



# BUILDING BRIDGES



2023 COMMUNITY REPORT

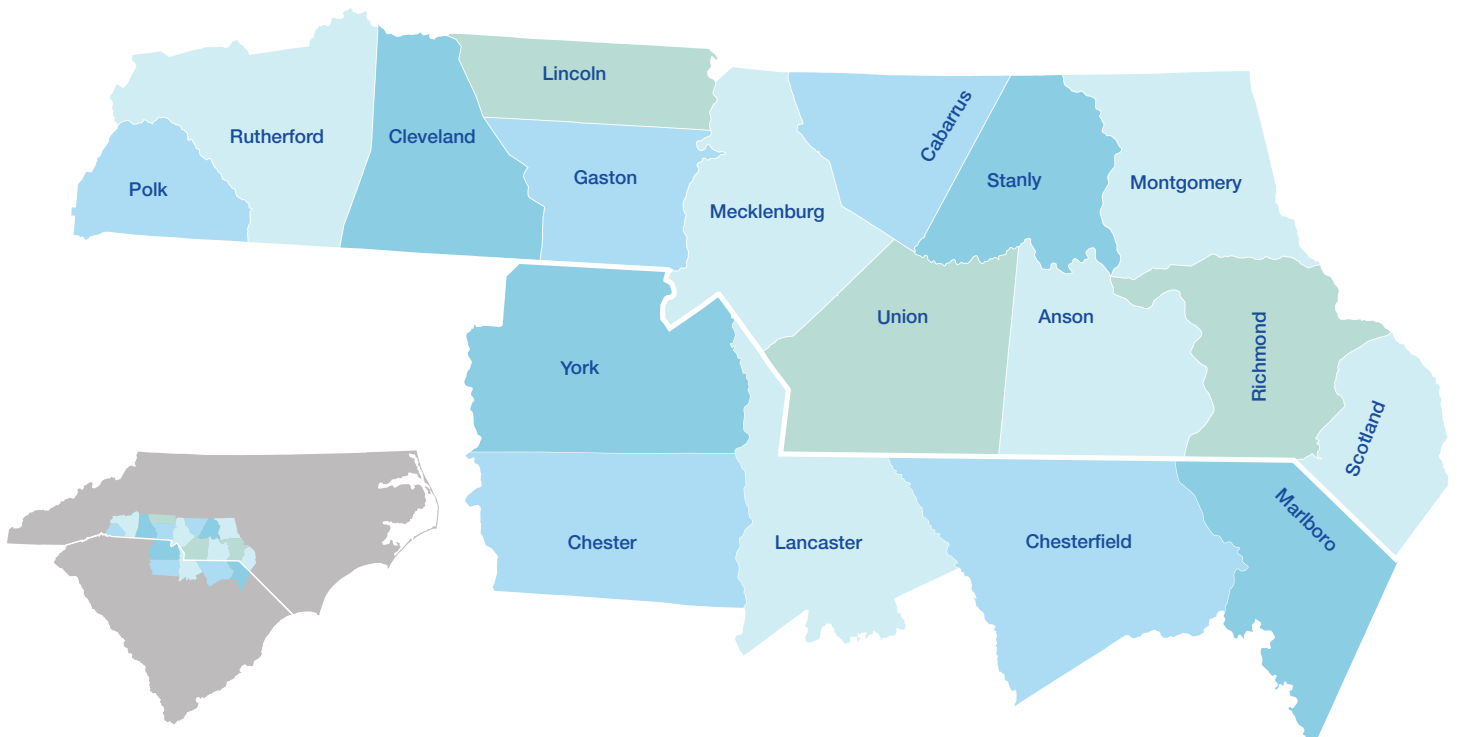
## ABOUT US:

Goodwill Industries of the Southern Piedmont is a nonprofit organization that connects people to opportunities to find gainful employment and meaningful work. Through its 36 retail stores, the Goodwill Opportunity Campus, and partnerships with employers and other organizations, Goodwill builds pathways for members of the community to uncover their passions, enhance their skill sets, and achieve more for themselves and their families—creating a brighter future for all.

▶ Visit <https://linkpages.pro/goodwill23> to see how donations turn into career services.

## OUR REGION:

Visit [goodwillsp.org](https://goodwillsp.org) to find your nearest Goodwill.



## OUR MISSION:

Goodwill builds pathways that help people pursue the life they want to achieve.

## OUR PURPOSE:

Goodwill exists to help people see possibilities, seize opportunities and prosper.



# DEAR READER,

First, thank you for taking the time to read our annual Community Report. Throughout this report, we hope you will see how we live out one of our core values – building a village – as we demonstrate how participants, employers, Goodwill team members and community allies work in unique ways to bring the Goodwill mission to life. We believe when people who care come together – we can create a village of support to advance the goals and dreams of neighbors in our community, like those whose stories are told in these pages.

We can move our greater Charlotte community forward when we see potential in new and different ways, and invest in the people around us. The future is brighter when families can create generational wealth, and when pathways are created for everyone to have the opportunity to thrive.

When you look around our city and our region, it's evident there is so much prosperity in this community – but are there opportunities for local talent to take advantage? And is there equitable access for all to fully participate – and to thrive?

That's why our mission at Goodwill isn't just about jobs. It's about building pathways for people to find meaningful employment – to land a better job, advance their current career, or gain the skills to launch an entirely new career in IT, banking, or construction and the trades, to name a few. It's about work with meaning that propels a person toward the life they want to achieve.

Meaningful work isn't about what's on your business card. It's the sense of pride and the value you gain from stepping into your potential and reaching your goals. A promising and sustainable career can serve a person, a family, and a community in many ways. Truly, what we envision is economic dignity... for everyone.

That hope requires us to be bold in how we envision the future. We are excited and inspired by our organization's ambitious plans over the next five years, which you can read about on page 14. We're putting a stake in the ground and aiming for an impactful – meaning large – number of people we want to support in achieving meaningful employment by 2029.

We hope you are reading this today because you see the value in building a village, and in making a difference, together. It will

only be with support and partnership from this community—our generous material and financial donors, area employers and other strong community allies – that we will be able to scale up the supports we offer people on their journey toward prosperity. But, the opportunities we create together can have a significant impact on our neighbors as they uncover their passions, enhance their skill sets, build social capital and achieve more for themselves and their families – creating a brighter future for all.

Thank you for being part of our village, and joining together to envision a community rich with opportunity for everyone.

With gratitude,



Ronnie L. Bryant, CEcD, HLM, FM  
Board Chair



Chris Jackson,  
President & CEO



## WHAT'S INSIDE:

**4 & 5: Our Impact in 2023**

**6 & 7: Supporting Participants on their Path to Prosperity**

**8 & 9: Employer and Industry Input Helps to Fuel Outcomes**

**10 & 11: Community Partnerships Amplify our Collective Impact**

**12 & 13: Get to Know the Goodwill Team**

**14 & 15: Our Vision for the Future**



All bonus content can be found here:  
<https://linkpages.pro/goodwill23>



## Total participants supported: 9,432

Average starting hourly wage of all program participants: \$16.47

Total Economic and Fiscal Impact of mission<sup>2</sup>: \$75,689,200

Participants in immersive career training programs<sup>1</sup>: 502

### All participant program involvement<sup>3</sup>

Careers launched by participants in immersive career training programs: 231  
Their average starting wage: \$23.28



88% of immersive program participants retained employment for at least 6 months.

Total training program enrollments: 1,279

Total training program graduates: 1,173

BankWork\$<sup>4</sup>: 16 program graduates

Construction & Trades: 537 program graduates

IT: 372 program graduates

Customer Service: 248 program graduates

Items given a second life through sales: 17,490,982

Total Economic & Fiscal Impact of operations<sup>2</sup>: \$184,232,900

Material donor visits: 1,266,056

### IMPACT OF REGIONAL GROWTH

Philanthropic Giving: \$1,332,948

New jobs created: 60

Total Economic & Fiscal impact of growth: \$180,400

1. Immersive training programs are 8-12 week classes which deliver industry-recognized skills paired with wraparound services such as career navigation and employer engagement, that prepare participants to launch new careers.
2. Goodwill Industries International contracted Elliot D. Pollack & Company to create a model to gauge the impact of Goodwill organizations on the community. Economic impact analysis examines the regional implications of an activity in terms of three basic measures: output, earnings and job creation. The Economic & Fiscal Impact Model calculates the impact of business operations based on the number of workers placed in those businesses as well as direct company operations.
3. Many of participants utilize more than one service. This chart demonstrates those who participated in one of our key service areas. Career training includes those who enrolled or completed immersive or non-immersive classes. Support services include career navigation and family stability supports through our career centers. GoodWork Staffing represents those hired through our nonprofit staffing company. Coaching includes 1-1 career coaching and employer engagement support.
4. Program piloted in fall of 2023.

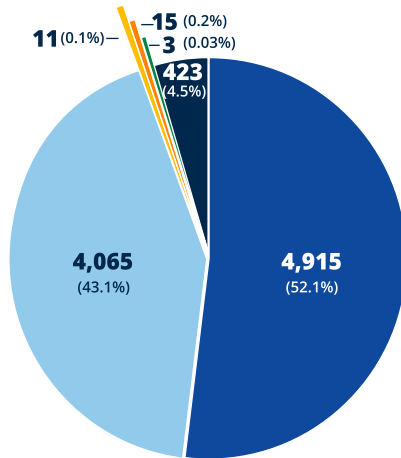
To see our audited financial statements, visit: <https://goodwillsp.org/financial-statements>



Average age of all participants: 40  
Median age of all participants: 38

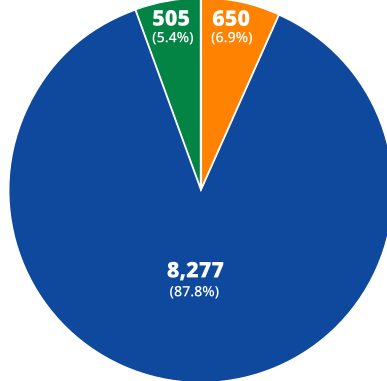
### Gender Identity

- Female
- Male
- Transgender
- Non Binary
- Other
- Not Provided



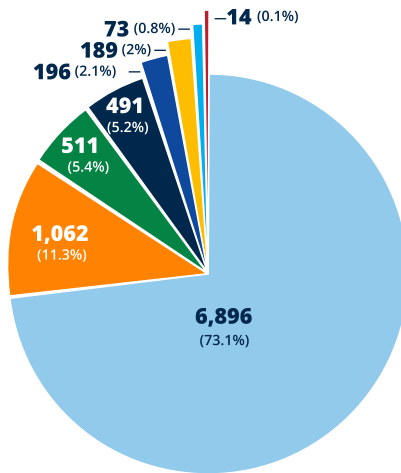
### Ethnicity

- Non-Hispanic
- Hispanic
- Not provided

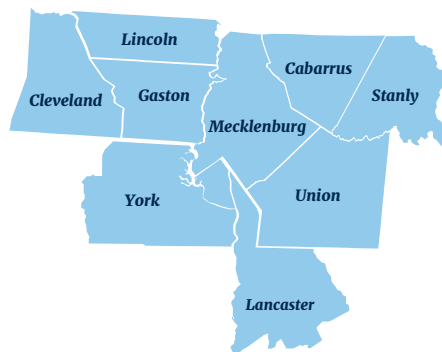
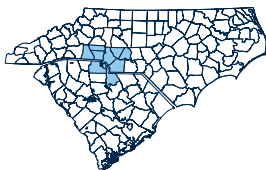


### Race

- Black/African American
- White
- Not provided
- Other
- 2+ races
- Asian
- American Indian/Alaskan Native
- Hawaiian/Pacific Islander



### Top Counties Where Our Participants Reside




## GRADUATE REFLECTS ON LASTING IMPACT OF IMMERSIVE PROGRAMS

Dedicating more than eight weeks, and countless hours of classroom and independent learning, coaching sessions, mock interviews and more deserves celebration for our immersive program participants! At our quarterly graduation ceremonies in 2023, we were thrilled to commend the hard work and success of 1,173 graduates who completed training programs in IT, banking, construction and trades, and more.

During four graduation ceremonies held at the Goodwill Opportunity Campus, participant graduates gathered with their friends, families, instructors, career navigators, employer engagement team members and others to celebrate this tremendous achievement and the opportunities that lie ahead. Goodwill's immersive job training programs equip our graduates with the skills, confidence and support they need to take the next step toward the life they want to achieve.

"\$14,584 is the poverty level for one person, and I was below that," said graduate Kenya Cunningham, a Customer Banking Relationship Specialist with Bank OZK pictured above, who represented her class as a participant speaker during the ceremony. **"Eight weeks is what it took to change my life. Goodwill is the place where you can turn your life around in a few weeks. You can go from, like myself, below poverty level to now middle-class income. They allowed me to change my life for the better!"**

We can't wait to see the amazing things our graduates will accomplish next on their pathway to prosperity.

 Hear more from Kenya's speech at <https://linkpages.pro/goodwill23>

# BRINGING THE FUTURE OF WORK TO OUR FRONT DOORS

Our entire team at the Goodwill Opportunity Campus from staffing specialists and career navigators, to training & development specialists and employer engagement teammates, work together to help our participants along their pathway toward prosperity. That's why we invested into renovating the spaces our participants use most, debuting our newly renovated public-facing and participant-serving spaces at the Goodwill Opportunity Campus in April of 2023. The redesign of the space included updates to the Career & Employment Center, GoodWork Staffing, Goodwill University hallway and classrooms, the team member training room and added a flexible room we call the Makerspace. The new design creates a more open and adaptable environment, where innovation and learning can thrive, and participants can experience a modern and welcoming workspace, reminiscent of today's work environment.



Take a look at the photos below to see some of the highlights of this impactful renovation.



Updated classrooms bring new technology and spaces that encourage collaboration and innovation. Participants learn hard skills and soft skills – gaining technical knowledge and professional acumen to achieve success in the workplace.



The updated space brings visibility to GoodWork Staffing, the region's only nonprofit staffing company. Participants are matched with opportunities to work with local employers, often turning temporary work into a permanent role.



Additional seating and collaborative spaces foster interaction between participants, employers, and Goodwill Career Navigators – giving participants professional experiences in settings not unlike their possible future workplaces.



Multi-use spaces can strengthen partnerships by providing an engaging area for outside organizations and employers to connect with Goodwill participants and team members, and host outside meetings and events.

**In addition to Goodwill services, we are a referral partner and can do a coordinated intake for an easy transition to services with a variety of area organizations, including:**

- Crisis Assistance Ministry
- Nourish Up (Formerly Loaves & Fishes)
- Good Friends of Charlotte
- Good Fellows Club
- NCCARE360
- VISION NC
- Department of Health and Human Services
- Charlotte Community Health Clinic & Dental Clinic
- Center for Community Transitions
- Charlotte Center for Legal Advocacy
- Common Wealth Charlotte



# WHERE ARE THEY NOW?

At Goodwill, we build pathways that help people pursue the life they want to achieve. We are proud to support people on their journey toward meaningful employment, but it's even more fulfilling to see the long-term impact and life changes that come after years of partnership with participants. Below are experiences of some of the remarkable participants who have crossed our path; explore their triumphs, challenges, and the meaningful impact they continue to make in their years after first coming to Goodwill.

## Jason, 10 years, Sanitation Equipment Operator Sr. at the City of Charlotte:

Jason works for the City of Charlotte Solid Waste Services division as Sanitation Equipment Operator Sr., but 10 years ago he landed the job through Good Work Staffing, our nonprofits staffing company that specializes in providing industrial, clerical and management employees to a wide variety of companies.

Jason didn't even think he would get a call back when he first came to the Goodwill Opportunity Campus and inquired about work, but just a couple days later, he did.

He started with the city as a temporary employee, but quickly worked his way up the ranks. Today, he is training to be a supervisor, has obtained several certifications, is married and owns his own home, which he was able to purchase through a program provided by his employer.

"People got dreams of being a doctor or lawyer or a basketball player. To me this is a dream come true. I never would have thought I would have been in this position to ever even grow or excel," he said.



Photo provided by City of Charlotte



Visit <https://linkpages.pro/goodwill23> to learn more about Jason's journey to employment with the City of Charlotte.

## Stephanie, 5 years, Software Engineer at Wells Fargo:

Stephanie works as a Software Engineer at Wells Fargo, but it was just five years ago the single mother of three was struggling to provide for her family. After taking our very first BA/QA class in 2019, she began working part-time for Carolina Softech, who teaches IT classes through Goodwill University. It wasn't until November 2021 when she was hired at Wells Fargo as a Engineer Analyst.

According to career navigator David Washam, "she seemed to always get so close but never landed the job. She never gave up on Goodwill and always was the first to sign up for events and presentations!"

Today Stephanie is enjoying a recent promotion with her employer, the work-life balance she always yearned for and is paying it forward as a Participant Ambassador for Goodwill, where she shares her story encouraging others to follow in her footsteps.

"I love my job. I love my manager. I'm able to provide for the kids. As long as you do your part, they are there to support you. If you want it, they're going to try and make sure you get it," she said.



Visit <https://linkpages.pro/goodwill23> to learn more about Stephanie's experience in Goodwill University's IT training program.

## Camryn, 1 year, Electrical Helper at Pitt Electric

Camryn, a 20-year-old who wanted to find a career after leaving college, found Goodwill. Early in 2023, she took the Construction Basics course, then with help from Goodwill's Employer Engagement team, found a summer internship at Barringer Construction. There, she was a project management intern, shadowing the superintendent at the Phat Burrito construction site in Charlotte.

Later in the year, Camryn joined the Electrical training program. In September, with her experience and networking at her internship, Camryn found a job as an Electrical Helper at Pitt Electric while completing Goodwill's Electrical training

program. In addition, she became a Teaching Assistant for Goodwill's Construction Basics program. Just one year after starting the program at Goodwill, Camryn has transformed into a confident, career-driven woman in the construction industry.

"[It feels like] a huge weight off my shoulders," Camryn exclaimed, when asked what it feels like to start her career. "It felt like a lot of pressure to have everything figured out at 17. I can't wrap my mind around how much this changed the course of my life."



Visit <https://linkpages.pro/goodwill23> to learn more on Camryn's story of success through Goodwill's Construction Skills Training program.

# BRIDGING THE GAP BETWEEN JOB SEEKERS & EMPLOYER NEEDS IN THE CONSTRUCTION INDUSTRY

In today's dynamic job market, the demand for skilled workers in the construction industry continues to rise. Recognizing this need, Goodwill's immersive job training programs bridge the gap between job seekers and employers looking for qualified candidates.

Our newly developed Employer Roundtable events serve as forums for candid discussions on industry trends, talent needs and gaps—offering invaluable insights into the skills and attributes companies are seeking in potential hires. This feedback not only informs Goodwill's training program curriculum, but equips graduates with skills demanded by the

industry, enhancing their employability. In addition, industry leaders serve as instructors in the classroom, and connect with participants and graduates at networking and alumni events.

By aligning our training programs with the needs of employers, these initiatives not only empower individuals to pursue the life they want to achieve but also fuel economic growth within the construction industry.



“ We’re always looking for talent to join our team. It’s tough trying to find people who have the experience that we’re looking for. We’ve struggled in that aspect. But we’ve gotten some good candidates through Goodwill’s training programs. ”

– Joe Sudol, Ross & Witmer

“ Having this pipeline is critical to maintaining the workflow because the work is coming, and we need workers. Having Goodwill train those workers and bring them into companies is a critical pathway. ”

– Emily Scofield, Barringer Construction

“ Goodwill finds people that actually want to be in the trades, more than just people trying to find that next thing in their life. We are looking for people who have that drive and want to make a career out of electrical work, and Goodwill has been great at finding those types of people for us. ”

– Tyler Jomo, Adams Electric

## PARTICIPANTS SECURE HIGHER WAGES THROUGH EMPLOYER ENGAGEMENT TEAM

As part of our wraparound services, Goodwill participants work with our Employer Engagement Team, a group of professionals helping to connect driven talent with local employers. By helping participants earn social capital and have a friendly introduction to hiring employers, participants are able to pitch their skills, create meaningful relationships, and land in the short stack. In addition to connections, Employer Engagement team members support participants with mock interviews, elevator pitches, resume and cover letter review and more. These wraparound services, coupled with new industry-recognized skills, help our immersive program

participants earn 34% higher starting wages than participants not enrolled in our immersive programs.

Stephanie Murray still remembers the nerves of applying to jobs after completing the advanced IT program at Goodwill. Her Employer Engagement Specialist Craig Kalhagen helped to set her up with interviews, master her interview skills and negotiate a salary in an entirely new industry. “I can get on an elevator with somebody and tell you what I can do in one minute – all my skills! I came from West Virginia making \$14 an hour, and this has changed my life. I’m in a position now where I’m in an IT career, I’m a Software Engineer and I just got promoted!”





# INTRODUCING OUR NEWEST OFFERING, THE FIRST BANKWORK\$ PROGRAM IN THE CAROLINAS

At Goodwill, we look at the needs of the community when developing training programs for our nonprofit. The Charlotte region is home to more than 91,000 financial services jobs, and it is the second-largest banking center in the nation. With no other workforce development programs dedicated to the finance industry in the greater Charlotte region, Goodwill partnered with CareerWork\$ and CAEL (Council for Adult and Experiential Learning) to train and upskill people for careers in banking.

Through our training division, Goodwill University, participants can enroll in BankWork\$, an eight-week immersive program that provides participants the skills, access and coaching needed to succeed and grow in banking careers—from understanding the financial services workplace to bank regulations, bank products, cash handling and processing customer transactions.

Additionally, the program engages prospective employers in the community during the duration of the program to provide industry insight and integrated recruitment opportunities.

At the inaugural BankWork\$ graduation in November, the community came together to celebrate the graduating participants. Pictured below, representatives from CAEL, the NC Banker's Association, CareerWork\$ joined together to celebrate. Also pictured is a representative from Skyla Credit Union, one of many organizations who were present to meet with graduates, share about careers at their companies and provide mock interviews.



## Graduates are prepared for roles such as:

- Associate Banker
- Branch Banker
- Client Services Representative
- Teller
- Lead Teller
- Member Service Consultant
- Personal Banker
- Relationship Banker
- Call Center Representative

“ CAEL is grateful for Goodwill Industries of the Southern Piedmont's leadership in bringing this much-needed short-term career training program to the Charlotte community through Truist Foundation's Where It Starts: Build Better Careers initiative. We're excited to see how our partnership with Goodwill and CareerWork\$ continues to unfold as we work together to create opportunities for more individuals in the Charlotte area to connect with good jobs in the financial services sector. ”

– Earl Buford,  
President, CAEL



## THANK YOU TO OUR TOP EMPLOYER PARTNERS IN 2023

Adams Electric  
Amazon  
City of Charlotte  
Cormetech  
Dole Foods

Horne HVAC  
LPL Financial  
Mecklenburg County  
MSS Solutions, LLC  
Polypore International

Spectrum  
VXI Global Solutions, LLC  
Wells Fargo

# LOWE'S PARTNERSHIP RESULTS IN IMPACTFUL OUTCOMES

Community is at the heart of Goodwill, and the most integral part of our village. Partners like the Lowe's Foundation who've invested in our mission, through grants and sponsorship, help people in the Charlotte region pursue the life they want to achieve. Amid a concerning deficit of talent entering in the trades, the Lowe's Foundation made a commitment to help 50,000 people prepare for skilled trades careers over five years. The organization's new Gable Grants program aims to support a sustainable infrastructure of innovative training programs and increase the number of young and diverse tradespeople. Goodwill Industries of the Southern Piedmont was among the first ten community-based nonprofits in the nation awarded a Gable Grant to grow our Construction Basics, Carpentry, Electrical, and HVAC classes – helping



more participants launch careers in the industry. In fact, with the additional funding, we can expand the number of classes and cohorts to support more than 600 people with construction training in 2024 and 2025.

Lowe's also served as the presenting sponsor of Good Morning, Opportunity!, Goodwill's annual signature event that highlights the mission of our nonprofit and reminds all in attendance of the possibilities each new day brings. In her remarks at the event, Cheryl Welch, member of the Goodwill Board of Directors and EVP of Merchandizing at Lowe's

shared the following: "As we know, the skilled trades industry is in a crisis. The data is alarming. But at Lowe's, we also see opportunity, and the work happening here at Goodwill is an example of our vision in action. As I've spent time at Goodwill, I see the opportunities that we can create for people in our communities through partnership. Having attended graduations, I have truly seen the impact that is being made in a person's life, and for their families. The more I learn, the more I want to be a part of creating those pathways, and I hope that you feel the same way too."

“ Having attended graduations, I have truly seen the impact that is being made in a person's life, and for their families. The more I learn, the more I want to be a part of creating those pathways, and I hope that you feel the same way too. ”  
 – Cheryl Welch, Lowe's

## THANK YOU TO OUR TOP CORPORATE MATERIAL DONORS IN 2023

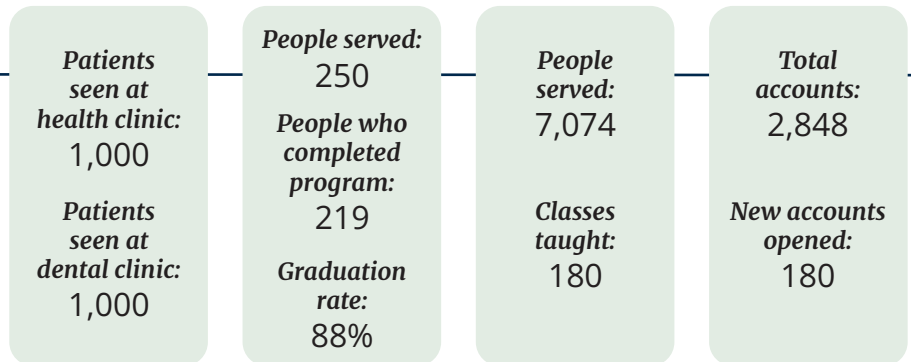
Billy Graham Library  
Coca-Cola Consolidated, Inc.

Charlotte Douglas International Airport  
Husqvarna



## PARTNERSHIPS

Partnerships are central to the purpose of the Goodwill Opportunity Campus – a place where people in our community can find a number of nonprofit services under one roof. Each of the partners at the Goodwill Opportunity Campus plays a critical role in supporting our community as a whole, and participants Goodwill serves as they seek opportunities to prosper and thrive.





# GOOD MORNING, OPPORTUNITY!

Everyone deserves to wake up each day with joy, and to feel the promise a new day brings. At our third annual community event, Good Morning, Opportunity!, attendees had the chance to learn about the mission and impact of Goodwill through participants like Shakira, who shared her story of securing a prosperous job and achieving upward mobility, and how it's changed her outlook on life. It truly takes a village to help create equitable access to career opportunities for all. Thanks to the more than 450 supporters who attended our third annual event. It is only through partnership and community support that we can continue to help people thrive and reach their full potential. Together, we advocate for people to be able to participate in the economy with pride and hope, and to wake up each day to Good Morning, Opportunity.



Visit <https://linkpages.pro/goodwill23> to learn how Shakira discovered her pathway to prosperity



“ I had no clue they positively impacted so many lives in so many ways. Thank you for an inspiring and eye-opening experience! I'll never again drive by a store and not think about the bigger picture. ”  
 - Joey Perez, attendee

# CELEBRATING LIFELONG GIVING

Philanthropic donations play a critical role in advancing Goodwill's mission by supporting program expansion and enhancement, community engagement and partnerships, as well as public awareness and advocacy. We celebrate and honor the impact of our lifelong donors who consistently invest in Goodwill, contribute to creating positive social change and improving the lives of individuals and communities.



“I am drawn to the mission of Goodwill to create pathways for its participants to learn new skills and progress in their careers to create better circumstances for their families. I am also excited to work with the Goodwill leadership team as they continue to reduce and eliminate the structural barriers for advancement that have long existed in our community for families in need.”  
 - Ed McMahon



“Opportunity. In one word, that's what Goodwill is for me. I have lived my whole life getting opportunities, having opportunities. And that's what I care about the most is that people have the opportunity, because we all have challenges. But if we can see those in conjunction with the opportunities then I think we live better lives.”  
 - Lee Armstrong-Lumpkin



“Having grown up in a poor working-class community, I've benefited from a series of programs. My entire career as a nonprofit executive has been about advocating for those who are left out. I get a lot of enjoyment out of it and appreciate getting the chance to see people literally change their lives.”  
 - Nick Wharton

“Care enough to know. We give as much as we can, and at the same time raise responsible adults that can in turn, give more than what we would.”  
 - Regina Wharton

# GOODWILL GOAL GETTERS: HELPING TEAM MEMBERS PURSUE THE LIFE THEY WANT TO ACHIEVE

It truly takes a village to execute our unique social enterprise model. With team members spread across nine counties, working in a variety of roles from retail to career navigation and everything in between, we take seriously our responsibility to support our team as they work toward their own personal and professional goals. We want our team members to be able to succeed and thrive – at home and at work – whether that’s with Goodwill or not! We are proud to offer coaching services and personalized support, intensive training services and annual celebrations to recognize and honor our hardworking team members.

**Goodwill University:** Our purpose at Goodwill is about helping people see possibilities, seize opportunities and prosper – and that aim is not only for our community, but also for our team members. Through our training division, Goodwill University, our team members are uncovering passions and developing skills to grow both personally and professionally. We are proud to support our team members in accessing new skills and supports to advance their careers through Goodwill services.



**Pathways:** Team members have the opportunity to grow with Goodwill through our internal development program, Pathways. Team members who take advantage of this resource are paired with a coach, who works with them to reach goals, personally and professionally, that will help them with advancement in their careers and lives. They receive assistance with everything from job training resources that will help them receive promotions to referral for financial literacy education to purchase homes and family stability services. In 2023, we had a record number of more than 173 team members registered as Pathways participants.

**Team Member Appreciation Day:** Our Team Member Appreciation Day serves as more than a gathering, it’s a symbol of gratitude and recognition for the 1,200 people who bring their talents, passion and commitment to work every day. With a paid day to have fun at Carowinds and deliver Shared Purpose awards to 16 team members, we express appreciation for our team members’ efforts that drive our organization forward.

As a nonprofit committed to being a first-choice employer, we recognize our investment in these celebrations not only acknowledges the value our team members bring to the table, but also reaffirms our commitment to their growth, happiness, and well-being.



Visit <https://linkpages.pro/goodwill23> to see what our team members have to say about working at Goodwill

Our President & CEO with some of our 2023 Shared Purpose & President’s Award winners



Team members having fun at Carowinds at Team Member Appreciation Day



## ENCOURAGING INNOVATION

In our nonprofit, innovation isn’t just encouraged; it’s cultivated from within. Embracing the wealth of creativity and insight by our team members, we’ve established the Innovation Pipeline—a structured approach for evaluating and acting on new ideas. This pivotal framework, designed to advance our nonprofit by fostering team engagement and perpetuating a culture of innovation, produced staggering results in its inaugural year, as team members from across the organization submit innovative ideas to make a difference in our organization!





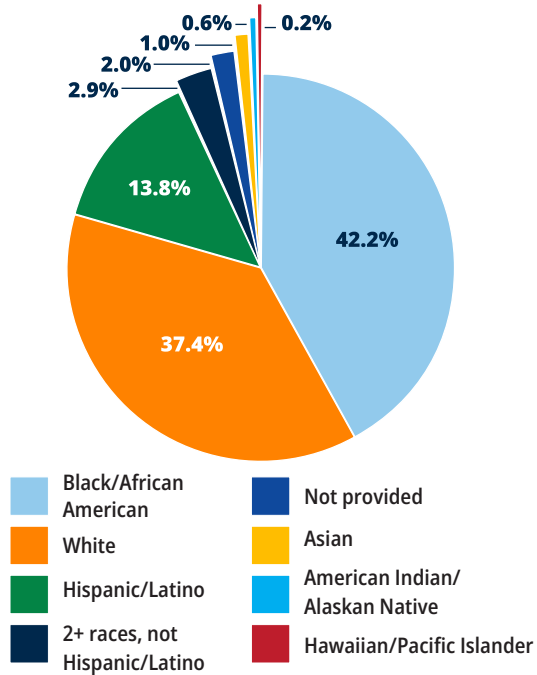
## Average number of team members in 2023: 1,204

Internal promotions: 51

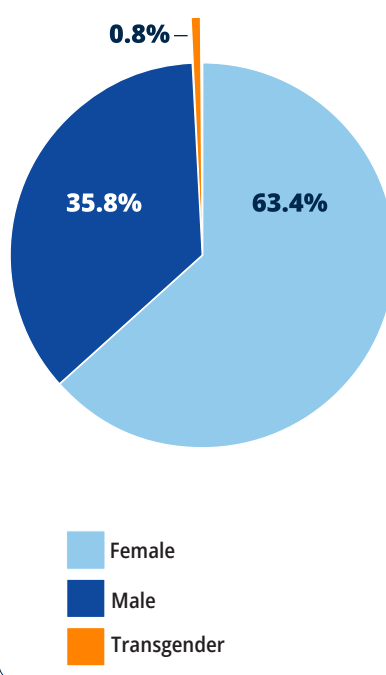
Average tenure: 2.92 years

Pathways participants who achieved goals: 95%

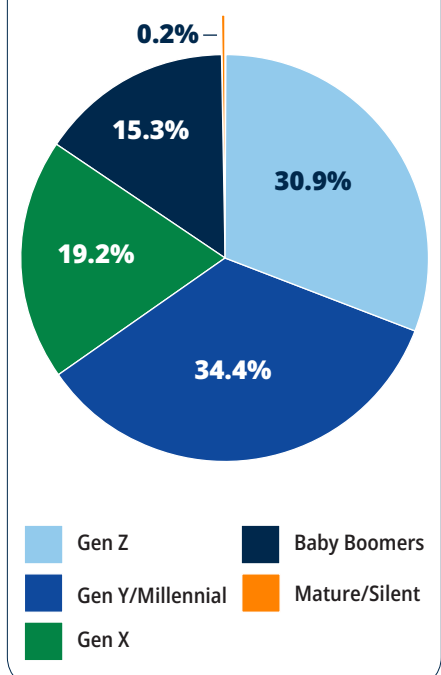
### How team members identify



### Gender Identity



### Generations



## GROWING OUR GOODWILL FAMILY

Through the opening of new retail locations, like our stores in Belmont and Laurinburg, Goodwill has not only expanded to new regions, but contributed to the economic impact and revitalization of these communities, by repurposing existing retail spaces.

In 2023, we created 60 new jobs in our region and even expanded to a new county, which brings an estimated economic impact of \$180,400. We're proud to be growing our presence throughout our region, and adding opportunities for more people to work with purpose at Goodwill.



## DIVERSITY, EQUITY, INCLUSION AND BELONGING (DEIB)

At Goodwill Industries of the Southern Piedmont, everyone and everything matters. We're committed to serving others with excellence regardless of their background, circumstance, the color of their skin, sexual orientation, gender expression or however they identify. That's why we provide resources and programs to cultivate an inclusive culture across our organization.

In 2023, our Diversity, Equity, Inclusion and Belonging (DEIB) Advisory Group, a team of individuals across different parts of the organization committed to advancing our culture, launched three Networking Groups for team members to cultivate ideas and connections. Our supervisors also participate in ongoing DEI&B learning sessions in partnership with The Weathers Group, and Heart Work Leadership training with Dr. Glenn Thomas, to engage in ongoing dialogue and gain skills to be people-first, heart-centered leaders.



# A BOLD VISION FOR OUR VILLAGE

One of our core values is to be bold and we are excited and inspired by our organization's bold approach to what we want to achieve for our community over the next five years.

We're putting a stake in the ground and aiming for an impactful number of people we want to support in the region as we envision a community where equitable access to career opportunities is available for all.

**In 2024, we are launching a new five-year plan with a strategic goal of connecting 10,000 people to meaningful employment by 2029. However, we know there is enough need in our community to do even more, and we want to be so bold to aspire to greater outcomes, despite knowing we cannot achieve this alone. So we're aiming higher, hoping that with additional support, we can help to connect 15,000 people to meaningful employment!**

This goal can only be achieved with additional support and partnership from the community. But, if we can achieve it, the impact we create together will be incredible to drive upward mobility, economic dignity and generational prosperity for people in our community – creating a brighter future for all of us.

The definition of “meaningful” employment will be personal to everyone we support – but we view it as finding a job, getting a better job, launching a career, or self-employment. At a minimum, it should enable people to meet their basic needs and help them advance their careers and lives.

By our estimates, the economic impact of those 15,000 meaningful jobs over five years is roughly \$1.4 billion in wages



paid to individuals receiving our professional development and training supports.

**The key areas of focus in this plan to achieve this goal of connecting 15,000 people to meaningful employment include:**

- Preparing people for the future of work
- Growth and deepening relationships in our territory
- Creating connections to employment
- Providing good jobs at Goodwill
- Sustainably funding our mission

Our hope is that we can scale the proven approaches we use today to help people see possibilities, seize opportunities, and prosper. We can't wait to go on this journey together.

# COMMUNITY NEEDS DRIVE OUR REGIONAL GROWTH



“Listening actively” is a core value that we take seriously at Goodwill. We ask the questions and pay attention to every voice describing what our community needs to be. Then, we work to bring those solutions to life.

As we embark on a period of growth at our organization and seek to expand our reach throughout our 18-county region, we completed a community needs and opportunities survey to ensure we set a course for expansion with our local communities' priorities in mind. The question we were looking to answer was, “Where and how should Goodwill expand workforce development services in our region to help people see possibilities, seize opportunities, and prosper?”

Inviting our key stakeholders into this process brought added content and context, diversity of perspectives and ideas, and ensured those who would be impacted by this work were represented in the planning process. After conducting a territory and data analysis of our region, and speaking with regional stakeholders, community members, employers, participants and team members, we determined three opportunities for expanding the reach of our services in the most impactful way: expansion of services in Mecklenburg County; growing awareness of existing services and expansion of services in Gaston County; and exploring an expansion of services in Cabarrus, Cleveland, Lancaster, and Union counties.

These six counties identified—Cabarrus, Cleveland, Gaston, Lancaster, Mecklenburg, and Union—are experiencing population increases, demographic changes, and growth in key industries with above-average pay. By increasing access to Goodwill's holistic approach to career services and training in high-growth counties such as these, we could help to ensure more individuals can obtain the resources, skills, and supports they need to succeed, and remain agile as changes in their employment opportunities arise so that they can secure a positive economic future for their families.

We are excited to use this research to inform strategic planning and future investments over the next several years! These voices of community members, stakeholders, and employers engaged in this research process provide meaningful insights to help Goodwill expand services and community impact to help families thrive.



# REMEMBERING LEON LEVINE (JUNE 8, 1937 – APRIL 5, 2023)

Goodwill remembers the life and legacy of Leon Levine. In 2015, our nonprofit announced the naming of our Goodwill Opportunity Campus in honor of Leon Levine and his generous contribution. Thanks to Levine's generosity and support of our vision of a community where equitable access to career opportunities is available for all, tens of thousands of people in our community are able to visit the Leon Levine Opportunity Center on the Goodwill Opportunity Campus each year to find support on their journey towards prosperity.

"I think it's an opportunity for a lot more people to find good jobs. It will really make a difference in this county, and this country," Levine said during our commemoration ceremony in 2015.

The businessman and philanthropist generously gave to a number of causes across the city through the Leon Levine Foundation, creating equitable access to healthcare, arts, economic security and workforce development in our community. We will continue Levine's legacy in Charlotte by helping people see possibilities, seize opportunities and prosper at the Leon Levine Opportunity Center.



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