



2025 ANNUAL REPORT





A goal met, and a path forward...

As we reflect on 2025, I am proud to share a milestone that speaks to the heart of our mission at Goodwill Northern New England: together, we helped 10,000 people move into stability. This achievement represents far more than a number. It reflects thousands of individuals gaining employment, securing housing, improving health, and building pathways to long-term independence. It is the result of dedicated staff, committed partners, generous donors, and a community that believes opportunity should be accessible to all.

Reaching this goal required focus, innovation, and collaboration. In 2025, we strengthened our workforce and life navigation programs, deepened employer partnerships, and aligned services to meet people where they are. We learned that stability is built when employment, support services, and dignity come together, and that our impact grows when we design systems around people, not programs.

Looking ahead to 2026 and beyond, we are energized by what is possible. We will continue to scale integrated workforce solutions, expand access to supportive services, and invest in data-informed strategies that drive measurable outcomes. Strategic initiatives will focus on deeper community partnerships, employer-led talent pipelines, and technology that enhances both service delivery and impact tracking.

Our vision is clear: a region where everyone who wants to work can thrive, and where stability is not temporary, but sustainable. Thank you for being part of this journey and for believing in the power of opportunity.

Sincerely,

Tripp Harrison,
President & CEO

A message from our board president:

As the Board President of Goodwill Northern New England, I am honored to help steward an organization with such deep roots and transformative impact across our region. The progress achieved in 2025 demonstrates what is possible when mission, strategy, and community come together in service of opportunity.

Looking ahead, the Board is deeply engaged in shaping the future of Goodwill Northern New England through thoughtful strategic planning. This work is grounded in listening, to our communities, our partners, and the people we serve, and in aligning our resources to meet evolving needs across Northern New England. Our focus is not only on growth, but on relevance, sustainability, and lasting impact.

The years ahead present powerful opportunities to strengthen workforce pathways and deepen community partnerships. We believe Goodwill is uniquely positioned to lead in this moment, bridging employment and support services, responding to regional workforce challenges, and creating meaningful access to opportunity for individuals and families.

Making a difference in our communities requires courage, collaboration, and a willingness to imagine what's possible. The Board is committed to governance that supports innovation, accountability, and mission-driven results. Together with our staff, donors, and partners, we are building a future where opportunity is within reach for all.

Thank you for being part of this important work,

Andy Mayo,
Board President



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Community Volunteer

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Community Volunteer

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Kearsarge Food Hub

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Camden National Bank

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National Association of Social Workers

10,000 PEOPLE TO STABILITY

In 2017, Goodwill Northern New England set a bold 10-year goal: to help move **10,000 people into personal stability by 2027**.

Our communities identified these top 10 barriers to stability:

1. Employment
2. Education
3. Housing
4. Transportation
5. Food
6. Language/Literacy
7. Physical
8. Mental Health
9. Financial
10. Family Relations

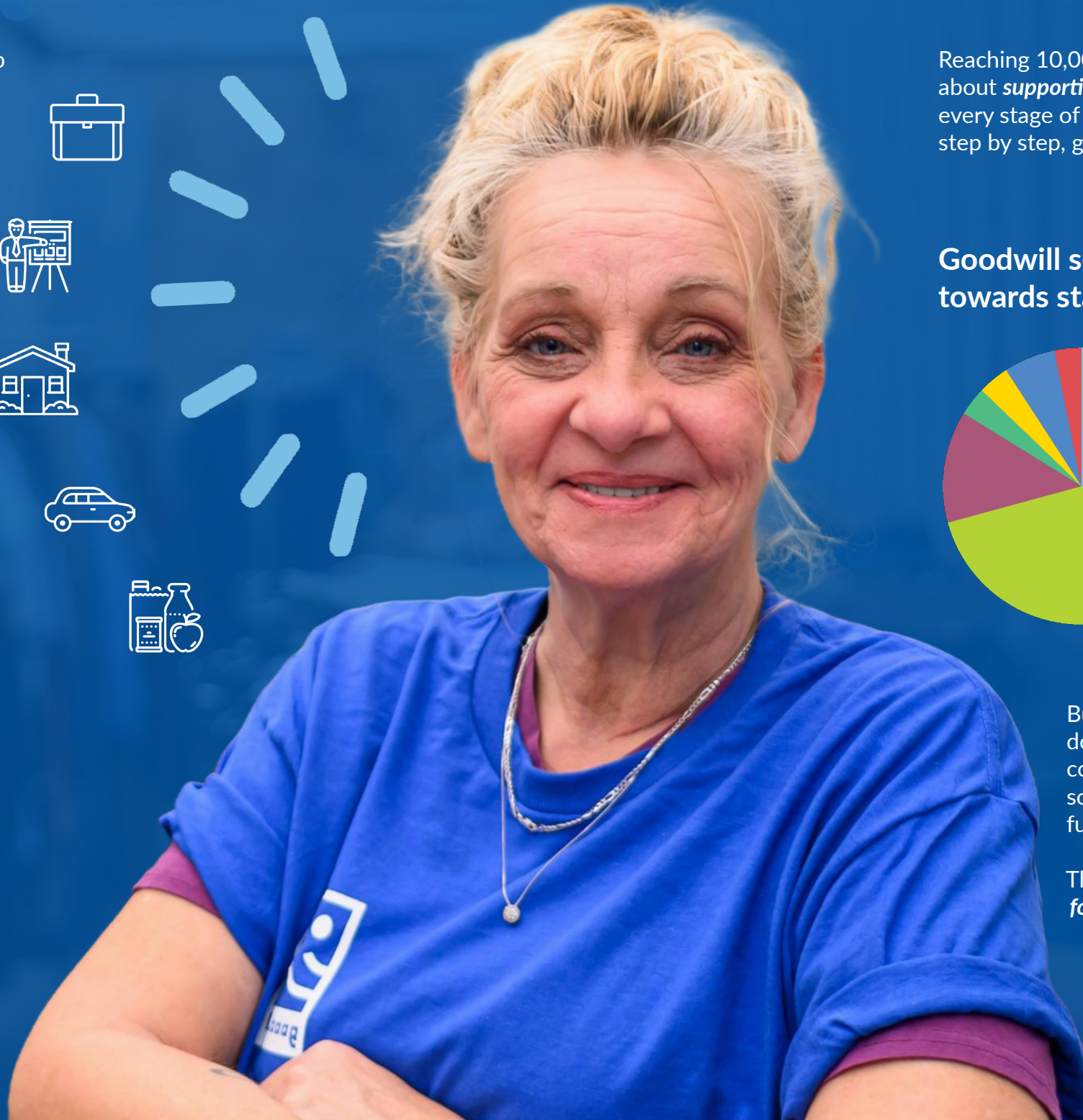
In 2025, we are proud to share that we reached **this milestone two years early!**

This achievement reflects a transformation in how we support people across Northern New England, by listening to our communities, addressing real barriers, and building pathways to opportunity through work. Stability is personal, and meaningful progress happens when support is flexible, coordinated, and rooted in community.

We couldn't have done it without you...

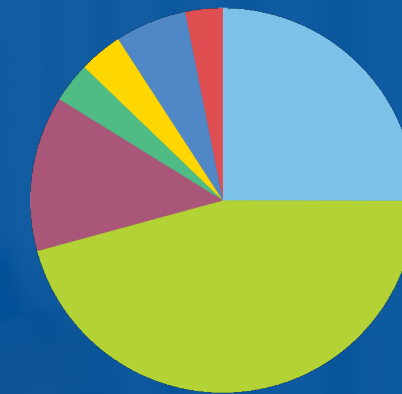
"We reached this milestone two years early because of our staff, our partners, and our communities. Together, we've empowered 10,000 people to achieve personal stability."

— Tripp Harrison, President & CEO



Reaching 10,000 people wasn't about solving a single challenge, it was about **supporting the whole person**. Through coordinated support across every stage of the journey, Goodwill NNE helps people move forward, step by step, goal by goal.

Goodwill services that helped move 10,000+ people towards stability:



- Vocational Rehabilitation (2,509)
- Workforce Solutions (4,586)
- Employee Life Navigation (1,311)
- SNAP E&T (338)
- AmeriCorps (365)
- Healthcare Services (603)
- Goodwill's Job Connection (315)

But we couldn't have done it alone. Every partner, every donor, every bag dropped off at one of our 31 stores contributed to this outcome. Your generosity became someone's job training, someone's stability, someone's future.

This milestone is not the end of the work, *it's the foundation for what comes next*



“Barriers? Those are just challenges I haven’t met yet.”

— Evan Hall, Work Readiness Bootcamp participant

The first thing Evan Hall wants you to know is that he has a lot of jokes. The second thing: he’s serious about work.

Evan is a 17-year-old senior at Hall-Dale High School in Farmingdale, Maine. He has cerebral palsy, which affects his movement and communication. He navigates the world using an eye-movement tracking device. The same tool he uses to do his schoolwork, play Uno, and, yes, tell those jokes. It’s also the tool he uses to greet every single customer who walks through the door at the Augusta Goodwill store, where Evan completed a paid work-based learning experience through a Vocational Rehabilitation program called Bootcamp.

“I love working at Goodwill,” Evan said. “I am a very social person and I have fun greeting everyone. People are very friendly and laugh when I tell them to spend lots of money.”

Before Bootcamp

Before he joined Bootcamp, Evan hadn’t given much thought to working. It wasn’t that he lacked ambition. It was that no one had yet helped him see what work could look like for him specifically, what roles might fit his abilities, what a paycheck might feel like in a bank account that had his name on it.

Evan’s parents, Kim and Brent Hall, always encouraged him to pursue what he wanted. But the path from “what Evan wants” to “how Evan gets there” needed a guide. **Bootcamp became that guide.**

Behind every donation, every store visit, and every Goodwill program is someone who just needed the right door to open...

The Turning Point

Evan’s Bootcamp career advisor, Laura Weeks, worked closely with Evan and his family to identify what a good job fit would actually look like, not a generic answer, but Evan’s answer. *“Working with Evan is so rewarding because Evan has this glow about him,”* Weeks said. *“Evan is a kid who really wants to work and he has a lot of barriers. But he just says, ‘Barriers? Those are just challenges I haven’t met yet.’”*

“I hadn’t thought a lot about working until I learned more about it from Bootcamp. Bootcamp opened up opportunities for me and helped me find the best fit.”

— Evan Hall, Bootcamp participant

Through Bootcamp, Evan explored different options, completed job shadows, and eventually landed his work-based learning placement as a greeter at the Augusta Goodwill store, a role that turned out to be a near-perfect fit for someone with Evan’s warmth, humor, and love of people.

His dad, Brent, sees the change clearly. *“Now that he’s had a little taste of working and getting a paycheck,”* Brent said, *“I think he kind of likes that.”*

What Stability Looks Like Now

Evan has a dream job in mind. He wants to be a wheelchair tester, a goal that makes his whole family laugh, and not without reason. *“We always told him he’d be a good wheelchair tester because he’s really hard on his equipment,”* Brent said.

But beyond the dream job, Evan has gained something more immediate: a sense of what’s possible. He knows now that he can work. He knows what it feels like to contribute, to be valued, to make people smile on his own terms, with his own voice. *“I like Bootcamp because they get us out of schoolwork,”* Evan said, his sarcastic humor landing exactly as intended. *“They also prepare us to work and help us find the best job based on our abilities.”*

That’s the job Bootcamp does best: not finding work for people, but **helping people find work that fits who they actually are.**

ONE STORY AMONG THOUSANDS

2025 AT A GLANCE

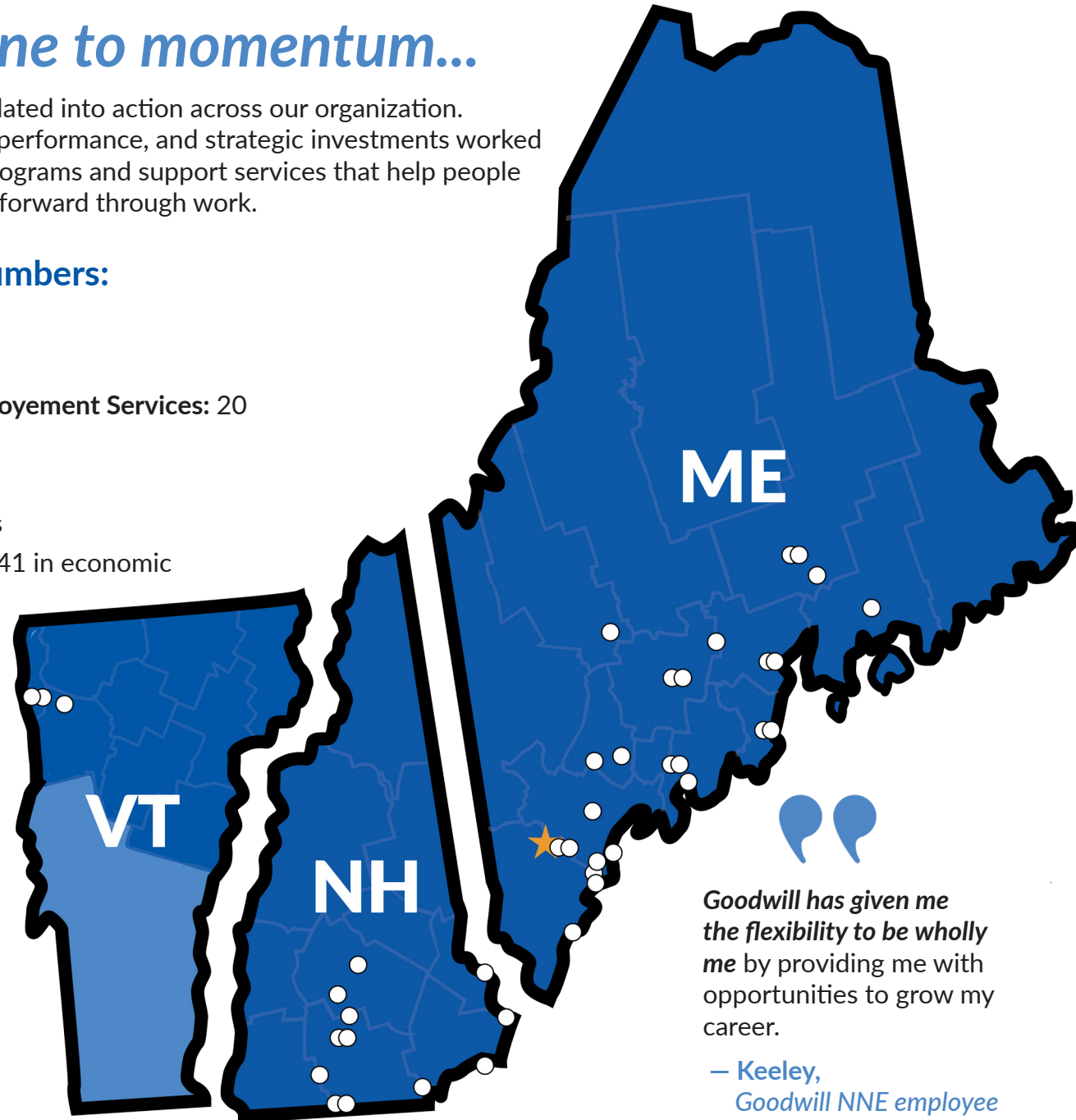
From milestone to momentum...

In 2025, that milestone translated into action across our organization. Community donations, retail performance, and strategic investments worked together to fuel workforce programs and support services that help people overcome barriers and move forward through work.

The mission by the numbers:

- Retail locations: 31
- Workforce centers: 5
- Northern New England Employment Services: 20
- Employees: 1,381
- Total people served: 11,283
- Donations/yr: 65+ million lbs
- Economic impact: \$70,120,941 in economic activity generated across our northern New England territory.*

*Based on a conservative 1.6x economic multiplier applied to retail operations

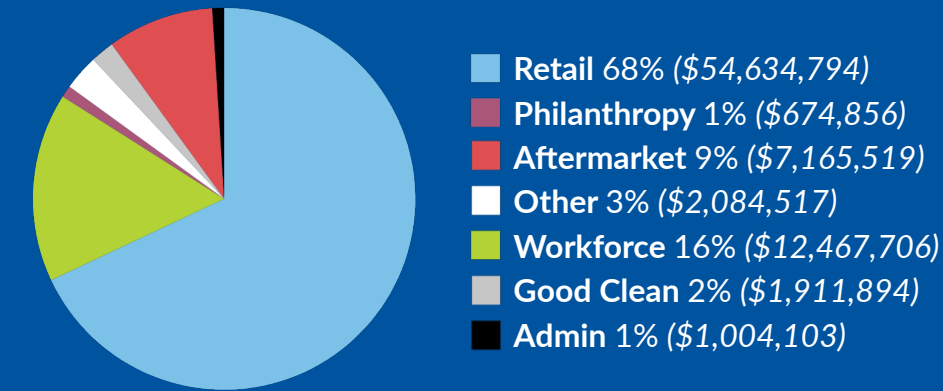


Goodwill has given me the flexibility to be wholly me by providing me with opportunities to grow my career.

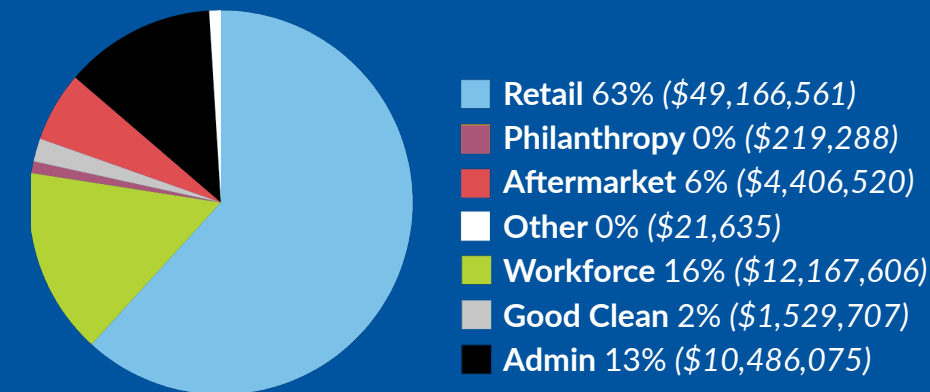
— Keeley, Goodwill NNE employee

Behind every dollar is a purpose...

2025 Revenue: \$79,943,389



2025 Expenses: \$77,997,392



We are committed to transparency, efficiency, and ensuring that every dollar entrusted to us serves our mission. These figures reflect our organization's financial health and our ongoing accountability to the communities we serve.



The impact this has had on my life is that I'm able to have a great career where I feel really confident in what I'm doing.

— Cecilia, Goodwill NNE AmeriCorps Member



PROGRAM HIGHLIGHTS

No two paths look the same. That's why Goodwill NNE's workforce programs are built to meet people wherever they are, offering the right support, at the right time, to help people reach their work goals. From their first conversation about their goals, to a job, and to long-term career advancement.

10,948 people served across Maine, New Hampshire, and northern Vermont

WORKFORCE SOLUTIONS

A job changes everything. But the path there looks different for everyone. Goodwill Workforce Solutions walks alongside adults who are unemployed or underemployed, young people navigating an uncertain future, and individuals rebuilding their lives after involvement with the criminal justice system. Every participant is paired with a career advisor and can access a life navigator, a dedicated social worker, because the barriers between a person and meaningful work are rarely just professional. Together, they tackle every obstacle, one step at a time.

[1,400 Workforce Solutions clients were supported in 2025.]



VOCATIONAL REHABILITATION



Everyone deserves a path to work that fits their life. Goodwill's Vocational Rehabilitation programs help people with physical or developmental disabilities pursue fulfilling, gainful employment on their own terms. For high school students, our Work Readiness Bootcamp brings job skills into the classroom, building confidence and capability before graduation, so the transition from school to career feels less like a leap and more like the next natural step.

[2,534 people were supported by Goodwill's Vocational Rehabilitation programs in 2025.]

EMPLOYEE LIFE NAVIGATION

The same care we bring to our communities, we bring to the people who make this work possible. Every Goodwill employee has access to an Employee Life Navigator, a counselor available on paid work time to help with whatever life brings. Housing. Childcare. Food access. Conflict at home or on the job. This is what it means to truly invest in people, starting with our own teammates. Because a person who feels supported at work and in life is a person who can truly thrive, and that's exactly what we want for every member of our team.

[240 employees were supported through Employee Life Navigation in 2025.]



SNAP EMPLOYMENT & TRAINING

Sometimes the smallest barrier is the one that stops everything – a missing resume, no interview clothes, no clear path to the right training program. Goodwill's SNAP Employment & Training program helps remove those obstacles, connecting clients with career advisors who provide hands-on guidance and access to financial assistance for the practical costs of getting back to work.

[143 clients were served through SNAP E&T in 2025.]

AMERICORPS

Service has a ripple effect. Goodwill manages AmeriCorps programs across Maine and New Hampshire, placing dedicated members inside the nonprofits, schools, and municipalities that anchor our communities. The hours they give come back multiplied in the lives they touch.

[127 Goodwill NNE AmeriCorps members served in 2025.]



In 2025, Goodwill NNE received CARF's highest recognition: a Three-Year Accreditation. This achievement reflects our dedication to delivering high-quality, person-centered Community Employment Services that support meaningful work and long-term success.

In our annual review of Vocational Rehabilitation services, four of six performance indicators met or exceeded targets. Timeliness and stakeholder feedback fell short due to staffing challenges. We've implemented an action plan focused on hiring, retention, and process improvements and will report progress in the 2026 Performance Analysis.



“I never thought I could put it to use helping people.”

— Jonathan Ware, Workforce Solutions participant

Jonathan has loved electricity for as long as he can remember, not in an abstract way, but in the hands-on way of someone who has spent years noticing how things work and wondering what he might one day do with that curiosity. The problem was never passion, it was a path.

“I love electricity,” he said. “It’s something I’ve always loved, but I never thought I could put it to use helping people.”

That changed when Jonathan connected with Goodwill NNE’s Workforce Solutions program and career advisor Katie Lombard. Together they identified his goals, mapped a realistic route, and got him enrolled in Maine Electrical Institute’s online program.

“They have an amazing program for online schooling, and I feel really at home,” Jonathan said. “With the knowledge I’ve gained, I feel like I could be very supportive to an electrical master or journeyman, and that would not be possible without the support and friendliness of my workforce team.”

Before his electrical training, Jonathan was already proving himself at Bixby Chocolate, a family-owned Maine business where he earned his colleagues’ respect from day one. His determination didn’t go unnoticed. Jonathan’s journey to Maine was long. But looking back, he sees each step clearly. “Coming here made my journey so much more rewarding and worthwhile” he reflected.

He’s now building toward a career he chose, in a field he loves, in a community that’s rooting for him. **That’s what stability looks like.**

“He’s a quick learner, energetic, and gets along well with his peers. We’re so pleased that he is pursuing another career for himself in the electrical field.”

— Gordon McAleer, Bixby Chocolate

Together, you said YES 1,194,059 times...

That’s not just a number, *that’s trust, belief and impact.* In 2025, donors, partners, and customers across Northern New England showed up, **and the numbers speak for themselves.**

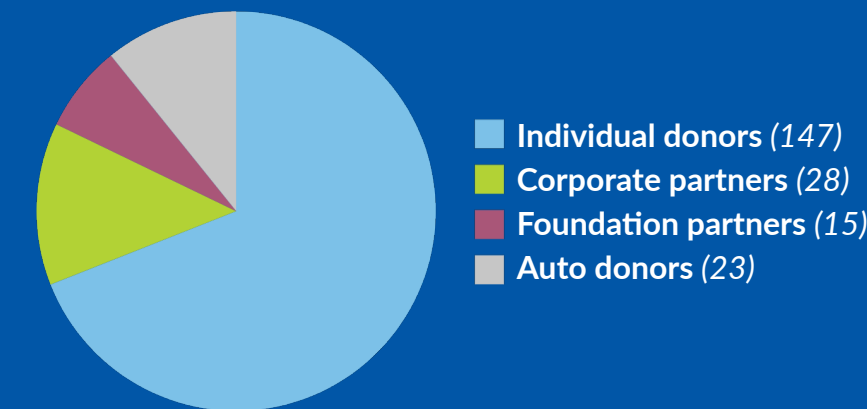
PHILANTHROPY SPOTLIGHT

Philanthropy is what lets us respond to workforce needs with flexibility, compassion, and urgency, filling the gaps that stores and government funding alone can’t reach.

In 2025, individual donors, foundation and corporate partners, and thousands of customers who chose to give at the register showed up in a meaningful way. Your support made a direct difference.

\$915,771

Total philanthropic contributions in 2025



How it works

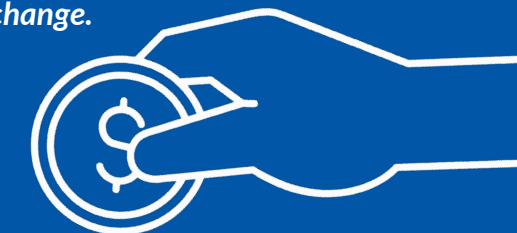


Store revenue, federal and state funding, and charitable support work together to **respond to workforce needs with flexibility, compassion, and urgency.**

1,193,846

Customer round-ups at the register

Your spare change makes change.



GOOD WORKS HERE

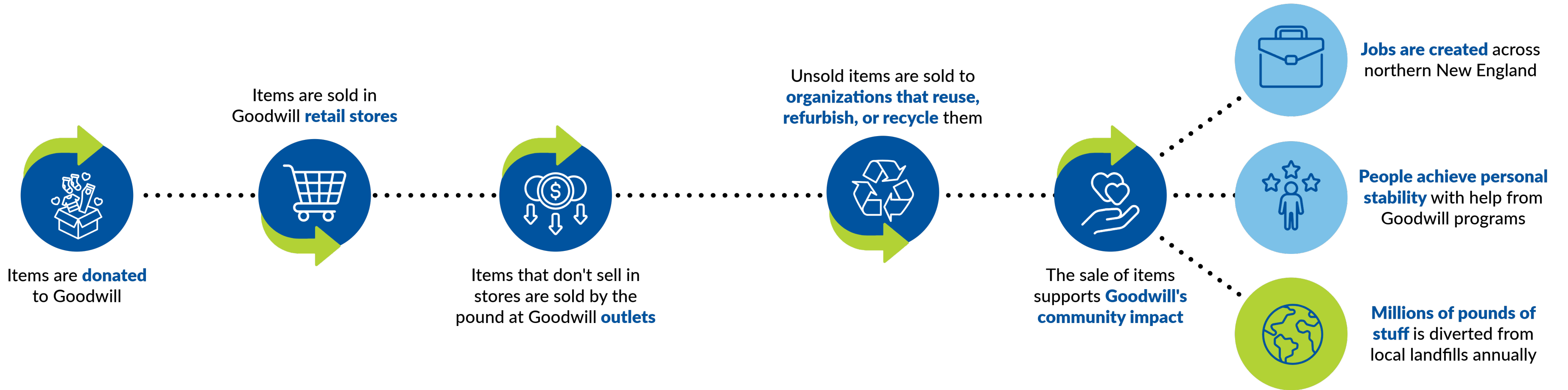
THE DONATION LIFECYCLE OF A GOODWILL

It all starts with you...

Every donation extends the life of usable goods, reduces landfill waste, and supports a circular economy rooted in reuse, all while creating opportunities for people, communities, and the planet.

More than a store...

Together, these efforts show how sustainability at Goodwill creates measurable impact for the environment and for the people we serve.





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