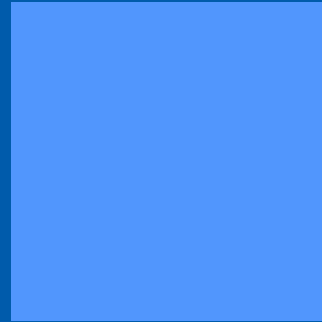


Building for the Future

Annual Report 2025
Morgan Memorial Goodwill Industries



A Message from the President and CEO



Dear Friends of Goodwill,

As we celebrated the 130th anniversary of the founding of Goodwill in the South End of Boston, we were reminded again and again of the importance of our mission: to help individuals with barriers to self-sufficiency to achieve independence and dignity through work.

Every day, individuals come to Goodwill in search of better lives. They are focused on building for the future by understanding the options available to them, learning new skills, gaining confidence, and finding jobs, sometimes for the first time.

At the same time, Morgan Memorial Goodwill Industries is building for the future of the organization in order to help the individuals and communities we serve respond to the challenges of today and be ready to face whatever comes next. Specifically this means that Goodwill is:

- Building for the future by targeting our job training and career services on positions in growing industry sectors that offer entry-level jobs appropriate for the individuals we serve and pathways to positions with family-sustaining wages.
- Building for the future by renovating our current retail stores, planning to open new ones, and expanding our capacity to collect donations of clothing and household goods to support the growth.
- Building for the future by investing in technology to elevate our programs, enhance the skills of our staff, and enhance the efficiency and effectiveness of our operations.
- Building for the future by strengthening and expanding our connections with employers, community partners, donors, and funders in order to leverage our collective expertise and resources.

As we look back on our 130th year with pride we also look ahead with optimism that focusing on building for the future will position Goodwill to offer timely, relevant job training and career services to more individuals and communities in the years and decades ahead.

We truly appreciate the individuals, businesses, and organizations across Massachusetts who have come together as part of the Goodwill community. Together, we have assisted thousands of individuals who face a variety of barriers but are committed to doing what it takes to find jobs in order to support themselves and their families.

We are particularly grateful to the dedicated Goodwill Board and amazing Goodwill staff, for making it possible for Goodwill to accomplish so much in 2025 and be ready to do even more in 2026.

Sincerely,

Joanne K. Hilferty
President and CEO

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Our Mission

Goodwill's mission is to help individuals with barriers to self-sufficiency to achieve independence and dignity through work.

Not charity, but a chance.

Board of Directors

Maria Harris, Chair
Rockland Trust

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Vice Chair**
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David Orr Jr., Clerk
Smash My Trash

**Yusef Abdolmohammadi,
Treasurer**
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**Joanne K. Hilferty,
President**
Morgan Memorial Goodwill
Industries

Paul Andrew
Harvard University

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Rockland Trust

Robert Diestel
The TJX Companies, Inc.

Jay McQuaide
Blue Cross Blue Shield of
Massachusetts

Kathleen Murphy
Self-Employed

Jimmy Nguyen
Fresenius Medical Care

Marie St. Fleur
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Mary Wadlinger
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Liany Baez

Liany Baez was unemployed and living on transitional assistance. She struggled to make ends meet and take care of her two young daughters. She knew she needed a job, but did not know how to go about finding one. She was shopping at the Goodwill store in Roxbury with her mother when she noticed flyers for Goodwill Boston Career Center and decided to check out what it had to offer.

“At Goodwill Boston Career Center, I realized there were real opportunities for me,” she said.

With assistance from a career advisor, Liany completed a career assessment and explored job training options. Together, they identified the YMCA Property Management program as an opportunity that would get Liany on track. The career advisor helped secure financial assistance and Liany enrolled in the 10-week training program.

After completing the program, Liany secured a paid internship with the Boston Housing Authority in Charlestown, which gave her hands-on experience while earning income to support her family.

Today, Liany is excited about the role and confident that she will secure a permanent job that will allow her to support herself and her daughters.

“The career center opened up a new world for me—it gave me hope and a path forward.”

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Lisa Adams

Lisa Adams was at a low point. As she was coping with health and other personal issues, she had not worked for a long time and no longer had stable housing. She was overwhelmed and unsure of her next steps, but she knew getting back to work was key. That’s when she discovered Goodwill Boston Career Center.

At the career center, Lisa sat down with a career advisor to assess her situation and develop a plan. One of her strengths was years of experience in the hospitality industry, which became the basis of her plan to pursue positions in Boston’s hotel sector. Working with her career advisor, Lisa updated her résumé, prepared for

interviews, and researched employers.

Within weeks, Lisa secured a position as a host at the Colonnade Hotel in Boston and was soon promoted to manager. The role has brought Lisa stability, confidence, and a renewed sense of purpose.

Today, Lisa is living with a friend in Dorchester, working steadily, and saving money so she can move into a place of her own.

“I’m in a much better place than I was before,” Lisa said.

“I want to tell everyone—and pass it on.”

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Tatiana Williams

Tatiana Williams had recently left a domestic violence situation and moved to a new apartment with her four young children, including twins. She was unemployed and seeking help finding a job so she could provide stability for her children.

“I knew about Goodwill because I always donated here,” Tatiana said. “But I didn’t know about the training programs.”

While most of Tatiana’s work experience had been in customer service, the Goodwill career advisor encouraged her to consider a range of options that would leverage her skills and experience. In addition to her years of work experience, she had valuable lived

experience and deep empathy for others. She decided to enroll in Goodwill’s job training program for careers in human services.

The program – and, especially the internship working directly with individuals with developmental disabilities – helped clarify her goals. After completing the program, Tatiana pursued roles supporting people with disabilities.

Today, Tatiana works full time as a career resource specialist at Work Opportunities Unlimited, helping individuals with disabilities find and retain employment. The role has brought financial stability for her family and increased confidence for her.

“I feel much more stable for myself and my family.”



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Marcus Joseph

Marcus Joseph enrolled in Goodwill's Developmental Services program in Boston a number of years ago. From the start, he worked closely with his case manager and participated in job-readiness classes to build skills and confidence, with the objective of moving into competitive community employment.

Marcus gained hands-on experience through paid work as part of a crew at Goodwill's retail distribution center. There, he performed a variety of tasks and learned work skills such as following directions, taking responsibility for tasks, coordinating with others, and meeting objectives. "I learned a lot working at Goodwill," Marcus said.

Over time, as Marcus gained skills, he grew more confident and began to envision working independently in the community. He reached an important milestone when he was hired on a per diem basis as a Dietary Aide at Spaulding Rehabilitation Hospital, a Goodwill employer partner. He soon transitioned to a regular five-day-a-week schedule. One of his main responsibilities is delivering meal trays to patients.

Today, Marcus is a valued member of the hospital team. He is known for his positive attitude, strong work ethic, and willingness to learn. His case manager continues to touch base with him regularly to provide encouragement and help him address any issues that might arise.

"My job makes me feel confident."

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William Callahan

William Callahan was introduced to the world of work when he was in high school and attended the School to Work program for special needs students at Goodwill's Pioneer Valley Job Training Center.

After completing high school, he chose to enroll in Goodwill's Developmental Services program where he was able to build life skills that helped him be more independent and then turned to learning the skills needed for a job. William now participates in classroom training, group volunteer activities in the community, and paid work as part of a crew in Goodwill's retail enterprise. These experiences have allowed him to learn workplace routines, gain experience taking responsibility

for tasks, and engage as a member of a team. He particularly enjoys going with his peers to volunteer at the United Way Pioneer Valley food pantry.

Recently, William took a significant step when he worked with his case manager to secure his first independent, competitive job. He was a janitor at the Eastern States Exposition (The Big E) that takes place in West Springfield in the fall. With his case manager's encouragement, he was able to arrange a schedule that allowed him to travel to and from the site independently using public transportation.

Today, William is proud of how far he has come and is focused on getting competitive, year-round employment.

"I like working and getting a paycheck, it gives me more independence."

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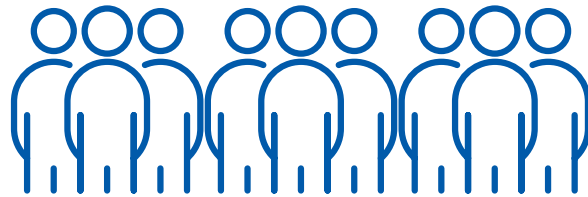
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Goodwill by The Numbers | Mission Services



4,071

Total Individuals Served

3,536

at Goodwill Boston
Career Center

265

in Job Training

236

in Developmental Services
and school to work programs

34

Trainees in AbilityOne

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Goodwill Stores

Allston/Brighton
Amherst
Boston
Boston Outlet
Cambridge
Chicopee
Danvers
Hyannis
Hyde Park
Jamaica Plain
Northampton
Quincy
Somerville
South Boston
Worcester

Attended Donation Centers

Arlington
Boston
Chelmsford
Concord
Lexington
Reading
Sudbury
Swampscott
Waltham

Donation Sites At Recycling Centers

Hanover
Hingham
Medfield
Southborough
Wellesley
Weston



Pounds of donated goods

28.6 million



Customer transactions

1,240,471



Individual donations

715,655



Donation sites,
other than stores

16



Number of stores

15

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Employers offering hiring and recruitment events



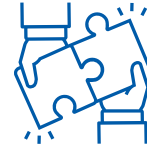
44

On-site recruitment events



17

Job Training partners



7

Businesses offering on-the-job training and mobile work crews



63

Engaged Career Center employers



31

Businesses contributing goods



146

Volunteers from business partners

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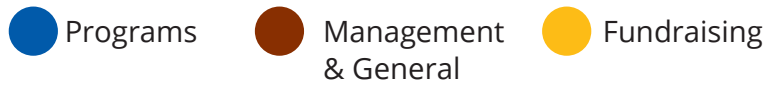
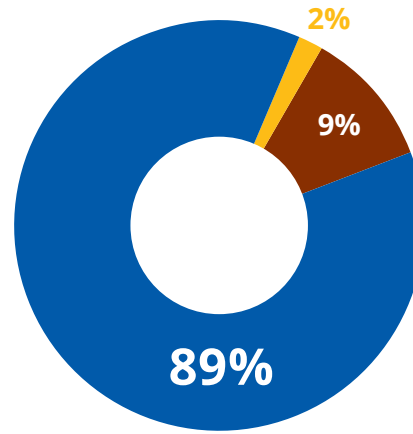
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Financials and Operations Report

Goodwill strives to be efficient and effective in the use of funds raised to support its mission services, and 89 cents of every dollar spent went to programs that helped individuals create new lives. In 2025, Goodwill had total operating revenue of \$49,704,099, total operating expenses of \$44,743,165, and net assets of \$50,826,106.



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Business Partners

Goodwill works with employers every year to connect job seekers to jobs and provide learning and training opportunities for participants. These businesses work with our career center at recruitment events, engage with a Goodwill training program, or provide a work opportunity through a Goodwill mobile work crew. Goodwill also works with businesses that donate clothes or other goods to support Goodwill stores and holiday events.

- | | | |
|--------------------------------------|------------------------------------|--|
| Ace Hardware | Boston Consulting Group | Cross Country Workforce Solutions |
| Aeropostale | Boston Fire Department | Dependable Dry Cleaners |
| AEROTEK | Boston Medical Center | Dunkin' |
| Allied Community Resources Inc. | Boston Public Library | Eliot Community Human Services |
| Amazon | Boston Public Schools | Emerson College |
| American Surgical Company | Brigham and Women's Hospital | Emmanuel College |
| Anderson Merchandisers | Bryce's Journey | EmPath |
| Antons Dry Cleaners | Building Pathways | Ethos |
| AP Fragrance | Cape Air | Flour Bakery |
| Apollo Retail | Casella Waste Services | Fountain Fund |
| Arbor Associates | Centerville Pies | Franklin Cummings Tech |
| Andrew Edwards Bookseller | City of Cambridge | Frito-Lay |
| AT&T | Coca Cola | Genuine Parts Company |
| Bay Cove Human Services | Comella's Restaurant | Haley House |
| Baystate Health | Communities for People for Justice | Halo Institute |
| Bella Sera Bridal | Community Resources | HarborOne Bank |
| Bentley University | Cristina's Bridal | Hertz |
| BEST Hospitality | Crosby's Markets | Hyatt Regency Boston |
| Beth Israel Deaconess Medical Center | | Intercruises Shoreside and Port Services |
| Block by Block | | |

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Businesses Continued

- | | | |
|---|---|--|
| J & J Contractors | Massachusetts State Police | The Container Store |
| JetBlue | MBTA | The Possible Zone |
| Junkluggers of Greater Boston | McLean Hospital | The TJX Companies, Inc. |
| Just-a-Start | NeighborHealth | The Trustees |
| JSM Transport | NESCTC Security Agency LLC | Transportation Security Administration |
| Kaplan Construction | New Balance | Tropical Foods |
| Lancaster Packaging | New England Aquarium | Tropical Products |
| Lesley University | Occasions Bridal | Tufts Medical Center |
| Lunder CareForce Institute at Hebrew Senior Life | Ocean Spray | Unconquerable Security Solutions |
| MAB Community Services | Ocean State Job Lot Charitable Foundation | United States Postal Service |
| Macy's | People Ready | United States Coast Guard Vans |
| Masis Staffing Solutions | Perkins School for the Blind | Victory Human Services |
| Mass BioEd | Pine Street Inn | Vinfen |
| Mass PCA Directory | Planned Companies | Volunteers of America |
| Massachusetts Department of Conservation and Recreation | Power Corps | Vows Bridal |
| Massachusetts Department of Corrections | Resupply | VPNE |
| Massachusetts Executive Office of Health and Human Services | Shaws/Star Market | Walnut Street Center |
| Massachusetts Executive Office of Public Health | Six Flags New England | Waste Management |
| Massachusetts Executive Office of Veterans Services | Sodexo | Wellesley Public Schools |
| | Southwest Airlines | Wentworth Institute of Technology |
| | Spaulding Rehabilitation Hospital | Whittier Street Health Center |
| | Sterilite | X-Cel Education |
| | Suburban Home Health Care | Yell-O-Glo |
| | Tails Inc. | |
| | The Big Y | |

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Volunteers from Businesses

Goodwill benefits from companies and organizations that provide volunteers to support participants in mission services, assist with community events, and raise funds for the organization.

Actalent	Dell	Liberty Mutual
Bank of America	Deloitte	M&T Bank
Blue Cross Blue Shield of Massachusetts	Eastern Bank	Rockland Trust
	First Citizens Bank	Santander
	Grant Thornton	TD Bank

Government Partners

Goodwill works with government agencies and quasi-governmental partners to offer its mission services.

Boston Mayor's Office of Workforce Development	Massachusetts Department of Developmental Services	MassAbility
Boston Public Schools	Massachusetts Department of Transitional Assistance	MassHealth
Chicopee Public Schools	Massachusetts Executive Office of Labor and Workforce Development	SourceAmerica
Commonwealth Corporation		Springfield Public Schools
Holyoke Public Schools		

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**MY FAMILY'S FUTURE
HAS WARMED UP
THANKS TO
SOMEONE'S DONATED
SNOW BOOTS.**





**MY FUTURE IS
BACK ON THE
RIGHT PATH
THANKS TO A
DONATED BIKE.**



**A DONATED
RECORD PLAYER
HELPED ME
FIND A NEW
GROOVE AT WORK.**



**THANKS TO A
DONATED CAMERA
I BROUGHT A
GOOD JOB
INTO FOCUS.**



**A DONATED
INSTRUMENT
GAVE ME THE
KEYS TO
MY SUCCESS.**





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Program Operations

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Laurel Ford
Vice President, Finance
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Senior Director, Marketing
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Emerald Gottwald
Senior Director,
Retail Stores

Serena Powell
Vice President, Strategy
and Impact



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