



From Service to Serendipity

After 9/11, Marcus was inspired to enlist in the U.S. Army. He comes from a military family and has always had deep respect for the sacrifices veterans make.

When trying to reenter civilian life, Marcus found it challenging to communicate how his military service could apply to jobs back at home. He didn't have a degree or a certificate to prove his knowledge.

That challenge, along with some poor decisions, led to Marcus becoming homeless. He had to think back to the lessons of his military training: set goals, never accept defeat and always come back to the mission.

He opened up about his situation at the local Veterans Affairs office, and good things started to happen from there. The VA connected him with Passageways, a nonprofit dedicated to ending veteran homelessness. As luck would have it, Passageways had just received a call from Goodwill Industries of Kansas (Wichita, KS) asking if they had any veterans who might be a good fit for a new job opening.

It was exactly what he needed. Marcus was able to work at Goodwill and receive wraparound support while he was getting back on his feet. Today, he leads a team of 35 employees in the contracts services department.

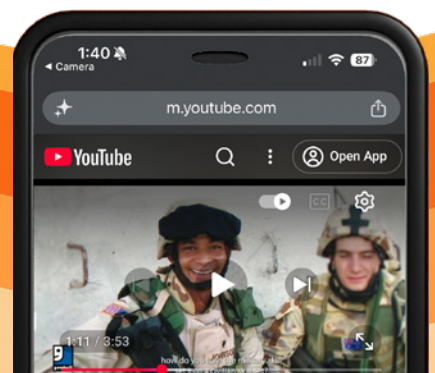
Through it all, Marcus's thoughts always came back to his son. He didn't want his son to be fatherless, but he also wanted his son to see that even when you fall, there are people out there willing to help. He said you just have to be willing to put in the work.

For his inspiring journey and service to his country, Marcus was named the 2025 Carol and Tommy Moore Veteran of the Year.

About the Veteran of the Year 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.

**SCAN HERE
TO WATCH
MARCUS'S
STORY**



Marcus

SKILLING THE WORKFORCE FOR TODAY'S NEEDS



SUPPORTING THE WORKFORCE THROUGH RAPID CHANGE

As the economy evolves, it brings new opportunities alongside real challenges for people navigating low-wage work, unemployment and other barriers to stable careers. While demand is growing across industries like clean technology and AI-enabled roles, too many individuals remain disconnected from these roles due to gaps in skills, access or basic support. At the same time, rising costs of living make it harder for workers to meet their immediate needs while preparing for what comes next.

With all those factors at play, Goodwill is meeting people where they are and equipping them with the skills, confidence and support needed to succeed in today's labor market.

Our approach is practical and designed for today's challenges: we help people secure jobs that meet immediate financial needs while creating pathways to higher wages and long-term career stability. By investing in people and aligning training with real-world opportunities, we are building a workforce ready for the jobs of today and the future.



Third Time's a Charm

As a young mother of two children, one of whom has a disability and health issues, it was difficult for Annalessya to advance her career and improve her financial outlook. She tried twice to enroll in the automotive career and technical education program offered by Goodwill Industries of Michiana, Inc. (South Bend, IN), but she had to withdraw due to her youngest's health issues.

That didn't stop Annalessya from trying again. She enrolled for a third time, and things started to align. She quickly excelled in her classes. Two weeks before graduation, she even had a blowout on the highway that she was able to change herself thanks to her training.

This time around, Annalessya was able to see the training through to completion. After graduation, she found a job at a local Jiffy Lube as a technician.

Now that she's finally feeling more financially stable, Annalessya appreciates the support she received. She shared, "Goodwill is always going to be there for us because we need it and not because of what we can give back."



OUR NATIONAL STRATEGIC PARTNERS

National Strategic Partners provide philanthropic support through a broad geographic scale. Their investments of \$1 million and above indicate a significant commitment aimed at addressing large-scale challenges or initiatives.

accenture

Ascendium®
Elevating opportunity

ballmer
GROUP

Google



LOWE'S
FOUNDATION

Truist Foundation

United
Healthcare

Walmart

OUR IMPACT PARTNERS

Impact Partners provide philanthropic support of \$250,000 or above through targeted initiatives and investments aimed to impact specific communities where Goodwill organizations are located.

BANK OF AMERICA

BARCLAYS

CATERPILLAR
FOUNDATION
CATERPILLAR

CINTAS
READY FOR THE WORKDAY™

COMCAST
BUSINESS

coursera

lyft



Bridging the AI Skills Gap

Artificial intelligence (AI) is reshaping the workforce, changing how jobs are performed and which skills are in demand. Without access to AI training, people who are already facing barriers to employment risk being left behind as more roles become AI-enabled. As a continuation of the success of our Goodwill Digital Career Accelerator®, Goodwill is now offering AI courses at no cost to any interested learners with support from Google.org.

One such learner is Jeslyn. As the owner of the fashion brand Unique and Lovely, her days are busy. Her company, rooted in empowerment and self-love, makes everything from clothing to stationery, and she runs it all herself. When she needed a way to become more efficient, she enrolled in Google AI Essentials through Goodwill Industries of the Chesapeake (Baltimore, MD). Equipped with new AI skills, Jeslyn was able to transform her business by using AI to write product descriptions, brainstorm blogs and create social media captions.

After just one month of using AI, Unique and Lovely's social media accounts received 6,000 more impressions. That tangible impact meant Jeslyn could spend her time elsewhere in her business without sacrificing quality.

GOOGLE AI ESSENTIALS & PROMPTING ESSENTIALS

In 2024, with support from Google.org, Goodwill began offering Google AI Essentials training at no cost. As of 2025, we also added the Google Prompting Essentials online course.

The full Google AI learning track is available to anyone interested in gaining foundational AI skills.



Google



Gaining Momentum: Today's Youth

Youth and young adults are entering the workforce at a time of real strain and uncertainty. According to the 2024 McKinsey American Opportunity Survey, conducted in collaboration with GII, young people (ages 18–24) face unemployment rates two to seven times higher than other age groups, and nearly half worry about job stability. Many feel unprepared for today's labor market, citing a lack of experience, credentials and clear entry-level pathways, along with barriers such as transportation, mental health and financial insecurity.

Goodwill is responding by providing what young people need right now: accessible training, practical experience and clear connections to careers. Through a sustained partnership with General Motors, Goodwill has expanded skilled trades training across multiple sites, prioritizing hands-on learning and career exploration for youth and young adults.

In 2025, GII created a Youth and Young Adult Leadership Council, which ensures young people have a voice in shaping the programs designed to support them. Our mission team also delivered workshops to local Goodwill organizations focused on the needs of today's youth.

From national workforce conversations to local career pathways, these efforts are helping young people build skills, confidence and momentum, turning uncertainty into opportunity and strengthening today's workforce.



Learn more about the challenges facing those with justice involvement and youth and young adults in our **Closing the Opportunity Gap** report.



Second Chances Work

Through our second chance programs, Goodwill helps people rebuild their lives after involvement with the justice system, connecting them with job training, employment and support when it matters most. The results are clear:

3% RETURNED TO THE JUSTICE SYSTEM AFTER PARTICIPATING IN A GOODWILL REENTRY GRANT PROGRAM IN 2025

46% IS THE NATIONAL AVERAGE

At a time when individuals need supportive solutions, **SECOND CHANCES WORK.**

Where Stability Meets Purpose

After working in manufacturing for many years, Laquiatta's mind started to shift to what her real dream job looked like. In one position, she realized how much she enjoyed taking broken things apart and putting them back together. She wanted that to drive her next steps and enrolled in a local technical college. Unfortunately, a car accident left her without transportation, and she had to leave the program to focus on making ends meet.

Despite the setback, Laquiatta was still determined to learn and advance her career. That's when she heard about the Goodwill Clean Tech Accelerator (GCTA) through Goodwill Industries of Upstate/Midlands South Carolina (Greenville, SC). This paid training program offered the best of both worlds: an opportunity to learn a skilled trade without having to sacrifice a stable paycheck. She left her manufacturing position to focus on the HVAC and heat pump installation training pathway full-time. Her hard work paid off. Laquiatta received three different job offers after graduation, including one with an hourly rate that she couldn't turn down. Now, she finds herself in a better position financially and is finally doing work that she loves.

She encourages others to give the GCTA a chance.



2025 GOODWILL CLEAN TECH ACCELERATOR™ BY THE NUMBERS

- 94% graduation rate
- \$21.94/hr average earnings for those placed in clean tech roles after graduation
- Seven U.S. cities with the program and six more coming in 2026
- Three pathways available (solar installation, HVAC/heat pump installation, EVSE technician)
- Goodwill of Houston (Houston, TX) became the **first** in the network to offer all three pathways.



Exploring Pathways, Building Futures

Employers are urgently seeking skilled trades workers, and, in 2025, our programs and partners rose to meet that demand. By focusing on hands-on, industry-aligned training, we helped people gain the skills they needed to step into well-paid jobs that are available today.

Building on the importance of a strong skilled trades workforce, in August 2025, Goodwill of Houston (Houston, TX) hosted the second annual Skilled Trades and Clean Tech Summit, convening representatives from 25 local Goodwill organizations. The event fostered peer learning and collaboration around skilled trades strategies.

Together, these efforts show what's possible when training is aligned with real workforce needs: opportunity, mobility and jobs that can't wait.



The Lowe's Foundation's support of GII's skilled trades initiatives continued to deliver exceptional results. The investment served 992 participants in 2025, nearly triple its original goal of 350. Of those enrolled, 838 completed training and nearly 500 secured employment shortly after.

Strong momentum continued through our partnership with General Motors. Focused on expanding awareness of and access to high-demand skilled trades and clean technology careers, the investment engaged 573 participants against a target of 125. Through career exploration activities, exposure to emerging industries, and workforce training opportunities, participants gained valuable skills needed to take the next step in their education and career pathways that offer family-sustaining wages and long-term growth. The initiative also supported the attainment of 372 credentials, exceeding original expectations and demonstrating strong interest in these rapidly growing fields.



General Motors

573 participants

4x the 2025 enrollment goal

Career exploration and pathway exposure
372 credentials earned



Lowe's Foundation

992 participants

3x the 2025 enrollment goal

≈500 people secured employment

SETTING THE STANDARD FOR SUSTAINABLE RETAIL



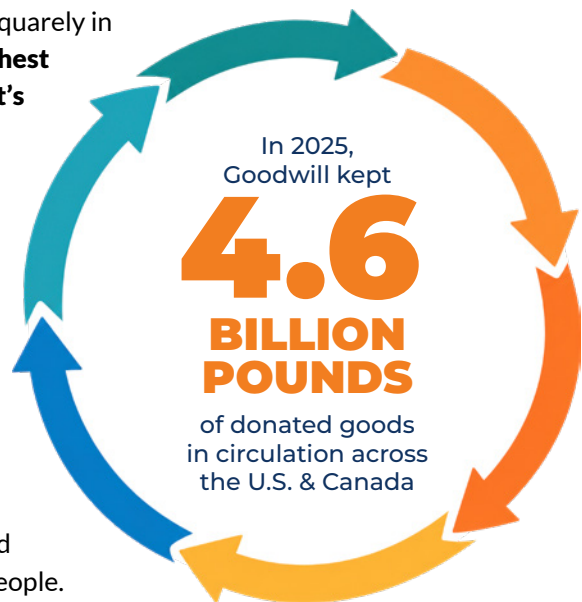
CLOSING THE LOOP ON DONATED GOODS

Goodwill has nearly 125 years of experience developing programs for donated goods that contribute to the economic health of communities, preserve resources and protect our environment.

Our mission, scale and crucial role in the circular economy put us squarely in the middle of an important question: **How do we help find the highest and best use for every item that doesn't have a home, whether it's used, returned or damaged?**

Goodwill is one of the biggest promoters of reuse, and our entire model is based on preventing products from going to waste. To do that, we sort donations intensively and route them to their highest and best use, whether it is resale through one of our retail channels, repair, remanufacturing or recycling.

We work with thousands of local, regional and global partners who provide solutions for post-retail goods. And we do this at scale through nearly 4,500 collection points across the U.S. and Canada. Last year alone, we kept over 4.6 billion pounds of donated goods in circulation, turning that into opportunity for 1.9 million people. Our vision is to help set the global standard for product stewardship by providing measurable positive impact on people, planet and prosperity.



Read on for a sampling of some of the programs and partnerships that set the standard for sustainable retail in 2025.



TEXTILE CIRCULARITY

Across the network, we are scaling up viable solutions for textiles, including reuse, repair, recycling and more. For textiles that cannot be reused, we are building the capabilities to supply feedstock to the growing textile-to-textile recycling industry. We are also exploring the next generation of sorting infrastructure and automated material identification to streamline how we sort textiles by fiber type.

GII is working with major textile recyclers to advance domestic textile supply chains. One project includes a partnership between WM and the textile recycler Reju. Together, we are collaborating to build a circular textile ecosystem that includes pilots to collect, sort and grade discarded textiles for resale and recycling.

Northeast Goodwill Circularity Hub

Goodwill of the Finger Lakes
(Rochester, NY)

COLLABORATING MEMBERS:

- Goodwill Industries of New York and New Jersey (New York, NY)
- Goodwill Industries of North Central Pennsylvania (Falls Creek, PA)
- Goodwill Industries of Southern New Jersey & Philadelphia (Maple Shade, NJ)
- Goodwill Keystone Area (Harrisburg, PA)
- Goodwill of Southern New England (North Haven, CT)
- Goodwill of Southwestern Pennsylvania (Pittsburgh, PA)
- Goodwill of Western & Northern Connecticut (Bridgeport, CT)
- Goodwill of Western New York (Buffalo, NY)
- Goodwill Northern New England (Gorham, ME)
- Morgan Memorial Goodwill Industries (Boston, MA)

Processing Polyester

Building off the partnership that launched in 2024, Reju announced that Rochester, NY, will be the site for their first U.S. industrial-scale regeneration hub. Reju will be working with the Northeast Goodwill Circularity Hub, a collective of 11 local Goodwill organizations, led by Goodwill of the Finger Lakes (Rochester, NY). The future facility will take post-retail textiles from local Goodwill organizations and recycle them to produce high-quality polyester for new textile applications.

A Step in the Right Direction

In 2025, GII joined The Footwear Collective as a strategic partner, contributing expertise to help advance circular solutions across the footwear value chain. As part of this partnership, the Footwear Collective worked with Goodwill Southern California (Los Angeles, CA) and a group of 10 leading footwear brands. They gathered to collect 30,000 pounds of footwear over a few weeks, with a goal to study how to collect and recycle unwearable shoes at scale.



POUNDS OF FOOTWEAR COLLECTED



Leading Textile Reuse Conversations

In 2025, Goodwill made significant contributions at the first-ever Textile Recovery Summit, a part of the Plastics Recycling Conference, hosted by Resource Recycling, Inc. The event was co-organized by Goodwill of Central and Northern Arizona (Phoenix, AZ) and featured a hands-on demonstration of the Goodwill post-retail textiles. The activity engaged attendees in identifying reuse and recycling pathways for textiles, outlining the critical role Goodwill plays in powering the circular economy.

Purposeful Repurposing

The team at Goodwill Industries of Alberta (Edmonton, AB) is combining mission and textile remanufacturing through its RePURPOSE by GW program. The team takes unsold donated denim and repurposes it into custom new products, including tote bags or aprons made by people with disabilities. This project provides meaningful, creative employment opportunities while giving textiles a new life.



CONSUMER ELECTRONICS

Goodwill plays a crucial role in recovering consumer electronics in the U.S. and Canada. For more than 20 years, we've partnered with Dell to collect and recycle electronics through the Dell Reconnect program. To date, 660 million lbs. of computer and IT-related equipment have been recycled as part of this partnership, with 15.4 million lbs. of electronics recycled in 2025.

While nearly half of all local Goodwill organizations work with Dell Reconnect, more than a quarter of the Goodwill network works with either a state-run program or a recycler certified by the Responsible Recycling (R2) Standard for Electronics Recyclers, ensuring non-usable donated electronics are properly managed and recycled.



**SCAN HERE
TO FIND A DELL
RECONNECT LOCATION
NEAR YOU**



PLASTICS RECYCLING

Many of the donations Goodwill receives are brought to us in plastic bags, presenting another opportunity for responsible diversion. Nearly 20 local Goodwill organizations have partnered with **Trex's NexTrex Recycling Program** to transform plastic film and bags into composite decking products.

**TO DATE, THIS PARTNERSHIP HAS DIVERTED NEARLY 1 MILLION POUNDS OF PLASTIC BAGS
FROM LANDFILLS, EQUIVALENT TO MORE THAN**

84,000,000

PLASTIC BAGS

In addition to the partnership with Trex, local Goodwill organizations are innovating solutions for rigid and mixed plastics with partners across industry and academia, repurposing donations into furniture, home furnishings, and other useful objects.

Trex®



GLASS RECYCLING

Local Goodwill organizations are working with a variety of partners to repurpose glass. Goodwill Industries of West Michigan (Muskegon, MI) is leading multiple programs to upcycle glass that isn't sold within Goodwill retail stores into new products. Introduced in 2023, the Good Glass program takes unsold colored glass and tumbles it into artisanal sea glass of various sizes and colors, which can be used for craft and DIY projects. The project keeps 5,000 pounds of unsold glass out of landfills annually. In addition, Goodwill West Michigan recycles approximately 85,000 pounds of clear glass every year with its partner American Glass Mosaics.

85,000

POUNDS

of clear glass recycled annually
through a partnership with **American Glass Mosaics**.



By keeping unsold glass out of landfills and recycling clear glass into beautiful new tiles, Goodwill West Michigan is creating lasting value for both people and the planet.



THE GOODWILL NETWORK

ALABAMA

Birmingham – Alabama Goodwill Industries
Mobile – Goodwill Industries of the Gulf Coast
Montgomery – Goodwill Industries of Central Alabama

ARIZONA

Phoenix – Goodwill of Central and Northern Arizona
Tucson – Goodwill Industries of Southern Arizona

ARKANSAS

Little Rock – Goodwill Industries of Arkansas

CALIFORNIA

Bakersfield – Goodwill Industries of South Central California
Long Beach – Goodwill Southern Los Angeles County
Los Angeles – Goodwill Industries of Southern California
Oxnard – Goodwill Industries of Ventura and Santa Barbara Counties
Sacramento – Goodwill Industries of Sacramento Valley & Northern Nevada
Salinas – Goodwill Central Coast
San Diego – Goodwill Industries of San Diego County
San Jose – Goodwill Industries of Silicon Valley
Santa Ana – Goodwill Industries of Orange County, California
Santa Rosa – Goodwill Industries of the Redwood Empire
Stockton – Goodwill Industries of San Joaquin Valley

COLORADO

Colorado Springs – Goodwill of Colorado

CONNECTICUT

Bridgeport – Goodwill of Western and Northern Connecticut
North Haven – Goodwill of Southern New England

DELAWARE

Wilmington – Goodwill of Delaware & Delaware County

DISTRICT OF COLUMBIA

Washington – Goodwill of Greater Washington

FLORIDA

Fort Myers – Goodwill Industries of Southwest Florida
Jacksonville – Goodwill Industries of North Florida
Miami – Goodwill Industries of South Florida
Orlando – Goodwill Industries of Central Florida
Saint Petersburg – Goodwill Industries-Suncoast
Sarasota – Goodwill Industries-Manasota
Tallahassee – Goodwill Industries - Big Bend
West Palm Beach – Gulfstream Goodwill Industries

GEORGIA

Atlanta – Goodwill of North Georgia
Columbus – Goodwill Industries of The Southern Rivers
Macon – Goodwill Industries of Middle Georgia and The CSRA
Savannah – Goodwill of Southeast Georgia

HAWAII

Honolulu – Goodwill Industries of Hawaii

ILLINOIS

Rockford – Goodwill Industries of Northern Illinois and Wisconsin Stateline Area
Springfield – Land of Lincoln Goodwill Industries



Every time you shop



Every time you donate



**You're creating
opportunities**

INDIANA

Evansville – Evansville Goodwill Industries
Fort Wayne – Goodwill Industries of Northeast Indiana
Indianapolis – Goodwill Legacy Group
South Bend – Goodwill Industries of Michiana
Terre Haute – Wabash Valley Goodwill Industries

IOWA

Des Moines – Goodwill Industries of Central Iowa
Iowa City – Goodwill Industries of the Heartland
Sioux City – Goodwill of the Great Plains
Waterloo – Goodwill Industries of Northeast Iowa

KANSAS

Wichita – Goodwill Industries of Kansas

KENTUCKY

Louisville – Goodwill Industries of Kentucky

LOUISIANA

Lafayette – Goodwill Industries Acadiana
New Orleans – Goodwill Industries of Southeastern Louisiana
Shreveport – Goodwill Industries of North Louisiana

MAINE

Gorham – Goodwill Northern New England

MARYLAND

Baltimore – Goodwill Industries of The Chesapeake
Hagerstown – Horizon Goodwill Industries

MASSACHUSETTS

Boston – Morgan Memorial Goodwill Industries
Pittsfield – Goodwill Industries of the Berkshires and Southern Vermont

MICHIGAN

Adrian – Goodwill Industries of Southeastern Michigan
Battle Creek – Goodwill Industries of Central Michigan's Heartland
Detroit – Goodwill Industries of Greater Detroit
Flint – Goodwill Industries of Mid-Michigan
Grand Rapids – Goodwill Industries of Greater Grand Rapids
Kalamazoo – Goodwill Industries of Southwestern Michigan
Marquette – Goodwill Industries of Northern Wisconsin and Upper Michigan
Muskegon – Goodwill Industries of West Michigan
Port Huron – Goodwill Industries of St. Clair County
Traverse City – Goodwill Industries of Northern Michigan

MINNESOTA

Duluth – True North Goodwill Northern Minnesota and Northwestern Wisconsin
Saint Paul – Goodwill-Easter Seals Minnesota

MISSISSIPPI

Gulfport – Goodwill Industries of South Mississippi
Ridgeland – Goodwill Industries of Mississippi

MISSOURI

Saint Louis – MERS/Missouri Goodwill Industries

MONTANA

Great Falls – Easterseals-Goodwill Northern Rocky Mountain

NEBRASKA

Grand Island – Goodwill Industries of Greater Nebraska
Lincoln – Goodwill Industries Serving Southeast Nebraska
Omaha – Goodwill Industries, Inc., Serving Eastern Nebraska & Southwest Iowa

NEVADA

Las Vegas – Goodwill Industries of Southern Nevada

NEW JERSEY

Maple Shade – Goodwill Industries of Southern New Jersey and Philadelphia

NEW MEXICO

Albuquerque – Goodwill Industries of New Mexico

NEW YORK

Buffalo – Goodwill Industries of Western New York

New York – Goodwill Industries of Greater New York and Northern New Jersey

Rochester – Goodwill of the Finger Lakes

NORTH CAROLINA

Charlotte – Goodwill Industries of the Southern Piedmont

Durham – Goodwill Industries of Eastern North Carolina

Greensboro – Goodwill Industries of Central North Carolina

Winston-Salem – Goodwill Industries of Northwest North Carolina

NORTH DAKOTA

Bismarck – Easterseals Goodwill ND

OHIO

Akron – The Goodwill Industries of Akron

Ashtabula – Goodwill Industries of Ashtabula

Canton – Goodwill Industries of Greater Cleveland and East Central Ohio

Chillicothe – Goodwill Industries of South Central Ohio

Cincinnati – Ohio Valley Goodwill Industries

Columbus – Goodwill Columbus

Dayton – Goodwill Easterseals Miami Valley

Lorain – Goodwill Industries of Lorain County

Marion – Marion Goodwill Industries

Newark – Licking/Knox Goodwill Industries

Sandusky – Goodwill of Erie, Huron, Ottawa and Sandusky Counties

Toledo – Goodwill Industries of Northwest Ohio

Wooster – Goodwill Industries of Wayne and Holmes Counties

Youngstown – Youngstown Area Goodwill Industries

Zanesville – Zanesville Welfare Organization and Goodwill Industries

OKLAHOMA

Lawton – Goodwill Industries of Southwest Oklahoma & North Texas

Oklahoma City – Goodwill Industries of Central Oklahoma

Tulsa – Goodwill Industries of Tulsa

OREGON

Eugene – Goodwill Industries of Lane and South Coast Counties

Medford – Southern Oregon Goodwill Industries

Portland – Goodwill Industries of The Columbia Willamette

PENNSYLVANIA

Falls Creek – Goodwill Industries of North Central Pennsylvania

Harrisburg – Goodwill Keystone Area

Johnstown – Goodwill of the Southern Alleghenies

Pittsburgh – Goodwill of Southwestern Pennsylvania

Scranton – Goodwill Industries of Northeastern Pennsylvania

SOUTH CAROLINA

Charleston – Palmetto Goodwill

Greenville – Goodwill Industries of the Upstate/Midlands South Carolina



For local communities



Across one connected network



Changing lives together

TENNESSEE

Chattanooga – Goodwill Industries of the Greater Chattanooga Area
Kingsport – Goodwill Industries of Tennessee Area
Knoxville – Goodwill Industries - Knoxville
Memphis – Memphis Goodwill Industries
Nashville – Goodwill Industries of Middle Tennessee

TEXAS

Abilene – Goodwill West Texas
Austin – Goodwill Industries of Central Texas
Beaumont – Goodwill Industries of Southeast Texas & Southwest LA
Corpus Christi – Goodwill Industries of South Texas
Dallas – Goodwill Industries of Dallas
El Paso – Goodwill Industries of El Paso
Fort Worth – Goodwill North Central Texas
Houston – Goodwill Industries of Houston
Lubbock – Goodwill Industries of Northwest Texas
Lufkin – Goodwill Industries of Central East Texas
San Antonio – Goodwill Industries of San Antonio
Sherman – Goodwill Industries of Northeast Texas
Tyler – Goodwill Industries of East Texas
Waco – Heart of Texas Goodwill Industries

VIRGINIA

Fredericksburg – Rappahannock Goodwill Industries
Richmond – Goodwill of Central & Coastal Virginia
Roanoke – Goodwill Industries of the Valleys

WASHINGTON

Kennewick – Goodwill Industries of The Columbia
Seattle – Evergreen Goodwill of Northwest Washington
Spokane – Goodwill Industries of The Inland Northwest
Tacoma – Goodwill of the Olympics and Rainier Region

WEST VIRGINIA

Charleston – Goodwill Industries of the Summit
Huntington – Goodwill Industries of KYOWVA Area

WISCONSIN

Madison – Goodwill Industries of South Central Wisconsin
Menasha – Goodwill Industries of North Central Wisconsin
Milwaukee – Goodwill Greater Milwaukee & Chicago

WYOMING

Cheyenne – Goodwill Industries of Wyoming

CANADA

ALBERTA

Edmonton – Goodwill Industries of Alberta

ONTARIO

London – Goodwill Industries, Ontario Great Lakes
Saint Catharines – Goodwill Industries Niagara

QUEBEC

Montreal – Goodwill Renaissance Quebec

OUR FINANCIALS

Goodwill Industries International, Inc. and Related Entities
December 31, 2025 and 2024

Consolidated Statements of Financial Position

ASSETS		2025	2024
	Cash and cash equivalents	\$4,658,050	\$6,449,511
	Investments	\$58,855,179	\$58,870,173
	Accounts receivable, net	\$872,681	\$1,375,622
	Grants receivable	\$4,154,595	\$7,678,916
	Promises to give, net	-	\$89,383
	Prepaid expenses and other assets	\$2,082,354	\$1,889,135
	Right-of-use asset for operating lease	\$182,898	\$214,231
	Property and equipment, net	\$4,741,023	\$4,159,400
	Investments held for endowment	\$2,150,309	\$2,253,421
	TOTAL ASSETS	\$77,697,089	\$82,979,792
LIABILITIES & NET ASSETS	LIABILITIES		
	Accounts payable	\$5,592,675	\$4,634,220
	Accrued expenses	\$4,339,240	\$4,436,690
	Deferred revenue	\$1,170,918	\$1,224,481
	Lease liability for operating lease	\$112,686	\$143,083
	TOTAL LIABILITIES	\$11,215,519	\$10,438,474
	NET ASSETS		
	Without donor restrictions	\$46,555,163	\$49,036,024
	With donor restrictions	\$19,926,407	\$23,505,294
		TOTAL NET ASSETS	\$66,481,570
	TOTAL LIABILITIES & NET ASSETS	\$77,697,089	\$82,979,792

Consolidated Statements of Activity

	2025	2024
ACTIVITIES WITHOUT DONOR RESTRICTIONS	REVENUE AND SUPPORT	
	Federal awards	\$19,647,003
	Membership dues	\$26,050,305
	Program service fees	\$4,892,093
	Legacies and bequests	\$1,007,638
	Net investment return—operations	\$1,526,112
	Contributions	\$1,328,429
	Contributions of nonfinancial assets	\$15,778,634
	Rental	\$274,008
	Other income	\$497,459
	Net assets released from restriction	\$14,502,801
	TOTAL REVENUE AND SUPPORT	\$85,504,482
	EXPENSES	
	PROGRAM SERVICES	
	Sponsored programs and grants	\$32,415,978
	Direct services to membership	\$44,547,237
	Support services to membership	\$1,768,902
	TOTAL PROGRAM SERVICES	\$78,732,117
	ADMINISTRATION & DEVELOPMENT	
	General and administrative	\$8,214,419
	Resource development	\$2,363,988
	TOTAL ADMIN & DEVELOPMENT	\$10,578,407
	TOTAL EXPENSES	\$89,310,524
ACTIVITIES WITH DONOR RESTRICTIONS	CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS FROM OPERATIONS	\$(3,806,042)
	Net investment (loss) return—non-operating	\$1,325,181
	CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	\$(2,480,861)
	Contributions	\$10,292,063
	Net investment (loss) return—donor restricted	\$631,851
	Net assets released from restriction	\$(14,502,801)
	CHANGE IN NET ASSETS WITH DONOR RESTRICTIONS	\$9,673,609
	CHANGE IN NET ASSETS	\$(6,059,748)
	Beginning	\$72,541,318
	ENDING	\$72,541,318

BOARD OF DIRECTORS, AS OF DECEMBER 2025



CHAIR

DR. KAMAU "KOFI" SMITH
Keystone Management LLC
Atlanta, GA



PRESIDENT & CEO

STEVEN C. PRESTON
Goodwill Industries International, Inc.
Rockville, MD

VICE CHAIR

Chris Hess, CE
Goodwill Industries of
North Central Wisconsin
Menasha, WI

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Golden Gate Capital
San Francisco, CA

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Star Rupe, CE
Goodwill Industries of
Northeast Iowa
Waterloo, IA

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Cedar Rapids, IA

Rae-Anne Alves
Ernst and Young Global Consulting
Atlanta, GA

Morris Baker, CE*
Goodwill Industries of
Tennessee Area, Inc.
Kingsport, TN

Mark Boyd, CE
Goodwill Industries Southern
New Jersey and Philadelphia
Maple Shade, NJ

Dodie Brown, CE
True North Goodwill
Duluth, MN

Dan Buron, CE
Goodwill Northern Michigan
Traverse City, MI

Katy Chen, CE
Goodwill Hawaii
Honolulu, HI

Ivy Council
CitiTrends, retired
Savannah, GA

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Figini Law
Falmouth, ME

Beverly Jackson
Zillow
Las Vegas, NV

Chris Jackson, CE
Goodwill Industries of
the Southern Piedmont
Charlotte, NC

Dale Jenkins
Deloitte LLP, retired
Covington, LA

Shauna Kastle, CE
Goodwill Industries of New Mexico
Albuquerque, NM

Kenneth Kirk
Vinings Management Corporation
Atlanta, GA, and New York, NY

Paul Lundstrom
Copeland
Lakeway, TX

Peter Marcus, CE
Goodwill Industries of Ventura and
Santa Barbara Counties
Oxnard, CA

Rick Neal, CE
Goodwill of Southern Nevada
Las Vegas, NV

Craig Nunez
Natural Resource Partners
Houston, TX

Tim O'Neal, CE
Goodwill of Central
and Northern Arizona
Phoenix, AZ
Goodwill Industries of Monocacy Valley
Frederick, MD
Goodwill San Francisco Bay
San Francisco, CA

Leigh Radford
P&G Ventures, retired
Cincinnati, OH

Anne Richards, CE
Goodwill Industries of Greater
Cleveland & East Central Ohio
Canton, OH

Andy Ruben
Trove
San Francisco, CA

Behzad Soltani
Movado Group
Millburn, NJ

Alissa Stewart Sparks, CE**
Goodwill Industries of KYOWVA Area
Huntington, WV

Jill Standish
Accenture
Cohasset, MA

Colette K. Taylor
Russell Investment Trust Company
Fox Island, WA

Amy Wachob, CE
Goodwill Industries of Northwest Ohio
Toledo, OH

EMERITUS DIRECTORS

Larry DeJarnett
Palm Desert, CA

Edgar "Ned" Helms
Concord, NH

Lorna G. Utley
Grosse Pointe Woods, MI

*** Resigned in January 2026**

**** Moved to Goodwill Industries of
Central Alabama in June 2026**

2025 HELMS SOCIETY MEMBERS

The Helms Society is a community of philanthropic leaders who believe in the power of connecting people with the tools and resources they need to improve their lives. Helms Society members show their commitment to the Goodwill mission to increase access to economic opportunity, improve the livelihood of local communities and ensure more people can overcome challenges to gainful employment, by making an annual contribution to GII of \$1,000 or more.

GII is grateful for the generosity of our 2025 Helms Society Members.

BUILDER

\$1,000 - \$9,999

ANNUAL CONTRIBUTION

Michael Adorjan
Pat Airy
Rae-Anne Alves
Carmen Barous
Mark Boyd
Elizabeth Bright
Cordell Brown
Tim Bunchman
Roland Canamar
Katy Chen
Larry DeJarnett
Fox Family Charitable Trust
Paul Galvin Memorial Foundation
Meghann Garrett
Kristin and Jeff Goran
Haselton Family Foundation
Chris Hess
Elias Isaac
Beverly and Aaron Jackson
Dale and Brenda Jenkins
JLT Irrevocable Trust
Shae and Chris Johns
Paul Jones
Mark Keller
Anita Lutkus
Brian Marbach
Tommy and Carol Moore
Joseph Morlino
Craig Nunez
Ruth O'Brien
Renee Opris
Richard Otterbein
Dr. Kofi Smith
Behzad Soltani
Alissa Stewart Sparks
Patrick Townsend
F.C. Tucker Co. Litten
Lorna and Jud Utley

INNOVATOR

\$10,000 - \$99,999

ANNUAL CONTRIBUTION

Ken Diekroeger In memory of Kathy Diekroeger
Amy and Fay Dresner
The Alfred and Hanna Fromm Fund
Edgar Helms, Jr.
Felicia Anastasia and Sy Jacobs
Kay Family Foundation
Quentin J. Kennedy Foundation
Landon Charitable Foundation
Amy Luttrell
Joan McCabe
Lee and Janette Richardson

VISIONARY

\$100,000+

ANNUAL CONTRIBUTION

Jennifer Steans and Jim
Kastenholz

BENEFACTOR

\$1,000,000+

LIFETIME GIVING

Ballmer Group
Steve and Molly Preston
MacKenzie Scott

LEGACY CIRCLE

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
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
Donald J. Mitchell
Tommy and Carol 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



*We support Goodwill because we know exactly how our gift is being used. We personally knew someone who benefited from Goodwill services and saw how it transformed their life. We genuinely believe in the Goodwill mission and can say with absolute certainty that there is no better nonprofit organization deserving of my donation. Goodwill knows that **when we invest in people, we strengthen our whole community.***



**SCAN HERE TO LEARN MORE
ABOUT JOINING THE HELMS SOCIETY**

Tommy and Carol Moore
HELMS SOCIETY MEMBERS



Goodwill Industries International
15810 Indianola Dr, Rockville, MD 20855

WWW.GOODWILL.ORG