



YEARS

2024
ANNUAL REPORT




A CENTURY OF GOOD

In 2024, Goodwill of Orange County celebrated our Centennial and 100 Years of Working Wonders. While we're most widely known for our thrift stores, since 1924 our mission as a local nonprofit has always been about helping people. Since our inception and still today, we offer personal support, work experience and career development to help individuals of all abilities achieve their dreams and strengthen our community. And while "sustainability" is a hot new topic, our model has included minimizing waste since our founding days.

For the past 100 years, our success has been largely due to the dedication of our team members, supporters and community partners. Your commitment has been crucial to our work, and will be even more important in the future. We have ambitious plans for "working wonders" into the next century. We look forward to taking these exciting steps together to amplify our impact throughout Orange County.

With gratitude,

Nicole Suydam, *President & CEO*

A man with a mustache and glasses, wearing a brown jacket, is smiling and looking slightly to the right. He is in a warehouse or office setting with shelves and a computer monitor in the background.

SCOTT IS A WORKING WONDER. He needed to provide for his family, but Scott kept hitting roadblocks because employers looked at his disability instead of his strengths. Once he connected with Goodwill of Orange County, he was offered a job on the e-commerce team, listing items for sale on ShopGoodwill.com. Today he handles the sale of high-priced items on the site. Scott says, "Before Goodwill, I was constantly getting rejected. Working here has been a blessing and I'm always learning new things every day."

A LEGACY OF OPPORTUNITY

When Goodwill of Orange County was established a century ago, the model was to hire individuals with disabilities to repair damaged goods for resale. The motto then was “Not for Profit but for Service.” While our tagline and operation has changed, our focus is still on service and supporting the career journeys of local residents. We serve more than 30,000 people each year who are looking for work, many with a disability or

life challenge such as addiction or lacking a permanent home.


Our goal is to create a caring and connected community where everyone has access to meaningful career opportunities. As part of this process, each individual meets with a case manager or employment specialist who assesses that person’s interests, skills and education.

Next, we develop a plan to uncover job opportunities that match the person’s interests and abilities, including steps necessary to qualify for the career. We call this a “person-centered” approach and after a century, we’ve found this method to be the most effective for long-term meaningful employment.



Scan this QR code to view the video showcasing Goodwill OC's impact.



A photograph of three men standing in front of a large, complex industrial structure, possibly a ship's hull or a large machine. The structure is made of light-colored metal with numerous bolts and circular openings. The man on the left is wearing a blue t-shirt with the word 'OAKLEY' on it. The man in the middle is wearing a dark blue baseball cap and a green puffer jacket. The man on the right is wearing sunglasses and a dark blue hoodie with 'OAKLEY' on it. They are all smiling at the camera.

THAI, NGOC AND DAN ARE WORKING WONDERS. Goodwill of Orange County's partnership with Oakley has been an amazing journey of growth and inclusion over the past 16 years. The Supported Employment Program team helps connect people to jobs, and advocates for the best opportunities for their participants. Oakley has gone above and beyond to ensure that Thai, Ngoc and Dan feel like valued members of their family.

A HISTORY OF SUSTAINABILITY

The hottest buzzword these days is “sustainability,” but it’s been embedded in our way of doing business for the past 100 years. Last year, more than 60 million pounds of items were donated, and 92% found a new purpose or a new home, and all were kept out of the waste stream.

Goodwill OC team members have been thoroughly trained to review each item to determine if it has enough useful life remaining to be sold as is. Gently-used items may be sold at any of our retail locations, our boutique stores, or posted online

on ShopGoodwill.com. Clothing that didn’t sell, or wasn’t store-quality, is sold by the pound at the Goodwill OC Marketplace.

Other items at the end of their life cycle are sold to well-vetted recycling partners. For example, donated electronics can be sold in our Computer-Works store (after the hard drives and memory chips are wiped clean), or they may be sourced to R2-certified recyclers to extract the parts or byproduct materials that still have value.

In 2024, these sales totaled nearly \$71 million dollars – and 93% of that went directly to Goodwill OC’s programs and services.

OUR SUSTAINABILITY PROCESS

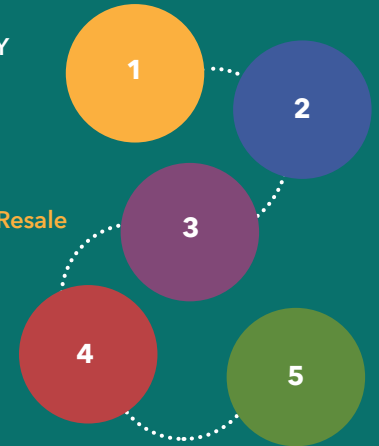
Step 1: Donation

Step 2: Sorting

Step 3: Resale

Step 4: After-Market Resale

Step 5: Recycle





JODEAN IS A WORKING WONDER. As a 23-year-old college student, she began her journey at Goodwill of Orange County, working with adults with disabilities as a Senior Employment Training Specialist for Supported Employment. She quickly fell in love with Goodwill OC's mission and the joy of helping people, and has been with us for more than 30 years. Her current role is Director of Job Placement Services for Supported Employment. Jodean has positively impacted hundreds of lives, helping people form crucial career pathways.

100 YEARS OF WORKING WONDERS



1924

Rev. John Winterborne founds Goodwill Industries of Orange County, hiring individuals with disabilities to repair damaged goods for resale.



1946

First Goodwill "As Is Lot" opens in Santa Ana, selling the store's unsold items by the pound, becoming a major revenue generator for years to come.



1950s

Goodwill OC's first donation collection booth opens at the Garden Grove Alpha Beta.



1962

"Training and Placement" becomes one of the primary services of Goodwill OC, now called Workforce Development.



1970

People with disabilities can receive evaluation and connection to services through the newly opened Rehabilitation and Evaluation Centers.

We were thrilled to celebrate our 100th birthday last year, inviting the entire Orange County community to participate in the celebration. For a century, Goodwill OC has connected people with career opportunities.



1990s

Several core programs are established, including Community-Based Services, Deaf Services and Supported Employment.



1999

Goodwill OC launches the ShopGoodwill.com e-commerce site, the first Goodwill in the nation to go online, now supporting 130 Goodwill regions.



2016

Thomas T. and Elizabeth C. Tierney Center for Veteran Services opens, which has now served more than 11,500 veterans.



2023

Goodwill of Orange County unveils a bold goal to double its impact over the next 10 years, detailed in the new Strategic Plan.



2024

A Centennial Gala was held to celebrate 100 years of community service, and Goodwill OC opened a new store and three new donation centers. A new record for people served is set.

A YEAR OF IMPACT

In 2024, our presence and our reputation continued to grow in many ways throughout Orange County.

First, a glittering Centennial Gala brought more than 300 VIPs together from the community to honor our history and legacy. The Goodwill OC Marketplace was magically transformed to a chic venue, and the popular event sold out. Disneyland Resort was the evening's presenting sponsor, and guests had the chance to bid on

a variety of treasures. The Centennial Gala raised more than \$520,000, but just as importantly, honored our supporters for all their commitment over the past century.

The physical footprint of Goodwill OC expanded this year as well. A new, 15,000-square-foot Goodwill OC store opened in Fountain Valley. Featuring an updated interior design, a pop-up boutique, and a runway, the store reinvigorates the Goodwill OC shopping experience.

In addition, three new donation centers were opened in Irvine, Lake Forest, and at Santiago Canyon College. These openings mark significant progress in our quest to double our impact and presence in Orange County.

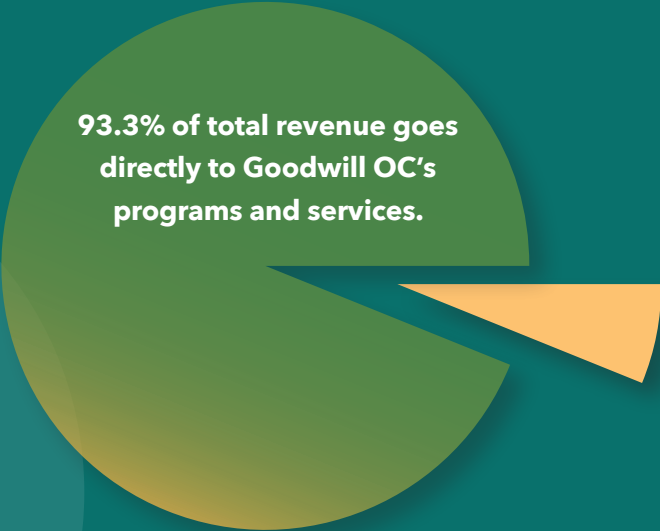


Scan this QR code to relive the Centennial Gala.



2024 FINANCIAL REPORT

	2023	2024
Total Public Support & Revenue	\$169,185,418	\$173,975,423
Retail Stores	\$ 69,581,099	\$ 71,514,788
Donated Merchandise	\$ 49,325,843	\$ 49,720,251
Education, Training, Employment & Rehabilitation Services	\$ 27,667,339	\$ 27,798,341
Fund Development	\$ 2,124,359	\$ 3,169,127
Other Sources	\$ 20,486,778	\$ 21,772,916
Total Expenses	\$166,475,824	\$175,290,640
Programs & Services	\$ 155,590,420	\$ 163,626,221
General & Administrative	\$ 9,333,867	\$ 9,695,464
Fundraising	\$ 1,551,537	\$ 1,968,955



93.3% of total revenue goes directly to Goodwill OC's programs and services.

OUR 2024 IMPACT ON PEOPLE

TOTAL NUMBER OF PEOPLE SERVED BY GOODWILL OC: **37,651**

PEOPLE SERVED IN WORKFORCE DEVELOPMENT: **7,841**

PEOPLE SERVED IN DISABILITIES SERVICES: **3,157**

PEOPLE SERVED IN VETERAN SERVICES: **2,427**

PEOPLE SERVED BY THE ASSISTIVE
TECHNOLOGY EXCHANGE CENTER: **832**

TOTAL NUMBER OF PEOPLE
PLACED INTO MEANINGFUL EMPLOYMENT: **985**

PROGRAM PARTICIPANTS
EMPLOYED BY GOODWILL OC: **345**

Program Participants' Average Hourly Wage: \$20.57
Goodwill OC Job Coaches: 192
Hours of Job Coaching Provided: 697,758



ALEX IS A WORKING WONDER. Thanks to Goodwill of Orange County's Project SEARCH program, he gained an internship at Kaiser Permanente as a Housekeeping Assistant, later transitioning to full-time employment there. This experience has given Alex a profound sense of purpose and pride. "It's beautiful to see your child's happiness expand and their purpose come to life," says Alex's mother. "He has found his place in the world, and it's been incredible to watch his world expand."

A FUTURE OF HOPE

While we're proud to celebrate our milestone of a century, our vision is fixed on the future. Our bold goal is to double our retail footprint and workforce development impact in Orange County over the next 10 years, as stated in our 2023-2025 Strategic Plan.

To accomplish this, our six strategic initiatives direct us to:

- **Deepen our career development focus**
- **Create the best place to work for team members**
- **Grow mission understanding in the community**
- **Open new stores and add more jobs**
- **Strengthen ShopGoodwill.com**
- **Elevate Board governance best practices**

We are well on the path to achieving our lofty goals, but only with your help can we accomplish them.

OUR MISSION: *We help people achieve their goals through a journey of personal support, work experience and career development.*

OUR VISION: *We envision a caring and connected community where everyone has access to meaningful career opportunities.*

OUR VALUES:



KINDNESS
BE KIND



INTEGRITY
BE HONEST



SERVICE
BE HELPFUL



INNOVATION
BE CREATIVE

JOIN US ON THE JOURNEY

GIVE

- **Donate Funds** – Your support creates job training and employment opportunities
- **Donate Goods** – Give gently used items a second life while funding our mission
- **Monthly Giving** – Join our sustaining donors program to provide support year-round
- **IRA Charitable Distribution** – Support our mission with a qualified distribution
- **Estate Planning** – Include Goodwill OC in your legacy plans
- **Corporate Matching** – Double your impact through your company's employee match program

PARTNER

- **Hire from Goodwill OC** – Access our talented pool of job-ready candidates
- **Corporate Partnerships** – Align your business with our mission of workforce development
- **Expand our Reach** – Help us identify potential store and donation sites to serve even more communities



CONNECT

- **See the Good Tour** – See your gift in action, join our monthly behind-the-scenes tour
- **Attend or Sponsor an Event** such as:
 - The Good Lunch (*October 2025*)
 - The Future is Working (*Spring 2026*)
- **Spread the Word** – Follow us on social media and share our mission with friends

Ready to be a champion for good?
communitydevelopment@ocgoodwill.org

**GOODWILL IS GOOD FOR YOU.
GOOD FOR THE COMMUNITY.
GOOD FOR THE PLANET.**



goodwill
orange county

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