

2023 ANNUAL REPORT



Chair & President Letter

Dear Friends of Alabama Goodwill,

We are pleased to present our 2023 Annual Report, highlighting an active and exciting year. Our focus remained on mission delivery, with the addition of a new leader for our mission staff, who made significant progress in increasing services. We provided 43,148 services, prepared 808 individuals for job success, and placed 658 in competitive employment. Workforce development was a major focus, benefitting employers across our 38-county service area in central and northern Alabama.

Our stores and donation centers play a vital role in delivering our mission. In 2023, we integrated mission work into operations, launching programs like Role Model Worker training and Working Better Together, which helps employ individuals with disabilities. By year-end, we had 30 locations and plans for more.

We hosted our first Lunch & Learn during Black History Month, featuring former Birmingham Mayor Dr. Richard Arrington Jr. and a visit from Mayor Randall Woodfin, who later joined us for another event generously sponsored by BCR Wealth and CB&S Bank. These events help to educate our communities on the great work of Goodwill. Our first Emerging Leaders Board was formed to activate a young generation of leaders in the Goodwill movement. This impressive group held a very successful donation drive and worked to raise Alabama Goodwill's mission awareness.

In 2023, we launched Alabama Goodwill Contract Services, Inc., focused on contracts that employ individuals with disabilities, making up 75% of the workforce. We continued our tradition of sustainability, recycling over 16 million pounds of goods. Our heartfelt thanks go to our generous donors, whose support helps our community members achieve employment success and build sustainable careers.

With Gratitude,

Marshall and Dave



Marshall Rathmell

Chair



David Wells

President & CEO

Alabama Goodwill Mission & Vision

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.

VISION

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



**EMPLOYING PEOPLE, IMPROVING LIVES,
INVESTING IN ALABAMA**



5 Things to Know About Alabama Goodwill

1 Goodwill: The Original Recycler

Goodwill is oftentimes called the 'original recycler.' More than 100 years ago, the idea of recycling clothing and housewares is what the social enterprise was built on.

Today is no different. Millions of pounds of goods are diverted from local landfills each year when community members choose to donate goods to Goodwill.

2 Every Donation is Valuable

All donations set a cycle in motion. Items are processed for sale in our 15 retail stores. Then, the proceeds are used to fund career services, skills training and employment programs throughout our territory.

3 Alabama Goodwill Filters People In – Not Out

Local people who have been out of work a long time – due to homelessness, struggles with addiction, incarceration, lack of skills, and other factors – get jobs through Goodwill.

For many, Goodwill is a first step to self-sufficiency.

4 Locally Owned and Operated

Each Goodwill is a separate and autonomous 501(c)(3) nonprofit organization. Each is led and governed by a local, independent, volunteer Board of Directors.

Local leadership means programs and services are tailored to the specific needs of our area.

5 Our Thrift Stores are the Vehicle for our Mission

Many people think of our thrift stores as places that sell used treasures to those with low incomes. Our thrift stores are actually the vehicle we use to deliver our mission.

We create jobs, put people with employment barriers to work, train them, pay them a steady paycheck, and provide services that help them become successful at work, in a career, and in life. All of this happens in our stores. We start new lives, raising our community members from poverty, through the power of work!

Program & Community Impact



43,148

SERVICES PROVIDED

975,588

CUSTOMERS SERVED

808

UNIQUE PEOPLE SERVED

528

EMPLOYED BY AGI

469,178

DONORS SERVED

20,260

TRAINING HOURS COMPLETED

120

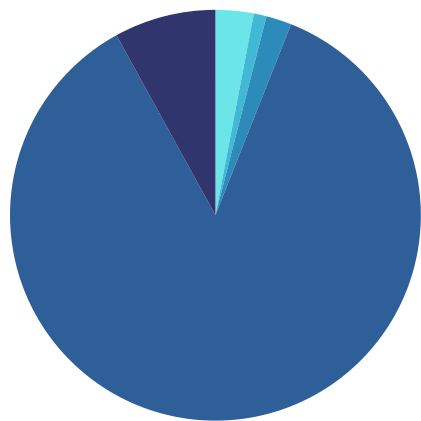
NEW JOBS CREATED WITHIN AGI

2023 Financials

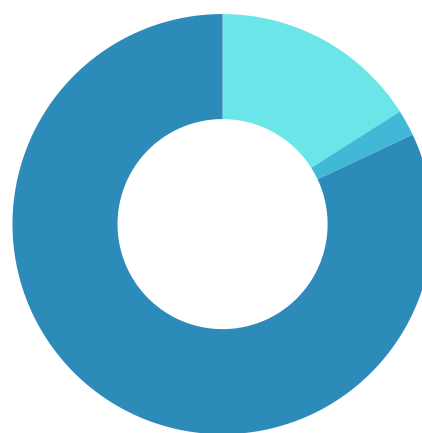
TOTAL REVENUE: \$22,459,216

TOTAL EXPENSES: \$21,488,962

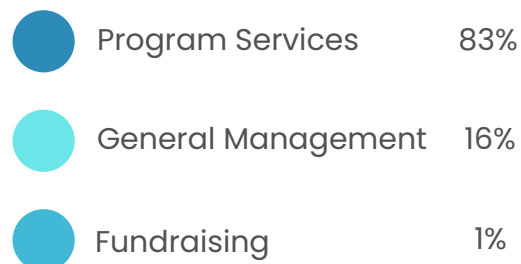
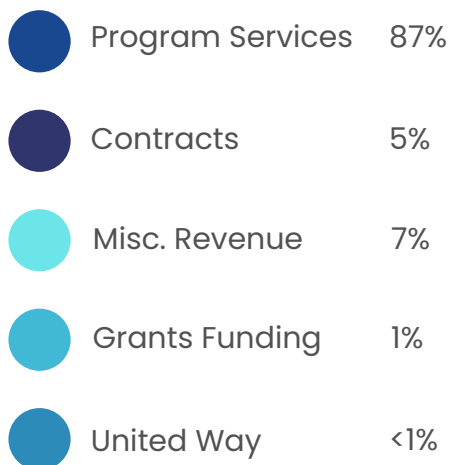
NET ASSETS: \$3,946,810



REVENUE BY SOURCE



EXPENSES BY AREA



TOTAL VALUE OF DONATED GOODS: \$17,964,471

2023 Financials

Revenue

Program Services Revenue	\$19,501,248
Contracts Revenue	\$1,158,199
Grants Funding	\$153,377
Misc. Revenue	\$1,576,425
United Way	\$69,967
Total Revenue	\$22,459,216



Expenses

Program Services	\$17,927,530
General / Management	\$3,357,022
Fundraising	\$178,636
Total Expenses	\$21,488,962

2023 Openings



DECATUR SHOPPING CENTER + DONATION CENTER
1682-Beltline Rd SW, Decatur, AL 35601



NORTH OUTLET
119 Jetplex Circle, Madison, AL 35758

Donated Goods Impact

469,000

GOODS DONORS



Goodwill. The original recycler.

19 MILLION

POUNDS OF DONATED GOODS

were diverted from local landfills and circulated back into the community. We remain committed to a green and sustainable planet and a healthy future for our children.

STORE AND DONATION CENTER

ATTENDED DONATION CENTER

OUTLET

**There's more
GOOD to find!**



Good Partner Coach Program



Every Goodwill team member is assigned a Good Partner Coach. The coaches work with team members to assess barriers to self-sufficiency and identify areas that could be strengthened through training, as well as determine access to basic needs such as housing, food, health care, child care, and transportation.

TOP BARRIERS FOR AGI TEAM MEMBERS:



HOMELESSNESS (OR CLOSE TO EVICTION)

®



DOMESTIC VIOLENCE



MENTAL HEALTH



TRANSPORTATION

70% OF GOODWILL'S TEAM MEMBERS HAVE A SELF-IDENTIFIED DISABILITY OR DISADVANTAGE.



Team Spotlight

Meet TERRANCE

The Tuscaloosa Veterans Affairs Medical Center (TVAMC) awarded Alabama Goodwill's Team Member and Veteran, Terrance Cabbil, as Employee of the Year, and awards Alabama Goodwill as Employer of the Year. Terrance reflects TVAMC's mission, which is to serve America's Heroes by improving their health and well-being through Veteran and Family-Centered Care.



Terrance is a very hard-working, dedicated and loyal man. He is always eager to help anyone with anything. He has worked hard to be where he is, and we are so thankful for him. – Sandy King, Tuscaloosa Team Leader Coach of Tuscaloosa



Success Story

Meet MAPLE

Maple is a kind and talented person with experience as a pharmacy technician, customer service agent, and retail supervisor. She was pursuing a teaching certification when a severe car accident left her injured, jobless, and homeless, forcing her to pause her studies. This spring, she joined Goodwill University and began working in the wares department.

As a divorced mother of two with strained family relationships, Maple struggles with finances and emotional challenges like depression and isolation. A Good Partner Coach (GPC) met with her to create a personalized plan to help her rebuild her life and move forward.



INTERVENTION STEPS

The GPC provided Maple with local food pantry organizations, financial wellness resources, mental health providers, as well as housing options. GPC has also helped Maple create a resume that highlights her education and experience and increases her future hireability.

IMPACT AND ABILITY TO WORK

Maple has been able to maintain her rent on time and is learning to manage her financial resources. She has been visiting her children on a regular basis and has returned to school to finish her certification. Maple has since been cross trained and now works in the books department at the University store. She has also gotten back into her long-time hobby of being a makeup artist and is creating an artistic portfolio to become a freelancer.

The GPC continues to meet with Maple to provide support and encouragement.

Key Highlights



Brunch and Learn

We hosted our first Brunch and Learn, filled with inspiration, networking, and delicious food! Our guests got a behind-the-scenes tour, heard powerful team member stories, and learned all about what Goodwill does, how we do it, and why it matters.



Donation Drive

Our Emerging Leaders Board teamed up with Brock Gap Brewery to host a community-driven donation drive. Guests enjoyed great craft brews while supporting a good cause.



Firehouse Shelter

We had a great time volunteering with the wonderful team at Firehouse Shelter by serving a wholesome lunch to those in need. We continue to give back and do GOOD for the community.





Driving Our Mission Forward

Lives Impacted

Individuals and Families
488

Students and First Time Job Seekers
22

Team Members
415

Services Impact

Community Support
470

Workforce Development
627

Learning and Development
40,397

Success Coaching
1,654



Welcome KRIS

Vice President of Mission Advancement

Kris Rawson joined Alabama Goodwill as the Vice President of Mission Advancement. With years of Goodwill experience in various states including Florida, Alabama, Georgia, Virginia, and Maryland, Kris has a broad perspective on developing effective programs that meet the needs of individuals and their communities. Kris looks forward to furthering Alabama Goodwill's mission and states, "It has been my honor and privilege to serve with Goodwill for over 35 years. My heart and soul are Goodwill and its mission. Indeed, I bleed Goodwill blue."

- 36 years with Goodwill
- Former VP Mission Services / Chief Missions Officer at Goodwill Industries-Suncoast
- Master's Degree in Education, specializing in Rehabilitation Counseling
- Certified Workforce Development Professional (CWDP)



Alabama Goodwill Boards

Executive Board of Directors

Marshall Rathmell, Chairperson • Kevin Manogue, Vice Chairperson
 Shawra Rainer, Secretary • Brandon Wright, Treasurer • David Wells – President & CEO
 Jessica Vance • Tom Walker • Rayford Coleman
 Jake Datnoff • Wes Cline • Geoffrey Rodgers
 Ashley Sutton • Samuel Lee • Ayla Russell
 Jacy Fisher • Harmony Mendoza • Molly Osborn
 Ashlee Taylor • Valerie Dubose • Anoop Mirsha

Contract Services Board

Brooke Adams, Chairperson • David Wells, President
 Sonja Keeton, Vice Chairperson/Treasurer • Joel “Jay” Price, Secretary
 Kevin Manogue, Member

Emerging Leaders Board

Allie Haynes, President • Michele Fasanello • Denita Bearden
 Brad Jennings • Archie Stewart



Alabama Goodwill 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



How to Support Our Mission

DONATE IN-KIND ITEMS

When you donate your gently used goods, they are sold within your community. The revenue from your tax-deductible donation is used to fund job training programs and support services for people who face challenges to finding employment.

GIVE A GIFT

When you give a tax-deductible financial gift, you can choose to support a local program in your community. With donor support, Goodwill provides career training courses, job search support, family stability services and more to thousands of people right here in our community each year, free of charge. Your gifts provide our neighbors and friends with the skills and confidence they need to transform themselves and improve their economic mobility. By giving to Goodwill, you're helping people in our community pursue the life they want to achieve..

BE A GOODWILL AMBASSADOR

Become an event sponsor. Donate unwanted items. Ask your company for a matching gift. Like us on Facebook. Shop till you drop. Host a Goodwill speaker at your next community event. Help spread the word about Goodwill in your community.

BECOME A PARTNER

Collaborate with Goodwill to support your local community in building skills and accessing the support needed to earn good jobs, advance careers and provide for their families.



We thank you for your ongoing support of our mission.



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