



2024 Community Impact Report

Mark B. Boyd
President & CEO



NEW LIVES START HERE

Dear Friends of Goodwill,

As we reflect on our last fiscal year, I am filled with immense pride for all that Goodwill Industries of Southern NJ & Philadelphia has accomplished during these difficult economic times. Together, with a dedicated staff and Board of Trustees, we have navigated challenges within our retail division in terms of price adjustments and cost reduction strategies; embraced technological opportunities; and widened our sustainability efforts across the region. Most importantly, we have changed the lives of thousands of local residents faced with barriers to employment through our life changing career building programs.

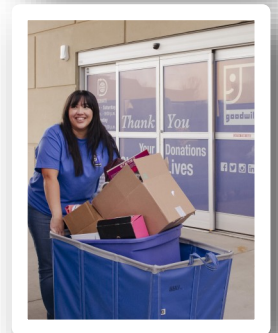
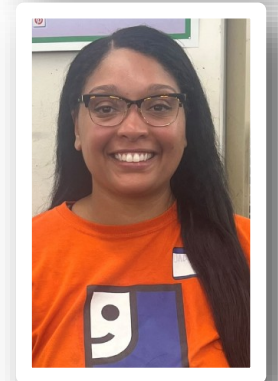
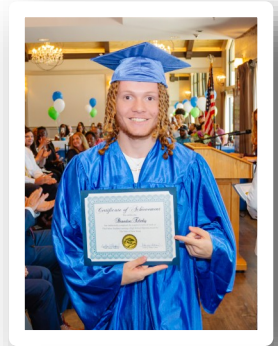
I am also incredibly proud to report that Goodwill was recently certified as a **Great Place to Work®!** This coveted recognition speaks volumes about our workplace culture and commitment to our employees. It is based entirely on what current employees say about their experience working at Goodwill.

As an entrepreneurial-driven nonprofit, Goodwill collects unwanted items, sells them in its retail stores, and uses the revenues from their sale to fund career services that help individuals with disabilities and disadvantages gain skills to thrive in the workplace. This mission of helping people reach their fullest potential through the *power of work* drives everything we do at Goodwill.

None of this would be possible without the unwavering support of our material and financial donors. Thank you for your investment in the health and vitality of the communities and people we serve. New Lives Start Here!

Sincerely,

Mark B. Boyd
President & CEO



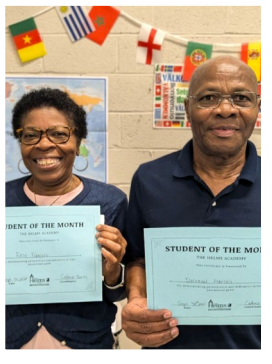
TESTAMENTS OF SUCCESS



Where your things start new lives.

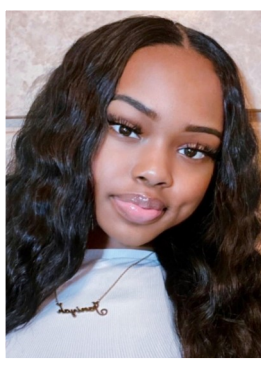
Every item in Goodwill has a past, but every purchase funds a future. The true testament to Goodwill's success are the people we serve...the lives we have changed for the better.

Building Families Through ESL Services



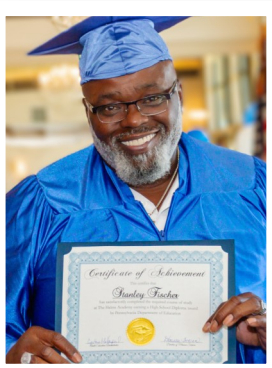
As the cultural landscape of our nation evolves, **English as a Second Language (ESL)** services are in high demand and vitally important in the region. Hence the launch of ESL services at four of Goodwill's Helms Academy locations. Here, we help people like the Francois family. Mr. & Mrs. Francois came to the United States just six months ago speaking Haitian Creole and French. They were eager to learn English and to further their education but also wanted to master more of the language for the sake of their extended family and to create a safe environment as they navigate their new lives here. While it was a daunting endeavor, with the help of Goodwill's ESL staff, both are now thriving members of society filled with the confidence needed to flourish in the community and workplace.

From Goodwill to Nursing School



For years, Janiya couldn't find a good paying, sustainable job. She was barely making ends meet. Every job application asked the same dreaded question, "Do you have a high school diploma?" Finally, Janiya mustered up all of her courage and enrolled in Goodwill's Helms Academy, a tuition free basic adult education program. She worked tirelessly towards taking the GED exam and passed with flying colors. It was life changing. Today, Janiya is enrolled at Community College of Philadelphia as a student. She's received multiple job opportunities within local hospitals as a nursing student. "One of the best decisions I've ever made was enrolling in Goodwill's Helms Academy. I don't know where I would be right now if I hadn't taken that step to earn my GED and get my life on track."

Never Give Up On Your Dreams

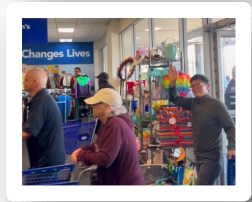
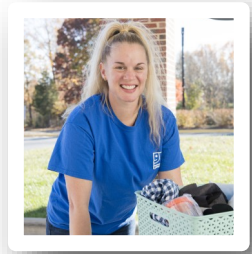


Fischer left high school at a young age to serve in the United States military and later worked in many labor-intensive jobs. Eventually knee and back injuries sidelined him from this line of work. While he hadn't been in a classroom for over four decades, Fischer, at age 60, was determined to finish what he started by earning his high school diploma. Though he initially struggled to pass his exams, Fischer studied hard, retook the series of tests, and succeeded in earning his GED. At Goodwill's most recent Helms Academy Graduation Ceremony, Fischer proudly announced at the podium that he had been accepted to Pierce College to study computer technology. "Life happens," Fischer said, "but it's important that we never lose sight of our dreams and goals."

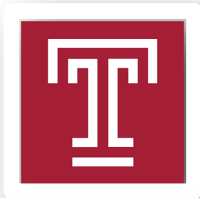
A YEAR IN REVIEW

RETAIL/DONATED GOODS DEPARTMENT

- Collected **100+ million pounds of donated textiles** plus scores of electronics, household items, toys, books, home medical equipment, and other unwanted items.
- Launched a successful home pick up service for large items such as furniture in partnership with **ReSupply**, a veteran owned company.
- Posted **\$65 million in retail revenues**.
- Installation of new **technologies** to improve operating efficiencies and the customer service experience.
- Opened a new Attended Donation Center (ADC) in **Cinnaminson, NJ**.
- Recovered from a devastating arson fire at **Egg Harbor Township, NJ** store. Fortunately, there were no injuries.
- Generated \$415K in **Round Up donations** to benefit Goodwill's Helms Academy.
- Partnered with **BookSmiles** to recycle donated books.



MISSION SERVICES DEPARTMENT



- Provided career services to **10,107 local residents with disabilities and disadvantages**.
- Goodwill now operates seven Helms Academy sites where adult learners can earn their high school diploma 100% tuition free. Last year, **100 students** received their graduate equivalency degrees (GED) at Goodwill!
- Doubled enrollment in **English as a Second Language (ESL)** program; and began offering ESL classes to employees at Goodwill's Central Processing facility in Bellmawr, NJ.
- Launched **My Career Advisor**, a free online platform job seekers can utilize for skills training; resume development; and career counseling.
- Employed 75 individuals with disabilities at Goodwill's **Outsourcing & Production Fulfillment Center** to perform sub-contract jobs for companies including **Yerbae, E-Clips** and **American Autowire** — all while learning and earning a weekly paycheck.
- Began a refurbishing program in partnership with **Goodwill Home Medical Equipment**.

Our Board of Trustees

Goodwill Industries of Southern NJ & Philadelphia is governed by a volunteer Board of Trustees composed of local business and community leaders whose valuable perspectives aid us in fulfilling our mission and fiduciary responsibilities.

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Income Statement

Revenue	2024	2023
Public support and revenue		
Public support:		
Contributed revenue-donated goods	\$49,238,174	\$45,794,767
Contributions from individuals & businesses	477,163	470,215
Total public support	49,715,337	46,264,982
Fees from vocational programs and grants	2,878,206	2,097,096
Other revenue:		
Retail sales - donated goods	65,240,721	63,375,106
Contract revenue	785,207	614,143
Investment and other income	288,105	126,761
Net appreciation in value of investments	1,515	9600
Total other revenue	66,315,548	64,125,610
Total public support & revenue	118,909,091	112,487,688
Net assets released from restrictions	-	-
Total unrestricted public support, revenue and other support	\$118,909,091	112,487,688

Expenses	2024	2023
Program services:		
Retail operations:	\$59,658,054	55,219,607
Cost of goods sold - donated goods	48,812,966	45,275,304
Mission services	3,182,536	2,835,600
Extended employment	1,852,066	1,655,089
Total program services	113,505,621	104,985,600
Supporting services:		
Management and general:	4,077,219	3,739,466
Public relations	266,626	348,795
Total supporting services	4,343,845	4,088,261
Total expenses	117,849,466	109,073,861

Change in unrestricted net assets 1,059,625 3,413,827

Temporarily Restricted:

Contributions & Grants	0	0
Net assets from restrictions	0	0
Change in temporarily restricted assets	0	0
Total change in net assets	1,059,625	3,413,827
Net assets, beginning of the year	19,615,144	16,201,317
Net assets, end of the year	\$20,674,769	19,615,144

Balance Sheet

Assets	2024	2023
Cash	\$5,405,817	6,400,070
Investments at fair value	33,129	31,864
Accounts Receivable:		
State and county programs	27,729	12,412
Trade	377,778	192,630
Deposits	79,519	71,704
Prepaid expenses	4,749,470	1,922,529
Inventory	6,255,245	5,830,037
Land, building and equipment — net	14,602,361	14,665,152
Operating lease right-of-use-assets	37,014,163	41,558,509
Total Assets	\$68,545,211	70,684,907

Liabilities and Net Assets	2024	2023
Accounts payable and accrued expenses	\$3,272,735	2,927,663
Accrued salaries, wages and taxes	957,452	714,579
Deferred revenue	55,159	19,597
Notes payable	5,520,787	5,120,144
Finance lease liabilities	300,130	212,907
Operating lease liabilities	37,764,179	42,074,873
Total Liabilities	47,870,442	51,069,763
Net assets		
Without donor restrictions	20,673,769	19,614,144
Donor restricted	1,000	1,000
Total Net Assets	20,674,769	19,615,144
Total Liabilities & Net Assets	\$68,545,211	70,684,907



Our mission is changing lives...
helping people help themselves
through the power of work.



GoodwillNJ.org