



# Goodwill Annual Report

2024

**Respect  
Integrity  
Service  
Excellence**

# From our CEO

**Mary Killeen**

"2024 has been a year of change and growth for our organization. We transitioned from our long time CEO to an Interim and then to my taking on the position in November. Our Mission Team transitioned to a new Director in February and has continued to fulfill our mission, "Goodwill builds pathways to help individuals pursue their goals through employment, career development and community support programs" In July the organization was awarded its second three-year CARF Accreditation. Our surveyors saw our growth and understood the countless efforts made to reach CARF's expectations of "Aspire to Excellence". There is more work to be done in the upcoming years, but as CARF Surveyors put it best, "The staff works effectively as a cohesive team, demonstrating evident dedication and passion for the organization's mission". We are committed to continuing to strengthen our Goodwill for our Staff, Mission and communities. Our Stores saw an increase of 8.8% in sales which allowed us to hire more staff to directly and indirectly support our efforts.

We continue to work with local food pantries and the Western MA Food Bank to bring food to the families of Berkshire County. Our truck delivers food to five separate organizations over the course of the month, and we look to grow our involvement in 2025 with the help of foundations that support the end of food insecurity in our nation. I am thankful for all that we have accomplished in 2024 and know that with the commitment and motivation of our unique team we will make 2025 an even better year."



# Mission, Vision, Values

**Mission:** Goodwill helps individuals build pathways to pursue their goals through employment, career development, and community support programs.

**Vision:** We envision a community where the individuals we serve are able to reach their full potential.

## Values:

**Respect:** We strive to be kind and champion equity, diversity, and inclusion.

**Integrity:** We pursue honesty and accountability in all we do.

**Service:** We are committed to providing exceptional service to our communities.

**Excellence:** We value high standards, innovation, and continuous improvement.



# CARF Accreditation

We are proud to share that we have successfully achieved a three-year CARF accreditation, a significant accomplishment that reflects our commitment to excellence. This achievement is the result of the hard work and dedication of our team leaders, who went above and beyond to ensure compliance with the highest standards. Their efforts have been instrumental in reaching this milestone, and we commend their outstanding contributions.

While this recognition is a moment to celebrate, it also marks the beginning of our continued efforts to grow and improve as an organization. There is much work ahead of us, but we remain positive and determined to build upon this success year after year.

We extend our deepest appreciation to all our teams who make this organization a wonderful place to work. Your dedication, collaboration, and patience as we adapt to changes are vital to our ongoing progress. Together, we will continue striving to meet and exceed expectations while fostering a culture of excellence.

This milestone is a shared achievement, and we look forward to many more as we grow together.



# Mission Services

Goodwill's Career Center programs provided clothing and household needs vouchers, support in accessing community resources, workplace readiness education, and job development services to community members across the Berkshires and Southern Vermont

- Total number of services completed: 1,936
- Total number of persons served: 830
- People who obtained employment: 32
- Interviews attended: 42

Goodwill Mission Services, in partnership with the Department of Developmental Services, provided 22 people with on-site job coaching, skill development, and education.

Our Tyler Street Warehouse and North Adams Store hosted 19 Youth Internships providing Berkshire County Youth with Work Experiences, Onsite job coaching, and Workplace Readiness Education.



# YouthWorks Success Story

Kyrell Rocca's journey with Goodwill began with a referral from MassHire Youth Works. He was accepted into Goodwill's Youth Works Program which is aimed at equipping youth with essential job skills, workplace readiness knowledge, and work experience. His dedication paid off as he excelled during his internship, earning several national certifications, including First Aid, CPR & AED, Bloodborne & Airborne Pathogens, Customer Experience Professional, Basic Certified Custodial Technician, Pallet Jack Operations and Baller Operator Certificate.



**Kyrell Rocca**

Kyrell's strong work ethic and motivation did not go unnoticed. At the completion of his internship, he earned the opportunity to transition into On-The-Job Training, ultimately securing a full-time position with Goodwill. Assistant Director of Logistics Kurt Miller praised Kyrell, stating, "I myself started here as a youth worker. I know the value in the program and love to see when people use it to grow. Kyrell has done a great job here. He is reliable, completes quality work, and is always willing to help out his team when needed."

The Director of Mission Services Kelly Brennan echoed this sentiment, noting, "Kyrell is a prime example of making the most of the opportunities given to you. We have seen him grow as a person and as a worker. We are all very proud of him and lucky to have him on our team." Kyrell reflected on his own experience stating, "This program helped me get a job, build my independence and really become an adult."

Kyrell's story is a testament to how support and opportunity, matched with determination and hard work positively impact on one's life.

# Human Resources

As we reflect on the past year, we are thrilled to share the progress and accomplishments of our Human Resources team. This year has been one of growth, improvement, and forward momentum, all aimed at supporting the needs of our organization and its people.

A key highlight of our year has been the addition of a wonderful new HR Administrator, Alana Haecker to our team. Her skills, enthusiasm, and fresh perspective have been a great asset to the team already and we are confident that there will be much success ahead.

While much has been accomplished this past year we have a significant amount of work and updates ahead. This includes the creation and implementation of a new employee handbook, updated filing systems and more!

Beyond these updates, our focus remains to continue ensuring we are fostering a positive, inclusive workplace culture, prioritizing employee development, and addressing the evolving needs of our organization. We are excited about the opportunities ahead and are committed to continuous improvement to better support every member of our team.

Thank you for your ongoing support of our HR team through all the changes. Together, we are building a workplace where everyone can thrive.

Sincerely,

The Human Resources Department

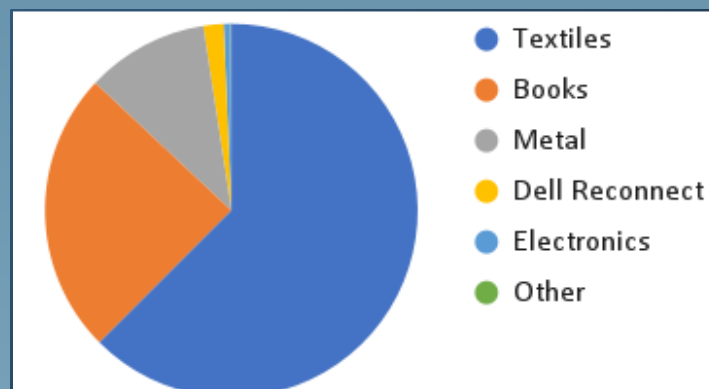
# Recycling

Goodwill Industries of the Berkshires, Inc.

## SUMMARY SALVAGE REPORT FY END 2024

July 1, 2023–June 30, 2024

Product Description	Pounds
Textiles	1,169,199
Books	457,565
Metal	198,603
Dell Reconnect	32,686
Electronics	10,748
Other	1,645
<b>Total Salvage 2024</b>	<b>1,870,446</b>
<b>Total Salvage 2023</b>	<b>1,298,134</b>
<b>Inc %</b>	<b>44.1%</b>





# Financial Overview

Goodwill Industries of the Berkshires and Southern Vermont		
Financial Overview	FY 2024	FY 2023
Income		
Contributions	\$ 1,599	\$ 29,336
Grants	\$ 26,871	\$ 426,955
Mission Contract/Services	\$ 661,877	\$ 471,386
Salvage/Recycling	\$ 283,855	\$ 303,758
Stores	\$ 6,255,796	\$ 5,719,935
Other income (loss)	\$ -	\$ 15,129
Total Income	\$ 7,229,997	\$ 6,966,499
Core Mission Expenses	\$ 709,970	\$ 619,555
Store Expenses	\$ 4,238,348	\$ 3,853,247
Warehouse Expenses	\$ 1,070,053	\$ 1,034,362
Other Operating Expenses	\$ 1,298,701	\$ 1,345,254
Total Operating Expenses	\$ 7,317,072	\$ 6,852,418
Income/Loss - Operations	\$ (87,075)	\$ 114,081
Extinguishing of Debt PPP		
Total Excess/Deficit	\$ (87,075)	\$ 114,081

# Meet Our Board Members

## Board of Directors

Lisa McCormack, President

Garry Beaty, Vice President

Jennifer G. Carpenter, Secretary

Heather Kruczkowski, Interim Treasurer

Brian Astorino

Leonard Patnode

Miriam Maduro

Phil Massery

Rev. Ralph Wesley Howe

Robert T. (Bob) Sykes

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