



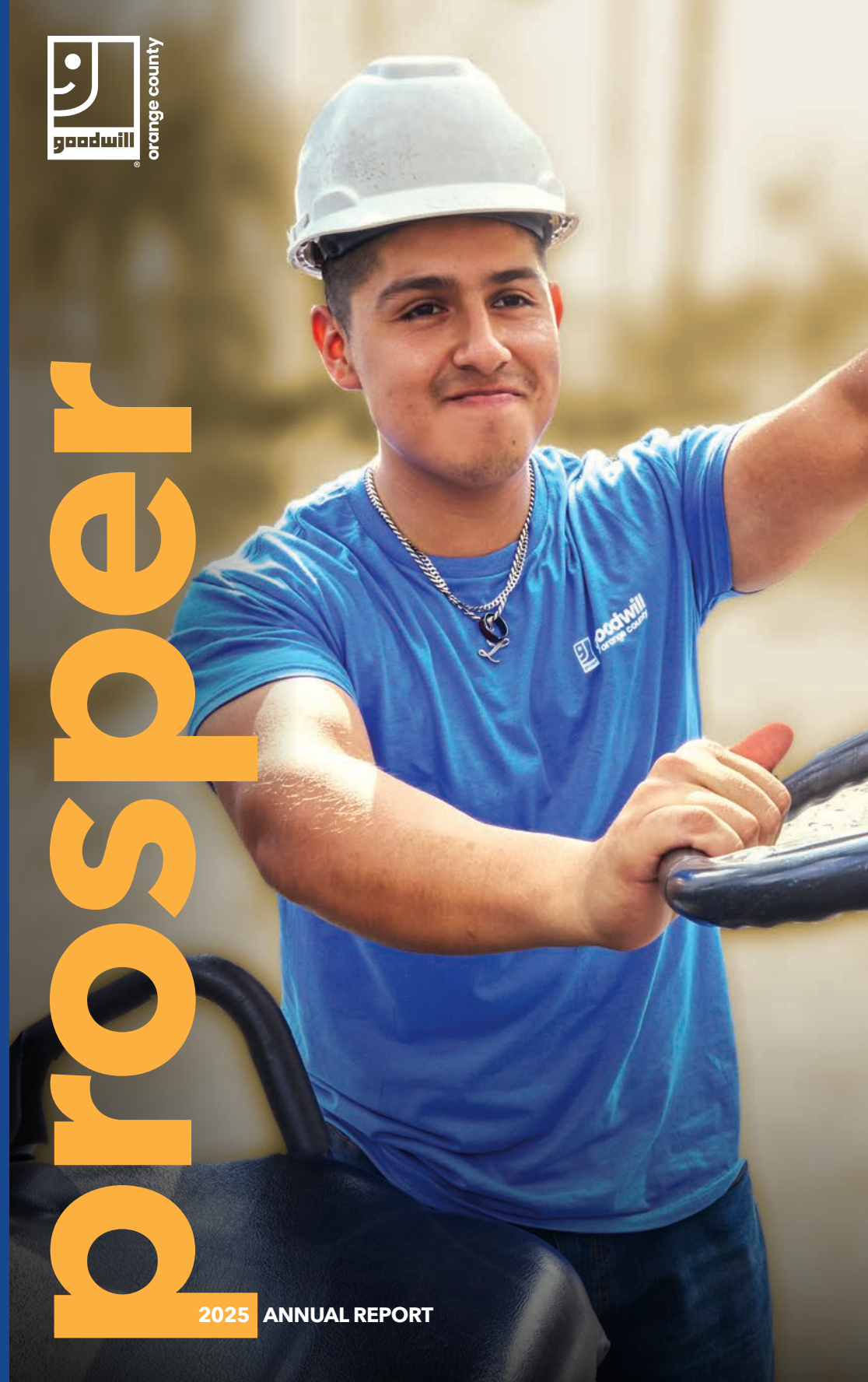
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# prosper

2025 ANNUAL REPORT



# prosper



**Helping People Prosper** is what we do. We encourage people to dream big, and help them achieve their career goals. No matter where they start, and what challenges they are facing, we are here to help every step of the way.

**Helping Communities Prosper** means we bring people together for a common cause. More people

gainfully employed means a stronger, more vibrant community. And businesses find the help they need to be successful.

**Helping the Planet Prosper** is essential. Your donations and purchases reduce the amount of waste that goes into landfills and repurposes the things we already have. Treating our Earth more kindly helps us all to thrive.



## Message of Gratitude from Our CEO

Orange County is recognized around the world as a prosperous area. And yet, there are so many people who struggle to find a job, or are working hard yet remain one unexpected expense away from crisis. That's why Goodwill of Orange County is more important than ever. We align people, employers, training and support into pathways. These pathways lead to stability, dignity and long-term economic mobility. We help people to prosper in every meaning of the word.

In 2024 we celebrated our 100th birthday of helping people prosper. We stated a bold goal of doubling our retail footprint and workforce development impact in Orange County by 2034. We have made significant steps towards that goal in 2025.

We opened two new stores, one in Foothill Ranch and the other in Costa Mesa. These add a total of 30,000 square feet to our retail operations and help bring in revenue. Our retail and donation sites also serve as training grounds for hundreds of individuals ready to start their professional journey in O.C. We're proud that 94% of all of our revenue goes directly to our workforce development programs and services.

We also significantly expanded and deepened our workforce development programs this year.

As you can see, we're expanding to meet the growing needs of Orange County – helping us all to prosper.

### OUR VALUES:



**KINDNESS**  
BE KIND



**INTEGRITY**  
BE HONEST



**SERVICE**  
BE HELPFUL



**INNOVATION**  
BE CREATIVE

**"Our growth is only possible because of you. Thank you for everything you do, both big and small."**

Nicole Suydam, President & CEO

**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.

## Kirk Rises to the Challenge at The Cookie Element

Those delicious desserts at The Cookie Element are made with a special ingredient: joy. That's thanks to Kirk, hired through Goodwill of Orange County's new Intensive Supported Employment pilot program. He's known as "an absolute joy" as an employee.

The Cookie Element is a family-owned bakery nestled in the heart of Yorba Linda for more than 20 years. Kirk has worked there since January 2024, playing a vital role on the team. Kirk bags the cookies and has recently gained new responsibilities, assisting with rolling dough and quality checks. He has demonstrated remarkable growth in his job.

According to Amy Spillane, co-owner of The Cookie Element, "Kirk does an excellent job and his absence is felt when he's not here. He's made an impact not just on our workload, but also on our hearts."



**"He's made an impact not just on our workload, but also on our hearts." – Amy**

Kirk is part of a small pilot program for adults with disabilities. Each person in the program receives one-on-one support during their entire shift from a Skills Trainer. The dedicated Skills Trainers work elbow-to-elbow with their clients, providing ongoing coaching and assessments. By pairing a clear structure with intensive, one-on-one support, the program removes barriers and sets participants up for lasting success. Eight highly motivated people are currently enrolled in the pilot, funded by a special grant. This level of investment is rare, but the results speak for themselves. People with developmental disabilities can contribute, thrive, and prosper.

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*Kirk has learned new skills at The Cookie Element in Yorba Linda and receives one-on-one support from Keke (left), his Skills Trainer, as part of the pilot program.*

Success

## Edward Works On a Brighter Future at Goodwill OC

Drug use and gang violence were a part of Edward's life from a very young age. He describes that time as dark, when hope felt out of reach. But everything changed when he found a second chance through Goodwill of Orange County's LifeLaunch Growth Opportunities (GO) Program.

This program is designed for young adults ages 18-24 who have been involved in the justice system, or are at risk of going down that path. The program offers education and occupational skills development, job search services, paid work experience, conflict resolution and support services, including housing, transportation, clothing, and legal assistance.



**"Edward is a whole different person. That shows the power of someone determined to better their situation." – Alvaro**

Edward's life began to transform once he got a full-time job at Goodwill OC. He says, "I'm working, saving money—it's an amazing feeling to stay busy and productive. This company is great and has given me so many opportunities."

The LifeLaunch GO team doesn't just help participants find jobs—they help them dream bigger. Edward's story is proof that with the right support, second chances can lead to incredible transformations.

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*Liz, Edward, and Alvaro, Edward's case manager, celebrate Edward's success working at an Goodwill OC Attended Donation Center.*

Success

## Melanie Discovers Support for Veterans at The Tierney Center

As a veteran, Melanie was used to dealing with tough situations. After all, she had served in the U.S. Navy for five years, including a deployment to Qatar. She had transitioned through different careers, including aviation structural mechanic, public education worker, and civil servant. But in 2022, her life took an unexpected turn.

She had been assisting an elderly family member with critical medical needs, a responsibility that takes a great deal of time, energy and care. "My career took a hit, and by the summer of 2024, I was homeless," she explains. Despite her best efforts, Melanie and her fiancé found themselves sleeping in their car.



That's when she turned to the Tierney Center for Veteran Services. The Tierney Center provided emergency support services to get Melanie into immediate housing, and also offered resource connection and assistance to help Melanie and her fiancé apply for long-term, sustainable housing.

Emergency financial assistance and food pantry services also helped them get by during the crisis. Today, Melanie is back on her feet and continuing her mission to serve others as the Director of Operations at The National Veterans Foundation in Los Angeles.

"A lot of veterans don't know about the resources that are available. It wasn't until I needed help myself that I understood the impact they make."

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*The Tierney Center provides comprehensive, wraparound, co-located services at a single location – everything Melanie needed in one place.*

Success

## Breaking Down Barriers to Employment

Some people face additional obstacles to getting a job, such as hunger, homelessness, and lack of clean, suitable clothing. That's why Goodwill of Orange County offers Supportive Services to help our clients deal with these issues so they can focus on their careers.

### Supportive Services

Just like everyone else, our clients are complex people with full lives, sometimes facing real issues. Our Career Navigators and Job Coaches work to resolve problems that may keep clients from thriving in a job. They address critical needs such as transportation, housing, and emergency financial assistance so our clients have a clear path to move forward.

### Willy's Closet

Last year, 332 people received clothing from Willy's Closet, an emergency clothing bank. It was originally created to provide a resource for Goodwill OC's participants to find interview outfits. Willy's Closet was named after the late Willy Gaveel, a treasured team member known for her generosity and kindness.



*Joanna (left, middle) and Luis (right) are Goodwill OC clients who are doing an amazing job at their workplaces. If needed, they would qualify for Supportive Services.*

### The Good Market/El Buen Mercado

Each day, several hundred people visit The Good Market/El Buen Mercado for nutritious food. Through a partnership with Second Harvest Food Bank, the market operates within the Tierney Center for Veteran Services in Tustin. It was initially created for veterans and Goodwill OC team members, but at the end of 2024 opened permanently to the greater Orange County community. More than 26,000 people visited the market in 2025.



## Big Plans for the Year Ahead

Next year, Goodwill of Orange County will connect people with even more training, support and opportunity to get a job, move up, and find career fulfillment.

### Training Workers for Green Jobs

This fall, we will launch the Electric Vehicle Supply Equipment (EVSE) Training Program, which prepares people for high-demand careers installing and maintaining electrical vehicle charging stations.

### Preparing People for the Modern Workplace

Most jobs today requires digital skills. Goodwill of Orange County is responding with new offerings this year, including Google AI Essentials training and Google Career Certificates. These are self-paced online training programs.

### Providing a Path to High-Demand Industries

By partnering with Santa Ana College and North Orange Continuing Education, we will help students enter growth industries such as medical, technology and construction.

### Expanding Corporate Partnerships

In the coming year, we will be offering additional partnership opportunities designed to align with your company's philanthropic goals and employee engagement strategies.

## Measuring Our Impact in 2025

### PEOPLE SERVED IN ORANGE COUNTY

◀ In Workforce Development: **7,585**

◀ In Disability Services: **3,098**

◀ In Veteran Services: **2,788**

◀ By Assistive Technology Services: **956**

People Served by The Good Market: **26,351**

Program Participants Placed  
into Meaningful Employment: **621**

Average Hourly Wage: **\$19.95**

Total Goodwill OC Job Coaches: **233**

### ITEMS BOUGHT, SOLD AND RECYCLED

Total Number of Items Purchased: **10,477,710**

Total Retail Sales: **\$68,440,095**

Donated Goods Repurposed, Recycled or Reused: **92%**

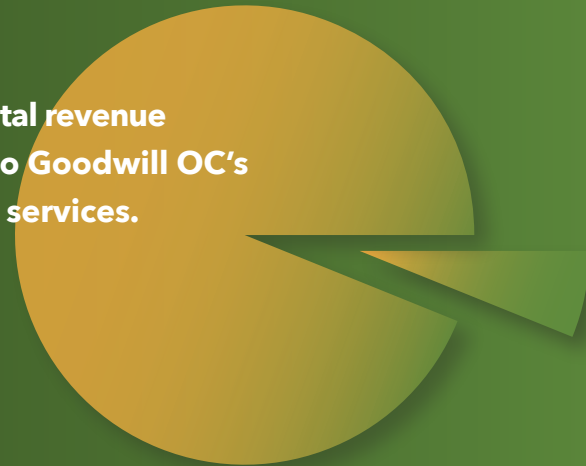
Goods Diverted from Local Wastestream: **55 million lbs.**



# 2025 Financial Report

	2024	2025
<b>Total Public Support &amp; Revenue</b>	<b>\$ 173,975,423</b>	<b>\$177,169,995</b>
Retail Stores	\$ 71,514,788	\$ 68,440,095
Donated Merchandise Education, Training, Employment & Rehabilitation Services	\$ 49,720,251	\$ 48,445,163
Fund Development	\$ 27,798,341	\$ 27,453,989
Other Sources	\$ 3,169,127	\$ 2,365,378
	\$ 21,772,916	\$ 30,465,371
<b>Total Allocation of Expenses:</b>	<b>\$ 175,290,640</b>	<b>\$176,023,461</b>
Programs & Services	\$ 163,626,221	\$ 164,931,340
General & Administrative	\$ 9,695,464	\$ 9,744,910
Fundraising	\$ 1,968,955	\$ 1,347,211

94% of total revenue goes directly to Goodwill OC's programs and services.



\*The financial data is preliminary and unaudited

## 2026 BOARD OF DIRECTORS

### OFFICERS

**Suzi Brown** - Board Chair; Vice President of Communications, Disneyland Resort

**Zack Parker** - Vice Chair; President, Redline Detection, LLC

**Jesse Aragon** - Treasurer; Director, Audit Services, Sempra

**Tim J. McElfish** - Secretary; Managing Partner, Ferruzzo & Ferruzzo, LLP

**David J. Seidner** - Real Estate Officer; Principal, Cardinal Development

**Sarah C. Stark** - Immediate Past Board Chair; Audit Senior Manager, Grant Thornton LLP

### MEMBERS

**Justin Ayre** - Executive Vice President, PIMCO

**Carol Fawcett** - Executive Partner, Gartner

**John Heffernan** - Owner, Heffernan & Boortz

**John Kearney** - Vice President, District Manager, U.S. Bank

**Dr. Jeffrey Lamb** - Vice President of Academic Affairs, Santa Ana College

**Cynthia S. Quimby** - Government Relations Manager, Southern California Edison

**Everett Sands** - CEO, Lendistry

**Joanne Schroeder** - Officer & SVP, Digital EHS, Arcadis

**Dr. Sridhar Sundaram** - Dean, College of Business and Economics California State University, Fullerton

**David Williams** - Retired Assurance Partner, PricewaterhouseCoopers

**Gregory Wright** - SVP R&D Surgical Structural Heart, Edwards Lifesciences



## 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 more communities

## Connect

**See the Good Tour** – See your gift in action, join our monthly behind-the-scenes tour

**Attend or Sponsor an Event** – The Good Lunch (October 15, 2026)

**Spread the Word** – Follow us on social media and share our mission with friends

*Email our dedicated Community Development Team at [CommunityDevelopment@OCGoodwill.org](mailto:CommunityDevelopment@OCGoodwill.org) to discover how you can deepen your involvement and multiply your impact in the coming year.*

We envision a caring and connected community where everyone has access to meaningful career opportunities. Your support makes this vision possible.



Join Us