



BUILDING OPPORTUNITY, STEP BY STEP



PRESIDENT'S MESSAGE

BUILDING FUTURES WITH PURPOSE

Every strong structure begins with a solid foundation—and in 2025, Goodwill Industries of North Florida focused on building the supports people need to create brighter, more stable futures for themselves and their families.

While many know Goodwill through our donation centers and retail stores, those enterprises are just the groundwork. They are the cornerstone that allows us to construct opportunity through education, workforce training and employment pathways that help individuals rise, step by step, toward sustained success.

This year marked an important milestone with the launch of **GoodTrades**, a hands-on skilled trades program offered through A-STEP (Academic Support Through the Employment Process). Through training in basic construction, plumbing and carpentry, GoodTrades does more than teach technical skills—it helps participants build confidence, career pathways and economic resilience. Like framing a home, the program gives people the tools, structure and guidance they need to shape their own futures in high-demand fields.

Across our region, we continued to strengthen the scaffolding that supports opportunity at every stage of life. From youth programs that introduce early career skills, and A-STEP workforce training to GoodCareers Centers and community partnerships that provide access to education, technology and wraparound support, Goodwill is assembling pathways that allow people to climb higher—safely and sustainably.

As you explore this report, you'll see how every program, partnership and investment connects—forming a framework that turns potential into progress. On behalf of the entire Goodwill Industries of North Florida team, thank you for supporting our mission. Together with our employees, donors, shoppers and community partners, we are not simply offering services; we are building futures that work.

David Rey

David Rey, CEO & President

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On the cover:

Cassandra and Leon prepare to take the next step in their careers after recently graduating from the GoodTrades Carpentry program.



LAYING THE GROUNDWORK OUR MISSION, VISION & VALUES

Successful building projects require a clear blueprint and a solid base. At Goodwill Industries of North Florida, our mission provides that blueprint—guiding how we invest resources, form partnerships and design programs that remove barriers to employment through training, education and career opportunities.

For more than 85 years, we have focused on creating access to work because employment is the foundation on which independence, confidence and stability are built. Today, that work takes shape across our 14-county region, where Goodwill delivered **91,000+ individual services**, employed **1,200+ people**, and **filled 3,900+ jobs** for employers in North Florida.

Above: The GoodTrades Construction program provides hands-on training that leads to meaningful careers that are in demand. **At right and below:** Classroom instruction from skilled professionals complements the hands-on training to ensure participants earn industry-recognized professional credentials and certifications.

Our approach is intentionally layered. Retail stores and donation centers form the base, generating jobs and funding mission services. Above that, our education, training and career programs provide structured pathways from preparation to placement. Individualized coaching and support act as the reinforcing framework, ensuring each person has the tools needed to move forward.

Beyond employment, our impact strengthens the community itself. By reusing and upcycling millions of pounds of donated goods, we extend resources responsibly while reinvesting value back into opportunity.

Guided by strategic goals focused on growth, financial strength and expanded reach, Goodwill continues building a durable foundation for a stronger workforce and more resilient communities across North Florida.



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.

BUILDING THE FOUNDATION RETAIL AS A SOCIAL ENTERPRISE + DONATED GOODS

Goodwill's retail operations are the foundation upon which our mission is built—reinforcing our base and generating the resources that make life-changing programs possible. In 2025, we strengthened that foundation through purposeful renovations and new builds, including the reopening of **Gainesville South**, the grand opening of **Epic Village** and the expansion of our **Outlet Store**. Each investment added stability and strength, helping build a more resilient revenue structure to support education, workforce training and employment services across our region.



- The Gainesville South store celebrated its grand reopening.
- Epic Village welcomes the community at its grand opening in St. Augustine.
- The Venetia Donation Center displays Goodwill's New Lives campaign, which connects donated items to the impact such donations have on individuals through career training and employment assistance.

GOODWILL DONATION CENTER



That growth was matched by the opening of new donation centers at **Shoppes of Aberdeen, Middleburg, Tower Center in Gainesville** and **Yulee/Nassau Plaza**, extending the framework of generosity throughout North Florida and inviting more people to take part in building opportunity.

Our donation centers launched an inspiring new branding and promotional effort through the **New Lives Campaign**. By pairing photos of donated items with individuals whose lives were changed through training and career pathways, the campaign brings our mission to life. Each donation becomes a building block — funding job training and employment, often starting with good-paying jobs in our own stores—so people can construct lasting independence.

BUILDING THE FRAMEWORK EDUCATION PROGRAMS & CAREER OPPORTUNITIES

At Goodwill, education and opportunity form the framework that allows individuals to rise—providing support, stability and access as they build toward long-term success. Through our social enterprises, including **Facilities Maintenance, GoodwillTemps, Landscape Consultants, Inc.** and **The Corner at Debs Store**, we offer real-world work experiences that help people strengthen skills, gain confidence and take the next step forward.



Goodwill's **GoodTrades** program stands as a defining achievement in our work to build pathways to prosperity.

Launched in 2025 as a concentration within our A-STEP workforce framework, GoodTrades responds directly to a growing labor shortage in the construction and skilled trades industry—an industry eager for talent and rich with opportunity.

Participants begin by learning the fundamentals through tuition-free training in basic construction (NCCER), plumbing, and carpentry. With each lesson, they gain not only technical skills, but also confidence—assembling the knowledge and experience needed to enter high-demand fields. Like shaping raw materials into finished structures, students are actively constructing their own futures.

GoodTrades is made possible through strong partnerships with **Home Builders Institute**, the nation's leading nonprofit provider of building trade education; **NCCER**, whose nationally recognized curriculum ensures industry-aligned training; and **Florida State College at Jacksonville (FSCJ)**, which helps connect learning to real-world opportunity. **The City of Jacksonville's** generous financial sponsorship of the program's first year—combined with financial and employer support from the Jacksonville Jaguars Foundation—has helped dozens of graduates move into stable, well-paying careers in high-demand trades. By removing financial barriers and equipping participants with industry-recognized, job-ready credentials at no cost, this collective investment is creating lasting pathways to economic opportunity.

- An aircraft fabrication student works in the lab at **First Coast Technical College**.
- GoodTrades students sharpen their construction skills.
- The community celebrates the grand opening of the **AT&T Connected Learning Center at The Corner at Debs Store**.



In 2025, the **A-STEP program** supported a total of 629 graduates, including participants who completed GoodTrades and other industry-aligned training programs, all designed to prepare individuals for in-demand careers and long-term economic mobility.

Our youth and education programs assemble the early framework for success. **TeensWork Alachua**, our **Gainesville internship program** and the **Mayor's Youth at Work Partnership**—our **Jacksonville internship program**—help young people develop essential employment skills while exploring career possibilities. And the recent expansion of **Take Stock in Children** into **Madison and Hamilton counties**, alongside Duval, Putnam and Suwannee, extends a proven blueprint of opportunity—combining mentorship, scholarships and support systems that lay the foundation for brighter futures.

Access to technology and career guidance further reinforces this foundation. The newly opened **AT&T Connected Learning Center** at The Corner at Debs Store helps participants build digital skills and confidence, one step at a time, while **GoodCareers Centers** serve as hands-on workshops where résumés, interview skills and career plans are built with expert support. In 2025, we proudly opened our first GoodCareers Center in St. Augustine at Epic Village, further expanding pathways to opportunity across the region.





BUILDING STRONGER COMMUNITIES

Goodwill's impact is grounded in partnership—with residents, local leaders and organizations working together to strengthen the social infrastructure of the communities we serve. Acting as both a convener and catalyst, Goodwill helps align resources, expertise and opportunity so individuals and neighborhoods can grow stronger, together.

In 2025, this collaborative approach was reinforced through significant investments from trusted partners. We were honored to be one of two recipients of \$200,000 through **Bank of America's Neighborhood Builders® Award**, an investment that allows us to expand critical workforce development and wraparound services across our region.

- Goodwill was one of just two community organizations to receive a \$200,000 Bank of America Neighborhood Builders Award® to help expand workforce development in our area.
- Take Stock in Children students participate in a college mentoring session.
- A-STEP students experience real-world training scenarios through the LPN training program at First Coast Technical College in St. Augustine.

Our partnership with **United Way of Northeast Florida** further strengthens that framework. Through grant funding, United Way is supporting our A-STEP program, which provides adults with access to post-secondary education, industry credentials and one-on-one guidance from start to finish. This investment allowed us to expand A-STEP into **Clay and Baker Counties**, extending pathways to economic stability.

We continue to build momentum through regional partnerships that help us amplify our mission. The **Jacksonville Jaguars** and **University of Florida Athletics** support awareness of our work through a variety of activations and initiatives as we expand our presence across North Florida, including Alachua County.



BUILDING FINANCIAL STRENGTH & TRANSPARENCY

Our financial performance represents the structure behind our mission — demonstrating how diverse revenue streams and operational efficiencies create stability, fuel growth and enable strategic investment in programs like GoodTrades that build lasting opportunity.

FINANCIAL REVENUES

Donated Goods:	\$51,635,861
Business to Business:	\$4,846,314
Grants & Contributions:	\$6,179,159
Source America:	\$981,918
Other:	\$3,286,293
Total	\$66,929,545

FINANCIAL EXPENSES

Total Program Investments:	\$56,680,468
Total Support Investments:	\$5,964,878
Total Investments:	\$62,645,346

Total Program Investments:	90%
Total Support Investments:	10%
Return & Future Investment:	\$4,284,199

* 2025 Unaudited Financial Summary

OUR MISSION SERVICES & PROGRAMS



A North Florida Goodwill Program



A North Florida Goodwill Program



a North Florida Goodwill Grocer



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 Social Enterprise



A North Florida Goodwill Program



A North Florida Goodwill Program



A North Florida Goodwill Program



A North Florida Goodwill Program



BUILDING IMPACT: BY THE NUMBERS

2025 ACHIEVEMENTS



322

**A-STEP INCLUDING
GOODTRADES
CANDIDATES
CURRENTLY ENROLLED**

629

GRADUATES



7,000+

VOLUNTEER HOURS



1,292

GOODWILL EMPLOYEES



583

**INTERNSHIPS COMPLETED THROUGH
MAYOR'S YOUTH AT WORK PARTNERSHIP
& TEENSWORK ALACHUA CHILDREN'S TRUST**



13,500,000+

**POUNDS REUSED
AND UPCYCLED**



90¢

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

Thanks to our donors, shoppers and community and financial partners in the 14 counties we serve.



THE CORNER AT
DEB' STORE

27,827

TRANSACTIONS

75,382

POUNDS OF
FRUITS & VEGGIES SOLD

59

PARTNER EVENTS HELD
IN THE UPSTAIRS
GOODCAREERS CENTER



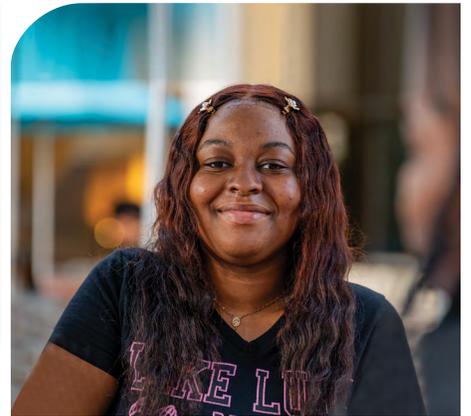
115

EMPLOYED THROUGH OUR BUSINESS SERVICES
FACILITIES MAINTENANCE SERVICES,
LANDSCAPE CONSULTANTS, INC. &
GOODWILL TEMPS



91,693

SERVICES PROVIDED



\$1,097,415

AWARDED IN
SCHOLARSHIPS



TAKE STOCK
IN CHILDREN

585

STUDENTS
ENROLLED

133

HIGH SCHOOL
GRADUATES

IN DUVAL, PUTNAM,
SUWANNEE, MADISON
& HAMILTON COUNTIES



3,900+

JOBS FILLED
FOR EMPLOYERS IN
NORTH FLORIDA





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