

2025 ANNUAL REPORT



Goodwill

CELEBRATING A LEGACY OF IMPACT



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Dear Partners, Collaborators, and Community Champions,

In 2025, Goodwill Southeast Georgia marked 60 years of service—but more importantly, 60 years of believing in what people can become. Since 1965, the vision of our founder, Reverend Edgar J. Helms, has guided us forward: that dignity, independence, and hope are not privileges, but possibilities that should be within reach for all.

This milestone was not a look backward—it was a line drawn forward. A declaration that the future we seek is one where opportunity is accessible, systems work together, and communities are strengthened by design, not chance. Throughout the year, we honored our history by investing boldly in what comes next, knowing that transformation happens one person at a time—but only when the path forward is clear.

As a 98% self-funded social enterprise, Goodwill Southeast Georgia has proven that strong operations can power lasting mission impact. Yet we have always understood a deeper truth: no single organization can solve complex challenges alone. Real progress emerges when partners align around shared purpose and build something greater together. That belief gave rise to the Savannah Community Opportunity Campus.

With the launch of our Momentum for Good strategic plan, we entered a defining chapter—one marked by the largest mission investment in our history. Today, eleven committed partners are helping bring this vision to life, creating an integrated ecosystem that replaces fragmentation with coordination, and uncertainty with direction.

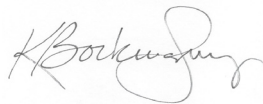
This work exists because of you—leaders, partners, and champions who chose possibility over limitation. Together, we are creating a place where potential is activated, barriers are dismantled, and families move beyond survival toward lasting economic independence.

We are not simply imagining a better future. We are building it—together.

With deepest gratitude,



Jason Marshall
President and Chief Executive Officer



Kim Bockius-Suwyn
Board Chair



BUILDING MOMENTUM: 2025 LOOK BACK

Goodwill Southeast Georgia reaches new heights of operational performance excellence including increasing donations by 25.6%

Expanded partnerships in service and donor support



Goodwill opens an educational storefront at the Junior Achievement Discovery Center

More than 6,000 people receive services and over 1,600 find jobs

Goodwill at Savannah Crossings Opens (first new Goodwill store in 12 years)



The Vault, a Goodwill boutique opens the second location in Savannah

G-Force Manufacturing recognized as Gulfstream's Supplier of the Year



Goodwill gives back to local non-profit organizations like America's Second Harvest, Union Mission, Tharros Place and Savannah Technical College

MISSION

We transform lives through education, skills training, and employment opportunities, empowering individuals to reach their highest potential.

VALUES

Accountability, Service, Integrity, Teamwork, Empowerment

VISION

We believe every individual should be given the opportunity to achieve their highest level of self-sufficiency. Engaging like-minded partners, we will be widely accessible, provide relevant skills for in-demand jobs and ensure people receive the support they need to succeed along the way.



60 STORIES OF GOOD

Through Goodwill's Opportunity Center, clients of Magnolia House receive job training, career support, and access to essentials to help survivors of family violence move forward with dignity, stability, and hope.

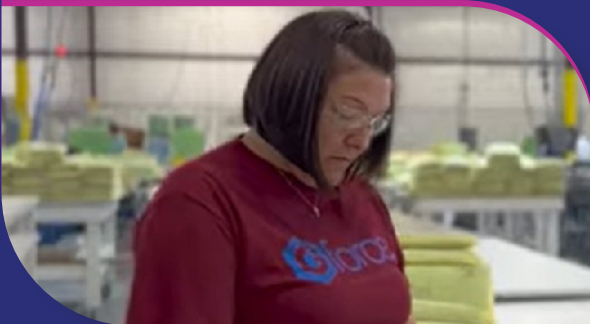
"The Opportunity Center is vital for helping us get folks jobs in our community for sure."

MORE STORIES. MORE IMPACT. ✕

Opening doors through opportunity and support

Nia first walked through Goodwill Southeast Georgia's doors looking for a way to complete community service hours. Nia never expected it would open up a new career opportunity. After completing 40 hours of service, Nia's dedication and hard work didn't go unnoticed. It led to an offer for a part-time retail position at Goodwill, which has now become a full-time role.

"I've gained leadership skills that I will carry with me the rest of my life."



A second chance that led to a new path forward

A mistake threatened to keep Tiffany from reaching her future goals. When a chance interview at G-Force Manufacturing opened the door, Tiffany realized that her future was much brighter than she thought possible.

"They treated me with such respect, and gave me confidence."

From job seeker to confident contributor

When Justin joined the team at G-Force Manufacturing, he gained more than stable employment, he gained financial independence. Through an internal financial literacy program, Justin was able to focus on his budget, plan for the future, and build his independence.

"I was always interested in finance and trying to figure out how to stop living paycheck to paycheck. So when I heard that it was something G-Force was providing, I jumped on it."





Building stability through skills and employment

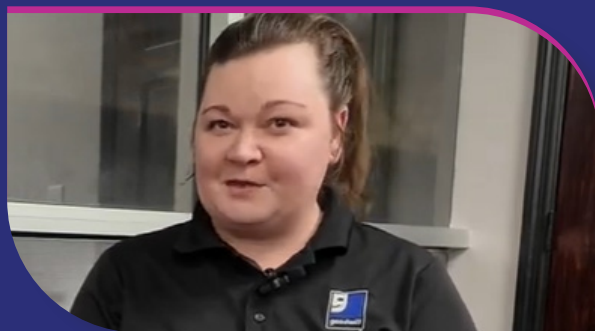
I first became connected with Goodwill when I was a child. My mother, as a single parent, could only afford to shop at Goodwill, and those early memories stuck with me. Now, as the leader of our American Legion Post 27, I've seen firsthand the impact Goodwill has made, not just through monetary support, but also through the resources they provide for veterans and military families. Goodwill's commitment to our community, especially in helping Veterans transition back into the workforce, has been nothing short of amazing.

"Everyone should support Goodwill and its mission. It is the gift that keeps on giving. Full circle."

Turning potential into possibility

A single decision to step outside her comfort zone and attend a career fair changed everything for Jessica, now an Assistant Manager at Goodwill Southeast Georgia. At Goodwill, Jessica found a workplace where she felt safe opening up. Whether at work or home, she knew she had people supporting her recovery journey.

"Goodwill has literally turned my life around."



Resilience, growth, and a fresh start

Tamica was looking to start a new career path, somewhere where she could stay and have opportunities to grow. Tamica says before visiting the Opportunity Center, it was hard to take the first step because resume writing made her feel uncomfortable and unsure. Tamica is now in a new role in the retail space and she feels excited about the future and the opportunities ahead.

"I'm just grateful the opportunity was here for me."

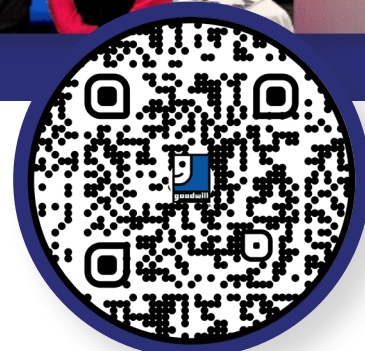
Two journeys—one shared future

As Bank of America Student Leaders, Keylan and Faith spent the summer entrenched in learning about Goodwill and the non-profit sector. Throughout the program, they each developed and presented a capstone project that highlighted their interests and talents. They demonstrated creativity, innovation, and an immense understanding of Goodwill's purpose all before completing high school.

"It helped me see from a new perspective and grow from it."



Dive in to more good stories!



OPERATIONS +

In 2025, community generosity fueled significant growth across Goodwill Southeast Georgia’s social enterprise. We received 501,378 locally sourced donations, a 25.6% increase which included partnerships with Hyundai, JCB, Memorial Health, ReSupply, SCAD Move Out, and The Landings. This growth strengthened our sustainability impact while powering record retail performance.

We opened two new retail locations, a full-line store on Savannah’s Southside and The Vault, a Goodwill boutique in Downtown Savannah, both achieving record-breaking launch sales. We expanded our New Goods program and expanded the way we serve shoppers with convenience. Operational capacity expanded across manufacturing and services. G-Force Manufacturing added two engineers, increasing efficiency and readiness for new business. Through AbilityOne, associates completed 94,649.7 hours of custodial services at military installations, with an associate at Fort Stewart earning an Award of Excellence.

Support teams strengthened the foundation for growth. Human Resources hired 887 associates, promoted 79, invested \$62,009 in tuition assistance, increased entry wages by 6.5% while expanding benefits and training initiatives. Technology and performance efforts advanced with the launch of an AI Task Force, 5 Kaizen events, and the diversion of 24,679 pounds of e-waste.

Following another strong financial year, Goodwill achieved a clean audit, enhanced budgeting and forecasting, and transitioned to a Captive Insurance program, earning a 96% first year risk assessment score. Marketing increased local media mentions by 18%, expanding potential reach to 1.3 billion, while associates contributed more than 172 hours of organizational community service, continuing to build momentum for our brand and mission.



**175+**
hiring and community events supported

**28**
associates provided tuition assistance

**283**
children served through back-to-school support initiatives by Unity Squad

**6,085**
people served

**24,679**
lbs of e-waste recycled

**21.1M**
pounds diverted from local landfills

**501,378**
locally sourced material donations

**1,618**
placements

MISSION ✨

At Goodwill Southeast Georgia, our mission guides every decision we make. In 2025, we reimagined how we support individuals on their path to employment, shifting to more personalized, person centered services that meet people where they are. This approach expanded our reach and impact, serving 6,085 individuals, delivering 7,756 services, and 1,618 placements into jobs with an average entry wage of \$15.22.

A major milestone was the growth of internal mission services. We supported 598 associates through mission programming and removed 415 internal barriers, ensuring our team members have the same access

to resources and advancement as external participants. Our commitment to education also deepened through a partnership with Savannah Technical College, investing \$132,759 in scholarships for 110 individuals pursuing credentials and certifications.

This impact earned the confidence of our funders, resulting in 11 grants totaling \$305,150. Through partnerships like AT&T, which provided 100 laptops to participants, and expanded services with organizations such as Tharros Place, 2025 marked a transformative year deeply rooted in dignity, empowerment, and opportunity for all.



FUELING GOOD

Goodwill Southeast Georgia's purpose driven social enterprise generates sustainable revenue through retail and business operations reinvesting to fund workforce development, strengthen communities, and deliver lasting impact.

Revenue	55,215,427
Donated Goods	39,213,910
Advanced Manufacturing	8,458,796
Business Services	5,567,480
Investment Income	1,115,175
Financial Contributions	595,566
Grants	260,900
Vocational	3,600
Expenses	55,215,427
Goodwill Program Services	40,867,554
Capital Investment in Community and Reserves	6,261,698
G&A	6,024,786
Depreciation	1,898,546
Financing & Startups	162,843

* The financial information presented reflects preliminary, unaudited results for the year ended December 31, 2025. These figures are subject to adjustments and final review during the annual independent audit process



DONATE



SHOP



TRAIN



WORK



110
Credential Scholarships Awarded



172+
hours of organizational service provided



38%
increase in Change Round Up Funds



\$15.22
average wage of those placed



18%
increased external media mentions



6.5%
increase in entry wages



79
internal promotions



GIVE FOR IMPACT

Your contributions support transformational opportunities for our individuals in our community. From critical skill development to professional certifications, Goodwill is committed to providing access and opportunities for our community to build economic independence.

Thank you for considering a gift to support our effort.



GOODWILL LEADERSHIP

Jason Marshall, Chief Executive Officer

Geoffrey Kent, Chief Financial Officer

Bill Kelso, Chief External Affairs Officer

Holly Schor, Chief Mission Officer

Jessica Penny, Senior Vice President of Operations

Eric Nolan, Vice President of Manufacturing

Meredith Champagne, Vice President of Strategy

Valarie Wiles, Vice President of Information Technology

Michael Willis, Vice President of Human Resources

Hillary Bradbury, Vice President of Marketing & Communications

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Goodwill
Southeast Georgia

