



**Goodwill
Kentucky**

COMMUNITY CENTER

2025 COMMUNITY IMPACT REPORT

**BUILDING A
STRONGER
KENTUCKY**



Amy Luttrell

Letter from the President & CEO and Board Chair

Across Kentucky, communities are stronger when individuals and families have access to meaningful work, opportunities to build new skills, and the support needed to achieve long-term stability. At Goodwill Kentucky, we believe that creating pathways out of poverty requires more than a single program or service; it requires a holistic commitment to barrier reduction and skill building.



Hugh Haydon

From expanding workforce participation and preparing individuals for in-demand careers to cultivating employer partnerships and operating a strong statewide retail network, Goodwill Kentucky is helping transform lives while strengthening Kentucky's economy.

It is through our retail stores that much of this impact is possible. Every item you donate and every purchase you make directly supports Goodwill Kentucky's mission of helping Kentuckians find pathways out of poverty. Ninety cents of every dollar generated from our stores creates job opportunities and funds education, job training, career placement, housing support, and other critical resources for individuals facing barriers to success.

Thank you for being part of the Goodwill community. By donating and shopping with us, you're joining thousands of Kentuckians who believe everyone deserves the opportunity to succeed. Together, we're turning generosity into jobs, hope into opportunity, and working side by side to help end poverty in Kentucky.

Amy Luttrell, President & CEO
Goodwill Kentucky

Hugh Haydon, Board Chair
Goodwill Kentucky



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2025 IMPACT AT A GLANCE

Goodwill Kentucky's company-wide impact reflects the power of its unique mission-driven business model, where retail operations directly fuel community transformation. Together, these results demonstrate how strong retail performance, operational excellence, and community support translate into meaningful opportunities for Kentuckians and lasting mission impact.

1,805 

NEW CLIENTS

served through Another Way in Louisville and Bowling Green, and

267 **INDIVIDUALS GAINED EMPLOYMENT.**

\$44,160,782

total paid to employees with barriers or disabilities.*



3,206

JOB PLACEMENTS.



4,269 **RECORDS EXPUNGED**

in 2025, bringing the total to over **20,000** records expunged since 2022.

16,602 **CLIENTS SEEN**

a total of **79,832** times through Goodwill Kentucky's Opportunity Centers.

80 **DIPLOMAS AWARDED**

by The Excel Center®.



80 MILLION

total pounds diverted from landfills.**

\$18.86

average wage for external employer placements.

679 **EVENTS HOSTED**

for 26,212 guests.

\$125,362,354 **SPENT ON PROGRAM SERVICES.**

*Includes total wages only, excluding related fringe benefits.

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



Approximately 90¢ of every dollar earned from the sale of **donated goods removes barriers** to work **for thousands of Kentuckians** each year.

HOW GOODWILL KENTUCKY'S MODEL WORKS



For more than 100 years, Goodwill Kentucky has helped individuals and families build pathways out of poverty through the transformative power of work. Serving communities across the Commonwealth, Goodwill Kentucky provides services designed to help people overcome barriers to self-sufficiency.

Through our 12 Opportunity Centers, Goodwill Kentucky takes a holistic approach to economic stability by providing these services:

- Career Coaching
- Job-Readiness Training
- Adult Education
- Reentry Services
- Transportation Assistance
- Digital Literacy Programs
- Connections to Community Resources



Goodwill Kentucky's impact begins with the generosity of donors and shoppers across the Commonwealth. Through its network of retail stores, Goodwill transforms donated goods into opportunities, generating the revenue that funds life-changing programs and services for thousands of Kentuckians each year. This unique social enterprise model allows every donation and purchase to support programs and services that help Kentuckians overcome barriers and build brighter futures.

When you give to Goodwill, you do a lot of good.



IMPACT OF RETAIL

Goodwill Kentucky's retail stores are engines of opportunity that help transform communities across the Commonwealth. Every donated item fuels a cycle of impact that starts with:

- Providing jobs to give people a place to start.
- Providing funds for unmet needs.
- Diverting unwanted goods from landfills.

Goodwill Kentucky's environmental impact is more important than ever, the average American throws away approximately 81 pounds of clothing and textiles every year, much of which ends up in landfills. By extending the life of donated goods, Goodwill helps conserve natural resources, reduce waste, and lessen environmental waste across Kentucky.

Together, these efforts create jobs, strengthen local economies, protect the environment, and reinvest resources back into communities, making Goodwill's retail operations a powerful force for building a stronger, more prosperous, and more sustainable Commonwealth.



Retail operations in 2025 remained strong, including:

- Four new retail stores opened across the Commonwealth: Lexington – Cardinal Valley; Louisville – LaGrange, Valley Station, and Westport Road
- 80 million pounds were diverted from landfills

The importance of retail extends beyond financial support. Goodwill stores create jobs, provide workforce training opportunities, divert millions of pounds of usable goods from landfills, and serve as a visible connection between the community and our mission. Retail revenue enables Goodwill Kentucky to invest in our programs, expand services, and respond to emerging community needs.

A man with a beard and a woman with short grey hair are looking at clothes on a rack in a clothing store. The man is wearing a blue polo shirt with a logo, and the woman is wearing a blue t-shirt. They are both smiling and appear to be engaged in a conversation about the clothing. The background shows more racks of clothes and a store sign.

In 2025, **\$125,362,354**
was spent on program
services to **help**
Kentuckians get a **job**, a
better job, or a **career**.



WORKFORCE IMPACT & ECONOMIC MOBILITY

Goodwill Kentucky's Opportunity Centers serve as welcoming community hubs where individuals can access the resources, support, and opportunities they need to overcome barriers and achieve self-sufficiency.

Designed to provide a one-stop approach to workforce development and social services, Opportunity Centers connect people with career coaching, job search assistance, education and training programs, digital skills development, transportation support, expungement services, housing resources, and referrals to critical community partners.

By meeting people where they are and addressing both employment and life challenges, Opportunity Centers help



individuals build the skills, confidence, and stability needed to secure meaningful employment and improve their quality of life. Their

impact extends beyond the people they serve, strengthening families, supporting local employers, and contributing to healthier, more prosperous communities throughout Kentucky.

In 2025, more than 42,000 clients and visitors passed through Goodwill Kentucky's Opportunity Centers throughout the Commonwealth. Opportunity Centers exist in Bowling Green, Corbin, Elizabethtown, Lexington, Louisville, Morehead, Paducah, Pikeville, and Somerset.

Goodwill Kentucky also invests directly in its own employees, including those who face barriers to employment or have disabilities. In 2025, Goodwill Kentucky paid \$44,160,782 in total wages to employees with barriers or disabilities, excluding related fringe benefits.

STABILITY & BARRIER REMOVAL

Goodwill Kentucky recognizes that employment success often depends on more than a job opening. Individuals and families may also need stable housing, transportation, recovery support, mental health services, legal assistance, or help navigating other barriers that stand between them and long-term stability.

Through programs such as Another Way, Goodwill housing initiatives, expungement services, and Opportunity Center supports, Goodwill Kentucky helps individuals address both immediate needs and long-term goals.

"Goodwill gave me a chance when I needed one, and I've been striving ever since. Now I get to help others because I've been where they are. It makes me feel like I'm making a difference."

—Wayne

Former Another Way
Client and Current
Employee



ANOTHER WAY

Another Way is Goodwill Kentucky's innovative outreach and workforce engagement program designed to meet people experiencing homelessness and extreme poverty where they are, and connect them to a path toward stability.

Another Way offers more than short-term assistance; it creates a bridge to long-term self-sufficiency. Program leaders canvas highly trafficked areas throughout cities, 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.

The Another Way outreach program began in 2021 when Louisville Metro Government approached Goodwill with an innovative idea to engage people experiencing homelessness where they are, to help them stabilize their lives and find a pathway forward. With support from the Louisville Metro Government's Office of Social Services, Goodwill Kentucky transformed this vision into action by leveraging the full continuum of services available through our Opportunity Centers. The result was an innovative, proven model that addresses homelessness by helping individuals achieve long-term stability.

In 2023, the Bowling Green City Commission decided to work with Goodwill Kentucky to bring the Another Way model to Bowling Green.

In 2025, Another Way's impact included:

ANOTHER WAY BOWLING GREEN

- 168 new clients served.
- 29 clients gained employment.
- 168 clients connected to barrier-reduction resources.
- 31 clients connected to substance abuse treatment.
- 27 clients connected to mental health services.
- 36 clients placed in temporary or permanent housing.

ANOTHER WAY LOUISVILLE

- 1,637 new clients served.
- 267 clients gained employment.
- 1,130 clients connected to barrier-reduction resources.
- 112 clients connected to substance abuse treatment.
- 125 clients connected to mental health services.
- 260 clients placed in temporary or permanent housing.



“I deeply appreciate Goodwill Kentucky’s housing program. It was a helping hand—and there were so many positive parts of the experience. I don’t know the future, but I want something positive in my life. And Goodwill was the way to go.”

- Sarah

Goodwill Housing Client

GOODWILL HOUSING

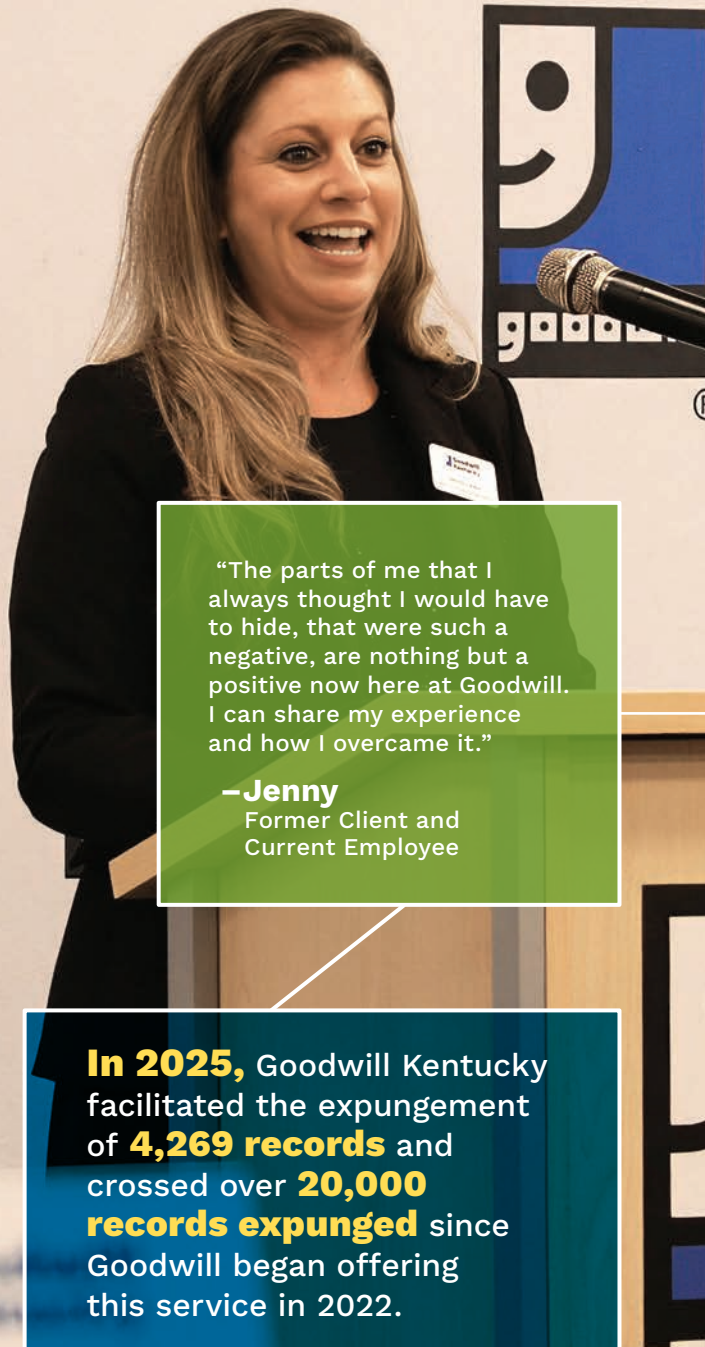
Affordable housing is a critical foundation for financial stability, employment success, and overall well-being. Through its affordable housing initiatives, Goodwill Kentucky provides safe, stable, and accessible housing options for employees who may otherwise struggle to find quality housing within their means.

By reducing the burden of housing costs and helping provide a path to independent housing, residents are better positioned to focus on employment, education, barrier reduction, and long-term goals rather than the daily stress of housing insecurity.

Goodwill’s investment in affordable housing reflects its commitment to addressing the root causes of poverty and creating pathways out of poverty for Kentuckians.

Goodwill housing initiatives include:

- 159 clients placed in Goodwill housing.
- 53 clients graduated out of Goodwill housing and entered independent housing.
- 41.5% of exited clients moved into housing not cost-burdened.



“The parts of me that I always thought I would have to hide, that were such a negative, are nothing but a positive now here at Goodwill. I can share my experience and how I overcame it.”

—Jenny

Former Client and
Current Employee

In 2025, Goodwill Kentucky facilitated the expungement of **4,269 records** and crossed over **20,000 records expunged** since Goodwill began offering this service in 2022.

EXPUNGEMENT

Expungement is the legal process of clearing eligible charges or convictions from a person’s record, helping remove a barrier that can follow someone long after they have completed their sentence or moved forward with their life.

Goodwill Kentucky financially supports expungements because we believe everyone deserves the opportunity to work, support their family, and contribute to their community without being permanently defined by past mistakes.

For many people, a criminal record can make it harder to get a job, secure housing, pursue education, or achieve financial stability. By helping individuals navigate the expungement process, Goodwill opens doors to new opportunities, strengthens families, and helps people build more stable, self-sufficient futures.

Goodwill Kentucky accomplishes this work with collaboration from our partners including Legal Aid agencies, Easy Expunctions, the Department of Public Advocacy, the Department of Corrections, and the Administrative Office of the Courts.

Goodwill funding was supplemented with additional partner funding from Clean Slate, Cornbread Hemp, Fifth Third Bank, United Healthcare and Volunteers of America Mid-States.

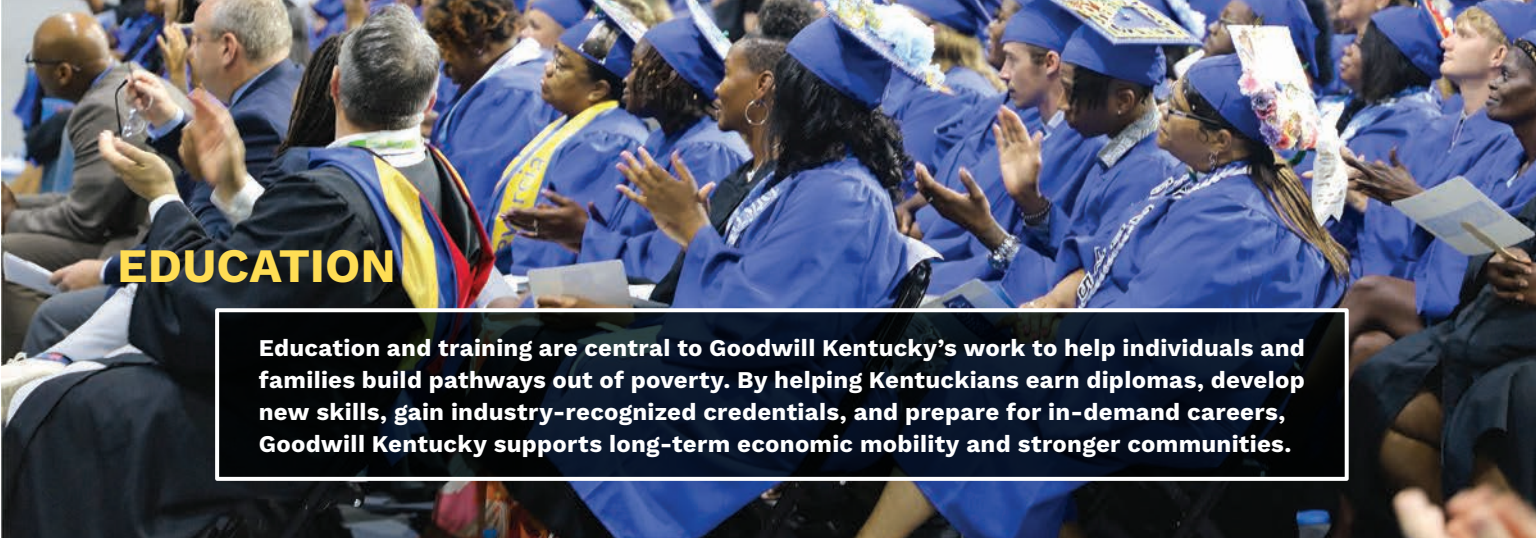


"I never thought I would be able to go back to school until I got to The Excel Center. Getting my high school diploma opened my eyes to new things. To even be able to say my family and I can strive for a new quality of life is something that we never thought we'd be able to do."

-Tony

2025 Excel Center Graduate

**80 DIPLOMAS
AWARDED IN 2025.**



EDUCATION

Education and training are central to Goodwill Kentucky's work to help individuals and families build pathways out of poverty. By helping Kentuckians earn diplomas, develop new skills, gain industry-recognized credentials, and prepare for in-demand careers, Goodwill Kentucky supports long-term economic mobility and stronger communities.

THE EXCEL CENTER®

The Excel Center is Goodwill Kentucky's tuition-free public high school for adults, providing a second chance for individuals who did not complete high school to earn a state-recognized diploma and build a stronger future. The Excel Center removes barriers to education through:

- Flexible scheduling.
- Personalized academic support.
- Life coaching.
- Access to resources such as free childcare and transportation assistance.

More than a pathway to a diploma, The Excel Center equips students with the knowledge, confidence, and career readiness skills needed to pursue higher education, secure meaningful employment, and increase their earning potential.

By helping adults achieve this critical educational milestone, The Excel Center creates lasting impact for students, their families, employers, and communities across Kentucky.

In 2025, The Excel Center's impact included:

- An average of 230 students enrolled each of 5 terms.
- 80 diplomas awarded.
- 71% retention rate through five terms.
- 32 is the average student age.
- 88.9% of graduates applied to postsecondary education or entered the workforce within six months of graduation.
- 100% of graduates earned industry certificates or college credits.
- 100% of graduates completed workforce readiness training.

Goodwill seeks to expand The Excel Center to Lexington, bringing a tuition-free adult high school model to more Kentuckians who need a second chance to earn their diploma and build a stronger future.



COMMUNITY SAFETY & REENTRY

Goodwill Kentucky's reentry, recovery, and community safety programs help individuals overcome barriers, reconnect with their communities, and build pathways to stability through work, support services, and opportunity.

ASPIRE

ASPIRE Louisville

ASPIRE to Recovery

ASPIRE Appalachia

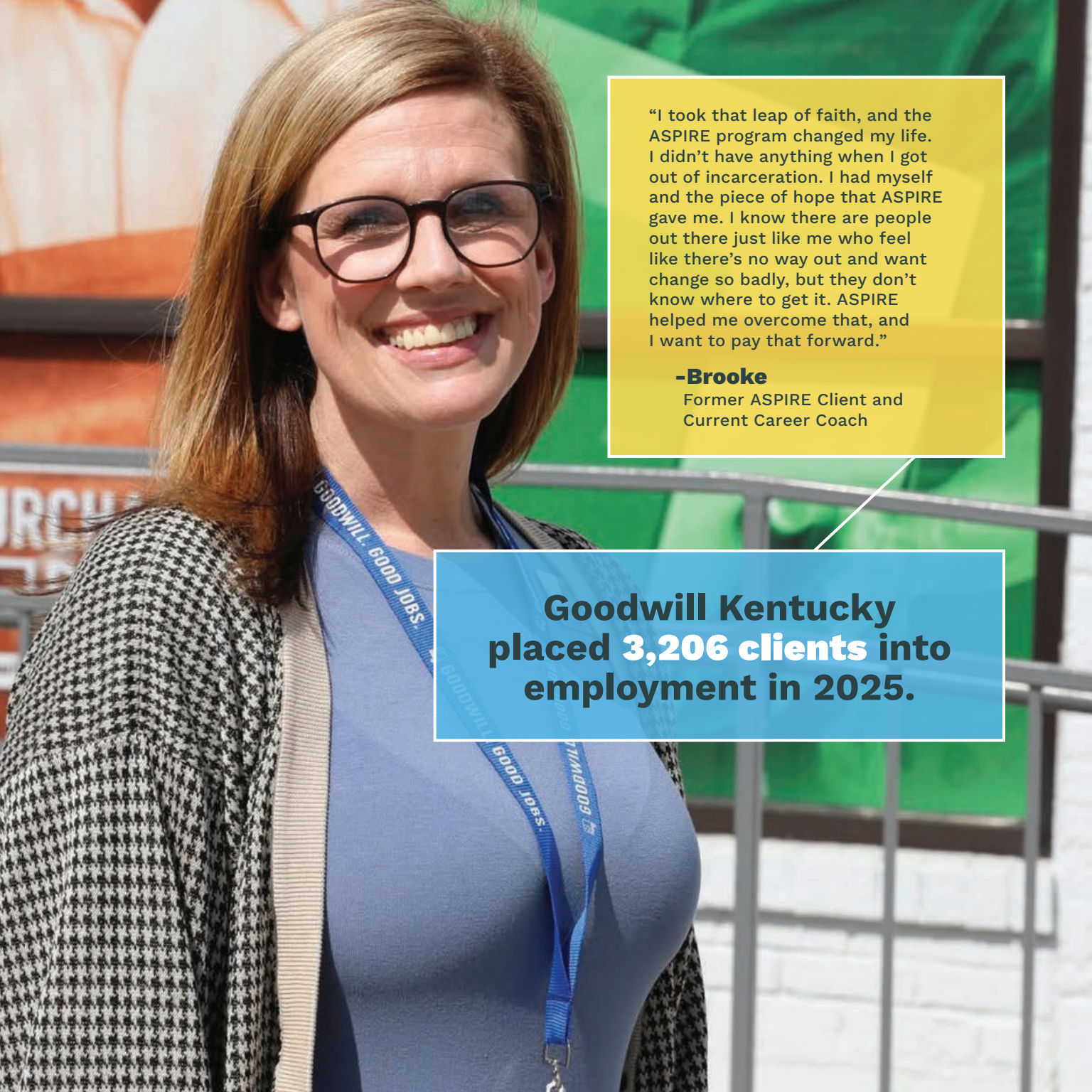
ASPIRE is Goodwill's pre- and post-release service model that starts while individuals are still incarcerated and continues after release, helping incarcerated individuals prepare for successful reentry into the workforce and their communities before and after they are released from prison.

Support is provided through services like job training, career coaching, and wraparound services to justice-impacted individuals, addressing reintegration barriers, and building pathways to sustainable employment.

By investing in justice-impacted individuals, ASPIRE not only impacts the lives of participants, but also strengthens families, supports employers seeking skilled workers, and contributes to safer, more resilient communities across Kentucky.

- 413 clients enrolled in programming services.
- 148 clients placed into employment with Goodwill Kentucky.
- 54 clients placed with partner employers.
- 789 partner referrals were submitted to help clients with mental health, mentoring, legal assistance, and employment.
- 7% recidivism rate.



A woman with long brown hair and black-rimmed glasses is smiling. She is wearing a blue lanyard with the text "GOODWILL GOOD JOBS" repeated on it. She is also wearing a grey and white patterned cardigan over a blue top. The background is a blurred outdoor setting with green and orange elements.

"I took that leap of faith, and the ASPIRE program changed my life. I didn't have anything when I got out of incarceration. I had myself and the piece of hope that ASPIRE gave me. I know there are people out there just like me who feel like there's no way out and want change so badly, but they don't know where to get it. ASPIRE helped me overcome that, and I want to pay that forward."

-Brooke

Former ASPIRE Client and
Current Career Coach

**Goodwill Kentucky
placed 3,206 clients into
employment in 2025.**

PIVOT TO PEACE

Community violence intervention (CVI) plays a critical role in reducing crime by addressing violence before it happens and connecting individuals with the support, resources, and opportunities needed to break cycles of harm.

Pivot to Peace focuses on prevention, conflict resolution, mentorship, workforce development, and community engagement across some of Louisville's most crime-impacted neighborhoods, including Algonquin/Park Hill, Newburg, Russell, and Taylor-Berry. By building trust in these communities, strengthening relationships, and addressing the root causes of gun violence like poverty, unemployment, trauma, and lack of opportunity, Pivot to Peace's efforts not only improve public safety, but also create healthier, more resilient neighborhoods where individuals and families can thrive.

In 2025, Pivot to Peace team members canvassed the targeted communities for a combined 18,927 hours, demonstrating consistent, sustained presence and engagement in the neighborhoods served, keeping communities safe and building a safer Louisville.

Because of these efforts, Louisville had a 33% reduction in violent crime in 2025 as compared with 2024 across the four community violence intervention sites:

- 46% decrease in victims in the Algonquin/Park Hill neighborhood.
- 100% decrease in victims in the Newburg neighborhood.
- 32% decrease in victims in the Russell neighborhood.
- 43% decrease in victims in the Taylor-Berry neighborhood.
- 29% decrease in shootings.
- 40% decrease in homicides.

18,927 hours of
canvassing yielded
29% decrease
in shootings.

This work is done in partnership with:



UL
OF
Health



Volunteers
of America®
MID-STATES



**1,562 CLIENTS
ATTAINED FINANCIAL
SELF-SUFFICIENCY.**



PUBLIC POLICY

Public policy impact in 2025 included:

- \$1,300,000 secured in funding for Goodwill Kentucky's Another Way program.
- More than 140 meetings with state, local, and federal elected officials.
- Engagement on 107 pieces of legislation.
- Four priority bills passed into law.

Fundraising & Grants

Despite a highly volatile government funding environment, Goodwill Kentucky secured a total of 11 government and Goodwill Industries International funding allocations in 2025, totaling \$3,154,523, with \$2.59 million in new competitive funding from six sources. These awards expand initiatives Goodwill Kentucky can provide in workforce, recovery, and innovative poverty reduction services across the organization.

New funding secured included:

- \$1,936,736 from the U.S. Department of Labor Growth Opportunities Round 5 to provide workforce development, paid work experiences, mentoring, credential training, and supportive services to 150 justice-involved young adults ages 18–24 in Louisville, helping them achieve sustainable employment and long-term self-sufficiency.
- \$395,340 from the Kentucky Opioid Abatement Advisory Commission to pilot recovery in Louisville, Kentucky.
- \$100,000 from Louisville Tourism for a partnership with the Louisville Free Public Library.
- \$90,000 from GII-Accenture to advance the Opportunity Accelerator model.
- \$32,991 from Louisville Metro Government and Norfolk Southern for the Another Way cleanup project.
- \$30,000 from Goodwill Industries International to pilot an internal and external AI skilling initiative.

These investments strengthen Goodwill Kentucky's capacity in workforce development, justice-involved reentry, recovery services, and emerging technology training.

BE PART OF

THE SOLUTION.

Your donations create jobs and transform lives.

When you donate, shop, hire, volunteer, advocate, or give, you help a Kentuckian take the next step toward stability. Every donation and every purchase supports Goodwill Kentucky's mission of helping Kentuckians find pathways out of poverty.

Donate today by scanning this QR code
or by visiting: goodwillky.org/give.

When you give to Goodwill, you do a lot of good.



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