

GOODWILL ANNUAL REPORT 2025

BREAKING BARRIERS

Helping People Build
New Lives Through
the Power of Work



VISION

Our vision is that every person has the opportunity to learn, work, and thrive in all aspects of life.

MISSION

To achieve our vision, we are committed to dismantling racism and advancing equity, diversity, and inclusion so we can help people reach their fullest potential through education, job placement, and career pathway services.

We do our work with great gratitude for the community donations, purchases, and partnerships that make our mission possible.

CARES VALUES

Rooted in our CARES values, our work is driven by a deep respect for one another and a genuine desire to care for our community. These values shape our culture, strengthening connections and inspiring purpose in every interaction.

- C**hampion Diversity
- A**ct with Integrity & Gratitude
- R**espect Everyone
- E**ducate & Serve with Compassion
- S**trive for Excellence

LETTER FROM OUR CEO & BOARD CHAIR

RIISING TO THE CHALLENGE!

Dear Friends,

Thank you so much for your support and partnership throughout 2025. We really needed it!

Fiscal year 2025 was certainly a challenge for our Goodwill, as we're sure it was for many organizations in our community. Yet, our Goodwill employees rose to the challenge in a multitude of ways and we are so proud of their resilience and drive in continuing to serve our community despite the many obstacles that threatened to block their path.

Like many nonprofit organizations, we faced a constantly changing onslaught of U.S. federal directives, executive orders, and grant requirements, amendments, and cancellations. Nonetheless, our workforce development team kept their focus on their students and clients and continued to serve with compassion more than 3,000 people throughout our region last year.

Uncertainty and challenge were also a constant for our thrift retail social enterprise team. Rising lease rates for our facilities and fluctuations in consumer buying behavior presented the team with an ongoing puzzle of how to generate the net proceeds necessary to run our operations and serve our communities. They, too, rose to the challenge and pulled out all the stops, delivering a positive bottom line against a budgeted loss by the close of the fiscal year.

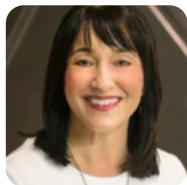
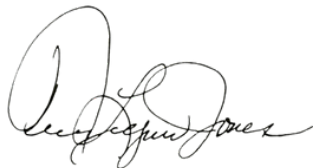
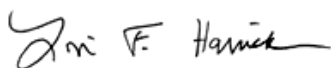
In addition, in light of rising lease rates and other shifting trends in the retail sector, our Executive Team, guided and supported by our Board of Directors, made several strategic real estate decisions. First, we sold an underperforming shopping center in Spanaway and then we purchased our Operations Center, the heartbeat of our thrift retail social enterprise, to shore up our assets and build long-term opportunity and sustainability for our Goodwill.

Last, but certainly not least, was the rising current of negative backlash across our country against antiracism, equity, diversity, and inclusion (AEDI) efforts. This backlash did not dampen our work in these critical areas. Indeed, we continued and enhanced our AEDI employee learning programs, we engaged more than 20 of our largest suppliers in thoughtful and productive AEDI conversations, and our Board of Directors dedicated its annual retreat to exploring ways that our Goodwill may do even more to dismantle racism and advance equity, diversity, and inclusion for all.

Throughout all of our work in 2025, we have had the honor of your generosity and partnership. You, too, rose to the challenge of supporting our Goodwill and many other organizations in our community. You strengthened our shared mission to serve those who need us the most and as such, you played a critical role in helping our fellow community members overcome the myriad challenges in their lives.

Thank you for standing beside us, as we rose to the challenges of 2025.

With great gratitude,



Lori Forte Harnick
President & CEO

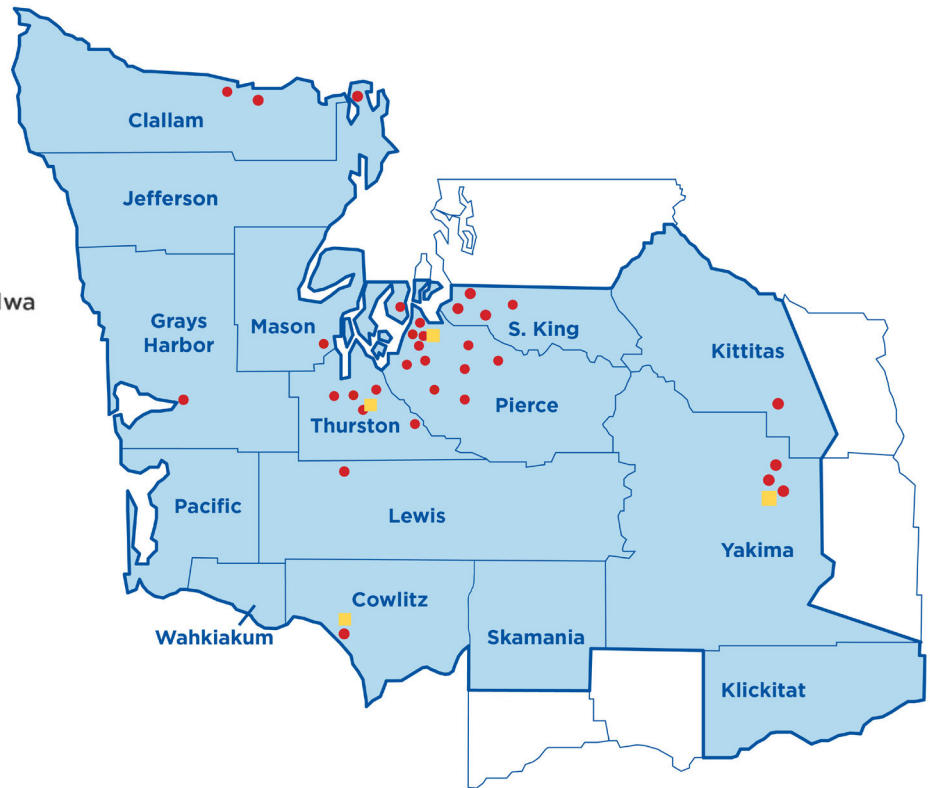


Terry L. Jones
Board Chair

LOCATIONS

- 15-County Service Area
- 32 Retail Locations
- 1 E-commerce Operation
 - ShopGoodwill.com/goodwillwa
- 4 Work Opportunity Centers
 - Tacoma
 - Longview
 - Union Gap
 - South Lacey

- Retail Stores
- Work Opportunity Centers



HOW NEW LIVES HAPPEN



Lynnea joined the EPA Brownfields Job Training Program (offered by Goodwill in partnership with Clover Park Technical College and the City of Tacoma) through the Puyallup Tribal Employment Rights Office. While navigating recovery and homelessness she remained focused on building a new career path. Through the program, she completed all seven certifications, strengthened her resume, refined her elevator pitch, and participated in mock interviews. Today, Lynnea works for a nonprofit organization that once supported her and is proud to give back to her community.

SHAPING THE FUTURE OF OUR WORKFORCE

This year, Goodwill took bold steps to expand access to career opportunities and create pathways to brighter futures. For instance, we opened a new **South Lacey Work Opportunity Center** in September 2025—bringing vital job training and career services to more military service personnel, veterans, and their families.

Innovation fueled our progress. In January, we launched the **Construction Trades Training Academy**, a registered pre-apprenticeship program, in partnership with the City of Tacoma and the Washington State Home Builders Foundation. Four successful cohorts have already graduated, preparing participants for high-demand careers.

We also introduced the **Green Career Explorer** classroom, made possible by the KeyBank Foundation, piloting career training in growing fields, such as clean energy, environmental remediation, and HVAC. Thanks to donor support, we also offered a variety of monthly hands-on **Digital Skills classes** at all of our Work Opportunity Centers, preparing participants for today’s digital workforce, and awarding graduates with refurbished laptops to advance their education and career.

Our **Senior Community Service Employment Program (SCSEP)** filled all 68 work experience slots, expanded into rural areas, and boosted competitive job placements fivefold by midyear. Meanwhile, our **Youth and Young Adult Work Experience** program exceeded expectations—enrolling 179 participants and placing 124 in internships through 68 employer partnerships.

Together, these initiatives reflect our unwavering commitment to creating opportunities that help people land jobs, build careers, and transform their lives,

4
WORK
OPPORTUNITY
CENTERS

3,219
UNIQUE
INDIVIDUALS
SERVED

39
PROGRAMS
AND SERVICES
PROVIDED



I have a passion for what I’m doing and Goodwill is helping me get there. There are a lot of people out here that think they’re alone, and they’re not.” - Darryl, SCSEP Graduate and Certified Peer Counselor at R.I.S.E. Center

WHERE THERE'S GOODWILL, THERE'S A WAY

"I came to Goodwill's Longview Work Opportunity Center after struggling in a traditional school setting and losing my grandmother, who was my biggest support. Through the Youth GED program, I earned my GED in 2023, which gave me confidence to plan for my future.

In 2025, I returned to Goodwill ready to take the next step. Through Career Readiness classes and the NEXT/WIOA Youth programs, I built my resume, practiced interview skills, and completed a Summer Works internship at the center, gaining real-world experience and professional skills.

My long-term goal is to become an orthodontist, and Goodwill helped me turn that dream into a real plan. I was accepted into a Dental Assistant vocational program, with my tuition covered. With the skills, support, and encouragement I have received, I am moving forward with purpose and excitement for what comes next."



"Goodwill helped me believe in myself and gave me the tools to turn my goals into a real future."

- Mikyla, Youth GED & Career Readiness Graduate and Dental Assistant Student

PROGRAMS & SERVICES

Our state-licensed vocational school and community support programs offer a full range of free job training classes and career services, as well as paid internships and work experiences, across our 15-county region, serving people with disabilities, military veterans, seniors, youth ages 16+, and adults of all ages.



**CAREER READINESS,
EDUCATION, &
DEVELOPMENT**



**DIGITAL SKILLS
TRAINING**



**FINANCIAL
EDUCATION**



**INTRODUCTION
TO INDUSTRY**

SUPPORTING PEOPLE & THE PLANET

In a year of economic headwinds and uncertainty, the thrift retail team at Goodwill of the Olympics & Rainier Region delivered strong operational results and meaningful impact. We surpassed last year’s revenues and exceeded this year’s operating income budget expectations.

We continued to invest in our people with 21 internal promotions from entry-level roles to Assistant Manager positions, strengthening our mission from within. Strategic development and adoption of AI in our online business increased listing productivity 2.5X while building future-ready skills for staff, without eliminating any positions. And, we purchased our Operations Center facility in Tacoma, the heartbeat of our thrift retail social enterprise, strengthening our organization for the future.

All the while, our commitment to environmental sustainability remained strong, keeping 50 million pounds of goods out of landfills and supporting a thriving circular economy in our local communities.



While shopping at the Union Gap Goodwill store, Hour learned about our Career Readiness Education and Development program and enrolled in the next class. Originally from Cambodia, Hour faced challenges navigating the U.S. job market but successfully completed the program, gaining confidence and strengthening his interview skills.

After overcoming barriers with his elevator pitch and interview responses, Hour applied for and secured a position at the Union Gap Goodwill Store, where he is now employed as a Retail Associate. Goodwill is proud to be Hour’s first employer in the United States.

FINANCIAL HIGHLIGHTS

Statement of Unrestricted Activities (in thousands)

REVENUES

Mission Services \$4,293
Retail Operations \$84,074
Managed Real Estate \$273
Fundraising \$1,607
Miscellaneous \$54
TOTAL REVENUES \$90,301

EXPENSES

Mission Services \$6,659
Retail Operations \$76,665
Managed Real Estate \$229
Fundraising \$594
Management & Admin. \$5,852
TOTAL EXPENSES \$89,999

Change in Net Assets
from Operating Activities \$302

92.6%
of expenses support
retail and mission
programs and services

7.4%
of expenses support
management and
fundraising

Consolidated Statement of Financial Position (in thousands)

TOTAL ASSETS \$149,349
Total Liabilities \$69,942
Total Net Assets \$79,407
TOTAL LIABILITIES & NET ASSETS \$149,349

HONOR ROLL OF DONORS

Goodwill would like to thank the following community members for their support during FY25. Because of their caring generosity, thousands of people in our region received training, education, and support services that empowered them to gain skills, get jobs, and build thriving livelihoods.

DIRECT AND IN-KIND GIFTS

\$100,000+

Seattle Foundation/
Agnes Washington Fund
Local Initiatives Support Corporation

\$25,000 - \$99,999

Bill & Melinda Gates Foundation
Comcast Foundation
Coordinated Care
Google Inc.
Liberty Mutual Foundation &
Safeco Insurance Fund
Todd & Teresa Silver
United Way of Pierce County
Wells Fargo Foundation

\$10,000 - \$24,999

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The Norcliffe Foundation

\$1,000 - \$4,999

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Kathleen Kelley & Chuck Arnold
Kathleen McGoldrick
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Marco J Heidner Charitable Trust

HONOR ROLL OF DONORS

DIRECT AND IN-KIND GIFTS CONTINUED

\$1,000 - \$4,999 CONT

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Kelly Brickhouse

\$100 - \$999

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Alisha Cornell
Allison Taylor
Amy Betts
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Angela M. Bates
Angela Whittier
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Antwyone Washington
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Audrey OLeary
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Bill R. Dickens
Bobbie Speier
Brian Marlow

HONOR ROLL OF DONORS

DIRECT AND IN-KIND GIFTS CONTINUED

\$100 - \$999 CONT

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Boeing Company
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KeyBank
Microsoft
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Haddad United LLC
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Leon Korol
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Willie Stewart - Tacoma Kiwanis

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Lori Forte Harnick

Senior Vice President, Workforce Development

Eu-wanda Eagans

General Counsel & Chief People Officer

Keith Hall

Senior Vice President, Retail Operations

Greg Medlyn

Chief Financial Officer

Anne Porter

Vice President, Antiracism, Equity, Diversity & Inclusion

Dr. Terry Ross

Chief Advancement Officer

Ken Ryals

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Jerald Kennedy
Karen Koch
Bev Losey
Bojie Mageo
Patricia McCray-Roberts
Ali Modarres
Aleigha Nation
Timothy Rhee
Nancy Daily Slotnick
Andy Stolz
Shellie Willis

As we closed FY25 and began FY26, we welcomed three new Directors to our Board: Carla Carrell, Derek Pender and Joe Rydman.





**Cole and Hosea, Construction
Trades Training Academy graduates**

We are grateful for the community supporters, partners, and employers for making our mission possible, and helping people start new lives through the power of work.



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 (253) 573-6500  goodwillwa.org