



The Power of Economic Opportunity

Every person has dreams, challenges, and potential they hope to realize.

In 2024, Goodwill Industries of West Michigan provided **3,327 people** with workforce development and support services. Of those people served, **413 people** were placed into competitive jobs in the community with an average hourly **wage of \$18.24**

The pathway to economic opportunity encompasses access to education and training, supportive resources, and a good job. There are a wide variety of barriers beyond education and training that people face in the pursuit of economic mobility. Some may need accommodations for a disability, transportation to their job, basic computer skills, or secure stable housing before pursuing a new career. Goodwill can help!

New Certification Programs!

Includes free, on-site child care for parents enrolled in programming.



HVAC-R Certification Graduates are job-ready for apprenticeships in this high-demand field. Free, intensive 13-week, 104-hour class with both hands-on and classroom training.

Forklift Operator Certification Participants receive 3-week/18-hours of hands-on training to earn industry-recognized certification and hiring advantage in multiple materials-handling jobs.

Customer Care Professional Certification Students gain skills for careers as receptionists, call center associates, administrative assistants, and more. The course is 32 hours long over 8 weeks.



Learn more about all of Goodwill's Programs and Services.

2024 Annual Report to the Community

Dear Friends of Goodwill:

Goodwill works to enhance the dignity and quality of life of individuals and families by eliminating barriers to economic opportunity, and helping people reach their full potential through education and training and the power of work.

Businesses need skilled, motivated talent and the people we serve need good jobs. At Goodwill, it's our job to bridge the gap; to help people develop their skills, advance their careers, achieve economic stability, and truly thrive.

Goodwill Industries of West Michigan had a transformative year. Many of the employment and training initiatives in development came to fruition in 2024. Thanks to a Barrier Removal Employment Success (BRES) grant from the Michigan Department of Labor and Economic Opportunity (LEO), we were able to launch three new certification programs and create an on-site child care facility, available free to our program participants.

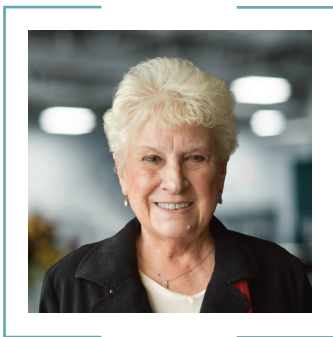
We also expanded and strengthened our partnerships and community collaborations under our roof. True North Community Services, with offices in our Career Center, provides housing assistance and pass-through funding awarded through our BRES grant. Read Muskegon is also in the building, offering much-needed English as a Second Language classes. Orchard View Adult Education offers GED and high school diploma services, and the Great Start Parent Coalition provides quarterly parent support meetings here at Goodwill.

Our new Supported Transitional Employment Programming (STEP) team trained and placed a record number of people with disabilities into steady, competitive jobs in the community in 2024. We also tripled the number of resource navigators and expanded the scope of their service to include Mason, Oceana, and Newaygo counties; providing supports such as transportation, housing, food, clothing, and more to our justice-involved program participants.

On behalf of the board of directors and the people we serve, we thank you for your support.



Jeanette Hoyer
Jeanette Hoyer
President and CEO



Diana Osborn
Diana Osborn
Board of Directors Chair

2024 Board of Directors

Goodwill thanks
all who served.

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Community College
(retired)

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(retired)

Goodwill Industries of West Michigan is a nonprofit organization as recognized by section 501(c)(3) of the Internal Revenue Service Code.

Highlights of 2024

January ▼



Partnered with **Muskegon High School** and **Holland High School** to collect over 1,000 pounds of donations.

February ▼

New **Resource Navigator** hired to serve justice-involved program participants in Mason, Oceana, and Newaygo counties through an Offender Success grant through Michigan Works! West Central.



Partnered with **Orchard View Adult Education** to offer free, adults-only **GED and high school diploma** instruction at the Goodwill Career Center.

March ▼



President and CEO **Jeanette Hoyer** received Goodwill Industries International's prestigious **Sustainability Champion Award** in recognition of her outstanding dedication to advancing environmental stewardship.



Received the Muskegon Lakeshore Chamber of Commerce **Excellence Award as Employer of Choice**.

April ▼



Launched new **Forklift Operator Certification** and **Customer Care Professional Certification** programs.

Partnered with **Read Muskegon** to host **English as a Second Language** classes at the Goodwill Career Center.



Goodwill **VITA** program prepared 2,339 free tax returns equating into \$2,804,862 returned into the community.

May ▼



Honored outstanding Goodwill program graduates at the annual **Achievers of the Year** awards luncheon.

Launched new **vocational evaluation** for manufacturing, warehousing, and food service customized for referral partner Michigan Rehabilitation Services.

June ▼

Launched a **Summer Work-Based Learning Youth Program**

at six Goodwill store locations with 18 students and 7 mentors.



Colorful mural for new on-site **Child Care Center** was created by Holland artist Carolyn Stich.

Introduced new **Renting with Confidence Class** to help people understand their obligations as well as their rights as a tenant. Strengthened relationship with Muskegon Landlord Association to help identify housing opportunities and resolve disputes.



Partnered with **American Glass Mosaics** to recycle 40,000 pounds of unsold glassware into new tiles.

July ▼

Hosted a **Resource Fair** in parking lot with Career Center tours, vendor booths, games, and food.



Installed **1,406 solar panels** on Goodwill's future sustainability center, yielding a 674.88 kW capacity or 25% of total electricity.

August ▼



Launched a new 13-week **HVAC Certification** program producing apprentice-ready graduates with job connections to local HVAC employers.



Presented **Pizza Ranch** with 2024 Employer Recognition Award for Exceptional Community Partnership at HealthWest Health, Wellness & Recovery Picnic.

Hosted **United Way of the Lakeshore Leadership Circle** meeting with tours of new Career Center programming.

September ▼



Launched **Begin at Home**, a life coach services and supports program offered to all Goodwill employees.

Received a three-year **CARF accreditation** with zero recommendations in program-specific, and health and safety standards.



December ▼



Diverged an estimated **10.8 million pounds** of material from local landfills in 2024 through resale or recycling.



Innovation Academies of MUSKEGON

Partnered with Muskegon Public Schools to serve as lead convening agency for the **Innovation Academies of Muskegon (IAM)**, a designated **Ford Next Generation Learning** community.

Financial Report for 2024

STATEMENT OF FINANCIAL POSITION

Cash and Cash Equivalents*	\$18,865,495
Accounts Receivable	\$420,118
Inventory	\$394,970
Prepaid Expenses	\$389,102
Equity in Unconsolidated Subsidiary	\$0
Right-of-Use Assets	\$6,710,787
Property, Plant & Equipment	\$18,734,992
Operating Assets	\$45,515,464
Restricted Assets	\$0
Total Assets	\$45,515,464
Accounts Payable	\$189,314
Accrued Expenses	\$1,267,138
Other Liabilities	\$64,236
Operating Lease Obligations	\$6,790,353
Long-Term Debt	\$3,002,815
Total Liabilities	\$11,313,856
Net Assets	\$34,201,608
Total Liabilities & Fund Balance	\$45,515,464

*Includes assets held in Goodwill's Endowment Fund with the Community Foundation for Muskegon County.

Audited by Rehmann. A complete copy of the audited financial statement by Rehmann can be provided upon request.

STATEMENT OF ACTIVITIES

INCOME	
Participant Programs & Services	\$6,971,035
Contract Services (Industrial/Janitorial)	\$568,324
Retail Operations**	\$25,114,107
Public & Corporate Support	\$1,633,170
Total Operating	\$34,286,636
Fundraising	\$21,855
Agency Total	\$34,308,491
EXPENSES	
Participant Programs & Services	\$7,090,423
Contract Services (Industrial/Janitorial)	\$1,837,283
Retail Operations**	\$21,106,158
Management & General	\$3,547,414
Total Operating	\$33,581,278
Fundraising	\$27,085
Agency Total	\$33,608,363
Increase in Net Assets	\$700,128

**includes non-cash value of \$5,154,493 in 2024 representing the value of donated goods per continued application of FASB Accounting Standards Codification 958, Not-for-Profit Entities, 605 Revenue Recognition -- Contributions Received.

Goodwill's Triple Bottom Line

Goodwill Industries is a social enterprise, operating viable business lines that serve its mission through entrepreneurial, sustainable, earned-income strategies.

Goodwill's business model provides valuable work and training opportunities for people with disadvantaging conditions, protects our environment through recycling and reuse, and contributes to the economic health of our communities.

People
socially
equitable

Planet
environmentally
sound

Prosperity
economically
feasible



Corporate Headquarters
Goodwill Career Center
GoodTemps Offices

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GOODWILL WEBSITE
www.goodwillwm.org

GOODTEMPS WEBSITE
www.goodtempsmi.com



A LOCAL AND INDEPENDENT NONPROFIT ORGANIZATION

We are a registered 501(c)(3) nonprofit organization serving the local community for nearly 75 years. We are one of 156 member agencies of Goodwill Industries International serving a designated geographic location. Each agency is independently operated, funded, and guided by its own board of directors made up of volunteers from the community.

