

2025

ANNUAL REPORT



**GOODWILL
INDUSTRIES**

**OF THE BERKSHIRES
AND SOUTHERN VERMONT**

From our CEO



FY 2025 has been a year of renewal for our organization.

Our Donations and Store Sales increased which allowed us to put even greater support into our Mission. In March we received a two year Licensure and Certification from the Department of Developmental Services for our Employment and Day Supports program located in our Allendale store. Our entire Mission staff but most importantly our director, Kelly Brennan, have worked to make this an outstanding program which I believe the entire organization takes pride in. I thank them all for their efforts over the last year.

We have continued to deliver food to numerous local food pantries and are working with the Food Bank of Western MA to continue to increase the number of deliveries we make each month.

This year we began some renovations to a few of our older stores, first with North Adams, MA., then Rutland, VT. and finally this fall in Bennington, VT. These upgrades have produced a nicer shopping experience for our customers and work environment for our employees.

We also continue to work with vendors to keep as much waste out of our local landfills as possible. This year alone we were able to divert 1.8 million pounds of used items.

I am very grateful to lead such a committed team of individuals and know that we will continue to make an impact in the communities we serve in the years to come.

Sincerely,

Mary Killeen

Fighting Hunger in the Berkshires Initiative

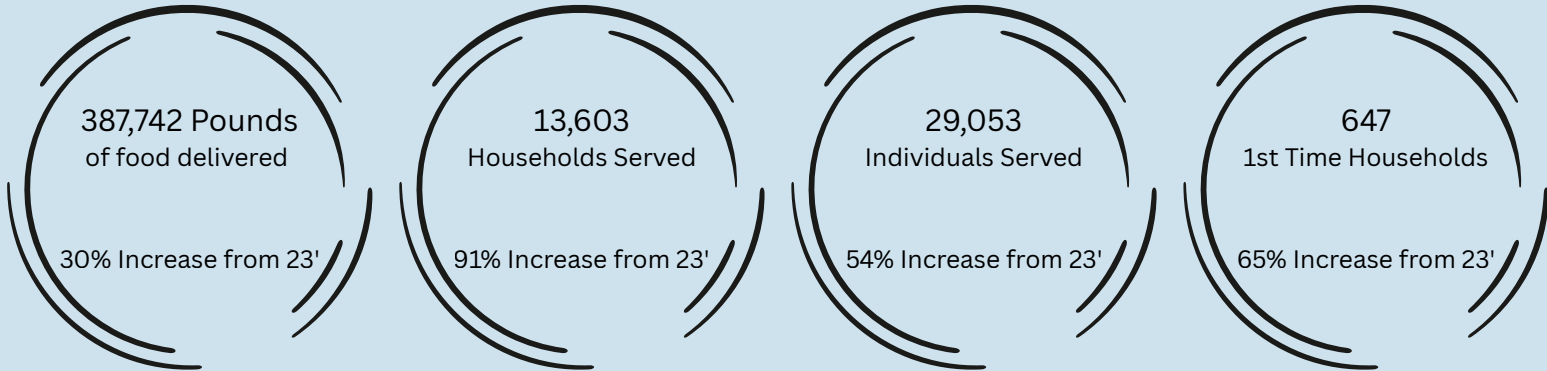
Goodwill Industries is not just about employment, job training and recycling. In our three year strategic plan, we have included Food Insecurity as one of the pathways to having healthy residents in Berkshire County that might otherwise go hungry. Weekly delivery of food from the Western Massachusetts Food Bank in Chicopee is a big challenge for all non-profit food pantries. Renting U-hauls and driving personal cars of volunteers are a big obstacle to delivering up to 9,000 lbs. of food to the Berkshire community.

The high cost of living, unpredictable policy changes, and diminished federal support pose a significant threat to the well-being of people in every town and city in Western Massachusetts. Without adequate investment, not only will individuals go hungry, but the entire food economy will be severely impacted. Nearly half (44 percent) of SNAP households in Massachusetts include older adults, 50 percent include a person with a disability and 40 percent include children.

The emergency food system in Berkshire County is already serving more families due to the high cost of food and inflation. Some sites are reporting an additional 10 to 15 families each week. Berkshire County's average local hunger rate is at 8.5%. Overall, about 12% of the population, or roughly 16,000 people, struggle to have enough food. The WM Food Bank reports that over 15,000 people in Berkshire County seek food assistance monthly.

The WM Food Bank in Chicopee has seen significant growth in serving the number of people. It includes a growth of 45% increase in individuals served and poundage of food distributed from 2023 to 2024.

Goodwill drivers with the help of logistics delivered the following data to the North & Central counties of the Berkshires in 2024:



The weekly and monthly deliveries from Western Massachusetts Foodbank in Chicopee allowed our organization and the food pantries to tackle issues of sustainability as well as social inequity within the community.



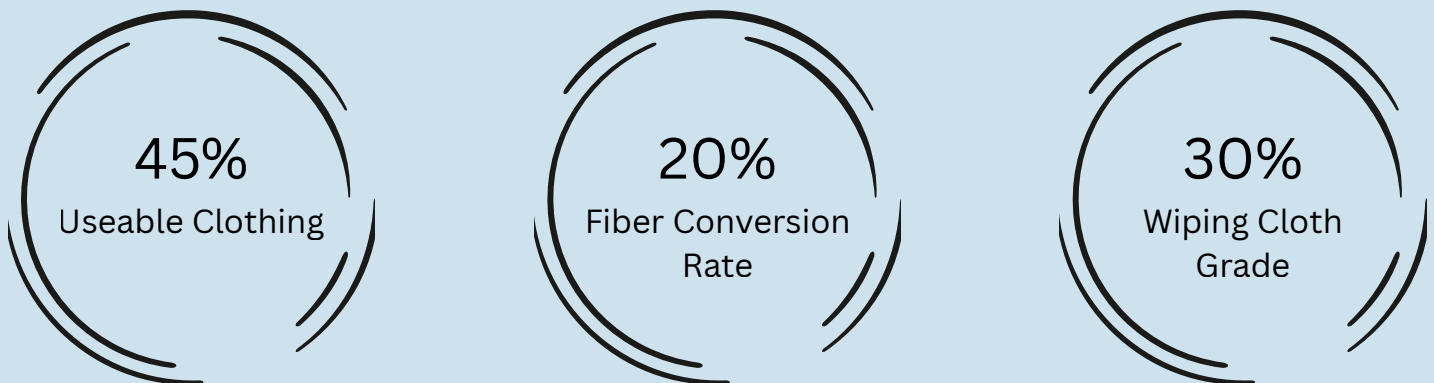
Don't Trash It, Recycle It

Every year, even though Massachusetts boasts one of the highest recycling rates in the nation, the Commonwealth disposes of enough trash to fill 74 Fenway Parks. The disposal of that much material carries a large cost to the environment and the taxpayer wallet. By recycling and re-using more waste materials, Massachusetts cities and towns can save money and benefit the environment as they throw away less trash in the landfills.

Massachusetts residents and businesses dispose of approximately 230,000 tons of textiles annually. The 2022 Massachusetts waste characterization data states that 5 percent of the waste in our trash is made of textiles, including clothing, curtains, towels, and other fabrics. About 95 percent of the textiles currently being thrown away could be donated, reused, or recycled instead.

Contrary to popular belief, textile donations in any condition as long as they are washed are welcome by most for-profit and non-profit textile collectors like Goodwill Industries of the Berkshires and Southern Vermont. This includes items with stains, rips, missing buttons or broken zippers.

According to Secondary Materials And Recycled Textiles (SMART), nearly 100% of donated textiles which are recycled are separated into three grades:



In developing nations, used clothing and textiles supply local enterprises with materials to repair and resell. Other textiles can be converted to their original fibers and manufactured into other materials, such as thrifty rags or insulation.

In 2024, Goodwill Industries recycled **1,796,296 pounds** of donations away from the landfills in our territory. The recycled items taken away from landfills are after thousands and thousands of items (new and used sellable items) are sold at our seven stores on a daily basis.

Our hope is through more donations at our seven stores, warehouse and more partnerships with for-profit and nonprofit organizations; we'll be able to achieve our goal of Reuse and Recycle nearly 100% of donated items and textiles in our territory.

To date the Goodwill Industries have partnered with the following organizations:

Williamstown Transfer Station
Kimball Farms Nursing Care Center
Berkshire Athenaeum
Remedy Hall
Soldier On

Berkshire Bank
Milne Public Library
Adams Council on Aging
Sugar Hill Assisted Living
Head Start Programs

Your donations help people in our community. Thank you!



www.goodwill-berkshires.org



Goodwill is a 501(c)(3) non-profit organization



Mission Services

Over the past year, Mission Services focused significant effort on strengthening our Supported Employment Program in partnership with the Department of Developmental Services. Goodwill's Supported Employment Program empowers individuals with disabilities and other barriers in employment to build the skills, confidence, and independence needed to thrive in their roles at Goodwill. Through person centered services, job coaching, hands-on workplace training, and ongoing guidance, each participant receives the support needed to perform their duties successfully while developing strong work habits and a sense of personal achievement.

This year, we listened deeply: to DDS, to stakeholders, and most importantly to our supported employees. Their voices helped us re-envision the program and guide a major transition from the Tyler Street location to the Allendale Goodwill store. This move created a more integrated work environment, providing a broader range of learning experiences, visibility and integration in the community, and a greater understanding of retail operations.

Five months after the transition, participants report feeling more comfortable and valued in their work. With a wider variety of tasks to learn and complete, they are gaining new skills, building confidence, and becoming more independent in their daily work.

We have witnessed remarkable progress: increased quality and productivity, higher engagement, and meaningful growth in customer service skills. We have also seen new friendships form and a stronger sense of camaraderie flourish among the team. This transformation was truly a collaborative effort—Service Coordinators, Goodwill Leadership, Job Coaches, Supported Employees and their families all played essential roles in shaping the program's evolution.

As we look ahead, we are excited to continue supporting our employees' growth and celebrating their accomplishments in the coming year.



Mission Success Story

Over the past year, James Cowell has exemplified the success that comes from dedication, personal growth, and having the right support in place. James, a Processor at Allendale Goodwill and a participant in Goodwill's Supported Employment Program, has shown that with determination and opportunity, remarkable progress is possible.

Before joining Goodwill, James worked with another supported employment agency as a custodian. While he performed his duties well, he knew he was capable of more — that he had untapped potential waiting to be realized. When changes led to the discontinuation of his program, James refused to let this mark the end of his professional journey. Recognizing the value of work and his own abilities, he and his service coordinator reached out to Goodwill, and that was the start of a new chapter eight years ago.

Since joining our team, James has become a reliable, valued, and respected member of the Allendale team. Every day, he brings a positive attitude, a big smile, and a willingness to rise to any challenge; even when faced with something new or unfamiliar. James has not only grown personally and professionally, but he has also contributed meaningfully to the program itself. His ideas have improved service delivery, streamlined tasks, and enhanced the overall experience for his peers.

Over the past year, James has shown tremendous growth in building his confidence and advocating for himself, ensuring that his voice and wishes are heard. He has set goals, worked diligently to achieve them, and taken ownership of his success — a true testament to what supported employment makes possible.

James's story reminds us why Goodwill Mission Services is so vital. Without these supports, he might not have the opportunity to earn an income, build friendships, and feel like a valued, contributing member of society. Goodwill provided the opportunity, but it was James who stepped up, identified his goals, and made them a reality.

James Cowell's journey is proof that with the right supports, guidance, and self-determination, individuals can achieve remarkable growth, make meaningful contributions, and realize their full potential.



James Cowell

I.T Department

Our newly established in-house I.T. department completed its first full year of operation, driving key technology improvements across the organization. Highlights include enterprise-wide ADP app training, deployment of asset-tracking tools, significant upgrades to network security and infrastructure, and enhanced support for Loss Prevention through expanded security camera coverage in our stores.

Looking ahead, we are committed to strengthening our I.T. systems and expanding our training platforms to support even greater organizational progress in the coming year.



Human Resources Department

This past year has been one of growth, learning, and progress, and the HR team is grateful to be a part of it.

We've continued to grow as a company by bringing in new team members and expanding our leadership teams. Each person who joined us this year has helped shape who we are and how we work together. We're thankful for the effort, flexibility, and teamwork shown across the organization as we've continued to move forward.

We also learned a lot along the way. As we grow, we recognize there are always things we can do better. These lessons help guide how we support our teams and improve the way we communicate, train, and operate day to day.

Looking ahead to 2026, our focus is simple: keep improving! We plan to continue updating our policies and procedures, strengthen training, and working towards finding the best ways to support our employees and leaders. Our goal is to make sure everyone has clear expectations, the right tools, and a workplace they feel supported in.

Thank you to everyone for your hard work and commitment. We're excited to keep growing and learning together in the year ahead.

Sincerely,

The Human Resources Team



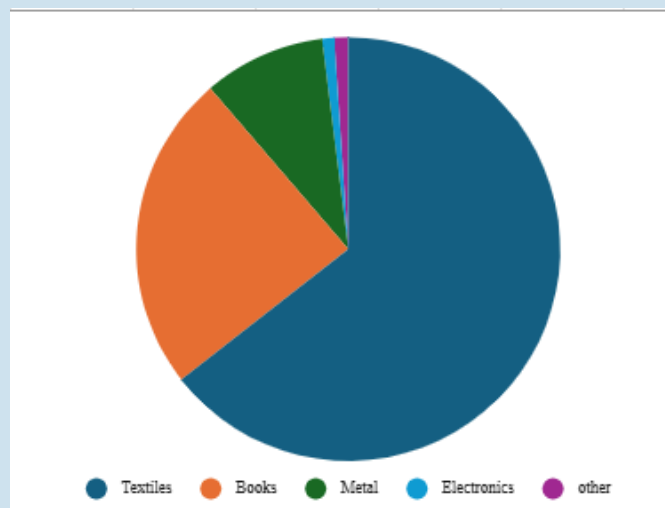
We Recycle!

Goodwill Industries of the Berkshires, Inc.

SUMMARY SALVAGE REPORT FY END 2025

July 1, 2024 - June 30, 2025

Product Description	Pounds
Textiles	1,157,306
Books	436,230
Metal	167,221
Electronics	16,442
Other	19,097
Total Salvage 2025	1,796,296



Financial Overview

Goodwill Industries of the Berkshires and Southern Vermont

Financial Overview	FY 2025	FY 2024
Income		
Contributions	\$ 36,485	\$ 1,599
Grants	\$ 18,650	\$ 26,871
Mission Contract/Services	\$ 592,134	\$ 661,877
Salvage/Recycling	\$ 268,647	\$ 283,855
Stores	\$ 6,735,857	\$ 6,255,796
Total Income	\$ 7,651,773	\$ 7,229,997
Core Mission Expenses	\$ 678,939	\$ 709,970
Store Expenses	\$ 4,586,188	\$ 4,238,348
Warehouse Expenses	\$ 1,253,410	\$ 1,070,053
Other Operating Expenses	\$ 1,192,354	\$ 1,298,701
Total Operating Expenses	\$ 7,710,891	\$ 7,317,072
Income/Loss - Operations	\$ (59,118)	\$ (87,075)

Meet Our Board

Goodwill Board of Directors

Jennifer Carpenter, President

Garry Beaty, Vice President

Miriam Maduro, Secretary

Stephen Glick, Treasurer

Brian Astorino

Karen Derksen

Rev. Ralph Wesley Howe

Phil Massery

Lisa McCormack

Leonard Patnode

Robert T. (Bob) Sykes

Sponsors & Partners

