



# 2025 Community Impact Report

Mark B. Boyd  
President & CEO



## Powering Our Mission

Dear Friends and Supporters,

At Goodwill Industries of Southern New Jersey & Philadelphia, our mission is powered by a simple but highly effective model—one that transforms community generosity into measurable economic, social, and environmental impact. Donations do far more than contribute to sustainability...they are the catalysts for change and unlocking new opportunities for local residents faced with barriers to employment.

Whether it be a person with a physical or intellectual disability; those navigating recovery or re-entry; or a student who dropped out of high school but is determined to earn their diploma, Goodwill has a program to give each one the opportunity to achieve their fullest potential. From our Adult Education and English as a Second Language (ESL) classes to Digital Skills Training and Forklift Certification, Goodwill is committed to meeting people wherever they are on life's journey and helping them take that first step forward to realizing their dreams.

The mass collection and sale of donated items are what fuel these life-changing career programs. That's why Goodwill has worked tirelessly to strengthen its donation flow with the opening of additional donation sites and through partnerships with ReSupply and Uber. We've infused our retail division with advanced technology to drive sales; deliver a positive customer experience; and streamline operations. It is this successful entrepreneurial approach that ensures sufficient funding for our programs. Last year, we were able to serve a record 17,000+ individuals with disabilities and disadvantages. Our model is working.

Thank YOU for powering our mission through your donations and support. We are inspired every day by the resilience of those we serve and by the generosity and kindness of those who make our work possible.



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## Our Mission

To provide education, job training and career services that help prepare local residents with disabilities and disadvantages for competitive employment in the community.

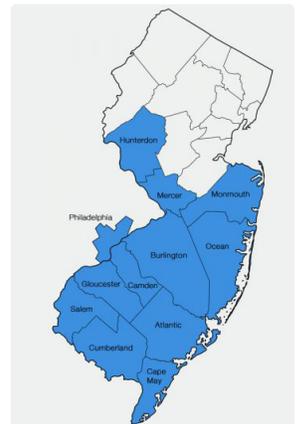


## Our Model



## Our Territory

We serve 11 counties in Southern and Central New Jersey, and the City of Philadelphia.



## Our Footprint

- 26 Stores & Donation Centers
- 17 Attended Donation Centers (ADCs)
- 2 Central Processing Warehouses/Transportation Hubs
- 2 Contract Facilities
- 7 Career Opportunity Center/Helms Academy Locations

## Our Board of Trustees

Our dedicated Board of Trustees provides an extraordinary level of vision, policy and strategic guidance to ensure our charitable mission is fulfilled.

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Frank Giordano, Secretary

John Nihill, CPA, Treasurer

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# A Year in Review

## Retail/Donated Goods Department

- Collected **100+ million pounds of donated goods** plus scores of household items, toys, books, furniture, home medical items, cars and much more.

- Collected **600K+ pounds of e-waste.**

- Launched **Mobile Donation Program** that allows donors to drop off at Goodwill sites without ever getting out of their car.



- Rolled out a first-in-the-country **Uber donation pick up program** for up to five bags or boxes.

- Grand opening of a 13,500 square foot Store & Donation Center in **Voorhees, NJ.**

- Attended Donation Centers (ADCs) in the works in **Clinton Township, NJ** and a second location in **Medford, NJ (Tomlinson Road).**

- Installation of **EAS panels** at all stores for loss prevention purposes.



- Finalized the roll out of **RFID technology** tags in all stores for inventory control purposes.

- Rolled out **Dynamic Pricing** for setting and changing price points based on brand and shelf life.

- Generated \$379K in point of sale (POS) **Round Up donations** to benefit Goodwill's Helms Academy.

- Goodwill Home Medical Equipment successfully received **CHAP accreditation (Community Health Accreditation Partner) for the fourth consecutive time.** This achievement underscores the division's unwavering commitment to maintaining the highest standard of quality and excellence in ensuring patient care.



## Mission Services Department

- Provided job training and career services to **17,504 local residents faced with employment barriers.**

- Expanded Goodwill's Helms Academy to **seven locations** offering **Adult Education Services for earning a high school diploma/GED as well as English as a Second Language (ESL) and Digital Skills Training.** Also debuted Spanish GED/Digital Literacy classes.



- Established a **Citizenship Program** at select Helms Academy locations to assist individuals in taking the United States Naturalization Test.

- Partnered with the Pennsylvania Association of Goodwills (PAG) on the **First Step federal grant** to provide training and placement services for previously incarcerated individuals coming out of the state penitentiary system.

- Employed 75 individuals with disabilities at **Goodwill's Outsourcing & Production Fulfillment Center** to perform sub-contract work for companies

including Yerbae, KateCorp, Pioneer Research and E-Clips.

- Launched silk screen printing business at **Goodwill's Contracts Facility** in Philadelphia.

- Secured a **Goodwill Custodial Services** contract at the South Jersey Port Authority.



## Explore Our Work Online

See how your support creates opportunity across South Jersey and Philadelphia.

Shop, donate and explore programs  
[goodwillnj.org](http://goodwillnj.org)

Affordable home equipment for daily living  
[goodwillhomemedical.org](http://goodwillhomemedical.org)

Career training and pathways  
[helmsacademy.org](http://helmsacademy.org)

## Income Statement

Revenue	2025	2024
Public Support and revenue		
Public support:		
Contributed revenue-donated goods	\$52,108,682	49,238,174
Contributions from individuals & businesses	437,715	477,163
Total public support	52,546,397	49,715,337
Fees from vocational programs and grants	2,902,156	2,878,206
Other revenue:		
Retail Sales - donated goods	67,681,424	65,240,721
Contract revenue	627,000	785,207
Investment and other income	189,426	288,105
Net appreciation in value of investments	2,349	1,515
Total other revenue	68,500,199	66,315,548
<b>Total public support &amp; revenue</b>	<b>123,948,752</b>	<b>118,909,091</b>
Net assets released from restrictions		
<b>Total unrestricted public support, revenue and other support</b>	<b>\$123,948,752</b>	<b>118,909,091</b>
<b>Expenses</b>	<b>2025</b>	<b>2024</b>
Program services		
Retail Operations:	\$63,262,359	59,658,054
Cost of goods sold - donated goods	51,753,270	48,812,966
Mission services	3,619,415	3,182,536
Extended employment	1,900,160	1,852,066
Total program services	120,535,204	113,505,621
Supporting services:		
Management and general:	4,445,809	4,077,219
Public relations	303,148	266,626
Total supporting services	4,748,957	4,343,845
Total expenses	125,284,161	117,849,466
Change in unrestricted net assets	-1,335,409	1,059,625
<b>Temporarily Restricted:</b>		
Contributions & Grants	0	0
Net assets from restrictions	0	0
Change in temporarily restricted assets	0	0
Total change in net assets	-1,335,409	1,059,625
Net assets, beginning of the year	20,674,769	19,615,144
Net assets, end of the year	\$19,339,360	20,674,769

## Balance Sheet

Assets	2025	2024
Cash	\$3,182,237	5,405,817
Investments at fair value	35,228	33,129
Accounts Receivable:		
State and county programs	28,150	27,729
Trade	472,353	377,778
Deposits	80,673	79,519
Prepaid expenses	2,907,539	4,749,470
Inventory	6,610,658	6,255,245
Land, building and equipment - net	17,921,135	14,602,361
Operating lease right of use assets	45,035,027	37,014,163
<b>Total Assets</b>	<b>\$76,273,000</b>	<b>68,545,211</b>
<b>Liabilities and Net Assets</b>	<b>2025</b>	<b>2024</b>
Accounts payable and accrued expenses	\$2,649,513	3,272,735
Accrued salaries, wages and taxes	1,049,036	957,452
Deferred revenue	11,315	55,159
Notes payable	5,816,362	5,520,787
Finance lease liabilities	426,170	300,130
Operating lease liabilities	46,981,244	37,764,179
<b>Total liabilities</b>	<b>56,933,640</b>	<b>47,870,442</b>
Net assets		
Without donor restrictions	19,338,360	20,673,769
Donor restricted	1,000	1,000
<b>Total Net Assets</b>	<b>19,339,360</b>	<b>20,674,769</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$76,273,000</b>	<b>68,545,211</b>



### Our Address

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