





## PRESIDENT'S LETTER

As we reflect on the achievements of Goodwill of North Florida over the past year, I am reminded of the profound and far-reaching impact our programs have on the communities we serve.

While Goodwill is most often associated with our donation centers and retail stores, our work extends far beyond that. We are proud to offer vital services in education, training and employment. A shining example of this in 2024 was the opening of The Corner at Debs Store.

As you'll see in this report, The Corner at Debs not only meets a critical need for a grocery store in Jacksonville's Historic Eastside but also embodies the broader mission of Goodwill. It represents the many ways we work to strengthen communities by providing access to critical services and essential resources. I invite you to review Goodwill's accomplishments in 2024 as seen through the lens of The Corner at Debs and consider how something as simple as giving people access to healthy food can be the catalyst for creating "A World of Goodwill."

On behalf of the entire Goodwill Industries of North Florida team, thank you for your continued support. Together, we look forward to shaping a brighter future and expanding the impact of Goodwill in our communities.

*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.

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### On the cover:

Goodwill empowers communities through employment, training, and education. In 2024, Goodwill brought these opportunities and more to Jacksonville's Historic Eastside with the opening of The Corner at Debs Store. The employees pictured here all completed Goodwill's A-STEP program. Discover more on page 4.





## BUILDING A 'WORLD OF GOODWILL'

For nearly a century, Jacksonville's Debs Store was a cornerstone of vitality on the city's Historic Eastside. In early 2011, however, with the passing of the last generation of family owners, Debs closed its doors—leaving the Eastside without a local grocery store and turning the neighborhood into a “food desert” with limited access to fresh, healthy food.

In September 2024, thanks to a partnership with LIFT JAX and a coalition of community supporters, Goodwill opened **The Corner at Debs Store at 1478 Florida Ave.**—marking the end of the Eastside's food desert.

But the return of a grocery store is just the beginning. Goodwill's vision for **The Corner at Debs** is not only to provide access to fresh food but also to create a vibrant community space that empowers residents to build healthier, more prosperous lives.



The Corner at Debs Store provides employment for local residents like Monique (pictured at right), whose family has lived in the Out East neighborhood for generations; and Trish (left), whose participation in Goodwill's A-STEP program gave her the skills to work at the store as a cashier. Opposite: The Corner at Debs Store is providing stable and secure employment while meeting a crucial community need: offering fresh, healthy and affordable groceries close to home.



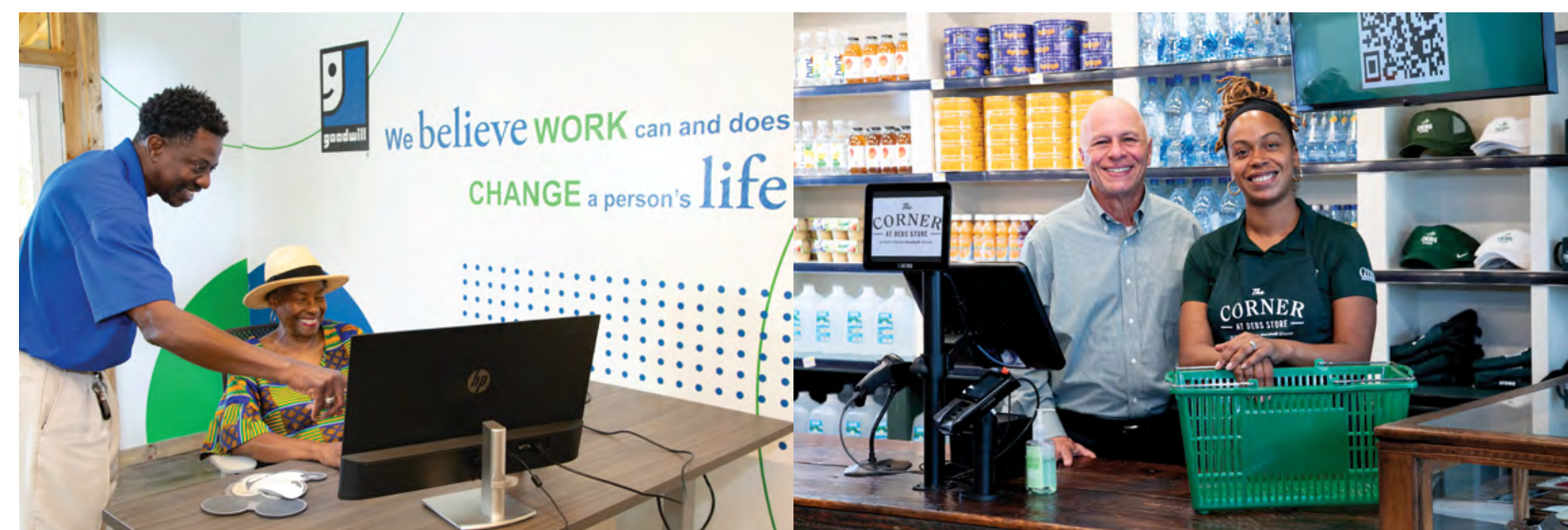




## RETAIL

In 2024, North Florida Goodwill's 20 retail locations employed a total of 1,042 individuals, generating over \$58,262,011 in revenue to support our employment, education and training programs. The launch of **The Corner at Debs** not only marked an expansion of our retail presence but also our entry into the retail grocery sector.

True to Goodwill's nonprofit mission, this expansion was driven by a commitment to identifying community needs and crafting innovative solutions. In this case, Jacksonville's Eastside lacked a local source for healthy, nutritious food. Through collaboration with our partners, North Florida Goodwill brought together the necessary resources and community support to bring **The Corner at Debs** to life.



Opposite: Grand reopening of North Florida Goodwill Gainesville South store. Above: North Florida Goodwill's stores are more than retail—they're gateways to jobs, career training and opportunity. Left: A GoodCareers employment specialist assists a job seeker. Right: Monique, a Corner at Debs employee, stands with Joe Debs, whose family founded the original market and played a key role in its reopening.





79,468

SERVICES PROVIDED BY  
OUR GOODCAREERS  
CENTERS

## EMPLOYMENT

At North Florida Goodwill, removing barriers to employment is central to our mission. In 2024, our six GoodCareers centers offered career counseling, workshops, on-site interviews, and job search assistance, serving more than 79,000 residents across our region.

Our Academic Support Throughout the Employment Process (A-STEP) program empowered 662 working adults to gain the skills and certifications needed to advance in their careers. And the Mayor's Youth at Work Partnership and Teens Work Alachua programs provided a total of 1,035 high school students with paid internships and job opportunities, preparing them for long-term career success.

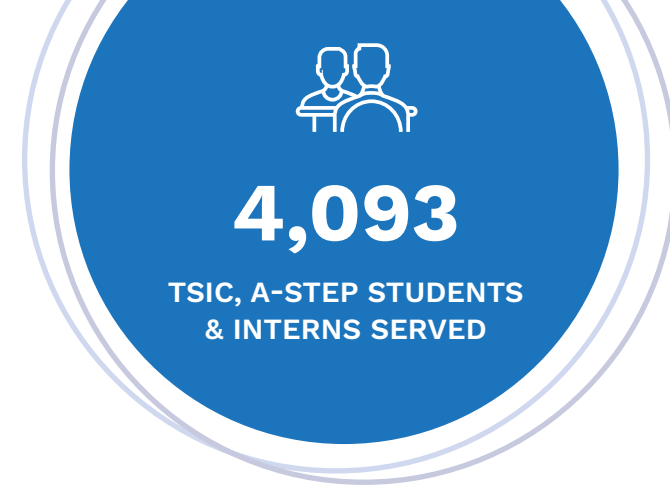
Now, **The Corner at Debs** has become a key part of our employment initiatives, housing an on-site GoodCareers employment center and providing retail employment opportunities at this vital community resource.



North Florida Goodwill empowers people of all ages with the skills to build meaningful careers and achieve self-sufficiency. Left: Retail employees grow through hands-on training. Right: A Teens Work Alachua job coach guides a student in her paid internship. Opposite: North Florida Goodwill's Facilities Maintenance program provides on-the-job training and trade skills that are in demand in today's workforce.







## EDUCATION

**The Corner at Debs** not only creates job opportunities but also fosters educational growth through student internships, offering hands-on experience in real-world work environments.

These internships complement the educational initiatives provided by North Florida Goodwill, serving individuals of all ages. Alongside our adult A-STEP program, the Take Stock in Children initiative offers personalized mentoring and academic support to help students stay on track for high school graduation. Upon graduation, students earn 60 prepaid college credit hours, redeemable at any state college or technical training program in Florida. In 2024, 638 students received scholarships and support through TSIC.

The journey to a fulfilling, self-sustaining career begins with education. As **The Corner at Debs** illustrates, linking education with employment creates a clear pathway to success and a brighter future for all.



Opposite: Jermaine Lazenberry's journey began with North Florida Goodwill's Take Stock in Children Program, earning him a scholarship to FSCJ. Now, he's come full circle, serving as an integrated systems specialist in the IT department at his alma mater. Above: At North Florida Goodwill, one-on-one support is key to breaking employment barriers. With guidance from job coaches, employment specialists and mentors, students and clients overcome challenges and stay on the path to success.





4,557

JOB'S FILLED  
FOR EMPLOYERS IN  
NORTH FLORIDA

## SOCIAL ENTERPRISES

**The Corner at Debs** expands on the success of North Florida Goodwill's other social enterprises—businesses that generate revenue to support our nonprofit initiatives in education, employment and training.

In 2024, Goodwill's Landscape Consultants, Inc. provided landscaping and lawn maintenance services to 73 businesses. Our Facilities Maintenance Services offered a broad range of affordable custodial and maintenance solutions to seven companies, covering everything from plumbing, electrical and HVAC repairs to safety inspections and equipment servicing. And our Goodwill Temps service connected 85 employees with both temporary and temp-to-permanent staffing in fields like customer service, hospitality, office administration and more.

Together, these enterprises created job opportunities for more than 4,557 individuals—reinforcing Goodwill's mission and demonstrating that by providing access to education and employment, together we can build a world of Goodwill.



From our retail stores and The Corner at Debs to our landscaping and maintenance programs, North Florida Goodwill's social enterprises enrich the community—offering quality goods, essential services and life-changing job training. Opposite: An LCI team gets to work on a landscaping project. LCI provides meaningful employment opportunities to individuals reentering the workforce after involvement with the criminal justice system.



iStock<sup>TM</sup>  
Credit: Jeren

For Position only



FINANCIALS

FINANCIAL REVENUES

Donated goods:	\$45,507,166
Business to Business:	\$4,366,276
Grants & Contributions:	\$6,250,720
Source America:	\$947,317
Other:	\$1,190,532
Total:	\$58,262,011

FINANCIAL EXPENSES

Total Program Investments:	\$49,735,392
Total Support Investments:	\$5,772,858
Total Investments:	\$55,508,250
Total Program Investments:	90.00%
Total Support Investments:	10.00%
Return & Future Investment:	\$2,753,761

\* 2024 Unaudited Financial Statements?

OUR MISSION SERVICES & PROGRAMS



A North Florida Goodwill Social Enterprise



A North Florida Goodwill Program



A North Florida Goodwill Social Enterprise



A North Florida Goodwill Program



A Training and Staffing Company  
A North Florida Goodwill Social Enterprise



A North Florida Goodwill Program



A North Florida Goodwill Social Enterprise



A North Florida Goodwill Program



A North Florida Goodwill program



A North Florida Goodwill Program





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