



Impact Report

goodwill

Our Mission

Goodwill’s mission is centered on helping people live better lives and strengthening communities by removing barriers that prevent individuals and families from reaching their full potential. Through learning, skill-building, and meaningful work, Goodwill empowers people to gain independence and confidence. Their approach is a hand up, not a handout providing tools and opportunities for long-term success rather than temporary assistance.

Our Values

Goodwill is guided by values that ensure every person is treated with dignity, respect, and compassion. They believe in inclusion, integrity, and the potential within every individual. Their work is driven by a commitment to empowerment, lifelong learning, and community impact. By prioritizing ethical practices, accessibility, and genuine support, Goodwill creates an environment where people can grow, contribute, and build meaningful futures.

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A Life Changed

Meet John

After surviving a coma and facing the difficult process of relearning how to walk and talk, John began an inspiring journey of recovery with Goodwill NNE. His experience highlights how true empowerment involves much more than simply being hired it’s about genuine rehabilitation, guidance, and the chance to rediscover purpose. Through Goodwill’s programs, John found a renewed sense of strength and confidence, proving that with the right support, individuals can rebuild their lives piece by piece. For him, work is not just employment; it’s “*part of my healing routine,*” providing a sense of stability, dignity, and connection.

Each day, John brings kindness, dedication, and a positive spirit to his workplace, brightening customers’ days and contributing meaningful value to his team. His story reminds us that disabilities do not define a person’s potential access, opportunity, and belief in one’s abilities do. Starting with rehabilitation, moving through workforce training, and eventually securing a job, John’s progress shows how small steps can lead to life-changing outcomes. Now, he encourages others who may feel uncertain to try Goodwill’s programs, demonstrating how empowered individuals can go on to inspire and uplift others. John’s journey is a testament to the power of perseverance and the cumulative impact of compassion, opportunity, and hard work.



Empowering Individuals

Strength in Every Ability





Training & Career Development

Goodwill Industries International goes beyond simply offering jobs for people with disabilities. Their programs focus on training, personalized support, and career development. Individuals work with career coaches called Goodwill Guides who identify strengths, build skills, and prepare participants for competitive employment. This includes hands-on and classroom training, soft skills development, and guidance in navigating workplace accommodations.

Job Placement & Ongoing Support

Once a job placement is secured, Goodwill continues to provide on-the-job coaching, ongoing support, and benefits counseling to ensure long-term success. Employers also receive guidance to create inclusive workplaces, helping individuals with disabilities integrate seamlessly and contribute meaningfully.

Community Impact & Transformation

The impact of Goodwill's support is profound. Participants gain routine, social connection, financial independence, and pride, while communities benefit from stronger, more inclusive workplaces. Many individuals become mentors and advocates, encouraging others to succeed. Goodwill's holistic approach demonstrates that meaningful employment transforms lives, families, and communities, one opportunity at a time. If interested, [fill out form on our information page](#).



“My job means everything to me: I am productive in society again; it gives me purpose and self-esteem; it allows me to be social.”
— Stephanie

Training for Success

Goodwill's Employment Support Program helps individuals with disabilities gain independence, confidence, and purpose through meaningful work. Participants build professional and personal skills, overcome barriers, and discover their strengths.

The program starts with an assessment of each person's interests, abilities, and goals. Goodwill then creates a personalized plan with job readiness training, life skills development, and confidence building activities. Participants learn workplace skills like communication, teamwork, and professionalism, along with time management and organization.

After training, participants are connected with jobs at Goodwill or through community partners. Job coaches provide ongoing support to ensure success and a smooth transition into the workplace.

Beyond employment, the program promotes self sufficiency, motivation, and social inclusion. By focusing on abilities, not limitations, Goodwill transforms challenges into opportunities, creating lasting impact for individuals, families, and communities.



Transformational Change

Where Recovery Meets Opportunity





Goodwill’s Addiction Recovery Program

Goodwill’s Addiction Recovery Program provides a powerful pathway for individuals rebuilding their lives after substance use disorders. Grounded in dignity, compassion, and second chances, the program helps participants move toward stability and renewed purpose. Many individuals in recovery experience layered challenges such as unemployment, financial instability, housing insecurity, and limited support. Goodwill responds to these needs with a comprehensive, structured model that empowers individuals at every point in their recovery journey.

Find out more about Goodwill’s Recovery & Wellness programs [on our website](#).

“Goodwill has changed my life because they have helped me obtain employment and given my life more meaning.” — Randy Johnson

Strengthening Life Skills for Long-Term Stability

Life-skills development is a key part of the program. Participants engage in workshops on communication, emotional wellness, financial literacy, organization, and daily living skills. Many of these skills become essential building blocks for those reestablishing structure after addiction. Goodwill’s approach focuses on rebuilding confidence, strengthening resilience, and helping participants navigate challenges with stability and self-assurance.

Workforce Training

Workforce training is at the heart of Goodwill’s mission. Participants receive step-by-step guidance in resume building, interview preparation, job search strategies, and understanding workplace expectations. Staff help individuals identify career interests, develop soft skills, and prepare for roles that align with their abilities. This training creates a strong foundation that makes participants feel prepared and confident as they take the next step into employment.

Meaningful Opportunities

Once job-ready, participants are connected with employment opportunities within Goodwill or with trusted partner organizations. These placements offer structured, supportive environments where individuals can grow, learn, and rebuild their confidence. Job coaching continues after placement, ensuring each person has access to ongoing mentorship, workplace guidance, and encouragement. For many, securing stable employment becomes a major turning point that restores not only financial independence but also self-esteem and hope.

Holistic Support & Community

Recovery is not only about employment—it requires emotional strength, community support, and reliable resources. Goodwill partners with treatment centers, peer support groups, mental health providers, and housing organizations to surround each participant with a full network of care. This holistic model ensures that individuals have access to the tools, relationships, and services that help sustain long-term recovery.

Long-Term Success and Future Vision

Goodwill remains deeply committed to helping individuals create stable, fulfilling futures. The organization is continuously expanding recovery services, strengthening partnerships, and opening more accessible employment pathways. With ongoing community support, the program continues to transform lives one participant, one opportunity, and one success story at a time.

Many Goodwill chapters across the U.S. run recovery and wellness programs. Visit your local branch to see how you or someone you know can participate, [fill out form on our information page](#).

“Goodwill helped me build the skills I needed, gave me confidence, and opened the door to a career I never thought I could have.” — Kaylyn





A Life Changed Meet Angel

Angel Beyersdorfer’s journey shows the true impact of second chances and support through meaningful employment. For nearly a decade, she battled drug addiction and faced major setbacks losing her home, car, driver’s license, and job, while her children were placed in the care of the Department of Child Services. After serving time in jail and living in a halfway house, Angel was hired as a donation attendant at Goodwill of Central & Southern Indiana. With guidance from a Goodwill Guide, a career and life coach, she worked toward rebuilding her confidence and prepared for an internal interview that led to a promotion. Angel soon moved into a leadership position, overseeing about 40 employees per shift.

The positive changes in her life extended far beyond work. Angel reunited with her children, regained her driver’s license, purchased a car, and celebrated three years of sobriety in January 2019. Reflecting on her journey, she shared, *“It makes me feel like I still can be somebody and my background doesn’t judge me. I’m not judged by my background here.”* Angel’s story demonstrates how Goodwill’s programs empower individuals to overcome barriers, rebuild stability, and create lasting change for themselves and their families.

Changing Lives



Through Numbers

2.1 million people served in 2024.

141,935 people received training and support.

In 2024, Goodwill helped more than 141,935 people train for careers in banking, IT, health care, and more.

22,264,604 pounds out of landfills.

At Goodwill Inland Northwest, more than 22 million pounds were diverted from local landfills in 2023.

86k hours of on the job training.

Goodwill NCW program participants completed more than 86,000 hours of job training through local stores.

42+ million pounds of goods diverted from landfills.

Goodwill Industries of Upstate/Midlands diverted more than 42 million pounds of goods from landfills in 2023.

Increased income: **\$4.5 million**

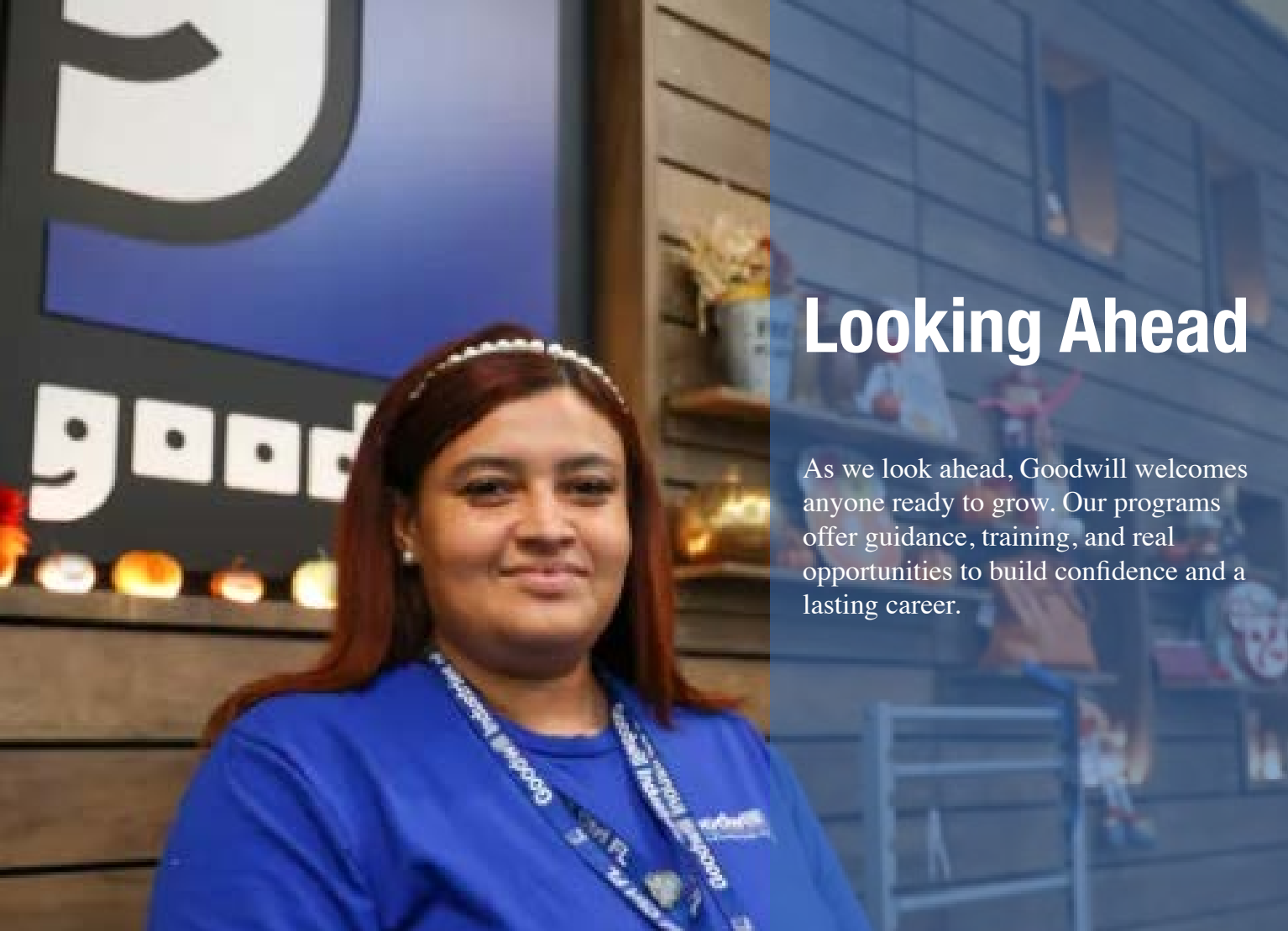
Individuals served by Goodwill NCW increased their collective annual income by more than \$4.5 million.

96% of training participants earn a certification

Goodwill of Midlands/Upstate SC, 96% program participants earn a certification upon completing their programs, helping them gain the skills needed for competitive employment.

Long-term impact: Goodwill has served more than

36.5 million people globally.



Looking Ahead

As we look ahead, Goodwill welcomes anyone ready to grow. Our programs offer guidance, training, and real opportunities to build confidence and a lasting career.

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Join the Movement: Change Starts Here

At Goodwill Industries International, we believe in a powerful mission: “to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people reach their full potential through learning and the power of work.”

We invite you to be part of this transformation whether you donate, volunteer, shop, or join our team. Every action you take helps unlock someone’s potential, build stronger communities, and create pathways to meaningful work. Together, we can make a real difference join us today and be the spark for change.



Donating gently used clothing to Goodwill directly supports job training, education, and community programs. Your contributions give items a second life while helping individuals gain the skills they need to succeed. Every shirt, coat, or pair of shoes you donate creates real opportunities for someone in your community.

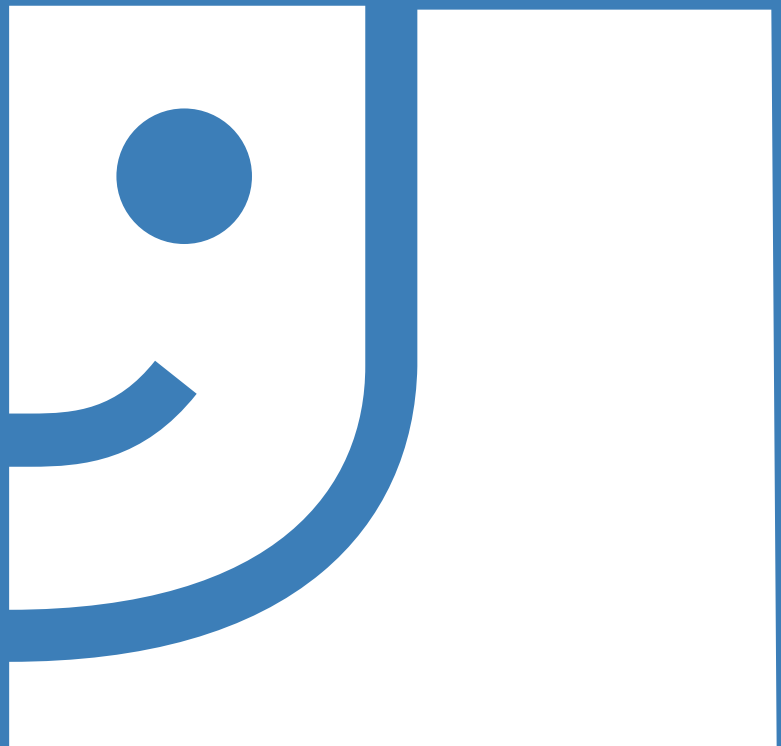


Spreading awareness about Goodwill’s mission helps more people discover the training, support, and opportunities available to them. By sharing stories, resources, or even your own experience, you help amplify the impact across the community. Every repost, conversation, or mention brings someone one step closer to the support they need.



Shopping at Goodwill directly supports job training, education, and community programs that change lives. Every purchase helps fund services for individuals working toward stability and new opportunities. Plus, you can find quality, affordable items while making a positive impact in your community.

Credits: SaportaReport: GoodWill North Georgia, Goodwill South Nevada Group Photo, Goodwill Inland Northwest Job Coaching, Goodwill Industries Donate, Goodwill of Colorado Individuals with Disabilities, Herald-Tribune Record Year Goodwill Manasota, Goodwill Boston Store, Goodwill of Central & Southern Indiana, The Columbus Dispatch: Tour Goodwill Columbus, Goodwill Industries of Northwest Ohio Job Training, Goodwill Industries-Suncoast Volunteer, Orlando Sentinel: Orlando offers moms daycares, Goodwill Northern New England, Goodwill NNE workforce services, Goodwill of central Iowa: Skills Training Program



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the power of work.**

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