



A YEAR OF IMPACT AND INNOVATION

FISCAL YEAR 2025 ANNUAL REPORT

July 1, 2024 - June 30, 2025





OUR MISSION

We strengthen communities, advance reuse and sustainability, and empower people to achieve their potential.

OUR VALUES



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A MESSAGE FROM THE PRESIDENT & CEO



MONIQUE MCINTOSH
President & CEO

Dear Friends, Partners, and Supporters,

As I reflect on the past year, I am filled with immense gratitude for the collective impact we have achieved together. At Goodwill of Southwestern Pennsylvania, we believe that work changes everything — it restores dignity, strengthens families, and uplifts entire communities. This belief drives every initiative, every partnership, and every story of transformation that we are privileged to witness.

In fiscal year 2024-2025, your generosity and commitment fueled a year of remarkable progress. Through 1.3 million donations and 2.5 million shopper transactions across our 34 stores, you helped create opportunities for 21,112 individuals who engaged with our programs. These individuals gained access to training, coaching, and resources that opened doors to family-sustaining jobs, financial stability, and brighter futures. Take Maria, for example. With limited experience and no transportation, she came to our workforce development center seeking a chance. A donated laptop allowed her to complete online training, and a bus voucher helped her reach interviews. Weeks later, she stepped into her first full-time job, transforming her life and her family's future. Stories like Maria's are multiplied thousands of times over because of your support.

Our mission is not only about empowering people but also about sustaining our planet. In the last fiscal year, Goodwill's shoppers and donors helped us thrift, reuse, or recycle 62 million pounds of goods, saving 9.8 billion gallons of water and responsibly recycling over 337,554 pounds of electronics through our Dell Reconnect program. Our retail operation, combined generated \$107 million in economic activity across 17 counties, sustaining 1,050 jobs and contributing \$16.5 million in tax revenues, improving the region for everyone that lives here.

This level of impact is only possible through collaboration. Our Opportunity Centers in McKees Rocks, the North Side, the South Side, Morgantown, and Lawrenceville stand as living promises of what partnership can achieve. These centers integrate workforce training, human services, and employment opportunities under one roof, ensuring that work, dignity, and hope are accessible to all. We bring community partners onsite to make services easier to access and more comprehensive for those we serve.

We are also expanding our reach through the Partner Investment Initiative in North Central West Virginia, bringing workforce partnerships, training programs, and community collaborations to under-served areas. This growth is about more than geography; it's about inclusion — building pathways to opportunity where they are needed most.

This year, we launched the Impact Lab, a center for research, data, and applied technology. Through the Lab, we are integrating artificial intelligence into our operations, enhancing efficiency, and equipping our workforce with the digital skills needed for the future of work.

The stories of transformation we see everyday remind us of the power of enterprise and support. These are not exceptions; they are proof that when opportunity meets determination, lives change. To our donors, shoppers, partners, and supporters: thank you. Your belief in our mission fuels everything we do. Together, we are not just waiting for the future of work — we are building it, one person, one partnership, and one community at a time.

With gratitude,

A handwritten signature in black ink, reading "Monique McIntosh".

Monique McIntosh M.Ed., President & CEO

A MESSAGE FROM THE BOARD CHAIRPERSON

Dear Goodwill Community,

On behalf of the Board of Directors, it is my privilege to echo the sentiments of gratitude and pride expressed in Monique's letter. The past fiscal year has been a powerful demonstration of what we can accomplish when we work together, guided by a shared vision of empowerment and opportunity for every member of our community.

The Board's role is to champion and support the strategic direction that makes these incredible achievements possible. We are deeply committed to upholding Goodwill's foundational mission while fostering the innovation necessary to meet the evolving needs of our region. Seeing initiatives like the Impact Lab come to life, and witnessing the expansion of services into new communities, reaffirms our confidence in the organization's leadership and its ability to drive meaningful change.



DEBRA VALENTINE-GRAY
Chairperson, Board of Directors

We have seen firsthand how Goodwill transforms lives. The stories of individuals finding not just jobs, but careers and confidence, are at the heart of why we serve. This profound community impact is a direct result of your generosity and collaboration. To our dedicated donors who provide the resources, our loyal shoppers who give goods a second life, and our invaluable partners who stand with us on the front lines—thank you. Your contributions are the bedrock of our success.

As we look ahead, the Board remains steadfast in its dedication to advancing Goodwill's mission. We will continue to provide diligent oversight and strategic guidance, ensuring the organization is well-positioned to build a future where work creates pathways to prosperity and dignity for all.

Thank you for being an essential part of this journey.

Sincerely,

A handwritten signature in black ink that reads "Debra Valentine-Gray". The signature is fluid and cursive, with a large, stylized "D" and "G".

Debra Valentine-Gray
Chairperson, Board of Directors
Goodwill of Southwestern Pennsylvania

IMPACT IN ACTION



LAWRENCEVILLE WORKFORCE DEVELOPMENT CENTER CAMPUS SIGN DEDICATION



SOUTH SIDE OPPORTUNITY CENTER GRAND OPENING



THE GOODWILL POP-UP SHOP EXPERIENCE INAUGURAL EVENT



WHERE PURPOSE MEETS PERFORMANCE

Goodwill of Southwestern Pennsylvania's Triple Bottom Line

PEOPLE



Nurturing Our Workforce
and Advancing a People
First Culture

PLANET



Advancing Our
Environmental Responsibility

PROSPERITY



Securing Our Financial Future



THE HEART OF GOODWILL:

A People First Culture in Action



At the core of every donation drop-off, every purchase, and every job training program at Goodwill of Southwestern Pennsylvania, is a People First Culture. This is not just a slogan; it is the fundamental principle that guides the organization's operations, strategies, and impact. We prioritize the well-being, growth, and empowerment of Goodwill team members, program participants, and the broader community.

This People First culture is the engine that drives our mission to help people improve their quality of life through work and related services. It transforms the organization from a network of stores and donation centers into a dynamic ecosystem of support, opportunity, and human connection. This report will explore how this commitment is brought to life through concrete actions and the profound effect it has on individuals and communities across Southwestern Pennsylvania and North Central West Virginia.

"Goodwill's achievements underscore the power of mission-aligned partnerships. Across the programs we support, they help people gain the skills and confidence to succeed in today's labor market. Partner4Work is proud to collaborate with an organization that delivers measurable impact while advancing our shared goal of creating accessible pathways to employment."

-SUSIE PUSKAR
PARTNER4WORK
CHIEF OPERATIONS OFFICER

**PARTNER
4WORK**

GOODWILL SWPA SUCCESS STORIES

IN FISCAL YEAR 2024-2025, 22,112 individuals engaged with Goodwill of Southwestern Pennsylvania's mission programs — people seeking training, coaching, and the support that makes success possible. Thousands more found help with housing, financial literacy, and digital skills that move families toward stability.

FROM PARTICIPANT TO TEAM MEMBER:

Kennede's inspiring journey with Goodwill

In 2020, **Kennede** enrolled in Goodwill's YouthWorks LifeLaunch: Growth Opportunities 4 (GO4) program to gain work experience and build her résumé. With guidance from the YouthWorks team, she explored career paths while developing both personal and professional skills.

Her dedication led to a position as a specialist in the YouthWorks HIRE Me program, where she now supports participants just as Goodwill once supported her. "Goodwill provided opportunities and resources that truly made a difference in my life," Kennede shared.

Today, Kennede is continuing her education, advancing her career, and building a strong foundation for long-term success.



GOODWILL SWPA'S PROJECT LIFE:

A model for excellence and opportunity



Project LIFE helps students with developmental disabilities develop essential life and work skills that promote independence and integrated employment. Through partnerships with local school districts, students gain hands-on, real-world experience that prepares them for adulthood.

Since launching in 2021, Project LIFE has served 67 students from 19 school districts, offering six work rotations, including E-Commerce, Donated Goods and Retail, E-Books, Safety & Security, Housekeeping, and BurghBrew, a participant-run coffee stand. Goodwill SWPA is one of only a few community rehabilitation providers operating Project LIFE and has achieved 100% student outcomes based on national criteria. The program's success was further recognized with an invitation to present at the National Project LIFE Conference.



GOODWILL SWPA SUCCESS STORIES

FROM LEARNING TO LEADING:

Milton's journey with Fatherhood FIRE



Meet **Milton**, a participant-turned-team member of Goodwill's Fatherhood FIRE (Family-Focused, Interconnected, Resilient, & Essential) program. After completing the program, he was hired as a case manager in the reintegration department, quickly excelling in his role.

Fatherhood FIRE provides fathers with a supportive group setting to exchange ideas, learn parenting and co-parenting strategies, and develop as role models. Milton's commitment led to his selection for the National Responsible Fatherhood Alliance (NRFA) program, one of eight chosen nationwide, where he attended the NRFA conference in Oklahoma City.

Today, Milton brings his personal experience, professionalism, and leadership to the team, helping other fathers thrive while making a meaningful impact in the program.

FROM CLASSROOM TO CREATIVE TEAM:

Kelly's growth through Goodwill

Kelly Oakes, Brand Specialist in Goodwill's Marketing Department, is a proud graduate of Goodwill SWPA's GED program. In her role, she brings creativity to her work while collaborating across the agency.

"As someone who earned my GED through Goodwill, I'm proud to share that experience," Kelly says. "I'm passionate about sustainability and making people aware that Goodwill is more than a thrift store." She values Goodwill SWPA's commitment to inclusion, ensuring everyone feels supported and welcomed.

Kelly exemplifies mission integration, growing from GED student and avid thrifter to a team member shaping our retail signage and branded materials across our region.



"Because of Goodwill's dedication to education, and particularly their GED instructors, numerous Auberle Employment Institute graduates overcome educational barriers to employment through our partnership. Goodwill's life changing services empower our participants and propel unemployed and underemployed individuals towards a more economically secure future."

-ABIGAIL WOLENSKY
AUBERLE
DIRECTOR OF THE EMPLOYMENT INSTITUTE



HUMAN SERVICES IMPACT & OUTCOMES

JULY 2024 - JUNE 2025

22,112

INDIVIDUALS SERVED

surpassing last year's
21,556

192

**INDUSTRY-RECOGNIZED
CREDENTIALS**

up from 161

331

**INDIVIDUALS PLACED IN
COMPETITIVE EMPLOYMENT**

up from 305

\$16.5M

IN TAX REVENUE

supporting lasting jobs and
community impact at all levels

\$15.72M

**HUMAN SERVICES
ECONOMIC OUTPUT**

\$8.17M from Workforce
Development

238

**COMPANIES HIRED
PARTICIPANTS**

up from 209



"Comcast and Goodwill of Southwestern Pennsylvania share a commitment to empowering our communities with the digital skills and tools needed to succeed in today's workforce. We're proud to support the Goodwill Tech Academy's work at its North Side and South Side locations in Pittsburgh, helping participants gain confidence, earn credentials, and unlock new career opportunities."

RICKY FRAZIER JR.
COMCAST
REGIONAL SENIOR VICE PRESIDENT



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GREEN FOR GOOD:

Driving Mission Impact through Environmental Stewardship

Our mission is powered by enterprise that sustains both people and planet.

2.5
MILLION

CUSTOMER
TRANSACTIONS

1.3
MILLION

DONATIONS
RECEIVED

62
MILLION

POUNDS OF
DONATED GOODS

9.8
BILLION

GALLONS OF
WATER SAVED

According to our FY 24–25 Economic Impact Report, Goodwill SWPA generated about \$107 million in economic activity across eight counties. Our operations sustained 1,050 jobs, created \$62 million in regional value, and produced \$16.5 million in tax revenues that support public services, education, and infrastructure.

Every donation processed, every sale completed, every person trained adds value that ripples across our region.

337,554
POUNDS
OF ELECTRONICS
RECYCLED



 **SHOP
GOODWILL.COM**





Goodwill SWPA's partnership with Dell Reconnect is a comprehensive computer recovery, reuse, and environmentally responsible program that combines Goodwill's donation and retail infrastructure with the recycling experience and resources of Dell.

Public donations of personal computers and accessories are accepted at all Goodwill stores. All donated devices undergo certified, complete deletion of personal data.

Computer donations are picked up anywhere in the agency's service area of southwestern Pennsylvania and north central West Virginia.



Scan QR to find a store and donation center near you

Donation Drives

Our Goodwill of Southwestern Pennsylvania Donation Drive program allows schools, youth sports teams, churches, and non-profits in the southwestern Pennsylvania region to collect donations from friends and families, and get paid by the container for their donations.



Scan QR to learn more

Moments of Pride



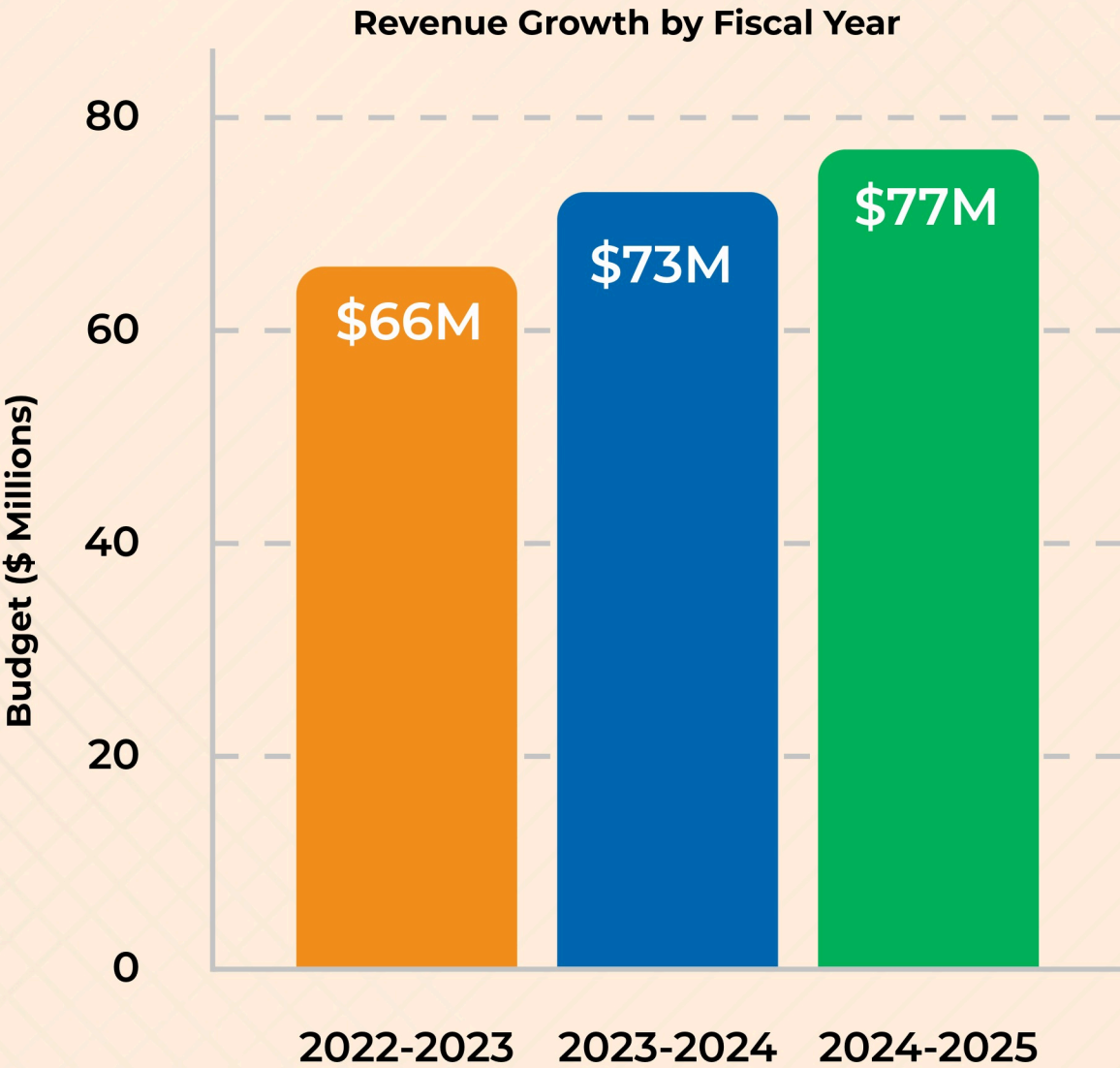
Goodwill proudly served as the host site for Lawrenceville Corp's Lawrenceville Pride in June.



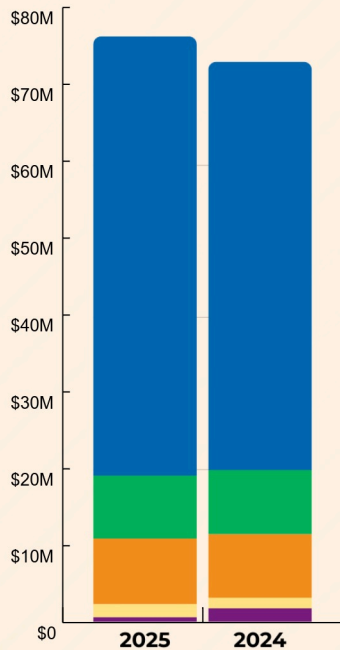
A STRONG FUTURE:

Data-Driven Decisions for Sustainable Growth

Goodwill SWPA delivered \$107 million in economic output in FY 2024–2025

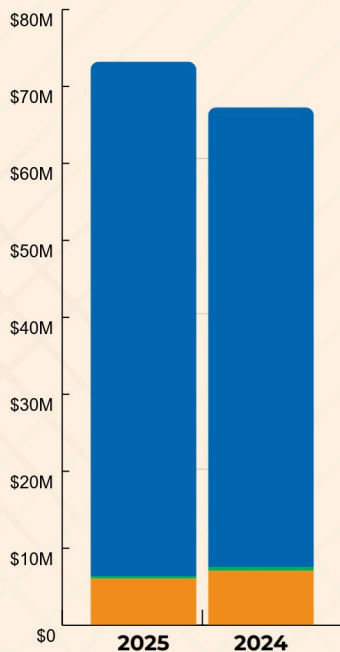


FY 2024–2025 FINANCIAL ACTIVITY



Revenue

	2025	2024
Donated Goods Retail (DGR)	\$57,751,760	\$53,661,421
Mission Services	\$8,267,470	\$8,405,640
Social Enterprise	\$8,623,538	\$8,041,418
Fundraising & Development	\$1,712,797	\$1,373,423
Other	\$605,544	\$1,763,635
Total Revenue	\$76,961,109	\$73,245,537



Expenses

	2025	2024
Mission Services, DGR & Organizational Operations	\$66,219,349	\$59,137,082
Fundraising Expenses	\$285,022	\$477,669
General Administration, Fundraising & Development	\$5,954,504	\$6,953,559
Total Expenses	\$72,458,875	\$66,568,310

New in 2025

THE IMPACT LAB

Testing ideas, measuring results, building the future of work, service, and sustainability.

OPERATIONAL INNOVATION

- AI tools
- Automation
- Data analytics to optimize performance



MISSION SOLUTIONS

- Research-driven service improvement
- Human-centered design
- Impact measurement and evaluation



ENVIRONMENTAL SUSTAINABILITY

- Test new circular economy models
- Give materials a second life
- Pilot textile circularity solutions



TEAM COLLABORATION

- Invite ideas from our team
- Support creativity at every level
- Improve how work gets completed



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118 52nd Street
Pittsburgh, PA 15201

PENNSYLVANIA STORES

Banksville

2866 Banksville Road
Pittsburgh, PA 15216

Belle Vernon

460 Tri County Lane
Belle Vernon, PA 15012

Butler

370 New Castle Road
Butler, PA 16001

Centre Ave.

5993 Centre Avenue
Pittsburgh, PA 15206

Cheswick

1306 Pittsburgh Street
Cheswick, PA 15024

Cranberry Rt. 19

20668 Perry Highway
Cranberry Township, PA 16066

Cranberry Superstore

1234 Freedom Road
Cranberry Township, PA 16066

Delmont

6740 Hollywood Boulevard
Delmont, PA 15626

E-commerce Pickup

155 51st Street
Pittsburgh, PA 15201

Gibsonia

4101 Gibsonia Road
Gibsonia, PA 15044

Greensburg

149 Donohoe Road
Greensburg, PA 15601

Heidelberg Outlet

1905 Washington Street
Heidelberg, PA 15106

Lawrenceville

160 52nd Street
Pittsburgh, PA 15201

Monroeville

2604 Monroeville Boulevard
Monroeville, PA 15146

Moon Twp.

2820 Gracy Center Way
Coraopolis, PA 15108

Mt. Pleasant

288 Cross Roads Plaza
Mount Pleasant, PA 15666

Natrona Heights

4005 Freeport Road
Natrona Heights, PA 15065

North Hills

7221 McKnight Road
Pittsburgh, PA 15237

North Huntingdon

8755 Norwin Avenue
North Huntingdon, PA 15642

North Versailles Outlet

294 Lincoln Highway
(North Versailles Town Center)
North Versailles, PA 15137

Penn Hills

11660 Keleket Drive
Pittsburgh, PA 15235

Peters Twp.

3492 Washington Road
McMurray, PA 15317

Robinson

3 Urbano Way
Robinson Township, PA 15205

Rochester

750 Ohio River Boulevard
Rochester, PA 15074

South Side

2700 East Carson Street
Pittsburgh, PA 15203

Uniontown

1003 Mall Run Road
Uniontown, PA 15401

Washington

89 Jefferson Avenue
Washington, PA 15301

West Mifflin

2212 Mountain View Drive
West Mifflin, PA 15122

DONATION EXPRESS CENTERS

West Liberty

2571 Wenzell Avenue
Pittsburgh, PA 15216

Wexford

10293 Perry Highway, Suite 201
Wexford, PA 15090

WEST VIRGINIA STORES

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1210 West Main Street
Bridgeport, WV 26330

Buckhannon

15 S. Spring Street
Buckhannon, WV 26201

Elkins

70 Stone Mountain Lane
Elkins, WV 26241

Fairmont

50 Southland Drive
Whitehall, WV 26554

Grafton

1 Harmans Plaza
Grafton, WV 26354

Morgantown

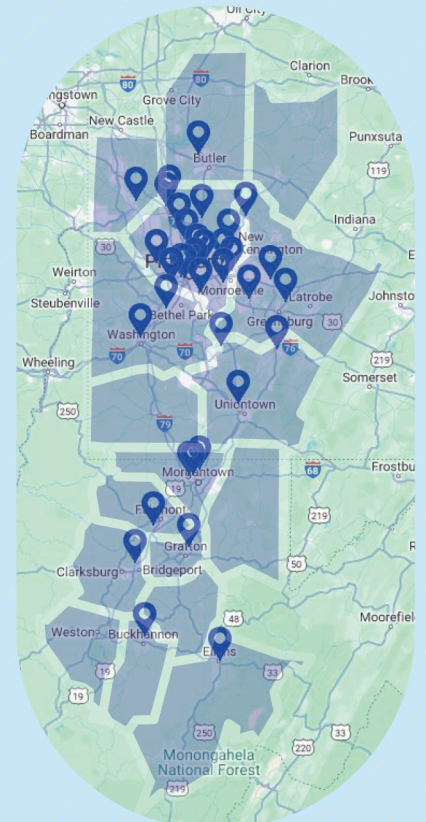
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Morgantown, WV 26505

Morgantown Outlet

6540 Mall Road
Morgantown, WV 26501

Westover

727 Fairmont Road
Morgantown, WV 26501



GOODWILL SWPA HUMAN SERVICES LOCATIONS

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251 Jefferson Drive
McKees Rocks, PA 15136

Morgantown Opportunity Center

1954 Hunters Way
Morgantown, WV 26505

Northside Common Ministries

1601 Brighton Road
Pittsburgh, PA 15212

South Side Opportunity Center

2700 E. Carson Street
Pittsburgh, PA 15203

Union Station Clubhouse

100 Corporate Crossing Road
Uniontown, PA 15401



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a Goodwill,
there's a way.



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We strengthen communities, advance reuse and sustainability, and empower people to achieve their potential.

OUR VISION

Our vision is to be the region's premier human service organization offering exceptional services. We will be satisfied only when all persons have the opportunity to achieve success in their pursuit of meaningful work or other quality of life experiences.

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