

# MORE *than just a* STORE

## FY2024 Annual Report



**Goodwill**   
NORTHERN NEW ENGLAND  goodwill

# Greetings from the CEO

Hello everyone!

My first year has been remarkable for me. Goodwill Northern New England has seen a lot of great changes taking place, all with the intent of positioning us to succeed well into the future. I have highlighted some activities of note to share with you below:



- We are on track to achieve our goal of helping 10,000 individuals reach personal stability, with 9,000 already benefiting from our programs, putting us far ahead of our goal to accomplish this by 2027.
- Our retail operations have begun to level up under new leadership, focusing on improving high-quality customer service, shopper value, improving the donor experience, and sustainability.
- Mission Services continues to expand its reach in our footprint by supporting individuals who need our workforce and disability services to remove barriers to finding a career path that will help them thrive.

None of this would be possible without the support of our donors, shoppers, community partners, and dedicated employees. Your contributions enable us to invest in people and create lasting positive change in our communities through the power of work.

Thank you for being an integral part of this journey. Together, we are making a difference.

All my best,



Tripp Harrison  
President & CEO

# Greetings from the Board Chair



On behalf of the Board of Directors, I am pleased to present our FY2024 annual report.

The year has been characterized by sustained growth and thoughtful changes to support our mission and enable our future. Earlier in the year, we welcomed Tripp Harrison as President and CEO. He and Goodwill's leadership team are guiding us to invest in people who need help to achieve their work and life goals, resulting in meaningful impact across our local communities.

We are proud of our shared accomplishments while remaining optimistic about our future and firmly committed to the work that lies ahead.

Thank you for your support and trust in our mission.

Sincerely,



Tiffany Breau-Metivier  
Chair, Board of Directors



# 10,000 people into personal stability

Picture a moment back in 2017, when we dared to dream big. We set out on an incredible journey with one bold vision: to help 10,000 of our neighbors across Maine, New Hampshire, and northern Vermont find their path to stability. Today, we're not just on track – we're racing ahead of schedule.

Every day, we meet incredible people who are ready to write their next chapter. Some are looking for their first job, others are dreaming of going back to school, and many are working to create a more stable home for their families. That's where our story intertwines with theirs. We believe that stability isn't a one-size-fits-all destination – it's as unique as each person who walks through our doors.

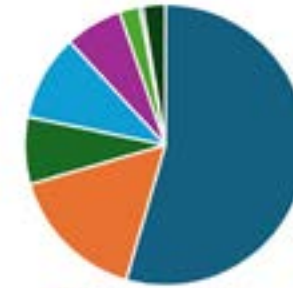
Our holistic approach and measuring tools are helping us understand each person's journey across 13 different areas of life. From finding a safe place to call home to building meaningful relationships in the community, from managing finances to ensuring there's always food on the table—each aspect tells part of a larger story. If you or anyone you know needs support, reach out to [info@GoodwillNNE.org](mailto:info@GoodwillNNE.org) or scan this QR code.



Goodwill  
Workforce Services



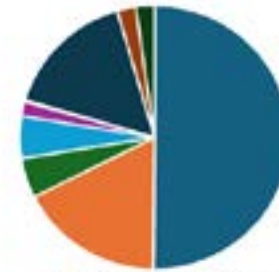
# Statement of activities



• Retail • HealthCare • Grants • Aftermarket  
• WorkForce • GoodClean • Philanthropy • Other

## \$93,513,752 Income

Retail	54.5%
Healthcare	16.0%
Grants	7.7%
Aftermarket	9.9%
WorkForce	6.6%
GoodClean	2.3%
Philanthropy	0.4%
Other	2.6%



• Retail • HealthCare • Aftermarket • WorkForce  
• GoodClean • Philanthropy • Admin • Other

## \$92,446,390 Expenses

Retail	51.3%
Healthcare	17.8%
Aftermarket	5.0%
WorkForce	5.3%
GoodClean	1.8%
Philanthropy	0.2%
Administration	16.3%
Other	2.3%



In 2024, Goodwill NNE employed 1,682 people in Maine, New Hampshire, and Vermont.

# Stories behind the numbers

The numbers tell us something powerful: Last year alone, 9,000 individuals found their footing and stepped into a more stable future. We've seen parents secure jobs that let them provide for their families, students return to classrooms with renewed confidence, and people finding homes they can truly call their own.

But here's the thing about these success stories – we don't just help write the beginning. We stay in touch for months after someone completes our programs, making sure their story of stability has staying power. Every single one of these 9,000 success stories started with someone like you believing in our mission. These aren't just statistics – they're real people, real transformations, real second chances at life. And we're not done yet. There are more stories waiting to be written, more lives ready to be transformed.

Want to be part of these continuing stories of hope and transformation? Visit us at [www.GoodwillNNE.org](http://www.GoodwillNNE.org) or scan this QR code to learn how you can help write the next chapter.



Goodwill NNE



# Mission impact

<b>522</b> people placed in jobs	<b>3,283</b> people received support to find a job
<b>219</b> people received brain injury rehabilitation support	<b>1,685</b> people with disabilities got career help
<b>1,137</b> youth received skills and job training	<b>48.8</b> millions of pounds diverted from the landfill

Stable 9,170 (92%)  
Need to attain stability 830 (8%)





# LuAnne lands her dream job

When LuAnne Cori was working with a Goodwill career advisor, she didn't know she would land her dream job of advocating for others. LuAnne is an advocate for herself so she understands how important that advocacy can be for others.

Before getting to her new career, she faced some obstacles. LuAnne has a hearing disability, which she didn't know about until she was in her thirties. She has adapted and persevered through every challenge that's come her way.

She was given a career advisor through Goodwill who worked with her VocRehab counselor to best help LuAnne find the perfect match for her, which was important. After two years of looking for employment and hundreds of applications, LuAnne's VocRehab counselor and Goodwill career advisor suggested she do a work experience at Disability Rights Maine. While LuAnne was hesitant, she was encouraged to give it a chance. She loves it.

Following the work experience, a position as a Mental Health Advocate arose within the organization. LuAnne, who has been working in this role for over two years now, said advocacy is one of her passions. She now gets to help others advocate for themselves. "I absolutely love my job," she said. "It is the best job I've ever had."

Learn more about Goodwill's Workforce services at [www.GoodwillNNE.org](http://www.GoodwillNNE.org) or scan this QR code.



LuAnne's story

# Your generosity in action

Your support fuels our mission.

From shopping and donating at our stores to supporting Goodwill's work through a financial gift, we are so grateful for your generosity.

Access to flexible funds allows us to best meet the needs of the people who come to Goodwill for help. It helps someone find a new job or navigate barriers to employment.

Your generosity isn't just a donation; it's a lifeline that strengthens our neighbors and boosts our local economies.

You can support this work year-round by going to [www.GoodwillNNE.org](http://www.GoodwillNNE.org) or scan the QR code.

Thank you so much!



Make a gift



# Caleb discovers his talents

Caleb Truman likes to use his hands. He creates unique woodworking pieces and detailed needlepoint and sewing projects. He knew he wanted to sell his crafts but needed some support. Caleb achieved this goal with the help from Goodwill's disability and workforce services.

Caleb is a participant in a Goodwill program, which he attends five days a week, totaling 40 hours a week. The program helps Caleb integrate into his community through group outings and supported him with selling his creations. Goodwill staff helped Caleb create a Facebook Marketplace account, which picked up some traction. Caleb sold some of his crafts to the local community, and some people ordered commissioned art.

"I'd rather be hands-on with a project," Caleb said.

From cribbage boards to a motorized model boat, Caleb has honed his skills over the years. Now he's working on a bigger project: an accessible picnic table for a friend who uses a wheelchair. Caleb had a dream that inspired him to make it easier for his friend to sit at a picnic table. Currently he is working on getting the precise measurements for the custom piece.

"It takes time to build things," Caleb said. He continued smiling, "The biggest thing is listening to the person trying to help you."

Goodwill NNE's mission is to help people – like Caleb – achieve their work and life goals. For people with disabilities, this can be more difficult. We believe it's important that anyone who wants to work can work. We help thousands of people each year through our workforce and disability services.

Learn about Goodwill's services at [www.GoodwillNNE.org](http://www.GoodwillNNE.org) or scan this QR code.



Caleb's story



# Our Board of Directors

Goodwill Northern New England is governed by a local, volunteer Board of Directors from across Maine, New Hampshire, and northern Vermont.

**Tiffany Breau-Metivier, Chair**  
Maine

**Liza Casella, Vice Chair**  
Vermont

**David Damour, Treasurer**  
Maine

**Kim Bridgham**  
Maine

**Lynn Currier Stanley**  
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**Rob McGregor**  
New Hampshire

**Sarah Morton**  
Maine

**Melissa Murphy**  
Maine

**Mimi Simpson**  
Vermont

**Jennifer Stickney**  
Maine

**Rick Stauffer**  
Maine

**Matthew Whitten**  
Maine

## Mission

Goodwill Northern New England invests in people who need support to achieve their work and life goals.

## Vision

Everyone can achieve and maintain personal stability with the help of Goodwill's holistic approach to services and employment.

# Goodwill 9

NORTHERN NEW ENGLAND goodwill

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