



JOB TRAINING | LIFE CHANGING



The Power of Second Chances

**Turning Your Donations
into Opportunity**

IMPACT REPORT 2024



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Letter from our President & Chief Executive Officer

Dear Goodwill of Southwestern Pennsylvania Supporters,

Reflecting on recent achievements, I am profoundly grateful and proud of the tangible impact created by our team, donors, and community partners.

Goodwill SWPA proudly joins 165 Goodwill affiliates nationally and internationally, united by a vital mission: **enhancing dignity, quality of life, and economic empowerment. Our collective work addresses significant challenges around fairness, access, and economic inclusion.**

In the past year, our communities faced economic uncertainty and persistent underemployment. Goodwill SWPA responded decisively, providing workforce development, digital skills training, transitional employment, and robust support services to empower individuals and families in building stable, dignified lives.

Your support drove exceptional outcomes. **Our mission-focused programs served 21,556 individuals, a remarkable 30% increase, while job placements for participants rose by 22%.** Additionally, our thrift stores, reuse, and recycling operations **diverted 57.3 million pounds of goods** from landfills, underscoring our commitment to sustainability, waste reduction, and responsible consumption.

With 1.4 million donations of goods received across our stores and donation centers, coupled with outstanding e-commerce performance, our impact continues to grow. These donated items are transformed into critical financial resources that directly fund our workforce programs, educational initiatives, and community services. **Our stores are dynamic economic hubs that provide essential transitional employment opportunities, equipping individuals with critical job experience and essential workplace skills.** This significantly contributes to local economic vitality and community resilience.

Our direct community impact has been far-reaching. **We operated food pantry services**, providing vital resources to vulnerable families facing

food insecurity. Collaborating closely with schools and youth programs, **we reduced dropout rates** and boosted youth engagement in education. Our reentry programs provided tailored career counseling and job placement services, helping returning citizens **transition smoothly back into the workforce.** Additionally, partnerships with healthcare providers **facilitated vital health screenings** and preventive care for underserved communities, greatly enhancing overall community health.

Each milestone reflects transformative results: displaced workers finding meaningful employment, young adults re-engaging through training and education, and underserved communities accessing critical workforce services. **These successes stabilize families, invigorate local economies, and uplift communities.**

In the coming year, we will accelerate innovation, deepen community impact, and address emerging challenges effectively. **Your generosity enables us to continue providing essential skills, resources, and lasting opportunities to remove workforce barriers.**

With your continued partnership, the year ahead will bring bold action,



“Our mission-focused programs served 21,556 individuals, a remarkable 30% increase, while job placements for participants rose by 22%.”

— **Monique McIntosh,
Goodwill SWPA President
& Chief Executive Officer**

turning generosity into real solutions, fostering prosperity, and creating resilient communities where economic opportunity is accessible to all.

Thank you sincerely for your support and partnership.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Monique McIntosh'.

Monique McIntosh, M.Ed.,
President & Chief Executive Officer

Letter from our Outgoing Board Chairperson

Dear Supporters of Goodwill of Southwestern Pennsylvania,

As the outgoing Board Chairperson, I am proud to celebrate the achievements of Goodwill SWPA's program participants, team members, and volunteers from 2024. Each and every day at Goodwill SWPA, barriers to employment, education, and stability are being removed so that people can obtain meaningful work. **I hope you enjoy the stories about Cyndy, Greg, Miranda, Bonnie, and more. They represent Goodwill SWPA's mission in action and these individuals are just a handful of the tens of thousands of those positively impacted.**

One of the strengths of Goodwill SWPA is our social business enterprise. Our retail stores, e-commerce platforms, and business units help to fund our mission while also providing jobs and training opportunities for individuals who face barriers to employment. This model is sustainable, scalable, and impactful, and we are proud of our role in the local economy. **Goodwill SWPA supported approximately \$97 million in economic activity in 2024** in our southwestern Pennsylvania territory.

Since its founding in 1902, Goodwill has empowered individuals by turning donated household goods into opportunities for meaningful

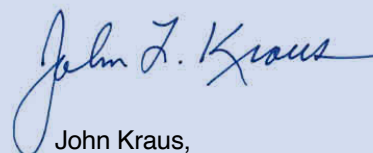
work and financial stability. Reverend Edgar J. Helms began this mission by collecting used items, employing those in need to repair and resell them, and reinvesting proceeds into community support. **Today, Goodwill SWPA continues this legacy through our retail operations, transforming donated goods into critical funding for workforce development services that reduce poverty and remove barriers to employment.**

In 2024 alone, we diverted 57.3 million pounds of donated goods from landfills and invested in sustainability-focused professional development for our team members. By integrating environmental

responsibility across our business, we deepen our mission's impact — fostering stronger, more resilient communities and a healthier planet.

Thanks to the dedicated staff and the support of our donors, funders, community partners, shoppers, employers, and government partners, **we continue to help more people, advance careers, improve the environment, and create economic impact** in the neighborhoods we all call home.

Sincerely,



John Kraus,
Outgoing Board Chairperson



“Today, Goodwill SWPA continues this legacy through our retail operations, transforming donated goods into critical funding for workforce development services that reduce poverty and remove barriers to employment.”
— John Kraus,
Goodwill SWPA Outgoing Board Chairperson

Goodwill SWPA offers digital skills classes in the evenings when it is most convenient for working adults.





Meet Cyndy

How She Turned a Goal Into a Career

Cyndy came to Goodwill SWPA with a lofty goal: to improve her speaking, listening, and reading skills. A native of Mexico who once worked in banking, she dreamed of attending college to study finance. But with limited English skills and no high school diploma, Cyndy knew she had work to do before chasing that dream.

In 2021, Cyndy enrolled in Goodwill's English as a Second Language (ESL) classes. As her language abilities blossomed, she was invited to join an advanced English course designed to prepare students to transition to Goodwill's GED program. **Cyndy worked incredibly hard and showed up every day ready to learn and overcome many barriers** with support from teachers and volunteers like Maria Fey-Thielman.

"Maria worked closely with Cyndy throughout her ESL and GED classes, tailoring practice questions to meet her needs and introducing her to innovative tools like ChatGPT to help her understand complex material," says Laurie Cybulski, Director of Education and Testing.

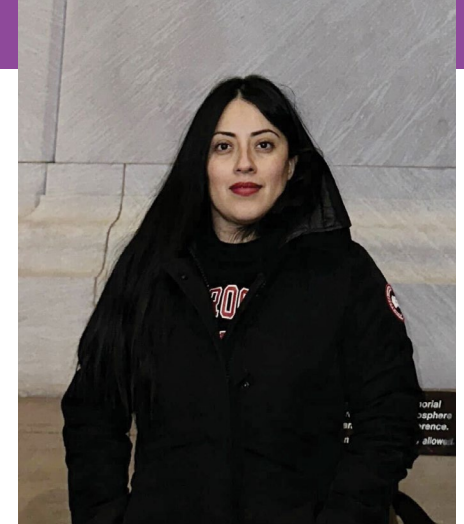
With determination and the right support, Cyndy turned a goal into a credential—and a credential into a future.

Today, Cyndy is enrolled at the Community College of Allegheny County (CCAC) and is one step closer to resuming her finance career in Pittsburgh.

At Goodwill, education is more than just a service. It's a second chance for people like Cyndy.

Free education and training services are offered for anyone to improve their skills and boost their job prospects. Individuals can study for their high school equivalency or GED test, take classes in digital skills, or receive English as a Second Language customized support.

Students are paired with **flexible class schedules and additional assistance based on their individual needs**, enabling them to reach their full potential—regardless of their background or circumstances. Daytime and evening options are available both in-person and online, along with test-fee assistance and career readiness support.

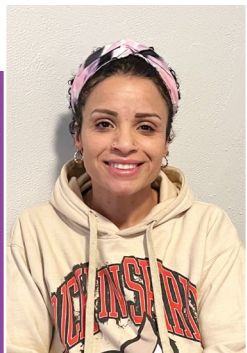


Cyndy, Goodwill SWPA Education Participant

With determination and the right support, Cyndy turned a goal into a credential—and a credential into a future.



Take the next step like Cyndy by signing up for an education or training program, visit our website at **Goodwillswpa.org** and click on **Life Changing Services**. Look for the **Education and Training** tab.



**TALIA,
HARBOR II
PARTICIPANT**

"Goodwill helped get me out of the dark and back into the light! I will not forget the things they've done nor stop giving back. I love the work they do. Goodwill helped me find my way and finally experience the feeling of joy and hope again. I am ever so grateful for them!"

In 2024 ...



**161 industry-
recognized credentials**
were earned through
Goodwill SWPA programs



Meet Bonnie How She Invests in Herself and Her Team

A career at Goodwill SWPA means constant growth. Just ask Bonnie Mason, who has risen through the ranks over the course of a decade with Goodwill to become the manager at the Morgantown retail store. She has had the opportunity to learn not only from on-the-job experiences, but also through career development programs and great company benefits that support team members in their quest to excel.

Thanks to Goodwill's Education Fund, Bonnie was able to complete a six-credit online certificate in management through the University of Phoenix. **This employee Education Assistance Program offers employees, like Bonnie, up to \$5,200 annually toward career-relevant education.**

"I want to be the best at my job," Bonnie says. "I have my GED, and I wanted to continue to grow at Goodwill. **I was interested in taking classes that resonated with my job so I can be better at what I do every day.**"

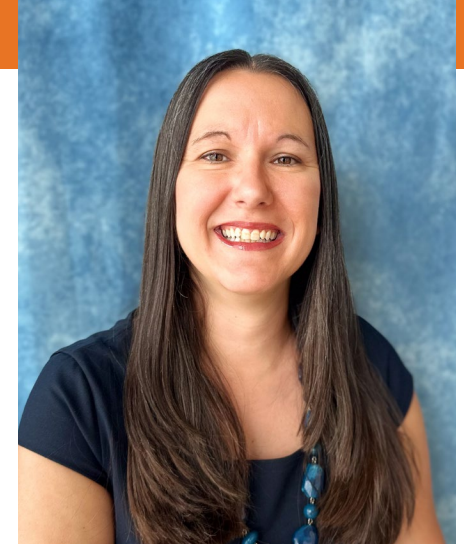
She already feels the impact of what she learned after finishing her coursework in August 2024. **Since getting her certificate, Bonnie says she sees things differently on the job**

and better understands the *why* behind what she is doing. For example, she says she now sees how Goodwill markets its various programs and services to those in need.

This is an important aspect of her job as a store manager — so much so that **she is encouraging her team to learn more about the Education Fund** and spread their learning wings to try obtaining their certificates.

"I've been talking to my team about this fund and get excited to educate them about how to take advantage of it," she exclaims.

Bonnie's story shows how access to opportunity can transform not just an individual, but an entire team. With the freedom to pursue educational opportunities that match her ambitions, Bonnie has made her team's growth a priority. She also has plans to continue her education and possibly pursue a bachelor's degree, hoping to once again tap into the Education Fund to help finance her dreams.



"The financial help really takes a lot of stress off people's plates."
— **Bonnie Mason,**
Morgantown
Store Manager

Goodwill offers its 1,000-plus team members more than just a job. It offers paths to lifelong learning, career advancement, and meaningful impact. Through skills sharpening, leadership training, education assistance and more, team members like Bonnie are empowered to discover their passions.

In 2024 ...



21,556 individuals

were served by
Goodwill SWPA's mission



\$97 million

in economic impact
in southwestern Pennsylvania



209 companies

hired Goodwill participants



For more information on how to apply for jobs at Goodwill SWPA, visit our website at **Goodwillswpa.org** and click on **Work at Goodwill**. Scroll down to browse jobs by category.



Meet Miranda Her Mission to Pay it Forward

At just 21 years old, Miranda is the essence of the power of perseverance and possibility. A recent graduate of the Project SEARCH program at UPMC Passavant, Miranda is already charting a path toward independence thanks to the transition-to-work program offered through Goodwill's Disability Services.

Project SEARCH is a unique, business-led, one-year employment preparation program that takes place entirely at the workplace and includes a seamless combination of classroom instruction, career exploration, and hands-on training through worksite rotations to students ages 18-21. **The real-life on-the-job experience helps students develop social, interviewing, and job readiness skills.**

During her time in the Project SEARCH program, Miranda completed rotations in respiratory services, gastrointestinal lab, and diagnostic radiology. **Each direct training experience allowed her to build essential time management, professionalism and confidence skills.** Additionally, Miranda discovered she thrives when working as part of a team to help others.

Though she flourished in the workplace, Miranda still faced a barrier many take for granted — she didn't have a computer at home. Without one, achieving her goal of competitive employment after high school felt out of reach. That changed when Goodwill SWPA, in collaboration with Comcast and the United Way of Southwestern Pennsylvania Digital Navigator Network, provided Miranda with a new laptop.

With her new computer, Miranda felt more confident about her ability to search for jobs and begin planning for her future. **She is now preparing to enter the workforce with a focus on environmental or dietary services to continue helping others,** just as so many helped her in the Project SEARCH program.

Disability Services provide individuals like Miranda with



Miranda, Project SEARCH participant

Miranda is already charting a path toward independence thanks to Project SEARCH.

opportunities to realize their full potential. From youth-focused programs like Project SEARCH to community participation supports for adults, a range of services are available to help people build skills, become self-sufficient, and lead fulfilling lives.



In 2024 ...



**305 people
were placed
into competitive employment
through Goodwill SWPA**



For more information on the various disability services programs at Goodwill, visit our website at **Goodwillswpa.org** and click on **Life Changing Services**. Look for the **Disability Services** tab.



Meet Adrienne How She Empowers Possibility Through Technology

As an Assistive Technology Specialist at Goodwill SWPA, Adrienne Tolentino helps people discover the technology that can make everyday tasks more manageable and meaningful. While there are a variety of tools available, the goal is always the same: to help individuals live, work and learn more independently. She believes that the right technology, when matched to the right person, can be transformative.

After starting as an intern at Goodwill more than 15 years ago, Adrienne now leads personalized evaluations for individuals throughout the Goodwill community. **She customizes each approach to the user's specific challenges and goals**, recommending everything from high-tech items like screen magnification software for office work, cell phones for time management or reading aloud, to low-tech tools

like grabbers or zipper pulls to aid in processing donations in the retail setting.

Most importantly, Adrienne ensures that everything is set up properly, so each person understands how to use their tools with confidence. Whether it is a type of assistive technology or device, a modification to the environment, or a change in a work process, **the training and follow-up support Adrienne provides are key components to success.**

Adrienne's expertise also extends beyond Goodwill to the broader community. She consults with local employers and organizations, **helping them improve accessibility in physical spaces.**

"The focus is on increasing the accessibility of a facility so it is usable and welcoming for anyone who may come into that business, whether it be shoppers, visitors, customers, or employees," she explains.

Her background in rehabilitation counseling, along with certification in assistive technology, grounds her approach in both technical knowledge and a deep commitment to human connection. **Every day brings a new challenge and a new chance to make someone's life a little easier.**

"That's what I love about this work," she says with a smile.



"You don't have to know what you need; you just have to know what you need help with. It's my job to find the tools you need to be successful."

— Adrienne Tolentino



For more details on how technology is helping make individuals more independent through Goodwill's Assistive Technology Program, visit our website at **Goodwillswpa.org** and click on **Life Changing Services**, then look for the **Assistive Technology** tab.



Adrienne Tolentino,
Assistive Technology Specialist

In 2024 ...



1 in 5 people in southwestern Pennsylvania have a disability



Meet Greg How He Creates Opportunity One Task at a Time

For nearly two decades, Greg Warner has been a steady presence in Goodwill's Commercial Services division. He began as a custodian but is now responsible for a variety of tasks in maintenance, labor and inventory. Over the years, Greg has built and torn down furniture, repaired and replaced equipment, and filled in for custodial and warehouse staff as needed.

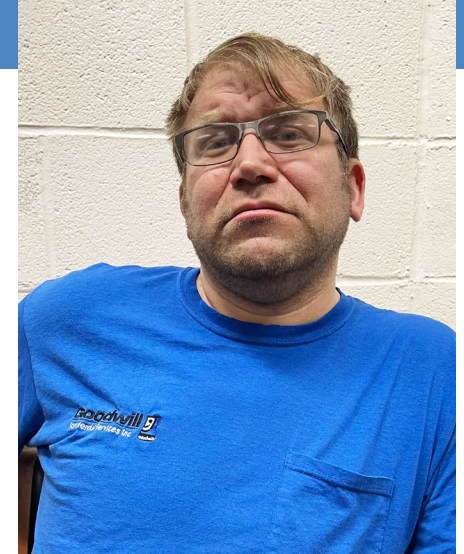
Recognizing the value of his work, Greg challenges himself to become a better team member every day and always steps up when the situation demands. His dedication was never more evident than during the COVID-19 pandemic. With the Goodwill facility almost empty due to precaution recommendations, **Greg took it upon himself to single-handedly clean and organize a vast range of supplies.**

Matthew Campbell, Project Manager of Commercial Services, said Greg lived for his work every day.

"Greg is luckily one of many who enjoy the sense of purpose, pride and connection that come with being a part of Commercial Services. Collectively, **they're an amazing team, and I think most of them realize how important they are to each other,**" explains Matthew.

Commercial Services employs more than 75 individuals for work at several federal facilities in the Pittsburgh area. Its largest contracts are for janitorial, warehousing, landscaping, snow removal, composting and maintenance services with the ***Ability One Program***, which is supported by **Source America**, a national nonprofit agency whose mission is to **create employment opportunities for people with severe disabilities.** One of these agencies is the Department of Defense in Pittsburgh, which Goodwill SWPA has maintained a working relationship with for more than 21 years.

Yet for Greg, his role isn't just a job, or the long-term work being accomplished in the area. It's an important part of his life.



"I like that I can make people happy whether I'm doing something small or something big... it might not seem like a lot to them, but it means the world to me."
— Greg Warner



For more details on Goodwill's impact on employment in federal facilities in the area through *Ability One*, visit our website at **Goodwillswpa.org** and click on Business Services, then Commercial Services.

In 2024 ...



6.06 billion
gallons of water
saved by purchasing
clothing secondhand



309,784
pounds of electronics
responsibly recycled through
our partnership with the
Dell Reconnect Program



57 million pounds
of donated goods
were thrifted, repurposed,
or recycled



Online Thrift Store is Changing Lives

A larger facility, a growing team, and the introduction of modern technologies have propelled E-Commerce at Goodwill to new heights—creating jobs and changing lives along the way. E-commerce through the *ShopGoodwill.com* website, gives a second life to donated goods, while also delivering second chances to people in the community.

Under the leadership of Renee' Gamage, Director of E-Commerce, E-Books and E-Tech, **Goodwill SWPA's online thrift store offers a wide array of antiques and collectibles, as well as new and like-new items pulled from Goodwill's vast inventory of donated goods.** Goodwill SWPA E-Commerce recently celebrated its one-year anniversary in a new location across from the Workforce Development Center in Lawrenceville.

Since relocating, the E-Commerce team has more than doubled in size and significantly increased both the number of items listed and revenue generated. The new space and larger team allow for better service and standout sales, including a recent one-of-a-kind find: a \$20,000 Chanel wallet discovered and authenticated by a trained employee. The proceeds from this find, and all online sales, were all returned directly back to Goodwill's extensive education and workforce development programs that create

opportunities for community members with barriers to employment.

From photographing and listing items, to picking and shipping goods, more than 30 employees now help power Goodwill SWPA E-Commerce. Some became Goodwill employees after participating in programs like EARN and YouthWorks; others are students with developmental disabilities gaining valuable job experience through the Project LIFE program.

"The employees are absolutely loving it here. They bring such joy to the job and are a great group of individuals," shares Renee'.

That enthusiasm is sure to come in handy as the E-Commerce division is not slowing down. AI tools like Google Lens are being introduced to assist with item identification and streamlining the listing process for not only *ShopGoodwill* but also Goodwill's books and media website known as *GoodwillBooks*, along with online storefronts on Amazon and eBay.



"We are keeping the team focused to evolve and do what we do best—promote our mission, get the word out there, and provide opportunities to help the community. The sky is the limit."
— Renee' Gamage

Visit [ShopGoodwill.com](https://shopgoodwill.com) to find your own treasures!

In 2024 ...



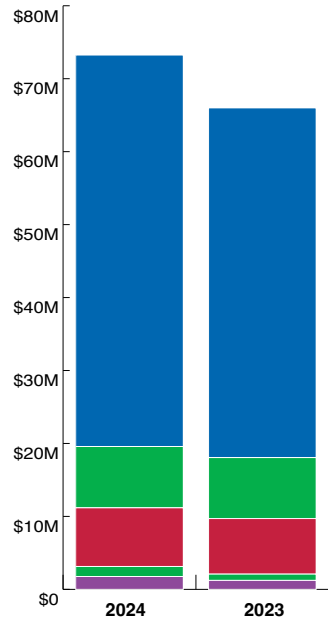
**1.4 million
donations**
were accepted by
Goodwill SWPA



**2.4 million
transactions**
by Goodwill SWPA
customers

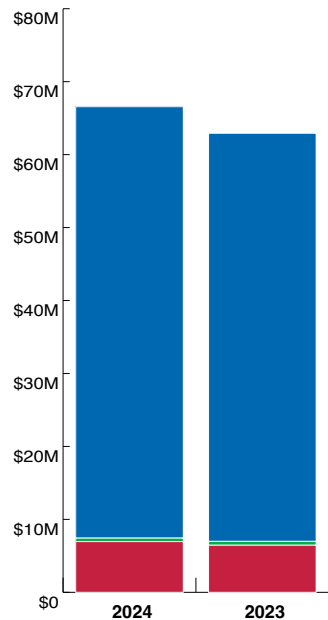


2024 Financial Activity



Revenue

	2024	2023
Donated Goods Retail (DGR)	\$53,661,421	\$47,935,395
Mission Services	\$8,405,640	\$8,359,618
Social Enterprise	\$8,041,418	\$7,618,847
Fundraising and Development	\$1,373,423	\$858,465
Other	\$1,763,635	\$1,228,421
Total Revenue	\$73,245,537	\$66,000,746



Expenses

	2024	2023
Mission Services, DGR and Organizational Operations	\$59,137,082	\$55,937,358
Fundraising Expenses	\$477,669	\$532,911
General Administration, Fundraising and Development	\$6,953,559	\$6,452,934
Total Expenses	\$66,568,310	\$62,923,203

2024 Goodwill SWPA Stats



1 in 5
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PA have a disability



21,556
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Goodwill SWPA's mission



161 industry-
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305 people
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209 companies
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\$97 million
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2.4 million
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57 million pounds
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6.06 billion
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309,784
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Glenn Takes Ownership of His Life with the Help of Northside Common Ministries



Glenn sought services to focus on finding employment in his field without the stress of being homeless. Northside Common Ministries (NCM) came at the right time, as **Glenn successfully found employment less than three months into his residency!**

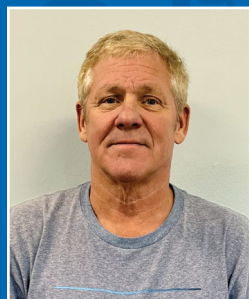
NCM, an affiliate of Goodwill of Southwestern Pennsylvania, provides an emergency men's shelter and a food pantry for the local community.

NCM's Pleasant Valley Shelter provides a safe, accessible, and comfortable emergency shelter for

adult men experiencing homelessness. The shelter is open 24 hours a day, seven days a week. **Pleasant Valley also provides warm meals, showers, laundry facilities, and supportive service coordination** (case management) for each person served. On-site support services include a healthcare clinic, employment, and adult education services. The Northside Food Pantry provides healthy food to over 1,000 individuals and families every month.

NCM's goals are to reduce the time individuals spend experiencing homelessness and food insecurity by providing resources and support that remove life barriers and assist individuals as they work toward stability and independence.

Support NCM's services through volunteerism and philanthropy. Visit NCM's website at ncmin.org and click on **Get Involved** or **Donate**.



"I came in not knowing what my experience would be. A weight was lifted after intake. The staff was reassuring and encouraging. I would advise future residents to get involved in the programs, volunteer, and take ownership of your life. This facility offers the help to succeed again." — Glenn

Goodwill of Southwestern Pennsylvania and North Central West Virginia Locations

Headquarters

Goodwill SWPA
118 52nd Street
Pittsburgh, PA 15201

Goodwill SWPA Affiliate Centers

Northside Common Ministries
1601 Brighton Road
Pittsburgh, PA 15212

Union Station Clubhouse
100 Corporate Crossing Rd.
Uniontown, PA 15401

Pennsylvania Stores and Opportunity Centers

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 Twp., PA 16066

Cranberry Superstore
1234 Freedom Road
Cranberry Twp., 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

Mt. Pleasant
288 Cross Roads Plaza
Mt. 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 Ctr.)
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 Twp., PA 15205

Rochester
750 Ohio River Boulevard
Rochester, PA 15074

South Side Store and Opportunity Center
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 and Opportunity Centers

Bridgeport
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
Fairmont, WV 26554

Grafton
1 Harmans Plaza
Grafton, WV 26354

Morgantown Store and Opportunity Center
1954 Hunter's Way
Morgantown, WV 26505

Morgantown Outlet
6540 Mall Road
Morgantown, WV 26501

Westover
727 Fairmont Road
Morgantown, WV 26505

2024 Donors

Individual Donors

Ms. Carol Aeberli
 Ms. Jennifer Aguiar
 Mr. James Altman
 Mr. Thomas H. Anderson
 Mr. & Mrs. Rich & Eileen Arthurs
 Mr. & Mrs. Thomas Aurila
 Mr. & Mrs. John & Carrie T. Austin
 Mr. Ronald Backer
 Mr. Tod H. Baker
 Mr. Demetrius Baldwin
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 Ms. Michele DeMarco
 Ms. Heather DePalma
 Ms. Irene J. Dinning
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