



# Goodwill

INDUSTRIES of KENTUCKY



2023 | COMMUNITY IMPACT REPORT



**Dear Friends of Goodwill Industries of Kentucky,**

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 citizens who live on our streets, who are leaving incarceration and who are in recovery from addiction are very capable and highly motivated to build new lives for themselves and their families.

We believe each of these individuals 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.

Providing piecemeal services is not enough, so we band together with our many partners for a holistic approach. To do this, Goodwill now operates 11 Opportunity Centers in nine Kentucky communities to provide easy access to services such as transportation, mental health, housing, computer skills and financial skills, along with a caring circle of support.

Your support makes all this possible, and we appreciate you – our partners, donors of used goods and money, ambassadors and volunteers. Together we'll continue to offer a “hand up” to Kentuckians who need it and make our commonwealth an even better place for everyone to live!

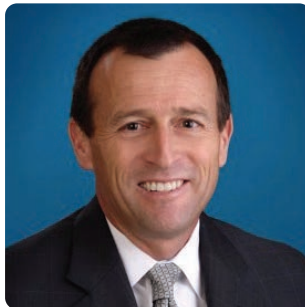
In partnership,

Amy Luttrell

President/CEO

Hugh Haydon

Chair, Board of Directors





NO STACKING  
ABOVE THIS LINE  
BY ORDER OF C.B.F.A.

# IMPACT BY THE NUMBERS

**4,040** JOB PLACEMENTS

**5,345** RECORDS EXPUNGED

**\$15.24** AVERAGE WAGE PAID  
TO PARTICIPANTS  
PLACED INTO JOBS  
OUTSIDE OF GOODWILL

**\$33,454,840** PAID IN WAGES  
TO MISSION-  
RELATED GOODWILL  
EMPLOYEES

**\$514,316** PAID IN TUITION  
REIMBURSEMENT

**123** INDIVIDUALS  
MATCHED WITH  
A VEHICLE

**311** BICYCLE PLACEMENTS

**6,174** CLIENTS SERVED AT  
OUR OPPORTUNITY  
CENTERS

**291** SMILES RESTORED  
THROUGH DENTAL  
SERVICES

**180** PEOPLE HOUSED



Goodwill Industries of Kentucky has been serving the commonwealth for 100 years. A century ago, Reverend John L. Fort founded Goodwill in Kentucky by employing people with disabilities to repair items that were donated by wealthy residents. Once repaired, the items were sold to the public.

While Goodwill has remained true to its roots by providing jobs to people with barriers to employment, its service model has evolved. Today, Goodwill operates 67 retail stores and 11 Opportunity Centers across 103 counties and serves thousands of Kentuckians each year.

In 2023, Goodwill proudly celebrated its centennial anniversary with a historic and unprecedented year. Take a look back with us.



# 100 YEARS OF SERVICE



In 1902, Rev. Edgar J. Helms in Boston, Massachusetts, sought a way to meet the needs of people in poverty, while preserving their dignity. He began collecting used clothing and household goods, employing people to repair them, and selling the items at low prices so people could buy what they needed with wages they earned. Helms coined the phrase “not charity, but a chance” to express the philosophy behind his efforts.

In 1923, John Lowe Fort and Trinity Methodist Church brought the Goodwill model to Louisville, which later spread throughout Kentucky. While some of our methods have changed over the years, Goodwill has assisted Kentuckians for 100 years now to overcome barriers to employment, build skills and find pathways out of poverty. Harnessing the power of work to change lives remains our guiding principle.



**Goodwill**  
INDUSTRIES of KENTUCKY



# OUR 100 YEAR HISTORY

## 1923



### Edgar Helms/John Fort

Be dissatisfied with your work until every person in your community has an opportunity to develop to his fullest usefulness and enjoy a maximum of abundant living.

- Edgar J. Helms

Goodwill was founded in Boston in 1902 by Reverend Edgar J. Helms as he collected unwanted items from the city's wealthy residents and invited the impoverished community to "help themselves." However, he soon realized there was dignity in people having the ability to earn wages and pay for the items they needed.

In 1923, Goodwill Industries of Kentucky was founded in Louisville by Reverend John L. Fort. For many years, Goodwill employees - many of whom had disabilities - earned wages by repairing donated items for sale to the public.

From this model, the Goodwill motto was born: A hand up, not a handout.



Trinity Methodist Church and 814 W. Market St.

## 1926



Goodwill formally began operation at Louisville's Trinity Methodist Church at Third and Guthrie streets, employing people with disabilities and others who were not able to find jobs on their own. The minister, John Fort, also served as Goodwill's first superintendent. That same year, Goodwill leased its first store at 814 W. Market Street.



## 1929

A women's auxiliary formed and operated for many years, generating funds to support Goodwill.



## 1931

The Boy Scouts held donation drives for Goodwill for many years, beginning in 1931.

## 1933

Goodwill purchased property to house families of persons with disabilities.

## 1936

Goodwill purchased the former Vogel Shoe Company at 804-808 Market Street to operate a larger settlement house and retail store. After the 1937 Louisville flood, Goodwill provided an emergency boarding house for flood survivors.

## 1940s

During the early years, the effects of two world wars and the polio epidemic caused Goodwill to focus heavily on assisting people with physical limitations such as orthopedic and vision impairments.



"Work is a magic remedy... No method of relief is so human and none so effective."  
- Dr. H.W. Ketrone

## 1971

At the request of the Kentucky Bureau of Rehabilitation Services, Goodwill developed services to assist people with intellectual and emotional disabilities, including vocational evaluation, work adjustment and training.

## 1958

Goodwill Industries of Kentucky assumed control of the Lexington Goodwill operation.

## 1952

Edmund Redmon was a polio survivor who used crutches. Although he graduated from University of Kentucky with a degree in business administration, he was unable to find a job and even offered to work for free. He was advised to try Goodwill, where he was hired in the late 1930s. Ultimately, he served as executive director from 1952-75.

## 1950s

The Community Chest, later United Way, assisted Goodwill in many ways, including loans during lean times.

## 1947

Louisville Goodwill Industries became Goodwill Industries of Kentucky to reflect its expanded geographical footprint.

## 1941

The Fred and Lily Schmidt Goodwill Home housed 26 families.

## 1984



### Roland R. Blahnik

Goodwill experienced rapid growth after hiring Roland R. Blahnik as executive director. Under his leadership from 1984-2014, Goodwill expanded from two to 64 stores and increased its service offering.

## 1988



Goodwill Industries of America added counties in eastern and western Kentucky to Goodwill's assigned territory, bringing the total to 103 counties.

## 1990

Goodwill purchased the Performance Motors property at Broadway and Campbell streets to replace our Market Street properties as headquarters and service center.

## 1994

A new mission statement was adopted: "Goodwill Industries of Kentucky helps people with disabilities or other disadvantages achieve their employment potential to gain a better quality of life."



## 2004

Goodwill won its first janitorial contract, the Richmond Army Depot, through the federal AbilityOne program to hire people with significant disabilities. Soon after, Goodwill earned contracts for Louisville's Snyder and Mazzoli buildings.

## 2010

Goodwill moved its headquarters to 1325 S. Fourth Street to relieve space needs at 909 E. Broadway.



## 2022

Goodwill opened The Excel Center, a tuition-free high school, to award diplomas to adult learners.

## 2020

When COVID-19 struck, Goodwill shut down all operations for a two-month period and reopened when permitted by state government.

## 2019-24

Goodwill opened Opportunity Centers in nine Kentucky communities.

## 2018



Daniel Hall chaired Goodwill's Board of Directors from 2018-2020. He was instrumental in Goodwill's decision to establish a substantial presence in west Louisville.

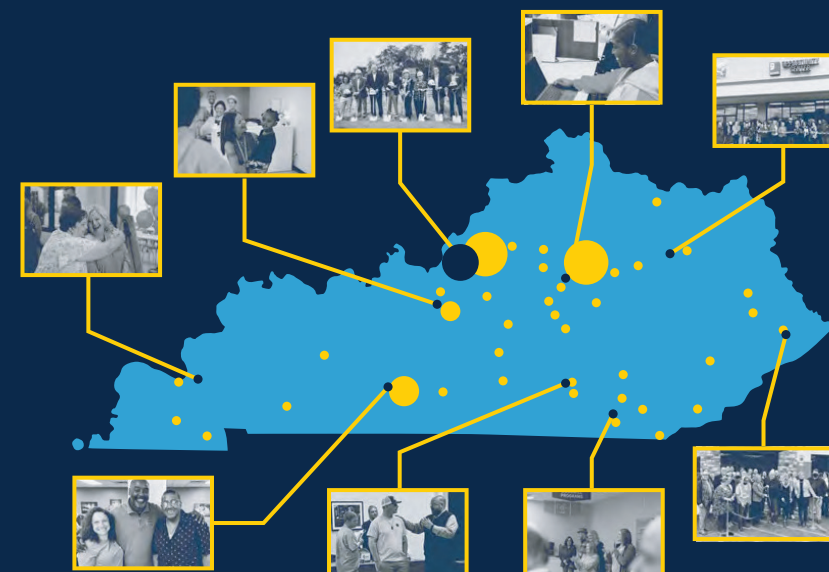
### Daniel Hall

## 2017

Goodwill's Board of Directors approved a new strategic plan adopting the bold goal of helping individuals to enter family-sustaining careers to elevate out of poverty. The opioid epidemic caused greater levels of addiction, incarceration and homelessness throughout Kentucky and caused Goodwill to shift its focus to serving people affected by these conditions.

## 2024

After celebrating its centennial year, Goodwill moved to its new headquarters at 2820 W. Broadway, combined with a new Opportunity Center.



### GOODWILL INDUSTRIES OF KENTUCKY

Since its birth in 1923, Goodwill Industries of Kentucky has expanded to have a presence in 103 of 120 Kentucky counties. Goodwill's investment in some of Kentucky's most economically challenged communities brings a "hand up" in the form of jobs, careers and support services to people who want to break the cycle of poverty, support their families and contribute to their communities.

Every year, Goodwill spends about 90 percent of its revenue on its impact programs, which continue to evolve to produce greater long-term impact. Goodwill is proud to have served the Commonwealth of Kentucky for 100 years and will continue service until every Kentuckian has the opportunity to enjoy, in the words of its founder, "a maximum of abundant living."

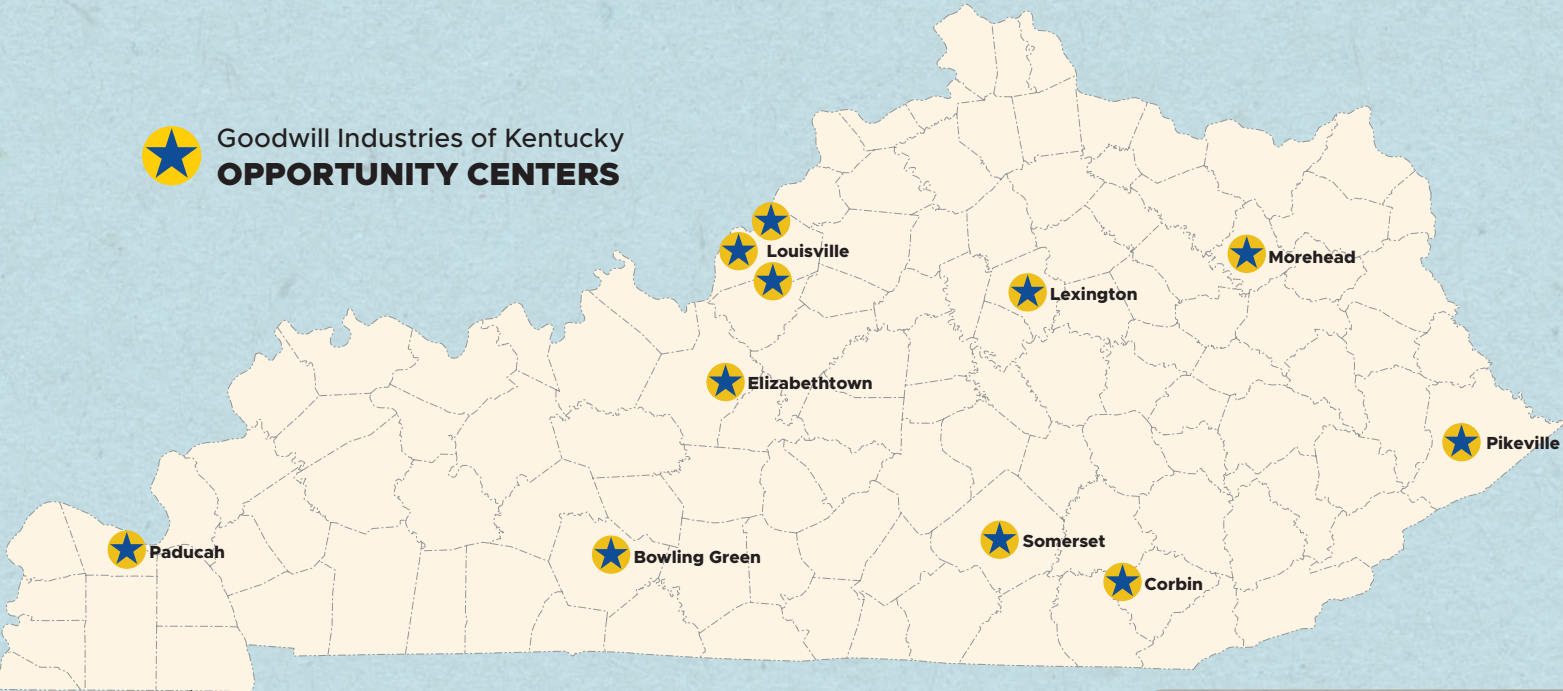


Goodwill thanks its past and present board members who helped make this Opportunity Campus possible.

# GATEWAYS TO A BETTER LIFE.

Goodwill operates 11 Opportunity Centers in nine Kentucky communities to help people stabilize their lives, build skills and prepare for employment leading to a career. Goodwill and community partners come together in welcoming locations to help people address barriers and build skills.

## Goodwill Industries of Kentucky **OPPORTUNITY CENTERS**



### JA'LEXUS'S SUCCESS STORY

Due to her criminal past, Ja'Lexus was going nowhere. But after she welcomed a baby into the world, her landlord told her about the programs that Goodwill offers for the justice-involved community. She was matched with a career coach, to help overcome her barriers and establish a personalized pathway to empowerment. Ja'Lexus completed the programs, found employment, and purchased her first vehicle. She has started cosmetology school and is now giving back to Goodwill, by helping clients file their taxes.

"I am most proud of taking advantage of the resources that were offered to me," Ja'Lexus said. "I encourage everyone that comes to Goodwill to do the same."



### DILLON'S SUCCESS STORY

After exiting incarceration, Dillon knew he needed to make a change. He came to the South Louisville Opportunity Center looking for a better life and used several of the free services to build his skills. After being hired at Goodwill's 2nd Chance Outlet as a material handler, he gained his forklift certification, resolved severe dental issues through Goodwill's GoodSmiles program and bought a car.

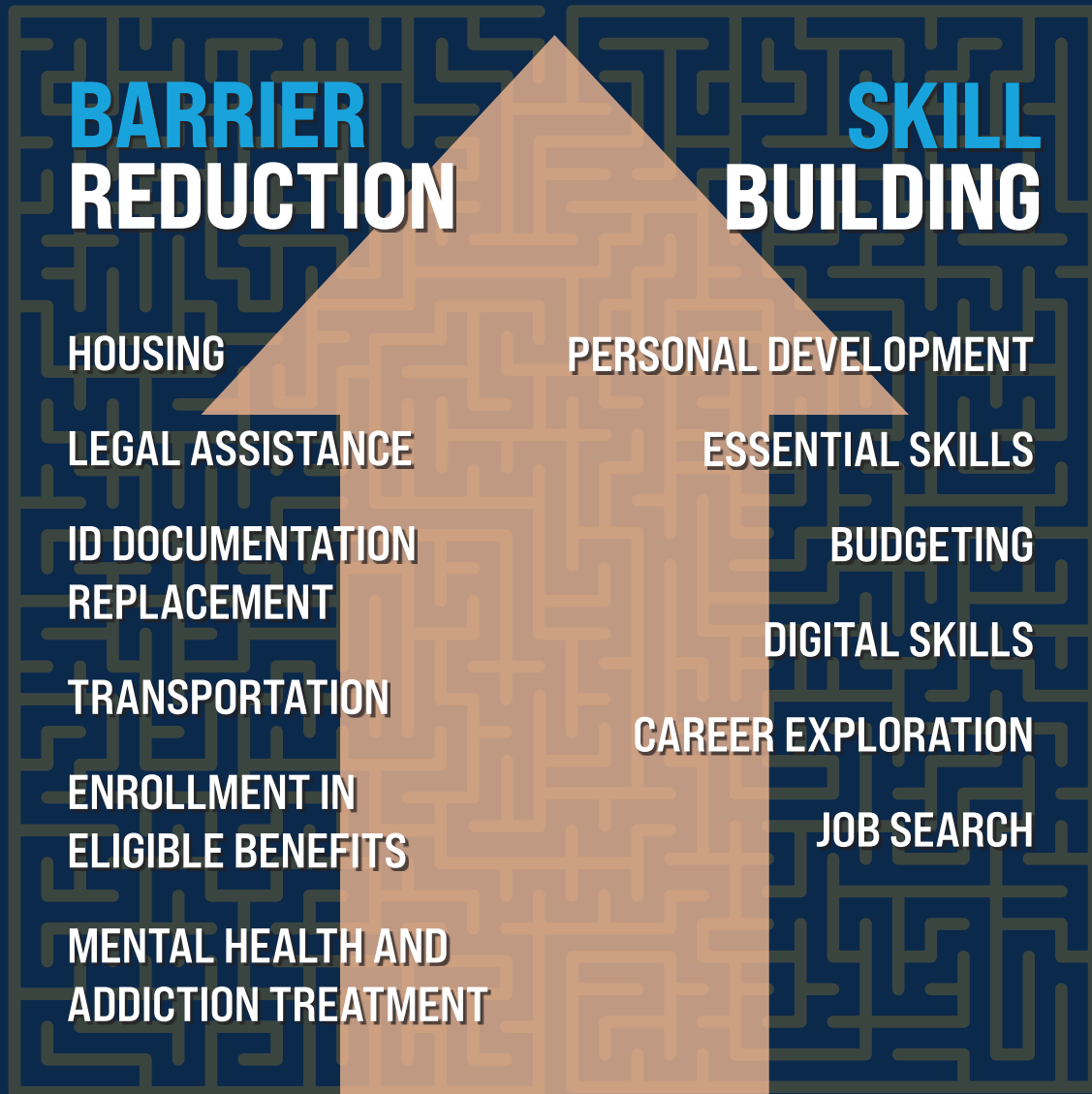
With the help of his Goodwill Career Coach, Dillon decided to pursue a career in welding. He signed up for Goodwill's Work & Learn program and attended classes twice per week at The Knight School of Welding while still being paid. Dillon earned a certificate in MIG Welding and accepted a welding job paying \$20 per hour with benefits.





# A HOLISTIC APPROACH TO POVERTY

In our Opportunity Centers, Goodwill brings together our services and those of our community partners to provide answers to the barriers that commonly hold people back and to assist them to build marketable skills.



Two years after exiting our personal and professional development courses, our clients have a 3% recidivism rate.





# THE EXCEL CENTER A HIGH SCHOOL FOR ADULTS

The Excel Center - Goodwill's tuition free high school for adults - offers a second chance to earn a high school diploma to adults who missed out on their first chance. Located on Preston Highway in Louisville, the school caters to the life demands of adult students by offering:

- Flexible eight-week class schedules
- Free on-site childcare provided by YMCA of Greater Louisville
- Transportation assistance
- Industry-recognized certifications
- Life coaches

## RACHEL'S SUCCESS STORY

Rachel always dreamt of walking across a stage and receiving her high school diploma. But after aging out of the high school system in Kentucky, she thought it was out of reach. That was until she heard about The Excel Center. With 10 children and guardianship of three more, she was skeptical that Goodwill would be able to meet her where she was in life. But now, she's a high school graduate.

"It gave me a better outlook on life, to be something I wasn't at first. But now I can," Rachel said.



# HOUSING

Lack of safe, stable housing keeps many people out of the workforce. Many who have past involvement with criminal justice are not eligible for government-subsidized housing.

Goodwill provides free housing for six-to-nine months and requires each resident to work, save money, take budgeting classes and remain drug free. Upon exiting our program, 62% have secured unsubsidized housing.

# THERE IS ANOTHER WAY

FOR PEOPLE WHO ARE UNHOUSED



In partnership with Louisville's Metro Council, Goodwill's Another Way team finds people who are living on our streets and offers them a chance to work and resources to help them stabilize their lives and find housing.



In 2023, the **ANOTHER WAY** program

SERVED **1,243**  
PARTICIPANTS

CONNECTED **876**  
TO RESOURCES FOR  
BARRIER REMOVAL

TRANSPORTED **115**  
INDIVIDUALS TO  
SUBSTANCE ABUSE  
& MENTAL HEALTH  
TREATMENT

PLACED **134** IN  
TEMPORARY-TO-  
PERMANENT  
HOUSING

AND HELPED  
**75** INDIVIDUALS  
BECOME EMPLOYED

## STEFPHAN'S SUCCESS STORY

Stephan Gholston was once unhoused and seeking a way out of poverty. Goodwill gave him hope through the Another Way program. Stephan now serves as an outreach specialist for the Another Way program. In 2023, he was awarded the CleanLou Citizen Award by Louisville metro Public Works Department, which honors Louisvillians who make outstanding contributions to keeping Louisville clean. Gholston has helped serve more than 1,300 individuals through the Another Way program.

"Because it's hope, and it's not a false hope," Gholston said. "It's a heart that's willing to help. True help. We're not enabling. We're empowering. We're making them believe again when they're broken."



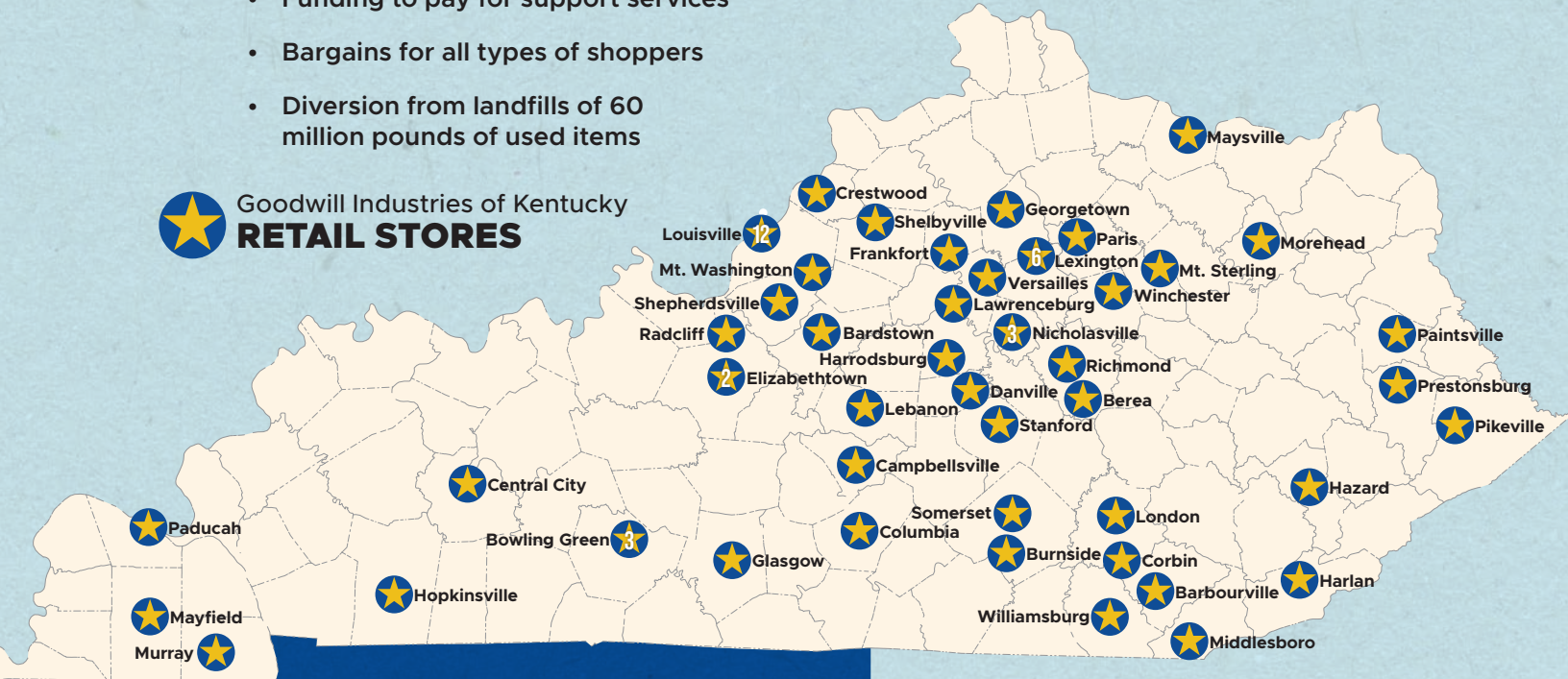
# THE STORY BEHIND THE STORES

Goodwill's 67 stores in 45 communities provide many benefits:

- 1,900 entry-level jobs that give people a place to start
- Funding to pay for support services
- Bargains for all types of shoppers
- Diversion from landfills of 60 million pounds of used items

Goodwill employees have a Career Coach to assist with work issues, life issues and career planning. In 2023, 775 employees moved to a higher-paying job, either with Goodwill or another employer.

## Goodwill Industries of Kentucky RETAIL STORES



**76%** of our retail workforce

have been justice-involved, have a disability, lack a GED or diploma, are survivors of domestic violence or have not worked for more than six months.

Goodwill employees have access to all services available to our clients, as well as:

- GoodSmiles (dental services)
- Work & Learn (paid time to pursue a credential)
- Tuition reimbursement
- Higher financial match for vehicles and housing

## JOSHUA'S SUCCESS STORY

Joshua served time in prison on drug-related charges. After being released from prison, he was assigned to a halfway house in Bowling Green. In search of a second chance, he found his way to Goodwill, where he completed reentry programming and received Goodwill's reintegration services. Just five months after exiting incarceration, Joshua became a manager at Zaxby's and is on track to advance to a general manager. He has his own transportation and housing.

"The halfway house's relationship with Goodwill was the best thing because Goodwill does a lot," Joshua said. "They see a lot of us come in there, and they don't judge us off of where we've been or what we've been through. They look at us as people, and they help us get back on our feet."



# MAKING HISTORY



The Norton Healthcare Goodwill Opportunity Campus, in the heart of West Louisville, will be Goodwill Industries of Kentucky's new headquarters and our largest Opportunity Center.

Following six months of community feedback in 2020-21, a 21-acre brownfield was cleared and construction began on a new facility to house Goodwill's headquarters, our services and eight community partners.

West Louisville is home to 65,000 people, primarily African Americans, and median household income is \$21,000. Goodwill and our partners, including Norton Healthcare, will bring 500 jobs to West Louisville at an average wage of \$60,000, and will serve 50,000 people each year.



Total Revenue	\$132,066,610	
Programming	\$100,333,631	76.0%
Admin Support for Programs	\$12,442,675	9.4%
Fundraising	\$266,651	0.2%
Community Reinvestment	\$19,023,653	14.4%
Net Assets	\$180,101,495	

● Programming  
● Fundraising

● Admin Support for Programs  
● Community Reinvestment



**Goodwill**  
INDUSTRIES of KENTUCKY



# DONATE YOUR ITEMS

To learn more, please scan the QR code.



# DONATE YOUR TIME

To learn more, please scan the QR code.



# DONATE MONETARILY

To learn more, please scan the QR code.

# THANK YOU TO OUR 2023 BOARD OF DIRECTORS

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[www.goodwillky.org](http://www.goodwillky.org)

