



 **Goodwill
Kentucky**

EXPUNG
out, obliterate, or mark for deletion
completely
from one's consciousness

**COMMUNITY
IMPACT
REPORT**

2024

Dear Friends,

At Goodwill Kentucky, growth is never about increasing our square footage alone—it is about **expanding opportunity, strengthening communities, and ensuring that every Kentuckian has access to the support they need to thrive.** This past year marked a powerful chapter in our organization’s history as we continued to grow our presence across the Commonwealth, reaching new communities and deepening our impact in places long undeserved.

From eastern to western Kentucky, our footprint expanded with purpose. In Somerset, the opening of the **Somerset Opportunity Center** created a new hub for career development, training and education, and supportive services—bringing hope and opportunity to Pulaski County and the surrounding region. In far western Kentucky, our Paducah retail store extended Goodwill’s mission, creating jobs, fueling the funding needed to increase mission services, and providing convenient access for donors and shoppers.

In Louisville, our commitment to young adults took meaningful shape with the launch of the **Chestnut Street Young Adult Opportunity Center** downtown and the **Seventh Street Young Adult Opportunity Center** in Shively, both in partnership with KentuckianaWorks. These spaces were designed intentionally to meet young people where they are—offering education, training, career pathways, and support that empowers the next generation to build sustainable futures. Meanwhile, the opening of the **Georgetown Road Attended Donation Center** strengthened our donation infrastructure, making it easier for the community to give and directly support our mission.

Perhaps most transformative was the grand opening of the **Norton Healthcare Goodwill Opportunity Campus** that offers programs and services to individuals and families looking to escape poverty. With Norton Healthcare and Goodwill Kentucky investing more than \$100 million into a neighborhood that had previously seen historic disinvestment, this facility offers programs and services to individuals and families looking to find pathways out of poverty.

Each of these milestones represents more than expansion; they reflect our unwavering belief that **opportunity should not be limited by geography, zip code, or circumstance.** As you read this report, you will see how Goodwill Kentucky’s growth translates into real outcomes for individuals, families, and communities across the state, and sets the stage for continued impact to improve our communities across the Commonwealth.

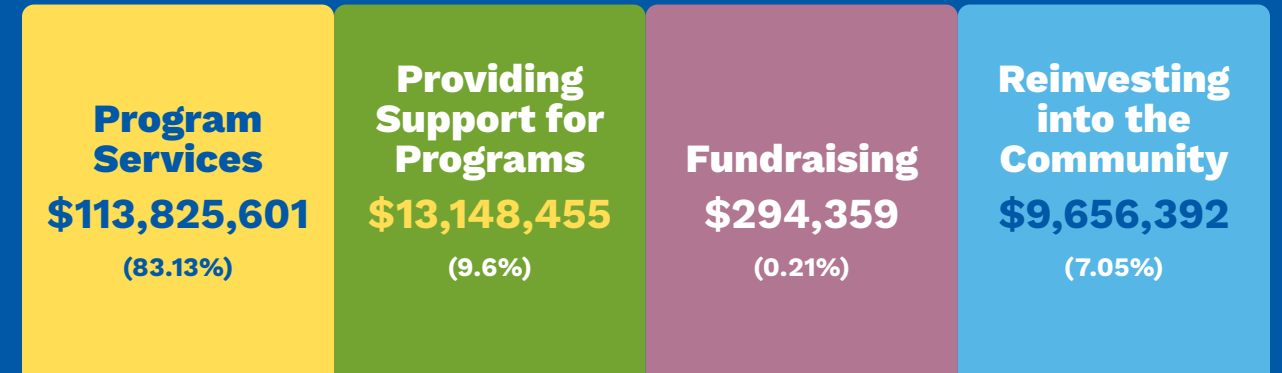
Thank you for believing in our mission and for being an essential part of this journey. **Together, we are working to end poverty in Kentucky—one community at a time.**



Companywide Data:

TOTAL EXPENSES & COMMUNITY REINVESTMENT

Goodwill Kentucky’s companywide impact reflects a strong commitment to mission, sustainability, and community investment. Together, these results underscore the scale, efficiency, and lasting impact of Goodwill Kentucky’s mission in action.



Total job placements **2,868** Average wage \$15.87

Average wage of program participants placed into jobs outside of Goodwill **\$16.53**

Number of employer partners who employ program participants **1,382**

Total paid to employees with barriers or disabilities* **\$39,649,826**

*Includes total wages only, excluding related fringe benefits.

Total tuition/reimbursement paid to employees* **\$497,969**

Total individuals moving from Goodwill to another company **246** Average wage \$18.11

Total \$ received in mission-related grants **\$11,001,590**

Total number of donors **1,568,650**

Total number of pounds diverted from landfills* **60,000,000**

*Includes pounds of unsold donations that go through salvage operations.

**Goodwill helped
Kentuckians remove**

6,687

eligible offenses
from their records.

“ Goodwill gave me hope that I could still have a life. ...I have all these dreams now, and a lot of it is because I had this opportunity. ”
– Amanda A.



Program Highlights:

SECOND CHANCE EMPLOYMENT

Second chance services and employment are essential to building stronger, more equitable communities, because they recognize potential rather than past circumstances. By providing individuals with barriers to employment—such as justice involvement, limited work history, or other life challenges—with access to job training, supportive services, and meaningful work, Goodwill Kentucky helps restore stability, dignity, and hope.

ASPIRE

The ASPIRE program provides incarcerated individuals within 90 days of release from prison with pre-release job training and supportive services. Once released, Goodwill will guide participants through barrier-removal services, job placement, career coaching, family reunification, and more holistic resources.

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Job Placements
Inside
Goodwill

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External
Job
Placements

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Credentials
Earned

RISE

RISE, which stands for Reintegrating Individuals Successfully Every Day, is a job-readiness training program designed to empower individuals who have multiple barriers to obtaining gainful employment. The program gives clients the knowledge they need to reintegrate into the workforce. RISE covers a broad range of topics, including but not limited to, soft skills, financial literacy, digital literacy, communication skills, resume development, and mock interviewing.

1,741

Clients Placed in Employment

\$15.55

Average Hourly Wage

Another Way

The Another Way program provides a compassionate, practical response to panhandling while creating meaningful pathways out of poverty for individuals experiencing homelessness or economic instability. Introduced by Goodwill Kentucky and sponsored by Louisville Metro and Anthem Blue Cross Blue Shield, the program offers the community a more effective way to give—one that prioritizes dignity, work experience, and connection to long-term support. Program leaders canvass highly trafficked areas throughout the city, transporting willing participants to worksites for four hours of paid work in exchange for wages, a meal, and access to Goodwill's Opportunity Centers and barrier-reduction services.

214 individuals obtained full-time employment.

2,082 individuals served.

121 individuals transported to treatment facilities.

1,697 individuals connected to barrier resources.

359 individuals secured temporary-permanent housing.

The average wage of program participants placed in jobs outside of **Goodwill was \$16.53.**

“ I received a second chance from Goodwill. Now I work as a truck driver with Grand Island Express, living out the dream I've had for years. ”

– Lee J.



Goodwill paid
\$39,649,826
to support employees
with barriers.

“ I wanted to finish high school before I left this earth. Now I have a diploma. I just want to thank whoever created this program—it’s just amazing. ”
- **Candace N.**



The Excel Center

The Excel Center® is a tuition-free adult high school – the first of its kind in Kentucky – that awards high school diplomas and industry-recognized certifications to adult learners. Program participants are offered flexible scheduling, accelerated courses, small class sizes, free childcare, and coaching and support to help participants find college and career pathways.

409 students enrolled.

64 diplomas awarded.

68% retention rate through five terms.

77% female students.

70% of graduates applied to postsecondary or entered the workforce within six months.

100% of graduates earned industry certificates or dual college credit.

100% of graduates completed workforce readiness training.

Welcome to the

NORTON HEALTHCARE GOODWILL OPPORTUNITY CAMPUS

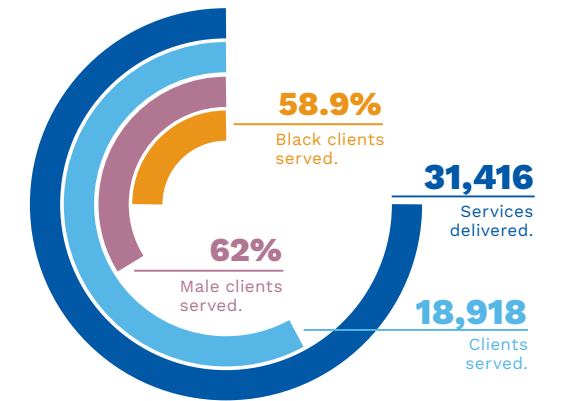


This year marked the opening of the Norton Healthcare Goodwill Opportunity Campus located at 28th and Broadway in Louisville's historic Parkland neighborhood.

The Goodwill West Louisville Opportunity Center serves as a one-stop shop for lifestyle enrichment services, providing workforce training, digital and financial literacy services, soft skills training, and more.

Goodwill Services

Goodwill provides job training, education, and employment services that help individuals overcome barriers, build skills, and achieve economic stability, while operating retail and donation centers that fund these mission-driven programs and strengthen local communities.



Goodwill Partners

Our partners play a vital role in advancing our mission by providing funding, employment opportunities, resources, and collaboration that help individuals access training, overcome barriers, and succeed in the workforce. Partners in the West Louisville Opportunity Center include:

- Big Brothers Big Sisters of Kentuckiana
- KentuckianaWorks
- Kentucky College of Barbering
- Legal Aid
- Park Community Credit Union
- University of Louisville School of Dentistry
- Volunteers of America Mid-States
- YMCA of Greater Louisville

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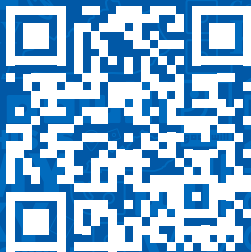
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**Goodwill
Kentucky**

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you do a lot of good.

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