



# 2025 Impact Report

Goodwill of Central & Coastal Virginia

## PEOPLE & MISSION

### Goodwill Academy™ of Virginia

Goodwill Academy™ of Virginia is how our **mission works in action**. We provide immediate employment, paid learning opportunities, and dedicated support so individuals can overcome barriers, grow their skills, and build lasting careers. As a **nonprofit social enterprise**, revenue from our operations powers this work and strengthens our impact in the community. This is how we create sustainable change.



#### IN 2025:

1,984

learners completed at least one Goodwill Academy™ of Virginia educational class.

886

learners attended in-person training on topics from personal finance basics to designing your career.

13,266

total PAID learning hours were completed. Providing associates with critical skills while earning a paycheck.

551

associates identified with a barrier to employment (representing 40.7% of total associate population).



### Supported Employment

As a **leading provider of vocational services in Virginia**, we continued to provide exceptional support for individuals with documented disabilities in achieving competitive employment through our Individual Supported Employment (ISE) and Group Supported Employment (GSE) programs.

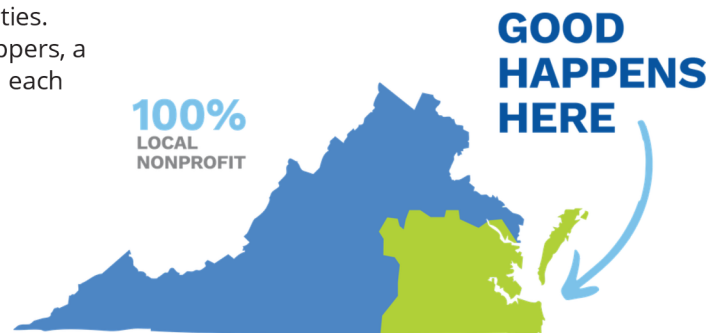
**56 individuals participated in GSE & 277 received ISE services.**

## SOCIAL ENTERPRISE OPERATIONS

In 2025, we opened our **first store in the city of Norfolk in 20 years**, marking our commitment to serve local communities. Across our **35 stores**, we welcomed over 4.7 million shoppers, a 15% increase over prior year. More than 49,000 items on each sales floor at any time, with over 1,500 added every day.

### Business Services

For more than **28 years**, Goodwill's Business Services operations have afforded opportunities to individuals with disabilities who would have likely had limited success or advancement in other work settings.



Goodwill holds **8 contracts** across the government and public sector. In addition to maintaining **400k square feet** of warehouse space, Goodwill Services Inc., staff cleaned more than **1.6 million square feet daily**, processed millions of pieces of mail and packages, and crafted highly specialized, custom wooden pallets for our military.

44

Cities and counties we serve across central and coastal Virginia.

\$91.7M

Total revenue. \$62M in donated goods. \$16M in business services.

>40M

Pounds of material diverted from local area landfills in central & coastal VA.

1.5M

Donations, 52M lbs donated across 80+ locations.

# IMPACT & STORIES

## Success Coaching

At Goodwill of Central and Coastal Virginia, **success coaching creates a powerful, people-first experience** that helps associates like Josh Abdullah move forward with confidence and purpose. Through personalized support, Josh was able to refocus his life, gain motivation, and build essential skills like budgeting and independent living. With the guidance of his success coach, he found not only stability but a renewed sense of direction and belief in himself.

His journey reflects how Goodwill's commitment to partnership and growth **empowers individuals to overcome challenges, take ownership of their future, and turn opportunity into lasting success.**



## A Fair Chance & Strong Future

Through our commitment to supporting **re-entry employment**, Goodwill helps individuals transition from incarceration to independence with real support and opportunity. After being released from incarceration, Mike came home ready for a fresh start and quickly found one here. With individualized guidance, he developed new skills, including developing a growth mindset, critical thinking and adapting to new situations.

Mike shared that this support and education has helped his mental health and improved his financial stability. His journey shows how removing barriers and providing **the right skills can open the door to lasting success.**



## Group Supported Employment

Through our group supported employment program, Goodwill creates **opportunities for individuals with disabilities to grow**, build confidence, and reach new goals. Latasha began her journey in supported employment over 25 years ago. Through support and training, she's grown a thriving retail career.

Today, she's known for her energy, positivity, and outstanding customer service. Latasha's story shows how the **right support system can unlock potential**, helping individuals thrive, gain independence, and take pride in their success.



## Goodwill Business Services Contracts

Through our AbilityOne contracts, Goodwill provides **supportive, meaningful employment for individuals with disabilities**.

After a life-changing heart attack, William Scott found a path back into the workforce in a role that matched his experience in mail services. With understanding leadership and flexibility, he's been able to rebuild stability, focus on his well-being, and take pride in his work again. His story shows how the right opportunity can **restore confidence, independence, and a stronger future.**

SCAN THE QR CODE TO VISIT OUR YOUTUBE CHANNEL.

LEARN MORE ABOUT OUR MISSION & HEAR FROM PROGRAM PARTICIPANTS IN THEIR OWN WORDS.

