Goodwill Changes Lives.

2024-2025 Impact Report



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

Goodwill of the Finger Lakes

Dear Friends and Supporters,

As we reflect on the past year, we are filled with deep gratitude and pride for the continued support, generosity, and partnership that fuel our mission at Goodwill of the Finger Lakes.

Together, we are changing lives every day across the Rochester, Finger Lakes, and Syracuse regions. Whether it's through a donated item, a purchase at one of our stores, or a monetary gift you give to support our programs, your involvement has helped us create lasting impact across our community.

Over the past year, we celebrated several incredible milestones including our most successful Gala to date, raising more than $308,000 in support of our mission. We opened two new, expanded retail locations at The Mall at Greece Ridge in Rochester and entered Tompkins County with Goodwill Ithaca. And thanks to your donations, we kept 28.8 million pounds of useful items in circulation—advancing our commitment to sustainability and innovation in circularity and recycling.

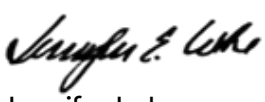
We proudly served 171,014 people across Rochester and the Finger Lakes region through a wide range of mission-driven programs. Our Goodwill Learning Academy supported 62 adult learners working toward their high school diploma, while Goodwill Vision Services provided assistance to more than 1,515 individuals navigating life with low vision. Our workforce development efforts empowered over 334 people with training and employment support. Additionally, 211/LIFE LINE connected 150,204 individuals to vital community resources, ensuring help was available when it was needed most. Through the 988 Suicide & Crisis Lifeline, we provided more than 19,000 counseling sessions to people in crisis, offering life-saving support and compassionate care. We also remain steadfast in our commitment to living our mission by creating quality careers and hiring individuals with barriers. We're now up to almost 800 employees and have just been named "Great Place to Work" for the second year in a row. These are just a few examples of the life-changing impact made possible through Goodwill's programs—and the generous support of our community.

But behind every number is a person. A job seeker who found meaningful employment. A teen in crisis who received life-saving support through 988. A person with vision loss gaining independence. An adult who gained their high school diploma. A family connecting with other parents of kids who are blind building their own support networks at one of our monthly recreational events. These are the stories that remind us why our work matters.

We are honored to serve this community, and we know that none of this is possible without you—our donors, financial supporters, shoppers, partners, volunteers, and team members. Your belief in our mission propels us forward as we continue to grow, innovate, and serve.

Thank you for being a vital part of our Goodwill team. Together, we are building a more compassionate and empowered future.

Warm Regards,



Jennifer Lake
President & CEO



Ian Harper
Board Chair

OUR COMMUNITY IMPACT NUMBERS

Goodwill of the Finger Lakes

171,014 SERVED

28.8 Million pounds of stuff diverted from landfills

GOODWILL VISION ENTERPRISES

1,515 people received Vision Services

334 served & trained with Workforce Development

19,623 COUNSELED

988 SUICIDE & CRISIS LIFELINE

under 2% of 988 contacts have resulted in a 911 call or in other words required emergency services

150,204

211

Got Connected. Got Help.

Good Neighbor **849** Families Supported

All Impact Numbers have been deduplicated.



211/LIFE LINE

If people need guidance finding basic resources like food, clothing, or shelter or tools on how to navigate home ownership or the legal system, Goodwill counselors are here to help. They change lives every day by answering calls, texts, or webchats across 7 counties in the Finger Lakes Region.

211/LIFE LINE operates 24 hours a day, 7 days a week.

Goodwill Vision Services

We are committed to empowering individuals who are blind or visually impaired to live independent, meaningful lives.

Whether it's learning how to apply for a job online, preparing meals for their family, or mastering everyday tasks, our team is here. We don't just teach skills – we change lives, support goals, open doors, and help people build the confidence to thrive.





988 Suicide & Crisis Lifeline

Operated locally by Goodwill of the Finger Lakes, 988 Suicide and Crisis Lifeline saves lives every day. We are here for anyone in need – 24 hours a day, 7 days a week – by phone, text, or chat. This confidential, free resource offers connection, support, and compassion for those who are experiencing crisis.

If you or someone you love is struggling, start a conversation.



Meet Izzy

Goodwill Learning Academy's First High School Graduate

From as young as I can remember, I did everything on my own. At 14 years old, in 9th grade, I ended up leaving school to take care of my mom who was sick; by 17 she had passed and I had no one to turn to and no clear path forward. I never asked for help – it just wasn't an option. But when I started at Goodwill Learning Academy (GLA) last year, I had to unlearn that mentality and accept that leaning on others was okay. Opening myself up and trusting that people genuinely wanted to see me succeed was one of the hardest lessons I've ever faced. I had to break down the walls I'd built over years of surviving alone – walls that kept people out, even when I desperately needed them in.

Slowly, with the compassionate, judgment-free support of the GLA team, I realized I didn't have to do it all by myself anymore. Their support was life-changing. I'm living proof that this program works. And you know the need is real. So many young adults are struggling right now to find their way, each facing unique challenges from different walks of life.

By offering free transportation, laptops, flexible scheduling, a coach, and in-person or online access to education modules, GLA removed every barrier for me to succeed.

And I want our community to know that I am just one of many – Goodwill is changing so many people's lives.

I'm proud to be the first to graduate from this program. When I told Mari Lynn, my daughter, I was getting my diploma, she gave me a big hug. Not only did I want to prove to myself that I could do it, but my daughter was also a big reason. I hope my journey inspires her to overcome any challenges she faces, to always believe in herself, and to understand other people's perspectives and unique journeys.



It's so important that we come together as a community to lift each other up, because when we do, we all rise – and our entire community becomes stronger.

Since achieving my diploma, I've been looking at college programs because I know I am ready to take that next step. Not to mention, I just published my second coloring book.



Today, I'm living with purpose. For my daughter, for myself, and for the future I never thought possible because of Goodwill. And for that, I can't thank them enough.

Meet Helen

A Goodwill AbilityOne Employee



Growing up in a small village in Kenya, my favorite childhood memory was racing all the kids in my village – and winning. Running was something I've always loved. I was also a strong student until I turned about 12 years old. Then, something changed. My grades began to drop, and no one could figure out why. When a new principal arrived at my school, he suggested my father to take me for an eye examination.

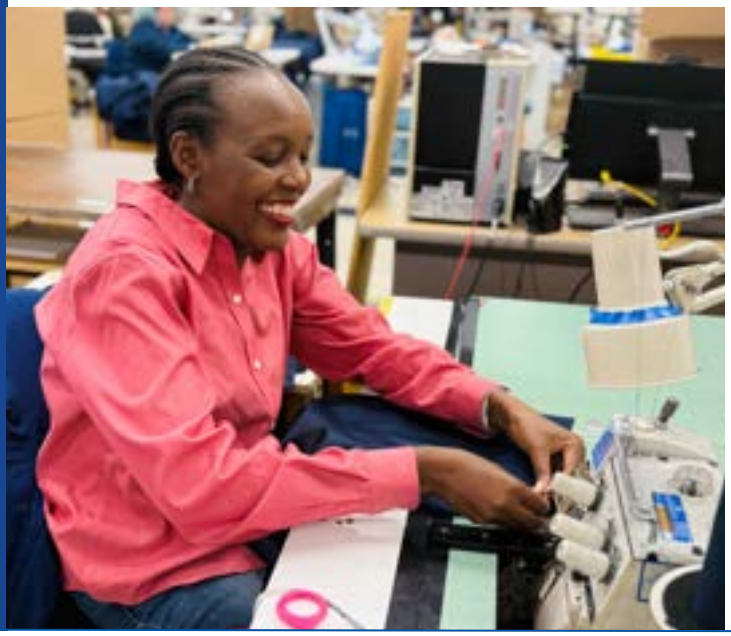
That's when we discovered the reason behind my struggles – and when my journey with low vision and eventual blindness began. Everything changed after that.

I had to leave my home and move hundreds of miles away to attend a school for the blind. It was there that I learned how to navigate the world without sight. I gained new skills, a renewed sense of confidence, and something even more incredible – I discovered the Paralympic Games.

That discovery opened doors I never imagined. I began traveling internationally as a competitive runner, representing not just myself, but my country. My journey eventually brought me to the United States, where I not only competed, but also met my husband.

While five months pregnant with my son, my life took yet another turn. My husband left me. As a single parent who is blind, there were times when I felt completely hopeless. How would I pay my rent? What opportunities were even available to me? I was under enormous stress, trying to make ends meet while also being the kind of role model my son could be proud of.

That's when I reached out to Goodwill's Vision Services team – and my life changed.



They introduced me to Goodwill's Industrial Sewing Program. And from that moment on, things began to shift. I found not just a skill, but a purpose. I became a sewing professional, able to provide for my son and no longer live in fear of what tomorrow might bring. It truly transformed my life.

When I was young, my father always said that sewing was a celebration – bringing pieces together to form a whole. That is what Goodwill has done for me. It made me whole again.

And every day, as I sit at my sewing machine and stitch new beginnings, I imagine him celebrating right alongside me.

Annual Highlights

Goodwill Week Proclamation

Monroe County Executive Adam J. Bello and City of Rochester Deputy Mayor Michael Burns did an in-depth tour of our 211/LIFE LINE call center.

President & CEO Jennifer Lake was presented with an official proclamation declaring May 5–11, 2024 as Goodwill Week.

Goodwill supports the HBCU Classic



Goodwill was honored to support the 2024 HBCU Classic as the Block Party Sponsor in conjunction with the City of Rochester. Here President and CEO Jennifer Lake is pictured with the CSU Royal Court at the Block Party at Parcel 5 in Rochester, NY.





Goodwill Honors Veterans

At Goodwill of the Finger Lakes, we are proud to honor and recognize the courage, dedication, and sacrifice of our nation's veterans.

In October 2024, we were privileged to welcome home Ron Harris at the Frederick Douglass Greater Rochester International Airport as he returned from his Honor Flight – a powerful and emotional tribute to those who have served our country.

Continuing our commitment, on November 11, we held our inaugural Veterans Pinning Ceremony. Surrounded by both active duty and retired members of the armed forces, we came together in a heartfelt moment of recognition and gratitude. Chief Charlton Harley, U.S. Navy, led the Color Guard and helped make this occasion both memorable and inspiring.

We were honored to stand alongside our veterans in recognition of their selfless service to our country.

2024 Sustainability Under the Stars

In September 2024, we were joined by 116 friends, artists, and models as we celebrated sustainability and style at our annual SUTS event.

We were honored to welcome New York State Senator Samra Brouk of the 55th District, who presented a Senate Proclamation to Jen Lake, recognizing Goodwill of the Finger Lakes for its unwavering commitment to community service, sustainability, and economic empowerment.

The runway featured bold, upcycled creations from talented designers each showcasing the power of sustainability. It was truly a celebration of creativity, purpose, and community spirit.











Goodwill of the Finger Lakes sustainability efforts featured on NBC News Now

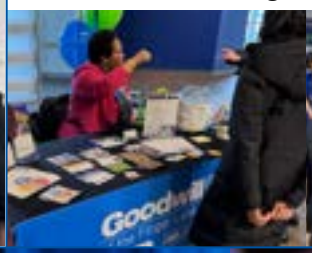
In honor of Earth Day, NBC News Now produced and aired a special segment highlighting Goodwill's commitment to sustainability – featuring our very own Jen Lake and the impactful work we're doing in textile recycling.

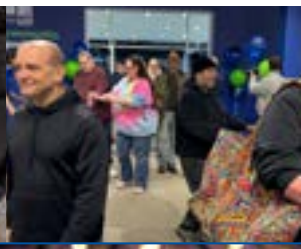
We are proud to be recognized for the work we do to create a more circular, responsible economy – and even more proud of the team members who make it possible every day.



Goodwill opens two new locations

In early 2025, Goodwill opened two locations at the Mall At Greece Ridge and in Ithaca, NY. Both openings were met with eager shoppers who waited in line to be the first 100 shoppers to receive a gift card. As we expand our retail footprint, we are empowered to serve more throughout the region.





Inaugural Presidential Excellence Awards

We proudly celebrated our first Presidential Awards of Excellence, honoring three employees who embody Goodwill's values, along with team members marking milestone anniversaries.

At the heart of Goodwill are the people who make a difference each day.



2025 Hope In Bloom Goodwill Gala - May 2025

In 2025, the annual Goodwill Gala shifted from its traditional March date to May 11, embracing a new spring theme: Hope in Bloom. Held at the Hyatt Regency Rochester, the event welcomed over 235 guests for an evening of celebration and community impact. We were honored to have WROC 8 anchor Adam Chodak serve as emcee and share his vision journey.

Thanks to the generosity of attendees, sponsors, and supporters, this year's Gala was our most successful yet – raising over $308,000 to support Goodwill's mission impact programs.

In a heartfelt tribute, tables featured handmade paper flowers created by individuals served by Goodwill as a special thank you to our guests.

The 2025 Good Neighbor Award was presented to Jaime Saunders, President & CEO of United Way of Greater Rochester and the Finger Lakes. The 2025 Gwen Sterns Visionary Award was awarded to Michael C. Ryan of OcuSight Eye Care Center.

This success wouldn't have been possible without our generous sponsors, including Lead Sponsor Smola Consulting; and Platinum Sponsors: Buckingham Properties, Flaum Eye Institute/UR Medicine, FSI, and SWBR, just to name a few.

Thank you to all who made the 2025 Gala a night to remember!











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, 2024 through May 31, 2025 of $250 or more.

$25,000 and up

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Rochester Area Community Foundation
Smola Consulting
United Way of Greater Rochester and the Finger Lakes

$10,000 - $24,999

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Rochester Women's Giving Circle
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SWBR
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$5,000 - $9,999

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Every effort is made to ensure the accuracy of our records. If your name has been listed incorrectly, omitted, or if you notice any other inaccuracies, please contact us at 585-232-1111 or advancement@goodwillfingerlakes.org. Thank you for your support and understanding.

2024-2025 Board of Directors

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More than a store... Goodwill changes lives.

Goodwill is a social enterprise with retail locations that help fund our community impact programs. When you donate your items or shop at Goodwill, you're doing more than just decluttering or finding a good deal – you're giving items a second life and embracing value, versatility, and sustainability in every donation and purchase.

However, store sales alone do not cover the full cost of delivering these vital programs. That's why your support matters so much.

When you make a financial gift to Goodwill, 90 cents of every dollar goes directly to mission-based programs that impact more than 171,000 people and their families each year. These life-changing services include:

- Helping children, adults, and seniors with low vision or blindness gain the tools and skills to navigate the world with confidence and independence
- Supporting adults on their journey to earn a high school diploma through one-on-one coaching and guidance
- Connecting individuals facing homelessness, food insecurity, mental health challenges, or substance use disorders to critical community resources
- Distributing donated goods to local nonprofits, churches, and food shelters to provide clothing, shoes, toys, household items, and books to those in need

Your generosity fuels this work. We accept gift of cash, stock, bequests, vehicle donations, and third party fundraisers. If you'd like more information about how to donate to Goodwill, please call 585-559-8025 or email advancement@goodwillfingerlakes.org.

Thank you for your consideration and for making a difference!

2024-2025 Consolidated Financial Summary

At Goodwill of the Finger Lakes and Goodwill Vision Enterprises, we are committed to financial transparency and accountability. We carefully steward every dollar entrusted to us to ensure it supports our mission and maximizes community impact. Our financial practices are guided by industry standards and audited annually by independent auditor, The Bonadio Group.

	Year ending March 31, 2025	Year ending March 31, 2024
Revenue		
Public Support	$ 22,443,632	$ 19,236,568
Program Revenue	$ 6,891,864	$ 8,109,330
Sales Revenue *	$ 44,649,589	$ 43,696,834
Other Income **	$ 1,189,301	$ 1,063,747
TOTAL REVENUE	**$ 75,174,386**	**$ 72,106,479**
Expenses		
Manufacturing	$ 12,040,003	$ 11,825,284
Vision Rehabilitation	$ 1,241,046	$ 1,091,805
Food Service	$ 1,206,411	$ 1,188,380
Donated Goods/Retail	$ 44,330,727	$ 40,969,576
Contact Center	$ 2,406,570	$ 2,688,751
211/LIFE LINE & 988 Suicide Lifeline	$ 5,978,458	$ 5,399,759
Goodwill Learning Academy/Excel Center	$ 221,958	$ 176,739
Workforce Development	$ 159,423	$ 178,487
Development/Mission Advancement	$ 406,065	$ 438,284
Administration	$ 6,816,502	$ 6,312,948
TOTAL EXPENSES	**$ 74,807,163**	**$ 70,270,013**
Change in Net Assets from Operations^	**$ 367,223**	**$ 1,836,466**

*Sales Revenue includes Contact Center, Food Service, Manufacturing, Donated Goods/Retail and Vision Rehabilitation.

**Excludes non-operating income and expenses including changes in pension fund status, gains or losses from interest swaps and net investment returns.

^Financials are presented without donor restrictions.







Goodwill of the Finger Lakes
422. Clinton Avenue South
Rochester, NY 14620

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The Journey of your Goodwill donation

When you shop or donate at Goodwill, you're doing more than clearing your closet or finding a great deal – you are supporting mission-driven programs that change lives right here in our community. All proceeds from our retail locations go directly toward funding these vital services that impact more than 171,000 people each year through 211/LIFE LINE, Goodwill Learning Academy, 988 Suicide & Crisis Lifeline, Goodwill Vision Services and so much more.

Your donations also make a powerful environmental impact. At Goodwill, we're committed to keeping useful items in circulation – giving them a second life through reuse, repair, and repurposing. Discarded textiles, in particular, hold incredible potential. Whether it's transforming them into new products or recycling them into reusable materials, we're always exploring innovative ways to reduce waste.

In fact, just last year, we kept 28.8 million pounds of useful goods in circulation. So the next time you donate to or shop at Goodwill, know that you're fueling both social good and sustainability.



*Impact programs vary by County.

Follow us on social media to see what we have in store for you – our reimagined donation and rewards programs are coming soon.

@GoodwillFingerLakes @goodwill_flx Goodwill of the Finger Lakes