



Chair & President Letter

Dear Friends of Alabama Goodwill,

2024 got off to a rough start with major weather and other challenges, but ended very strong as we again picked up our growth pace. In between, we built some solid community partnerships and enhanced our internal infrastructure. Our operational improvements and workforce development efforts resulted in 98 new jobs created during the year with an additional 41 individuals placed into community-based competitive employment. We provided 56,600 mission services, and served over 500,000 donors and 1,000,000 shoppers.

As our reach grows across our service territory, we are receiving more unsolicited requests for partnership. We focus on those that align with our mission and allow us to create greater impact—offering under-resourced community members a hand-up toward meaningful employment and lasting careers. In 2024, partnerships with the Smithfield Revitalization Coalition, the Women's Foundation of Alabama through the Good Jobs Challenge Coalition, Birmingham City Schools, and the A+ Education Partnership Coalition are strong examples of this approach in action.

Financial partnerships are critical to our continued growth. Our CB&S Bank partners provided important funding through a loan and line of credit. Regions Bank through their Ascentium Capital arm provided much needed capital equipment funding to fuel our growth while building our infrastructure needed to sustain that growth.

We renovated our Guntersville Goodwill GoodNeighbor Center (GGC = store and donation center) with outstanding results. At year end we were completing the renovation of our new Huntsville GGC location while also preparing to open a new GGC in our Northport community. We added three new stand-alone Attended Donation Centers at Clairmont Avenue in Highland Park, at Liberty Park in Vestavia Hills, and at the Pine Grove Center in Madison. In addition, we acquired and implemented our first Point Of Sale system to increase the efficiency of our Team Members for enhanced customer experiences. At the same time, we greatly improved our cyber-security to better safeguard our customer and transaction data.

Learning and mission integration are Core Values and go hand in hand at Alabama Goodwill. We strengthened our Role Model Worker program that helps our Team Members with employment barriers overcome those barriers, become successful on the job, and work toward building sustainable careers. We also strengthened our Working Better Together program that helps our Team Members with disabling conditions learn to be successful in mainstream employment.

As 2024 came to a close, our Board of Directors and Staff Leadership Team completed a new three-year strategic plan with mission advancement, community collaboration, brand growth, and operational excellence as top priorities. It was also a year of transition, as a national search was launched to identify the next President and CEO following Dave Wells' retirement announcement. Together, we are confident that Alabama Goodwill is well-positioned for the future, with the right leader in place to build on the strong foundation of the past seven years and lead our organization to even greater impact in the years ahead.

We look forward to a bright future for Alabama Goodwill!

Yours In Service,



Marshall Rathmell, Board Chair

President & CEO



David Wells, President & CEO



Marshall Rathmell
Board Chair



David Wells
President & CEO

Our Mission

Through generous donations, we strengthen communities, eliminate barriers to opportunity, and help people reach their full potential through learning and the power of work.

Our Vision

We envision Alabama Goodwill as the leader in donated goods operations, sustainability and workforce development in our communities.

Board of Directors

Marshall Rathmell, Chairperson
BCR Wealth

Kevin Manogue, Vice Chairperson
Southern Company

Shawra Rainer, Secretary
UAB

Brandon Wright, Treasurer
UAB

Anoop Mishra
Federal Reserve Bank of Atlanta

Ashlee Taylor
ProSolvent Legal Group

Ashley Sutton
Miles College

Ayla Russell
Personnel Board of Jefferson County

David Wells
Alabama Goodwill Industries, Inc

Geoffrey Rodgers
RxBenefits

Harmony Mendoza
WVTM 13

Jacy Fisher
Gregory Varner & Associates

Jake Datnoff
Bayer Properties, LLC

Jessica Vance
Intermark Group

Molly S Osborn
Harbert Management Corporation

Rayford Coleman
Retired Alabama Power Executive

Samuel Lee
Associated Research and
Knowledge Specialists, LLC

Tom Walker
White Arnold & Dowd P.C.

Valerie DuBose
UAB

Wes Cline
Hydinger Stewart & Chew
Commercial Properties

Leadership Team



David Wells

President & CEO



Doug Prescott

VP Operations & Territory
Development



Kathy Taylor

VP Marketing & Fund
Development



Kris Rawson

VP Mission Advancement



Noah Brown

VP Finance & IT



Sophia Jones

VP Organizational
Development



Adam Hazel

Senior Director of Operations



Steven Lovette

Director of Operations -North



Belinda Hopson-Dupree

Executive Assistant

Fueling the Mission:

2024 Operational Highlights

In 2024, our community came together in a powerful way. Across our retail stores and attended donation centers, 511,884 donors gave generously, helping us continue our mission to change lives through the power of work. This is a 9.15% increase over last year—proof that more people than ever believe in what we do.

Those donations fueled 1,071,271 transactions, each one a chance to connect a shopper with affordable goods, a job seeker with training, and our planet with a second chance for resources that might have gone to waste. Our average donor visited more than twice this year, and each transaction averaged \$19.47, up more than a dollar from last year.

Sales across retail and commercial operations totaled \$20.85 million, representing 16.48% growth over 2023. Small change made a big difference too—customers contributed \$70,964 through our Change Round Up program, proving that when everyone gives a little, we can do a lot.

Behind these numbers is a team committed to excellence, generating \$46.72 in sales for every labor hour, an 8.34% improvement from last year. This efficiency allows us to invest more into our programs, people, and communities.

And the environmental impact? By applying our standard estimate of 20 pounds per donor, these gifts kept an incredible 21.6 million pounds of goods out of landfills. Every shirt, book, coffee table, and lamp that found a new home instead of a trash bin tells the story of a community working together for change.

2024 was more than a year of growth — it was a year of impact, opportunity, and second chances.

**21.6 million**

Pounds of donated goods

**511,884**

Individual donations

**14**

Number of stores

**16**Number of attended
donation centers**2**

Number of outlets

**1,071,271**

Customer Transactions

Locations

Store and Donation Centers

Arab – 163 N Brindlee Mountain Pkwy, Arab, AL
Athens – 613 US Hwy 72 W, Athens, AL
Birmingham – 2350 Green Springs Hwy S, Birmingham, AL
Boaz – 1342 U.S. 431, Boaz, AL
Brook Highland – 5287 U.S. 280, Birmingham, AL
Center Point – 2310 Center Point Parkway, Birmingham, AL
Decatur – 1682-Beltline Rd SW, Decatur, AL
Guntersville – 1465 Sunset Dr, Guntersville, AL
Huntsville – 8920 Memorial Pkwy SW, Huntsville, AL
Huntsville (University) – 7105 Hwy 72 W, Huntsville, AL
Rainbow City – 110 Sutton Square, Rainbow City, AL
Scottsboro – 305 E Willow St, Scottsboro, AL
Tuscaloosa – 1140 Veterans Memorial Parkway, Tuscaloosa, AL

Attended Donation Centers

Altadena Square – 4704 Cahaba River Rd, Birmingham, AL
Capital Market – 1101 Southview Ln, Tuscaloosa, AL
Clairmont – 3300 Clairmont Avenue, Birmingham, AL
County Line – 11212 County Line Rd, Madison, AL
Lakeshore—2852 Lakeshore Parkway, Birmingham, AL
Liberty Centre Donation Center – 4510 Overton Road Suite 100 Birmingham, AL 35210
Madison Commons – 300 Hughes Rd, Madison, AL
Market Square – 3177 Green Valley Rd, Vestavia Hills, AL
Oporto – 5113 Oporto Madrid Blvd, Birmingham, AL
Pelham Parkway – 3310 Pelham Pkwy, Pelham, AL
Point Mallard – 2934 Point Mallard Pkwy SE, Decatur, AL
Rice Mine – 1209 McFarland Blvd NE, Tuscaloosa, AL
Southgate – 1920 U.S. Hwy 31, Pelham, AL
Spurlin Pointe – 8171 US Hwy 431 Rose Road, Suite F, Albertville, AL
Tattersall Park– 6215 Tattersall Blvd, Hoover, AL
Willow Oak – 1808 Gadsden Hwy, Birmingham, AL

Outlets

South Outlet (Birmingham, AL) – 2350 Green Springs Hwy S, Birmingham, AL
North Outlet (Huntsville, AL) – 119 Jetplex Circle, Madison, AL

2024 Ribbon Cuttings



Clairmont Attended Donation Center



Liberty Centre Attended Donation Center



Guntersville Store Renovation Reopening

Goodwill's Mission in Action

Workforce & Career Development

Alabama Goodwill provides coaching, training, and real-world opportunities that turn obstacles into stepping stones. The benefit is bigger than a paycheck—participants gain independence, families grow stronger, and communities thrive when more people are equipped to work and succeed.

2,119

people served

Career center, training,
coaching & employment
89% above target

746

career center
participants

249% of goal reached

757

new hires

Average wage: \$13.60/hr

41

entered
employment

103% of employment goal
achieved

98

jobs created

Driving workforce and
community growth

54,567

training hours
delivered

Professional development
& digital literacy

551

coached team
members

193% of coaching target

We help people find their path to work.
Because every journey deserves a starting point.

Driving Workforce & Community Growth

- 757 New Hires supported through Goodwill
- 98 Jobs Created in local communities
- \$13.60/hr Average wage earned

Professional Development & Digital Literacy

- 41 Individuals Entered Employment after services
- 551 Team Members received coaching
- 54,567 Training Hours Delivered

Exceeding Our Goals

- 103% of employment goal achieved
- 193% of coaching target achieved

Mission Services: Patricia's Journey Finding Purpose

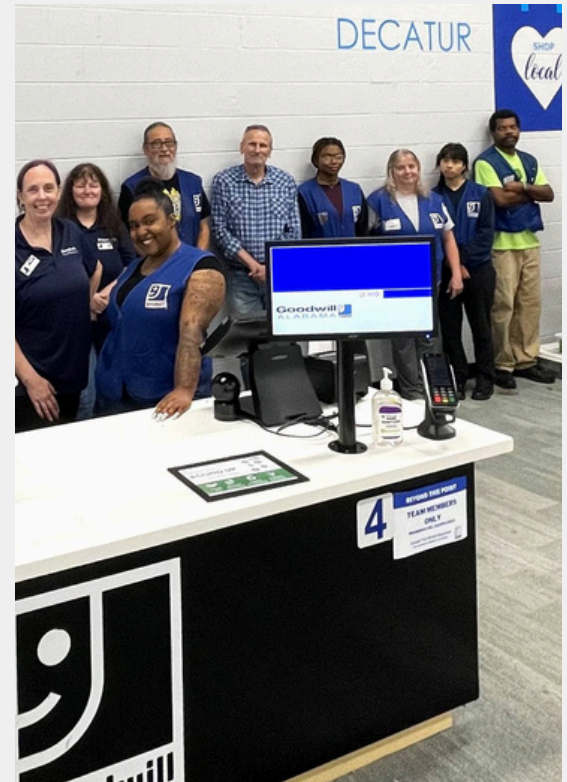
Patricia's path with Alabama Goodwill began with a conversation. She was introduced to the Good Partner Coach (GPC) Program, which offers life coaching, resource navigation, and goal setting for Goodwill employees. At the time, personal challenges made it hard to picture a stable future.

Her coach helped her identify strengths, set goals, and believe in her potential — from financial planning to finding reliable transportation. With that support, Patricia embraced opportunities through Employment Development Services (EDS), completed digital skills training, and earned her Role Model Worker certification.

Today, she's a valued customer service team member known for her reliability, positivity, and leadership in mentoring new team members.

Now building a savings plan and working toward financial independence, Patricia dreams of stepping into a leadership role. Her story proves that lasting change starts with investing in people, not just positions.

Patricia is more than part of our mission—Patricia is our mission.



"Alabama Goodwill didn't just give me a job—they helped me find my purpose."

—Patricia, Alabama Goodwill Team Member

Demarco's Spirit to Succeed

Through dedication and a cheerful spirit, Demarco has transformed his life with the support of the Alabama Goodwill and the Smithfield Project. After honing his job readiness skills, he excelled during his on-the-job training and is now thriving as a full-time Team Member at Birmingham GGC. His Team Leader Coach, Jameese Brown, proudly states, "Demarco is an invaluable addition to our team and an ideal fit."



Demarco, Alabama Goodwill Team Member

"I'm so grateful for this amazing family," says Demarco.

2024 Mission Highlights

Good Jobs Challenge

Through a grant from the Women's Foundation of Alabama and the Good Jobs Challenge, a total of 18 individuals, including 8 of our team members, began training for health-related careers via Ed2Go — building skills to meet the growing demand in healthcare.



Educational Partnership

Partnered with UAB's Educational Opportunity Center (TRIO) to offer Birmingham team members free guidance and resources, helping adults from all backgrounds gain the skills to continue their education.



Missions in Montgomery

Missions team members Kay Simmons and Kimberly Clark represented Alabama Goodwill at the National Congress of Black Women in Montgomery — a testament to their dedication to empowering our team.



2024 Mission Highlights

WellStone Launch Program Partnership

Offered free GED and educational services at our northern locations through the WellStone Launch Program.



Read Across America

Celebrated Read Across America with special guest readers and donated 500 books each to the Birmingham Public Library, Better Basics, and Mississippi Action for Progress.



Youthbuild Program

Hosted YouthBuild Program students from the Housing Authority of the Birmingham District for employability skills training and a shopping trip for interview-ready outfits provided by Alabama Goodwill — supporting their journey toward education, careers, and community leadership.



2024 Highlights

Celebrity Couture

Alabama Goodwill was the first to receive a Galia Lahav couture gown donation — a \$15,000 dress purchased by a lucky shopper for just \$50 at our University store in Huntsville.



UA SGA T-Shirt Swap

Partnered with UA SGA for a transfer student T-shirt swap, collecting shirts from previous schools to donate to Alabama Goodwill.



Thrifting Tour

LaCheryl Cillie and Thrift Style Living brought over 100 shoppers to three Birmingham Goodwill locations, sharing styling tips and creating a day of fashion, fun, and networking.



Upcycle Workshop with Splashed by DKG

Hosted a hands-on workshop where participants transformed Goodwill clothing into unique game-day pieces using creative, upcycled materials.



2024 Highlights

Goodwill on the Runway

Kicked off Magic City Fashion Week on the runway with looks exclusively from Alabama Goodwill.



Virta Health

Received clothing donations from Virta Health members who outgrew their wardrobes while reversing type 2 diabetes through the company's nutrition and support programs.



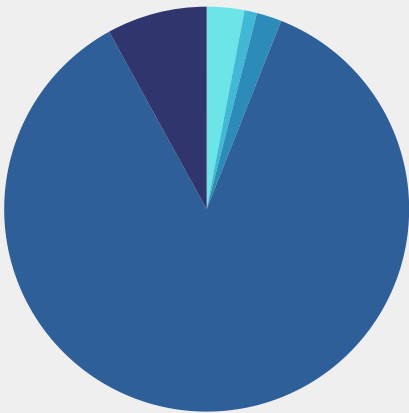
Career Center on Air

Showcased our new Career Center services on air, with team members modeling designer, budget-friendly outfits sourced entirely from local Alabama Goodwill stores.

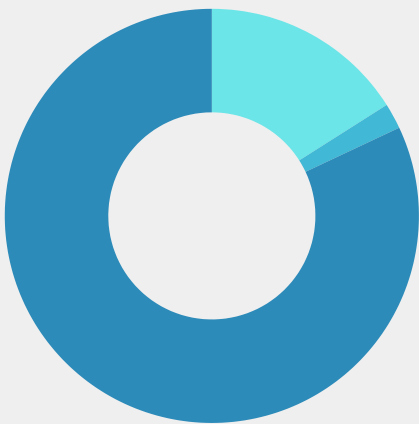
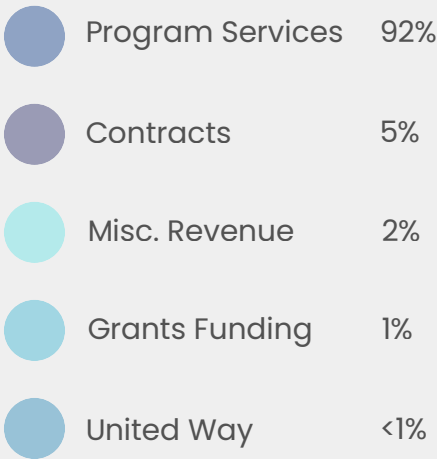


2024 Financials

TOTAL REVENUE: \$23,799,424 TOTAL EXPENSES: \$24,058,292 EBID: \$671,569 NET ASSETS: \$3,687,944



REVENUE BY SOURCE



EXPENSES BY AREA



TOTAL VALUE OF DONATED GOODS: \$20,256,348

2024 Financials

Revenue

Program Services Revenue	\$21,879,576
Contracts Revenue	\$1,145,528
Grants Funding	\$242,041
Misc. Revenue	\$452,710
United Way	\$79,569
Total Revenue	\$23,799,424

Expenses

Program Services	\$19,906,923
General / Management	\$3,905,478
Fundraising	\$245,891
Total Expenses	\$24,058,292
Earnings Before Interest & Depreciation (EBID)	\$671,569



A DONATED BIKE GOT MY FUTURE BACK ON THE RIGHT PATH.



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