



ANNUAL REPORT 2025

OUR VISION

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

BOARD OF DIRECTORS

Chairperson, Kevin Manogue

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President & CEO, DeWayne Cuffie

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Audit & Finance: Molly Osborn

Sustainability and Growth, Jake Datnoff

Mission Advancement, Ashlee Taylor

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MESSAGE FROM OUR BOARD

"I'm proud to look back on a year of achievement, transition, and ongoing dedication to supporting Alabamians facing barriers to employment in the 38 counties we are honored to serve."

In 2025, we closed an outstanding chapter under Dave Wells, our now-retired President and CEO. Dave's vision and leadership quite literally transformed Alabama Goodwill's ability to affect our communities. I'm extremely grateful for Dave's friendship, service, and legacy.

Following a national search, the Board selected Dr. DeWayne Cuffie to lead Alabama Goodwill into its next chapter. DeWayne brings broad experience from within the Goodwill network and is strongly committed to our mission. The Board looks confidently into the future, knowing we can rely on DeWayne and his dedicated team to execute our strategic priorities.

The successes of 2025 would not have come to fruition without our donors and community partners. Your generosity empowers us to help others gain dignity, hope, and independence through the power of work, and helps reduce waste sent to landfills. I encourage you to reach out to Dr. Cuffie to explore how your organization can partner with us in advancing workforce development and environmental sustainability.

With gratitude,



Kevin Manogue
Chair of the Board Alabama Goodwill Industries



DEAR FRIENDS AND PARTNERS,

This past year has reminded us that the work of Alabama Goodwill Industries is sustained not only by effort and strategy, but by God's provision and guidance. We witnessed lives changed as individuals overcame barriers, discovered purpose, and stepped into meaningful work. These moments did not happen by chance. They reflect faithful stewardship, shared commitment, and trust in God, who is at work far beyond what we can see.

Across Alabama, families were strengthened, communities were renewed, and hope took root where opportunity once felt distant. I am continually humbled by how God uses ordinary acts of generosity—donations, partnerships, daily service—to produce extraordinary impact in the lives of people we serve.

I am deeply grateful to our team members, whose faithfulness and compassion turn donated goods into second chances; to our donors, whose generosity makes this mission possible; and to our partners and stakeholders, whose trust and collaboration multiply our reach.

As we look ahead, we do so with gratitude to God, confidence in His direction, and a steadfast commitment to lead with integrity, humility, and purpose—faithful to the calling entrusted to us.

Grace and peace,

Dr. DeWayne B. Cuffie
President & CEO
Alabama Goodwill Industries



Q&A WITH DR. CUFFIE

What inspired you to serve with Goodwill Industries?

My commitment to Goodwill is rooted in a belief shaped by my faith: work has dignity, and every person has God-given worth.

I have seen how opportunity, when paired with support and accountability, can change the trajectory of a life. Goodwill stands at that intersection. It does not offer charity alone; it offers a pathway. That alignment between faith, stewardship, and practical impact drew me to this work and continues to anchor my leadership.

How do you ensure Goodwill's mission translates into meaningful change?

Mission becomes real through discipline.

We set clear expectations, measure what matters, and hold ourselves accountable for results that improve lives. That means investing in our team, listening closely to those we serve, and ensuring every program produces tangible progress. I believe faithfulness shows up in follow-through, and meaningful change is the result of values lived out consistently, not just stated.

Where do you see the greatest potential for Alabama Goodwill's impact?

The greatest opportunity lies in deepening impact, not simply expanding footprint.

Alabama Goodwill has the potential to be the state's most trusted bridge between untapped talent and meaningful employment. By strengthening operations, investing in people, and building intentional partnerships, we can serve individuals with greater barriers while producing stronger outcomes for employers, families, and communities across Alabama.

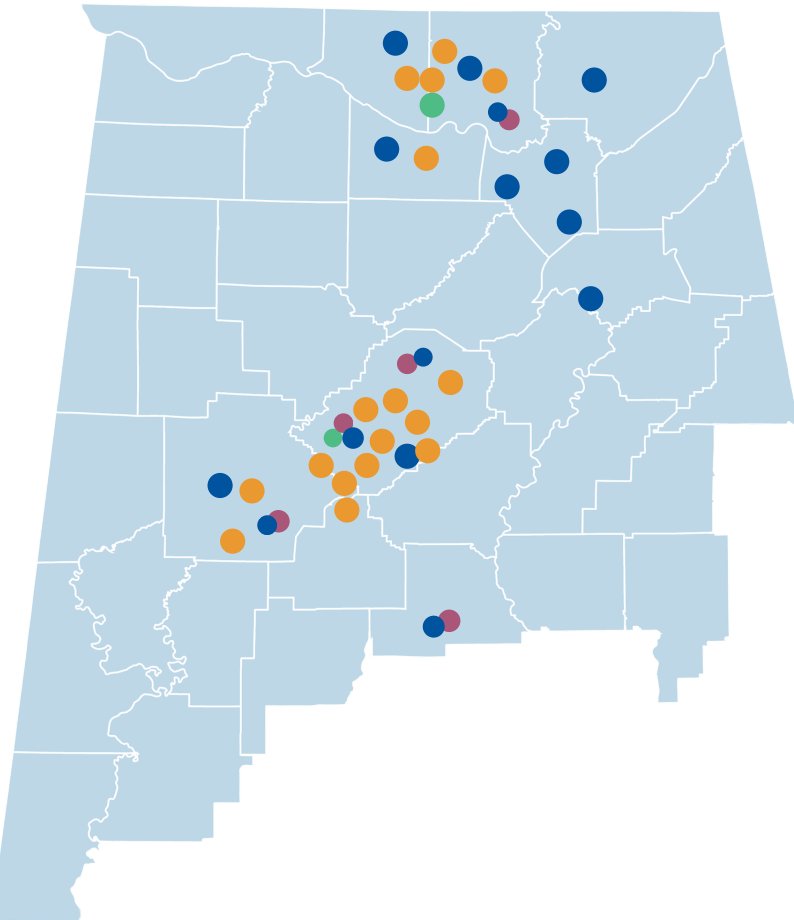
OUR MISSION

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

HOW IT WORKS



EXPANDING COMMUNITY IMPACT



17 STAND ALONE
DONATION CENTERS



15 RETAIL STORES +
DONATION CENTERS



5 CAREER CENETERS



2 OUTLET CENTERS

2 DISTRIBUTION HUBS



4 GRAND OPENINGS

RETAIL STORES

- Northport
- Clanton

DONATION CENTERS

- Pine Grove
- Piedmont Point

2 GRAND RE-OPENINGS

RETAIL STORES

- Huntsville
- Boaz

STRONGER TOGETHER

LIFELONG LEARNING

GoodJobs Challenge

Healthcare is one of Birmingham's largest and fastest-growing industries, yet for many Alabamians, the credentials needed to enter it remain out of reach.

Through the Good Jobs Challenge, a free healthcare workforce training initiative funded by the U.S. Department of Commerce, Alabama Goodwill joined a coalition of regional partners to open those doors. Together, we connected jobseekers particularly those from communities historically excluded from healthcare careers with the training, certifications, and wraparound support needed to build sustainable livelihoods.



WOMEN'S FOUNDATION
OF ALABAMA

Completion Rate

100%

Total Graduates

16

"Impact is often invisible until you hear someone's story."

Life hadn't been easy for Shanequa Simon. She faced loss, abuse and periods of homelessness. Challenges that could have derailed anyone's sense of possibility.

When she learned about Alabama Goodwill's Good Jobs Challenge, she saw a way forward. Through the program, Shanequa earned her Sterile Processing Technician certification, and with Goodwill's wraparound support, helping address barriers along the way, she crossed the finish line.

Today, she's employed at UAB as a Sterile Processing Technician, living independently and building the self-fulfilling life she worked so hard for.

GoodJobs
Birmingham
Healthcare



BIRMINGHAM CITY SCHOOLS

For more than a decade, we have worked with the Birmingham City Schools to bring the real world of work to high school students who need it most.

The Work-Based Learning Program serves students in the district's Special Education department, giving young people with learning and developmental challenges the chance to build real workplace skills in a supportive environment.

Students leave more confident, more capable, and better prepared for life beyond the classroom



BIRMINGHAM PROMISE.

In partnership with Birmingham Promise, Alabama Goodwill launched Styled for Success — a donation drive to help local high school students prepare for career internships.

The Birmingham community responded generously, contributing 1,408 items of professional attire. Students then participated in a hands-on workshop at the Alabama Goodwill Career Center, exploring professional dress, interview presentation, and smart shopping, and each left with a \$50 shopping voucher and the confidence to walk into any opportunity ready.



Students Served

19

Total Items Collected

1,408

RECLAIMED FASHION SHOW

RECLAIMED is Alabama Goodwill Industries' signature fashion show, a celebration of second chances for clothing and for people. Held at WorkPlay in Birmingham, the event brought together community partners, local designers, and team members to experience the organization's mission in a creative and impactful way.

Funds Raised
\$15,377

Total Tickets Sold
211

Total Sponsors
22

Total Designers
12





The designers took donated pieces and turned them into bold runway looks, turning overlooked garments into works of art. The event served as a living metaphor for everything Alabama Goodwill Industries represents.

The same conviction that inspires someone to find value in a forgotten garment is the same conviction that drives this organization to recognize the potential in every person who walks through its doors. In its inaugural year, the event sold 211 tickets and raised \$15,377 to support Alabama Goodwill Industries' workforce development programs, a powerful debut that set the foundation for years to come.

IMPACT REPORT

587,353
DONATIONS COLLECTED

602 Goodwill Team
Members

75 New Goodwill
Jobs Created



1,833

Individuals
Served

879

Total Lives
Impacted

502

Workshops &
Training



328

Supportive Services Enrollments
+49.1% from 2024

5,760,311
POUNDS SAVED
FROM
LANDFILLS 

\$15.96 /hour

Average Wage
20% increase from 2024

23,504

Hours of Funded Training for
Team Members

45,994

Services Delivered



35 Role Model Worker
Certifications

18 Medical
Certifications

FINANCIAL STATEMENT

2025 BALANCE SHEET

Assets

Cash and Investments
Other Current Assets
Fixed Assets and other
Noncurrent Assets
Total Assets

Liabilities

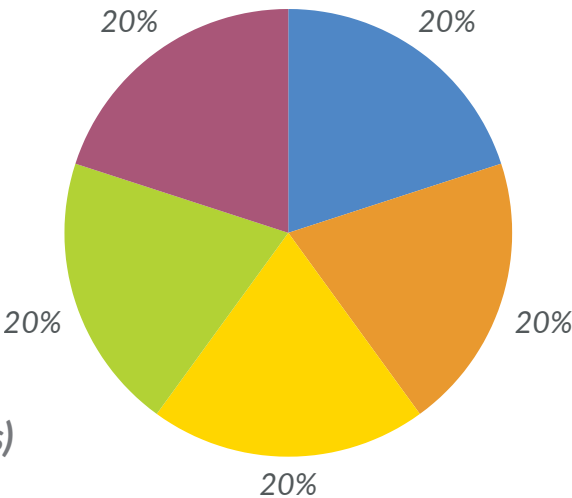
Curent Liabilities
Noncurrent Liabilities
Net Assets
**Total Liabilities and
Net Assets**

As of x/x/xx

STATEMENT OF REVENUES, EXPENSES AND CHANGES IN NET ASSETS

Supporting Our Mission (Revenue Sources)

Retail
Contract Services
Fundraising/Other
Education and
Hospitality
Career Services
Total Revenue



As of x/x/xx

Serving Our Mission (Allocation of Expenses)

Program Services
Support Services
Total Expenses

TO REINVEST IN MISSION AND CAPASITY BUILDING

Audited by



THANK YOU

To our generous donors, mission partners, Leadership Team, and Board of Directors

Your support makes transformation possible.

Together, we are strengthening communities, eliminating barriers to opportunity, and helping people reach their full potential through the power of work.

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