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Dear Friends and Partners,

In a world marked by rapid change and uncertainty, 2024 stood out as a year of clarity, purpose and progress. At Goodwill of Greater Detroit, we leveraged our commitment to transforming lives — empowering individuals to move beyond barriers and build futures defined not by circumstance, but by choice, potential and opportunity.

This past year, we didn't just witness change, we helped create it. We saw individuals embrace their potential, take bold steps toward independence, and write new narratives grounded in personal growth and the power of work. These moments of transformation — of entelechy, when potential becomes realized — remind us why our mission matters.

With the steadfast support of our partners, community leaders and dedicated team, we helped thousands turn challenges into opportunities and barriers into bridges. We provided not only resources, but also hope, encouragement and the belief that everyone deserves a chance to thrive.

Among the many milestones of 2024, one of the most inspiring was the expansion of Flip the Script, our award-winning program serving justice-involved individuals. In January, with the backing of Michigan legislators, government officials and key partners, we proudly opened a new location in Pontiac, extending critical services — including education, workforce training, cognitive behavior programming, financial coaching, mentoring and resource navigation — to residents of Oakland County.

Anticipating the future of work, we also launched the Electric Vehicle Supply Equipment (EVSE) technician training program through our Skilled Trades Academy. As one of only two Goodwill organizations nationwide selected for this pilot, we trained three cohorts in metro Detroit —thanks to support from Goodwill Industries International, General Motors, Accenture, ChargerHelp!, Ballmer Group and Norfolk Southern. This free, hands-on program equips participants with skills to enter the clean energy sector, helping to meet rising industry demand while opening doors for those facing barriers to employment.

As you read through this report, remember: the numbers reflect real people — moms, dads, grandparents, brothers, sisters and neighbors. These are the faces of transformation — and they are made possible by you.

Speaking of opening doors, in July we celebrated another kind of opening — our first new retail and donation center in eight years, located in Madison Heights. Under clear blue skies and with community leaders by our side, we celebrated more than a grand

opening — we celebrated meaningful progress and purposeful opportunity. Our stores are not just places to shop or donate; they are engines of change, helping to fund life-altering programs and empowering individuals living with disabilities and other work barriers to reach their fullest potential.

2024 also marked a century of excellence and mission-driven growth for Goodwill Integrated Solutions. What began in 1924 with the production of a simple glovebox manual has transformed into a powerful force for change. Today, it is a quality award-winning, tier-one supplier to GM, Ford and Stellantis — and a growing presence in industries like consumer goods and medical products. But its greatest impact isn't in parts. It's in people. This mission-driven business provides meaningful, life-changing jobs to individuals facing intellectual, developmental, physical and mental health challenges, and is proof that purpose and business can thrive together — and that good work can truly transform lives.

As you read through this report, remember: the numbers reflect real people — moms, dads, grandparents, brothers, sisters and neighbors. These are the faces of transformation — and they are made possible by you.

Thank you for believing in this work. For more than a century, your support has fueled our mission. Together, we're not just helping people get jobs, we're helping them rewrite their stories and reclaim their futures.

Let's keep moving forward. Let's continue to do GOOD, together.

With gratitude,

Daniel S. Varner, *President & CEO Goodwill of Greater Detroit*Randal P. Leslie, *Chair, Board of Directors Goodwill of Greater Detroit*







MISSION

We build pathways to independence through personal development and the power of work. Goodwill of Greater Detroit provides best-in-class personal and workforce development training for Metro Detroit residents with barriers to employment, including those living with physical, intellectual or developmental disabilities, or mental health challenges and those who are justice involved.

As a provider of personal and workforce development services, from financial coaching and tax preparation to resume building and job training, Goodwill of Greater Detroit is helping people live more independent, fulfilled lives. For a full description of our programs and services, visit www.goodwilldetroit.org.



IMPACT

15,034
People Served

12.637 Broad **Community Services** (School to Work, Unemployment/Retention and Walk-in Services)

525 Intensive Personal Development Services (Ongoing Intensive Personal Development services not focused on job entry)

1.872 Intensive Job **Placement Services** (Employability skills, job readiness, and job development services)

77% Job Placement Rate

1,579 persons obtained competitive employment out of 2,059 job ready candidates

98%

Job Retention

The skills gained through Goodwill services help individuals maintain employment beyond 90 days

\$17.90_{HR} **Average Starting Wage**

Job ready individuals who participate in Goodwill programs earn competitive wages

\$883,138 **Goodwill Wages Paid**

Goodwill wages paid to persons in transitional work experience programs

INTEGRITY

We are truthful and honest in our interactions.

DIGNITY & RESPECT

We treat all people with dignity and respect.

CONTINUOUS **IMPROVEMENT**

We engage in intentional practices to improve our trainee and customer outcomes, our people and

DIVERSITY & INCLUSION

We create environments where everyone's participation is valued and celebrated.

HEALTH, SAFETY & WELL BEING

VALUES

We maintain safe environments and focus on the holistic well-being of our employees and trainees.





MEET JAMAL

Flip the Script "Man of the Year"

Jamal Clemons, 26, was born and raised in Detroit, Michigan. As an infant, he was placed in the foster care system, eventually becoming a ward of the state at the age of 16.

While in the foster care system, Jamal experienced violence, incarceration, homelessness and detrimental family dynamics. Although Jamal didn't graduate from high school, and despite his roller-coaster of trauma, neglect, hopelessness and broken promises, he remained steadfast in his determination to finish his education and to be successful in work and in life.

In September of 2023, after meeting counselor and instructor Dustin Campbell, Jamal enrolled in the Flip the Script empowerment program. He began attending cognitive behavior programming and GED classes and, along the way, had the opportunity to tour Wayne State University in Detroit, which made an impression on him.

With help from Flip the Script, Jamal received his GED, a welding certification, a hi-lo certification and a solid job as a welder. He was also subsequently accepted to Wayne State and began attending classes in the fall of 2024, studying social work with an aspiration to help young people in the foster care system by using his own journey as a source of encouragement and hope.

In addition to his academic and career achievements, Jamal recently moved into an apartment of his own, which he refers to as his "first real home" and where he enjoys spending time with his 3-year-old son.

In recognition of his extraordinary transformation, Jamal was honored as 2024 "Man of the Year" at the annual Flip the Script Celebration of Transformation in September. More than 200 people gathered to celebrate individuals who have overcome tremendous obstacles to rewrite the next chapter of their lives.

Jamal's story of resilience stood out, reflecting his courage, determination and strength to break through seemingly insurmountable barriers and turn his life around.

Through Flip the Script, Jamal has not only transformed his own life but is now planning to help others do the same.



MEET LAVEZ

When Lavez, a 30-year-old single father of three, lost his job at a manufacturing plant in Detroit, his future looked uncertain. With bills piling up and three children depending on him, the weight of unemployment hit hard. He didn't know what was next—only that something had to change.

That change came unexpectedly, through a friend at Goodwill of Greater Detroit, who shared a flyer for the organization's new Electric Vehicle Supply Equipment (EVSE) training program—a pilot initiative aimed at preparing workers for careers in the rapidly growing clean energy sector.

Lavez had never worked with electric vehicles, had no technical background in charging infrastructure, and no funds for transportation to attend the program. But he saw an opportunity and he was ready to bet on himself.

From day one, the program defied his expectations. More than just job training, it offered opportunity, hope and support. Lavez received hands-on instruction, a weekly stipend and even a gas card to help him get to class.

"Goodwill prepared me mentally and physically by believing in me," Lavez recalled. "The program was actually fun and the leadership there was top tier. You could tell that they cared about you and wanted you to succeed."

The EVSE technician training is part of Goodwill Industries International's Clean Tech Accelerator (CTA), co-designed with Accenture and launched in October 2023 to provide earn-and-learn opportunities in high-demand clean energy jobs. Goodwill of Greater Detroit was one of just four Goodwill organizations nationwide chosen to pilot the program, and one of only two to offer the EVSE training.

The four-week, earn and learn training program provided Lavez with free hands-on education to prepare him and his fellow trainees for careers maintaining and repairing electric vehicle infrastructure equipment.

Lavez didn't just complete the program—he graduated with distinction, earning a certificate as the most outstanding trainee in his class.

Shortly after his graduation on June 28, 2024, he was hired by Dunamis Charge, a Black-owned, women-led local company specializing in manufacturing J-1772, level-two EV chargers.

Today, Lavez is thriving in a career he never imagined would be possible. He went from not knowing what was next... to building his future.



Integrated Solutions GOODWILL OF GREATER DETROIT

CELEBRATING 100 YEARS

Supplied services and small products to automotive OEM vehicle manufacturing companies.



1924

1940's



Partnered with Detroit Edison (DTE) to salvage materials.

Worked with DTE to repurpose cross arms—which are the horizontal beams attached to utility poles that support electrical conductors.



1950's

1986



Added Department of Defense (industrial sewing) and grew kitting with Ford and GM.

Added DTE Energy consumer kits, removed industrial sewing.



2008

The enterprise now known as Goodwill Integrated Solutions was formed in 1924 not only as a kitting and assembly enterprise, but also as an increasingly essential part of Goodwill's mission, providing training, employment and advancement opportunities for those living with significant employment barriers..

Sixty percent of the workforce at Goodwill Integrated Solutions are participants of Goodwill of Greater Detroit programs who are living with intellectual and developmental disabilities or mental illness.

Since it was founded in 1924, Goodwill Integrated Solutions has been a cornerstone of the metro Detroit community, progressing from producing glovebox manuals for early automobiles to becoming a tier-one automotive supplier, serving automotive manufacturers including GM, Ford and Chrysler (now Stellantis). Today Goodwill Integrated Solutions is expanding into kitting for the clean energy and medical industries while it continues to help its workforce reach their highest potential.

2013



Added more assembly including new electronics subassembly business with FCA.

2020



Received Tier 1 recognition from all three major customers. Relocated full business to larger space.

2023

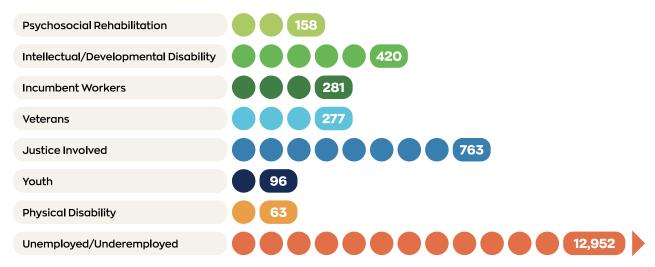


Won new business in consumer goods, health and wellness and medical industries.

Continued to win with new partners aligned with our mission, while growing diversified revenue streams.

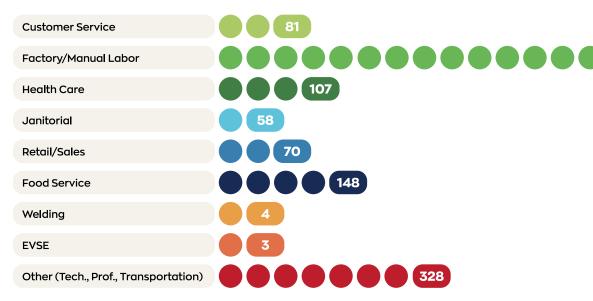
STATISTICS

PERSONS SERVED PROFILE



TOTAL 15,010

EMPLOYMENT TYPE



TOTAL 1,579

POSITIVE OUTCOMES OTHER THAN EMPLOYMENT

Entered GED Preparation	89
Entered College Degree Program	0
Entered Vocational Training	52
Obtained High School Diploma	1
Obtained GED	31
Obtained Post-Secondary Degree	0
Obtained Occupational License	1
Obtained Industry Certification	43
Green Works TWE	0
DGR TWE	27
DGR TWE GIS TWE	27 75

TOTAL 325

EMPLOYMENT RETENTION OUTCOMES



JOB PLACEMENTS

Competitive Placements	1,579
Average Hourly Wage	\$17.90
Average Hourly Worked Per Week	39
Percent Full-Time Status	95%
DETROIT PLACEMENTS	708
OAKLAND PLACEMENTS	871

TOTAL 1,579

PERSONS SERVED BY AREA







15

FINANCIALS

NINETY-TWO CENTS of every dollar spent at our stores supports personal and workforce development programming.

\$50,930,440

Total Revenue and Support

\$21,965,448

Total Public Support

\$28,964,992

Total Other Revenues

\$21,192,835

Net Assets at Beginning of Year

\$18,616,608

Net Assets at the End of Year

\$53,616,524

Total Costs and Expenses

\$49,732,866

Program Services

\$3,364,437

Management and General

\$519,221

Fundraising



Total 2024 Giving: \$1,261,040

Corporations and Foundations

Adient Foundation

Aetna

Ally Financial

AlphaUSA

Andersen Corporate Foundation

Ari-El Enterprises

The Ballmer Group

Bank of America

Barton Malow

Beta Sigma Phi-Preceptor

Gamma Mu

CN Rail

Comerica Charitable Foundation

Community Foundation for

Southeast Michigan

CVS Health

Dominos

DTE Foundation

Fidelity Charitable

Guardian Alarm Sales

Helen L. Kay Foundation

HOPE Housing and Transportation

Assistance Trust

Impulse Solutions LLC

JPMorgan Chase

Local Initiatives Support

Corporation

Meijer

18

Mihalich Charitable Foundation

Miller Canfield

National Charity Services

Nicholas Martin Jr. Family

Foundation

Paypal Charitable Giving Fund

PriceWaterhouse Coopers

The Angelo and Margaret DiPonio

Foundation

The Benevity Community

Impact Fund

The Kroger Company

The Northern Trust Company

The Tuktawa Foundation

Thrivent Charitable Impact &

Investing

UHY

United Way for Southeastern

Michigan

United Way of Greater Cincinatti

W.K. Kellogg Foundation

William and Martha Ford Fund

Individual Donors \$2,000-\$10,000 Donors

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Dennis Curtis

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Felicia Hunter Frank Agosti

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Glascoe McKinney

Harold Kassab

Harry Pearce

Jane Bowman

Janet Payne

Jeffrey Mott

John Regalski

Katie Balesky

Marie DeWitt

Patricia Gerwert

Randy Leslie

Raymond Trudeau

Ryan Hoyle

Talvis Love Virginia Gordan

\$500-\$1,999 Donors

Amanda Van Dusen

Benjamin Smith Bradley Host

Bruce Brorby

Caleb Rutledge
Catherine Strumbos

Charles Cone

Charles and Renee Dardas

Dave Cataldi David Grossman

Deirdre Groves

Donald McMechan

Duane Ott

Gayle Joseph Gloria Becker

Greg Kloiber

Jay Wilber Karl Bell

Karl Schneider

Kevin Griffin Kevin Zeleji

Kirk Martin

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Thomas Margosian

Tom Rancour Wendy Richards

William Sanders

\$100-\$499 Donors

Alan Glantz Alan Grajczyk Alan Poole

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Guy Westermeyer Henry Stormer

James Duerr
James Galbraith

James Nowakowski Jamie McMillen

Janyth Hess

Jeffrey Huebner

Jeff Ukrainec Jeffrey Gilbert

Jen Merz

Jo Ann Viinikainen Joann Nawrocki

John Aiello

John George Friess

John Gorsky Joseph Pero

Joyce Neumaier

Judith Locher
Judy Trunsky

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Kathleen Lomako

Kendra Geiss Kevin Green

Kristine Shevsky
Laurence Phillips

Laurence Winokur
Lawrence Larson

LeRoy Asher Lois Norman

Lorna Pollock Dieter

Madeline O'Neill Margo Lesser Marjorie Mack

Marjorie Thomas

Marvin Dick

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Mary Margaret Sweeten

Mary Stone Mary Weast Megha Mehta Melvin Lee

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Michael Platzke

Paul Martzowka Peter De Steiger

Randal Murphy

Raymond Ebbing
Raymond Janisse

Renate Reimer Rich Teets

Richard Crowe

Richard Higginbottom

Richard Mangol Richard Marsack Robert Rigonan

Robert Riley

Robert Sedler Roberta Bowens

Romona Sipes

Samantha Cheyette

Shannon Kelley Sharon Wells

Shirley Krol

Susan Najmowicz Suzanne Ebbitt

Thomas Ensch

Thomas Rinehart III

Tommie Spiller Wallace Hopp

Zora Hargrave

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Tim Taylor
Ting Baker

Tina Baker
Tina Coleman

Tomalynne Srabian
Tonya Campbell
Tyler Stewart
Vance Blount
Vicky Jackson
Victor Martinez
Victoria Wildly
Vincent Lota
Vinicius Almeida
Virginia Farrug
Virginia Weingate
Viveca Owens
Walter Kwik
Wilberta Johnson

William Edwards

William Ramroth

Yin Hing Klisowski

Zenobria Mann

Willie Phillips



LEADERSHIP

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Felicia Hunter

Chief Mission Officer & Executive Vice President Employment and Training

Gayle Joseph

Vice President Communications, Marketing and Government Affairs

Michael Kleinheksel

Chief Financial Officer

Mark Maher

Vice President Information Technology

Jennifer Merz

Vice President Fund Development

Caleb Rutledge

President & CEO Goodwill's Green Works **Raul Soto**

Vice President Human Resources and Organizational Development

Jeffrey Ukrainec

Vice President Donated Goods Retail

Blair Vesterfelt

President & CEO Goodwill Integrated Solutions

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Retired, VP Marketing, Distribution & Managing Director Product Support Johnson Controls

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Managing Member Pointe Capital Management

Kevin Zeleji (Treasurer)

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Erica T. Robertson (Secretary)

CEO

Adventures Publishing House

Deirdre Groves (Past Chair)

Executive Director Challenge Detroit

Katie Balesky

Partner

PricewaterhouseCoopers (PwC)

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Lead Manager, Workforce Initiatives CVS Health

Karl Bell

GAA New Ventures

Laura A. Byars

Vice President, Human Performance Blue Cross Blue Shield of Michigan

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Partner. Risk Assurance PricewaterhouseCoopers (PwC)

Chuck Dardas

President & COO Alpha USA

Amanda (Amy) L. Good

Retired CEO Alternatives for Girls

Ryan M. Hoyle

Senior Director GalaxE.Solutions

Talvis P. Love

Sr. Vice President, Enterprise Architecture & Information Security Baxter International. Inc

Thomas R. Margosian

Retired, Director, IT Audit Services Ford Motor Company

Lisa A. Muschong

V.P. Corporate Secretary & Chief of Staff, DTE Energy

Terrah M. Opferman

Executive Director, Healthcare JPMorgan Chase

Wendy Richards

Principal and Resident Director Miller Canfield

Ben Smith

Principal

Summit Commercial

Daniel S. Varner

President and CEO Goodwill of Greater Detroit

LOCATIONS

Office & Program Sites

Corporate Headquarters

3111 Grand River Avenue Detroit, MI 48208 313.964.3900

Workforce Innovation and Talent Center

3111 Grand River Avenue Detroit, MI 48208

Detroit Career Center

3111 Grand River Avenue Detroit, MI 48208 313.557.8635

Supports Coordination Services

3111 Grand River Avenue Detroit. MI 48208 313.557.8610

North Oakland Career Center -

Novi

31186 Beck Road Novi. MI 48377 248.926.1820

Flip the Script - Wayne County

2777 East Grand Boulevard Detroit, MI 48211 313.557.4848

Flip the Script - Oakland County

440 N. Telegraph Rd. Pontiac, MI 48341 248.791.3613

A Place of Our Own Clubhouse

1401 Ash Street Detroit. MI 48208 313.931.0901

North Oakland Career Center -Pontiac

1850 N. Perry Street Pontiac. MI 48340 248.276.1777

Detroit at Work Career Center

Northwest Activity Center 18100 Meyers Rd, Detroit, MI 48235 313.578.7500



Donated Goods Retail Locations

Canton

41937 Ford Road Canton, MI 48187 734.981.1692

Commerce Township

3281 Crumb Road Commerce Twp., MI 48390 248.859.5927

Dearborn

22451 Michigan Avenue Dearborn, MI 48124 313,288,5927

Livonia

12651 Middlebelt Road Livonia, MI 48150 734.245.0115

Madison Heights

31010 John R Road Madison Heights, MI 48071 248.965.3617

Woodhaven

20080 West Road Woodhaven, MI 48183 734.301.3902

Ypsilanti

3782 Carpenter Road Ypsilanti, MI 48197 734.272.0667

