

# 2025 Annual Report

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**ELEVATE  
EMPOWER  
ACHIEVE**

# Our Team

Youngstown Area Goodwill Industries has been serving Eastern Ohio and Western Pennsylvania for more than 130 years, providing life-changing support to thousands of individuals each year. Our mission programs focus on expanding employment and training opportunities for community members, including those with disabilities or other barriers to work.

Revenue from our 10 retail stores directly funds these mission efforts while helping divert millions of pounds of reusable goods from local landfills thus strengthening both our community and our environment.

In addition, our Business Services Division creates further employment opportunities by delivering high-quality services to area businesses and organizations, including janitorial, commercial laundry, and customized contract solutions.

At Goodwill, we believe in elevating the **GOOD**, empowering individuals, and helping people achieve their goals.





*Dr. Shelley Murray*

# Message From Goodwill's CEO

In 2025, we took an important step forward by aligning our organization around clear foundation statements. Our Board approved our updated Mission and Vision, along with refined Values that guide how we treat people and lead as we grow. These words are not just something we print. They shape our decisions, our culture, and how we show up for the community.

This year also included meaningful progress across our programs and partnerships. Through Round Up donations and expanded voucher support, more individuals and families accessed emergency clothing and household items when life took an unexpected turn. We continued offering mission services that help people move toward stability and employment, including career support and education resources like GED, ESOL access, and digital literacy. This was accomplished through strong partnerships and collaboration with community organizations.

We are also proud of the momentum behind our workforce solutions. Our cross-sector partnerships continued to grow through the Assembly for Workforce Solutions, bringing together leaders focused on removing barriers like transportation, childcare, and behavioral health. We strengthened our pathway programs, including Good Start, which received a \$500,000 Appalachian Regional Commission grant to expand support for individuals in recovery on their journey toward work and long-term independence.

As we invest in the community, we are also investing in our people. In 2025, we listened closely through a team member culture survey and used that feedback to guide improvements in communication, recognition, and the day-to-day work experience. We also supported learning and skill building, including Mental Health First Aid training for leaders and free access to Google AI Essentials for the community.

In Retail, Goodwill completed a full interior renovation by investing more than \$120,000 into its Boardman store and relocated its New Castle location to a high-traffic area, positioning both for growth and an improved customer experience.

None of this happens without you. To our donors, shoppers, funders, volunteers, and community partners, thank you for believing in our mission and trusting Goodwill to deliver. Every donation and investment help elevate the good in our communities by opening doors to education, training, and employment for people working hard to move forward.

# Mission Services



## Clients

## Totals

<b>Job Placement Activities</b> (Resume development, interview help, applications, job postings)	604 (+44%)
<b>Successfully Employed</b> (Obtained employment)	55 (+37%)
<b>Resource Referrals</b> (SSI, SNAP, OMJ, diapers, housing, food, mental health, vouchers)	887 (+12%)
<b>Transportation Assistance</b> (Driver's license/permit, public transportation, car issues)	417 (+189%)
<b>Justice Impacted Individuals</b> (CQEs, CCA, background issues)	179 (+10%)
<b>Goodwill CARES</b> (Goodwill employee help)	59 (-51%)
<b>OOD/OVR/FSA Clients</b> (Intakes, job placement, drivers permit, Community Based Assessments)	31 (+314%)
<b>Work Experience Program (WEP) and Bureau of Workers Compensation</b> (Trumbull JFS and BWC/MCO clients)	10 (+50%)
<b>Goodwill Trainings</b> (Drivers Permit, Soft Skills Classes, and Financial Training)	526 (New)

**Total: 2,768 (+43%)**

*\*Percentages represent increase/decrease from 2024*

# Our Impact

Our mission extends far beyond operating as a thrift store. We are deeply committed to making a meaningful impact in our community by supporting individuals with disabilities, offering pathways to employment and providing essential resources to those in need. Through our diverse programs, we aim to inspire hope, empower lives, and create opportunities for growth.

We offer mission, business and vision services, a voucher program, and the Youngstown Radio Reading Service. Together, these programs reflect our unwavering dedication to transforming lives and building a stronger, more inclusive community. We believe in the value of people and the power of work.



**2,768**

People served through our Mission Services.



**175**

Volunteers who have donated their time.



**1,387**

Children screened for vision issues.



**175,462**

Donations collected from across our 10 locations.



**581,116**

Customers served throughout our stores.



**3,336**

Individuals & families served through voucher program.

# Financial Statement



Total Number of Employees:

**297**

approximately  
**12.12%**  
are salaried

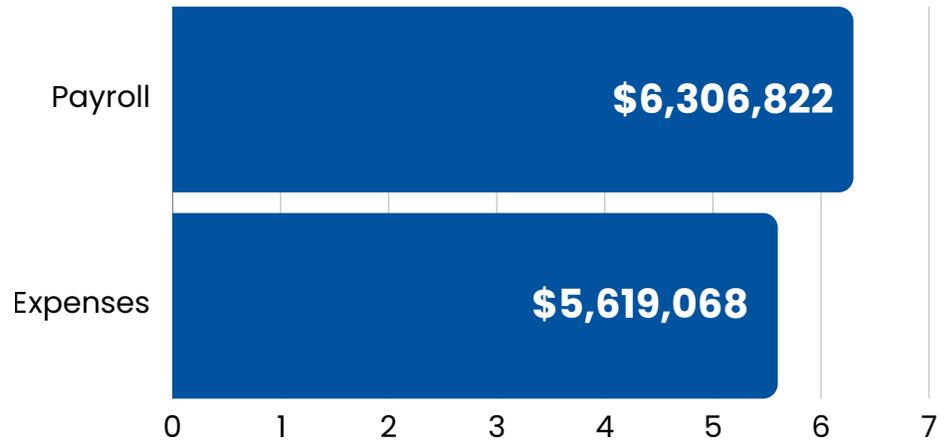
approximately  
**24%**  
are full-time,  
non-exempt

approximately  
**63%**  
are part-time

As an equal opportunity employer, Goodwill hires employees from all walks of life and backgrounds, which may include visible and non-visible barriers.

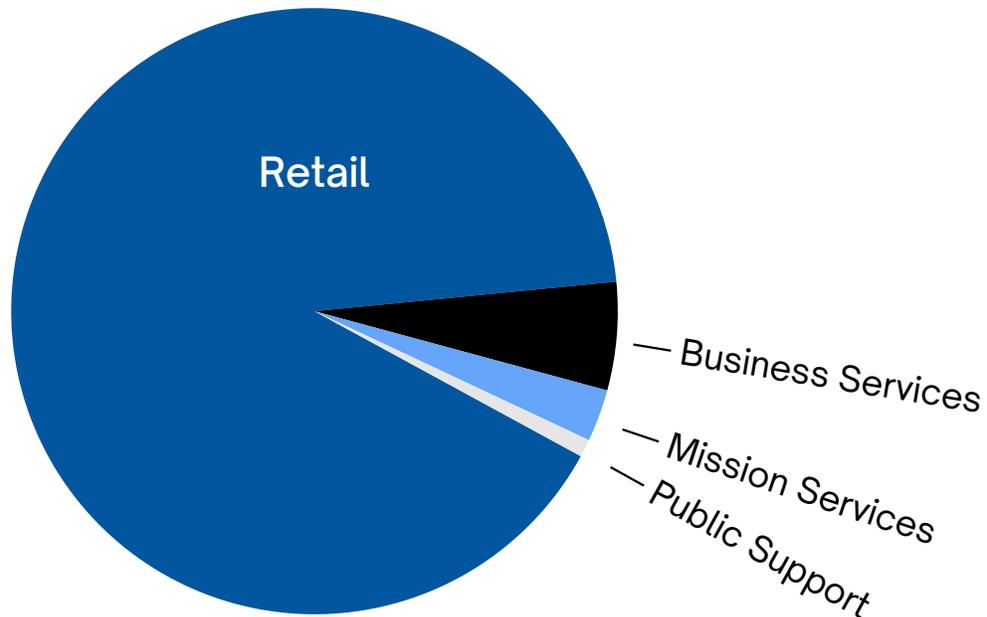
## Operating Costs

● Total: \$11,925,891



## Revenue

Total: \$11,643,101



# Community Needs Assessment

In 2025, Youngstown Area Goodwill Industries moved from assessment to coordinated action, advancing priorities from the Community Needs Assessment (CNA) and strengthening cross-sector alignment across the Youngstown–Warren region. Building on the CNA’s release, Goodwill partnered with community leaders, employers, and service providers to translate insight into shared strategies addressing barriers to workforce participation.

A central focus has been the co-creation of a community resource hub model aligning workforce, behavioral health, social service, and supportive care systems around real-life pathways to employment. Rather than a single physical location, the model emphasizes coordinated access, shared navigation, and reduced fragmentation across systems.

To support this work, Goodwill and regional partners continue advancing the Social Information Exchange Network (SIEN), a shared data and referral infrastructure enabling closed-loop referrals, real-time visibility into community need, and stronger coordination. SIEN serves as a backbone tool to identify gaps, reduce duplication, and align resources around shared outcomes while advancing the mission of the Assembly for Workforce Solutions (AWS), which focuses on removing structural barriers to employment.

With continued support from the Community Foundation of the Mahoning Valley, the Youngstown/Warren Regional Chamber, and other partners, the CNA has become a living framework guiding implementation, informing investment, and strengthening collective accountability. Together, these efforts move the region beyond siloed solutions toward an integrated workforce ecosystem that supports long-term stability and opportunity.



Carol Holmes-Chambers is Goodwill’s Community Solutions Director and the leader of RISE. She manages all the steps necessary of the Community Needs Assessment.

Learn more at: [goodwillyoungstown.org/rise](https://goodwillyoungstown.org/rise)



# Board of Directors



## Board Members

**HaSheen Wilson, President**

**Anthony Sertick, Vice President**

**Kyle Miasek, Treasurer**

**Robert S. Fulton, Board Secretary**

**Karen Segesto, Past President**

**Mark Gasser, Director/Past President**

**Jeffrey Moliterno**

**Marc S. Mazzella, CPA, MBA**

**Kathy Gerberry**

**Ron Gerberry**

**Vicki Mincey**

**Dr. Joseph P. Lyons**

**Trish Mossor**

## Advisory Board

**Annette Brown**

**Elizabeth Farbman**



***HaSheen Wilson***  
***Board President***

# Message From The Board

Dear Valuable Community Stakeholders,

This year marked meaningful progress as Youngstown Area Goodwill Industries advanced its mission of removing barriers to employment and strengthening the regional workforce. Our partnership with the Youngstown/Warren Regional Chamber produced a comprehensive Community Needs Assessment identifying challenges such as transportation, childcare, behavioral health and skills gaps — data now guiding our strategic priorities. We also introduced our 2025–2028 Strategic Plan focused on People, Community, and Sustainability, reaffirming our commitment to long-term growth.

Goodwill expanded its impact through programs like the RISE Community Collaborative, enhanced transportation support for employees, and a 15% increase in preschool vision screenings. Mission investments continued through initiatives such as the A Good Start Recovery-to-Work Program, supported by a \$500,000 ARC grant, allowing us to reach more individuals in recovery. Our voucher and mission programs also served thousands of local families and children.

Collaboration remained central to addressing Valley-wide workforce shortages. Together, with the Regional Chamber, we are working to improve workforce participation, which currently lags behind state and national averages, and help add 10,000 workers to the labor force by 2030. Our joint efforts continue shaping regional strategies and strengthening economic mobility.

Growth in retail and service operations further fueled our mission. Goodwill surpassed \$1 million in retail sales across five stores, expanded services into Western Pennsylvania — including a new New Castle Retail and Donation Center — and broadened reentry support through the First Step Act. We also launched a new paid pickup partnership with ReSupply to support donor engagement.

Financial stewardship remained strong, with approximately \$12 million in revenue and \$11.8 million in expenses supporting sustained service delivery. This year also marked the appointment of Shelley Murray as CEO, whose leadership has increased community visibility, improved operational efficiency, and strengthened internal collaboration.

None of this progress would be possible without you: Our partners, donors, volunteers, business community, elected officials, and neighbors. For more than 130 years, Youngstown Area Goodwill has stood as a regional anchor of hope, empowerment and opportunity. Your continued support fuels our work every day.

As we look ahead, we are energized by the momentum we are building together. With your support, we will deepen our mission, expand our reach and keep breaking down barriers so every individual has the opportunity to thrive.

Thank you for helping us build a stronger future for Eastern Ohio and Western Pennsylvania.



# Retail Locations



**Austintown Goodwill**  
6009 Mahoning Ave.  
Austintown, OH 44515  
(330) 792-8830

**Boardman Goodwill**  
285 Boardman-Canfield Rd.  
Boardman, OH 44512  
(330) 758-0282

**Calcutta Goodwill**  
15765 State Route 170  
Calcutta, OH 43920  
(330) 385-7998

**Greenville Goodwill**  
25 Williamson Rd.  
Greenville, PA 16125  
(724) 373-8070



**Hermitage Goodwill**  
2986 East State St.  
Hermitage, PA 16148  
(724) 346-4456

**Liberty Goodwill**  
2747 Belmont Ave.  
Youngstown, OH 44505  
(330) 759-0677

**New Castle Goodwill**  
2611 Ellwood Rd., Space 3  
New Castle, PA 16101  
(724) 652-4877

**Niles Goodwill**  
56 Youngstown-Warren Rd.  
Niles, OH 44446  
(330) 574-5003



**Salem Goodwill**  
2350 East State St.  
Salem, OH 44460  
(234) 567-4175

**Warren Goodwill**  
2083 Elm Rd. NE  
Warren, OH 44483  
(330) 372-1214



# Contact Us



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