

2024



ANNUAL REPORT

GOODWILL OF THE SAN FRANCISCO BAY
GOODWILL INDUSTRIES OF MONOCACY VALLEY
GOODWILL OF CENTRAL & NORTHERN ARIZONA



LEADING SOCIAL, ENVIRONMENTAL & ECONOMIC IMPACT IN THE COMMUNITY

Hundreds of thousands of people in Arizona and Maryland are living in poverty, struggling to reach sustainable employment and provide for themselves and their families. Every day, Goodwill fights barriers to employment with the vision to end poverty through the power of work.

Goodwill's mission has evolved since its founding in 1902. Giving people hope, dignity, and independence is the heart of what we do, but we know this requires more than a word with a promise. It requires a hand up.

That's why we take a holistic approach to employment, providing career development, training, and education services at no cost. Adults can continue their education. Job seekers can land interviews. Veterans can receive solutions to navigate their return to civilian life. And it all starts with your donations.

Donations not only allow us to change the lives of others, but they also help us care for the environment.

We give used goods new life every day by reselling, repurposing, and recycling no longer needed items, collecting and diverting millions of items from going directly to landfills each year.

That's what makes us Goodwill. This report highlights our mission work and celebrates the local impact you helped make possible with your generosity.

September 2024 marked another pivotal milestone for our organization as we activated a partnership with Goodwill of the San Francisco Bay. Together, we will amplify the impact in the communities we serve by combining our retail operational excellence, sustainability efforts, and mission services.

With your continued support, we can continue our mission of empowering individuals, strengthening families, and building stronger communities.



Thank you!

Tim O'Neal

PRESIDENT & CHIEF EXECUTIVE OFFICER

Goodwill of the San Francisco Bay
Goodwill Industries of Monocacy Valley
Goodwill of Central & Northern Arizona

FINANCIAL OVERVIEW



SUPPORT & REVENUES

Donated Goods Programs	\$323,945,824
Contributions And Grants	\$10,405,997
Other Income	\$3,126,135
Total Support And Revenues	\$337,477,956

GOODWILL GAVE BACK TO THE COMMUNITY

PROGRAM SERVICES

Thrift Operations	\$270,706,649
Mission Services	\$11,585,048
Education Services	\$3,741,584

SUPPORT SERVICES

Management And General	\$55,586,098
Fundraising	\$1,083,642
Total Given Back To The Community	\$342,703,021

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

ASSETS

Cash And Receivables	\$24,415,134
Prepays	\$5,254,012
Inventory	\$21,621,563
Investments	\$48,159,199
Land, Buildings And Equipment, Net	\$127,314,938
Right-Of-Use Assets, Net	\$252,742,973
Other Assets, Net	\$2,809,527
Total Assets	\$482,317,346

LIABILITIES & NET ASSETS

Accounts Payable	\$17,281,595
Accrued Expenses	\$23,290,751
Deferred Rent And Revenue	\$703,560
Financing And Capital Lease Obligations	\$296,974,579
Other Liabilities	\$82,623,537
Total Liabilities	\$420,874,022
 Net Assets	 \$61,443,324
Total Liabilities & Net Assets	\$482,317,346



RETAIL IMPACT

In 2024, we opened three new retail locations in Arizona: Main St. and Lindsay Road in Mesa, Van Buren St. and Third St. in Downtown Phoenix, and White Mountain Blvd. and Yeager Lane in Pinetop. Our retail stores play a vital role in driving organizational growth and community impact. Goodwill provides customers with a modern, clean, and professional retail experience in Arizona, Maryland, and the San Francisco Bay Area. Donations and purchases help fund mission-related programs, allowing Goodwill to provide no-cost career development, training, and education services. Goodwill is also a steward of protecting the environment through the reselling, reusing, and recycling of donated items, reducing local landfill waste.



THE EXCEL CENTER IN ARIZONA

The Excel Center, which opened in 2022, is Arizona's first tuition-free in-person high school that offers a full high school curriculum to adults 18 and over. The school is designed to remove barriers to education, meet the needs of adults, and empower individuals to achieve their goals. Students can earn their high school diplomas in addition to college credits and industry-recognized certifications, all at no cost to them. The Excel Center is a proven solution that not only helps individuals increase their earning potential but also drives economic value to the state and local communities. By launching The Excel Center, Goodwill of Central and Northern Arizona has helped families achieve their goals and make a generational impact.

2024 ACHIEVEMENT

In 2024, six students graduated from The Excel Center, earning their high school diplomas and certifications. One of those graduates, Angeline Amagan, came to The Excel Center to pursue her long-term goal of becoming a registered nurse. She juggled many responsibilities along the way, including running a business and caring for her family. Angeline persevered and achieved the honor roll with certifications in customer service and CPR.



Scan the QR code to experience
the [2024 Excel Center graduation](#)

GOODWILL'S MISSION: A FOCUS ON VETERAN SERVICES

Our dedication to the veteran community runs deep, which is why we opened the Veteran Services Center at Goodwill (October 2022) and the Veteran Career Center (August 2024). Both facilities connect veterans and their families with career services, skills training, and essential resources at no cost to them.



VETERAN CAREER CENTER

The Veteran Career Center, located in Arizona, offers veterans and job seekers the opportunity to complete in-demand job skills training, including tech and administrative certifications that can help them upskill and increase their lifetime earnings.

VETERAN SERVICES CENTER AT GOODWILL

The Veteran Services Center at Goodwill is a first-of-its-kind facility in Maryland offering veterans, service members, first responders, and their families a place to access vital resources and services to help them transition from military to civilian life.



PAUL'S SUCCESS STORY

Before he came to the Veteran Career Center, Paul was unemployed for six months. He is a military family member; his grandfather, father, and brother are all Veterans. Although he was a qualified HR professional, Paul struggled to find employment. He was homeless, couch surfing, and feeling hopeless. Our career center staff helped him build a resume and connected him with the HR team at the State of Arizona Department of Economic Security (DES). He soon found short-term employment and landed a job as an HR professional with DES. Today, Paul is the hiring manager for the Arizona Department of Veterans' Services. Goodwill is proud of Paul and his work in helping Veterans land employment with the State of Arizona.



NEW OPPORTUNITIES FOR PLASTIC RECYCLING: MICROFACTORY LAUNCH

Sustainability is the cornerstone of all that we do at Goodwill of Central and Northern Arizona. As the state’s largest thrift retailer, we continue to evolve our work in the sustainability space. Through new initiatives and partnerships, we help Arizona recycle, repurpose, and reimagine what is possible when we make protecting the planet a priority.



Scan the QR code to explore the Circular Plastics Microfactory

MICROFACTORY LAUNCH

In February 2024, we launched a brand-new, state-of-the-art Circular Plastics Microfactory in partnership with Arizona State University and the City of Phoenix. The new 10,000-square-foot facility will transform old plastics into new products, giving used items a second chance. These new products could include a skateboard deck, a coffee table, a pet bowl, and more. Located at our Retail Operations Center, the microfactory uses our upgraded, advanced sorting processes to reclaim and repurpose thousands of pounds of plastics annually. We celebrated the launch with a host of

community members and honorable guests, including City of Phoenix Mayor Kate Gallego and Phoenix City Councilwoman Yassamin Ansari.

“Less than nine percent of plastics are recycled in the world. Every bit of plastic that’s ever been produced still exists on the planet,” said Alicia Marseille, senior director of ASU’s Walton Sustainability Solutions Service. By using existing plastic, Goodwill and ASU are “keeping the jobs local, keeping the materials local, [and] reducing our greenhouse gas footprint.”

GOODWILL IN OUR COMMUNITY



Arizona

487,820

Services Provided

1,131

Placed into Employment

80,042

Training Courses Taken

990

Credentials Earned

207 Million

Pounds Collected & Diverted

Maryland

35,000

Services Provided

49

Placed into Employment

9,094

Training Courses Taken

118

Credentials Earned

16 Million

Pounds Collected & Diverted



As the partnership with Goodwill San Francisco Bay was activated in late 2024, regional impact information will be available in the 2025 report.



GOODWILL OF THE SAN FRANCISCO BAY

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