goodwill West Michigan®

Pathways to THRIVE, grow, and succeed.

2025 Annual Report to the Community

Changing LIVES through the power of WORK

In 2025, Goodwill provided **5,016 people** with workforce development and/or support services. Of those people served, **386** were placed into competitive jobs in the community.

THRIVE Academy enrolled **145** program participants in its first full year of new vocational certification training with a 78% successful graduation rate.

Goodwill Volunteer Income Tax Assistance (VITA) program filed **2,310** free tax returns resulting in **$3,934,517** returned to the community.

Celebrated **14 Commercial Driver's License (CDL)** graduates through the Offender Success program, **10** of whom are now employed as truck drivers.

Provided **community resource navigation services** to **273** people.

Expanded the **Summer Work-Based Learning Youth Program**, doubling our work training sites to **16** working with **40** students.

Begin at Home Program provided financial literacy, personal goal coaching, emergency funding, career advancement, and other wraparound support services to **58** Goodwill employees.

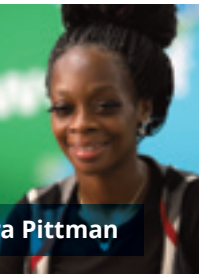
GOODWILL INDUSTRIES
ACHIEVERS OF THE Year

2025

Congratulations to the following individuals for their outstanding accomplishments. These awards celebrate their personal resilience, professional growth, and successful placement into meaningful employment.

Robin Immormino

Marcus Jackson



Keeira Pittman

Khi Thomas

2025 Annual Report to the Community

Dear Friends of Goodwill:

2025 was our 75th anniversary and a year of meaningful impact and continued growth. We proudly celebrated this milestone with the West Michigan community, reflecting on how far we have come from our humble beginnings and honoring those who continue to make Goodwill a place where everyone can find a pathway to meaningful and sustaining work.

Thanks to the support of our donors, shoppers, community partners, and collaborators, Goodwill served 5,016 individuals and helped 386 people secure competitive employment in the community.

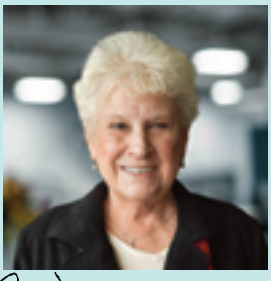
We completed the first full year of our THRIVE Academy, offering certification programs in HVAC, Forklift Operation, and Customer Care, while partnering with other community entities like Read Muskegon, United Way, True North, and Orchard View to remove barriers including lack of child care, housing, English as a second language, and high school completion. Combining relevant certifications with barrier removal allows us to equip participants with the skills and confidence needed to launch meaningful careers. We are now thrilled to announce a partnership with Career and Technical Education (CTE) of the Muskegon Area Intermediate School District (MAISD) that will help us expand training options to include Advanced Manufacturing and Electrical programs by fall 2026. This collaboration maximizes our community's resources by sharing training facilities at our Goodwill Career Center with CTE students during the day and adult learners in the evening.

Our retail and reuse operations continue to sustain both our mission and our commitment to environmental stewardship, diverting 13.7 million pounds from local landfills through in-store sales, partnerships, and recycling efforts.

As we look ahead, we remain focused on what matters most: creating pathways to employment, expanding opportunities, and extending the life of the resources entrusted to us through reuse and recycling.

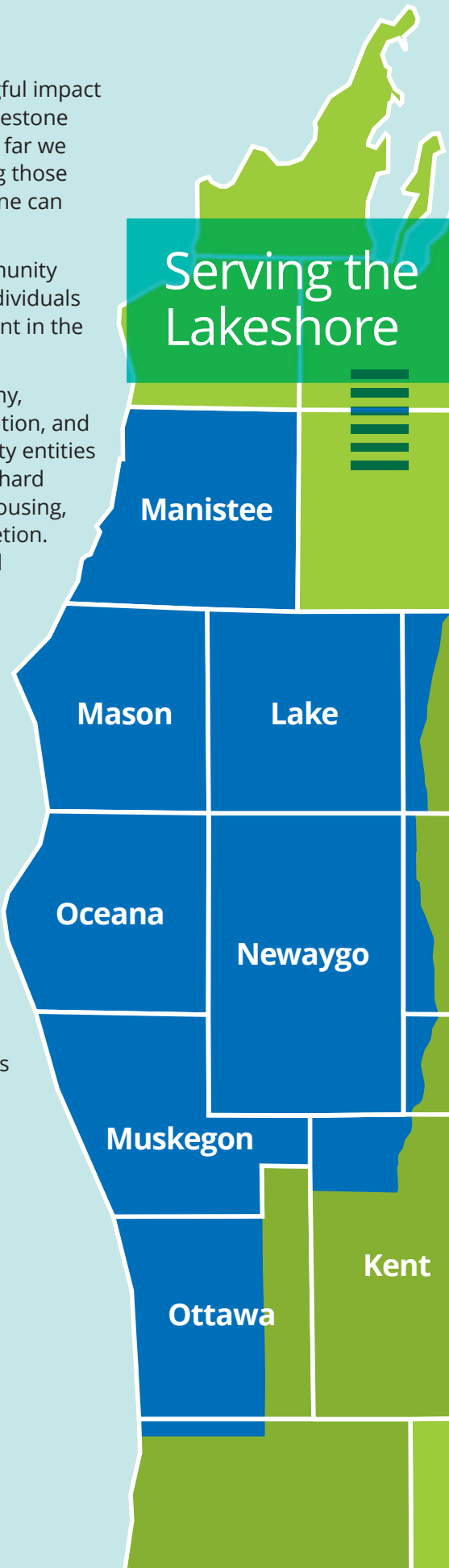
Jeanette Hoyer

Jeanette Hoyer
President and CEO



Diana Osborn

Diana Osborn
Board of Directors Chair



2025 **Highlights**

Goodwill Industries of West Michigan (GIWM) was identified as a key collaborator in **Muskegon Public Schools' Ford Next Generation Learning IAM Program**. Goodwill is acting as the convening lead council that connects MPS students with local employers and real-world career experiences in this innovative new approach to learning.

In honor of Goodwill's founding in West Michigan in 1950, a special **75th Anniversary Gala Celebration** was held in May, featuring a historical video presentation, dinner, and live music. Goodwill board of directors and team members joined community partners, collaborators, friends, and supporters to reflect on our humble beginnings, celebrate the thousands of lives we've positively impacted, and look ahead to exciting new opportunities.

Goodwill hosted a **Community Resource Fair & Picnic** in September on its outdoor campus in conjunction with an on-site **Road to Restoration** clinic inside the Goodwill Career Center, hosted by the Michigan Secretary of State Office to help people restore their driver's license. The Muskegon County Clerk and Social Security Administration were also onsite to assist people with SSA cards and answer benefit questions. Over 25 local health and human service providers participated to help people with education, housing, food security, mental health, recovery, and more.

Retail Operations

In 2025, Goodwill Industries of West Michigan's retail division generated **75% of our total operating budget**, directly funding our mission.

By turning donated goods into quality, affordable merchandise, we create value for shoppers while funding **job training and employment services** across our community.

Across **17 stores** and our pay-by-the-pound **Outlet Center**, shoppers find quality, gently used items at affordable prices. We also offer unique finds online through **ShopGoodwill.com**.

Environmental Sustainability

In 2025, Goodwill diverted an estimated **13.7 million** pounds of materials from local landfills, advancing sustainability through resale and responsible recycling.

Number of Pounds of Donated Goods Sold

- **Retail**
  8.5 M (62%)
- **Recycling Partners**
  1.1M (8%)
- **Post-Retail Recovery**
  4.1M (30%)

To maximize value and reduce waste, unsold materials such as metal, glass, and electronics are directed to trusted recycling partners. Other unsold items are responsibly redistributed through secondary markets, extending their lifecycle while supporting environmental sustainability and generating critical funding for our programs.

Sources of Revenue in 2025

In 2025, Goodwill **funded most of its own operating budget** through its sustainable business enterprises.

Goodwill balances a triple-bottom line of jobs and employment, sound environmental practices, and a strong financial position.

77%
Revenue generated from retail operations and other business lines.

23%
Program service fees, community support, investments, and other income.

Financial Report for 2025

STATEMENT OF FINANCIAL POSITION

Cash and Cash Equivalents*	$20,735,505
Accounts Receivable	$659,705
Inventory	$402,427
Prepaid Expenses	$642,145
Equity in Unconsolidated Subsidiary	$3,500,000
Right-of-Use Assets	$5,561,947
Property, Plant & Equipment	$14,642,452
Operating Assets	**$46,144,181**
Restricted Assets	**$0**
Total Assets	**$46,144,181**
Accounts Payable	$140,685
Accrued Expenses	$926,711
Other Liabilities	$625,907
Operating Lease Obligations	$5,645,256
Long-Term Debt	$2,698,312
Total Liabilities	$10,036,871
Net Assets	$36,107,310
Total Liabilities & Fund Balance	**$46,144,181**

*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	$5,793,424
Contract Services (Industrial/Janitorial)	$512,395
Retail Operations**	$25,488,834
Public & Corporate Support	$2,030,459
Total Operating	$33,825,112
Fundraising	$46,880
Agency Total	**$33,871,992**

EXPENSES

Participant Programs & Services	$6,391,338
Contract Services (Industrial/Janitorial)	$1,346,646
Retail Operations**	$22,165,355
Management & General	$2,283,907
Total Operating	$32,187,246
Fundraising	$48,357
Agency Total	**$32,235,603**
Increase in Net Assets	**$1,636,389**

**includes non-cash value of $5,239,013 in 2025 representing the value of donated goods per continued application of FASB Accounting Standards Codification 958, Not-for-Profit Entities, 605 Revenue Recognition -- Contributions Received.

2025 Board of Directors

Goodwill thanks all who served.

CHAIR
Diana Osborn

FIRST VICE CHAIR
Alan Steinman

SECOND VICE CHAIR
David Timmer

TREASURER
Bruce Spoelman

SECRETARY
Janelle Mair

MEMBERS
Todd Bramer
Harold Burrell
Keith Crandall
Tom Dake
Paul Gilbert
Kaslena Hussey
George Johnson
John Johnston
Cyndi Langlois
Dwana Thompson
Clinton Todd

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GOODWILL WEBSITE
www.goodwillwm.org

GOODTEMPS WEBSITE
www.goodtempsmi.com

Accredited by CARF, the Commission on Accreditation of Rehabilitation Facilities

United Way

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.