



2025 IMPACT REPORT



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. For 100 years, through the sale of donated items in our retail stores and online, we have funded employment and education/training services that support individuals on their journey to upward mobility, helping them overcome obstacles and find hope, opportunity, and fulfilling careers.

The Mission Advancement Impact Report summarizes the programs, services, and partnerships that undergird Goodwill's structure, and shares, through data and the stories of the people we serve, the impact of Goodwill's mission. The 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 2025 Mission Advancement Impact Report covers the period from January 1, 2025, to December 31, 2025.

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Executive Summary

Key Programs and Services

Ability Services | Access Center | Career Centers | Justice Navigation by Goodwill Professional Center | Skills Training | Veterans Services | Youth Services

Individual Achievements

54,718 achievements related to financial stability, vocational readiness leading to employment, and education/skills training completions

Individuals Served

Goodwill/NCWorks 33,543
Crosby Scholars 19,429

Potential Impact

\$142 million - potential 2026 economic impact from individuals placed into employment in 2025, up from \$57 million in 2025



Message from President & CEO, Barbara Maida-Stolle

Celebrating 100 years of service gives us a meaningful moment to honor our past while embracing a future shaped by our commitments to Community Leadership, Inclusion, Sustainability, and Innovation. The dedication of our donors, shoppers, partners, and team members drives this impact and strengthens our vision for a more sustainable and brighter future. Together, we are building a legacy of opportunity that will carry Goodwill Industries of Northwest North Carolina confidently into the next century.

Executive Summary

Significant Achievements

REACH Center

On June 10, 2025, Goodwill Industries of Northwest North Carolina was proud to participate in the groundbreaking for the YMCA REACH (Resources for Economic Development, Academics and Community Health) Center at Winston Lake, a new concept in service delivery partnerships. The REACH Center is a collaborative effort among Goodwill Industries of Northwest NC, Novant Health, and the YMCA, the anchor tenants. The REACH Center's focus and goal are to promote health and wellness and to provide workforce services in one location. Starting in October 2025, Goodwill provided workforce services to approximately 100 individuals, supporting upskilling and upward mobility through our existing programs and services and connecting individuals and their families to other resources and supports through existing partnerships, ensuring individuals can focus on completing the goals outlined in their career and education plans.



Goodwill on the Go

In 2025, Goodwill Industries of Northwest North Carolina purchased a mobile unit to expand employment and career services. Starting in the first quarter of 2026, "Goodwill on the Go" Mobile Career Center will visit sites throughout the 31 counties of western North Carolina that Goodwill serves, offering many of the same career services as our brick-and-mortar career centers. Goodwill Career Navigators will be on-site to provide free career portfolio services to aid people in their job searches, including resume-writing assistance, skills assessment, career coaching,

access to computers and Wi-Fi, help with interviewing skills, job placement services, and assistance with educational resources. Goodwill on the Go will allow Goodwill to reach areas that have been underserved, particularly rural areas, and provide residents with access to education and employment services. For a complete schedule, visit www.goodwillonthego.org



Geographic Scope of Services

Goodwill provides career services through 29 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, scan here or visit: <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. 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, scan here or visit: <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 430 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. Department of Adult Correction
- Financial training partners and a variety of business training partners

In 2025, we updated our Mission, Vision, and Values to reflect who we are today and where we are headed in the future. Our Strategic Plan is built around the four commitments of Community Leadership, Inclusion, Sustainability, and Innovation, and these pillars guide our work.

Mission

Goodwill empowers people and communities through employment, innovation, and shared purpose. We connect generosity with opportunity and drive systems that renew dignity, prosperity, and the planet.

Vision

To build a future where everyone belongs in the economy of tomorrow—where work, sustainability, and community are interwoven to create lasting impact for generations to come.

Values

Advocacy, Respect, Inclusion, Innovation, and Sustainability

COMMUNITY LEADERSHIP

Influence & lead economic development & public policy.

Increase access to economic mobility.

Lead in educational solutions.

Lead in sustainable employment.

INCLUSION

Create systems of knowledge transfer & leadership development.

Embrace, understand, & celebrate differences.

Leverage talent for growth & leadership development.

Foster an engaged & accountable workforce.

SUSTAINABILITY

Lead in textile circularity worldwide.

Respect the environment through recycling & reuse.

Launch regional hub.

Minimize carbon footprint.

INNOVATION

Leverage technology & AI for advancement.

Elevate customer & donor experiences.

Foster a culture of continuous learning.

Develop a strategy for diversification & growth.



100 Years of Good.

Key Moments in Our Story

100 Years of Good. (continued)

A century ago, a simple idea sparked a movement...

1926

- Members of the Winston-Salem Centenary United Methodist Church founded Goodwill, a sheltered workshop for adults with disabilities, "to help people help themselves."
- \$500 raised in the community allowed purchase of a Model-T truck & a facility in the 800 block of E. Fifth Street.

Late 1920s

- Purchased property in the 700 block of E. Fifth Street.
- Winston-Salem Jaycees organized "Bundle Day," a special drive to collect repairable goods. With the Boy Scouts' help, it became a community staple.



1930s

- Goodwill employed adults with disabilities in roles like sewing, repairs, laundry, carpentry, and shredding.



1936

- Began overseeing Industries for the Blind, created by the Lions Club in 1936.

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1936

- Started construction on a new comprehensive training facility on a five-acre tract of land on Coliseum Drive, receiving two of the acres from the Winston-Salem Foundation.

1936

- Began overseeing Industries for the Blind, created by the Lions Club in 1936.

1961

- 60,000-square-foot rehabilitation center opened on Coliseum Drive/University Parkway, featuring administrative offices, dining and recreation areas, medical and physical therapy departments, and a work evaluation department for training adults with disabilities. The bottom floor housed goods processing and Industries for the Blind operations, and the facility was fully handicapped accessible.



1964

- 1,000+ people were enrolled in Goodwill's training programs, which included nurse aide, clerical skills, and the Watch and Timing Technology program.
- Goodwill leased a two-bay service station to provide practical experience for station attendants.
- Vocational Rehabilitation Administration began awarding grants for training programs.

1970s

- Received first accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF).
- Deafness Center added with support from the Winston-Salem Foundation and Kate B. Reynolds Charitable Trust.
- Training programs included Clerical, TV/Radio Repair, Upholstery, and Watchmaking Repair, approved under the federal G.I. Bill.



1928

- Goodwill became interdenominational and independent from Centenary UMC with its own charter & officers.

\$10,234

Income netted from sale of goods & salvage.

1940s

- During World War II, Goodwill expanded operations by collecting salvage goods for the government and increasing store sales due to ration-free items.
- Joined National Association of Goodwill Industries.
- Opened store on N. Trade Street.



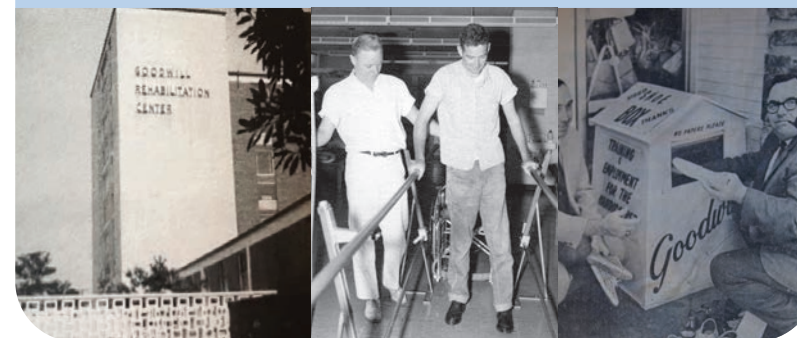
1950s

- First formal training program for adults with disabilities with Western Electric, teaching radio and small appliance repair.
- Focus shifted from wastepaper collection to public donations.



1963

- Construction began on a 39-unit dormitory to accommodate 78 adults with disabilities, with funding through the Hill-Burton Act, coupled with funds raised locally. The dormitory was the first of its kind in North Carolina.
- 4,000-square-foot retail store opened on the ground level of the University facility.
- Made donating easier by placing 25 steel donation boxes around town.
- Received national recognition when Goodwill Industries of America approved the organization as a training center for potential Goodwill executive directors.
- Began expansion into western North Carolina by delivering bags of donations to 200 schools in 45 towns, and opened stores in North Wilkesboro, Hickory, Thomasville, and Salisbury.



1973

- New stores opened in Statesville, Kannapolis, and Lexington.

\$1M

 Reached in sales.

1980s

- President Billy Whitaker created the nation's first freestanding Attended Donation Center (ADC) on Robinhood Road in Winston-Salem. Later Goodwill added ADCs in Clemmons and Kernersville.
- Other innovations in retail included standardized workstations to streamline production, surplus merchandise from local retailers, a move to owned stores instead of leased, and 4-week stock rotation.





100
YEARS
NORTHWEST NC

100 Years of Good. (continued)

100 Years of Good. (continued)

1980s

- Under leadership of Goodwill Board president John W. Googe, Industries for the Blind became a separate organization with its own Board of Directors.
- Goodwill's mission expanded to focus on training and placement in a competitive workforce.



1989

- Corporate name changed to Goodwill Industries of Northwest North Carolina, Inc.
- Retail sales grew 117% and reached an all-time high with record sales of \$1.5M.



1999

- 16 stores, 11 ADCs, 23.5M lbs recycled and diverted from landfills.
- Goodwill partnered with Asheville Handi-Skills Inc. providing training for individuals with severe disabilities.

Early 2000s

- Mission services centers expanded, including Employment Training Center on Patton Avenue in Asheville.
- Became the service provider for youth programs for the Northwest Piedmont Council of Governments.
- Celebrated 75th anniversary in 2001, serving 2,972 people, and operating 19 ADC sites.

390,000

DONATIONS RECEIVED IN 2001

2015

- "Color Me Goodwill" fashion show launched in Asheville in which local designers use Goodwill gift cards to shop at stores for materials, which they deconstruct and repurpose to create a collection based on their selected color. One model in each collection is a Goodwill program participant who walks the runway and shares their inspiring stories with the hundreds of community members who attend each year.



2010s

- Chosen for Operation: GoodJobs grant from the Walmart Foundation, which led to the launch of the Veterans Services Program.
- Partnerships with NCWorks, Piedmont Triad Regional Council, Forsyth Tech, and other community partners enabled launch of Project Re-entry and the Access Center.
- Became the NextGen youth services provider for the Mountain Area Workforce Development Board, and the One-Stop Operator for the Piedmont Triad Regional Workforce Development Board.
- Goodwill formally affiliated with Crosby Scholars, with services offered in Forsyth, Iredell, and Rowan counties.
- Earned LEED-certifications for two Winston-Salem locations.
- New and expanded stores in Western and Central districts.
- Started e-commerce on eBay and joined Shop Goodwill.



2025

SURPASSED \$100M

in annual revenue.

1988

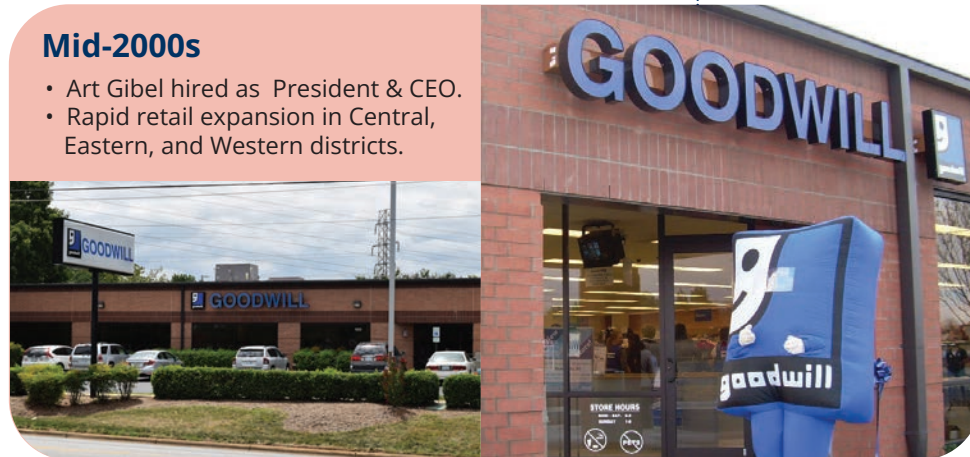
- Partnered with Forsyth Technical Community College to provide short-term training at Goodwill.

\$2.5M

Reached in total revenue.

Mid-2000s

- Art Gibel hired as President & CEO.
- Rapid retail expansion in Central, Eastern, and Western districts.



1990s

- Expanded to 31 counties across northwest North Carolina.
- Training offered in professional disciplines: childcare, food service, healthcare, housekeeping, and office technology.
- The Business Advisory Council model, which has its roots in the early 1970s, expanded to other cities in Goodwill's territory.
- Goodwill opened its first owned store on South Cannon Blvd. in Kannapolis (1990). Other new and expanded stores included: Hickory, Tunnel Road (Asheville), Salisbury, and Statesville.
- Expanded number of community college partners to 18, and changed to a varied service model of shared classes, Goodwill staff at the community colleges, and increased classes at Goodwill.



2020s

- Welcomed first female President & CEO, Barbara Maida-Stolle.
- Goodwill made national news after receiving the largest gift in its history from philanthropist MacKenzie Scott, part of a \$4 billion commitment.
- Hosted Forsyth County Community Conversation around the effects of housing, transportation, childcare, and the Benefits Cliff.
- Added Organizational Development and Sustainability departments, and became intentional in the areas of Talent Acquisition and Advocacy.
- Started annual cross-departmental Leadership Summits.
- Became service provider for the High Country Workforce Development Board and expanded services for the Mountain Area Workforce Development Board and Piedmont Triad Regional Council.
- Provided assistance to nearly 29,000 people affected by Hurricane Helene, providing gift cards and assistance with FEMA claims, unemployment filing, and other aid.



Goodwill on the Go Mobile Unit at the Sherrills Ford Grand Opening (2026)

- Integrated commitments of Community Leadership, Inclusion, Sustainability, and Innovation into planning and services. Updated Mission, Vision, Values.
- Purchased a mobile unit to provide career and educational resources to rural and underserved areas of our counties (2025), which officially launched Quarter 1, 2026.
- Expanded services through implementing a community collaboration model, including the REACH Center at the Winston Lake YMCA.
- Merged with iCan House, a Forsyth County nonprofit, to expand social programs for neurodiverse individuals.
- Opened 52nd retail store in Sherrills Ford, growing our retail presence.



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.

Michel Johnston 2025 Achiever of the Year

Michel Johnston followed a very traditional path for a woman growing up in the 1970s and 80s in rural North Carolina. She married her high school sweetheart, who was joining the military, got her GED through Fayetteville State University, and worked continually while caring for her family.

That all changed in 2011 when the manufacturing plant where Michel had worked for years closed. Despite doing everything "right," Michel found herself out of a job for the first time in her adult life. Her son had previously been in a serious motorcycle accident, resulting in medical bills that the family was still paying. Michel was working toward her associate's degree at Mitchell Community College. But with money tight at home, she wasn't sure she could continue.

Then her brother told her about the Goodwill Workforce Development Center in Statesville. Talking with the center's staff, Michel realized that her work background in manufacturing, the school system, and home healthcare management gave her lots of transferable skills that could help her compete for jobs. Goodwill helped her create a resume that highlighted her skills, practice her interview skills, and search for job openings. It turned out that Michel's next job was closer than she thought: soon she was hired as a Career Connections Specialist.

Not long after her hire, Michel was diagnosed with what would be the first of two bouts with breast cancer. She worked throughout her treatment. Most of the participants who visited the computer lab and met with Michel had no idea that she was sick.

Now the Career Center Manager, Michel builds relationships with employers and represents Goodwill in the community, including several Chamber of Commerce committees and with NCWorks, the state workforce development agency.

After her own challenges, Michel has a personal calling to provide others with the services that she herself received in her greatest time of need. She remembers very clearly what it feels like for someone who's always been self-sufficient to have to ask for help, and to focus on a day-to-day job search while worried about what will happen when unemployment benefits run out. While Michel provides excellent services to her participants – resume writing, interview prep, and more – she also provides empathy, a listening ear, and the assurance that the individual is not walking their journey alone. 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 Michel's Achiever of the Year video, or visit: <https://tinyurl.com/AOY-2025>

Jackie Porter 2025 Graduate of the Year

Jacqueline (Jackie) Porter began abusing substances at age 15. By her early 20s, Jackie was incarcerated at Western Correctional Center in Swannanoa, N.C. She recalls looking around at the older women incarcerated with her and realizing that she did not want to spend her life cycling in and out of the justice system.

In 2024, she began attending Goodwill's pre-release Justice Navigation at the prison. The 16-week program discusses not only post-incarceration employment, but also how to rebuild mindset and self-esteem. Jackie knew that she faced numerous obstacles upon her release: staying sober, lack of formal education, and her criminal record. Goodwill's re-entry counselors helped her manage her anxiety and visualize a more stable future for herself. The support Jackie found at Goodwill not only helped her with the qualifications needed to find a career; they also helped her prepare to join the workforce with confidence and dignity.

When she was released that fall, Jackie had built a solid support system of family and friends in the recovery community. She found work as a coffee roaster and peer support specialist at Deep Time, an Asheville nonprofit that employs justice-involved individuals. Jackie's Goodwill career navigators connected her with a scholarship to purchase professional clothing and assisted her in completing professional certifications.

At age 24, Jackie is now a Certified Peer Support Specialist and Community Health Worker at Love and Respect Community for Recovery and Wellness in Hendersonville, N.C., and has her own apartment in Asheville. She enjoys a close relationship with her parents, who live nearby.

Jackie draws great strength from her lived experience with mental illness, substance use, and incarceration. Her authenticity and humility help her successfully empower others to change their lives through recovery.



Scan here to watch Jackie's Graduate of the Year video, or visit: <https://tinyurl.com/GOY-2025>



Sherry Daniels

Sherry, a disabled veteran, came to the Rowan Career Center to find employment to supplement her income. As a newcomer to the Salisbury area, Sherry did not have access to a computer at home, which made applying for jobs challenging. She shared a strong interest in working for the Salisbury school system and worked with Career Navigator Angela McDuffie to learn about the opportunities available with the school system.

With the center's support, Sherry applied for and secured a substitute teacher position. She has been employed with the Rowan-Salisbury School System since last January. Sherry recently expressed her appreciation for the help and encouragement she received from the Career Center team. She shared that the support made a meaningful difference in her journey toward achieving her goal.



Dalton Long

Dalton's family learned about Goodwill's career services on a trip to one of our retail stores. Dalton had a job, but it wasn't in a field related to his background in film and radio. He was looking for a career where he could really use his skills and passions.

At the Asheville Career Center, Dalton met with Career Navigator Alec Maure to polish his resume and search for positions better aligned to his goals and interests. When Alec learned that Dalton had been part of the OneLife program as a high school senior, a lightbulb went off. He told Dalton that Goodwill's Skills Training team had an opening that sounded like a perfect fit – a position that included producing interviews with local employers and community leaders. Dalton was interested and put in an application.

Dalton landed the position of Access Center Career Navigator II in October. He has been enjoying his position, and now he is looking to the future: paying off his student loans and building a house of his own.

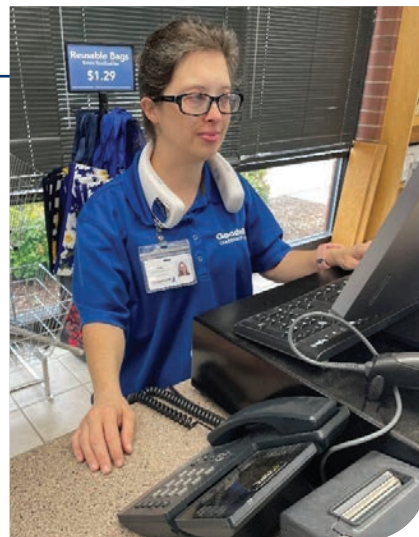


Ann Brooks

Ann first came to the Wikes County Career Center in March 2023, after losing her job of several years due to illness. Even though she had an associate's degree, she was having difficulty finding a job. She came to the center often, trying to find work to support her daughter and husband.

While in the process of looking for employment, Ann lost her housing. However, she remained resilient. Ann was not only searching for a job but also for a chance.

Her dedication paid off, and in late November 2023, Ann accepted a job with Goodwill at the Wilkesboro retail store. She loves her job there and holds the lead position at the store. Ann has a positive attitude, and her determination hasn't gone unnoticed. Her manager says that Ann is doing such a great job that she is training her for an assistant manager's position. Ann is inspiring the people around her as she builds a bright future for herself and her family, and she shares that she is very grateful to Goodwill for giving her a chance.



Nickolas Acenas

Nickolas, a U.S. Marine Corps veteran, came to Goodwill Veterans Services needing assistance with permanent housing and employment. He had been living in a shelter, but his time there was ending. With the help of Goodwill's Supportive Services for Veteran Families (SSVF) specialists, Nickolas got a two-week extension to find permanent housing.

Nickolas worked diligently to develop a housing stability plan and stick to his goals. Goodwill connected him with several other resources, including HUD-VASH (Section 8 for veterans), and the Veterans Benefits Administration representative, which visits Goodwill's Forsyth County Career Center monthly. The VA assessed Nickolas as 100 percent disabled, granting him full benefits, which allowed him to contribute to his rent.

Since then, Nickolas has been able to get stable housing and obtain his driver's license. We were proud to honor Nickolas last season at the Winston-Salem Dash Night for Veterans and at a Wake Forest University baseball game over the summer. Nickolas continues to work with Goodwill Veteran Services to maintain his housing and accomplish other goals.

Unfortunately, it's very common for veterans to be unaware of or unable to access the benefits that they have earned. Programs like Goodwill Veterans Services, SSVF, NCWorks, Veterans Bridge Home, and many other partner organizations can connect veterans to the Veterans Benefits Administration and other much-needed resources.



Edgar Walton

Edgar, a seasoned worker with a strong work ethic, came to Goodwill's Catawba County Career Center in search of part-time employment that would keep him active and engaged. He connected with Career Navigator Gina Ortiz, who worked with him to develop job search strategies tailored to his goals.

Thanks to the confidence he built working with Gina, Edgar was hired in Goodwill's recycling division at the Conover Outlet, where he now operates balers, compactors, and other equipment with precision and care. His manager speaks highly of him, praising his reliability and positive energy he brings to the workplace.

In addition to employment, Edgar's role has helped him maintain his health and fitness by keeping him physically active and mentally engaged. The routine, structure, and sense of purpose fulfill him and give him a deeper sense of self-worth. Edgar celebrated three years with Goodwill in late 2025. He shared that his good health and strength will hopefully keep him working for as long as he can.



Stories of Impact *(continued)*



Anne Dawes

Anne left her position as an educator/librarian in mid-2024, unsure of next steps. She spent about six months unsuccessfully applying for jobs before she heard about Providence Culinary Training, offered through Second Harvest Food Bank, and learned that funding was available through Goodwill.

"Going to school full-time and paying for the classes seemed daunting at that time," she says. "I was using my savings to pay for bills such as groceries and insurance." When she met Goodwill Skills Training Administrator Candy Travis, Anne was touched by Candy's understanding of where she was on her journey. She says she would not have ventured into a new career path had it not been for Goodwill funding her training.

Anne completed the two-part 12-week training in 2025, earning the SERVSafe Manager Certificate and the Certified Fundamental Cook certification through the American Culinary Federation (ACF). She landed an internship at a country club, which then hired her part-time. During her internship, things aligned as she worked under the chefs, doing a variety of tasks. She's thankful to Goodwill for partnering with Providence and giving her a chance to begin a new career.

In November, Anne accepted a full-time cook position with Compass Group at their Carolina University Account. Her main job is at the university; however, her role gives her the opportunity to visit other accounts, such as Reynolds American and Herbalife, to work various catering events.

Lori Baughman

Everyone knows Lori. She is known as the social butterfly of the Community Integration Program in Conover, which she joined in 2001. She is always happy and friendly with others. Whether they're community members or individuals touring our facility, they recognize Lori and comment on her bubbly personality.

If you ask Lori why she likes to come to Goodwill, she says, "To see my friends." She also loves going on community outings to the library, the mall, and Pin Station Bowling Center, where she always wins. Lori says, "I'm good at bowling because I practice a lot with Special Olympics."

The outings also help with Lori's current goals: getting better at counting money and reading more often. Goodwill's Community Integration team works with Lori on math skills that she can apply when they go shopping and eat out. Lori also likes to read books to others in her group. Each time she reads to them, her reading skills improve and her confidence soars. With Goodwill staff helping Lori work on these goals, she is working on becoming more independent.



Stories of Impact *(continued)*



Destiny Clark

Before coming to Goodwill, Destiny was facing serious challenges. She was on the path to recovery but was struggling to find stability and felt stuck without a clear path forward.

That changed when a housemate referred her to Goodwill. Career Navigator Tarika Wyche realized that Destiny was a perfect fit for EDGE, a program that provides paid work experience and other career services. Destiny started the program and stayed committed, showing up for herself and doing the work. She began building confidence, finding purpose, and envisioning a better future. Her hard work led to a major milestone — within one month, Destiny was hired full-time at Goodwill's retail store in West Asheville.

Destiny proudly shares her story with others, excited to show that change is possible. In mid-2025, she celebrated one full year of sobriety, an accomplishment she holds with great pride. She's thriving in her job and working toward earning her GED and her own transportation as another important step in her path to independence.

Her story is a powerful example of resilience, hope, and transformation. Destiny proves that with the right support and determination, it's never too late to build the life you deserve.

Lamar Lineberger

Lamar came to Goodwill for support in getting his Commercial Driver's License (CDL), having heard about our skills training program from friends. When he met with Career Navigator Kevin Little Sr., Lamar was open about his past and eager to start fresh.

Lamar was exposed to drugs at an early age. He first started getting in trouble with the law at age 13 and began using drugs at 16. In 2015, Lamar was sentenced to nearly 20 years for a non-violent property crime. Because of his previous criminal charges, he was considered a habitual offender.

He realized it was time to reflect and make a change. Drawing on the values instilled by his grandparents, Lamar turned to faith and committed to transforming his life. While incarcerated, he studied law and successfully petitioned the courts to reduce his sentence. He also completed courses in Human Resource Development (HRD), carpentry, and truck driving simulation through Richmond Community College.

Through Goodwill's Skills Training Program, Lamar enrolled in the CDL program at Caldwell Community College & Technical Institute (CCC&TI), attended orientation in February, and completed the program in May. One week after graduating, Lamar began his new career with Cooke Trucking Company, LLC. Today, he is living out his goals, traveling across the country as a professional truck driver, a testament to resilience, redemption, and the power of second chances.

Pictured: Career Navigator, Kevin Little Sr. (left) and Lamar Lineberger (right)





Lorman Miles

In the fall of 2024, Lorman was struggling to find stable housing. He'd had to move frequently during that year because his justice-involved background made it tough to find employment and safe housing. Lorman was referred to the Goodwill Veterans Services Program and Supportive Services for Veteran Families (SSVF). He met with SSVF Case Manager/Career Navigator Takesha Wright on the day before Thanksgiving.

Initially, Lorman stayed at the Samaritan Ministries shelter and then found housing with Veterans Helping Veterans Heal. At the same time, he continued meeting with Takesha, who connected him with NCWorks. With an updated resume, Lorman secured employment through Debbie's Staffing and is now working for a local residential construction company.

On March 27, 2025, Lorman received the keys to his new apartment. Takesha helped him work with greeNest Winston-Salem to get furniture, and she continues to stay in touch to provide whatever support is needed. Lorman says he's grateful for people like Takesha and programs like Goodwill Veterans Services/SSVF that "really look out for people... I have had a life-changing opportunity to move forward in life and be successful," he says.

Shelly Skeen

Shelly moved to Winston-Salem during the pandemic to serve as a full-time caregiver for her father, who was battling dementia. She came to Goodwill for support in re-entering the workforce, but what she found was something far more transformative.

While caring for her father, Shelly had limited resources and no outside support. She faced immense emotional and physical strain and began experiencing caregiver memory lapses herself. Shelly turned inward, completing two years of training in herbal wellness. Inspired by her personal transformation, Shelly worked with Goodwill Skills Training Manager Candy Travis to apply for a scholarship to the Providence Culinary Training program through Second Harvest Food Bank. There, she refined her skills and earned the Certified Fundamentals Cook (CFC) credential through the American Culinary Federation, adding to her ServSafe Certification and herbalist credentials.

Shelly's dream was to work for a nonprofit to give back and create an impact for others, just as she had experienced. In December, she realized that dream when she accepted a position as a Career Navigator in Skills Training for Goodwill. Her advice to others seeking direction is to "start with Goodwill."



William Snow

William served in the Army for 15 years, including two combat tours in Iraq. "My first deployment was with the 1st Infantry Division and the 30th Armored Division, fighting side-by-side for the first time since World War II," he says. "It was the defining chapter of my life."

Like many veterans, the battlefield followed William home. After years of struggling with PTSD and alcoholism, believing that he was too broken to be fixed, he became clean in 2018.

He came to the Elkin Career Center for assistance with creating his résumé, conducting job searches, and filing for unemployment. He participated in one of the center's first Progression Not Perfection (PNP) classes for people overcoming substance abuse and went on to complete the Recovery Coach certification program offered at the center, then a Peer Support training for veterans.

William became an ordained minister in 2023 and now works as a certified Peer Support Specialist, which he says is "the calling I believe God has placed on my life. "I know what it's like to believe you're too far gone. And I know what it's like to hear a still, small voice say, 'You're not finished yet.'"

Jenna Zhong

Jenna first learned about OneLife as a student at T.C. Roberson High School in Asheville. At the time, she was interested in a career in the medical field, but wasn't sure if it was right for her. She was excited to learn how the OneLife program partnered students with local businesses to gain relevant work experience in their desired career field.

Goodwill's Youth Development Specialist Sara Walker paired Jenna with Mission Hospital for the summer junior volunteer program, where she learned about the inner workings of hospitals. Her job duties varied, so she was able to observe and learn about what it takes to become a nurse.

"I think being in OneLife helped me develop skills I never thought I would need for workplace environments," Jenna says. "If I'm being honest, I literally had no idea what I was doing in my life or even what I wanted to do outside of school. I either hated everything I've tried, gave up on it, or just dropped for no reason, but the OneLife program helped me stick to something."

Jenna is grateful to the mentors and counselors who pointed her toward OneLife. "The program helped me gain more knowledge and insight into the medical field, and it helped me decide fully and finally that I do want a career in medicine," she says. "Additionally, being in OneLife made me more confident in myself. I would recommend the OneLife program to anyone unsure of what career they want or who want to test the waters in a future career."





Larry McGriff

In the fall of 2024, Larry and his three children were at risk of losing their home. As a U.S. Army veteran, Larry was eligible to participate in Supportive Services for Veteran Families (SSVF) through the Goodwill Veterans Services Program. Case manager Takesha Wright connected Larry with resources to help prevent his eviction.

Unfortunately, a short time later, their apartment was burglarized twice in the same month. Larry shared with Takesha that this was a common occurrence in this neighborhood and expressed concern about raising his three young children in this environment. He learned that SSVF could help his family relocate to a safer neighborhood. Last January, he found a unit in a family-friendly community. With the help of SSVF, Larry was able to secure movers and furnish his new home while maintaining other bills and responsibilities.

In April, the Winston-Salem Dash recognized Larry at its Night for Veterans game as part of the Salute to Veterans partnership with Goodwill. Larry's three children proudly joined him on the field to receive a recognition certificate and customized jersey – both of which now have a place of honor in their safe, new home.

Arisbei Hernandez

Arisbei is a bright, motivated woman who dreamed of becoming a pediatric nurse. When she connected with Career Navigator Kerri Taylor at our Peters Creek Career Center, she immediately shared her passion for healthcare and helping others. Working closely with Kerri, Arisbei received personalized career coaching, resume development, and guidance tailored to her goals. Arisbei remained committed to her growth while exploring employment opportunities that aligned with her desire to be a nurse.

Arisbei secured full-time employment with Goodwill in June as a textile hanger at Goodwill's Whitaker Retail Operations Center in Winston-Salem. Arisbei has stayed connected with Kerri, who continues to provide her with career and life coaching. She has also made significant progress in her personal stability. She has purchased a car and opened a bank account. Arisbei plans to enroll in Goodwill's Skills Training program in 2026, starting her journey to pursue nursing.

Arisbei's story is a powerful reminder of what's possible when determination meets opportunity. Her success reflects the impact of dedicated mentorship, the strength of community support, and the transformative power of believing in oneself.



Jessica Gaspard

We met Jessica, an Army veteran, early in the summer of 2025 when she came to Goodwill and the Supportive Services for Veteran Families (SSVF) program for help with employment and stable housing. With help from SSVF Case Manager Kimberly Noel, Jessica found housing in just two weeks.

During their intake meeting, Kimberly learned that Jessica was not receiving any food assistance. Since Goodwill's University Parkway center regularly hosts a DSS representative, it was easy for Jessica to begin the EBT benefits application process. Jessica expressed interest in increasing her VA service-connected disability rating, so Kimberly promptly reached out to the VA on her behalf, and Jessica is now actively working on that process. In addition, Kimberly is assisting Jessica with employment support, updating her resume, and collaborating with NCWorks to explore job opportunities.

Jessica's story is a great example of how Goodwill Veterans Services, SSVF, and our community partners can connect individuals to a wide range of services—all under one supportive umbrella.

Pictured: Mission Advancement Manager, Kimberly Noel (left) and Jessica Gaspard (right)

Digital Champion Grant Expands Access to Education and Careers

One of the biggest challenges to accessing education, training, and job opportunities is the "digital divide" – lack of tech skills, internet access, and equipment. The N.C. Department of Information Technology (NCDIT) awards its Digital Champion Grants to help close this gap in digital access.

Goodwill is a key partner in the Digital Champion Grant received by WinstonNet and Digital Bridges Forsyth. To improve access to technology and promote digital literacy, the partnership is distributing **over 800 laptops and hotspots** in northwest North Carolina.

The NCDIT grant has helped many Goodwill participants reach their educational and career goals. They included Edward, a retiree wanting to apply for jobs from home; Abby, who wanted to strengthen her digital literacy skills as she works toward her GED; and Isaiah, a high school student taking college-level courses needed for trade school, where he hopes to become a welder. Other recipients used their new tools to take classes through local community colleges, earning training in administrative skills, horticulture science, peer support certification, and pharmacy technology.

The Digital Champion Grant demonstrates how the state government and non-profit partners can collaborate to make an immediate, meaningful impact in the lives of northwest North Carolina residents and work toward preparing the workforce of tomorrow.



Color Me Asheville Fashion Show

Color Me Asheville by Goodwill: A Celebration of Healing and Community, held April 4 at The Orange Peel, raised **more than \$20,000** for BeLoved Asheville.

Goodwill Industries of Northwest North Carolina began holding the upcycled fashion show (normally called Color Me Goodwill) in 2015. This year, Goodwill converted the event to a benefit for BeLoved Asheville, a longtime community partner. The event raised a total of \$21,000, which included all proceeds from in-person and livestreaming tickets, online donations, and a \$5,000 matching gift from Goodwill. At the end of the show, Goodwill presented an honorary check to Ponkho Bermejo and Amy Cantrell, co-directors of BeLoved Asheville.

"The one thing that Helene showed us was our true colors," said Cantrell at the check presentation. "I am blown away. And if this (Color Me Asheville) is an image of our true colors, then no matter what is happening in the world right now we are going to be okay."

A highlight of the event was the fashion show featuring collections made by local design teams using repurposed items found at Goodwill. The lineup included several past winners of the show's first prize and audience awards. Each design team selected a color on which to base their collection and received \$200 to shop at Goodwill for materials.

The Color Me Asheville design teams were:

- House of Sconiers
- Stina Andersen
- Valentina da Costa
- The Three Graces
- McKinney Gough Design
- MPP McFabricators
- Sheila Thibodeaux

Goodwill President & CEO Barbara Maida-Stolle said that using the event to support the work of BeLoved Asheville was a natural choice. "It was important for our community that we bring back this event, but like so many things post-Hurricane Helene, we knew that it would need to look a little different this year," she said. "BeLoved Asheville has set a powerful example of how to make a direct impact through building community, and we are proud to stand alongside of them."

The event also featured video interviews with the seven design teams, Goodwill retail team members, and the managers of Goodwill's employment and workforce development programs that serve the Asheville area. The videos offered reflections on how the community has demonstrated resilience and strength during and after the storm.

"I'm so fortunate to work for an organization that encouraged (volunteering)," said Goodwill's Skills Training Program Manager Jody Stevenson, sharing how the team at the Goodwill Asheville Workforce Development Center volunteered after the storm with ABCCM and other organizations. "The one thing I kept hearing was how resilient this community is, and how much we came together as a community. That really impacted me. It made me feel that calling Asheville home is something I can be proud of."

To learn more about BeLoved Asheville, visit www.belovedasheville.com.



Photography by Asheville Elevated and Askew Images

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 activities. In 2025, team members served on **125 state and local boards and committees**, advocating for our participants and community partners.

Across our territory, 30 Mission Advancement team members served on boards or committees centered on education and training, housing/homelessness, substance abuse/recovery, community betterment, health/mental health, and workforce development.

Mission Advancement team members volunteered in their communities in activities related to community development, healthcare, education/teaching, disaster relief, arts/culture, social action/advocacy, and mentoring/coaching. They gave their time to support veterans, youth, and individuals with disabilities, acting as advisors and resources to their communities. In addition, team members provided input to community colleges, housing authorities, veterans groups, foundations, transportation providers, and city/county-level betterment groups. Throughout 2025, Mission Advancement team members volunteered over **3,800 hours**.

A great example of Goodwill team members creating a positive impact was the 8th annual Prison Fellowship Angel Tree event in Statesville. Through a partnership between Goodwill, Foundation of Hope Ministries, Westminster Church, and the Cove Church in Statesville, the event focused on providing gifts and holiday cheer to community members and children with an incarcerated family member. The event included a craft station, holiday takeaway treats, a meal, and gift distributions. A total of **163 children and 69 families** were served, allowing Goodwill team members to spread our mission and foster relationships with the next generation of shoppers, employees, partners, and donors.



Youth Career Camp, Asheville



Reentry Angel Tree Event, Salisbury



Veterans Honored at Winston-Salem Dash Game



United Teens in Action (UTA) Host Workforce Fashion Show
Wilkes County



Community Day at Paisley Middle School
Winston-Salem



Biscuit Day, Statesville Team



Peer Support Specialist Training,
Iredell County



Goodwill Golf Tournament, Tanglewood



PRIDE Festival, Winston-Salem



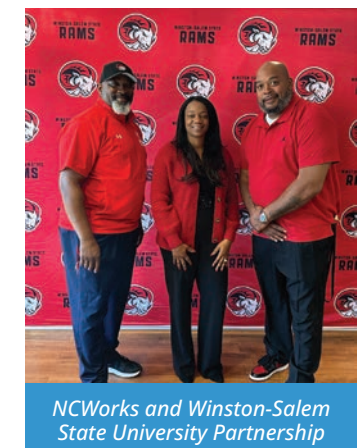
Earth Day Swap Shop, Winston-Salem



Pink Couch Event, REACH Conference



Reentry Angel Tree, Statesville



NCWorks and Winston-Salem
State University Partnership



Juneteenth Festival, Winston-Salem



LEAD Girls Soiree, Winston-Salem



Surry Community College Barista Training

Advocacy

Goodwill Industries of Northwest North Carolina will champion changes to policies that perpetuate the structural hurdles to employment and upward mobility in our region.

In 2025, Goodwill Industries of Northwest North Carolina, Inc., developed an advocacy strategy framework to optimize career success and access, while positioning ourselves as a community leader and policy change agent.

This framework consists of the Public Advocacy Statement shown above, along with our objectives, core tactics, and the metrics we use to measure success.

Our objectives:

- Advocate for local, state, and federal policies that remove hurdles to employment and promote economic stability.
- Build trust and visibility as a proactive, solutions-oriented community leader.
- Strengthen relationships with public officials, community partners, and employers.
- Position Goodwill as a thought leader in workforce development.

Mission team members are an integral part of our strategy and our greatest asset in advancing changes to local, state, and federal policies related to priority issues such as digital access, transportation, childcare, and housing support.

In 2025, we deepened relationships with our Congressional representatives to share where Goodwill's work overlaps with their legislative priorities. Team members visited the Hickory District Office of Rep. Pat Harrigan (NC-10) and hosted Rep. Addison McDowell (NC-6) at our main Forsyth County facility to review our history, mission, and programs and services. In addition to data, we shared stories of program participants to illustrate the impact of our mission services.

We attended Goodwill on the Hill, an annual event where representatives from local Goodwill organizations across the United States meet with members of Congress and their staffs. We advocated for protecting federal funding for job-training and workforce development programs and spoke about our work around sustainability and circularity. In addition, we shared data on participant achievements and their estimated economic impact, and shared participant impact stories. The personal stories of our program participants and their journeys provided powerful examples of how Goodwill impacts individuals and our community.



Representative Addison McDowell's visit group photo



NC Secretary of Commerce Lee Lilley visit



Goodwill on the Hill 2025 with Barbara, Sherry, and US Senator Ted Budd staff member



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 2025, data was captured from several sources, including case management and customer relationship management applications. Goodwill uses PowerBI to collect 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 the types of services provided, and referrals made to assist in overcoming hurdles 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.

The Trends Analysis Team reviews satisfaction survey results and analyzes the survey itself for ease of use. The survey has been modified several times since its 2014 inception. In 2025, the process was streamlined to improve consistency in data collection and feedback by eliminating separate employer, participant, and partner surveys for each district, which were confusing for respondents. These were replaced by a single survey per category (employer, participant, partner).

Persons Served

Crosby Scholars, Goodwill and NCWorks team members served **52,972** individuals through mission services in 2025. This number reflects an increase of **422** individuals served.

The **33,543** people served by Goodwill and NCWorks received **252,090** services, down from **278,643** services in 2024 and averaging 7.5 services per person served, a decrease from 8.2 services per person served in 2024.

Crosby Scholars served **19,429** students in 2025, up from **18,695** students served in 2024.

Crosby Scholars
19,429

Goodwill/NCWorks
33,543

Total Served
52,972

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 Justice Navigation 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
- Participating in an internship or apprenticeship



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 2025, team members recorded **54,718 participant achievements**, compared to **39,115** in 2024, a **39.89%** increase.

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.

For individuals who reported entering employment in 2025, the average starting wage was **\$18.26 per hour**, an increase from 2024's average starting wage of **\$16.27 per hour**. Average hours worked per week remained at **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 4,183 individuals who reported obtaining employment in 2025 have the potential to earn **\$142 million** in 2026, up from **\$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 level.² The living wage rose to **\$29.19³ per hour** for an individual (one adult, no children) in 2025, an increase of **\$6.65 per hour** over the 2024 living wage for an individual. The table shows the dramatic increase in living wage over the past five years.

Living Wage

YEAR	HOURLY RATE
2021	\$14.72
2022	\$16.83
2023	\$20.10
2024	\$22.54
2025	\$29.19

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 [national living wage in the us in 2025 - Search](#)

2025 Mission Statistics

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

Quick Data



Unique Served
33,543

33,855 in 2024



Services
252,090

278,643 in 2024



Achievements
54,718

39,115 in 2024



Placed
4,183

1,858 in 2024

Key Performance Indicators Against Annual Goal

Annually, the Mission team sets goals for key performance indicators (KPIs), which are captured and reported monthly to leadership. Business Intelligence team members report the KPI numbers for various comparisons, including against annual goals. In 2025, Mission Advancement Team members exceeded their annual goals for Achievement and Services.

Top Three Industries, Wages, and Classes



Transportation & Logistics
Healthcare
Retail



Truck Driver | \$23/hr
CNA | \$17/hr
Retail Sales Associate
\$16/hr

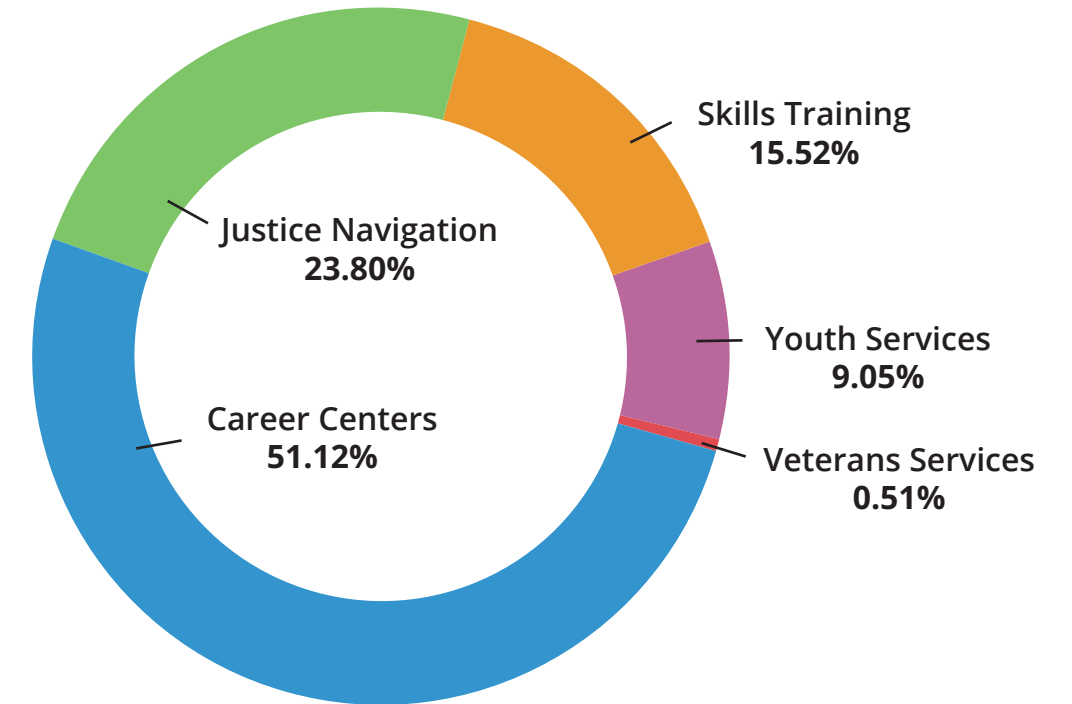


Truck Driver (CDL)
Trade Skills
Certified Nurse Aid (CNA)

2025 Mission Statistics *(continued)*

NCWorks accounted for the majority of all services documented in 2025. The chart below shows the detailed breakdown of percentage of services by program excluding NCWorks and Ability Services.

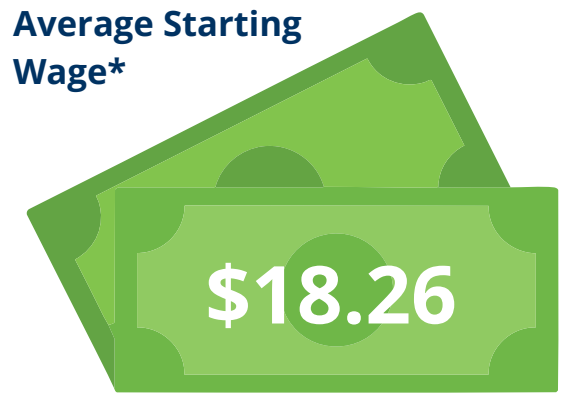
Services by Program | 2025



Average Hours Worked Per Week*

36

Average Starting Wage*



*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 2025 included:

The National Conference of State Legislatures (NCSL) reviewed and identified four key workforce development themes from enacted 2025 legislation: [Workforce Legislative Trends From 2025](#).

- **Expanding access to high-demand credentials** to help workers to gain skills needed for well-paying, high-demand careers, with continued emphasis on promoting credential attainment and real workforce applications.
- **Improving workforce mobility** by addressing barriers created by state-specific licensure requirements. Strategies such as reciprocity agreements and interstate contracts supported mobility while maintaining consumer protections. North Carolina H 763 established licensure recognition for qualified professionals relocating from neighboring states.
- **Evaluating return on investment** for the numerous workforce programs developed over the past decade, ensuring they generate positive outcomes for learners, employers, and the states.
- **Supporting workforce development funding**, including programs for apprenticeships and credential attainment. North Carolina allocated **\$12 million** to expand apprenticeships for individuals 16-25 and emphasized the need to sustain growth amid the potential expiration of federal grant funding.

North Carolina was named the **2025 State of the Year** by Business Facilities magazine, which recognized the state's strong business climate and continued success in attracting investment and creating jobs. This recognition marks the third time in six years that North Carolina has received this honor. [North Carolina Named 2025 State of the Year for Economic Development | NC Commerce](#)

Consumer News and Business Channel (CNBC) also ranked North Carolina as the **Top State for Business in 2025**, based on a study (now in its 19th year) that scores all 50 states on 135 metrics in 10 broad categories. Each category is weighted by how frequently states use it as a selling point in economic development marketing materials, with Economy No. 1 in 2025. [Top States for Business in America 2025: The full rankings](#)

AI emerged as a top-requested skill in 2025, ranking 13th among the top skills sought by employers, and is expected to affect more than 60% of North Carolina's tech jobs. While AI may automate portions of roles like software development and programming, it also creates strong economic opportunities for workers who develop AI skills. [AI threatens "highly disruptive" impact for N.C. tech jobs - Business North Carolina](#)

Employers **prioritized candidates who combined strong soft skills, relevant technical abilities, and a clear cultural fit**. Soft skills included communication, adaptability, and ethical judgment, while digital and industry-specific technical skills ensured readiness for modern roles. Organizations used internships and employer-led training to build talent pipelines aligned with their needs. For job seekers, developing these skills and earning applicable credentials was essential in the region's competitive employment landscape. [North Carolina Employers Seek Soft and Technical Skills](#)

North Carolina employers increasingly **adopted skills-based hiring for entry-level roles**, focusing on a candidate's abilities rather than their educational background. Nearly two thirds of employers used this approach during screening and interviews to better evaluate candidates' competencies. Organizations applied skills based hiring not only to recruit but also to promote and match employees to suitable roles. [North Carolina Employers Seek Soft and Technical Skills](#)

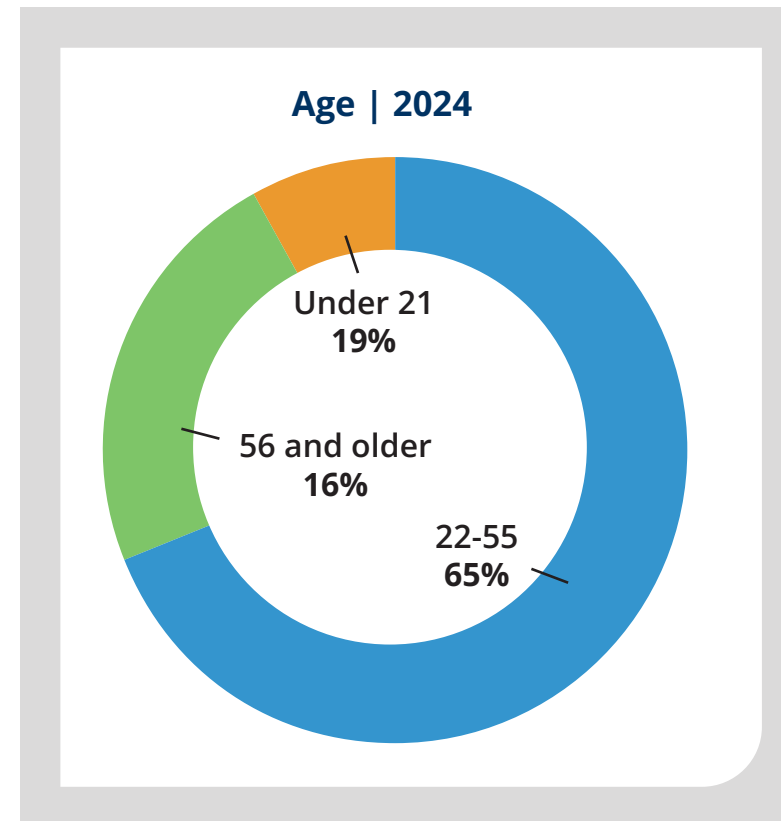
To support attainment of the high-demand credentials needed to improve workforce mobility, Goodwill, through Goodwill and WIOA funds, awarded...



\$743,407
IN SCHOLARSHIPS

Demographic Overview

NCWorks and Mission Advancement team members served **33,543 individuals** in 2025, a slight decrease from the 2024 total of 33,855. The following data shows the demographic trends of the people served by age and education level for those who chose to respond and is extrapolated from a sampling of individuals served through the NCWorks Career Centers.



Age

In 2025 age categories for reporting purposes were collected as "Under 21 Years of Age", "22-55 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 educational attainment of Goodwill participants. The variation in data from 2024 to 2025 may be due to the data source changing from 2024's data, which did not include NCWorks data, to 2025's, which was extrapolated from a sampling of Goodwill participants in the NCWorks database.

Education Level	2023	2024	2025
Less than HS	12.9%	30.35%	4.61%
GED	10.4	7.45	7.25
HS Diploma	34.0	26.64	28.50
Some Post-Secondary	14.8	9.87	12.20
Associate	3.7	2.84	9.84
Bachelors	7.0	5.29	18.81
Masters	1.9	1.57	6.92
Doctorate	0.2	0.15	1.22
Technical or Occupational	2.51	1.88	6.04



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) 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

- In 2025, the Eastern District saw a **41% increase** in participant enrollment in Ability Services over 2024, which included self and EIPD referrals to the program.
- Ability Services participated in an Accessible Fair sponsored by Winston-Salem Transit Authority (WSTA). The event spread awareness about the need for disability services and highlighted Goodwill's Ability Services program.
- Participants in Asheville took part in the Buncombe County Special Olympics, held at A.C. Reynolds High School. This significant two-day event promotes support for athletes with disabilities.
- Voices Together, an evidence-based music therapy company, provided weekly sessions to Asheville's Community Integration Program participants. Music therapy allows individuals with intellectual or developmental disorders to express themselves and facilitates increased communication and socialization skills.
- Central District Community Integration Program hired two van drivers, restoring transportation staffing capacity to 100%. These drivers play a vital role in safely transporting participants to and from programming. The reinstatement of van routes led to renewed support and relief for caretakers and guardians, improved program attendance, and the teaching of valuable lessons to participants on transportation and community mobility.

- Central District Community Integration Program also hired two Hab Techs in February and filled the vacant Program Manager role in December. Restoring 100% staffing and daily leadership strengthened guidance, communication, and stability across the program, benefiting both staff and participants.

Trends

- Participants had an increased need for referral services to community services, including mental health services, financial debt counseling, assistance with paying utility bills, and food insecurity.
- Observed a continued increase in the number of retirement-age participants needing part-time work due to the inability to get by on SSI/SSDI.
- Saw an upward trend in self-referrals from the autism community seeking skills training and assistance with soft skills to increase workplace opportunities and job retention.
- Community Integration participants continued to provide energy and heart to their communities through their ongoing volunteer work. Their contributions make a meaningful difference, allowing participants to shine, build confidence, build new strengths, and form meaningful connections.

Access Center

About

Goodwill's Access Center program, delivered in partnership with Forsyth Technical Community College, Western Piedmont Community College, Mitchell Community College, and Asheville Buncombe Technical Community College, expands access to high school credentialing for adult learners.

The program provides flexible online and in-person instruction, paired with individualized academic support and essential wraparound services. Learners receive tutoring, digital literacy training, and connections to food, transportation, housing, and childcare resources, ensuring stability and reducing obstacles to participation. Through pathways to both the Adult High School Diploma and High School Equivalency (GED), the Access Center strengthens foundational skills and employment readiness. By integrating education with career coaching, advocacy, and resource navigation, the program equips adults to complete their credentials and pursue meaningful workforce opportunities.

Highlights

- The Access Center delivered more than 300 hours of outreach, advocacy, and community engagement, reinforcing its role as a trusted educational and support hub for adult learners.
- In 2025, **327 individuals** received academic services and resource connections, including tutoring support, supplemental study materials, official GED Ready® practice tests, GED subtest vouchers, and technology assistance.
- Twenty-two participants earned high school credentials, with many graduates transitioning into postsecondary coursework and paid work-based learning opportunities that allowed them to continue their education while gaining hands-on employment experience.
- Forty-one participants achieved measurable academic and skills gains through one-on-one tutoring and coaching. Outcomes included improved TABE scores, increased class attendance, enhanced digital literacy, completion of GED Ready® practice tests or subtests, and documented progress toward personal and career goals.
- Twenty-three participants were awarded Goodwill scholarships, receiving laptops through E2D and/or financial assistance to support educational completion.

Trends

- Growing demand for adult education pathways and the program's expanding reach resulted in the Access Center achieving a cumulative enrollment **increase of approximately 20%**.
- Many participants demonstrated a strong preference for virtual and hybrid learning models to increase their access and flexibility to balance work, family, and education.
- Saw an increased demand for support around food security, childcare, and housing.



Career Centers

About

Goodwill and NCWorks Career Centers offer no-cost, comprehensive, personalized services to help youth and adults build their skill sets and find meaningful employment. Services can include skills assessment, career coaching, resume writing, computer access, and access to job training programs. Depending on need, financial assistance may be available for job/career training. Centers also provide referrals to services that help address issues that can impede employment, such as housing, transportation, and required skills. Centers are located in 21 counties: Alamance, Alleghany, Ashe, Buncombe, Caswell, Catawba, Davidson, Davie, Forsyth, Haywood, Iredell, Madison, Randolph, Rockingham, Rowan, Stokes, Surry, Transylvania, Watauga, Wilkes, and Yadkin.

Highlights

Resource Fairs and Multi-Employer Hiring Events were key strategies for connecting job seekers to employment opportunities.

- Iredell Career Center and NCWorks held a Spring Resource Fair/Hiring Event, with **11 employers, eight community partners, and over 60 job seekers**.
- Rowan Career Center held its annual multi-employer hiring event with **10 employers and 47 job seekers** in attendance.
- Wilkes Career Center and NCWorks partnered with Wilkes Community College and other organizations to support the annual Spring Job Fair, which engaged over **55 employers and 300 job seekers**.

Community Partnerships strengthened service delivery across the territory through offering workforce development services in readily accessible community locations such as libraries, schools, and recovery centers.

- Team members established an on-site partnership with Mountain View Recovery, a rehabilitation center in Henderson County, to teach workforce development classes to their participants.
- Rowan Center staff took career services to the community at community events, including National Night Out, Hispanic Festival – City of Salisbury, and a PCA Hiring event for recently downsized employees.
- Elkin Career Center reestablished its partnership with Surry County Schools, offering resume preparation, interviewing skills, and career readiness workforce skills to around **125 students**.
- A Davidson Career Center Career Navigator served as a judge for the Davidson County Schools Occupational Course of Study Portfolio Presentations, supporting graduating seniors in their career pathways.

NCWorks supported Apprenticeship Expansion and Workforce Pipeline Development, expanding high-quality career pathways aligned with employer demand.

- In partnership with the High-Country Partnership for Children, five participants launched the Childcare Pre-Apprenticeship program, strengthening the early childhood workforce pipeline.
- Collaborated with Apprenticeship NC and a local pharmacy to develop a Pharmacy Technician Registered Apprenticeship, expanding apprenticeships into the healthcare sector, and creating an additional high-demand career pathway.

Trends

- Saw an increase in English as a Second Language (ESL) participants, triggering more language-accessible services and workforce training supports.
- Steady growth in digital literacy needs as more participants required foundational computer skills and digital readiness training.
- Employer demand in the Transportation and Logistics sectors led to training expansion and an increase in CDL participants.
- Continued workforce shortage in Healthcare and Early Childhood Education drove targeted recruitment and training strategies.
- Experienced a growth in demand for short-term credential programs, particularly in healthcare, skilled trades, and advanced manufacturing.

Justice Navigation by Goodwill

About

Justice Navigation by Goodwill provides comprehensive transition services for justice-involved individuals and their families, supporting successful reentry and long-term stability. Through a coordinated system of pre-release programming and post-release navigation, the program helps participants build the skills, confidence, and connections needed to successfully return to their communities.

Services include career development and employment support, transitional coaching, driver's license restoration assistance, referrals for housing and basic needs, and connections to education, peer support, and community resources. Using a strengths-based, individualized approach, Justice Navigation works alongside participants to strengthen decision-making and support sustainable outcomes after incarceration.

Justice Navigation by Goodwill serves participants in Alexander, Buncombe, Caldwell, Catawba, Davidson, Davie, Forsyth, Iredell, Rowan, Stokes, Surry, Wilkes, and Yadkin counties.

Highlights

- Justice Navigation by Goodwill successfully launched with a new program identity, updated curriculum, and a renewed focus on individualized navigation and long-term success.
- Expanded community engagement efforts, with the Central District participating in **over 20 community events**, strengthening partner relationships, and increasing program awareness.
- Partnered with Mooresville Christian Mission to facilitate a Poverty Simulation at Williamson Chapel UMC; supported additional simulation activities in Alexander County in collaboration with Alexander Reentry Navigation and the Department of Adult Corrections.
- Expanded pre-release programming with **seven cohorts completed** at Caldwell and Catawba Correctional facilities, and staff returning to Alexander Medium Custody to facilitate classes for individuals in temporary emergency housing.
- Staff in the Central District completed Peer Support Training, expanding the program's capacity to provide trauma-informed, participant-centered support.
- Hosted a driver's license restoration clinic at Western Correctional Center for Women; **30 women** began the process to regain their licenses.
- Maintained a strong presence at Asheville Area Chamber of Commerce Inclusive Hiring Partner networking events, continuing to build relationships with employers committed to second chance hiring.

- Completed **three full cohorts** at Western Correctional Center for Women with waitlists for each session.
- Several graduates earned peer support certifications, reflecting advancement beyond initial job placement.
- Maintained long-term follow-up with previous graduates, supporting career advancement and promotions, demonstrating the lasting impact of pre-release preparation and post-release support.

Trends

- Increased demand for justice navigation services, particularly among individuals seeking coordinated support immediately following release.
- More newly released participants chose to remain in Buncombe County rather than returning to their county of conviction, reflecting changing reentry patterns.
- Continued increase in participants needing assistance with driver's license restoration.
- Growing interest among participants in pursuing community health worker and peer support credentials.

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 offer flexibility for its clients, providing both individual and group meetings via telephone, online, or in-person.
- Partnered closely with Forsyth Works, NCWorks, and community groups on **over 40 occasions**, assisting participants with LinkedIn, resumes, interviews, and overall job search strategies.
- Offered in-person, interactive, two-hour monthly interview preparation sessions for participants across Goodwill programs.
- Provided a weekly, hour-long online LinkedIn workshop for program participants and community members.
- Marketed the Center through social media and word of mouth. Its LinkedIn group page grew to **1,250+ members**, up from 1,166 in 2024.

Trends

- Client load remained elevated throughout 2025, a sign that the Triad job market, particularly for professional-level openings, had cooled.
- Artificial Intelligence (AI) continued to emerge and impacted how employers screened and hired employees, and how candidates created resumes. These technology advances proved somewhat problematic, particularly for individuals who lacked the necessary knowledge and/or confidence to use AI.
- Full-time, fully remote professional roles decreased in number over the peak a few years ago. Clients faced having to relocate to "return to office", having previously accepted a remote position. Rather than relocate, they sought local Triad employment.
- Side gigs – also known as side hustles – have increased in popularity, largely due to two key factors: a heightened sense of job market instability and a low financial barrier to entry. Young professionals appeared to be more interested in diversifying their income streams than were more seasoned clients.



The Professional Center has been a huge help, not only in helping me network my way into a new position, but through their advice regarding career and advancement.

**Bruce M.
Participant**

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, IT, customer service, hospitality, trades, truck driving, and many others. Other resources, such as scholarships, proctoring of credential exams (Asheville only), career exploration services for high school students, and career coaching for students enrolled in online adult high school, are available to eligible students. Skills training classes are offered in Buncombe, Catawba, Davidson, Forsyth, Haywood, Iredell, Rowan, Surry, and Wilkes counties and online through ed2go.

Highlights

- The Pearson Vue Testing Center located in the Asheville Career Center proctored **871 exams**, marking a **substantial increase of 221 tests** over the previous year and solidifying its role as a regional hub for professional advancement.
- With Youth Services staff, hosted "Career Camp," which provided **17 students** with immersive, week-long exposure to five different industries, while the Career Quest program served **205 high school students** through six Career and Technical Education (CTE) classes in 2025.
- The Grow Your Own initiative successfully created clear advancement in healthcare pathways from CNA to LPN and RN roles through a strategic partnership with the North Carolina Community College System.
- CNA graduates achieved high job placement rates across the state, supported by enhanced training in infection control, dementia care, and person-centered practices.
- Goodwill expanded its curriculum by creating a new hospitality and service pathway, Barista Pathway, and facilitating Guest Service Gold training to meet local industry needs.
- By providing a dedicated team member to teach and proctor the ServSafe class and exam for local community colleges, the Asheville Career Center provided essential food service certifications.
- A collaborative effort, including Union Baptist Church C2C Program and the City of Winston-Salem, provided forklift training to **more than 30 individuals** who were justice-involved or participating in prevention programs.

- The Sustainable Energy Training program expanded, providing participants with industry-recognized credentials and hands-on training in high-demand energy careers. In addition to earning pertinent certifications, participants received training in solar site assessment and installation, energy efficiency practices, and electric vehicle (EV) infrastructure, and had access to apprenticeship opportunities.

Trends

- NC Insurance License exams remained the most frequently taken (**48%**); CompTIA (IT) exams nearly doubled in volume, reflecting growing interest in technical careers.
- Due to rising tuition costs, Goodwill increasingly pivoted toward pairing resources with other agencies to stretch the impact of every dollar.
- Job seekers and employers moved to industry-targeted hiring events, resulting in more meaningful connections and employer outcomes.
- New Title I requirements drove apprenticeship-based training; career changers increasingly sought short-term healthcare credentials for stability and higher pay.
- Demand for adult high school programming necessitated stricter participation guidelines to prioritize retention and maximize the impact of limited spots.

Veterans Services

About

Goodwill's Veteran 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, and connections to community resources. Forsyth County Supportive Services for Veteran Families (SSVF) provides homelessness prevention and housing services across seven counties: Forsyth, Guilford, Yadkin, Surry, Stokes, Davidson, and Davie. Goodwill offers Veteran Services in Buncombe, Catawba, Davidson, Forsyth, Iredell, Rowan, Surry, and Wilkes counties.

Highlights

- Partnered with NCWorks in Winston-Salem to host a Resource Fair featuring **over 25 vendors** focused on employment, healthcare, housing, education, and financial management.
- Supportive Services for Veteran Families (SSVF) successfully placed **more than 40 veterans** into permanent housing and prevented **over 25 veterans** from becoming displaced.
- Participated, along with other team members, in the Winston-Salem Point-in-time Count, an annual, one-night, in-person survey conducted by local agencies (Continuums of Care) to count sheltered and unsheltered individuals experiencing homelessness.
- Davidson Veterans Services hosted monthly Off-Base Transition Training (OBTT) workshops in collaboration with NCWorks. OBTT provides veterans, Guard and Reserve members, and their spouses with in-person career workshops to help them achieve their employment goals.
- Davidson staff also continued the partnership for Veterans Coffees at Richard Childress Racing, participating as a vendor in **11 events with over 150 veterans** participating at each.
- The Buncombe County Veterans Services team at the Career Center at the VA/CWT Building in Asheville reported increased foot traffic as a result of increased outreach efforts.
- Elkin team members hosted a Veteran Appreciation event in December. A total of **70 gift bags** were given out to veterans. The gift bags contained country ham, air freshener, socks, gloves, hygiene products, and a first aid kit. Unhoused veterans' bags also contained a blanket, can opener, and non-perishable food items.

Trends

- Increased teamwork and collaboration with NCWorks resulted in getting more veterans employed.
- An increased number of veterans expressed income concerns, needing employment due to unemployment or seeing a decrease in their income, affecting their ability to maintain housing.
- Noticeable increase in veterans facing mental health issues, impacting housing stability.
- Many veterans reported increased rental rates. Saw an increase in veterans being displaced.
- Saw an increase in evictions and a rise in requests for prevention assistance.



I wouldn't be here if it wasn't for Goodwill Veterans Services – SSVF, assisting me with employment and housing.

Colin R.
Participant

Youth Services

About

Goodwill provides an array of youth services, primarily for youth ages 15-24, although longer-term follow-up services may occur at later ages. Programs help youth and young adults achieve their educational, employment, and life skills goals. Whether on an educational or a vocational path, all participants receive coaching and training in life and job readiness skills. The programs include methods to overcome impediments and case management to facilitate goal achievement.

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

A Goodwill-funded program, OneLife, works with local school systems to identify disadvantaged youth at risk of struggling to graduate from high school and/or successfully transition into adulthood. This program teaches students life and job-readiness skills and then provides a paid internship in the community aligned with their individual career aspirations. Youth services are provided out of Alamance, Buncombe, Caswell, Davidson, Davie, Forsyth, Haywood, Henderson, Madison, Randolph, Rockingham, Stokes, Surry, Transylvania, and Yadkin counties.

Highlights

NextGen

- Organized a youth Leadership Development trip to Atlanta, Ga. to expose participants to educational information, particularly around four-year universities.
- With Skills Training staff, co-hosted the first annual Career Camp, where **17 students** visited five different industries in five days.
- Connected graduating students with local community resources at the Madison High School Resource Fair.
- Increased attendance during the second year of hosting a Youth Advisory Council.
- Developed several new work experience partnerships with local businesses, ranging from small businesses to large corporations.
- The Western District sponsored its first electrical line worker student, who went on to full-time employment.
- Provided ongoing workshops at Brevard High School and JobsCorp, increasing the program's presence in Transylvania County.
- Provided **53 young adults** with work experiences in the Eastern District.

OneLife

- Served **110 youth** across Buncombe, Madison, and Henderson counties.
- Just under 18% of participants were offered a job at their internship location after they completed their program hours.
- Provided six hard-skills workshops so participants could learn valuable life skills such as how to find housing, buy a car, manage mental health, and more.
- Goodwill team recruited the largest cohort ever for 2026!

Trends

- Sonography emerged as the newest and largest career field of interest among high school students.
- Continued high interest in the medical field (Nurse Aide, LPN, RN, and Phlebotomy programs in particular) and early childhood development.
- Increased need for resources (transportation, affordable housing, childcare, food, etc.) and mental health services.
- Higher interest in skilled trades (welding, automotive, HVAC, electrical), and increased Commercial Driver's License (CDL) training.



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 used satisfaction surveys throughout 2025 to gather structured feedback from program participants, referring agencies, and employers. Survey data supported continuous quality improvement, increased transparency, and informed decision-making across communications, programming, and mission advancement efforts.

In early 2025, the participant survey was comprehensively revised to ensure alignment with CARF expectations and organizational branding standards. The updated survey reflects current Goodwill branding, uses clearer and more concise language, and is easier for participants to complete. These changes improved response quality while reducing respondent burden.

Importantly, the revised survey provides more granular insight into program performance, allowing feedback to

be reviewed not only at the career center level but also at the individual career navigator level. This enhancement supports a deeper understanding of participant experiences and strengthens the organization's ability to identify strengths, trends, and opportunities for improvement within workforce programs.

To further support data-informed decision-making, survey results were transitioned from a manual, static Excel process to a dynamic Power BI dashboard. This change significantly increased accessibility and transparency of survey results. Mission Directors now have on-demand access to survey data and can review results at any time without reliance on static reports. This shift supports timely review of feedback, enables ongoing monitoring of program performance, and strengthens the organization's continuous quality improvement practices.

Business Advisory Councils

In 2025, Goodwill had **430 Business Advisory Council (BAC) members** across five regional councils, an **increase of 17.7%** over 2024. 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

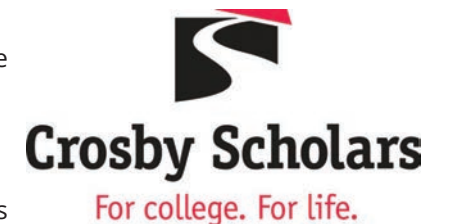
hiring events, volunteer at our annual golf tournament, and are ambassadors for Goodwill Mission Advancement Services. BAC membership varies from year to year as new members join and others retire or move on to jobs that take them out of Goodwill's territory. To ensure an accurate membership total, we 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



Affiliations

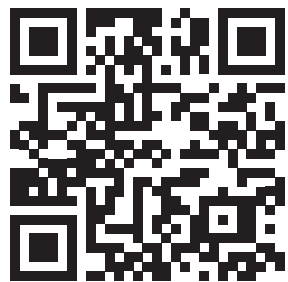
Goodwill and Crosby Scholars have a unique partnership in which Crosby Scholars operates as an independent affiliate of Goodwill Industries. This affiliation supports outreach to students and assists with future regional expansion opportunities for the Crosby Scholars' model. This college access program 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 supports Crosby Scholar graduates by awarding last dollar grants and scholarships to eligible students through college graduation. Programs also host alumni engagement events for networking opportunities.





Where to find good. Service Sites

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



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

Note:

Team members also provide services at community partner locations, such as the new REACH Center at the Winston Lake YMCA. This community collaboration model allows us to take services where they are needed in our communities.



A rainbow over our Weaverville store, and a reminder of what you make possible through **100 YEARS OF HOPE.**

As we look to the next 100 years, thank you for helping create hope, opportunity, and careers for our neighbors across Northwest North Carolina.





Good works for you.

**IMPACT REPORT
2025**

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