



2024

FACT SHEET

MISSION AT WORK



541

COMPLETED A
CAREER TRAINING
OR EDUCATION
PROGRAM



1,812

GOODWILL SA
TEAM MEMBERS



1,506

PARTICIPANTS
EMPLOYED



387

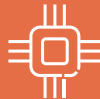
COMPLETED A
DIGITAL LITERACY
COURSE

ENVIRONMENTAL IMPACT



1.2M

DONATION EVENTS



3,640

COMPUTERS
REPURPOSED FOR SALE



16.7M

ITEMS REPURPOSED

OUR REACH



44,614

SOCIAL MEDIA
FOLLOWERS



26

RETAIL LOCATIONS



30

BUSINESS SERVICE
CONTRACTS

MISSION

Changing Lives Through the Power of Work

VISION

A community powered by a skilled workforce, successful businesses, and a strong economy

VALUES

Service | Teamwork | Ethics | Passion | Safety

2024 HIGHLIGHTS



Vocational Training Expanded

4 new career training programs launched - CDL Weekend, Pharmacy Technician Online, Administrative Professional Online, and Logistics/Warehouse Pathways.



Goodwill - Hosted Career Fairs with Local Employers

12 Goodwill-hosted career fairs attended by nearly 1,500 job seekers.



New Contracts Awarded to Business Services

Goodwill was awarded 12 additional contracts.



Goodwill Installed Solar Panels at Stores

Solar panels were installed at 4 stores, generating enough solar power to meet their energy needs, saving \$90,000 annually in energy costs.



Record Number in Participation in DEI-Related Events

112% increase over 2023 in participation at DEI Panel hosted events.



Mission Awareness Campaign Achieved 110M Views

Phase II of the Good Job, Everyone Campaign launched in April promoting career training on billboards, instore signage, and digital channels in San Antonio and Laredo.

ACHIEVEMENTS & ACCOLADES



Goodwill San Antonio Received the 2024 Impact Award.

Goodwill was recognized as the San Antonio Business Journal's Non-Profit of the Year, celebrating our commitment to advancing opportunities in our community.



Goodwill San Antonio Honored for Workforce Development Program.

Project QUEST honored Goodwill San Antonio for our dedication to empowering individuals with the skills needed to succeed.



Goodwill San Antonio Acquired a Building to Expand Service Offerings.

The new building will serve as our headquarters. It will enable Goodwill to increase our workforce development programs and the opportunity to collocate with community partners to better serve the needs of the community.



**GOODWILL
SAN ANTONIO**