



Fact Sheet

Mission

- Goodwill Industries of Southern New Jersey & Philadelphia's mission is to provide education, job training and career services that help individuals with disabilities and disadvantages get to work.

History & General Background

- The concept of Goodwill began in 1902. A Methodist minister named Edgar J. Helms conceived a plan to provide employment and job training for poor immigrants of Boston. With a burlap sack in his hands, Helms began traveling to the wealthier areas of the city, asking for unwanted garments. Impoverished men and women then went to work restoring the collected items while learning new skills and earning wages. This cycle of donations, processing, resale and wages was the beginning of Goodwill Industries and remains essentially intact today.
- Locally, Goodwill Industries was founded in Camden, NJ in 1948. It covers 11 counties in New Jersey (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Monmouth, Ocean and Salem) as well as the City of Philadelphia.
- A nonprofit, community-based organization, Goodwill Industries of Southern New Jersey & Philadelphia's corporate headquarters is based in Maple Shade, NJ. It employs more than 1,000 local residents, including 200 individuals who have disabilities. It is governed by a volunteer Board of Trustees. Mark B. Boyd is Goodwill's President & CEO and Thomas Pacek is Chair of the Board of Trustees.

Goodwill Industries International/National Statistics

- As a member of Rockville, MD-based Goodwill Industries International, Goodwill Industries of Southern New Jersey & Philadelphia is part of a network of more than 150 local, autonomous member organizations in the United States and Canada as well as 12 countries abroad.
- Collectively, member Goodwills serve two million people each year worldwide through job training, education and career services.
- Goodwill Industries International is a leader in sustainability. Last year, it diverted three billion pounds of items from landfills.
- Currently, there are more than 3,200 Goodwill Stores in the United States and Canada plus an online shopping platform at shopgoodwill.com.

Mission Services

- The goal of all of Goodwill's job training programs and career services is to help individuals with disabilities and disadvantages prepare for and secure and retain competitive jobs in the workforce.
- In FY 2024, Goodwill Industries of Southern NJ & Philadelphia served 10,107 local individuals through its mission-based programs.

- Currently, Goodwill operates training centers in New Jersey in Hamilton, Maple Shade, Pennsauken, Stratford, and Toms River. Multiple locations are also open in Philadelphia. Services offered include digital skills, light industrial, forklift certification, and CDL-B training. Ancillary services include English as a Second Language (ESL), job coaching, supported work and vocational evaluation. Most recently, Goodwill launched a Citizenship Program.
- Goodwill's Helms Academy offers a tuition free way for individuals to earn their high school diploma. Thanks to partnerships with Rowan College of South Jersey, Camden County College, The Community College of Philadelphia, Temple University, Ocean County College and others, participants participate in basic adult education courses while also earning up to 30 college credits. Currently, Goodwill's Helms Academy operates locations in Hamilton, Maple Shade, Stratford and in several public libraries in New Jersey plus multiple locations in Philadelphia.
- In Philadelphia, Goodwill operates an Ex-Offender Re-Entry program that assists those who have been incarcerated in getting back on their feet and to work. In a sheltered workshop setting, participants receive hands-on light industrial skills training while earning a weekly paycheck. This builds their resume and prepares them for competitive employment in the community. The program is largely driven by partnerships with area companies that outsource sub-industrial contract work to Goodwill (ie. assembly, packaging, quality control, shrink wrapping, etc).
- All Goodwill graduates receive job coaching, employment placement and follow-up services. A Member-for-Life program is also offered. If one of our program participants suddenly becomes unemployed again, the door to Goodwill is always open.
- At its 33,000 square foot Outsourcing & Production Fulfillment Center in Pennsauken, which is ISO: 9001:2015 certified, Goodwill trains individuals with special needs to perform light industrial tasks including: assembly, packaging, inspection, collating and bulk mailings. Contracts from companies like Subaru of America, American Autowire and Yerbac give these individuals hands-on work experience doing a variety of functions while earning a paycheck.
- Goodwill Industries of Southern New Jersey & Philadelphia is accredited by CARF (Commission on the Accreditation of Rehabilitation Facilities) and has consistently been awarded their highest level of approval. The organization undergoes an intensive review process every three years to attain this very important nationally-recognized accreditation.

Retail Operations/Donated Goods

- The large-scale collection and sale of donated goods in Goodwill Industries of Southern New Jersey & Philadelphia's retail stores fund its job training programs and career services for people with disabilities and disadvantages.
- Currently, Goodwill operates 25+ retail stores with donation centers. Goodwill also operates 15+ Attended Donation Centers (ADC).
- Our Goodwill was among the first in the United States to roll out automated donation kiosks to expedite the donation process. A courteous donation attendant is always on site to help donors unload their items as well. Through mobile donations technology, donors don't even have to step out of their car to donate. Donors can also visit www.goodwillnj.org to track their donation history 24-7 and to print receipts for tax purposes.
- Goodwill's operates a 131,000 square feet retail operations center located at 330 Benigno Blvd. in Bellmawr, NJ. This facility houses an Outlet Store which sells items by the pound as well as Goodwill's operations, salvage and e-commerce departments. To accommodate its growth in central and northern New Jersey, Goodwill also operates a warehouse/hub out of its Ocean Store & Donation Center in Monmouth County and another in Hainesport (Burlington County).

- Beyond brick and mortar stores, Goodwill operates a successful E-Commerce Department which sells more valuable items online at shopgoodwill.com and ebay.com.
- Goodwill is committed to the recycling and reusing of community resources. Donated goods not sold in its retail stores are sold to salvage companies that produce industrial rags and sell to Third World countries.
- Through GOODWILL GIVES, an agency-wide community relations program, Goodwill provides philanthropic assistance to neighboring charities through in-kind material donations. Goodwill is dedicated to giving back to the community that has been so good to it.

Goodwill Home Medical Equipment (GHME)

- Goodwill Home Medical Equipment (GHME) is a division focused solely on recycling and selling affordable refurbished home medical equipment and unopened medical supplies. It operates a warehouse and showroom at 300 Benigno Blvd. in Bellmawr, NJ.
- It has consistently been awarded CHAP Accreditation under the CHAP Standards of Excellence in the durable medical equipment category.
- Typical items purchased at and donated to Goodwill Home Medical Equipment include manual and power wheelchairs, walkers, portable ramps, lift chairs, hospital beds, canes, crutches, and bath and shower items, and unopened medical supplies. All items are fully sanitized and sold at drastically reduced costs—translating into huge savings on items that are often not fully covered by health insurance, Medicare or Medicaid. Beyond individual sales, GHME partners with area hospitals, schools and rehabilitation facilities to provide them with bulk home medical equipment needs.



@GoodwillNJ • GoodwillNJ.org • 856.439.0200