

EMPOWERING PEOPLE. STRENGTHENING COMMUNITIES.

2024 REPORT TO THE COMMUNITY



MISSION STATEMENT

Goodwill of Western and Northern Connecticut strengthens communities by helping people with disabilities and other disadvantages maximize independence through job training and other support services.

Founded in 1950, we are one of 155 regional Goodwill organizations throughout the US and Canada. With the support of our donors, customers, and partners, we make a little goodwill go a long way!

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In Memoriam

We honor the memory of Sean Kane, a dedicated member of the Goodwill of Western and Northern Connecticut Board of Directors.

Sean generously shared his time, expertise, and passion for our mission, leaving a lasting impact on our organization and the communities we serve. We are grateful for his service and will remember Sean with deep appreciation.

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MESSAGE FROM OUR CO-CEO'S



HEATHER MARQUIS



JEFFREY NEFF

This past year was transformative for Goodwill of Western and Northern Connecticut. Amid rapid change, we remained steadfast in our mission—empowering individuals with the skills to succeed, promoting financial stability, and leading with integrity. We're proud to share that our Goodwill was ranked #6 in growth nationwide out of 154 Goodwill chapters over the past three years!

As we look to the future, we're energized by the momentum we've built. We're expanding our retail footprint, broadening our mission services, and leveraging artificial intelligence to enhance both efficiency and impact. Every decision we make is grounded in strategy, resilience, and purpose.

We're proud to serve as a bridge to meaningful work for thousands of Connecticut residents. Thank you to our dedicated team members, generous donors, loyal shoppers, and mission-driven partners for making this progress possible.

2024 BY THE NUMBERS

16,157

Connecticut residents served through Goodwill programs and services.



1,161,765

Visits to a Goodwill donation center



1,325

People empowered to find the job they wanted



2,196

Children received supply-filled backpacks



150

At risk of homelessness Veterans helped with housing and employment



1,907,038

Customer transactions



49,811,427

Pounds of clothing and household items kept out of landfills



9,719

Individuals helped at our six Career Centers



301

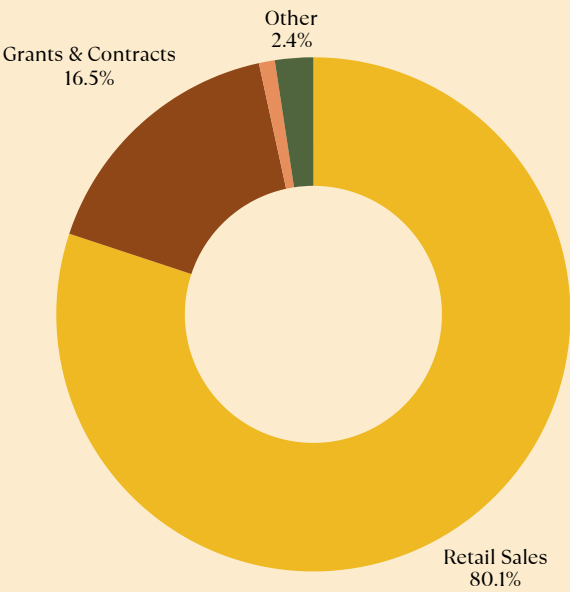
Job seekers attended hiring events and skill building workshops



OUR FINANCIALS

Source of Funds

Retail Sales	\$ 46,390,689
Grants & Contracts	\$ 9,521,667
Fundraising	\$ 578,017
Other	\$ 1,384,476
Total	\$ 57,874,849



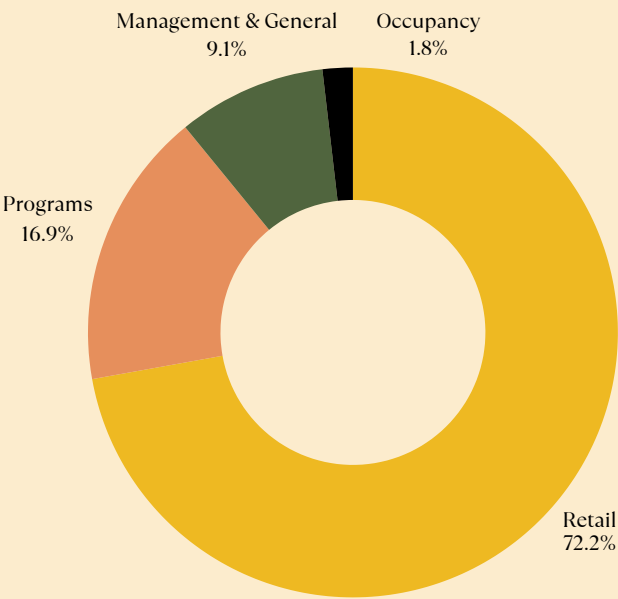
Application of funds

RETAIL

<i>(wages, benefits, supplies, services)</i>	\$ 38,931,806
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PROGRAMS

Career Centers	\$ 612,640
Job Training	\$ 2,173,369
Day Services	\$ 2,769,861
Residential Services	\$ 3,590,627
Subtotal	\$ 9,146,497
Other	\$ 188,541
Fundraising	\$ 167,047
Management & General	\$ 4,917,096
Occupancy Costs	\$ 964,876
Total	\$ 54,315,863



2024 DONORS

We are deeply grateful to all who supported our mission in 2024. Your generosity fuels our work, and we are proud to recognize every donor who contributed this year. While we've made every effort to ensure accuracy, we sincerely apologize for any names that may have been inadvertently omitted or misspelled.

BUILDER \$10K+

Estate of Elinor M. Pouliot
The Jones Foundation

ASSOCIATE \$1K+

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New Horizon Communications (NHC)
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CONTRIBUTOR \$500+

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Total Communications

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Ryder Transportation Services
Temple Beth Shalom



Leave a Legacy of Opportunity

Planned giving is a powerful way to support Goodwill's mission for generations to come. By including Goodwill in your will, trust, or estate plans, you help provide job training, career services, and support that transforms lives. Your legacy can be one of empowerment, dignity, and lasting impact.

If you've already included Goodwill in your estate plans, thank you. If you're considering it, we would be honored to discuss the options available. Together, we can ensure your legacy is one of hope, opportunity, and lasting change.

To learn more about planned giving, please contact marketing@gwct.org



165 Ocean Terrace
Bridgeport, CT 06605
www.gwct.org