



About Goodwill

Goodwill Industries of Northwest North Carolina, Inc. (Goodwill) is a 501(c)(3) nonprofit organization that has served the local community since 1926. Through selling donated items in our retail stores and online, we fund employment and education/training services that support people in their journey to upward mobility, helping them find hope, opportunity, and careers.

The Mission Advancement Impact Report summarizes the programs, services, partnerships, and impact of Goodwill's mission. This report is published annually to educate the community on Goodwill's Mission Advancement Department and to celebrate the achievements of the people that Goodwill and its partner agencies serve.

The 2024 Mission Impact Report covers January 1, 2024 to December 31, 2024.

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Key Programs and Services

Ability Services
Access Center
Career Connections
NCWorks
The Professional Center
by Goodwill
Project Re-entry
Prosperity Center
Skills Training
Veterans Services
Youth Services



Individual Achievements

39,115 achievements related to financial stability, vocational readiness leading to employment, and education/skills training



Individuals Served

Goodwill/NCWorks	33,855
Crosby Scholars	18,695



Potential Impact

\$57 million - potential economic impact from individuals placed into employment



We are proud of the individual achievements made by our thousands of program participants each year. These achievements represent significant milestones in each person's journey to upward mobility.

Our services are fueled by the donations we receive in our retail stores, which generate the revenue for our programs and services. Our work would not be possible without the support of people like you, so thank you for your dedication to advancing Goodwill's work.

Barbara Maida-Stolle | President & CEO

Executive Summary



Significant Achievements

- Goodwill led the development of The Forsyth County Cohort, which was selected by the **Urban Institute Mobility Action Learning Network** to strengthen skills around using data for decision-making. Partners included Goodwill, The Asset Building Coalition of Forsyth County, Forsyth County DSS, Forsyth Technical Community College, Piedmont Triad Regional Workforce Development Board, and Winston-Salem State University. Throughout 2024, the Learning Network provided the Forsyth County Cohort with technical assistance, virtual workshops, peer-learning opportunities, and bi-monthly advisory support calls with Urban Institute experts. The cohort also received access to the Upward Mobility Framework dashboard, which provides valuable local data to help shape decisions around programs, services, and resource allocation.
- In October, Goodwill was a leading sponsor for the **World of Work** event, a collaboration between Forsyth County, Forsyth Technical Community College, Greater Winston-Salem, Inc., and Winston-Salem/Forsyth County Schools. The event gave 8th and 10th graders the opportunity to explore career pathways in some of the leading workforce sectors. Goodwill handed out over 5,000 of our new reusable shopping bags to the students, and Goodwill team members volunteered at the event.
- After Hurricane Helene, Goodwill opened four **community hubs** in western North Carolina to assist individuals and families affected by the storm. At the hubs, located in Buncombe, Haywood, McDowell, and Watauga counties, Goodwill team members offered support applying for Disaster Unemployment Assistance and FEMA claims, and provided information on available community resources. In addition, the hubs distributed Good Neighbor vouchers that could be used at any Goodwill Industries of Northwest North Carolina store. In total, **31,860** individuals were served through the hubs.



For the third year in a row, a Goodwill Industries of Northwest North Carolina participant was awarded the **Governor's NCWorks Award of Distinction for Outstanding Adult**. The awardee, Jason Walker, came through Watauga NCWorks. He participated in an American Rescue Plan Act (ARPA) work experience as both a Workforce Innovation and Opportunity Act (WIOA) participant and an ARPA Substance Use participant and is now a Peer Support Specialist supporting the local recovery community.

Geographic Scope of Services

Goodwill provides career services through 28 service locations. Counties served include Alamance, Alexander, Alleghany, Ashe, Buncombe, Burke, Caldwell, Caswell, Catawba, Davidson, Davie, Forsyth, Haywood, Henderson, Iredell, Madison, McDowell, Randolph, Rockingham, Rowan, Stokes, Surry, Transylvania, Watauga, Wilkes, and Yadkin.

Through a partnership with Goodwill Industries of Central North Carolina, Inc., services are provided in Alamance, Caswell, Randolph, and Rockingham counties.

To view the list of service locations, see page 48 of this report or view online at <https://www.goodwillnwc.org/locations/>

Services Offered

Goodwill provides an array of services based on local business and community input with programs designed to meet individual needs. Goodwill puts people first, focusing on an individual's abilities and helping them harness their potential, not defining them by challenges or disabilities. Everyone in need of support is served, especially those who have faced barriers to opportunity. Goodwill meets people where they are and provides holistic services to help them enter, re-enter, upskill, or advance in their careers. Achievement measurements for participants in each program area have been identified; programs are outlined in this report.

To see available services, view online at <https://www.goodwillnwc.org/programs-and-services/>

Partners

Goodwill works in partnership with over 340 community agencies and employers in the delivery of quality, relevant services. Through the support of these partners and Goodwill's 367 Business Advisory Council (BAC) members, team members fulfill their commitment to provide continual improvement of service quality and delivery to the communities served.

Partners include the following:

- School systems
- Community colleges and other institutions of higher education
- N.C. Division of Employment and Independence for People with Disabilities
- N.C. Department of Health and Human Services locations
- NCWorks Career Centers and state/regional workforce development boards
- Veterans Benefits Administration offices
- Mental health agencies
- Housing authorities
- United Way organizations
- Community action agencies
- N.C. Division of Social Services
- Reentry councils
- N.C. Division of Prison locations
- Financial training partners and a variety of business training partners

Our Mission

We create opportunities for people to enhance their lives through training, workforce development services, and collaboration with other community organizations.

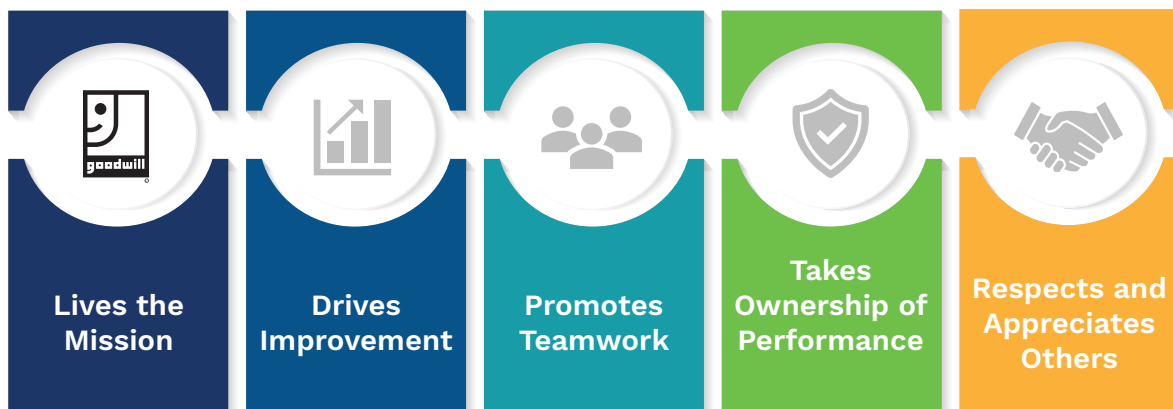
Our Vision

We will be satisfied only when every person in northwest North Carolina has the opportunity to participate fully in all aspects of a productive life.

Our Commitment

We are committed to providing equitable access and opportunity for upward mobility for our program participants, communities, and team members through the GOOD WE DO.

Our Values





The Good We Do

Program Participant Stories of Impact

The impact of our services and programs is reflected in the stories of the people we serve. The stories and videos on the following pages are testaments to our commitment to providing opportunities for upward mobility for our program participants and team members. Some stories are new, while others are updates on individuals who have kept in touch with Goodwill as they continue their journeys.

Synthia Wilson

2024 Achiever of the Year

Synthia Wilson struggled with substance abuse and addiction beginning in her teens. She lost many friends to overdose. She lost her car and her home, and eventually became involved with the justice system. Seeing the effect that her addiction had on her family, Synthia resolved to turn her life around.

At Wilkes Recovery, she learned about the Project Re-entry program for people with justice-involved backgrounds. Synthia also took Guest Services Gold classes, a hospitality industry training partnership between Goodwill and a local community college. A Wilkes Recovery team member encouraged her to apply for jobs at Goodwill.

It was at the Goodwill Retail Store in Elkin that Synthia first showed the persistence that she's known for. Because the store was in a different county than her residence, she had to get special permission from her probation officer. Synthia was hired first as a part-time cashier working three days a week. She quickly gained notice from team members and shoppers for her positive attitude.

When a full-time hanger position opened, Synthia jumped at it. Her quota was to hang 600 items of clothing per shift; she regularly logged 700-800 pieces, and also found time to help other team members. In no time, she was promoted to Lead Assistant.

As much as Synthia enjoyed working at the store, her passion was helping others who'd been in similar circumstances. She kept an eye out for opportunities at the Goodwill Career Center, and soon landed her current role as a Career



Navigator. Synthia helps participants with resume writing, job applications, and job interview prep. Due to her background, Synthia makes a special effort to connect with organizations that work in addiction recovery; this has allowed her to refer participants to rehab and support organizations when needed.

As of January 2024, Synthia has been clean and sober for six years. She has established close relationships with her children and her parents, with whom she attends church regularly.

"I've been given not only a second chance, but I've been given an opportunity that I never thought that I would have. So when I'm sitting there working with people, sometimes it hits me... It's like a miracle in my life."



Scan here to watch Synthia's Achiever of the Year video, or visit this link: <https://tinyurl.com/AOY-2024>

The Good We Do *(continued)*

Lori Cole 2024 Graduate of the Year

As Lori Cole describes her upbringing, "I didn't really come from a lot." Lori grew up in Asheville and spent some time in foster care. As a result of the instability that she experienced in her youth, Lori did not complete high school.

In late 2022, Lori learned about the NextGen program. At the time, the single mother was working part-time as a janitor. She was determined to complete high school and pursue post-secondary education that would allow her to have a stable career and improve life for herself and her son. "I was tired of kind of making ends meet with jobs that didn't make me happy at the end of the day," she says. "I wanted to get my GED because I didn't want to set the bar low for my kid."

Lori was interested in a career in healthcare. NextGen's Faith Bischoff and Kristen Kress worked with her to explore several career paths, and ultimately Lori settled on phlebotomy. NextGen helped cover the cost of her phlebotomy program along with some transportation expenses. Within a year, Lori had earned her GED and her phlebotomy license, all while continuing to work part-time. She soon landed a full-time job and works as a Phlebotomist at Carolina Internal Medicine.

Lori says of the NextGen team, "They were the push that I needed to get to the next level in my life and my career." She



says that the enthusiasm, compassion, and personal interest shown by Faith and Kristin inspired her to keep at it, even on tough days. Throughout her journey, Lori showed persistence and resilience, all leading her to accomplish her goal of attaining a fulfilling career that she's proud of.

"Goodwill has helped me in my future, and to become a better mom," Lori says. "... because I'm happy when I come home, and I'm happy to go to work."



Scan here to watch Lori's Graduate of the Year video, or visit this link: <https://tinyurl.com/GOY-2024>

The Good We Do *(continued)*



Derek Colly

Since first coming to Goodwill in 2021, Derek has made the most of the opportunities available to him. As a veteran of the U.S. Army, he was eligible for the Veterans Services Program and Supportive Services for Veteran Families (SSVF), which assists veterans who are homeless or at risk of becoming homeless. He worked closely with Veteran Services Manager/SSVF Case Manager Kimberly Noel to navigate a range of program resources.

Kimberly worked with Derek to create a resume and search for jobs, in addition to providing assistance with housing. Through Success Outfitters, Derek obtained clothing for job interviews. He completed the Facilities Maintenance training program with the help of a Goodwill scholarship and went on to complete the culinary training program at Providence Culinary School in September 2023. Derek even volunteers at a juice shop to continue developing his skills.

Throughout his experience, Derek was receptive to the resources with which Kimberly connected him. For instance, he worked with Financial Pathways of the Piedmont to help him on his path to long-term financial stability.

Last Memorial Day weekend, Derek was honored on field at a Winston-Salem Dash game as part of the team's Salute to Veterans partnership with Goodwill. We are grateful to Derek for his service to our country, and we're proud to see his continued growth.

Chi Vang

Chi began working with Employment Specialist Amber Schumacher in September 2023 at our Catawba County Career Connections Center. Chi was struggling to find part-time work that fit with his schedule as a full-time student at Catawba Valley Community College.

Amber worked with Chi to revise his existing resume into a professional format, search for job openings online, and apply for several positions. Amber coached Chi on the importance of following up with each company, especially those that he was most interested in, to ask about getting an interview.

Within two weeks, Chi had an interview with Catawba Valley Medical Center. He had applied for a maintenance position that matched his employment needs perfectly, and followed Amber's advice to follow up with the hiring manager. Shortly after the interview, Chi got a call from the HR staff – he'd gotten the job and could start orientation the next week.

Chi continues to work at Catawba Valley Medical Center. He is beyond happy with his part-time position and looks forward to the vast number of opportunities ahead now that he's gotten his foot in the door within the medical field. Chi says that he is abundantly grateful to the team at Goodwill Career Connections in Catawba County for helping him gain more confidence and knowledge on how to find the type of employment he needed.



The Good We Do *(continued)*



Sharon Ellenberger

Last year, Sharon had to leave her career as a Registered Nurse due to chronic medical conditions which did not allow her to continue in such a demanding line of work. While she was eligible for short-term disability, she knew that the long-term solution was to find a new career and return to full-time work as soon as possible to support her family.

Sharon decided that her best way forward was to find new training to supplement the extensive medical experience she already had. In particular, she was interested in getting into the administrative and office side of the medical industry. An online search led her to ed2go training and Goodwill's scholarship program.

In October, Sharon received a Goodwill scholarship to attend Asheville-Buncombe Technical College's ed2go Explore a Career in Medical Coding class. Her success in the class convinced her that she was looking in the right direction to make her career change. In January, she received a second Goodwill scholarship to complete the Explore a Career as an Administrative Medical Assistant class. This class fit hand in hand with skills she had just picked up in her first class, as well as the skills and experience she brought with her from being a Registered Nurse.

Sharon is on track to complete her second ed2go class in February. She's excited to begin her job search and return to the medical field she knows well, only this time in a new role and with a new set of skills under her belt. Sharon hopes her story will inspire others facing a sudden, but necessary, career change to take a chance on themselves, gain new skills, and discover the opportunities that can come out of a career transition.

Amber Serechen

Before Amber joined the Department of Vocational Rehabilitation Work Adjustment program in May 2021, she was concerned about being able to have a job due to not having reliable transportation. Once her transportation was secure, Amber was excited to work with a Goodwill employment specialist to explore job options.

Amber wasn't sure what she wanted to do for work. She shared with her employment specialist, Amber DeMoranville, that she liked pets and sewing, and had some experience cleaning around her house while her parents were gone. The Ambers worked together for over a year trying to find a job that would be the best fit for Amber's abilities, interests, and availability.

In October 2022, Amber interviewed and was hired at Old Navy in Hickory as a fitting room associate. This position was a great fit for Amber's fun and bubbly personality because she loves interacting with people and helping them as much as she can. Amber successfully completed the Work Adjustment program with Goodwill last February. She regularly follows up with her Goodwill employment specialist and continues to love her job at Old Navy.



The Good We Do *(continued)*



Max Porter

High school was challenging for Max. When she learned that she was going to be held back and wouldn't graduate with her class, she was devastated. She realized that it was time to change how she pursued her education.

She tried online courses, but didn't feel motivated or engaged in the learning process. "I always imagined walking down the stage and getting my diploma. I wanted to do something to prove to myself that I could do it," Max said. "When I found out Mitchell Community College offered the HiSET (test leading to a high school diploma) I figured, why not?"

At orientation, Max met Goodwill's Access Center Career Coach Kilby Watson. "She encouraged everyone to start the journey," Max said. "I needed somebody like her in my corner to keep me going." Max liked that Kilby wasn't interested merely in helping her earn a diploma. "She was excited every time we met, and asked about life and how she could help in any way. It made me feel like a person."

After the Basic Skills courses and practice tests, Max passed each HiSET exam one by one. Now, Max is preparing for her graduation, cap and gown in hand. She'll walk across the stage, just like she imagined – and she's even been selected to speak at graduation. With Kilby's help, Max has mapped out a five-year plan to pursue cosmetology training and eventually start a business.

Max has advice for anyone who's thinking about getting their diploma, but isn't sure where to start: "Do it for yourself. The feeling of being proud of yourself and what you accomplished is a feeling you will never get over."

Gretchen Pizzino

Gretchen was an unemployed public school teacher when she was introduced to The Professional Center by Goodwill in May 2024. Before calling the center's director, Randy Wooden, Gretchen was torn between remaining in a classroom or possibly seeking a new career.

Since Gretchen wanted to explore other careers, Randy helped her develop a skills-based resume to highlight her transferrable skills. They also worked on updating her teaching resume to reflect her career up to that point. Randy also helped Gretchen improve skills in networking, interviewing, and using LinkedIn. Over the next few months, Randy took time to offer not only "how-to" advice, but also encouragement through a challenging period in Gretchen's professional life.

In mid-August, Gretchen was happy to inform Randy that she'd accepted a teaching position for 2024 within a charter school, which represents a new and exciting teaching environment for her.

We are so proud of Gretchen, and happy to report that she made the decision to keep thriving in education!



The Good We Do *(continued)*



Luba Havraniak

Goodwill's Mission Advancement team works hard to build relationships within the community, including with local employers who are looking to hire. Our local Business Advisory Councils are one way that we make those connections. Luba's story is a great example of how those relationships can lead to job opportunities for the people who come to Goodwill for employment services.

Luba began coming to the Goodwill Career Center on Peters Creek Parkway in Winston-Salem in February 2023. She had recently been laid off from her job as an HR professional at a local medical facility. She visited the center daily, staying for a few hours each time to apply for jobs and check her email for application responses. While she received a few calls for interviews, nothing seemed to fall into place. When Luba would start to feel discouraged, the Career Center team – and even some of the other job seekers at the center – would cheer her on.

Kaisha McDermott-Carter, the director of Goodwill's career programs in Forsyth County, attended the April meeting of the Goodwill Business Advisory Council and connected with a representative employee of Gastroenterology Associates of the Piedmont (GAP). When Kaisha learned that GAP needed HR employees, she immediately thought of Luba's background in healthcare HR. She sent over Luba's resume, and within a week she had an interview. Luba was hired soon after.

We're proud of Luba's hard work and dedication, and we're so happy to have helped to bring her and her new employer together!

Ricky Chambers

During a lengthy incarceration, Ricky had a long time to think about what he was going to do with the rest of his life if ever given the opportunity. After being released, he set himself on a straight path, stayed focused, and is now reaping rewards instead of consequences.

Ricky was referred to Goodwill from the NCWorks Workforce Investment and Opportunity Act program (WIOA). He had earned a Commercial Driver's License, but was struggling to find a job. The first thing that Iredell Project Re-entry Coordinator Wendy Martin noticed about Ricky was his great attitude despite his circumstances. It can be disheartening to work so hard to achieve something and not be able to progress. In addition to job leads and career services, Wendy continually checked in with Ricky, encouraging him not to give up on his dream of being a truck driver.

Ricky stuck with his job search, completing applications, following up, and staying in contact with Wendy. His attitude and faith never wavered. One day when Wendy called to check in, Ricky told her that he was on a truck in Atlanta training with Xpress Trucking. Wendy says, "You could just 'hear' his huge smile through the phone."

Ricky has advice for anyone who's struggling as he was: "If you are at Goodwill, you are at the right place. They are good people that will help you get to where you want to be if you put in the work."

We are so proud of Ricky and happy that he caught the dream he was chasing!



The Good We Do *(continued)*



Alesha Dula

Alesha graduated from University of North Carolina Asheville early in the pandemic. As a new graduate, Alesha found herself at a loss, uncertain about her next steps in a job market filled with unknowns. She also grappled with lack of confidence in herself. But Alesha was eager to kickstart her career.

At the Goodwill Career Center in Conover, she connected with Employment Specialist Gina Ortiz and the Goodwill Graduate Services Program. Gina supported Alesha with career coaching, resume revisions, and mock interviewing.

Attending a hiring event proved to be Alesha's turning point. She learned about an Administrative Technician position with the City of Hickory and was asked to complete an application. Following a successful interview, Alesha received the exciting news of an employment offer.

More than two years later, Alesha has immersed herself in her role with the City of Hickory, learning extensively about waste management regulations, customer service in sanitation, and traffic management. She works hard to handle customer requests and ensure smooth operations. Alesha often touches base with Gina to let her know that everything is going smoothly.

Alesha's dedication and ability to communicate effectively with her supervisor and coworkers has earned her respect and recognition with the City of Hickory. Alesha has shown remarkable growth on a personal level, venturing beyond her comfort zone in both her personal and professional life. Inspired by her father's legacy of retiring with the City of Hickory, Alesha aims to follow in his footsteps and conclude her career journey there - it's a path she embraces.

Courtney Deal

Courtney has been working hard on completing her high school diploma through Goodwill's Access Center partnership with Western Piedmont Community College. To help her reach her goal, Courtney has been awarded a laptop through Goodwill and the E2D: Eliminate the Digital Divide program.

For Courtney, the laptop is more than just a piece of technology. It represents an opportunity to help her on her path to success. Courtney's laptop allows her to take online classes, work on research and assignments, and attend virtual tutoring. Courtney is determined to follow her dreams of attending college, and is currently exploring which education and career path she'd like to pursue.

"This laptop will help in multiple ways so that I can finish high school and further my education," Courtney says. "This is a very beneficial program for the ones who are driven and wanting to take the next steps in finishing school and then college!"

We can't wait to hear how your story unfolds, Courtney!



The Good We Do *(continued)*



Forest Page

Forest first visited the Catawba County Career Center in May of 2023. His goal was securing full-time employment despite facing barriers that had hindered his job search. Forest had retired from a career as a factory worker, but wanted to continue working to support his adventurous hobbies and traveling the world with his wife.

With coaching from Employment Specialist Amber Schumacher, Forest learned essential skills like navigating online job searches, researching employment opportunities, and using a mobile device. Forest became more confident that he could overcome the age-related biases that he faced in his job search. This confidence allowed him to pursue and ultimately land the job he desired most.

Recently, Forest celebrated one year working at Walmart Neighborhood Market. During this time, he has proactively looked for opportunities to cross-train in multiple areas of the store. His dedication and hard work were recognized with a well-deserved promotion. Not only has Forest met every goal he set for himself; he's also tackled additional responsibilities that he hadn't anticipated handling and excelled beyond expectations.

Forest exemplifies the power of perseverance and ambition, proving that age and barriers need not limit one's aspirations. "I owe a great deal of gratitude to Goodwill's Career Connections Center for helping me reach where I am today," he says. "Their support enabled me to learn crucial job search strategies, craft a compelling resume, develop strong interview skills, and most importantly, build confidence in myself. I am forever thankful for the invaluable services Goodwill offers."

Jayah Caldwell

Jayah has a wonderful passion for technology and for using her knowledge to assist senior adults who need help with computers, phones, and tablets. Although she uses technology frequently, Jayah was without a computer at home, which impacted her ability to practice and build computer skills. Her ultimate goal was to earn certifications in digital or IT-related programs so she could better help seniors and start an IT business of her own.

First, Jayah wanted to sharpen her own technical skills. Looking for free resources for technical skills training, she found Goodwill and met Access Center Career Coach Kilby Watson. Kilby provided hands-on support and connected Jayah with online courses.

The next step was to explore how Goodwill could provide an at-home resource for Jayah to continue her education and development. Jayah applied for a Goodwill scholarship and soon learned that she would be receiving a computer. Having computer access at home has made it possible for Jayah to continue online classes as she works toward making her dream a reality.

Jayah says, "The best part of working with Goodwill has been the support and positive spirit of my career coach, Kilby. Working with a coach who is positive and cheerful makes me truly enjoy the experience and knowledge I am gaining."

To anyone who's looking for help with their career goals, Jayah says, "The ultimate goal is to be more successful in what you want to do, and you can with support from Goodwill."



The Good We Do *(continued)*



Lori Bailey

Lori first met Project Re-entry Coordinator Kevin Little Sr. in 2015. She'd recently been released from Swannanoa Correctional Center for Women, and had three goals: getting her driver's license back, obtaining her GED, and finding employment. With Kevin's help, Lori connected with the resources she needed and eventually found a job in Myrtle Beach, South Carolina.

However, Lori continued to struggle with addiction and found herself in a downward spiral, almost losing her life, family, and friends. Lori realized she had hit rock bottom and was looking at six months in prison. Hoping to avoid another prison sentence, she enrolled in the Catawba County Recovery Court Program in November 2022. The program required that she be employed. And so Lori again reached out to Goodwill, and to Kevin.

At this point in her life, Lori was ready to challenge herself. She told Kevin that she was done with the life she'd been living and wanted to move in a totally different direction. The first step was finding a job. Lori expressed interest in working for Goodwill. Kevin assisted Lori in applying for a cashier position at the Goodwill Outlet Store in Conover and introduced her to the store manager, Crystal. A short time later, Lori landed the position.

Since getting her job at Goodwill, Lori has been putting her life back together. She's saving money, maintaining her sobriety, and rebuilding relationships that once were in jeopardy of being destroyed. Working at Goodwill has helped Lori realize that she has the power to better herself. She's been able to explore career opportunities at Goodwill and even returned to school.

Lori says, "Working at Goodwill is not only a job, but a place where I can personally grow." With her new outlook on life, she encourages others, saying, "Keep your head up and keep going. You are good enough; you can do this."

Delan Mowbray

Delan, a Navy veteran, hit a number of roadblocks in 2023. First, his car broke down. Without reliable transportation, he wasn't able to maintain his job. That led to his being evicted and living in his car.

In December, Delan connected with Goodwill Veterans Services and an SSVF (Supportive Services for Veteran Families) case manager. The program assisted him in getting car repairs, searching for employment, and finding housing. Delan was placed into permanent housing in January 2024. Goodwill also connected him to Onin Staffing.

Currently Delan is back at work and enjoying being in his own place. "I don't know where I would be without Goodwill Veterans Services," he says.



The Good We Do *(continued)*



Kim Webb

Kim was on disability but had a desire to work. She heard about Career Connections in Henderson County through a friend and reached out to Career Connections Coordinator, Linda Oakleaf, to set up an appointment.

While meeting with Linda, they put together a resume, made an Indeed account, and put Indeed on Kim's phone for easier access. Linda walked her through how to use the app and take advantage of the features. Linda and Kim worked together to put in job applications, get her resume printed out, and discussed a strategy of reaching out in person to the managers at the places she applied, including Ingles.

Kim took the career coaching to heart and went to Ingles to meet the manager. With her resume in hand, she landed the job. Kim met with Linda once more to do the formal paperwork and has since started her new position.

In Kim's own words: "Whoever put this program together knows what they're doing. When we started this, I wasn't good with computers and I didn't know how to do this. Now I know how to do it myself, and I know when to call when I need a little help."

Rima Yancey

Rima first visited Project Re-entry in April, a week after being released from incarceration. She shared with Project Re-entry Employment Specialist Eric Witcher that her top goals were to find employment and housing. Eric set up a job interview the next week with Sensational Touch Janitorial. Rima was offered the job the on the spot.

Next, Eric helped Rima with her housing search. Once she secured housing in June, Rima began looking for other sources of income to supplement her new expenses now that she had her own place. Soon Rima was offered a full-time job at Atrium Health Wake Forest Baptist as an Environmental Service Technician.

From day one, Rima has been intentional about pursuing her goals – all of which she met within four months of her release. Despite her uncertainties, Rima stayed motivated and took advantage of the resources offered through Project Re-entry. She was building on the self-development work she'd begun while incarcerated, where she took several college courses.

After considerable insight and work, Rima has embraced positive energy and maintaining balance in her life. Rima's experiences have taught her to be resilient under pressure, detail-oriented, and focused on her future.



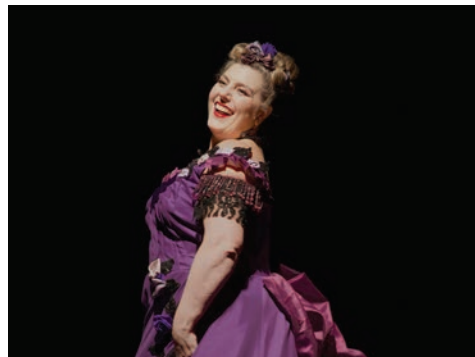
The Good We Do *(continued)*

Color Me Goodwill Fashion Show



Goodwill has presented the annual Color Me Goodwill fashion show at The Orange Peel in Asheville since 2015. Each Color Me Goodwill design team uses gift cards to shop at local Goodwill stores for materials, which they deconstruct and repurpose to create a collection based on their selected color. Color Me Goodwill is a "fashion show with a mission", with one of the models in each collection being a Goodwill program participant who walks the runway and shares their inspiring stories with the hundreds of community members who attend each year. The seven program participant models from the 2024 Color Me Goodwill fashion show are featured on the following pages.

Photography by Wendy Newman, Julieta Fumberg, and Katrina Addison



The Good We Do *(continued)*

Vajrayana "Ray" White | NextGen *(Youth Services)*

Ray started working with NextGen in early 2024. As a student at Buncombe County Early College, Ray had gotten frustrated with not getting to take some of the classes she wanted toward a career in the medical field. A medical condition made it tough to attend school each day. Her mother gave her permission to earn a GED instead. Ray's brother had previously worked with NextGen, so Ray knew just where to start.

NextGen was able to sponsor Ray's GED tests, and she earned her diploma in June. Her NextGen case manager worked with her to enter a paid workplace experience at Mountain Area Health Education Center (MAHEC) so that Ray could get experience in the medical field. She was placed in the obstetrics department and got to shadow sonography

and ultrasounds. Up until this point, Ray had planned to pursue a degree in nursing, but this experience opened her eyes to other options. She changed her mind and entered the Medical Sonography program at Asheville-Buncombe Technical Community College.

"In five years, I want to be completely finished with all of my degrees. I am planning on being a sonographer/ultrasound tech, and I also want to be working toward a degree in nursing," Ray says.

Ray says that she would highly recommend NextGen to other young people needing support to finish their education. "Goodwill opens up so many doors for everyone that they work with," she says.



The Good We Do *(continued)*

Porshea Boseman | Skills Training

Porshea is a single mother of four. She came to the Goodwill Career Center needing assistance to continue her education. She wanted to use her new skills to find a stable career path that would enable her to provide for her family and relocate to a safer area.

"Continuing school and not having the resources is a little complicated," Porshea says, "and Goodwill has a great program. They assisted me with everything from enrollment and registering to the financials."

At first, Porshea was interested in phlebotomy classes, but was willing to start with a Nurse Aide course if phlebotomy was not available. Porshea was offered a scholarship for Nurse Aide training at Transformation Village. But the classes

conflicted with her work schedule. When Porshea came to Goodwill to discuss scholarship funds for training at Asheville-Buncombe Technical Community College (AB Tech), the staff discovered that she had previously completed all but one class required for a Phlebotomy Certificate. With help from Goodwill's Outreach Scholarship Fund, Porshea enrolled in the AB Tech Phlebotomy program last March.

Porshea's advice to others who might be struggling to find the resources to go after their goals is "to just go for it. Don't be afraid. Don't feel like you're not capable or you don't have what it takes, because Goodwill is going to put you in the place where you're going to be able to achieve what you see for yourself."



The Good We Do *(continued)*

DeAngelo "Delo" Lindsey | LINKS *(Youth Services)*

The years of the COVID-19 pandemic were hard on Delo. Having already grown up in an abusive household, he describes that time as falling into a "dark pit." Delo entered foster care, and not long after he joined the LINKS program, which supports youth aging out of the foster care system. By the time he modeled in the Color Me Goodwill fashion show, Delo had been in foster care for two years.

At the time he joined LINKS, Delo says he "would go through life and just go through the motions. [In LINKS] when I started to see that my voice was actually being heard and I could actually change things, I realized that I'm in power over my own life and I should take charge of it."

Delo found that it helped to be around other teens that had dealt with similar family issues. The support from the LINKS program helped him stay focused on his goals: getting good grades in school, learning to manage money, getting

to basketball practice, maintaining supportive friendships, keeping a job, and preparing to get college scholarships. Delo also represented his peers on the LINKS Youth Advisory Council of Buncombe County, helping brainstorm ways to improve the system for the kids coming up after him.

"If I compare myself a year ago to now, I don't think I would be in this spot," he says. "A year ago, I was doing everything wrong. I was breaking every single rule because I thought that was the only thing I could do. And the LINKS program not only showed me that that wasn't the only thing to do, but that it feels better to do the right thing."

Thanks to LINKS, Delo feels empowered to shape his own future. "I'm able to choose how my life plays out now," he says. "I'm definitely going to college, and want a career that gives me stability. I'm confident that the next 17 years will be very different than the last 17 years."



The Good We Do *(continued)*

Ayla Lueck | OneLife *(Youth Services)*

Ayla was in third grade when testing at her new school, I.C. Imagine Public Charter School (ICI), revealed that she had severe dyslexia. At the time, she struggled to write her own name. "I could write it perfectly backwards and with the letters flipped," she says.

Years later, ICI was where Ayla learned about OneLife, which helps juniors and seniors in high school find their career path. Ayla's home life growing up had not always been stable, and she faced hardships that tested her physically and emotionally. Reflecting on this experience made her realize that she was interested in family law.

The OneLife team connected Ayla with an internship at the Van Winkle Law Firm. The internship cemented for Ayla that she wanted to pursue a law degree and eventually a career in family law. Her dyslexia is "just something I live with... but it doesn't hold me back. I have straight A's, and I take all honors classes and AP classes. I will be what I want to be in the future. That will not hold me back."

"If I had to sum up my experience in OneLife I could narrow it down to two words: life changing," Ayla says. "I am beyond grateful and cannot stress enough how amazing this program is!"



The Good We Do *(continued)*

David Lunsford | Community Integration

David has been bringing his big smile and boundless energy to Goodwill's Community Integration day support program since 2018. At first, he was quiet, but soon his social side emerged. Now, David is known for his infectious laugh and is rarely seen without a smile on his face.

Each day, David comes to the Buncombe County Career Center to work on goals for writing, computer skills, math, and counting money. He loves to play ball, even helping others know where to throw the ball. It's no surprise that David is a huge fan of sports, especially baseball, and loves his hometown Asheville Tourists.

In addition to day habilitation programming at Goodwill, David also participates in the Community Networking program, where he volunteers with Transformation Village and MANNA FoodBank. He's very close with his parents, sisters, and extended family, and is active in his family's church, where he sings in the choir.

Being a model in Color Me Goodwill, on stage in front of more than 400 people, was a big step outside of David's comfort zone. Community Integration Program Manager Mary Long joined David to walk hand-in-hand down the runway in a custom outfit by designer Joslyn Werner.

Werner said that participants like David really bring home the message of Color Me Goodwill for the audience. "Color Me Goodwill is a great opportunity for the public to understand and see that the money made from the retail stores goes directly to the programs," Werner says. "By having each designer work with a Goodwill model, they have an opportunity to gain confidence on the stage, and people actually see that they are in the programs, so I think it's very valuable."



The Good We Do *(continued)*

Timothy Riley | EDGE, Project Re-entry

When Tim moved to Asheville, he was just about at rock bottom. Tim was a truck driver – and also an alcoholic. When he got a DUI in his personal vehicle, he says, “I spiraled out of control.” Tim moved to Asheville to join a recovery program and start putting his life back together.

Friends in AA and NA told Tim about Goodwill and the EDGE program, which provides a paid work experience to individuals who are building or rebuilding an employment history. Tim was starting over completely. After more than 20 years as a truck driver, that career was all he knew. So he contacted the Asheville Career Center, and soon received help with his resume and job search skills. The team there agreed that EDGE would be a great fit for Tim’s needs and goals.

Tim began his work experience as a Recycle Associate at the Asheville Goodwill Outlet Center. Then, Tim says, “I decided to stay with Goodwill because I love the individuals that work here.” He was hired on permanently and is now a Lead Outlet/Recycling Associate. In addition, Tim became a house manager at Middle River, a sober living residence for people in recovery, leading a home with four other residents.

“I did overcome a lot, and I’m proud of where I am right now,” he says. “I had all the materialistic things in my life, but I just didn’t have myself. Coming to Asheville, coming to Goodwill, they really helped me to know who I was.”



The Good We Do *(continued)*

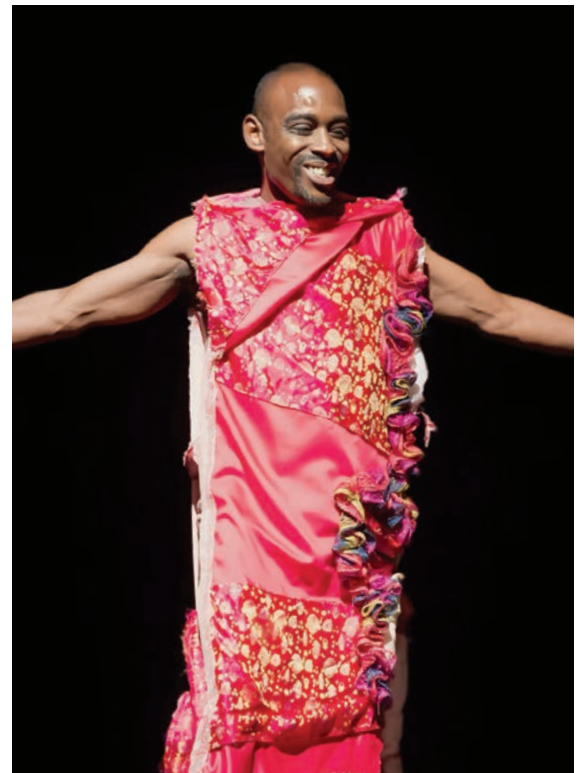
Adrienne Davis | EDGE, Project Re-entry

In 2021, Adrienne was released to the FIRST at Blue Ridge therapeutic community to complete the last seven months of a 3.5-year prison sentence. It wasn't his first brush with the law, but he was determined that it would be his last. "I was just beaten down," he says. "I said, 'I can't do it no more.'"

FIRST at Blue Ridge told Adrienne about the Goodwill Career Center and the EDGE program. From that first day, it was evident that he was highly motivated to change his life for the better. He showed up to each day of his paid work experience at the Asheville Outlet on time and ready to work. After only two months in EDGE, he was hired permanently in the recycling department. He was soon promoted to lead, and then to assistant manager in the outlet store.

When asked to model in Color Me Asheville, Adrienne was "very happy, and nervous all at the same time. I had no plans of doing this, but when I was asked I was glad to do it because Goodwill and the Career Center have done so much for me," he says.

Adrienne and his story made a lasting impression on Sheila Thibodeaux, the designer for whom Adrienne modeled. "He explained to me about his past and I just realized I was looking at somebody who had actually done it," she says. "He had gone from having terrible circumstances, and then really rose up through the programs that were available to him through Goodwill. He's a shining example of how somebody can really fix their lives."



The Good We Do *(continued)*

Community Impact

Goodwill team members impact the communities where they work and live, as well as the participants they serve, by actively participating in a variety of volunteer and advocacy efforts. In 2024, team members served on over 100 state and local boards and committees to advocate for our participants and community partners.

Across our territory, 20 Mission Advancement team members served on boards or committees centered on education and training, childcare, violence intervention, substance abuse, mental health, youth, domestic violence, healthcare, housing/homelessness, business and industry, and workforce development.

Over 65 team members volunteered in their communities with organizations dedicated to mitigating barriers to upward mobility, such as food insecurity, mental health, housing/homelessness, addiction, and education. Team members also gave time to support veterans, youth, and individuals with disabilities, participated in civic improvement projects, and worked with local law enforcement departments.

Team members served as advisors and resources to their communities, providing input to community colleges, the Division of Employment and Independence for People with Disabilities (formerly the Department of Vocational Rehabilitation), housing authorities, veterans groups, law enforcement, and coalitions working on housing and homelessness.

A great example of Goodwill team members working together to create impact in our communities is the annual Back2School Festival in Boone each August. Goodwill's Communications & Public Affairs team joined Mission Advancement team members from Wilkesboro and Elkin to spend the day engaging with students, playing games, giving out Goodwill swag, and providing information about our services. We handed out 200 Good Neighbor vouchers for children in need. Over 1,600 people attended the event and were able to get all needed school supplies.



Henderson County Apple Festival



Iredell County Special Olympics



Salem Sports Partnership Tour, Forsyth County



Leadership Catawba Workforce Connectivity Day

The Good We Do *(continued)*



Davidson Medical Ministries
Back to School Event



"Military Makeover with Montel," Statesville



North Rowan High School Career Fair



Catawba County Legislator Roundtable



Mitchell Community College Open House



Iredell Poverty Simulation Event



Hickory Crawdads Event



Career Readiness Workshop at North
Wilkesboro Comprehensive Treatment Center



Adult High School Graduation
Event, Asheville-Buncombe
Technical College



Zumba at the Waughtown Health Fair



Foundation of Hope Community Fun Day



Watauga Back2School Festival, Boone

The Good We Do *(continued)*

Hurricane Helene

In response to Hurricane Helene, Career Connections centers in Buncombe and Haywood counties temporarily transitioned to community hubs. The hubs provided services including support for applying and re-applying for FEMA assistance, help with insurance claims, and filing for Disaster Unemployment Assistance (DUA), information about Goodwill's programs and services, and distribution of Good Neighbor vouchers to be used in any Goodwill retail store in our territory. Hubs were also opened at partner locations in Watauga and McDowell counties offering DUA, FEMA, and Small Business Administration application services onsite, free Wi-Fi, employment services, and Good Neighbor vouchers to families.

Through it all, stories of heroism and selflessness emerged—team members hauling supplies, shoveling mud, and lending a hand to rebuild lives. Since the storm, Goodwill has been privileged to serve over 31,000 people, helping them take the first steps toward recovery. Together, we continue to move forward, rebuilding not just homes but hope.



31,860

PEOPLE SERVED





Impact and Analysis

Summary of Trends and Analysis

Collection and Reporting

Goodwill collects a variety of data points on participants throughout programming and follow-up services. This includes demographic information, services received, and achievements obtained. For 2024, data was captured from several sources, including case management and customer relationship management applications. Goodwill uses PowerBI to pull together the data from these sources and provide more in-depth reporting with a real-time dashboard. Goodwill leadership regularly reviews key performance indicators (KPIs) which include the number of persons served, services provided, and achievements obtained around education, employment, and sustainability. Reporting shows monthly, year-to-date, and percentage of annual goal totals.

Employment data collected includes the number of individuals who report being placed in employment, average starting wage, and average hours worked per week. Team members also record how the services are received (virtual or in-person), the types of services provided, and referrals made to assist in overcoming barriers to education and employment. Reporting is provided as requested.

Analysis Method

Goodwill's Business Intelligence team provides aggregated monthly data for review and analysis by Mission Advancement leadership. A Trends Analysis Team includes data/continuous improvement team members, as well as mission district directors and leadership. The team reviews data and trends quarterly and makes recommendations to the Chief Organizational Development & Mission Advancement Officer regarding needed service adjustments and KPI projections for the following year. These recommendations are approved annually as appropriate and are used to guide the development of Mission Advancement operational plans.

At each meeting, the Trends Analysis Team reviews results of participant satisfaction surveys. The team also regularly analyzes the survey itself for ease of use and participant understanding. The survey, developed in 2014, has been modified several times. It encourages participants to share concerns or recommendations immediately with team members; individuals can do this anonymously or request to be contacted afterward.

Persons Served

Crosby Scholars, Goodwill and NCWorks team members served 52,550 individuals through mission services in 2024. This number reflects an increase of 3,044 individuals served.

The 33,855 people served by Goodwill and NCWorks received 278,643 services, up from 227,120 services in 2023 and averaging 8.2 services per person served, a slight change from 8.5 services per person served in 2023.

Crosby Scholars served 18,695 students in 2024, up from 18,204 students served in 2023.

Crosby Scholars
18,695

Goodwill/NCWorks
33,855

Total Served
52,550

Impact and Analysis Summary

Summary of Trends and Analysis *(continued)*

Goodwill measures the impact on participants' lives through their **Achievements**. For measuring and reporting purposes, these achievements are listed under umbrella categories of Education and Training Completions, Job Obtainment and Supports, and Sustainability. Examples by achievement category include:



Education / Training

- Completing a skills training class
- Obtaining an in-house or external credential
- Completing the education/training goal in individual plan
- Earning a high school diploma, adult high school diploma, or HSE/GED
- Earning a stackable credential
- Attending Re-entry pre-release sessions



Job Obtainment / Supports

- Participating in career coaching/vocational and/or vocational readiness
- Enrolling in high school/adult high school/post- secondary education
- Finding employment
- Completing vocational workshops
- Improving vocational soft skills
- Attending networking events, panel discussions



Sustainability

- Retaining a job for 90, 180, 360 days
- Improving childcare situation
- Getting a promotion and/or increase in compensation
- Gaining employer benefits
- Gaining reliable transportation
- Stabilizing housing
- Participating in financial training
- Reducing or improving overall debt

In 2024, team members recorded 39,115 participant achievements, compared to 28,896 in 2023, a 35.4% increase. All achievement categories showed an increase over 2023 numbers.

Some achievements, such as completion of a skills training class or participating in career coaching or vocational readiness, are noted by team members; however, most achievements are self-reported by program participants, resulting in underreporting of actual outcomes.

Annual Economic Impact

For individuals who reported entering employment in 2024, the average starting wage was \$16.27 per hour, an increase from 2023's average starting wage of \$14.92 per hour. Average hours worked per week remained at the 2023 level of 36 hours a week.

To determine economic impact, we look at the number of participants who obtain employment, the average number of hours worked per week, and the average hourly starting wage. Using this formula, the 1,858 individuals who reported obtaining employment in 2024 have the potential to earn close to \$57 million in 2025.¹

For individuals with employment as their program purpose, the goal is to obtain and retain employment making at least a living wage for the county in which they live. Through retention services, team members help individuals increase their overall compensation through skills obtainment leading to growth in their current job or securing a better job.

Living wage is defined as the absolute minimum a person must make per year or per hour to stay above the federal poverty level². The living wage rose to \$22.54³ per hour for an individual (one adult, no children) in 2024, an increase of \$2.44 per hour over the 2023 living wage rate for an individual. The table shows the dramatic increase in living wage over the past five years.

Living Wage

YEAR	HOURLY RATE
2020	\$11.98
2021	\$14.72
2022	\$16.83
2023	\$20.10
2024	\$22.54

It is Goodwill's goal to ensure the individuals we serve earn a living wage once they complete program services. However, individual variables and preferences, the county in which a person resides, and the individual's economic situation will impact how much they need to earn. Generally, obtaining a living wage is a process developed through career pathways, credentials, and experience. By providing career navigation services, Mission Advancement's goal is to develop achievable plans for all the individuals we serve.

¹ Annual economic impact projects the one-year potential earning of individuals placed the previous year if they maintain employment, wage rate, and hours worked.

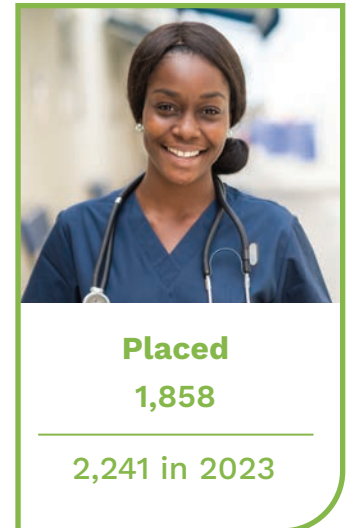
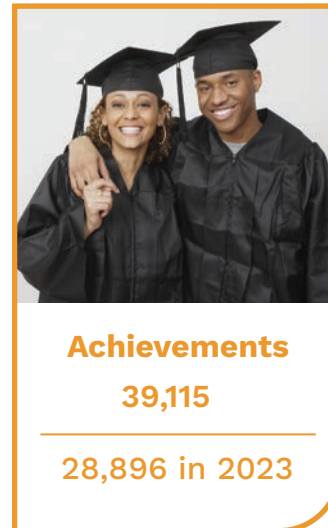
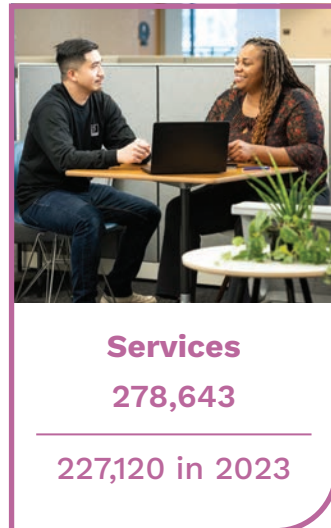
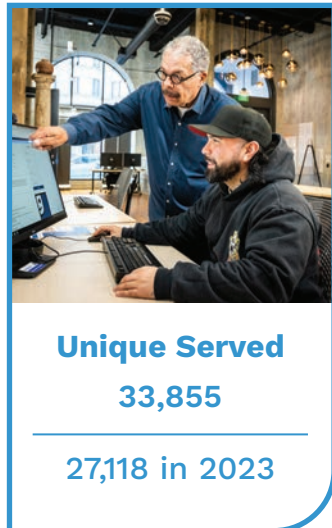
² Living wage – Wikipedia

³ [Current US Inflation Rates: 2000-2025](#)

2024 Mission Statistics

The Mission Advancement team captures a number of data points for planning and reporting purposes. Below are some highlights.

Quick Data



Key Performance Indicators Against Annual Goal

Annually, the Mission team has goals for the key performance indicators (KPIs) that are captured and reported monthly to leadership. Business Intelligence team members report the KPIs numbers for various comparisons including against annual goals. In 2024, Mission Advancement team members exceeded their annual goals in all four reported categories of Served, Educational Completion Achievements, Job Obtainment/Supports Achievements, and Sustainability Achievements.

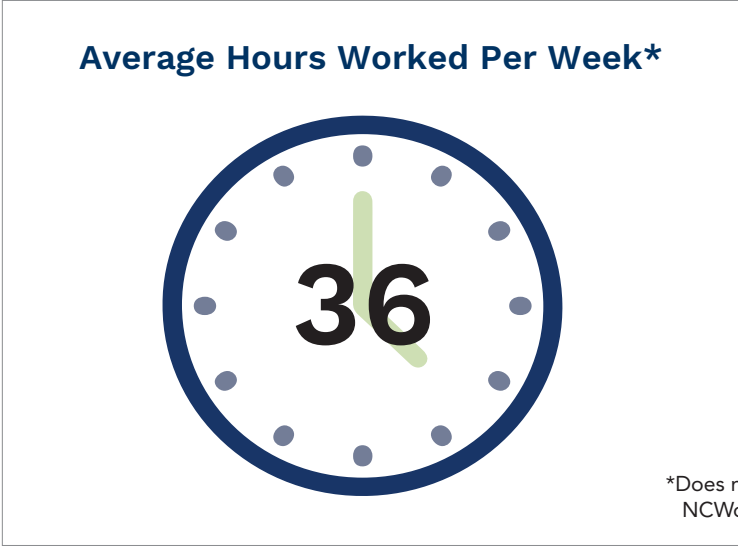
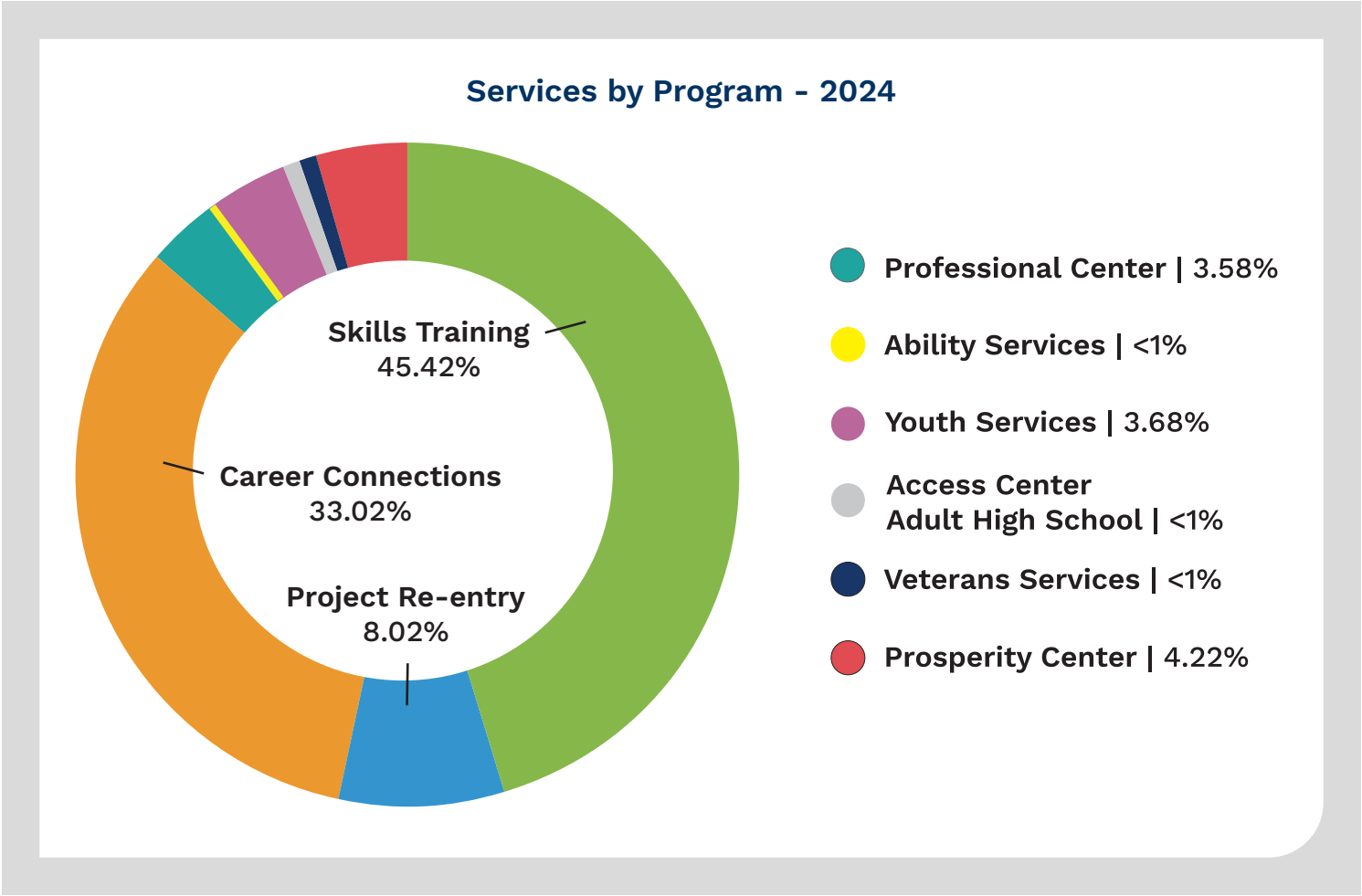
Top Three Industries, Wages, and Classes



2024 Mission Statistics *(continued)*

Services by Program

NCWorks accounted for the majority of all services documented in 2024. The chart below shows the detailed breakdown of percentage of services by program excluding NCWorks.



*Does not include NCWorks data.

General Workforce Trends and Analysis



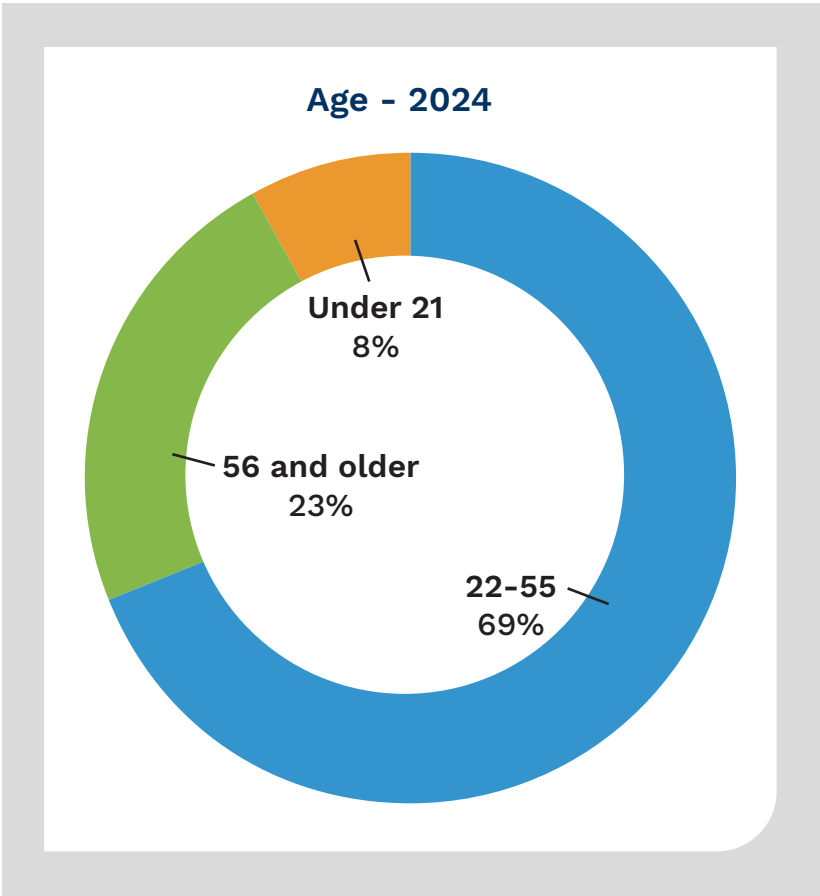
Goodwill offers a holistic approach to participant services. Team members use a case-managed approach, focusing on building educational and/or employment plans and supporting participants as they work through barriers impeding their success.

Goodwill considers notable federal, state, and local trends to continually improve Mission Advancement services. Some of these trends for 2024 included:

- **Career-focused education opportunities** like work-based learning, credential programs, and apprenticeships. To foster these programs, legislators have passed laws that promote career opportunities for both K-12 and postsecondary students. In addition, states continue to improve access to career education programs, including funding financial aid programs. [Workforce Development Trends 2024](#)
- **Apprenticeships** are work-based learning programs that include both paid work and educational components. These programs are a proven way of getting workers trained and into a specific field without a large financial burden. While traditionally associated with trades, recently apprenticeship models have expanded into industries like healthcare, technology, teaching, and performing arts. Legislation enacted in 2024 demonstrates that lawmakers continue to place high value on apprenticeships. [Workforce Development Trends 2024](#)
- **Job growth** in North Carolina passed a significant milestone in 2024, adding nearly 17,000 jobs. Business recruitment, expansion, and development projects (218) resulted in the record state-wide job creation. These jobs are estimated to bring \$15.2 billion to the state. [North Carolina officials tout record job growth in 2024 | wcnc.com](#)
- The influence of **generative AI in the workplace** exploded in 2024, according to Penn Foster. The technology reshaped work environments, from automating tasks to enhancing decision-making.
 - An increased number of industries are using AI, from healthcare to manufacturing.
 - As more companies adopted AI technology, the need for workers with AI skills continued to grow.
 - Ethical and regulatory implications related to AI continued to grow.
 - AI was used in 2024 to a greater degree to support making strategic and operational decisions. [10 Key Workforce Trends for 2024: Navigating the Evolving Workplace | Penn Foster](#)
- 2024 saw organizations **pivoting from educational credentials to a skills-based workforce**, placing more value on specific skills that candidates brought to the table. This approach prioritizes practical, job-related abilities over traditional qualifications, allowing companies to access a broader talent pool.
- **Technical skills wanted.** Employers sought candidates who could immediately contribute specific, up-to-date skills that aligned with their technological needs. This need is driving education and training programs to increase their focus on practical skill development and alternative learning pathways. [Accredited College, High School & Career School Online | Penn Foster](#)

Demographic Overview

The number of individuals NCWorks and Mission Advancement staff served in 2024 totaled 33,855, an increase of 6,737 over the 2023 total of 27,118 unique individuals served. The following data shows the demographic trends of the people served by age and education level for those who chose to respond and does not include the demographic of those served by NCWorks.



Age

In 2024 age categories for reporting purposes were collected as "Under 21 Years of Age", "22-25 Years of Age", and "56 Years of Age and Older." The chart shows the percentage breakdown by age category.

Education Level

Education data shows trends in the overall education level of Goodwill participants. Data is collected and updated in real-time. When team members document a participant's obtainment of a higher education level, the database automatically updates. There was a significant increase in those reporting less than a high school diploma. Some of this variation may have been due to a new reporting instrument.

Education Level	2022	2023	2024
Less than HS	12.9%	12.9%	30.35%
GED	10.3	10.4	7.45
HS Diploma	30.2	34.0	26.64
Some Post-Secondary	12.9	14.8	9.87
Associate	3.7	3.7	2.84
Bachelors	6.8	7.0	5.29
Masters	1.6	1.9	1.57
Doctorate	0.2	0.2	0.15
Technical or Occupational	2.30	2.51	1.88



Program Descriptions, Trends, & Highlights

Ability Services

About

Ability Services offers participants opportunities in life skills assistance, support and development, educational and employment services, and community access and integration. Select programs are designed in partnership with the Division of Employment and Independence for People with Disabilities (EIPD), formerly the Department of Vocational Rehabilitation (DVR), to provide employment services to referred individuals who have a disabling condition. This highly individualized program addresses the unique goals of each individual. Services can include comprehensive vocational evaluation, work adjustment, job coaching, and community-based assessments. Depending on location, individuals may participate without a referring agency. Goodwill is a licensed provider for the provision of day habilitation services. Goodwill offers the Ability Services Program in Alexander, Buncombe, Caldwell, Catawba, Forsyth, and Iredell counties.

Highlights

- Following Hurricane Helene, programming had to temporarily shut down. Until the program was able to safely reopen, team members used their time to deliver supplies to participants and volunteer with local partners to assist the community.
- Modivcare, which provides free transportation to Medicaid members, was introduced in western N.C. this year. The program helped continue access to Community Integration services for participants outside of the Mountain Mobility service areas or those who moved across county lines.
- In the Central District, 18 participants were placed into competitive employment through the N.C. EIPD division. The district's Self-Enrichment Programs served 38 participants.



Participant Impacts

A former North Carolina Division of Employment and Independence for People with Disabilities (EIPD) participant in the Central District celebrated his 12th anniversary at Food Lion in February.

An Eastern District Ability Services participant contacted their Goodwill Career Navigator for assistance in preparing and looking for full-time work after their job at a grocery store cut their hours to 5-10 per week. They discussed goals and interests, and the participant shared that they wanted to work in a warehouse. The Career Navigator assisted them in signing up for the Distribution and Logistics skills training class at Second Harvest Food Bank in Winston-Salem. Upon completion of training, the participant will have gained marketable skills that should lead to more stable employment with better pay.

Trends

- Continued need for referrals to food pantries, mental health services, medical services, transportation, and shelters.
- Homelessness continued to be a major struggle. The long waitlist for government housing continues to create hardship for individuals needing a permanent address to apply for employment.
- Transportation continued to be the biggest barrier that participants face. Community transportation services do not cover every area of a county and don't transport across county lines.
- Increase in younger participants on the autism spectrum with no work experience needing assistance looking for employment.
- More individuals "unretiring" – returning to the workforce to earn a sufficient income due to increasing cost of living, including older disabled participants looking for part-time work to supplement SSI/SSDI.
- The Western and Central districts saw an increased interest in program admissions in 2024, finally showing a rebound post-COVID.

Note: On April 30, 2024, the NC Department of Health and Human Services Division of Vocational Rehabilitation changed its name to the Division of Employment and Independence for People with Disabilities or EIPD to better reflect the agency's mission to "help people with disabilities achieve their goals for competitive employment and more independent living in communities statewide."

Program Descriptions, Trends, & Highlights

(continued)

Access Center

About

Goodwill's Access Center program serves in partnership with Forsyth Technical Community College in the Eastern District, Western Piedmont Community College and Mitchell Community College in the Central District, and Asheville-Buncombe Technical Community College in the Western District. The program offers a unique opportunity for adults to earn their high school credentials while receiving career coaching support.

The program incorporates online and in-person learning opportunities. Dependent on individual needs, additional support including tutoring, computer and literacy skills development, and resources for food, transportation, housing, and childcare assistance may be provided through Goodwill, the colleges, and community partners.

Highlights

- Access Center students in Burke and Iredell counties were awarded \$13,355 for tuition reimbursements and laptops for students enrolled at Western Piedmont Community College or Mitchell Community College.
- The Access Center in Burke County provided personal and professional development for 47 participants, who collectively accessed 1,183 services. As a result of this support, two graduates secured employment after earning their degrees/diplomas. Additionally, seven participants were placed in jobs relevant to their training.
- A key highlight is our partnership with E2D, Inc., founded in 2013 to help eliminate the digital divide. In 2024, this partnership provided students with laptops to support their learning, ensuring they had the tools necessary for academic success.
- Access Center participants in Burke County showed resilience despite the devastation caused by Hurricane Helene, which affected the winter term. Many paused their studies, but continued their education in the spring semester, staying on track with their career and educational goals.
- The Access Center connected 40 individuals to coaching support and services through partnerships with local organizations, further enhancing participants' chances for self-sufficiency and both career and academic success.
- The collaboration with Mitchell Community College in Iredell County led to a remarkable achievement: all 18 students who participated in math tutoring with a Goodwill volunteer passed their math exams with scores of 100 percent. This success directly showcases the impact of focused educational support.

Trends

- The large number of services accessed in 2024 showed an increased demand for career-oriented services and personalized, career-focused support that directly aligned with educational and employment goals.
- Increased emphasis on students' financial support and technological access. The number of requests for scholarships and laptops showed the need for and importance of removing financial and technological barriers to education, ensuring that students had the funding and tools they needed to succeed in an increasingly digital learning environment.
- Access Centers increased their focus on expanded access to education and career supports, such as the partnership with Mitchell Community College where Goodwill provided a tutor for students in their HiSET program.
- A key trend for 2024 was the greater emphasis on community collaboration, advocacy, and leadership. Initiatives like the Nonprofit & Human Services Cooperative and active participation in local events (e.g., job fairs, advocacy for low-income housing and transportation) reflected a broader commitment to a unified community impact.
- Increased support for participants' digital literacy (including providing laptops) was a critical trend that helped to bridge the digital divide and prepare individuals for modern workforce demands. This trend enhanced opportunities for participants to thrive in education, job searches, and career advancement.

Program Descriptions, Trends, & Highlights

(continued)

Career Connections

About

Career Connections Centers offer no-cost, personalized services to aid in job search. Services include resume writing assistance, skills assessment, career coaching, access to computers and the internet, help with interviewing skills, and job placement. Centers also provide referrals to services to help with overcoming other barriers to employment such as housing, transportation, and required skill levels. Last year, 11 Career Connections Centers operated in the following counties: Buncombe, Catawba (2), Davidson, Forsyth (2), Haywood, Henderson (community-based), Iredell, Rowan, Surry, and Wilkes.

Highlights

- In response to Hurricane Helene, centers in Buncombe, Haywood, McDowell and Watauga counties pivoted to providing recovery services. (See p. 28.)
- The Davidson County Career Center assisted Toyota Battery Manufacturing with recruitment and awareness efforts, conducting applicant information sessions for the new plant opening in 2025. A total of 69 people attended sessions at the Goodwill/NCWorks Career Center in Lexington. Toyota team members shared insights on the hiring process, details about the work environment, and the opportunities available at Toyota. The center also hosted a "Day of Work" at Toyota, which included hands-on learning to help job seekers gain firsthand experience.
- World Relief offered ESL classes twice a week at the Prosperity Center/Career Connections Center in Forsyth County, including both day and evening classes to accommodate work schedules, with around 10 students per class.
- The Iredell County Career Center hosted the Spring Forward Resource and Job Fair in May, featuring 23 employers hiring for manufacturing, security, agriculture, and medical roles, along with 20 community resource organizations. Nearly 90 people attended, with some securing on-the-spot job offers and others being scheduled for interviews. Spanish interpreters ensured inclusivity, while post-event feedback highlighted the value of connecting job seekers, employers, and resources.
- The Wilkesboro and Elkin Career Connections teams worked with Mount Airy High School, NextGen, Surry Community College, and Surry County leaders to build a barista career pathway for youth. Our team continued facilitating the AHLEI Guest Services Gold Course, which leads to a national credential and is one piece of the credential that youth obtain while completing the Barista Pathway Training. Classes are set to start in the first quarter of 2025.
- The Rowan Career Center created a virtual learning lab where individuals had dedicated space for virtual interviews and classes. The lab averaged two to three students using the space weekly.

Trends

- All Career Connections Centers saw an increase in the number of individuals with limited English-speaking skills. The individuals were from Afghanistan, Guatemala, the Democratic Republic of Congo, Ukraine, Haiti, Venezuela, Cuba, Niagara, Sudan, Egypt, and Syria.
- Following Hurricane Helene, unemployment levels in Western North Carolina rose in the last quarter of 2024, and career centers saw increases in individuals seeking assistance with filing for unemployment.
- There was a significant increase in individuals suffering from long-term homelessness due to a variety of reasons, including lack of rental housing, limited community shelters, and substance use.
- There was an increase in new employers who reached out to our career centers as they moved into the area and sought workforce development services to help gain area talent through our program participants.
- Centers continued to see an increase in individuals ages 55 and older looking for supplemental income due to inflation and caring for children in the home.

Program Descriptions, Trends, & Highlights

(continued)

NCWorks

About

NCWorks Career Centers provide job training programs and services to help youth and/or adults increase their skill set and obtain meaningful employment. No matter the circumstances or background, the centers are designed to help maximize job searches. Each center has access to computers and offers career counseling, skills assessment, and many more services, all at no cost to participants. Depending on the need, financial assistance may be available for job/career training. Services are provided in 17 counties: Alamance, Alleghany, Ashe, Buncombe**, Caswell, Davidson*, Davie, Forsyth, Madison**, Randolph, Rockingham, Stokes, Surry, Transylvania**, Watauga, Wilkes, and Yadkin.

* denotes adult only | ** denotes youth only

Highlights

- Following Hurricane Helene, National Emergency Grant funds were allocated to affected regions across North Carolina and were distributed through local workforce development boards, with a portion directed to our High-Country WIOA contract. The grant provided temporary disaster-related employment opportunities for individuals impacted by the storm while supporting storm recovery efforts in the communities affected.
- Jason Walker, a Watauga County participant, was chosen for the 2024 Governor's NCWorks Award of Distinction for Outstanding Adults. Jason participated in the WIOA Adult Work Experience Program to support others who were facing the same challenges he had once faced. His worksite was High Country Community Health, which aligned with his goal of becoming a certified peer support specialist. Jason completed Peer Support Training and earned his certification. He has been working and doing well since completing the program and was very excited to receive the Governor's Award.
- Partnered with Harbor Freight Tools in Eden for a hiring fair; approximately 82 people attended.
- Held a multi-employer job fair attended by 72 people, several of whom received job offers from Beta Fueling, Ontex, Gildan, and Toyota.
- Experienced an increase in serving Limited English Proficiency (LEP) customers. Services were effectively delivered using Master Word and Google Translate, and by translating the NCwork.gov and Division of Employment Security websites into Spanish.

Trends

- Increased number of individuals in recovery needing assistance through the American Plan Rescue Act of 2021 (ARPA) grant to pay for housing and other immediate needs.
- Increased number of layoffs; however, other local companies were actively hiring, which helped to offset the impact.
- Increased number of individuals seeking healthcare training.
- An emerging trend was companies undergoing layoffs opting out of using rapid response services.



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Program Descriptions, Trends, & Highlights

(continued)

The Professional Center by Goodwill

About

The Professional Center by Goodwill addresses the needs of unemployed and under-employed professional-level job seekers (defined by education and/or work experience) and those needing to transition career fields due to downsizing or changes in labor market trends. The Professional Center addresses many concerns faced by the long-term unemployed, young professionals/recent college graduates, and veterans transitioning to civilian careers. The Professional Center is located at the Forsyth County Workforce Development Center.

Highlights

- Continued to meet individually with professional-level clients of all ages, industries, and job functions.
- Hosted live, weekly one-hour online LinkedIn training workshops.
- Center Director Randy Wooden provided professional-level input on resumes, interviewing, networking, and LinkedIn to groups on more than 40 occasions, showcasing the center's visibility and credibility to its peers in workforce development and throughout the community.
- The center continued to offer flexibility for its clients, offering both individual and group meetings via telephone, online, or in person.
- The center continued its marketing efforts through social media and word of mouth. Its LinkedIn group grew to 1,166 members.

Professional
center
by Goodwill

Trends

- Client load ebbed and flowed in 2024, which was expected in an election year as companies took a wait-and-see approach to whom would be elected to Congress and the White House.
- Saw many clients with barriers such as age, long stretches of unemployment, mental health/personality challenges, and having the skills but lacking the necessary education to compete for better jobs.
- Saw an increase in older workers returning to the workforce, whether due to financial concerns or a desire to remain a contributing member of society.
- Noted fewer full-time, fully remote positions being advertised, with hybrid and completely in-person jobs becoming the norm.

”

I haven't had to make a resume or job search in over 30 years. You've been a huge help in getting my resume and thoughts straight as I dive into uncharted waters.

Lance R.
Participant

Program Descriptions, Trends, & Highlights

(continued)

Project Re-entry

About

Project Re-entry provides transition services for justice-involved individuals and their families. The program works through a system of pre-release programming and post-release services that include career development, employment, transitional counseling, referrals for housing and basic needs assistance, and other services needed to obtain a successful transition. Re-entry provides services in Alexander, Buncombe, Caldwell, Catawba, Davidson, Davie, Forsyth, Iredell, Rowan, Stokes, Surry, Wilkes, and Yadkin counties.

Highlights

- Participation in Project Re-entry doubled in Wilkes County, as did classes in Wilkes Correctional Center, reflecting increased engagement and the program's growing impact.
- The Rowan County Angel Tree program brought joy to 47 children of 27 incarcerated adults by providing gifts and messages of love during the holidays, strengthening family connections, and reminding them they are not forgotten.
- University of North Carolina Asheville nominated the Buncombe Project Re-entry program for the prestigious Mosaic Award from the Southern Association of Colleges & Employers, which recognized the program for its meaningful community impact.
- Project Re-entry successfully completed three cohorts at the Western Correctional Facility in 2024, with such high demand that a waitlist was put in place, underscoring the program's effectiveness and necessity.
- Iredell County Project Re-entry partnered with local agencies to host North Carolina's first CPR/Narcan/QPR training designed for the homeless population. The event equipped participants with life-saving skills, connected 11 attendees to further services, and set the foundation for future training.
- Held a Reentry Simulation Event in Catawba County. This interactive event immersed participants in the challenges faced by individuals re-entering society after incarceration. Through real-life scenarios, attendees gained a deeper understanding of the obstacles to successful reintegration and the support needed to overcome them.
- Project Re-entry continued to expand partnerships and implement a strengths-based approach, ensuring tailored action plans, mental health and substance abuse support, and systemic solutions that promoted equity and reduced barriers for justice-impacted individuals.

Trends

- Increased engagement and employment motivation as more individuals proactively sought employment opportunities immediately after release.
- Increase in referrals from recovery organizations like Project Lazarus and TASC, while collaboration with community partners continued to grow through event participation and speaking engagements.
- Barriers to affordable housing and employment remained a major challenge for justice-impacted individuals, while those with criminal records continued to face limited job opportunities, often restricted to lower-wage positions.
- The demand for basic support services continued to rise, particularly around mental health and substance abuse treatment.
- Efforts to identify and address mental health and substance abuse barriers expanded, but access to consistent, quality treatment remained a challenge for many.



In just nine months out of prison, I got a really good job—something I never thought possible after five years inside. Coming from a past of just trying to get by in a vicious cycle of drugs and crime, I never imagined I'd believe in myself the way others did. Now, I'm making strides—gaining control financially and excelling at work.

Ashley M.
Project Re-entry Participant

Program Descriptions, Trends, & Highlights

(continued)



Prosperity Center

About

In collaboration with United Way of Forsyth County and Financial Pathways of the Piedmont, the Prosperity Center offers free, personalized services to individuals and families who are ready to commit to moving up the economic mobility roadmap towards a goal of financial stability. The center operates under a three-pronged approach of improving earned income, realizing available work support income, and managing all income. Participants have vocational and financial staff onsite, allowing access to training in resume writing, applications, networking, and interviewing skills, as well as financial coaching sessions on asset-building, debt reduction, budgeting, and good use of credit. The center provides bilingual services and Hispanic outreach, connecting Hispanic individuals to resources tailored to their needs. The center is located in Winston-Salem on Peters Creek Parkway at the Forsyth County Career Connections Center, Whitaker Regional Operations Center.

Highlights

- Maintained a strong presence in the community by participating in 14 outreach events, including community resource fairs, community meetings, and job fairs.
- Outreach efforts resulted in 152 individuals receiving financial, occupational, or educational services.
- Hosted the annual Hispanic League luncheon.
- Visited the Salvation Army Family Hope Center weekly to offer resources to residents and discuss how Goodwill could assist them with developing a plan for upward mobility.
- Shared information with hundreds of individuals within the Hispanic community regarding available classes and financial assistance options for course fees and supplies, stressing that education serves as a crucial foundation for enhancing self-sufficiency.
- The center co-sponsored the Mia Magazine Backpack Event, contributing 75 backpacks with school supplies to the community.
- Digital Bridges Forsyth provided basic computer training to over 60 individuals. Those who qualified also received a free laptop, with others being offered laptops at a discounted price.

Trends

- High demand for resume and computer assistance, particularly among individuals ages 55 and older.
- Increased number of participants requesting information for Commercial Truck Driver (CDL) training and Certified Nurse Aide (CNA) programs.



I really appreciate the help I received at the Prosperity Center from Alicia. She helped me with my resume and two jobs.

Leola S.
Participant

Program Descriptions, Trends, & Highlights

(continued)

Skills Training

About

Goodwill provides an array of targeted skills training programs, largely in partnership with the community college system. These short-term programs train students to become employable in high-demand fields such as healthcare, customer service, hospitality, trades, truck driving, and many others. Stackable credentials allow students to enter the workforce quickly, then add training or credentials while working. Skills training classes are offered in Buncombe, Catawba, Davidson, Forsyth, Haywood, Iredell, Rowan, Surry, and Wilkes counties and online through ed2go.

Highlights

- Expanded credentialing opportunities through the Pearson Vue Test Center, which supported over 650 individuals in earning professional certifications.
- Expanded Career Quest to two high schools and introduced a summer series integrated into camps and youth leadership programs.
- Over 160 students enrolled in CDL training, resulting in a 90% completion/employment rate, with jobs obtained at an average wage of \$31.92 per hour.
- Awarded over 500 Goodwill Outreach Scholarships for training in high-demand fields like welding, HVAC, CDL, nursing assistant, culinary arts, and pharmacy assistant. Participants received additional resources free of charge, including laptops, work attire, and books.
- Launched new Distribution & Logistics Management training to provide essential supply chain skills and hands-on internship experience. Six of the first seven graduates secured job offers, while one chose to continue their education in a two-year degree program.
- The Goler CDC Tech Solar Training initiative equipped students with OSHA-10 and NABCEP certifications to meet the growing demand for renewable energy professionals. Nine participants graduated in first cohort, with six securing employment.
- Goodwill played a key role in securing funding through the National Science Foundation - Piedmont Triad Regenerative Medicine Engine to train marginalized communities for careers in biotech manufacturing.

Trends

- Increased demand for scholarship funding due to growing enrollment.
- Increased number of non-native English speakers enrolling in training programs, particularly in culinary arts and nursing assistant courses, highlighting the need for enhanced language support services.
- Increased number of individuals experiencing homelessness or living in unstable housing due to economic hardships, job insecurity, and lack of affordable housing. This intensified the demand for emergency shelter and transitional housing programs.
- Greater engagement in industry-targeted hiring fairs and specialized hiring events, leading to more meaningful connections between job seekers and employers and ultimately improving employment outcomes.
- Increased demand for training that leads to industry-recognized credentials and higher-paying jobs.

”

After my CNA class, I want to become an LPN and then an RN. I love learning and have a passion for growth.

Brittany L.
CNA student/scholarship recipient

DID YOU KNOW?

In 2024, Goodwill provided \$287,797 in scholarship funding for books, tuition, and other resources.

Program Descriptions, Trends, & Highlights

(continued)

Veterans Services

About

Goodwill's Veterans Services Program provides holistic services to enhance the lives of veterans and their families through Goodwill programming and in collaboration with like-minded partners. Employment and training services are offered at no cost, including assessment and planning, career coaching, resume preparation assistance, LinkedIn profile set-up, job skills training, access to scholarships, job placement, and connections to community resources. In Forsyth County, Supportive Services for Veteran Families (SSVF) provides homelessness prevention and housing services. Goodwill offers Veterans Services in Buncombe, Catawba, Davidson, Forsyth, Iredell, Rowan, Surry, and Wilkes counties.

Highlights

- Western District Veterans Services focused on outreach, attending the VA Mental Health Summit, Buncombe County Veteran Stand Down, and other events. After Hurricane Helene, the team participated in an emergency veterans resource fair, where over 50 veterans received assistance.
- Eastern District Career Centers hosted annual veteran appreciation events, where more than 60 veterans were served coffee and refreshments and, through partnerships with local organizations, received bags containing hats, gloves, hygiene products, food, and other essential items.
- The Winston-Salem Veteran Stand Down in September (the first since COVID-19) served over 80 veterans, with 25 people being able to file VA claims.
- Supportive Services for Veteran Families (SSVF) placed over 14 veteran families into sustainable housing.
- Increased participation in Davidson County Career Connections' collaboration with OBTT (Off-Base Transition Training), in which Goodwill team members held five workshops to provide information on USAA navigation and applications, LinkedIn, resume writing/creation, cover letters, interview prep, salary negotiations, and job networking.
- Continued partnership with monthly Veterans Coffee events at Richard Childress Racing, which regularly draw more than 500 veterans.

Trends

- Increased number of veterans needing resources to address multiple barriers, including housing, food insecurities, and substance use disorder.
- Decreased interest in enrolling in classes to obtain a certification or learn new skills.
- Increased number of veterans needing assistance with the federal application to apply for jobs at the Veterans Administration.



I wish more veterans knew about this program to receive assistance like I did.

Nickolas
Veterans Services Participant

Program Descriptions, Trends, & Highlights

(continued)

Youth Services

About

Goodwill provides an array of youth services, primarily for youth between the ages of 13-24, although longer-term follow-up services may occur at a later age. Programs help youth and young adults achieve their goals in education, employment, and life skills. Whether on an educational or a vocational path, all participants receive coaching and training around life skills. The programs include methods for overcoming barriers, as well as case management to facilitate the achievement of goals.

Workforce Investment Opportunity Act (WIOA)-funded youth programs consist of NextGen, through partnerships with the Piedmont Triad Regional Workforce Development Board and Mountain Area Workforce Development Board.

A Goodwill-funded program, OneLife, works with the school system to identify youth who are at risk of falling into behaviors that could negatively affect high school graduation and successful transition into adulthood. Another Goodwill-funded program, Youth Connections, serves the unmet needs of out-of-school youth. Under a contract with Buncombe County, LINKS provides services for youth aged 14 through 18 who are in foster care or getting ready to transition out of foster care.

Youth services are provided out of Alamance, Buncombe, Caswell, Davidson, Davie, Forsyth, Randolph, Rockingham, Stokes, Surry, and Yadkin counties.

Highlights

- Started the Youth Advocacy Collective, a networking group that brings together youth services providers in Western North Carolina to better support our youth.
- Organized the first Senior Resource Fair in Madison County, bringing together crucial community resources to educate students on support after graduation.

NextGen

- Served over 45 youths from Buncombe, Madison, and Transylvania counties.
- Six youths were awarded the Mary Katherine Dixon Scholarship, providing additional support for those students seeking higher education.
- Provided \$15,000 in training funds and over \$125,000 in paid workplace experiences.

OneLife

- Coordinated 70 paid community-based workplace experiences by partnering with over 50 local businesses.
- Provided eight summer workshops to teach crucial hard skills, such as how to change a tire, find housing, and more.
- Despite Hurricane Helene's impact on our program recruiting timeline, enrolled 110 students in OneLife for 2025.

LINKS

- Provided over 150 services to foster youth in Buncombe County through financial assistance, one-to-one support and mentorship, and case management.
- Awarded an additional \$2,200 from the state for our Youth Advisory Council or YAC.
- Provided 12 in-person meetings to teach participants independent living skills.

Trends

- Aerospace engineering and law emerged as two of our high school students' newest and largest career fields of interest.
- Continued to see high interest in the medical, childcare, and veterinary fields.
- CDL training continued to grow in popularity with young adults under 21, and an increased number of students considered welding as a trade.
- Increased interest in healthcare pathways in all 11 of our counties.
- Started to see more meaningful engagement and participation from our youth, and the attrition rate for our programs trended lower.



This program has helped me with my community skills, productivity, and much more. It introduced me to a more professional work setting and helped me gain confidence.

Addy B.
OneLife Participant



How We Do Business



Accreditations and Licenses

Goodwill Industries of Northwest North Carolina continued our unwavering commitment to quality and excellence in service delivery. Upholding the standards necessary for CARF accreditation is a powerful part of that commitment. Adherence to CARF standards reflects our dedication to ensuring quality, continuous improvement and exceptional service delivery while offering programs that are measurable, accountable, and of the highest quality. Our participants can have confidence that Goodwill values their dignity and respect, placing them at the heart of all our initiatives within the local communities we serve.

Goodwill achieves CARF accreditation in Employment and Community Services. The standards in this area exemplify international leadership in the promotion and advancement of equity, inclusion, and access to programs and services that facilitate employment and life skill development and support for persons to live and work as independently as possible.

These programs and services we refer to as Ability Services and are as follows:

- Employee Development Services
- Community Employment Services
- Community Integration Services

Employee Development Services are individualized services and/or supports that assist persons seeking employment to develop or reestablish skills, attitudes, and personal and professional characteristics to achieve positive employment outcomes. Expectations are that individuals completing this phase will enter job development to help guide their job-seeking activities either within Goodwill or through other referral sources.

Community Employment Services are designed to help individuals gain competitive employment in their communities. Services provide job development, connection to employment opportunities, and continued support after job placement. Continued support is provided to help individuals retain employment and build skills after employment. In some situations, a job coach may be provided to temporarily assist a participant on the job. Expectations are that individuals in this program will learn the skills to obtain and maintain employment.

For **Community Integration Services**, Goodwill is licensed by the North Carolina Division of Health Service Regulation in Buncombe and Catawba counties to provide day habilitation services. These services are provided to adults with developmental disabilities for the purpose of connecting them to their community through vocational experiences, independent living skills training, arts and recreation, compensatory education, and community outings and events. Expectations are that individuals in this program will enjoy experiencing their activities of choice while achieving their individualized goals in these areas.

Goals for service outcomes are specific to each individual and each program location. Though unique to the service area, all participants receive individualized service plans to include professional and personal goals. All Ability Services programs establish performance goals in the following four areas: effectiveness, efficiency, service access, and customer experience. Performance outcomes are reviewed on a monthly, quarterly, and annual basis. At the end of each year, an analysis is conducted to compare outcomes to previous years to identify trends, determine influencing factors, and establish a plan for improvement.

This annual review and the program outcomes are outlined and summarized in a Performance Excellence Report (PER). It is through this analysis, the improvement plans and other established processes of conformance, solid business practices, and service innovation that Goodwill can ensure continued CARF accreditation.

Customer Experience Surveys

Goodwill uses customer experience surveys to collect and analyze input from participants, referring agencies, and employers. The feedback received is used to continuously monitor and assess satisfaction, enhance or expand services, improve processes and standards for delivery, and understand customers' needs to further enrich the customer experience.

An online tool, SurveyMonkey, is used to develop and deliver each program survey. Recipients simply click on a link to access questions designed to capture and measure feedback. Participants can easily answer questions by choosing between facial expressions corresponding to different satisfaction levels. Each survey question provides space allotted to capture optional input. Participants are provided the opportunity to note if they want a Goodwill team member to contact them.

Program managers review and respond to the results from surveys each month. Results are tracked monthly and annually, analyzed to identify trends and opportunities, and used to establish improvement actions. Survey results and participation rates are provided to program managers, mission advancement leadership, and performance excellence team members each month. Monitoring survey results throughout the year enables staff to respond to input on a timely basis and create a formal quality improvement plan each year.

Business Advisory Councils

In 2024, Goodwill had 367 Business Advisory Council (BAC) members across five regional councils. Typically, members provide a variety of services, including information for program development and expansion based on local industry needs, updates on local labor market trends, educational workshops, business panels, and participant services. Services provided include mock interviews, resume and application assistance, job shadowing, company tours, and employment opportunities. Council members also serve as graduation speakers, sponsor hiring events, volunteer at our

annual golf tournament, and are ambassadors for Goodwill Mission Advancement Services. BAC membership varies from year to year as new members join and others retire or move on to jobs that take them out of Goodwill's territory. To ensure an accurate membership total, we count only those members who have actively participated in BAC meetings or events in the last year and who are not Goodwill employees. In addition to these active members, former BAC members can participate in all aforementioned services.

**Membership
by Council**

Buncombe
57

**Catawba/
Iredell**
124

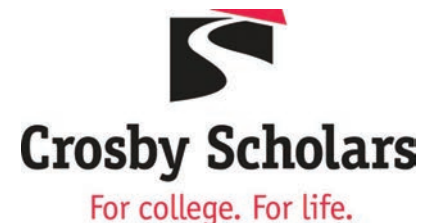
Davidson
70

Forsyth
80

Rowan
36

Affiliations

Goodwill and Crosby Scholars have a unique partnership in which Crosby Scholars operates as an independent affiliate of Goodwill Industries. This affiliation supports outreach to students and assists with future regional expansion opportunities for the Crosby Scholars' model. This college access program is available to students in 6th through 12th grade attending public school in Forsyth, Iredell, and Rowan counties. The program, which is free of charge to students, prepares students academically, financially, and personally for successful college admission. Crosby serves students in high school, those in their first year after high school graduation, and college students who receive last dollar grants which provide funds to fill in financial gaps after exhaustion of other funding resources.





Service Sites

Goodwill offers career services at the following locations in northwest North Carolina:

- Buncombe County Career Center, Asheville
- Caldwell Community College and Technical Institute, Hudson
- Catawba County Career Center, Conover, two locations
- Davidson County Career Center, Lexington
- Davidson-Davie Community College, Mocksville
- Forsyth County Career Center, Winston-Salem, two locations
- Forsyth Technical Community College, Tobaccoville
- Forsyth Technical Community College, Winston-Salem
- Haywood County Career Center, Waynesville
- Iredell County Career Center, Statesville
- NCWorks Career Center, Asheboro
- NCWorks Career Center, Boone
- NCWorks Career Center, Burlington
- NCWorks Career Center, Jefferson
- NCWorks Career Center, Lexington
- NCWorks Career Center, Mt. Airy
- NCWorks Career Center, Rockingham
- NCWorks Career Center, Sparta
- NCWorks Career Center, Winston-Salem
- NCWorks Career Center, Yanceyville
- Rowan County Career Center, Salisbury
- Surry Community College, Yadkin Center, Yadkinville
- Surry County Career Center, Elkin
- Western Piedmont Community College, Morganton
- Wilkes Community College, Wilkesboro
- Wilkes County Career Center, Wilkesboro

Please note:

Team members also provide services at community partner locations based on need.



Scan here to view locations, or visit this link:
<https://www.goodwillnwc.org/locations/>

100

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes:



Goodwill.
ONE TEAM.
UNITED.



The *good* we do
is because of *you*.

**IMPACT REPORT
2024**



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