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Where your things start new lives.

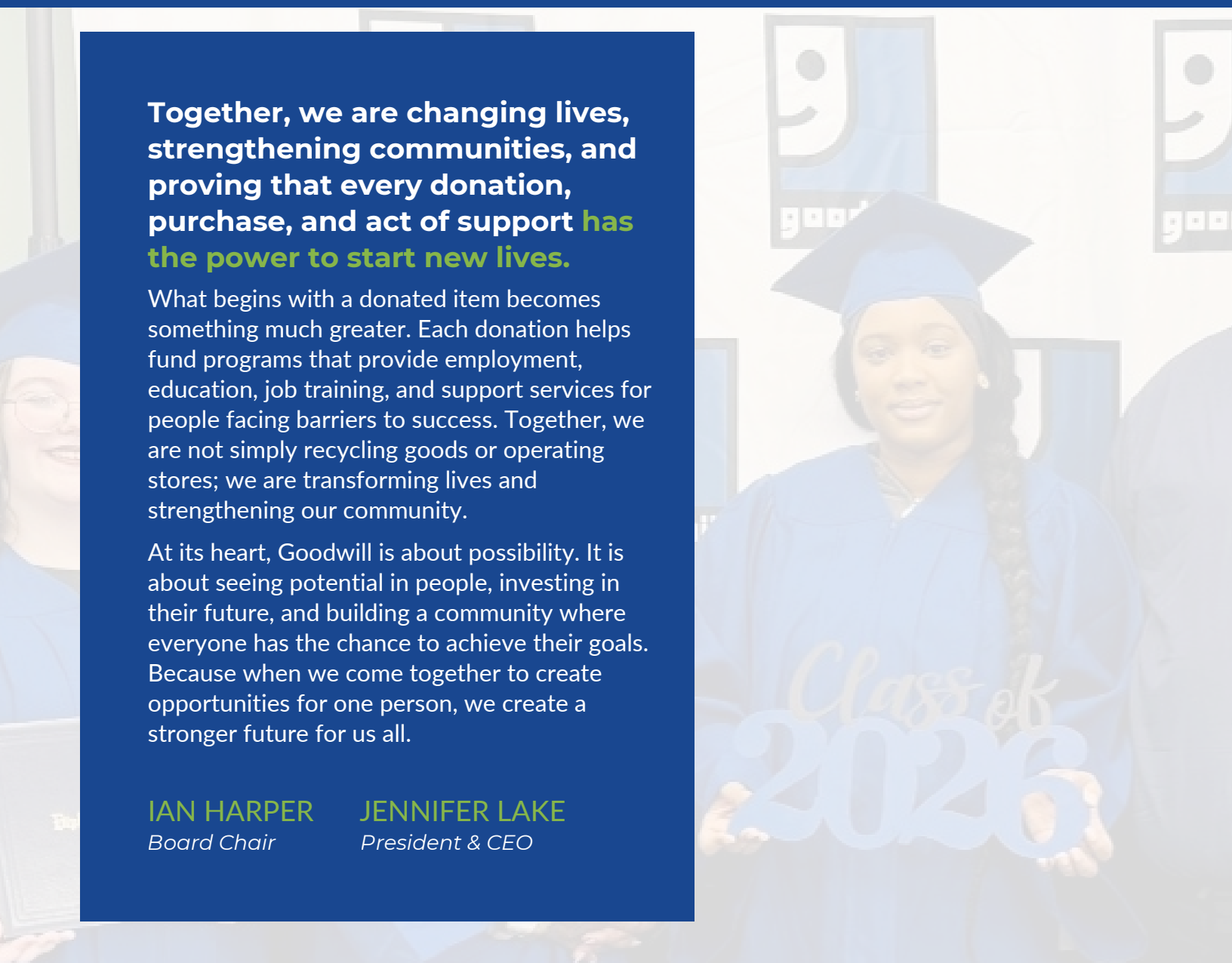


2025-2026 Impact Report

Goodwill of the Finger Lakes

OUR MISSION

Elevating people, community and planet for a good today and better tomorrow.



Together, we are changing lives, strengthening communities, and proving that every donation, purchase, and act of support has the power to start new lives.

What begins with a donated item becomes something much greater. Each donation helps fund programs that provide employment, education, job training, and support services for people facing barriers to success. Together, we are not simply recycling goods or operating stores; we are transforming lives and strengthening our community.

At its heart, Goodwill is about possibility. It is about seeing potential in people, investing in their future, and building a community where everyone has the chance to achieve their goals. Because when we come together to create opportunities for one person, we create a stronger future for us all.

IAN HARPER
Board Chair

JENNIFER LAKE
President & CEO

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*Board Executive Committee

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2025-2026 COMMUNITY IMPACT

179,643 PEOPLE SERVED THROUGH COMMUNITY IMPACT PROGRAMS

151,295 PEOPLE WERE CONNECTED AND GOT HELP THROUGH 211/LIFE LINE

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GOODWILL VISION ENTERPRISES

1,632 PEOPLE RECEIVED VISION SERVICES AND **398** RECEIVED WORKFORCE DEVELOPMENT

25,214 PEOPLE WERE COUNSELED WITH UNDER 2% RESULTING IN A 911 OR EMERGENCY SERVICE CALL

988 SUICIDE & CRISIS LIFELINE

Good Neighbor

MORE THAN 1,059 FAMILIES RECEIVED DONATED ITEMS THROUGH COMMUNITY ORGANIZATIONS PARTNERED WITH GOODWILL

74 ADULTS WITHOUT A HIGH SCHOOL DIPLOMA ENGAGED AND 24 ACHIEVED THEIR NYS DIPLOMA

Learning Academy

KEPT MORE THAN **30.95 MILLION POUNDS OF GOODS IN CIRCULATION** WITHIN OUR 20-COUNTY REGION

New Lives Fact: Textile waste is one of the fastest growing waste streams in the world. At Goodwill, we see the potential in what is discarded and find new ways to keep goods in circulation.

COMMUNITY IMPACT SPOTLIGHT

GOODWILL LEARNING ACADEMY (GLA)

GLA, initially a pilot program developed while Goodwill worked to achieve an Excel Center in NY, offers an alternate pathway for adults looking to achieve a NYS high school diploma. Since launching in the fall of 2024, GLA has helped 24 adults earn their diploma.

Once enrolled in the program, adult learners receive an initial barrier assessment and screening to determine any additional foundational learning needed to succeed. Students are assigned an academic coach and receive a laptop for home study. All students receive one-on-one coaching sessions and participate in team meetings to track progress. Upon graduation, academic coaches assist with post-diploma transitions to employment or further education.

GLA's goal is to graduate 200 adults in Monroe County over the next five years. We aim to build a shareable best practice that collectively reduces the number of adults without their high school diploma to scale across our region as funding allows.



PROGRAM HIGHLIGHTS

- **GLA's innovative community program has been selected as a promising best practice by CASAS and the New York State Education Department.**
- **Since implementing the community model in the summer of 2025, 21 adults have graduated from the program, 11% of the state total of adults with their NEDP in the 2025-2026 school year.**
- **GLA's coaching program model has generated a 79% persistency rate, above the 45.7% national adult education average level.**

ALL STUDENTS RECEIVE SUPPORTIVE ONBOARDING, DIPLOMA COMPLETION, AND POST-GRADUATION EMPLOYMENT SUPPORT.

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New Lives Fact: There are more than 38,000 working-age adults in Monroe County and roughly 28,000 in Onondaga County without a high school diploma or equivalency. The GLA NEDP NYS diploma offers an alternative to the traditional GED.

MEET LIZ

A 2026 GLA GRADUATE



When I was a little girl, I dreamed of becoming a lawyer. But life had other plans.

At the end of 11th grade, I became a young mother. Suddenly, I was focused on raising my child, supporting my family, and doing everything I could just to make ends meet. School had to take a back seat.

For more than 20 years, I tried to earn my GED. Time after time, I came up short—sometimes by just one point. It was heartbreaking. There were moments when I wondered if I should stop trying altogether.

But I never stopped wanting something better for myself and my family. I didn't want to stay stuck. I kept telling myself, there has to be a better way.

That's when I found the Goodwill Learning Academy. When I walked through those doors at GLA, I found more than a classroom. I found people who believed in me. I found teachers who encouraged me, classmates who supported me, and a community that reminded me I wasn't alone. They never gave up on me, even when I felt like giving up on myself.

And then, after all those years of trying, something incredible happened—I earned my high school diploma at 47 years old in only ten weeks.

Today, I am preparing for college and working toward that childhood dream of becoming a lawyer. But my story isn't really about me. It's about what happens when someone believes in a person's potential.

GLA'S FREE PROGRAM IS HIGHLY COST EFFECTIVE, SERVING MORE THAN 50 ADULTS A YEAR AT A COST OF LESS THAN $5,000 PER ADULT.

Visit goodwillfingerlakes.org for more information.

SCAN TO HEAR LIZ'S STORY

2025-2026 COMMUNITY HIGHLIGHTS



Sustainability Under the Stars

In September 2025, Sustainability Under the Stars was hosted at a new venue, The Highline Rochester. Five designers were selected to showcase original creations made from materials that were at least 75% sourced from Goodwill stores. Representing both Rochester and Syracuse, designers from across the Goodwill of the Finger Lakes service area demonstrated how secondhand materials can be transformed into high-fashion pieces through responsible, sustainable design.

More than 120 guests attended the event and enjoyed the opportunity to witness donated items begin a new life as high-fashion designs.

New Store Openings

Goodwill opened three stores in Geneva, East Rochester, and Chili. At each opening, more than 200 shoppers arrived early to be one of the first 100 in line to receive a complimentary $10 Goodwill gift card.

We were honored to welcome local dignitaries to celebrate each opening and its impact on their communities, creating more than 30 full-time jobs with benefits all while funding vital community programs.





988 Day - 2025

NYS Senator Samra Brouk, Chair of the Senate Mental Health Committee, joined Jennifer Lake, President & CEO of Goodwill of the Finger Lakes, for a joint press conference in honor of 988 Day.

988 Day is meant to raise awareness about resources available to anyone struggling with a mental health or substance use disorder. 988, supported by Goodwill of the Finger Lakes in Rochester and the Finger Lakes region, is available 24 hours per day, 7 days per week, via call, text, or chat. **For more information about 211/LIFE LINE, please scan the QR code or visit goodwillfingerlakes.org.**

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Goodwill & Reju Partnership

In February 2026, Goodwill announced a feedstock supply partnership with Reju, a French textile recycling company who selected Rochester to build their first American recycling plant.

Patrik Frisk, President & CEO of Reju, joined Jennifer Lake, Goodwill of the Finger Lakes President & CEO, to make the announcement. Dignitaries joined the Goodwill and Reju teams to celebrate this milestone at Goodwill's warehouse in Rochester, NY.





Hope in Bloom Gala - 2026

The 2026 Hope in Bloom Gala was held at the Event Center at Woodcliff Hotel + Spa in May of 2026. This sold-out event welcomed more than 260 guests and raised more than $329,000—Goodwill's most successful annual Gala to date!

We are truly grateful to our sponsors, guests, and donors who continue to support our community impact programs.

To be the first to learn about the 2027 Gala, please email advancement@goodwillfingerlakes.org.



BBC Fashion Redressed II - Life Beyond Donations

Goodwill welcomed the BBC Network onto our Rochester campus to shine a light on textiles and what happens to them after donating. The segment aired in April 2026 on the BBC Network, highlighting innovations that advance a more circular fashion economy.

It is now airing online as part of a 14-piece series produced by the Global Fashion Agenda and BBC StoryWorks.

MEET NOAH & EVA

GOODWILL VISION SERVICES



"Goodwill has helped me in lots of ways. They showed me how to use technology like an iPad with accessibility features to help me in school and they taught me how to cook my own meals using the oven and stove. At school, I'm on a wrestling team and I also do track and field. And with my friends, I play tackle football, rugby, and soccer.

Sports were a little challenging at first. For example, in wrestling I can't wear my glasses, so it was harder to see. I've learned to use my strengths—being strong and fast—to my advantage, even when my vision is limited. Over time, I've gotten a lot better and more confident in what I can do. Of course, some things are challenging, but there are also a lot of things you can do. Don't just focus on your challenges—focus on what you're good at and use your strengths to your advantage."

– Noah, a Goodwill Vision Services recipient



"Goodwill's support isn't just for Noah—it's for our whole family. Specialists come to our home to provide one-on-one guidance, helping him learn to cook, organize his space safely, and build independence.

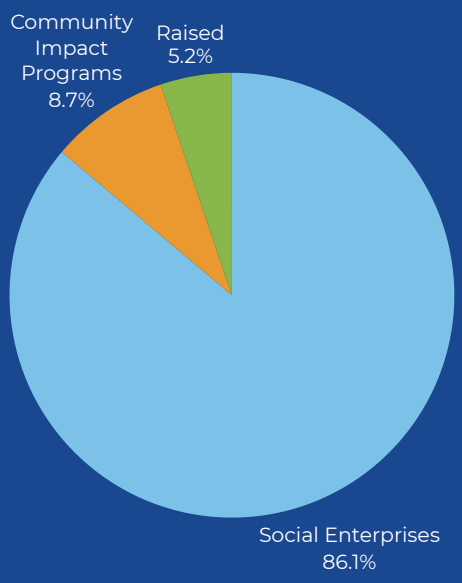
And the support doesn't stop as he grows. Goodwill has helped us navigate the changes and new needs that come with each stage of Noah's life. We've been able to work with Goodwill specialists who guide us on the equipment and tools he might need—both in the classroom and at home. Some of these supports we may not need right now, since he's still young, but knowing they exist—and that they can make life so much easier as he grows or if vision challenges change—is incredibly comforting."

- Eva W., proud mom of Noah

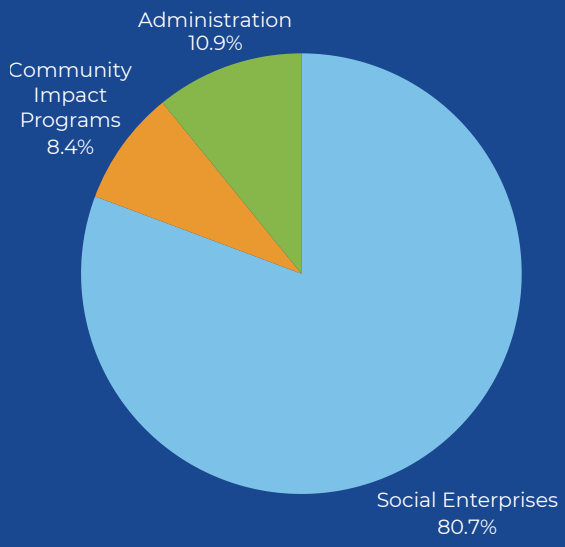
SCAN TO LEARN MORE ABOUT OUR VISION PROGRAMS OR VISIT GOODWILLFINGERLAKES.ORG

2025-2026 FINANCIAL SUMMARY

Combined Revenue $80,812,250



Combined Expenses $82,935,309



Combined revenue and expenses are from Goodwill of the Finger Lakes, Goodwill Vision Enterprises, and Goodwill of Upstate New York. The operating results reflect investments in retail store expansion, funded by investment accounts, to drive future growth as certain federal revenue-generating programs continue to decline.

Total net assets increased by $800k on the strength of non-operating items.

This report reflects Goodwill's most recent fiscal year from 4/1/25 through 3/30/26. Independent auditor's report, audited financial statements, and IRS form 990 are available at Goodwill's main campus located at 422 S. Clinton Ave, Rochester, NY 14620.

Goodwill of the Finger Lakes is certified as a Great Place to Work for the third year in a row!

We are honored to be certified by the world's most trusted workplace recognition platform. Their independent, employee-backed recognition provided the proof, on behalf of our employees, that we are a great place to work. If you would like to join our team, visit goodwillfingerlakes.org.



New Lives Fact: When you make a financial gift to Goodwill of the Finger Lakes, 89 cents of every dollar goes directly to mission-based programs impacting more than 179,000 people each year.

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FRIENDS OF GOODWILL

We are grateful for the generous support of our donors, foundations, partners, and friends. This list represents gifts made to Goodwill of the Finger Lakes and Goodwill Vision Enterprises from April 1, 2025 through May 31, 2026.

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***Deceased**

Every effort is made to ensure the accuracy of our records. If your name has been listed incorrectly, omitted, or if you notice any inaccuracies, please contact us at advancement@goodwillfingerlakes.org.

Thank you for your support and understanding.

Goodwill of the Finger Lakes
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THE JOURNEY OF YOUR GOODWILL DONATION



When you shop or donate at Goodwill, you are doing more than clearing your closet or finding a great deal—you are supporting mission-driven programs that change lives right here in your community.

Goodwill... where your things start new lives.

Follow us on social!

@goodwill_flx

@GoodwillFingerLakes

Goodwill of the Finger Lakes