



2023 Community Impact Report

Mark B. Boyd
President & CEO



Celebrating 75 Years of Goodwill

The year was 1948...

- **NASCAR held its first race in Daytona Beach.**
- **Truman was President of the United States.**
- **Scrabble was introduced.**
- **The Philadelphia Eagles won the NFL Championship.**
- **And Goodwill Industries of Southern New Jersey opened its doors for the very first time!**



While a lot in the world has changed during the last 75 years, Goodwill’s mission remains firmly intact and poised for growth. Since its founding in Camden, NJ in 1948, we have operated as an entrepreneurial-minded nonprofit with a mission of helping local residents with disabilities and disadvantages get to work. Long before the words “recycling,” “sustainability,” and “going green” became buzz words, Goodwill was collecting gently-used unwanted items; selling them in its thrift stores; and using the revenues to fund job training programs aimed at helping people get better jobs. This, in turn, leads to enhanced dignity and independence.



In the words of its founding father, Edgar J. Helms, Goodwill believes in a **“hand up not a hand out.”** Our programs continue to evolve to meet the specific demands of the local workforce and the communities we serve. For example, most recently we launched an **English as a Second Language (ESL) program.**



On the donation side of our business, Goodwill is a major contributor to the region’s sustainability efforts. On average, Goodwill collects **100+ million pounds of textiles** each year plus many more millions of pounds of electronics, household items, toys, furniture and other items.

Today, **thrifting is trendier** than ever before—letting shoppers curate new styles at **lower price points** and creating fantastic adventures doing it. Beyond brick-and-mortar stores, our shoppers can also peruse **shopgoodwill.com** to find outstanding buys.



We’re proud of how far we’ve come but even more excited about where we are heading in transforming even more lives through the *power of work*. With continued focus on improving operating efficiencies; expanding donation collection/sustainability efforts; and increasing retail sales, we will be equipped to serve more individuals faced with employment barriers in the next 75 years. We’ve made it to this juncture because of our supporters. **Thank YOU for being a part of it!**



Cordially,

Mark B. Boyd
President & CEO



MISSION

To provide education, job training and career services that help prepare local residents with disabilities and disadvantages for competitive employment in our communities. The large-scale collection and sale of donated items fund this mission while contributing to the region's sustainability efforts.



MISSION IN ACTION

Throughout its 75-year history, Goodwill has developed programs that meet the needs of the communities it serves. This includes our recently launched **English as a Second Language (ESL) program**. Programs like this have become increasingly important in today's globalized world. Strengthening English skills helps individuals elevate their quality of life through better community integration and opens opportunities for both career and academic advancement.

MEET SHUKRIA



“ I want to be the very best version of myself using my new skills in reading, writing and communication on the job and beyond ”

A native of Afghanistan, Shukria came to Goodwill looking for a job. She got that and much more. She was hired as a Customer Service Associate in a Goodwill retail store. A fast learner and hard worker, Shukria graduated high school in Afghanistan at the ripe age of 16! Yet she was incredibly nervous and self-conscious on-the-job because of her communication skills. A store manager suggested that she take advantage of Goodwill's free English as a Second Language (ESL) program offered at the Helms Academy. Seven months into this program, Shukria dramatically increased her communication skills which, in turn, boosted her self-confidence in her daily job and in her community. For her amazing efforts, she was recently honored with a Student of the Month Award.

75TH ANNIVERSARY RECAP



- ◇ Unveiling of a **captivating timeline photo montage** in Goodwill's corporate headquarters showcasing milestones, events and touching stories of the lives of those impacted by Goodwill.
- ◇ Launch of 75th Anniversary **Act of Good initiative** highlighting how our employees spread goodwill in their communities. From a Boys Scouts leader to a volunteer tour guide at historic Batsto Village and an end-of-life doula, Goodwill's employees show immense kindness in their everyday lives which help make the community a better place to live and to work.
- ◇ **75th Anniversary Awards Reception** honoring Holman for their commitment to philanthropy in South Jersey and beyond.

A YEAR IN REVIEW

RETAIL/DONATED GOODS

- Recorded **highest retail revenues** to date totaling \$63 million.
- Installation of **new technologies** and Point of Sale (POS) systems to improve operating efficiencies and the customer service experience.
- Construction began on a new Attended Donation Center (ADC) **in Cinnaminson, NJ.**
- Closed Columbus, NJ Store & Donation Center and Lawrenceville, NJ Attended Donation Centers.
- Continued growth in **E-Commerce** with sales totaling more than \$2.2 million.
- Over \$350k donated through our point of sale **Round Up Program** to benefit Goodwill's Helms Academy.
- **Goodwill Home Medical Equipment** continues to thrive and create a presence for itself in helping local residents obtain affordable refurbished home medical equipment.



MISSION SERVICES DEPARTMENT

- Provided **career services** to more than 10,000 individuals.
- Expanded **Goodwill's Helms Academy** to eight convenient locations including a new site in Hamilton, NJ. Currently, 408 individuals are enrolled in this free adult education program to earn a high school diploma.
- Developed an **English as a Second Language (ESL) program** which is now available at all Helms Academy locations. We currently have 129 individuals enrolled in this program.
- Partnered with **local schools** to give 130 high school students a structured on the job learning experience.
- Worked with **LYFT** to distribute over 300 free rides to work and to job interviews for community members who needed them.
- Employed 80 individuals with disabilities at Goodwill's **Outsourcing & Production Fulfillment Center** fulfilling sub-contract jobs for companies including **Roam Pets, Destination Maternity and Yerbae.**
- Launch of pilot operation at Goodwill's Production & Fulfillment Center on **Erie Avenue** in Philadelphia to do custom apparel printing.



OUR BOARD OF TRUSTEES

Our dedicated Board of Trustees helps connect us to the community; sets strategic vision for our future; provides fiduciary oversight; and ensures that our mission is reflected with measurable results and impact.

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Income Statement

Revenue	2023	2022
Public support and revenue		
Public support:		
Contributed revenue-donated goods	\$45,794,767	\$41,714,310
Contributions from individuals & businesses	470,215	443,346
Total public support	46,264,982	42,157,656
Fees from vocational programs and grants	2,097,096	2,045,987
Other revenue:		
Retail sales - donated goods	63,375,106	57,921,474
Contract revenue	614,143	862,314
Investment and other income	126,761	241,522
Net appreciation in value of investments	9,600	(1,674)
Total other revenue	64,125,610	59,023,636
Total public support & revenue	112,487,688	103,227,279
Net assets released from restrictions	-	-
Total unrestricted public support, revenue and other support	\$112,487,688	103,227,279
Expenses	2023	2022
Program services:		
Retail operations:	\$54,956,821	49,186,585
Cost of goods sold - donated goods	45,538,090	41,171,477
Mission services	2,835,600	2,477,183
Extended employment	1,655,089	1,415,584
Total program services	104,985,600	94,250,829
Supporting services:		
Management and general:	3,739,466	3,367,882
Public relations	348,795	374,614
Total supporting services	4,088,261	3,742,496
Total expenses	109,073,861	97,993,325
Change in unrestricted net assets	3,413,827	5,233,954
Temporarily Restricted:		
Contributions & Grants	0	0
Net assets from restrictions	0	0
Change in temporarily restricted assets	0	0
Total change in net assets	3,413,827	5,233,954
Net assets, beginning of the year	16,201,317	10,967,363
Net assets, end of the year	\$19,615,144	16,201,317

Balance Sheet

Assets	2023	2022
Cash	\$6,400,070	5,310,844
Investments at fair value	31,864	22,514
Accounts Receivable:		
State and county programs	12,412	12,774
Trade	192,630	208,259
Deposits	71,704	75,543
Prepaid expenses	1,922,529	2,200,898
Inventory	5,830,037	5,310,574
Land, building and equipment — net	14,665,152	14,948,055
Operating lease right-of-use-assets	41,558,509	-
Total Assets	\$70,684,907	28,089,461
Liabilities and Net Assets	2023	2022
Accounts payable and accrued expenses	\$2,927,663	3,527,186
Accrued salaries, wages and taxes	714,579	1,937,983
Deferred revenue	19,597	86,730
Notes payable	5,120,144	5,925,099
Capital leases payable	-	411,146
Finance lease liabilities	212,907	-
Operating lease liabilities	42,074,873	-
Total Liabilities	51,069,763	11,888,144
Net assets		
Without donor restrictions	19,614,144	16,200,317
Donor restricted	1,000	1,000
Total Net Assets	19,615,144	16,201,317
Total Liabilities & Net Assets	\$70,684,907	28,089,461



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