

IMPACT

REPORT
2024

Opportunity
starts here

goodwill
columbus



85
YEARS OF IMPACT

LETTER FROM LEADERSHIP



Dear Goodwill Columbus Supporter,

As we reflect on 2024, I am filled with immense pride and gratitude for the incredible achievements we accomplished together. This year also marked a historic milestone for Goodwill Columbus — our 85th anniversary of serving individuals in Central Ohio.

Throughout the year, I often found myself wondering whether Reverend Charles Graham, our founder, would be proud of how far we've come since he established Goodwill Columbus in 1939. I am confident he would be.

As part of our commitment to equipping 100,000 individuals with the tools to advance economic mobility through the Power of Work by 2030, we served over 12,957 individuals this past year — bringing our total to 91,349 since 2021. At this pace, we are on track to achieve our strategic goal by the end of 2025.

We also made significant investments in our infrastructure, including relocating our Work and Community Services team to a new facility in northern Franklin County. The layout of this space provides new opportunities to serve individuals with disabilities in innovative and impactful ways.

In the second half of 2024, we opened a new location in Grove City — our first site to integrate multiple services under one roof. This location includes a retail store, donation drive-through, Adult Day Services hub, and classrooms for many of our job training programs. We are thrilled to now have a physical presence in Southwest Franklin County.

Our vision — to embrace all individuals as valued and dignified members of our community — continues to guide everything we do. I appreciate the simplicity and depth of this statement. It is further supported by our ICARE organizational

values: Integrity, Collaboration, Accountability, Respect, and Excellence. This year, we invested in ensuring all team members embrace these values as we build a strong and unified culture at Goodwill.



Our vision — to embrace all individuals as valued and dignified members of our community — continues to guide everything we do.

In terms of innovation, we launched the Do Good loyalty program, which rewards donors who consistently donate goods. Donations fuel our retail operations, which in turn generate critical revenue to support our mission.

Our efforts to promote reuse have also gained momentum. We are partnering with local organizations to explore creative ways to repurpose textiles that cannot be sold in our stores. Stay tuned for more on this exciting initiative in 2025!

Finally, I want to extend my heartfelt thanks to each and every one of you for your unwavering support of Goodwill Columbus. Your contributions have been essential to our success, and together, I am confident we are laying the foundation for the next 85 years of impact in Central Ohio.

Best regards,



Ryan Burgess
President and CEO



Goodwill Columbus celebrated 85 years

We're proud to have made a difference in our community since 1939.



Goodwill Columbus Art Studio exhibited at Columbus Metropolitan Library

Relaunched internal employee appreciation program called ICARE



Opened multi-service facility in Grove City

We established a first-of-its-kind location that offers all of our services under one roof.

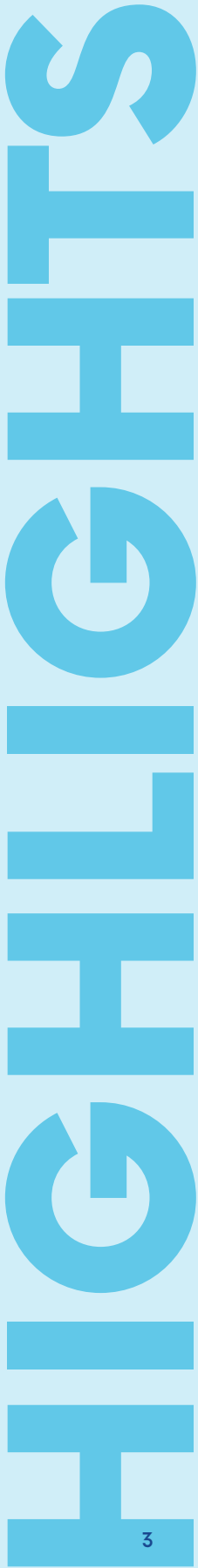
Moved and opened a Work & Community Services (WCS) facility in North Columbus



Launched Goodwill on Wheels trailer

The self-service trailer offers greater convenience and strengthens our sustainability efforts.

Opened new Attended Donation Centers (ADCs) in Bexley and New Albany



You support us

The revenue from sales and contributions from donors like you directly support the community.

Total Revenue

\$65,977,224

\$1,370,266

Other Revenue

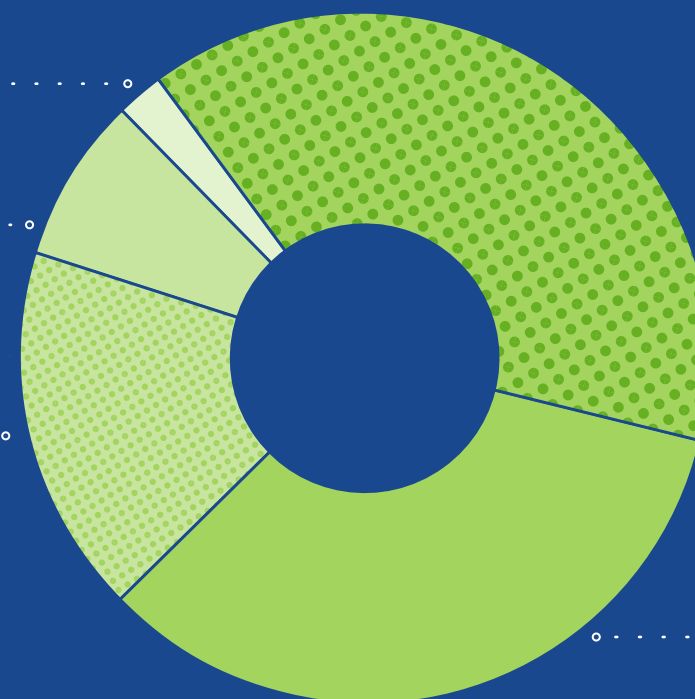
\$5,323,204

Job Training

\$10,978,276

Contract Work

Revenue



\$25,741,797

Sale of Donated Goods

\$22,563,681

I/DD Programs

We support the community

A strong 89% of our operating budget funds mission-related programming.

Total Expenses and Future Mission Investment

\$65,977,224

\$490,730

Future Mission Investment

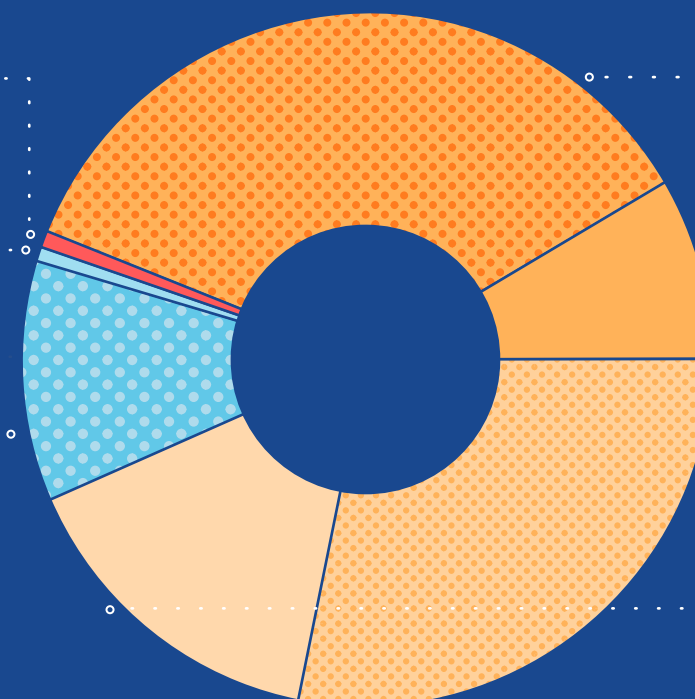
\$431,904

Fundraising

\$7,344,533

Management & General

Expenses



\$23,446,394

Retail

\$5,562,962

Job Training

\$18,633,657

I/DD Programs

\$10,067,044

Contract Services

PROVIDING JOBS

Beyond our community impact, Goodwill Columbus is deeply committed to our own team. As a top 100 employer in Central Ohio, we foster a supportive and inclusive environment where individuals can grow, develop their skills, and build meaningful careers right here in Central Ohio. Our investment in our employees directly fuels our mission, creating a stronger Goodwill and a stronger community.

493

employees earned internal promotions

23%

of the Goodwill Columbus workforce reported having a disability

● In 2024, nearly 500 employees were recognized as part of our internal ICARE campaign, which highlights our core values: Integrity, Collaboration, Accountability, Respect, and Excellence. Employees can nominate colleagues who exemplify these values. Award recipients earn a card, pin, and entrance into a monthly drawing for a \$25 gift card.



Meet Alex

Alex's journey to Retail District Manager is nothing short of inspiring — it was one that began with a second chance. In 2015, she relocated to Columbus for a fresh start and was hired as a Retail Supervisor. Since then, she has earned three promotions and now oversees six retail locations.

"I don't let it slip from my mind that Goodwill gave me an opportunity when nobody else would," Alex said. "I resigned myself to not being able to have much, due to the choices I made."

Alex particularly enjoys working with second-chance employees.

"I have a special connection with them, because I have felt that kind of despair," she explained. "Society has a way of making you feel that way. But our second-chance employees are usually the ones who work the hardest."

For Alex, the most important part of her job is offering humanity to others.

"I know my people. It goes a long way. I don't always have the right answers or make the right decisions, but at the end of the day, people will remember how I made them feel," she said. "Somebody gave me a shot, and I remember it as clear as day. That's what I strive for — to do for others what was done for me."

OFFERING FREE JOB TRAINING

At Goodwill Columbus, our job training programs are more than just skill development — they are catalysts for career pathways and lasting change in Central Ohio. We equip individuals with in-demand skills, bridge employment gaps, and empower sustainable futures.

“

From my experience,
Goodwill really cares.

● In 2024, Goodwill Columbus opened a new Job Training Center in Grove City, as part of an innovative initiative to house multiple services at one location. In addition to the Job Training Center, the facility is home to a retail store, donation center, and Adult Day Services. Residents accessing the Job Training Center will find a computer lab, career coaches, and job training programs designed to support their journey to gainful employment.

256

industry-recognized
credentials awarded

1,073

individuals received
free digital literacy training



Meet Chandalita

Not able to afford college, Chandalita was looking online for opportunities to enhance her life. That's when she learned about the AMP program, designed to help out-of-school young adults enter a career pathway and attain long-term self-sufficiency.

Once enrolled in the program, Chandalita was matched with a Goodwill career coach, Tierrany, and registered for Goodwill's free State-Tested Nursing Assistant (STNA) classes.

After completing her STNA certification, Chandalita obtained part-time employment at Mount Carmel Health System as a Multi-Skilled Technician. In addition to working, Chandalita is attending school full time at Columbus School of Practical Nursing to earn her LPN license – free through the AMP program.

"From my experience, Goodwill really cares. My coach was there for me, no matter what I needed, whether it was not having enough gas money or offering emotional support when I was overwhelmed," Chandalita said. "Through the program, I have been able to accomplish a lot, and I am really proud."

SUPPORTING SUSTAINABILITY

Goodwill Columbus retail stores provide a second chance for more than just the items on the shelves. In addition to diverting more than 7 million pounds of items from the landfills each year, our retail operations employ nearly 400 people. For many, the opportunity is a first or “next best” job.



In 2024, Goodwill Columbus launched a collaborative partnership with the Columbus Urban League and My Brother's Closet, helping to provide free suits and necessary interview attire at no-cost to men who are exiting the justice system and reentering the workforce.

Each month, we open the doors of our Morse Road location to help eligible individuals pick out professional outfits and receive career coaching — all for free.

Stepping into the job market can be daunting, but dressing the part can make it easier to interview with confidence.



+7M

pounds were diverted from the landfill by the aftermarket in 2024

● In 2024, Goodwill Columbus reinforced its commitment to environmental responsibility by establishing a Director of Reuse position. This new role is dedicated to enhancing the organization's efforts in extending the life of donated items and further reducing waste, underscoring Goodwill Columbus's dedication to sustainability.

EMPOWERING INDIVIDUALS

Goodwill Columbus is committed to creating a community where everyone can thrive. By fostering inclusion and focusing on individual strengths, we empower adults with disabilities in Central Ohio to achieve greater self-sufficiency and actively engage in their communities.



Meet Cody

Cody has found a supportive and empowering environment at Goodwill Columbus's Work and Community Services (WCS) facility, where she is currently developing front desk skills.

Reflecting on her initial experience, Cody shared, “When I first came to WCS, I was scared and nervous. I didn't think I would like it, but when I met the people who work here, I got used to them. They became one big family to me.”

Now thriving in her front desk role, Cody manages a variety of responsibilities, including answering phones, assisting guests, restocking supplies, decorating the lobby, and proudly representing Goodwill as an ambassador.



There is so much I do with this job that I never thought I would do in my life.

Cody's engagement extends beyond Goodwill. She is actively involved in Secure Haven, Special Olympics, and The Big Table, where she serves as an emcee. Additionally, she participates in the Human Rights Committee through her residential provider, Alvis.

Expressing her gratitude, Cody said, “There is so much I do with this job that I never thought I would do in my life, and I am grateful and honored. I enjoy myself here at WCS, and they enjoy me. My mom raised me to be the best I can be, and that's what I am doing here.”

198

individuals received adult day support

66

residents provided with in-home care

99

people helped to secure community-integrated employment

● Goodwill Columbus moved its Work & Community Services (WCS) facility in 2024, enabling the nonprofit to broaden its reach and assist more individuals. The WCS program provides essential adult day support, community-integrated employment, and engaging activities for people with developmental and behavioral disabilities.

ACKNOWLEDGMENTS

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Ryan Burgess
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Mark Koenig
Chief Financial
& Compliance Officer

Jennifer Marshall
Senior Vice President of Mission
Impact & Strategy

Marlene Armstrong
Vice President of Marketing
& Communications

Jennifer Jedinak
Vice President of Donated
Goods Retail

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THANKS FOR HELPING US MAKE AN IMPACT IN 2024



For more information about
making an impact in 2025,
please visit our giving page,
goodwillcolumbus.org/make-a-gift

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YEARS OF IMPACT

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