

WINTER 2025

DOING GOOD

a publication of
Goodwill Industries of
Greater Cleveland
and East Central Ohio

GIVE TO
GOODWILL
TO MAKE A
DIFFERENCE

FIND OUT HOW
DONATIONS
SUPPORT OUR
MISSION
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YOU CHANGED A LIFE TODAY. THANK YOU!

A MESSAGE FROM ANNE RICHARDS,
GOODWILL PRESIDENT AND CEO



When you think of Goodwill, your mind might jump to our stores or that bag of donations waiting in your car. What you might not immediately think about are the people whose lives are changed because of your generosity. That's something we've been working hard to highlight—because behind every donated item and every purchase, there's a real story of impact.

It all truly begins with you.

When you donate items you no longer need, you help create jobs for the team members who sort, price and stock our stores. Those items then find new life with shoppers who love discovering quality goods at affordable prices. And when those items are purchased, the revenue goes right back into Goodwill's mission work. It's a full circle of good—simple, but incredibly powerful.

So how does that translate into life-changing support? Our mission programs help people overcome a wide range of challenges—finding employment, building reading skills, navigating trauma, strengthening families or connecting with essential community resources. Whatever the barrier, we're here to help people move forward with confidence and independence.

Through job training and coaching, digital skills classes, adult literacy support, rape crisis services, summer youth employment programs, a community meal site, and many other initiatives, Goodwill is committed to meeting people where they are and helping them build brighter futures.

These programs don't just shape individual lives—they strengthen entire neighborhoods. That's why, when you visit one of our stores, you'll often hear, "You changed a life today. Thank you!" It's more than a slogan—it's the truth.

So next time you donate or shop at Goodwill, know that you're doing far more than clearing out a closet or finding a great deal. You're part of something meaningful. **You're helping change lives.**

Thank you!

President and CEO / annerichards@goodwillgoodskills.org / 330.445.1000

5 WAYS TO GIVE

TO GOODWILL INDUSTRIES OF GREATER CLEVELAND AND EAST CENTRAL OHIO



mail

Mail your gift to:
Goodwill Industries
408 Ninth St. SW
Canton OH 44707



online

GoodwillGoodSkills.org/donate



automated
giving

Set up a monthly or quarterly
automated gift with
VP of Marketing
Diane Pilati at 330-617-4734



text

text GOODWILL
to 44-321



endowment
giving

Establish a sustaining gift
through one of Goodwill's
endowments, available
through the Stark
Community Foundation or
The Cleveland Foundation.



CONGRATS TO OUR AWARD WINNERS

Every fall, we honor participants in our northern territory at our Power of Work Breakfast. Meet this year's participant award winners.



CHRISTINE NOLAN

Edgar J. Helms Outstanding Achiever Award Winner

Christine Nolan first connected with Goodwill through her Opportunities for Ohioans with Disabilities (OOD) coordinator and quickly discovered she had real strengths through a vocational evaluation and digital skills training. While she was working toward bookkeeping courses, she needed a job right away—and that's when she met Leslie Bendter, her Goodwill employment specialist.

Christine's criminal background and long gap in work made her feel scared and judged. She'd carried the word "failure" with her since childhood. Leslie immediately connected with her, sharing her own experiences so Christine wouldn't feel alone. Together they updated Christine's resume, practiced interviews and rebuilt her confidence.

When Christine got her interview—and the job as an EVS cleaner at Jack Thistledown Racino—she felt truly proud. At the Racino, she cleans and maintains the gaming floor and enjoys chatting with guests. She says Leslie helped her see her own worth and realize her past doesn't define her.

Their bond is the heart of the story. Leslie says relationships like theirs are exactly what Goodwill is all about: offering support, lifting people up and helping them move forward. For Christine, that support has been life-changing. "Goodwill is in my blood now," she says—and it shows.



CAMERON RAHMAN

Achiever of the Year Award Winner

High school student Cameron Rahman connected with Goodwill through his school's Opportunities for Ohioans with Disabilities program, which helps students with disabilities build skills and find meaningful work. When Cameron first entered the program, he was shy, nervous and unsure of how things would turn out. But he showed respect, interest and a real willingness to learn from the start. Through Goodwill's job search assistance, he practiced interviewing, learned workplace expectations and built a resume—steps that helped him grow more confident.

When Cameron was offered the chance to interview for a donor door position at Goodwill, he went for it, and it turned out to be a great fit. His store manager, Rich Zupancic, took time to train him and help him settle in. At first, Cameron was quiet and uncertain, but with practice and encouragement, he started to come out of his shell. He learned to sort donations quickly, interact with customers and work as part of a team. Little by little, he grew more comfortable, more social and more confident.

Cameron is happy to earn his own money, balance work with school, and buy things he needs and wants. But above all, he is proud of himself, something he didn't feel at the start. His coworkers and supervisors see it too. They describe him as hardworking, respectful, eager to learn and someone who has made real friendships and a genuine impact. He even helps spread Goodwill's mission by sharing the message, "Thank you, you changed a life today"—a message he says changed his life as well.

To see videos of our three participant award winners, visit goodwillgoodskills.org/success-stories

WELCOME TO OUR NEW BOARD MEMBERS

Goodwill is proud to welcome several new leaders to our Board of Directors. Each brings valuable experience and a shared commitment to strengthening our mission and expanding opportunities for the people we serve.

Welcome New Board Member: Sophia Gordon

Goodwill is excited to welcome Sophia Gordon, founder of Sorella Communications, to our Board of Directors. Sophia brings extensive experience in strategic communications, brand development, and community outreach. Her passion for meaningful storytelling and her ability to connect organizations with the communities they serve make her a strong addition to our leadership. Sophia's insight will help Goodwill elevate our mission, strengthen partnerships, and highlight the impact donors and shoppers make every day.



Welcome New Board Member: Laura Fisk

We are pleased to welcome Laura Fisk of the National Inventors Hall of Fame to our Board of Directors. Laura has a strong background in nonprofit leadership, program development, and building collaborative community relationships. Her dedication to accessible learning and empowering individuals through creativity and innovation aligns closely with Goodwill's mission. Laura's perspective will support our continued growth as we expand programs and strengthen opportunities for individuals and families across our region.



Welcome New Board Member: Julie Lehman

Goodwill is proud to welcome Julie Lehman of Perdue Farms to our Board of Directors. Julie brings valuable experience in operations, workforce development, and employee training, along with a commitment to creating strong, supportive pathways to employment. Her leadership and passion for helping people succeed align beautifully with Goodwill's focus on job readiness and community impact. Julie's insight will help guide our efforts as we build brighter futures through the power of work.



GIVE TO GOODWILL TO MAKE A DIFFERENCE



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Every time you donate to Goodwill, you're helping support our mission programs, helping people right here in your community.

DONATING material items to Goodwill is one of the most powerful ways to make a direct, local impact. Every item you give—whether it's a warm coat, a set of kitchenware or a piece of furniture—has the potential to change someone's life. Your donations help ensure that families in our community have access to affordable, high-quality goods, while also supporting people who are working hard to rebuild stability and independence.

When you choose to donate, you're also contributing to environmental sustainability. So many items that still have plenty of life left end up in landfills each year. By giving your gently used goods a second home, you help reduce waste and extend the lifecycle of valuable resources. It's a small step that adds up to a big difference, one that benefits both people and the planet.

But the true impact of your donation extends beyond the store shelves. The sale of donated goods funds Goodwill's mission-driven programs, including workforce development, job training, digital skills education, parenting programs, rape crisis services, social services and so much more. These services help individuals overcome barriers to employment, gain confidence and take essential steps toward long-term success. Your donated items become more than just household goods, they become tools for empowerment.

For many participants, these programs are life-changing. They provide a chance to learn, grow and secure employment that leads to stability. And none of this work would be possible without the steady generosity of donors and shoppers who believe in creating opportunity for their neighbors.

In a world that often feels fast-paced and disconnected, donating is a meaningful way to strengthen community bonds. It reminds us that we each have something to offer and that small actions can create real, lasting change. When you donate to Goodwill, you're not just clearing out a closet, you're giving hope, supporting local jobs and **changing lives**.

We are deeply grateful for your continued support. Together, we're building a stronger, more connected community—one donation at a time.

30

mission programs
supported by your
donations

22,000+

lives changed last
year, thanks to your
donations



SCAN

to find a donation
location near you



GOODWILL OPPORTUNITY CENTER: BUILDING A STRONGER CENTRAL NEIGHBORHOOD TOGETHER



Goodwill is making a transformative \$35 million investment to bring a 60,000–80,000 square-foot Opportunity Center to the St. Vincent Charity Health and Healing Hub in Cleveland's Central Neighborhood.

LAUNCHING a capital campaign in early 2026 and planning to break ground in 2027, this project represents a significant commitment to a community that has faced decades of disinvestment. The new center will serve as a beacon of stability, access, and upward mobility, helping residents build pathways to long-term economic and social well-being.

The Opportunity Center is modeled after Goodwill's highly successful Ken Weber Community Campus in Canton, which has united Goodwill with 23 nonprofit partners under one roof since 2009. Serving more than 70,000 visitors each year, the Canton campus has demonstrated the power of co-located services—from health care and food assistance to veteran support and senior services. This proven model of collaboration and efficiency will guide the development of the new center in Cleveland.

Once complete, the Opportunity Center will provide a welcoming, one-stop hub for career services, workforce development, and a wide network of

nonprofit partners. Residents will have access to a technology lab, employment center, conference spaces, and a comprehensive resource hub. A key feature will be a community-guided grocery store designed to address the Central Neighborhood's long-standing food desert. Through ongoing collaboration with residents, this store will be shaped around neighborhood needs and help strengthen long-term food security.

This investment will bring broad, lasting impact: more than 100 permanent jobs, programs serving 50,000 residents each year, improved access to essential health and social services, and strengthened support systems in a neighborhood where unemployment exceeds 50% and most households live below the poverty line. The project will be funded through New Markets Tax Credits, shopper support, philanthropic contributions, and a \$17 million capital campaign—uniting donors, partners, and community members in a shared effort to uplift Cleveland's Central Neighborhood. **For more information, email info@goodwillgoodskills.org.**

WELCOME KELLY STANDISH

GOODWILL'S NEW VICE PRESIDENT OF PHILANTHROPY

Goodwill is thrilled to welcome Kelly Standish as our new Vice President of Philanthropy. In this role, Kelly will lead fundraising efforts that directly support Goodwill's mission, helping to provide life-changing programs and services for individuals and families throughout our community.

Kelly brings a wealth of experience in nonprofit development and corporate partnership management. She most recently served as Development Director for the Cleveland International Film Festival, where she successfully expanded donor engagement and strengthened the

organization's fundraising initiatives. Prior to that, she worked with the American Cancer Society as a Senior Corporate Relationship Manager, cultivating meaningful partnerships and driving impactful campaigns to support cancer research and patient programs.

A native of Cleveland, Kelly is deeply connected to the community she serves. She and her husband reside in Westlake, where they enjoy supporting local causes and staying active in community life. Known for her strategic vision, collaborative approach, and passion for creating positive change, Kelly is eager to help Goodwill grow its



philanthropic impact and expand opportunities for those we serve.

We are excited to have Kelly on board and encourage everyone to give her a warm welcome when you see her around Goodwill events and in the community. Her leadership and dedication will help us continue transforming lives every day. To connect with Kelly, email her at kstandish@goodwillgoodskills.org.

RETAIL STORE AND DONATION CENTER OPEN THIS YEAR

This fall brought two exciting additions to our Goodwill community. In late September, we opened our new Gordon Square retail store and were welcomed with incredible support from local shoppers. The store, at 6512 Franklin Blvd. in Cleveland, brings affordable, high-quality goods to the neighborhood, while helping fund job training and employment services across our region.

Then in November, we celebrated the opening of our Chesterland Attended Donation Center at 8001 Mayfield Rd. in Chesterland, giving donors a quick and convenient way to drop off gently used items. With staff on-site to assist, donating is easier than ever, and the early support from the community already has been remarkable.



Together, these new locations strengthen our mission and deepen our connection to the communities we proudly serve.

GOODWILL TO OPEN NEW LOCATIONS NEXT YEAR



We're excited to announce that our Goodwill will be expanding this year. We will be relocating our Jackson Township Outlet

to our North Canton Warehouse and opening a new retail store at the current location of the Jackson Township Outlet.

30



Goodwill has 30 mission programs, helping people in our 10-county footprint.

28.6
million



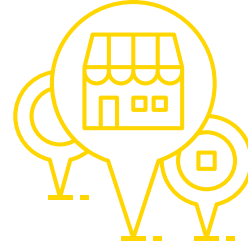
Last year, 28.6 million pounds of goods were diverted from local landfills last year thanks to material donors to Goodwill.

23,791



Goodwill mission programs impact thousands of lives each year. As of the end of October, 23,791 people have been served by your Goodwill this year.

10



Your Goodwill opened a new Attended Donation Center in November, bringing the total to 10 throughout our territory.

21



Your Goodwill opened a new retail store in September, bringing the total to 21.

BOARD OF DIRECTORS

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Cleo Lucas, Secretary, Retired

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