

2024 ANNUAL REPORT



Goodwill

Erie, Huron, Ottawa and Sandusky Counties





NEW MISSION, VISION, VALUES UPLOADING...

In 2024, our leadership team put in some work on updating our Mission, Vision & Values. Coming up with a more compact Mission Statement that continued to encompass the heart of what we do was definitely challenging, but also a worthwhile endeavor. Thought & care was put into the meaning & tone behind every word of the Mission & we're proud to announce it here:

We went from: ***"Our mission is to provide quality, customized employment services that enable persons with disabilities & disadvantaging conditions to achieve their highest levels of personal, social & economic independence."***

To: ***"Empowering lives through employment pathways that foster independence & personal growth to build strong communities."***

Stay tuned for more information on this change!



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2024: A YEAR OF INTENTIONAL INVESTMENTS



As I reflect on 2024, I am filled with gratitude and optimism for the future of Goodwill Industries of Erie, Huron, Ottawa, and Sandusky Counties.

Coming off a very strong operational year in 2023, we entered 2024 with the ability, and the responsibility, to invest thoughtfully in our organization. This past year was about laying a strong foundation: strengthening our team, improving our infrastructure, and ensuring that Goodwill is prepared to serve our communities well into the future.

One of our most important investments in 2024 was in our people. We created new positions, roles we had never had before, to better support our participants, employees, shoppers, donors, and community partners. We also launched a new Training and Development Department, focused on helping our retail employees feel confident, supported, and successful in their work. When we invest in our people, the impact is felt everywhere, from our stores to our programs and throughout the communities we serve.

In 2024, we also spent time listening. In partnership with our community, we completed a community needs assessment to better understand the barriers individuals face and where Goodwill can make the greatest difference. This work helped guide our thinking and ensured that our efforts remain focused on real needs and real people.

That insight played an important role in the completion of our new strategic plan for 2025–2027, as well as the revision of our mission, vision, and values. These updates reflect who we are today and reaffirm our commitment to creating opportunities, building dignity through work, and strengthening our communities.

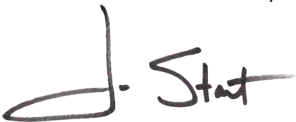
We also made meaningful investments in technology and infrastructure. In 2024, we upgraded our IT systems, implemented a new Point of Sale system, and introduced barcoding across our retail stores. These improvements give our store teams better tools and better data, helping them manage their work more effectively and serve our shoppers and donors more efficiently. We also strengthened cybersecurity, upgraded our phone systems, and expanded fiber optic capabilities. These are all important behind-the-scenes improvements that support a stronger organization.

Finally, we completed renovations to our Norwalk and Fremont stores. These projects were designed with people in mind. It was all about creating a better experience for shoppers and donors, more comfortable and functional spaces for employees, and larger production areas to process more donations and put more quality items on our shelves.

Every investment made in 2024 was intentional. Each one was made to position Goodwill for a strong and impactful 2025, and to ensure we remain a trusted resource for our communities.

I am deeply grateful to our employees for their dedication, to our Board of Directors for their leadership, and to our donors, shoppers, and community partners for your continued support. Because of you, Goodwill continues to grow, adapt, and make a meaningful difference in the lives of those we serve.

With sincere thanks,



Jason Stout
President & CEO



EMPLOYEES of the Year



**QUENTIN
BARTISH**
.....
Bellevue
Plant



**KIMBERLY
DEWIAL**
.....
Norwalk
Store



**MARY
SHADE**
.....
Bellevue
Store

Pictured with Manager Heather Kuffa



**TONY
JANSON**
.....
Port Clinton
Store



**JASON
SMITH**
.....
Fremont
Plant



**AMANDA
HALL**
.....
Port Clinton
Voc. Hab.

Pictured with Manager Chrissy Kaman



**MATT
CHARLES**
.....
Fremont
Store



**ALYSON
HOUSEMAN**
.....
Sandusky
Store

Pictured with Manager Katie Chavarria



**DEANNA
MEDINA**
.....
HQ

Pictured with HR Director Bambi Link



**ADAM
HOLCOMB**
.....
Sandusky
Voc. Hab.

Pictured with Manager Libby Boros



**KIMBERLY
BLACK**
.....
Huron
Store



**CHARLOTTE
COY**
.....
Willard
Store

Pictured with Manager Christie Puder

BOARD Members

BILL RODWANCY

President, Autogate

CARL ANDERSON

Legal Aid of Western Ohio

RICH FINNERAN

Vice President, Civista Bank

DENNI HORAN

Retired

Connie Frisch

Retired IT Director

JUSTIN HARRIS

Attorney, FRMC

JARED OPFER

Ohio Athletic Committee

THOMAS KERN

Style Crest Enterprises, Inc.

SHARON MASTROIANNI

Retired School Administrator

BRYAN MYERS

CEO, VFCU

JEFF ROSENGARTEN

CPA, Payne, Nickles & Co.

STEVE PITZER

Goosehead Insurance

LISA SARTAIN

VP of HR, Bellevue Hospital



COMMUNITY Support

- Boys and Girls Club Teen Center
- Care & Share
- Claire's
- Clearwater Council of Government
- Continuing HealthCare
- Dollar General (Huron)
- Erie County Senior Center
- Faith Church Sandusky
- Father's Heart Ministries
- Firelands Forward
- Firelands Habitat ReStore
- Great Lakes Community Partnership
- Humane Society of Erie County



- ISS Ohio
- Jimmy G's Barbeque
- McDonald's (Huron)
- The Ohio Bureau of Workers' Compensation
- The Ohio Department of Developmental Disabilities
- Ohio Means Jobs Erie County
- Opportunities for Ohioans with Disabilities
- The Parkvue Community
- Sandusky County Jobs & Family Services
- Sandusky County Care & Share
- Sandusky Social Security
- Services for Aging
- Take 5 Car Wash
- Texas Roadhouse
- Tractor Supply
- United Way Erie County
- Whirlpool
- Erie County Department of Developmental Disabilities
- Huron County Department of Developmental Disabilities
- Ottawa County Department of Developmental Disabilities
- Sandusky County Department of Developmental Disabilities



MARLIS ROCK RETIRES, CYNDI JOHNSON BECOMES MISSION DIRECTOR



Marlis Rock retired in June of 2024 after 28 years of dedicated service to Goodwill Industries of Erie, Huron, Ottawa & Sandusky Counties. Marlis began her career at Goodwill as a Quality/Safety Manager on October 2, 1995. She moved into the role of Director of Mission Services in 2005. "Marlis will surely be missed by all," Jason Stout, Goodwill President & CEO said. "Her passion and commitment to Goodwill's mission helped make an impact in many people's lives and in the community." Cyndi Johnson joined the team in March to train under Marlis for a few months before taking over the Mission Dept.

40-YEAR WORK ANNIVERSARY

In 2024, we provided **50,201 services** to **20,868 individuals** across our 4-county area. These services included: Assessments, Bridge Supports, Career Planning, Computer Classes, Individual Employment Supports (IES), Job Coaching, Job Development, Organization Employment, Pre-Employment Training Services (Pre-ETS), ReStart-Reentry Program, Retail Store Greeters, Senior Community Services Employment Program (SCSEP), Organizational Employment Services (OES), and the Vocational Habilitation Program. We also offered career counseling, health & safety education, wellness & fitness programming, & the OHgo food pantry program.



Sandusky Vocational Habilitation employee Van Bish celebrated his 40-year anniversary with Goodwill in February of 2024. Van started working at Goodwill on February 6, 1984. Reflecting on his 40 years at Goodwill, Van stated wisely, "we've had some good times and some bad times." **Van passed away on July 19, 2025. Rest in Peace, Van.



donors & grants



2024 DONORS: \$63,055

- DW23 LLC Properties
- David & Jacquie Clark
- Ghostly Manor
- Sharon Mastroianni
- Tom Kern
- Jeff Rosengarten
- Bryan Myers
- Jared Opfer
- Bill Rodawancy
- Connie Frisch
- Dennis Horan
- Justin Harris
- Richard Finneran
- Stephen Pitzer
- Carl Anderson
- Anonymous



ROUNDUP DONATIONS: \$46,902

Bellevue Store - \$6,975
Fremont Store - \$2,557
Norwalk Store - \$8,970
Port Clinton Store - \$7,232

Huron Store - \$7,893
Willard Store - \$3,035
Sandusky Store - \$9,865
Outlet Store - \$375

2024 GRANTS: \$8,402

In 2024, Goodwill was awarded an \$8,100 grant from the Michelle Wightman-Karrie Wieber Charitable Foundation for technical assistance for disabled individuals. With that generous grant, we purchased two OptiPlex computers and two monitors for Vocational Habilitation participants. We also graciously received \$302 in grants from the United Way.

GOOD TURN DAY

We're grateful to our local Girl Scouts for their ongoing participation in Goodwill's Good Turn Day event! Girl Scouts from local troops drop off donations twice a year to earn their Good Turn patch and learn a little bit about our mission. Thank you, Girl Scouts!!





Our bins-style Outlet Store in Bellevue had its Grand Opening in November of 2024. We had a tremendous turnout, with a line circling the building ahead of opening.



outlet store

1082 Castalia Street, Bellevue, OH 44811

We totaled **435,018 shoppers** and **133,624 donors** in 2024 and we're grateful for every single one. One change we made in 2024 was phasing out plastic shopping bags, with the effort of promoting sustainability through the use of reusable shopping bags and tote bags. We sell various designs of reusable shopping bags in stores and invite customers to purchase those or bring their own from home. We also completed some really exciting renovations and had open houses at two of our stores (see next page). As always, Halloween is a big deal in our stores, with lots of customers visiting us to create individual, one-of-a-kind costumes. See below for how two of our stores (Sandusky & Bellevue) celebrated the holiday with some really great costumes!





We began renovating two of our retail stores (Norwalk & Fremont) in 2023 and concluded the renovations in 2024, celebrating both with open house events.

NORWALK RENOVATION

At the Norwalk store, our plaza neighbor Vacationland Federal Credit Union moved out of **1,600 square feet** of space that we were able to take over to increase our floorplan. We increased our production area, ensuring we have ample space for our employees to process donations in the most efficient and effective manner.



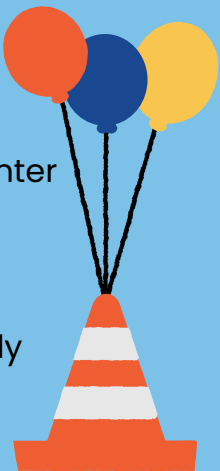
FREMONT RENOVATION

At our Fremont Store, we completely overhauled our donation area: we created a much-needed actual drive-thru area, increased the footprint of the donation processing area, and moved the store's entrance to a more appropriate location. We also added window graphics featuring Goodwill Industries International's 'New Lives' messaging, which explains how donations to Goodwill provide career resources and training opportunities to members of our community. For more information on this, visit GII's New Lives webpage!



THANK YOU TO OUR RAFFLE SPONSORS!

- A's Family Restaurant
- Cassel Contriving
- Cedar Point Sports Center
- The Coles Group
- The Cookie Lady
- Firestone Tires
- Fremont Athletic Supply
- Jimmy G's
- Mane Event Salon



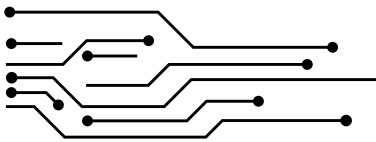
10 technology updates



In January, Mark Wright joined our team as **Information Services Manager**. It was a very busy year in the department with two major projects occurring simultaneously, along with smaller ones as well.

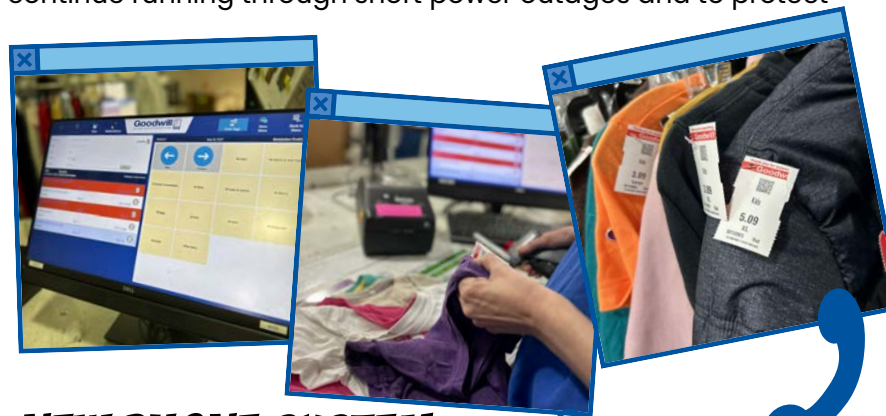
PROJECT 1: UPDATING COMPUTER NETWORKS: \$69,000

Updating the computer networks in each location was the first major project of 2024. This involved replacing equipment that was in some cases 19 years old. Every piece of network equipment (except the cabling) was replaced in every location. We installed state-of-the-art network switches that simplify troubleshooting and can be monitored and controlled remotely. We installed powerful firewall/routers that offer a full suite of network security and can also be monitored and configured remotely. Our Wi-Fi networks (except in HQ and Bellevue Plant) were expanded and further secured. All this equipment is connected to battery backup systems to keep things running during short power outages.



PROJECT 2: INSTALLING NEW POINT-OF-SALE SYSTEM IN STORES: \$174,000

Installing of a new Point-of-Sale system in all seven of our retail stores was the second major project of 2024. This newer system includes a computer at each production station, where we are now barcoding our products. This allows us to better track our sales and donations, while also allowing us to provide a faster checkout experience for our retail customers. Adding the computers in the production rooms meant that we needed to add power and network connections in those areas. This project involved replacing all POS computers and receipt printers, as well as the addition of a second cash drawer at each register and handheld barcode scanners. We also put battery backups on this equipment to allow these systems to continue running through short power outages and to protect the equipment from power fluctuations.



NEW PHONE SYSTEM

We completed the installation of a new phone system that began in Fall 2023. Upon completion, it was noted that the phones in some locations were practically unusable due to poor call quality. It was determined that this was caused by poor quality internet connections, and a recommendation was made that fiber optic internet be installed companywide. We signed a contract with Everstream Networks, which is a business-only internet provider. Fiber optic internet lines were run to each location. This solved the poor quality of phone calls and eliminated the downtime issues that some locations were experiencing.

CYBER SECURITY: DARKTRACE

Concerns about cybersecurity have continued to grow in recent years. We implemented a system called **DarkTrace** that uses artificial intelligence and machine learning to scan incoming and outgoing email for all known and emerging threats. In addition, our employees have increased productivity because of the reduced amount of junk email to sort through each day. Also, for cybersecurity, we installed endpoint detection and response software on every workstation to help protect against a variety of non-email threats.



drive to victory



Our second annual Drive to Victory competition was a great success, with eight local schools combining to donate **over 70,000 pounds of donations** over the course of the four-week competition.

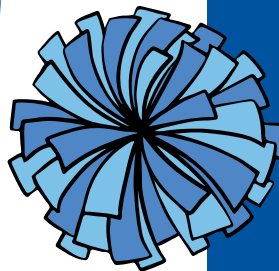
The competition includes two schools, playing each other on the football field, collecting donations during the week leading up to the big game. At the conclusion of the week, the donations are weighed, and the school that collected more pounds earns a \$500 scholarship for their school, while the runner-up school takes home \$250.

For the 2nd year in a row, **Edison High School** collected the **most lbs (18,326)** of any school in the competition!



2024 RESULTS:

Edison 18,326 lbs
Bellevue 10,803 lbs
Perkins 11,038 lbs
St. Joe CC 9,540 lbs
St. Mary CC 6,505 lbs
Norwalk 5,915 lbs
Sandusky 5,417 lbs
Huron 2,848 lbs



For more information on the Drive to Victory competition, check out our Drive to Victory webpage!





REVENUE & SUPPORT	2024	2023
Retail Services & Donated Goods	\$11,127,249	\$10,738,619
Commercial Services	\$2,909,649	\$3,394,786
Mission Services	\$838,455	\$783,328
Recycle/Salvage	\$614,103	\$611,986
Donations	\$109,957	\$85,523
Grants	\$8,402	\$20,985
Investments & Other Income	\$208,046	\$312,634
Total Revenue	\$15,815,861	\$15,947,861



EXPENSES	2024	2023
Retail Services	\$10,068,241	\$9,245,439
Commercial Services	\$3,292,837	\$3,619,802
Mission Services	\$1,289,651	\$1,218,493
Recycle/Salvage	\$204,330	\$151,866
Transportation	\$335,209	\$304,100
Fundraising	\$18	\$1,147
General & Administrative	\$1,001,452	\$899,231
Reserves for Future Development	(\$375,877)	\$507,738
Total Revenue	\$15,815,861	\$15,947,861





Dell Reconnect

Technology recycling with Goodwill®



In 2024, we recycled **91,545 lbs of E-waste** through our ongoing partnership with Dell.

PLANT PRODUCTION

The Bellevue Plant produced **3,340,000 parts** for the following clients: Whirlpool Clyde, Berry Plastics, and Envases in 2024, while the Fremont Plant produced **13,680,000 parts** for Whirlpool Clyde and Whirlpool Tulsa plants.

SHARON STIFFLER RETIRES

Sharon Stiffler, Fremont Goodwill Plant Quality Supervisor retired in late April of 2024 after spending 13 years with Goodwill. "Sharon has been very instrumental in shaping our quality standards and processes," Devin Wingader, Director of Commercial Services said. "Her dedication to the Fremont Goodwill Plant has helped play a key role in our success, not only in quality, but also in laying foundations for a positive culture for our employees."





STAY IN TOUCH

@goodwillsquad (Facebook, Instagram, X, Threads, TikTok);
Goodwillsandusky (YouTube); Goodwill Industries of Erie, Huron,
Ottawa and Sandusky Counties (LinkedIn)



ADMINISTRATIVE *offices*

419 W. MARKET ST.
SANDUSKY, OH 44870

419-625-4744
www.goodwillsandusky.org

STORE *Locations*

Bellevue

855 W. Main Street
Bellevue, OH 44811

Fremont

1040 Oak Harbor Road
Fremont, OH 43420

Huron

310 Lake Erie Parkway
Huron, OH 44839

Norwalk

295 Milan Avenue
Norwalk, OH 44857

Port Clinton

205 S.E. Catawba Road
Port Clinton, OH 43452

Sandusky

924 E. Perkins Avenue
Sandusky, OH 44870

Willard

117 W. Walton Avenue
Willard, OH 44890

OUTLET STORES

\$1 Outlet Store

419 W. Market Street
Sandusky, OH 44870

Bins Outlet Store

1082 Castalia Street
Bellevue, OH 44811