

ANNUAL REPORT 2024

# CREATING OPPORTUNITIES



**GOODWILL**  
INDUSTRIES OF NORTH FLORIDA



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# PRESIDENT’S LETTER



I'm pleased to share with you this report highlighting just a few of the many ways that Goodwill Industries of North Florida made a positive impact on our service area in the past year. From expanding our footprint in key communities to increasing employment and enrollment in our education and training programs, these accomplishments succeeded in creating new opportunities for individuals across our 14-county territory.

Major renovations at our Jacksonville Beach location, for example, not only allowed us to add 21 positions, but also to locate our **GoodCareers Center** on the mezzanine –allowing shoppers to see firsthand how they support our goal of removing barriers to employment.

In Palatka, renovations enabled us to open a GoodCareers Center adjacent to the sales floor that also hosts the Putnam County office of our **Take Stock in Children** Program. This expansion allowed us to add a **College Success Coach** position to TSIC as well as a large meeting room that is available for public use – creating additional opportunities for community engagement and to connect our programs and services to those who need them most.

Our Academic Support through the Employment Process (**A-STEP**) saw a **156% increase in graduates** this year, rising from 69 in 2022 to 177 in 2023. And in Suwannee County, student enrollment in Take Stock in Children more than doubled from 24 in 2022 to 50 in 2023.

In this report, you'll hear just a few of the success stories that illustrate the transformative, life-changing opportunities Goodwill provides each year to thousands of individuals. All of Goodwill's vital services involve **creating opportunity**: opportunities for education, opportunities for training and opportunities for employment.

These opportunities would not be possible, however, without the commitment, dedication and support of our partners and donors, our board of directors and our exceptional staff. On behalf of the entire Goodwill Industries of North Florida family, I thank you for your support and look forward to the opportunities we will create together in the future.

*David Rey*

**David Rey**  
CEO & President

# OUR MISSION & IMPACT

Goodwill Industries of North Florida is a local, not-for-profit organization that **removes barriers to employment** through *training, education, and career opportunities* for the communities we serve.

# OUR MISSION SERVICES & PROGRAMS



## On the cover:

The Searl family includes two sets of twins—all of whom are enrolled in Goodwill’s Take Stock in Children program. Twin girls Natalie and Natasha are in 10th grade, while Nicholas and Nathaniel (not pictured) are in 9th grade at Fletcher High School. All are academically motivated and participate in such activities as Women in STEM, Fletcher Interact, Mu Alpha Theta Math Honor Society and the National Art Honor Society. With goals of studying medicine, engineering and more, they are positive role models for their peers.



# TRAINING OPPORTUNITIES



As an employee in Goodwill's Facilities Maintenance Program, James is not only making a difference for the clients and employees of Goodwill, but also on-site at Sulzbacher where his day to day job is located. He's also taking advantage of the many opportunities for continued training and career advancement that Goodwill makes available to its employees.

James joined the Goodwill team after graduating from Goodwill's A-STEP program with a concentration in Construction/Maintenance. He immediately impressed his new Goodwill colleagues.

"James is always professional," recalls GoodCareers Center Employment Specialist Mark Carlton. "After graduating from A-STEP he is more driven, and his ultimate goals are clearer to him. With his work ethic and willingness to achieve, there's more to come for James."

James agrees, noting that he has set himself a new goal: to own his own HVAC business. And he's pursuing that goal through continued training and opportunities to earn new certifications while working at Goodwill.

"I've learned so much through my work on site at Sulzbacher," he says. "It's ignited a fire and passion in me that had subsided."

His position with Goodwill also enables him to spend more time with his wife and four children and to coach children's basketball.

"I didn't have a father to teach me the skills I've learned," James says. "I'm a better person now than I was before. My skills, morals and values have changed—and I can now pass those skills onto my family, breaking those generational curses."

“  
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person now than  
I was before  
A-STEP...my  
skills, morals  
and values have  
changed.”







# CAREER OPPORTUNITIES



Patricia's career in legal advocacy was borne of her family's experiences with the criminal justice system – and an opportunity to pursue a rewarding career through Goodwill's Academic Support Through the Employment Process (**A-STEP**) program.

When Patricia's child became involved with the justice system, she quickly discovered that the outcomes are not always just. After receiving mentoring from a professional investigator, she decided to pursue a career in legal advocacy.

Despite struggling with dyslexia and the personal and financial challenges of raising three children while pursuing her goals, Patricia persevered. While taking courses at FSCJ, she learned of Goodwill's A-STEP program. She registered and was accepted into the Paralegal program.

Through her training and program support, Patricia went to work for the Guardian ad Litem office, the Public Defender's office, continuing on to other work in the legal system. She also founded Mad Moms: Mothers on a Mission to help others advocate for the wrongfully accused.

Patricia is just one of the many individuals who have found their calling through the A-STEP program. In 2023 alone, 394 participants received academic and employment support through A-STEP – a program for which Patricia now serves as an ambassador, sharing what A-STEP has done not only for her, but also her 18-year-old foster child who is currently participating in the program's Property Adjuster program.

Bolstered by the success she has achieved through A-STEP, Patricia plans to continue her education even further.

"I want to be able to fight and help," she says. "If it takes me going to law school, that's what I'll do."

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”



# EDUCATIONAL OPPORTUNITIES



By any measure, Giavonna is a model student. A junior at Fletcher High School, she participates in the school's chorus, Model UN, Interact and other activities while also volunteering in the community – all while maintaining a 4.0 weighted GPA.

But her journey hasn't been easy. Early in life, Giavonna's family circumstances caused her to live half of the year in Pennsylvania and half in Florida – requiring her to adapt not only to a unique living situation but also the academic requirements of two different states. And like many students, she was subjected to teasing and bullying.

Then in the sixth grade, Giavonna was enrolled in Goodwill's **Take Stock in Children** program. Through TSIC, students receive one-on-one mentoring and academic support to help them stay on track for high school graduation – after which they receive 60 prepaid college credit hours good at any state college or technical training program in Florida.

Today, Giavonna's future is bright. Working with her TSIC mentor Princella, she has embraced the program as a motivational force to maintain her grades and capitalized on its networking opportunities. Recently, Giavonna was recognized by the Duval County schools, where she was introduced to NAACP's Afro-Academic, Cultural, Technological and Scientific Olympics (ACT-SO). She plans to perform an original poem sparked by her experiences with bullying and hopes to move on to the ACT-SO national competition in Las Vegas.

Her educational goals, meanwhile, include attending a historically black college or university to major in African-American Studies and Linguistics.

“  
Giavonna is not  
only an outstanding  
student,” says  
her mentor,  
Princella. “She is  
a great example  
of resilience and  
determination.”

”





FINANCIALS

FINANCIAL REVENUES

Donated Goods	\$41,386,198
Business-to-Business	\$4,682,829
Grants & Contributions	\$4,539,113
Source America	\$911,767
Other	\$1,886,171
Total	\$53,406,078

FINANCIAL EXPENSES

Total Program Investments	\$44,192,719
Total Support Investments	\$4,693,032
Total Investments	\$48,885,751
Total Program Investments	90%
Total Support Investments	10%
Return & Future Investment	\$4,520,327

\* 2023 Unaudited Financial Statements

2023 ACHIEVEMENTS

Thanks to our Donors, Shoppers, Community, and Financial Partners!



90¢  
OF EVERY  
DOLLAR SPENT  
IS DIRECTLY INVESTED  
IN OUR PROGRAMS  
AND SERVICES



1,045  
GOODWILL  
EMPLOYEES



4,753  
JOBS FILLED  
FOR EMPLOYERS IN  
NORTH FLORIDA



60,532  
SERVICES PROVIDED



1,512  
INDIVIDUALS PROVIDED  
WITH TRANSPORTATION  
SERVICES



TAKE STOCK IN CHILDREN  
SERVING

450

STUDENTS IN DUVAL,  
PUTNAM AND SUWANNEE  
COUNTIES

MORE THAN 25  
YEARS OF PROVEN  
SUCCESS BREAKING  
CYCLES OF  
POVERTY THROUGH  
MENTORING,  
SCHOLARSHIPS,  
AND HOPE

100

HIGH SCHOOL GRADUATES



698  
INTERNSHIPS THROUGH  
MAYOR'S YOUTH AT WORK  
PARTNERSHIP & MYLAC  
"MAYOR'S YOUNG LEADERS  
ADVISORY COUNCIL"



394  
A-STEP ACADEMIC SUPPORT  
THROUGH THE  
EMPLOYMENT PROCESS

217

CANDIDATES  
CURRENTLY ENROLLED

177

GRADUATES



220  
FLORIDA READY  
TO WORK CERTIFICATIONS  
PROVIDED TO  
YOUNG ADULTS



12,923,709  
POUNDS REUSED  
AND UPCYCLED



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