



# PATHWAYS

# TO

# POSSIBILITY

## 2024 COMMUNITY REPORT



# OUR MISSION:

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

# OUR VISION:

We envision a community where equitable access to career opportunities is available for all.

# OUR VALUES:

- Be bold
- Listen actively
- Build a village





**Together, we can ensure that everyone in our community has the opportunity to see possibilities, seize opportunities, and prosper.”**

**- CHRIS JACKSON, PRESIDENT & CEO**



At Goodwill Industries of the Southern Piedmont, it's our mission to build pathways that help people pursue the life they want to achieve. We realize people in our community face many challenges like layoffs, homelessness, housing affordability, lack of transportation, and food insecurity that can create roadblocks to advancement. It is in these moments of uncertainty that we are steadfast in our commitment to help fill the gaps of instability through our various partnerships and services. While the needs of our participants and team members may vary, what we know for sure is everyone wants more for themselves and their families. It is why we are clear in our purpose to help people see possibilities, seize opportunities, and prosper. This is our commitment. This is our promise.

With access to our free resources, partner services, and passionate team members, we helped 11,236 individuals in the Charlotte region gain the skills, access, and support they needed to

find employment or advance their career. Our tuition-free training programs and wraparound services directly contribute to economic mobility, financial independence, and generational wealth in our community.

Additionally, through our Pathways program, over 200 Goodwill team members work with a coach and now can see a clearer path forward to reach their goals and advance in their careers.

As you read through this report, you'll see firsthand the impact our services have had on the greater Charlotte region, and how our nonprofit has created economic opportunities and access to careers. One of our core values is to build a village – because we know success isn't achieved alone. We're able to achieve success through collaboration with invaluable partners who share our vision of a community where equitable access to career opportunities is available to all.

Whether you hire from our programs, inform our curriculum through industry expertise, provide grants or make a personal financial contribution that funds our training initiatives, your generosity directly transforms lives. The next time you shop at, donate to, or pass by a Goodwill retail store, remember that every contribution fuels life-changing opportunities for individuals and families in your community. So, let's continue to do the good work – together. Share our success with your network and explore ways to get involved. If we were able to achieve this incredible success in just one year, imagine the good we can accomplish in the future with your help. Together, we can ensure that everyone in our community has the chance to see possibilities, seize opportunities, and prosper.

A handwritten signature in black ink, likely belonging to Chris Jackson.

**Chris Jackson, President & CEO**



**“I am thrilled to see the profound impact Goodwill is making in our community. The services provided are not only helping people find meaningful work, but also changing lives, creating pathways to economic mobility, and strengthening our local workforce. I couldn't be more proud to be part of an organization that is driving real, lasting change for individuals and families in our community.”**

**- RONNIE BRYANT, 2024 BOARD CHAIR**

# BEFORE & AFTER

## ODILE

*Pathways participant, current Goodwill team member and college student*

“When I joined Pathways, [a program that is designed to support Goodwill’s team members in achieving their professional development and personal goals] these were my goals: to go to school and become an American citizen.”

“The support I have received through Pathways has helped me grow not only academically and professionally but also personally. Beyond achieving my college degree and becoming an American citizen, it has helped me become more self-aware and work on areas of personal growth. Today, I feel like a completely different person because of that.”



## CAROLINA

*BankWork\$ training program graduate, current Mortgage Loan Processor at Founders Federal Credit Union*

“I had surgery in March and was unemployed. The timing was perfect – when I finished my recovery, the BankWork\$ classes had just started, so I didn’t even have to look for jobs.”

“All the preparation that we got in BankWork\$ was perfect for this job [as a Mortgage Loan Processor at Founders Federal Credit Union]. It was the information that I needed to get the job. The first application I did was the first job that I got.”



## TANESHA

*Electrical training program graduate, current Service Technician*

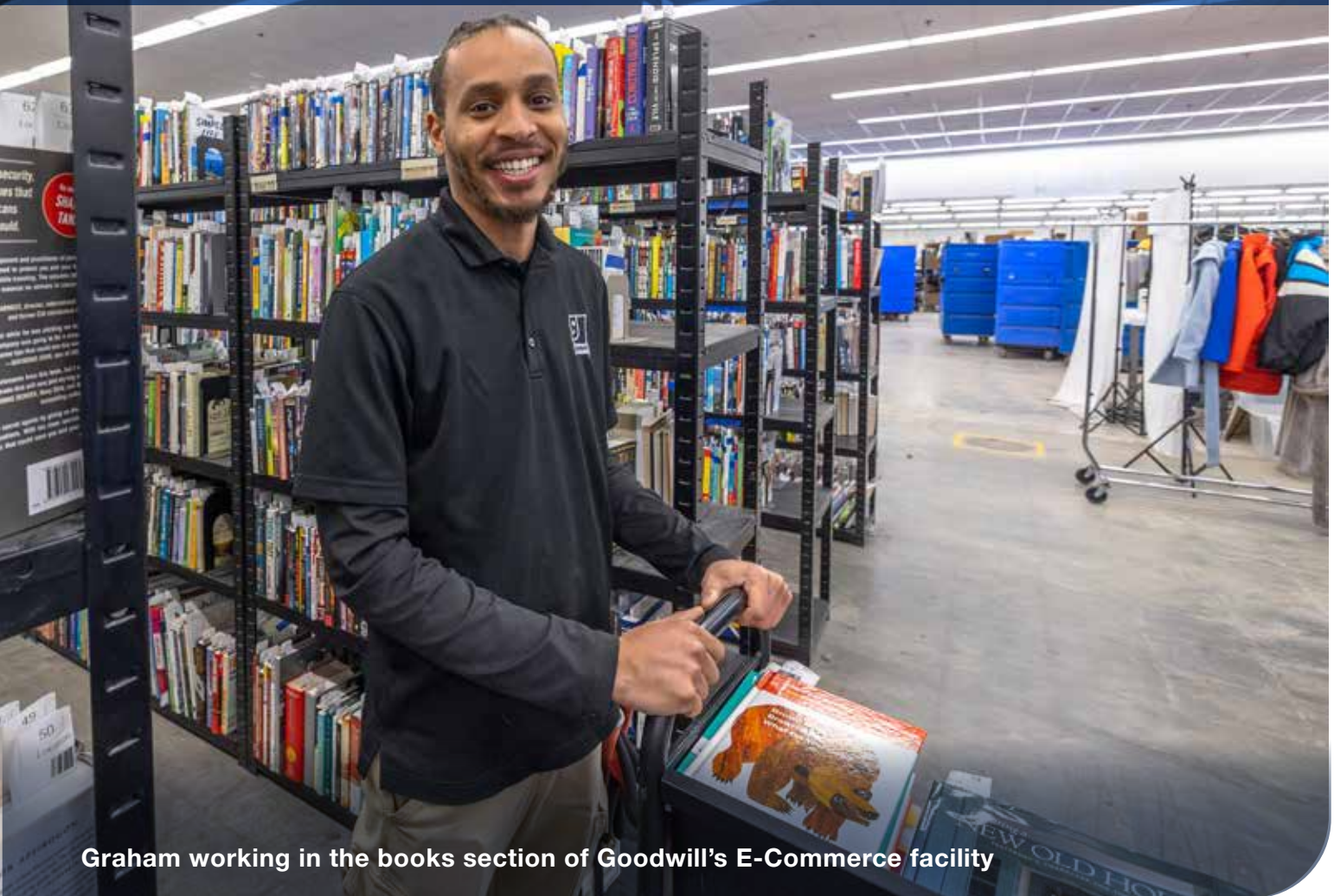
“My Career Navigator was helpful throughout my entire process. She helped me with my resume and sent me numerous jobs. She sent me vouchers to make sure I had clothing for job interviews, and helped me get into the entryway program, which provided resources for when I was homeless.”

“The inspiration is bigger. [I have] the confidence to go into different rooms and to know that I know the information. There’s still a lot to learn, but there’s a lot that Goodwill prepared us for.”





# COMMITMENT TO OUR TEAM MEMBERS' GROWTH & PROGRESSION



Graham working in the books section of Goodwill's E-Commerce facility

**“Honestly, it gives purpose to what I do every day because I know how the work we do actually impacts people, and I’ve seen it, not only for myself but in my peers as well, and it inspires me to get up and come into work.”**

Graham Martin is thriving in his role as an E-commerce Shift Leader, but just a few years ago, life looked different for the Goodwill team member.

“I needed to find a job and I didn’t have a place to stay,” Graham explained of his life before Goodwill.

Referred by a friend, Graham started with the nonprofit as a Donation Material Handler.

“I never worked retail before, but I put my all into it, and it was more than what I bargained for. A lot of that is attributed to the Pathways program.”

Goodwill provides its team members resources like Pathways, a coaching

program designed to help team members achieve personal and professional goals.

Graham was assigned to Pathways coach Ayme Montavon. With her guidance, Graham successfully found an apartment and advanced in the nonprofit.

“It was really exciting for me to feel more stable, start thinking about the future and starting to move away from just survival mode,” he said.

Graham isn’t done yet; he is now in the process of accomplishing a new goal. With help from Goodwill’s tuition reimbursement program,

he’s in college at Central Piedmont Community College studying business administration.

Graham has found stability thanks to the Pathways program.

“Honestly, it gives purpose to what I do every day because I know how the work we do actually impacts people, and I’ve seen it, not only for myself but in my peers as well, and it inspires me to get up and come into work.” •

**98.6%** of team members achieved one or more goals on exiting the Pathways program.

# GOODWILL WRAPAROUND SERVICES HELP PARTICIPANTS ACHIEVE SUCCESS



Adell walking with her Career Navigator, David Washam, at the Goodwill Opportunity Campus

## **“I went from no offers prior to Goodwill, to three companies wanting me. I was so grateful for that.”**

At Goodwill, we understand success requires more than training. That’s why our nonprofit offers wraparound services to participants in our tuition-free training programs. Career Navigators and Employee Engagement Specialists work in tandem with participants to perfect resumes, prepare them for interviews and connect with hiring employers – so participants can land the job.

“I went from no offers prior to Goodwill, to three companies wanting me. I was so grateful for that,” Adell Williams shared. “I think if I didn’t get laid off, I probably wouldn’t be in a position that

I am now that Goodwill helped me to get.”

Adell was out of work for eight months, but with the assistance of her Career Navigator, David Washam, she stayed motivated to find her dream job and continued working on herself during the process.

“He was great. He listened. He heard what I wanted, and I was very honest with him about what I knew my weaknesses were,” Adell said.

Today, Adell works as an HRIS Analyst for Hayward Industries, a role she advanced to after completing

the Data Analytics training program offered through Goodwill.

“I was very grateful,” Adell said of Goodwill’s tuition-free training programs. “The last thing I had was extra money for a class or school, you know? So, my biggest thing was that I was grateful this program existed. Without it, I don’t think I would have even been noticed.” •

**96%** of participants remained employed six months after completing their training course and accepting a new position.



# GOODWILL TRAINING PROGRAMS CREATE FINANCIAL SUCCESS FOR FAMILIES



Rodney with his mom, Cynthia, who is also a graduate of the BankWork\$ training program

**“I always sing praises about the BankWork\$ program because without that, I wouldn’t have been as prepared to be here in this position, and I wouldn’t have been exposed to as many bankers.”**

Training programs at Goodwill are creating insider access to high-paying industries and helping families in the Charlotte region build generational wealth.

Rodney Bey II is now working as a Personal Banker I at Fifth Third Bank, following in the footsteps of his mother, Cynthia Bey. Both graduated from Goodwill’s BankWork\$ training program.

“If you’re at a point in your life where you want to make a change, then Goodwill is a good place to make that

happen,” Rodney said. “They have a lot of different programs to set you up to be an industry professional.”

Cynthia, a Cohort 3 graduate, now works as an Associate Personal Banker with Wells Fargo.

In Goodwill’s tuition-free BankWork\$ training program, participants learn about the financial services workplace, bank regulations, bank products, cash handling, processing customer transactions, and more.

“Everything I’ve learned in BankWork\$, I’m seeing in my job, and it really

helped me prepare for this — to have the correct mindset you need to be in this industry,” Rodney said.

Training programs like the one Rodney and Cynthia completed are available free of charge to the community, thanks to shopping and donating at Goodwill’s 36 retail locations and more than 40 donation sites, as well as support from corporate, community, and philanthropic donations. •

**92.2%** of training program participants successfully complete the course and graduate

# THE IMPACT OF GIVING TO GOODWILL



Philanthropic donations, along with shopping and donations to Goodwill retail stores, help participants like Jordan Campbell achieve success.

**“The Goodwill program is the reason I started exploring this. I didn’t have to worry about paying for school or going into debt. It was the biggest factor in me taking the classes.”**

Today, Jordan works as a Maintenance Technician at Marsh Properties, performing maintenance at four different apartment complexes in Charlotte.

The success she and other participants in the Construction Skills Training Program achieved is thanks to the Lowe’s Foundation Gable Grant, which will support construction industry training through 2025. •

**CLICK TO  
DONATE**



Your financial donation helps to fund initiatives that go beyond the status quo, enabling remarkable achievements and lasting change for people like Jordan in our community.

## WAYS TO SUPPORT



### Donate & shop at our stores

When you shop at Goodwill, you aren’t the only one getting a great deal. You’re helping people in our community get the training and support they need to find employment, and you’re helping the environment by giving gently used items a second life.



### Make a financial donation

Your gifts provide our community members with the skills and confidence they need to transform themselves and improve their economic mobility.



### Discover your next great hire

Let our expert teams help you with staffing services and connections to pre-screened, qualified graduates.



### Become a corporate partner

Our corporate partners play a crucial role in supporting Goodwill’s mission by grants, pro bono services, donating overstock, outdated merchandise, electronics and more.



### Host a donation drive

Make an impact by hosting a Goodwill donation drive at your business, school or neighborhood clubhouse. We’ll provide a donation trailer or bins to make it easy for everyone to contribute.

## TOP 10 EMPLOYER PARTNERS\*

- Atrium Health
- Bank of America
- Bank OZK
- Charlotte-Mecklenburg Schools
- City of Charlotte
- Horne Heating & Air
- Mecklenburg County
- Rebuilding Together
- Spectrum
- Wells Fargo

*\*Based on level of hiring and engagement*



# OUR 2024 IMPACT

**\$187,920,100**

Total economic and fiscal impact

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.



**92%**

of training program participants successfully complete the course and graduate



**1,365**

People connected to a job



**96%**

of people who graduated from a career training program with wraparound support are still employed six months later



**\$23.81**

Average hourly wage of people who graduated from a career training program with wraparound support



**11,236**

People were provided services



Representatives from Bank of America with graduates from a BankWork\$ cohort



**CLICK TO SEE OUR  
AUDITED FINANCIAL STATEMENTS**

# EXPANDING OUR REACH



Goodwill Career and Employment Centers are more than just a place to find a job; they are community hubs where people can access tools, resources, employers, support, and guidance through our nonprofit and its partners.

Whether it's through job training programs, employability and staffing services, and local community partnership our mission is to build pathways that help people pursue the life they want to achieve.

In Gaston County, we relocated our Career and Employment Center to downtown Gastonia so more people would have access to our services and our partners. This also allows more space and convenient access for Goodwill to bring together nonprofits, government agencies, hiring businesses, and the community to support workforce development, access meeting and event space, and continue to work together to increase access to opportunity. •

## WHAT'S NEW IN GASTONIA

- Goodwill Career & Employment Center and GoodWork Staffing have a new convenient location in Downtown Gastonia
- Large classrooms
- Construction Supervisor Training
- Computer Training
- Rentable event and meeting spaces
- Free job search support



# HOME BY GOODWILL

At Goodwill, we're always looking for new ways to further our mission, helping more people in our community better their lives. In 2024, we launched Home by Goodwill, our new Facebook and Instagram account (@goodwillsp\_home) where you can discover and claim unique, thrifted home goods and furniture directly through the social media platform. Revenue generated through these platforms funds our mission of providing tuition-free job training and career placement services to members of our community. •



Click or visit  
@goodwillsp\_home  
to see great finds at  
Home by Goodwill!



## 2024 BOARD OF DIRECTORS

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# Goodwill

Industries of the Southern Piedmont



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