



2022
COMMUNITY
IMPACT
REPORT



GOODWILL
INDUSTRIES *of* KENTUCKY



Dear friends of Goodwill,

We at Goodwill have committed ourselves to a goal of reducing the number of Kentuckians who live in poverty. We've found that thousands of our citizens who live on the streets, who are leaving incarceration and who are in recovery from addiction are actually very capable and highly motivated to build completely different lives for themselves and their families.

We believe each of these men and women deserves a second chance in life. Many times, they never really had a first chance. So, we dedicate our efforts to making a realistic opportunity available to them and we see them succeed over and over again.

The core of our service model is to provide resources that allow people to overcome every barrier that has held them back – transportation, housing, mental health, computer skills, financial skills and so on. Providing piecemeal services is not enough, so we band together with our many partners for a holistic approach.

We're rewarded by seeing many people accomplish things they never believed they could. A man who hadn't worked for ten years now has one year with the same employer and is taking budgeting classes to prepare for buying a car. A woman who has been free of drugs for three years is reuniting with her children and buying a house. A man who works at one of our Goodwill stores is learning carpentry at the community college.

The support of our communities across Kentucky makes all this possible. We appreciate you – our partners, donors of used goods and money, our volunteers and other supporters. Our commitment to you is to use the resources entrusted to us to offer an effective “hand up” to as many of our citizens as possible, so that together we make Kentucky an even better place for everyone to live.

In partnership,

Amy Luttrell
President/CEO

Jason C Groneck
Chair, Board of Directors



2022 YEAR IN REVIEW



Goodwill opens new Opportunity Centers in Corbin, Elizabethtown and Morehead

Last year, Goodwill began rebranding its current statewide resource centers as Opportunity Centers. It opened new locations in Corbin (January), Elizabethtown (October), Morehead (November) and expanded its model in Lexington (April).

To introduce the public to its rebranded Opportunity Centers and showcase its expungement program and other services, Goodwill hosted a series of “Opportunity Expos” at five locations – Bowling Green, Elizabethtown, Lexington, Louisville and Somerset – in September and October. Pictured is the Bowling Green team.



Goodwill and Norton Healthcare partner for historic investment in West Louisville

On February 23, Goodwill, Norton Healthcare and Governor Andy Beshear announced a \$100 million investment in West Louisville that will transform a 20-acre brownfield site located at 28th Street and Broadway into an Opportunity Campus that will house Goodwill’s headquarters operation, career services, a collection of local social service agencies and Norton Healthcare’s new hospital, the first hospital west of Ninth Street in more than 150 years. On June 28, Goodwill and Norton Healthcare broke ground on what will officially be known as the Norton Healthcare Goodwill Opportunity Campus.



Goodwill Housing Program launches statewide services

Goodwill’s Housing Program, which offers up to six months of housing accommodation for participants, provided more than 100 individuals transitioning out of incarceration, addiction treatment and homelessness with a place to live. While participants are provided free rent, they take part in programs and services offered by Goodwill, such as financial literacy training to build credit, open bank accounts, etc. Per the program model, participants are put on a path to be self-sufficient with regard to housing by the time they exit the program. Participants receive \$1,000 to match their own savings.



Goodwill hosts Second Chance Conference during Second Chance Month

On April 29, Goodwill was proud to celebrate Second Chance Month by hosting the Second Chance Conference at the Kentucky International Convention Center in Louisville. The event was also streamed virtually to Goodwill’s statewide Opportunity Centers. It featured a keynote speaker, and workshops were offered to employer/community partners and second-chance participants.

Goodwill opens new retail stores in Elizabethtown, Pikeville

Goodwill was excited to open new retail locations in Elizabethtown and Pikeville in 2022. On January 28, the new Pikeville store opened at 145 Lee Avenue. On April 11, Elizabethtown opened its second location at 2003 Dixie Avenue. Pictured is the ribbon cutting from Elizabethtown.

The Excel Center® holds first day of classes

On October 4, Goodwill opened the doors to the first-of-its-kind adult high school in Kentucky, The Excel Center®, which offers adults aged 18 and older that didn't finish high school the free opportunity to earn their state-sanctioned high school diploma and other industry recognized certifications. The Excel Center® helps with childcare, transportation, scheduling flexibility and more. Terms last just eight weeks, and students are paired with a life coach to guide them to a career or college.

Goodwill launches capital campaign to help fund Opportunity Centers

In November, Goodwill launched a \$15 million "Opportunity is Knocking" fundraising campaign as a way to ask the community to join it in taking a bold approach to transforming the lives of thousands of people who need a hand up in life. The funds will help complete Goodwill's campus in West Louisville Opportunity Campus and 10 other opportunity centers it will build and sustain throughout the commonwealth.

Another Way Program provides hand up to unhoused population

In partnership with Louisville Metro, the Another Way Program helped 94 individuals find employment and 156 find housing in 2022. The program is designed to address the gap in the labor market by providing individuals with visible needs the chance to gain job skills and work-based learning opportunities rather than ask the public for money at stoplights and other rights of way. The team uses vans to cavass highly trafficked areas known for panhandling and offers individuals the opportunity to work four hours and earn \$50 compensation and lunch. They return daily to the Opportunity Center at 909 East Broadway, where they address barriers and connect to both internal and external resources.

Goodwill issues vouchers to assist victims of natural disasters

To support western and eastern Kentucky communities in crisis as a result of tornado and flooding disasters, Goodwill issued vouchers totaling more than \$420,000 in 2022. This was in addition to the \$155,118.13 in vouchers redeemed through Community Action.



MONTRELL'S SUCCESS STORY



Montrell, who was born with Spina Bifida – a condition that left him paralyzed from the waist down – was working at The Boys & Girls Club of America but lost his job due to the pandemic. This led him to Goodwill's Opportunity Center in Louisville, where he worked with a career coach to secure a job as a greeter at our Outlet store, where he has worked for more than a year.

“I am a people person, but this job is helping me become more of a people person. I am getting to know my surroundings, and I am becoming more responsible,” Montrell said.

Montrell is also working with his career coach to obtain a GED and a vehicle designed to fit his physical needs. He is interested in police work and one day hopes to work in that field.

When asked what he loves most about Goodwill, he said, “Wow. Just a lot. My mom was so surprised about all the programs Goodwill offers that we knew nothing about. We do so much for the community.”

KENNY'S SUCCESS STORY



Kenny struggled on and off with addiction for 27 years before experiencing rock bottom, which came in the form of overdosing in a dumpster.

“I burned every relationship that I ever had. I stole from my family, did whatever I had to do to get my next drug,” he said.

Kenny sought treatment at Lake Cumberland Recovery in Somerset, where he was connected to Goodwill and our Reintegrating Individuals Successfully Every Day (RISE) program, a two-week work-readiness program.

Currently, Kenny is working as a drug and alcohol counselor associate under clinical supervision while he pursues his bachelor’s degree. He also serves as a spokesperson for addiction and recovery, attending multiple events throughout the region to help inspire others that are experiencing situations similar to his.

“When you look back on addiction, it feels like all that time is wasted,” he explained. “But God turns that pain into purpose. I am now using my past to help others.”

BEATRICE'S SUCCESS STORY



Six years ago, Beatrice, her husband and five children relocated from the Democratic Republic of the Congo to Kentucky due to violence in their native Africa and to better support one of their children, Chance, who has a disability.

Beatrice began working to support her family, but she had to leave Chance at home, which she said hurt Chance's health. Despite earning nearly \$20 per hour, Beatrice left her job and began searching for opportunities to work with her daughter.

That search led her and Chance to our Goodwill store in Brannon Crossing (Nicholasville), the only employer Beatrice could find that would let the duo work together.

According to Senior Store Manager Crystal Tinch, "Beatrice and Chance came here about six years ago and neither of them spoke English, except for one of her children. They both work amazing, anything you ask them to do. They're here on time. You have to just about drag them to the time clock to leave. ... I'm so proud to have them. They are our mission and what we do."

To that, Beatrice said, "I tell my boss here at Goodwill, 'Thank you so much for helping my baby.' Me, I'm so happy."

SERVICES PROVIDED:

Average wage earned
by participants placed with employer partners:
\$14.69

Donors
welcomed to our doors:
1,483,042

Kentuckians
placed into jobs:
2,747

Wages paid
to Goodwill employees with disabilities or other barriers:
\$26,899,806

Amount paid in
Tuition
reimbursement:
\$443,417

Expungement
services provided:
2,514

Job preparation
services provided:
5,579

Pounds of items
kept out of Kentucky landfills:
More than
60 million

Housing
program provided:
125
individuals with housing

269 bicycles,
115 cars
placed with qualified participants

BY THE NUMBERS

Total expenses and community reinvestment:

Total Revenue	\$109,212,922	
Program Services	\$84,809,701	77.7%
Admin Support for Programs	\$11,340,893	10.4%
Fundraising	\$316,995	0.3%
Community Reinvestment	\$12,745,333	11.6%
Net Assets	\$161,077,842	



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