

2024 | ANNUAL REPORT



People.
Planet.
Partnerships.
Prosperity.

Goodwill 
Serving Summit, Portage, Medina,
Ashland & Richland Counties 

Teamwork Makes the Green Work!

2024 was another very busy, and overall, successful year! We served 15,909 individuals – a new service level record! You will find examples of “mission moments” on the following pages. The annualized value of the wages for the 560 individuals placed in employment last year was \$12.14 million. Those payroll dollars strengthened individuals, families and communities.

In 2002, John Maxwell wrote a book entitled “Teamwork Makes the Dream Work” and a new catch phrase was born. Being part of a team that helps individuals prepare for, find and retain employment is a key cultural component of our agency. As team members, we try to thread that mission into everything that we do. In our Donated Goods Retail Operation, there’s always a great deal going on behind our sixteen store fronts, and in 2024, the focus on using every possible bit of treasure that donors so graciously granted shifted to a whole new level. As you will see in the next few pages, the agency moved ever closer to its dream of being a zero-waste organization. The Goodwill team is proud of this effort to be as “green” as possible, to support reuse or recycling wherever possible and to practice sustainability from both a natural resource and a fiscal stability perspective. This is a journey that has miles behind it and miles to go before it concludes. Please watch for our progress as we head into our 98th year of serving Ohio’s Summit, Portage, Medina, Ashland and Richland Counties!



Goodwill Leadership celebrating the 2024 Mary Beth Kluge "Making a Difference" Award recipients, Debi Furgerson and Donna Skoda!

Speaking of journeys, during 2024, Goodwill continued to operationalize \$3 million of MacKenzie Scott’s 2020 \$5 million grant through a dedicated revolving automobile loan or repair fund. This fund’s objective is to help permanently decrease transportation barriers in its five-county territory through a mechanism that can be sustained by reloaning the repayments of any original loans. Several loans were backed this past year, and the agency is searching for financial servicers in all five of its service counties. In the meantime, it continues alleviating short-term transportation barriers using the remainder of its Scott grant. This past year, over 4,400 individuals and families accessed \$320,000 in bus passes and fuel cards!

In addition to all the important historic job training and placement services Goodwill provides, the agency’s Elizabeth Clark Emergency Fund supports those in our communities needing a short-term “hand up”. In 2024, more than 3,300 individuals and families procured \$211,000 in goods from our stores through the crisis cards. Our retail customers’ support for Round Up provided \$118,000 of the card’s funding. Many of these crisis cards, as well as bus passes and fuel cards, are accessed through Goodwill’s partnerships with fellow community agencies in the five-county territory. In short, community teamwork makes our program participants’ dreams work!

Thank you for your past and future support! Please continue to follow Goodwill’s journey toward its green sustainability milestones and its quest to reduce transportation barriers. Goodwill’s team is excited to be supporting dreams and facilitating opportunities to strengthen lives and communities through the power of work!

Sincerely,

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Vice President,
Mission Services

Cheryl L. Watkins
Vice President,
Operations & Logistics

Goodwill Services at a Glance

Mission Services

Impact increased by reducing transportation barriers through our bus passes and fuel cards programs, mobilized by MacKenzie Scott's \$5 million grant in 2020. Other services include both virtual and intense support in areas of job search, training, evaluations and work experience. Goodwill is dedicated to assisting those with employment barriers to build skills, gain work experience, receive job search assistance and more.

Career/Job Seeker

- Career Exploration & Advising
- Resume & Interview Preparation
- Skill Identification
- Virtual Services

Individualized

- Assessments & Adjustments
- Career Counseling
- Job Coaching, Placement & Retention
- Work Experience
- Youth Programs



Retail Operations

Goodwill is truly grateful for both donors and shoppers. The donations we receive and sell in our stores support our mission of helping individuals prepare for, find and retain employment. In addition, our locations serve as a training opportunity for work experience programs.

- **\$0.91** of every dollar spent in retail funds the mission
- Stores: **15**
- Attended Donation Centers: **3**
- Outlet
- *blue / A Goodwill Boutique /*
- ShopGoodwill.com
- eBay
- eBooks

Business Services

Certified to ISO 9001:2015 without design

Providing assembly/packaging and industrial sewing solutions to a list of growing firms in the automotive industry, consumer products, government agencies and many others. The team can customize a solution to fulfill needs in:

- Assembly
- Collating
- Die-cutting
- Industrial Sewing
- Quality Control/Inspection
- Heat Shrinking
- Packaging
- Kitting
- De-manufacturing
- Heat Sealing
- Sorting
- Labeling
- Prototyping
- Purchasing
- Logistics



Going Green: Goodwill's Commitment to Sustainability

At Goodwill Industries of Akron, sustainability drives our mission. Through innovative recycling programs and eco-friendly initiatives, we're creating a greener future for our community.

2023: Laying the Foundation for a Greener Future

- **Single-Stream Recycling:** Goodwill partnered with Waste Management to simplify recycling materials in one bin at retail locations and offices.
- **Cardboard Recycling Boost:** The agency expanded efforts to recycle more cardboard, reducing waste and improving efficiency.

2024: Expanding Our Impact

- **Plastic Bag Phase-Out:** In an effort to reduce plastic waste, Goodwill's retail locations halted plastic bag distribution on Earth Day 2024, offering reusable options and donated boxes/bags at no cost.
- **Glass Recycling:** Through a partnership with Waste Management, the agency recycles clear and colored glass after it goes through the entire donation stream and Outlet store.
- **Zero-Waste Goal:** Goodwill made strides toward Zero-Waste certification, with plans to expand paper recycling in 2025.

By the Numbers: 2024 Impact

- **374,326 donors** helped fuel our mission.
- **35.5 million pounds (17,780 tons)** of donated goods processed.
- **92,894 pounds (46.5 tons)** of computer equipment recycled through Dell Reconnect.
- **7.58 million pounds (3,790 tons)** of materials recycled and repurposed through salvage, including plastic, cardboard and glass.
- **12,005 tons (68%)** of donated goods sold in stores.
- **3,790 tons (21%)** of materials recycled, up from 19% in 2023.

Looking Ahead

Goodwill remains committed to reducing waste, expanding recycling programs and exploring new eco-friendly initiatives for a greener tomorrow.



Tons of material recycled & repurposed through salvage:
3,790

clothing
household
items donated
17,780

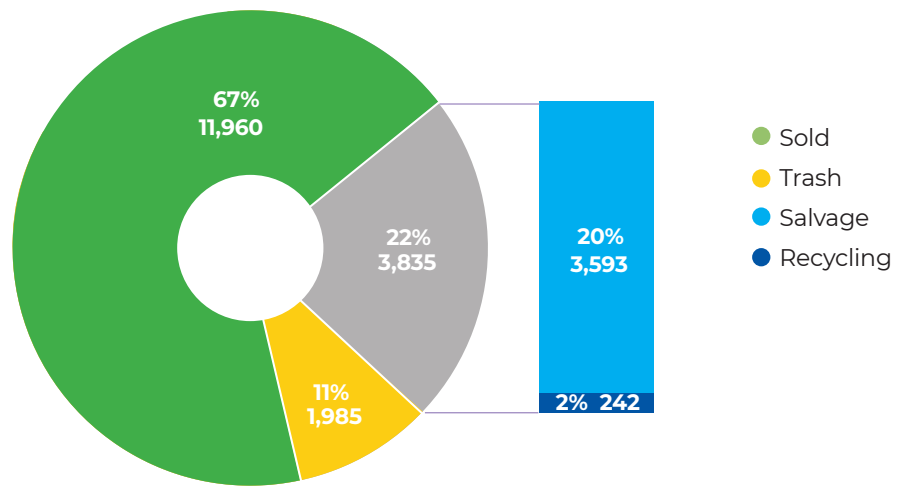
Tons of computer equipment recycled (Dell Reconnect)



2024 Donation Disposition Summary

Total Tons Represented is 17,780

(Assumes each donation weighs an average of 95 pounds)



Tons of
ing and
sehold
onated:
17,780

Generous
donors:
374,326

computer
t recycled
connect):
46.5



Cheryl Watkins, VP of Operations & Logistics, right, and **Sarah Lynner**, Transportation Manager, left, led the charge in 2024, driving progress and innovation in sustainability.

Goodwill's Mobile Donation Centers

Goodwill makes donating easy—reserve a Mobile Donation Center at no cost, and we'll haul away your items! Your donations support local job seekers on their path to success.

- Available in Summit, Portage & Medina Counties
- Reserve by scanning the QR code or by visiting this link:

goodwillakron.org/mobile-donation-center



Retail Round Up Provides a Hand Up to Neighbors in Need

Honoring the generosity of Goodwill Director Elizabeth Clark, the Elizabeth Clark Emergency Fund continues her legacy by assisting individuals and families each year with essential clothing, furniture and household items from Goodwill stores.

Since the late 1970s, Goodwill has provided crisis vouchers, evolving into today’s fund, which distributes \$110,000–\$330,000 annually in gift cards to those facing hardship. In 2024 alone, \$211,000 was redeemed by individuals and families.

This vital program is made possible by Goodwill shoppers who round up their purchases to the next dollar, directly supporting their neighbors in need. Thanks to the dedication of Goodwill’s retail sales associates, almost \$118,000 was raised in 2024!

Through community generosity and the ongoing support of Goodwill shoppers, the Elizabeth Clark Emergency Fund continues to help meet the needs of individuals and families in our communities.

Round Up Recognition



| | |
|------------------------------------|---------|
| Lisa Barr, <i>Outlet</i> | \$4,265 |
| Jeffery Anderson, <i>Lexington</i> | \$2,828 |
| Rose Miller, <i>Waterloo</i> | \$2,782 |
| Paige Riggs, <i>Wadsworth</i> | \$2,664 |
| Amanda Surrarrer, <i>Ashland</i> | \$2,555 |
| Barb Price, <i>Streetsboro</i> | \$2,519 |
| Tess McDonald, <i>Medina</i> | \$1,827 |
| Sarah Ferchland, <i>Brunswick</i> | \$1,769 |
| Dorothy Hunt, <i>State Road</i> | \$1,665 |
| Celeiss Mabry, <i>Ontario</i> | \$1,658 |
| Shalonda Smith, <i>Tallmadge</i> | \$1,582 |
| Lorelei Granger, <i>Twinsburg</i> | \$1,363 |
| Monica Schnitzler, <i>Lakemore</i> | \$1,102 |
| Robin Carson, <i>Northfield</i> | \$813 |
| Mara Siddle, <i>Kent</i> | \$703 |
| Eryn Ewing, <i>blue Boutique</i> | \$249 |

United Way of Summit & Medina Partners with Goodwill to Empower the Community

Goodwill and United Way of Summit and Medina have formed a strategic partnership to enhance financial stability and access to essential resources for individuals and families in need. Through this collaboration, Goodwill refers individuals to the Financial Empowerment Center, where they can receive personalized financial coaching, budgeting assistance, and credit-building support, which has been instrumental in Goodwill’s auto loan program. In turn, the United Way directs individuals in need of job search assistance or clothing & transportation assistance to Goodwill, where they can apply to Goodwill’s programs that help remove barriers to employment and self-sufficiency.

Darnise Brunson, United Way 2-1-1 Navigator, says, “Partnerships like the one between Goodwill and United Way of Summit & Medina create a stronger, more connected community by ensuring individuals have access to essential resources. By working together, we help people work towards a brighter future.”

Together, Goodwill and United Way are strengthening communities by providing comprehensive support that helps individuals address their critical needs while also creating a path to empower individuals to achieve financial independence and stability.



Connor Builds a Future in IT

Connor, a driven young professional, is forging a path in the Information Technology industry. After earning his associate's degree in Applied Science in Computer Engineering from Stark State College, he sought to expand his skills and strengthen his resume.

Connor received scholarships from Goodwill to complete two online certification courses through Google on the Coursera platform. Focused and determined, he successfully earned certifications in both Google IT Support and Google Data Analytics! Throughout his journey, Goodwill's job placement specialist provided guidance, offering encouragement and career preparation support.

In the summer of 2024, Connor put his skills to work as an IT Field Tech with the Cleveland Metropolitan School District. In this role, he traveled to various schools to reset student laptops and iPads for the new school year. Recently, Connor took the next step in his career, securing a position in Customer Care IT Support!

Goodwill applauds Connor's success and is excited to see his IT career continue to flourish.



Doug Prospers through Entrepreneurship and Life

Goodwill met Doug through its Employability Rebranded program, which serves individuals reentering the community from incarceration. After experiencing hardships with addiction and the justice system, Doug made a life-changing decision to turn things around for his daughters.

Determined to rebuild, he came to Goodwill's Richland County vocational office with a vision—starting a transportation service to help others overcome the barriers he once faced. With Goodwill's support, he launched 419 RideShare in 2021, providing safe, affordable rides to his community.

Doug's commitment to giving back extends beyond his business. He joined the Goodwill-led Richland County Citizen Circle, assisted in mock interviews, spoke at workforce reentry events and now serves on the Third Street Family Clinic board.

Years later, 419 RideShare thrives on word-of-mouth referrals. Doug credits his success to an internal drive for change and the support of those who believed in him. Goodwill proudly celebrates Doug's perseverance and generosity and is honored to witness his continued success.





Our mission, by the numbers.

Helping individuals prepare for, find and retain employment.

Total served in 2024

182 } VOCATIONAL EVALUATIONS,
ASSESSMENTS & ADJUSTMENTS

387 } YOUTH PROGRAMS

49 } WORK EXPERIENCE
[Training within Goodwill's Retail & Business Services operations]

353 } JOB SKILLS CLASSES,
JOB FAIRS & WORKSHOPS*

560 } JOB PLACEMENTS

113 } JOB COACHING & DEVELOPMENT

9,005 } OTHER SERVICES
[Bus passes/fuel cards, Elizabeth Clark Emergency Fund gift cards
and Radio Reading]

5,260 } JOB SEARCH ASSISTANCE & EMPLOYER SERVICES [Virtual
services, screening, testing, training, recruitment, outplacement, etc.]

15,909 } TOTAL

*Some services are partially funded by the Summit County
Department of Job & Family Services.



Donors

Thank you for Providing Hope & Supporting Goodwill's Mission

General Operating Fund

\$10,000 +

Anonymous
Eric & Nan McClenaghan

\$5,000 - \$9,999

Fifth Third Bank
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Jeana & Nathan Singleton
Synthomer Foundation

\$1,000 - \$4,999

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Tiffany Testa
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\$500 - \$999

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Blue Technologies Smart Solutions
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Suzanne Amos
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Amanda Barna
Kristin Holbert Beynon
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Summit County Citizen Circle
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Sue Warren
Angela Wells
Lisa Wheeler

Elizabeth Clark Emergency Fund
\$10,000 +
*Generous Goodwill Shoppers
through Round Up at the Register*

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Dee Dee Nall

\$0 - \$499
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Lisa M. Clark
Stanley Collins
Davids Family
Sandra Farr
Sharon Finneran
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Al Sardelle
Dennee Schorle
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Ralph Alexander Scholarship Fund
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Marsha Royal

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\$500 - \$999
The Clara Weiss Fund

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Renate Long
Elizabeth Royer
Karin Swedenborg
Corrine Tennent

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Akron Symphony
Akron Zoo
AUI
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In Memory of Mary Beth Kluge
Eric & Nan McClenaghan

**In Honor of Debi Furgerson's
& Donna Skoda's
"Making A Difference" Awards**
Eric & Nan McClenaghan

In Honor of Chuck and Corrine Tennent
Greg & Jackie McDermott
Steve & Cherie Shechter

Leadership

Members of the board of directors are elected for a three-year term with members rotating off annually. The board provides leadership, guidance, support and assistance to Goodwill in its mission fulfillment.

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2024 Menu Sponsors

Thank you to the following sponsors for supporting all of Goodwill's events throughout 2024.

Platinum

Fifth Third Bank
Synthomer Foundation

Gold

Presper Financial Architects

Silver

Acrisure
Clarity HR
Eric & Nan McClenaghan
PNC Financial Services Group
W3 Financial Group

Bronze

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Bill & Mary Glaeser
William & Susan Hanlon
Danielle Kimmell
Charles & Leslie Zonfa

Gold Patron

Laura Judge
Mary Anne & C. Allen Nichols

Patron

Chip Clupper & Zebulon Keller

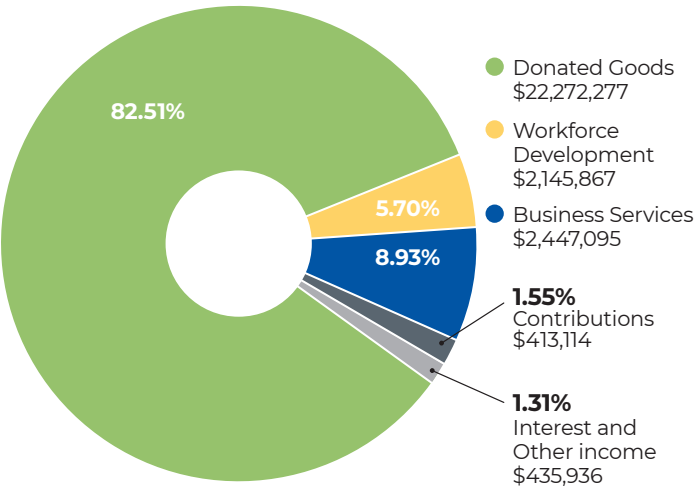
Media

akronlife
WAKR/WONE/WQMX/WNWV



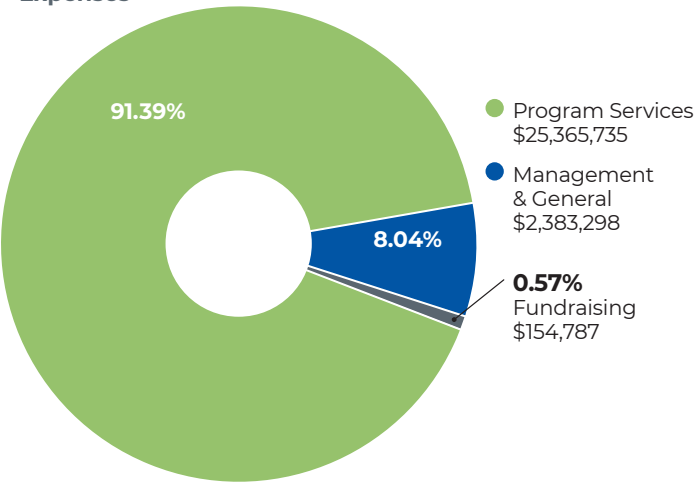
2024 Financials (un-audited)

Support & Revenue



Total Support and Revenue \$27,714,289

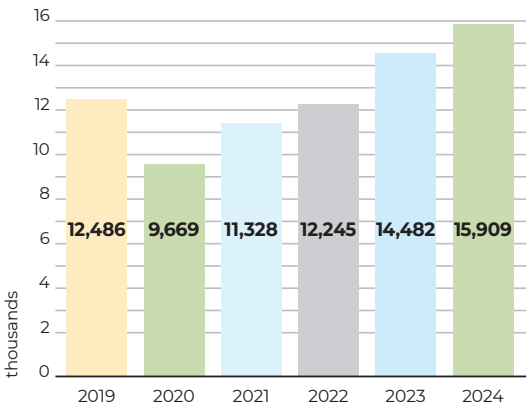
Expenses



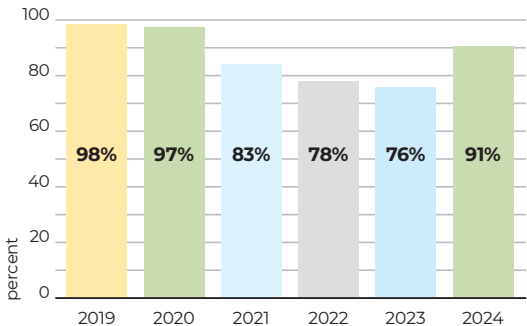
Total Expenses \$27,903,820

| | |
|-------------------------------------|---------------|
| Change in Investments | \$ 571,937 |
| Change in Net Assets | \$ 440,302 |
| Net Assets Beginning (2023 audited) | \$ 20,067,242 |
| Net Assets Ending 2024 (unaudited) | \$ 20,507,546 |

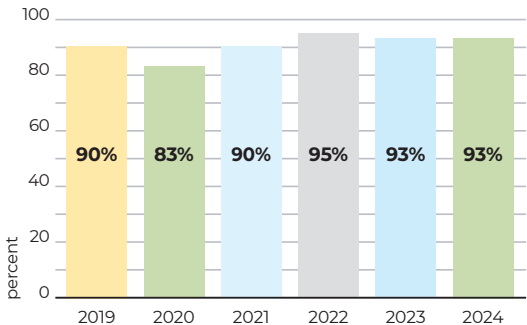
Numbers Served



Placement Rate



90-Day Retention Rate



Events and Volunteer Services

Each year Goodwill has a set of key events to educate, support and raise funds for its mission. The key events include:

Annual Meeting & Celebration of Champions

During the virtual Annual Meeting and Celebration of Champions event, Goodwill shares its service numbers and honors program champions. In 2024, we honored the achievements of nine individuals and agencies.

Celebration of Champion Honorees



A'Landra Bufford



Patricia Cook



Brandi Finney



Mansimran Kaur



Aryn Schroeder



Robert Sukel



Alan Mitchell
and North End
Community Improvement
Collaborative



Marta Roueiheb
and The Well
Community Development
Corporation

Taste of Vintage

Honorees Corrine and Chuck Tennent helped Goodwill raise more than \$140,000 – a record-breaking achievement – at its 18th Taste of Vintage gala fundraiser. The event was attended by over 425 guests and paid tribute to the community leadership efforts of Corrine & Chuck Tennent in the greater Akron area. During the event, guests enjoyed a sampling of gourmet foods from John S. Knight Center, silent and live auctions, and a showcase of fashions from the 1950s to 2000s from Goodwill's Vintage Collection, plus an ensemble inspired by the 18th and 19th-century Moors.



Volunteer Services

Goodwill would like to thank the hundreds of volunteers and groups that spent time helping the agency. These volunteers provided 9,170 hours of service.



Towpath Credit Union



Employee of Distinction

In 2024, 72 outstanding employees were recognized at the 23rd Employee of Distinction event. The event provides employers with a cost-effective way to publicly recognize outstanding employees. Nominations for the Employee of Distinction Award are reviewed based on quality of work, dedication to the business and extraordinary efforts with the honor going to the top nominations with the highest average rankings. Congratulations to the 2024 Employee of Distinction Award winners.

2024 Top Employees of Distinction: IBH Addiction Recovery: Crystal James, Kyle Luckie and Kathleen Valerius | LeBaron Lynum, Here For You Enterprise | Susie Malkamaki, The Extra Daughter LLC | Cindy Nort, Jobs for Ohio's Graduates | Summit County Children Services: Megan Bertram, Auguste Condon, Cassidy Lindberg, Kristin Lopez, Laurie Marniella, Kristen McGarvey | DeAnna White, Hattie Larlham





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CREATE JOBS.**

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[www.goodwillakron.org/
mobile-donation-center](http://www.goodwillakron.org/mobile-donation-center)

Goodwill

**Helping individuals
prepare for, find and
retain employment.**

blue
/ A GOODWILL BOUTIQUE /

Copley – 3900 Medina Road

Outlet

Akron – 570 E. Waterloo Rd.

Retail Stores/Donation Centers

Akron – 570 E. Waterloo Rd.

Ashland – 1611 Claremont Ave.

Brunswick – 1733 Pearl Rd.

Cuyahoga Falls – 1725 State Rd.

Green – 3656 Massillon Rd.

Kent/Ravenna – 2528 State Route 59

Lakemore – 1500 Canton Rd.

Mansfield/LexMall – 1280 Lexington Ave.

Medina – 3500 Medina Rd.

Northfield – 10333 Northfield Rd.

Ontario – 2154 W. Fourth St.

Streetsboro – 1703 State Route 303

Tallmadge – 501 South Avenue

Twinsburg – 10735 Ravenna Rd.

Wadsworth – 170 Great Oaks Trail



Donation Center Only Locations

Akron –

420 South Hawkins Ave.
(Saint Sebastian Parish,
Byrider Hall lot)

Hudson –

5381 Darrow Rd.
(Behind Regal Cinema
parking lot)

Fairlawn –

565 S. Cleveland Massillon Rd.
(Grace Church parking lot)

Goodwill 
Serving Summit, Portage, Medina,
Ashland & Richland Counties

570 East Waterloo Road • Akron, OH 44319

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