



IMPACT REPORT 2025 >>>>>>>>>



YOU CHANGED A LIFE TODAY. THANK YOU!

In 2025, your donations
changed the lives of
nearly 28,000 people in
our community.



LETTER FROM OUR CEO

YOU CHANGED A LIFE TODAY. THANK YOU! >>>>>>>>>

It's not just something we say as you check out or donate — it's the heart of who we are at Goodwill Industries of Greater Cleveland and East Central Ohio. And it's something we hope you truly feel.

Every time you donate or shop, you're doing more than passing along items or finding a bargain. You're helping create opportunity. Hope. A new beginning.

Because of your support, Goodwill provides 30 mission programs throughout our local communities. That means ...

- A parent can gain new skills and build a stable future.
- A survivor can find care, compassion, and a safe place to heal.
- A neighbor struggling to make ends meet can access food and support.
- Someone seeking a chance to succeed can finally move forward.

None of this happens without you.

The clothing, home goods, and everyday items you donate help power these programs. When you give to Goodwill, you're not just making space at home — you're strengthening families, creating jobs, and investing in your community. Every item has purpose.

Every donation makes a difference.

Thank you for believing in the power of second chances. Together, we're building brighter futures and changing lives for good.

With gratitude,



Anne Richards

Anne Richards
President and CEO



27,976

people served
through our mission
programs

30

mission
programs

1

new Attended
Donation
Center opened

1

new retail store
opened

1.7
million+

unique transactions
at our retail stores

903,843

donors donated
to our retail
stores and
donation
centers

10

counties served

29,103,785

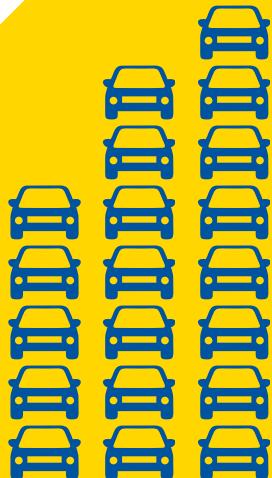
pounds diverted from
local landfills

SUSTAINABILITY

Doing all we can to keep items out of landfills

In 2025, our Goodwill was able to keep 29,103,785 pounds of items out of local landfills through our thrift store sales, repurposing, recycling and reuse.

That's the equivalent weight of about 7,300 cars, which equals about 20 cars per day throughout the year.



The weight of 20 cars per day diverted from landfills



JESSICA COTRILL

Achiever of the Year

Jessica Cottrill came to Goodwill through our parenting skills program feeling apprehensive and overwhelmed. At first, she was unsure she wanted to participate and hesitant to do the work. With so much at stake, including the possibility of losing custody of her daughter, Jessica knew this program could change everything.

With encouragement and support from Goodwill staff, Jessica experienced a shift in mindset. She committed to the process, put in the hard work and embraced the opportunity to grow. Through the program, she gained new tools, confidence and a deeper understanding of how to be the parent her daughter needed.

In the end, Jessica proved to herself that she was capable of change. Because of her dedication, she was able to keep custody of her daughter, and today her family is thriving. Her story reflects the power of support, determination and a second chance—exactly what Goodwill's mission is all about.

ELIJAH LEE

Edgar J. Helms Outstanding Achiever of the Year

Elijah Lee was introduced to Goodwill through our summer youth employment program, where he quickly stood out for his strong work ethic and willingness to learn. During the program, he built new skills, gained confidence and learned how to navigate a professional work environment.

As graduation approached, Elijah felt uncertain about what came next. He knew he wanted a job that matched his interests but wasn't sure how to take the next step. Goodwill staff worked closely with him to explore his strengths, identify his goals and create a clear plan for employment.

Elijah shared that he loved working with electronics and wanted to be part of a workplace where he felt valued and accepted. With guidance and support, he secured a job that aligns with his interests and skills. Today, Elijah enjoys going to work, feels supported by his coworkers and has built meaningful connections—proof of what's possible when opportunity meets encouragement.



CHRISTINE NOLAN

Edgar J. Helms Outstanding Achiever of the Year

Christine Nolan connected with Goodwill through her Opportunities for Ohioans with Disabilities coordinator, where a vocational evaluation and digital skills training helped her recognize her strengths. While pursuing bookkeeping courses, she needed immediate work and met Goodwill employment specialist Leslie Bendter.

Feeling judged because of a criminal background and employment gap, Christine struggled with confidence. Leslie helped her update her resume, practice interviews and rebuild belief in herself.

Christine soon secured a job as an environmental services cleaner at Jack Thistledown Racino, where she enjoys her work and interacting with guests. She credits Leslie with helping her see her own worth and move beyond her past.

Their relationship reflects the heart of Goodwill's mission, offering support that truly changes lives. "Goodwill is in my blood now," Christine says.



CAMERON RAHMAN

Achiever of the Year

High school student Cameron Rahman connected with Goodwill through his school's Opportunities for Ohioans with Disabilities program. Shy and unsure at first, Cameron built confidence through Goodwill's job search assistance, practicing interviews, learning workplace expectations and creating a resume.

He soon interviewed for and was hired as a donor door attendant at Goodwill. With support from his manager and coworkers, Cameron learned to sort donations, interact with customers and work as part of a team. Over time, he grew more comfortable, social and confident in his role.

Today, Cameron enjoys earning his own money, balancing work with school and feeling proud of himself. His coworkers describe him as hardworking, respectful and eager to learn. By sharing Goodwill's message, "Thank you. You changed a life today," Cameron is helping spread the mission that changed his life too.

GORDON SQUARE STORE NOW OPEN >>>>>>>>>

In September, we opened a new Goodwill retail store and donation center in Cleveland's Gordon Square neighborhood, expanding access to affordable shopping while creating another convenient way for the community to support Goodwill's mission. The new store strengthens Goodwill's presence in the city and deepens our connection to the neighborhoods we serve.

Goodwill retail stores play a vital role in funding programs and services that benefit individuals and families throughout the region. Revenue generated through donated goods supports job training, employment services, and community-based programs that help people build skills and achieve greater independence.

"Every Goodwill store is more than a place to shop, it's an investment in our community," said Diane Pilati, Vice President of Marketing. "The Gordon Square location allows us to provide affordable retail options, create jobs, and offer an easy, local way for residents to donate items that directly support our mission."

The Gordon Square store and donation center is conveniently located at 6512 Franklin Blvd. in Cleveland, making it easy for shoppers and donors alike to make a meaningful impact while supporting a vibrant neighborhood destination.



CYCLE OF SUCCESS >>>>>>>>>



Your donations to local Goodwill stores are the first part of the **cycle of success**. Those donations support Goodwill's mission programs, providing people in our communities with support in the form of job coaching and training, digital skills training, parenting skills training, rape crisis services, adult literacy training, hot meals, summer youth employment programs, social services and more.

MISSION

More than just a thrift store & donation center

People know Goodwill for our retail stores, but we're so much more than that. Behind the scenes, our mission team is helping thousands of people in our communities each year. Scan the QR code to learn about all of the programs we have to offer.



CHESTERLAND ATTENDED DONATION CENTER NOW OPEN

In November, we opened a new attended donation center in Chesterland, expanding opportunities for the community to give back and support Goodwill's mission. Donation centers are a primary source of goods for our retail stores, helping fuel programs and services that benefit individuals and families throughout our region.

At the Chesterland attended donation center, we accept donations of gently used clothing and a variety of common household items, including dishes, small appliances, home décor, books, movies, electronics, games, and toys.

"Donations are our lifeblood at Goodwill," said Diane Pilati, Vice President of Marketing. "Attended donation centers like this one provide essential inventory for our retail stores, and revenue from those stores is reinvested directly into our communities through job training, employment services, and outreach programs. We're thrilled to offer such a convenient donation option for the Chesterland area."

The new attended donation center is conveniently located in the Chester Commons Plaza at 8001 Mayfield Road in Chesterland, making it easier than ever for residents to donate items and make a meaningful local impact.



CONNECTWELL LAUNCHES TO BUILD STRONGER COMMUNITY CONNECTIONS

This year, Goodwill launched ConnectWell Community Information Exchange (CIE), a collaborative initiative designed to strengthen community health through better connections to care.

With 37 partners and growing, ConnectWell helps link individuals to essential resources such as food, shelter, healthcare, transportation, and legal aid using the Unite Us closed-loop referral system. By bringing agencies together, Goodwill is helping build a more connected, supportive community where people can access the help they need.



STRATEGIC PLAN OFFERS BIG GOALS FOR NEXT THREE YEARS



This year, Goodwill is launching a three-year strategic plan to expand its mission, strengthen its workforce, and deepen its community impact. Over the next three years, the organization plans to open six new retail stores, grow household donations, and increase non-retail revenue from 6.5% to 10%, ensuring long-term mission sustainability.

Goodwill also is focusing on its people, offering competitive pay and benefits, enhanced training, and improved hiring and onboarding to retain and develop a skilled workforce.

To maximize community impact, Goodwill plans to open a new Opportunity Center in Cleveland, renovate its Canton Community Campus, adjust mission programming to meet evolving needs, and continue advocacy efforts to improve quality of life across the communities it serves.

2025



THANKS FOR CHANGING LIVES.

RETAIL STORES

CUYAHOGA COUNTY
North Olmsted
23100 Lorain Rd.
North Olmsted, OH

Snow Road
14690 Snow Rd.
Brook Park, OH

Middleburg Heights
6880 Unit 1 Pearl Rd.
Middleburg Heights, OH

Strongsville
16160 Pearl Rd.
Strongsville, OH

Garfield Heights
5774 Transportation Blvd.
Garfield Heights, OH

University Heights
Cedar Center South Shopping Center
13908 Cedar Rd.
Cleveland, OH

Mayfield Heights
6605 Mayfield Rd.
Mayfield Heights, OH

Gordon Square
6512 Franklin Blvd.
Cleveland, OH

LAKE COUNTY
Willowick
30040 Lake Shore Blvd.
Willowick, OH

Painesville Township
2175 Mentor Ave.
Painesville, OH

GEauga COUNTY
Chardon
425 Water St.
Chardon, OH

**Tanglewood Square Computer
Store & Donation Center**
8575 Tanglewood Square #F-3
Chagrin Falls, OH

STARK COUNTY

Jackson Twp.
7257 Fulton Dr. NW
Canton, OH

Massillon
2745 Indian River Rd. SW
Massillon, OH

North Canton
1230 N Main St.
North Canton, OH

Perry Town Center - Perry Twp./Canton
5139 Tuscarawas St. W
Canton, OH

Route 62 - Canton
2630 Atlantic Blvd.
Canton, OH

Alliance
12501 State St. NE
Alliance, OH

TUSCARAWAS COUNTY
New Philadelphia
260 Bluebell Dr.
New Philadelphia, OH

CARROLL COUNTY
Carrollton
709 Canton Rd. NW
Carrollton, OH

JEFFERSON COUNTY
Wintersville
103 Main St.
Wintersville, OH

HANCOCK COUNTY
Weirton
306 Penco Rd.
Weirton, WV

BOOKSTORES

Westlake Bookstore & Donation Center
30655 Detroit Rd.
Westlake, OH

**North Canton Bookstore & Donation
Center**
2207 E Maple St.
North Canton, OH

OUTLETS

Jackson Twp - Outlet Store
4379 Whipple Ave. NW
Canton, OH

**Cleveland Outlet & Opportunity
Center**
17903 St Clair Ave.
Cleveland, OH

DONATION CENTERS

Acme - Hillsdale Donation Center
2905 Whipple Ave.
Canton, OH

**Goodwill Ken Weber Community
Campus**
408 Ninth St. SW
Canton, OH

Lyndhurst Donation Center
5400 Mayfield Rd.
Lyndhurst, OH

Massillon Donation Center
2102 Lincoln Way E
Massillon, OH

Jackson Twp. Donation Center
4140 Portage St. NW
North Canton, OH

Shuffel Donation Center
4101 Shuffel St. NW, Suite 103
North Canton, OH

North Royalton Donation Center
6068 Royalton Rd.
North Royalton, OH

Landerwood Plaza Donation Center
30850 Pinetree Rd.
Pepper Pike, OH

Uniontown Donation Center
13038 Cleveland Ave. NW
Suite B
Uniontown, OH

Chesterland Donation Center
8001 Mayfield Rd.
Chesterland, OH

Goodwill 

Industries of Greater Cleveland & East Central Ohio, Inc.