



TRANSFORMING TODAY, EMPOWERING TOMORROW

Evergreen Goodwill Impact Report
2025

evergreengoodwill.org



Dear Evergreen Goodwill Community,

If there's one word that captures this past year, it's transformation.

At Evergreen Goodwill, we've always believed in the power of work as a source of dignity and pride. Over the last 100 years, the way people work and the skills they need have evolved in ways we could never have predicted. In our work, we're not just reacting to these changes; we're embracing them. From ensuring that our students are equipped with the hardware and knowledge to confidently navigate a 21st-century digital workplace to piloting AI tools that empower employees in our retail teams, we're leading the change with innovation and training so that people have the skills they need to thrive in the workplace right now.

At a time when AI is reshaping our lives, the risk of leaving people behind is greater than ever. Nationally and locally, there is a concerning gap between those who have access to opportunities and those who don't. Despite being a tech-forward state, nearly 200,000 households in Washington still lack reliable internet access, and more than 400,000 lack a desktop or laptop computer,¹ limiting their ability to apply for jobs or access online learning and essential services. Our work at Evergreen Goodwill is helping to close this gap.

In the past decade, we've provided more than 50,000 people with tuition-free job training and education, which includes access to free computers, Wi-Fi hotspots, and digital support.

We now serve more students annually than some local community colleges and employ 2,000 individuals across five counties. We're excited to keep pushing boundaries and leading change, with a new operations center in Georgetown, new programs to connect students to jobs and higher education, and bold investments that will transform the future of Goodwill in our region.

And none of it would be possible without you. Whether you donated, shopped, volunteered, or partnered with us, you helped fuel this momentum. Together, we kept millions of pounds out of landfills, served thousands of students, and built a more inclusive, sustainable future—one job, one "Rare Find", and one bold idea at a time.

Thanks for being part of this journey. With gratitude and excitement,

Libby Johnson McKee

Mike Sekits

1. Washington State Department of Social and Health Services, Digital Equity in Washington State: Access to Internet and Devices, Research and Data Analysis Division, Report 11.272, June 2023.



Libby Johnson McKee
President & CEO



Mike Sekits
Chair, Board of Directors

Our Vision:

A future where everyone has a sense of belonging and the skills to transform their lives on a healthy planet.

We Believe:

Work is transformational and a source of dignity and pride.

Fiscal Year 2025



6,402
Students



2,000+
Employees

Tuition-Free Programs for Adult Students:



Job Skills Training:

- English Language (ESOL)
- Customer Service
- Resume & Job Search Support
- Youth Career Exploration (16+)
- Barista Training Program



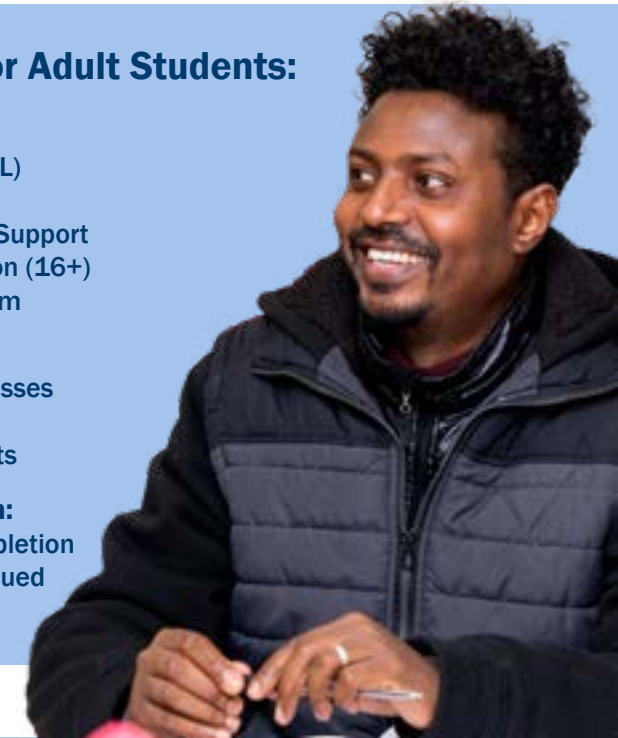
Digital Accessibility:

- Beginner Computer Classes
- AI Workshops
- Free Laptops & Hotspots



High School Completion:

- GED/High School Completion
- Scholarships for Continued Education



Evergreen Goodwill of Northwest Washington is a 501(c)(3) nonprofit reinvesting revenue from our retail operations to fund local tuition-free adult education and job training programs across five counties.



25
Donation Sites



23
Stores & Outlets



5
Job Training & Education Centers



5
Community Classrooms



Unlocking Opportunity Starts with One Essential Skill: Digital Literacy

In today's world, digital access is no longer just a nice-to-have; it's a lifeline for economic participation and advancement. Yet many members of our community still lack the skills, equipment, or connectivity to participate fully. Across Washington State, thousands of households have no reliable internet, and many adults entering our programs have never used a computer. This lack of access and skills can make it nearly impossible to apply for jobs, complete coursework, or communicate with potential employers.

Evergreen Goodwill's digital equity programs tackle these barriers head-on. In our tuition-free Digital Skills classes, we teach everything from basic keyboard and email use to Microsoft Word and Excel. Our Digital Navigators help participants secure affordable internet service and provide devices through our Student Tech Lending Library. Each laptop or hotspot is maintained by our team and comes with one-on-one support. Specialized classes for English-language learners and workshops on artificial intelligence and online job search meet students where they are and prepare them for the realities of our rapidly changing world.

With the support of our donors and corporate grants, Evergreen Goodwill continues to equip people with the confidence and tools they need to thrive in today's digital-first workplace.



355

Individuals served on Digital Equity Buses



634

Laptops loaned and gifted to students



299

Hotspots provided to students

Devices sponsored by T-Mobile, Microsoft, Comcast NBCUniversal, City of Seattle Technology Matching Fund.



Fearless Futures: A Barista Program Success Story

Mary Hong had a dream to create a coffee business in which people of different abilities work side by side.

To turn this dream into reality, she participated in Evergreen Goodwill's Barista Training Program, a tuition-free, two-week course that offers students hands-on experience at Goodwill's Training Grounds Cafe, industry-recognized credentials, and mentorship from local coffee professionals. Right after graduation, Mary launched Fearless Futures, a coffee stand that creates inclusive job opportunities for people of all abilities.

"Goodwill gave me the skills, confidence, and network to launch my business six weeks after graduation."

— Mary Hong
Founder of Fearless Futures &
Barista Training Program Graduate

@FearlessFuturesWA

LARGEST GOODWILL IN THE WORLD



With 65,000 square feet of retail and production space and more than 57,000 new items priced every week, the Seattle Goodwill location on Dearborn is the world's largest Goodwill.

2025 RETAIL BY THE NUMBERS



2,000,000+
Donation drop-offs



3 Ways to Shop
Stores, online & outlets



92,000,000+
Pounds diverted from local landfills



26,000,000+
New items priced



1,300,000+
Items sold online

Rare Finds

Local Impact



Louis Vuitton Trunk

Among the most stunning pieces we sold last year was an antique Louis Vuitton Monogram Canvas Travel Trunk. Listed on ShopGoodwill.org, the rare piece sold for \$2,380.



\$1,000,000+

Every Penny Counts

Shoppers can round up their total to amplify their impact. These round-ups accounted for more than \$1 million for our adult training programs last year.

Evergreen Goodwill's thrift stores and outlets are more than places to shop; they're vital hubs of recommerce that keep clothing and other items in circulation and out of landfills. They're also engines of opportunity: every purchase helps fund Goodwill's local tuition-free job training and education programs.

This year, Goodwill has engaged customers in new ways, as younger generations see thrifting as a way to express their values. Partnerships have brought curated pop-up collections to our stores and provided a platform for people in the community to share their own Goodwill stories with online audiences.



@SeattleSalvage

Reebok



Good Jobs Begin with Education

Evergreen Goodwill empowers students to build sustainable careers and break cycles of poverty, and oftentimes that starts with a diploma or degree.

In Washington State, 500,000+ people between 20 and 64 don't have a high school diploma and 2.5 million don't have a college degree.

This is where Goodwill comes in: We offer high school completion and GED courses, and now with ELEVATE also a path toward an advanced degree.

Goodwill Wins AI for Good Grant to Revolutionize Retail Operations

This year was a big one for Evergreen Goodwill's digital transformation. We were thrilled to be selected as one of only 20 recipients of a grant by Microsoft's AI for Good Lab, launched to support innovative AI-based projects in Washington. Microsoft's support and grant money are now helping us to realize our bold idea: to leverage artificial intelligence (AI) for sorting and pricing the million of items donated each year. The tool we're building will help our production and retail teams determine each item's value and where it should go, whether that's the sales floor, outlet, online, recycling, or disposal. The best part? It will reduce costs and waste, increasing the amount of money available for funding our programs.

“AI will be a game-changer for our team. It takes the guesswork out and lets them focus on what matters most: getting the right items to the right place to support our mission.”

— Kahina Boufnar
Sr. Production Manager

AI is also changing how we think about job training and education. As a workforce development organization, we know it's crucial to prepare our employees and students for a future where AI is everywhere. That's why we're weaving AI into our training programs and helping our team build new skills—so everyone we serve is set up to succeed in today's job market and for whatever comes next.



As the proud recipient of a 2025 AI for Good award, we are leveraging AI to generate more funding for tuition-free programs and to keep more items out of local landfills.

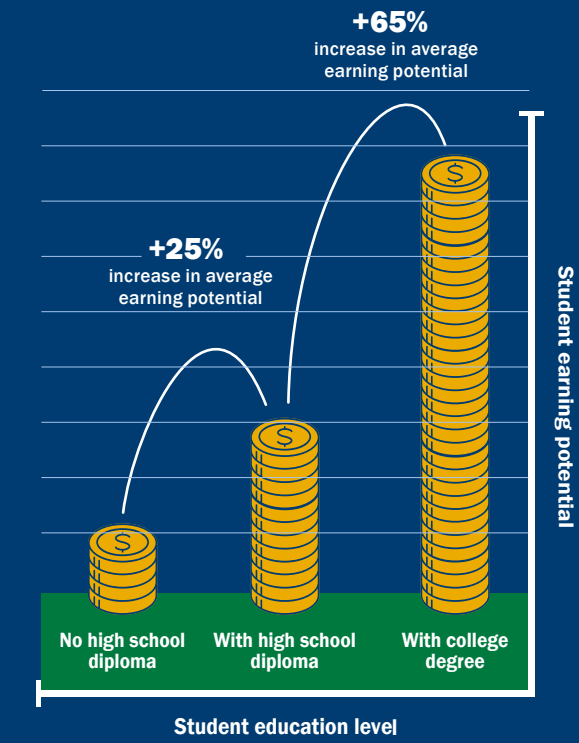
“The AI for Good awards highlight organizations and ideas making a real impact on some of today's most complex issues that intersect with climate, health, and humanity.”

— Juan Lavista Ferres
CVP & Chief Data Scientist
Microsoft

College Credits Now Part of the Goodwill Learning Journey

Students can now earn college credits for classes they take at Evergreen Goodwill, thanks to ELEVATE, a partnership that helps adult learners take real steps toward college, starting right at our Snohomish County Job Training and Education Center. With support from the Washington Student Achievement Council's Regional Challenge Grant, we've teamed up with Everett Community College and other local groups to make the transition from Goodwill classes to college smoother than ever. The need is certainly there: In Washington State, more than 2.5 million people don't have a college degree.

In addition to college credits available for certain courses, staff also provide help with everything from financial aid forms to figuring out transportation and housing. It's a one-stop shop for support, designed to remove the stress and guesswork from navigating higher education. We're helping people advance with confidence, toward better jobs and brighter futures.



The Goodwill Student Experience

Training & Education

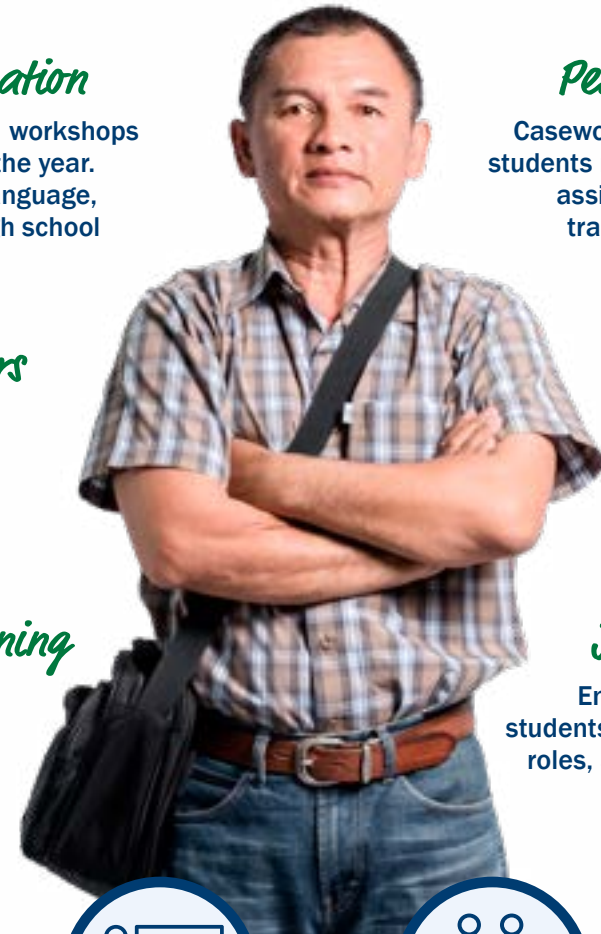
Tuition-free courses and workshops are offered throughout the year. These include English language, computer skills, and high school completion classes.

Skilled Instructors

All Goodwill classes are taught by teachers with bachelor's or master's degrees and years of experience.

Hands-On Learning

In open computer labs, students can practice their computer skills or search for jobs with the help of an instructor.



Personalized Support

Caseworkers remove barriers that students may be facing by providing assistance with housing, food, transportation, childcare, etc.

Digital Tools

If a student doesn't have a computer or Wi-Fi at home, Goodwill provides a laptop and hotspot.

Job Search Support

Employment specialists help students polish their resumes, find roles, and prepare for interviews.



Classroom Instruction



Case Management



Job Placement

These are what makes the Goodwill experience so unique and impactful for our students.

Student Demographics

We welcome adult students from all backgrounds to improve their lives through Goodwill's tuition-free programs.

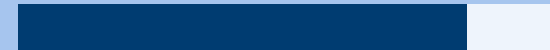
39

Student Average Age

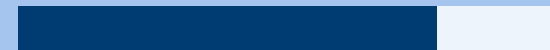
93

Different Native Languages Spoken

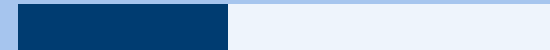
79% fall below the federal poverty line



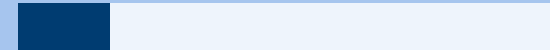
76% are people of color



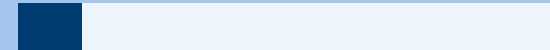
30% do not have a high school diploma



14% are experiencing homelessness



9% have been involved in the justice system



Sonya's Story: From Survival to Strength

When Sonya first came to Evergreen Goodwill, she was rebuilding her life after addiction, trauma, and a nine-year prison sentence. With only a sixth-grade education and an ankle monitor, she was determined to make a fresh start but didn't know where to begin. At Goodwill, she found classes, services, and a community that believed in her potential. Through the Digital Skills program, Sonya learned how to navigate computers and online tools for the first time. Staff helped her write her resume, prepare for job interviews, and access resources like gas cards and work clothing that made it possible to take each next step.

With consistent support and encouragement, Sonya rebuilt her confidence and quickly landed a job. Full-time employment gave her the foundation to reach her proudest milestone: reuniting with her daughter. In September 2025, the two moved in together, marking a new chapter in their lives. And Sonya continues to strive and thrive: Supported by a \$5,000 Doyle Family Fund scholarship awarded to her by Goodwill, she is currently pursuing a degree in addiction studies from Peninsula College, where she is on the dean's list with a 3.89 GPA. "Goodwill met me where I was," Sonya says. "They treated me with compassion and respect, reminded me that I am capable and deserving, and helped me believe that real change was possible."



We Train Far Beyond Our Own Retail Stores

Evergreen Goodwill is proud to partner with more than 300 employers who have hired our students. These companies span a wide range of industries, from technology and aerospace to retail, hospitality, and customer service. Every partner plays a vital role in creating opportunities for our graduates, helping them take the next step toward financial stability and upward mobility.



50,000+
Students served over past decade



58%*
Student completion rate



7,644
Students placed into jobs



2,668
Students placed in further education

10 Years
of Student Success

*Compared to 39% national average graduation rate for community colleges (Source: IPEDS, 2020)

Investing in Opportunity

Evergreen Goodwill of Northwest Washington is a nonprofit on a mission to change lives through tuition-free job training and education. Every donation or purchase fuels this mission and contributes to the community impact we pursue.

Revenue for Fiscal Year 2025

Sales of Donated Goods	\$ 130.2M
Contributions & Grants*	\$ 3.7M
Surplus, Salvage & Recycling Programs	\$ 12.3M
Other Income	\$ 1.3M
Total Revenue	\$ 147.5M

Investments in our Mission



\$9.4M

Job Training & Education Programs



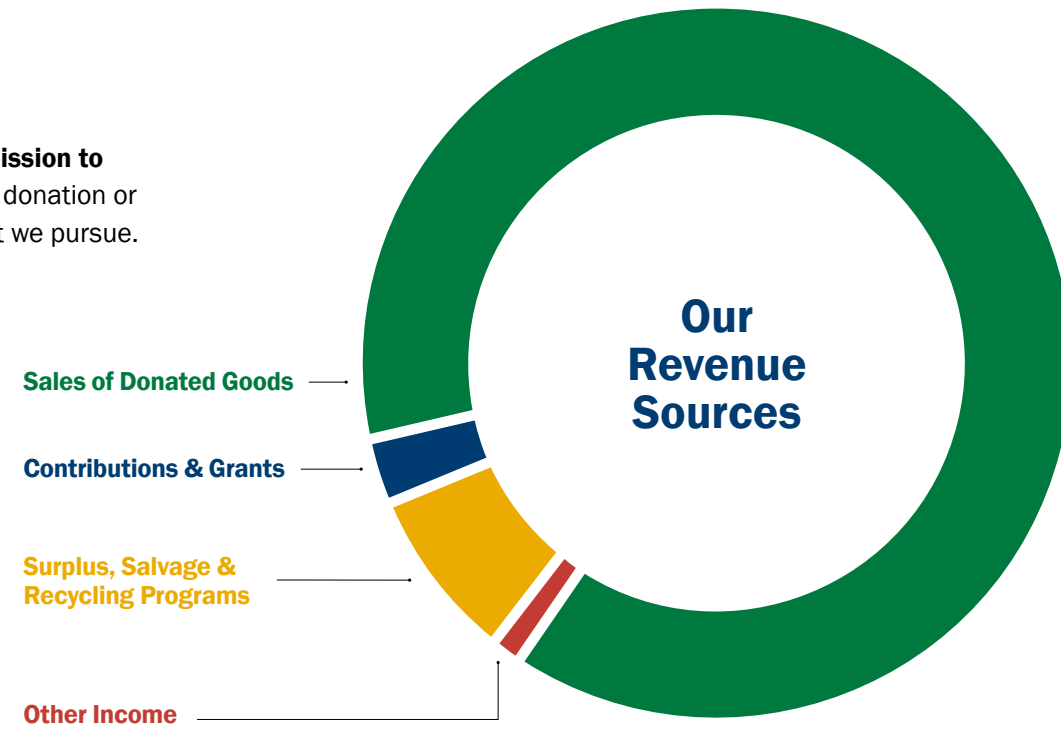
\$135.2M

Retail, E-Commerce & Donations Operations

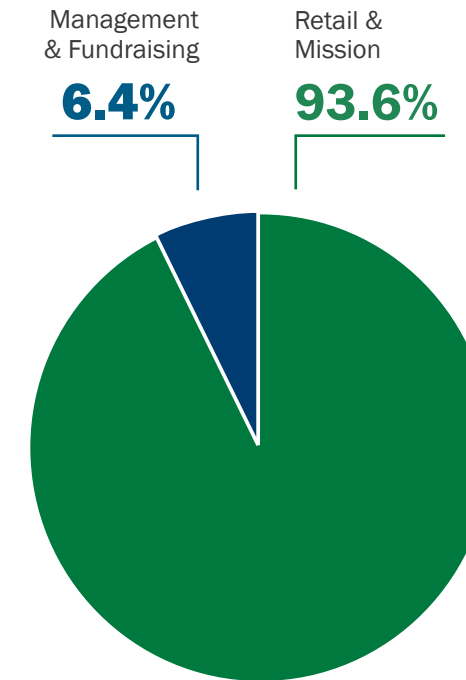


\$1.1M

Support Services Provided to Students**



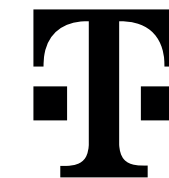
93¢ of every dollar we spend is invested into our retail and mission programs.



Thank you to all our partners, including those helping us drive digital transformation at Goodwill:



Amazon



T-Mobile



Google

Our corporate partners make a lasting impact. Their support powers Evergreen Goodwill's mission to provide tuition-free job training and education programs that open doors to opportunity. From grant funding for digital equity initiatives to hardware and in-kind donations that help us reach more students in more communities, these partnerships create pathways to employment and hope. We are deeply grateful and invite others to join us in transforming lives.

If you are interested in partnering with Goodwill to advance our mission, please contact: Patrick.Martin@evergreengoodwill.org

NOTE: Financial numbers are unaudited and rounded. For a more detailed financial report, you may visit evergreengoodwill.org and review our IRS form 990.

* Includes individual donations, grants from corporations, foundations, and government entities.

** Support services produced by EGNW and leveraged from other agencies include stipends for housing or food, clothing, distribution of laptops, gas cards for transportation, etc.

**We've Got
BIG PLANS**

We've got some exciting things in the works for next year—bold ideas and ambitious goals. Our leaders share a peek at what's coming, and why we'll need your help to make it all happen.

**Want to Learn How You Can
SUPPORT US?**



New Operations Center in Georgetown

“The Georgetown Operations Center is more than just a new facility; it’s a game-changer, and the largest space expansion since our massive flagship store opened in 1953. With 119,000 square feet of space for storage and salvage management, as well as a new transportation yard, we’re streamlining how we move donations, support our stores, and power our mission. We are also creating more space for our e-commerce operations, a vital pillar of our continued growth. This investment sets the stage for bigger impact, and we’re excited for what it unlocks.”

— **Derieontay Sparks**, Sr. Vice President
*Customer Experience,
Retail and Revenue Growth*

Opening a Training Grounds Cafe in Seattle

“Want to sip on a coffee while you shop? Soon you can do just that at our Seattle flagship store. By partnering with Fulcrum Coffee Roasters to launch a cafe cart inside our store, we are creating a real-world learning environment where our Barista Training Program participants can gain more skills and experience. It’s also a great way to connect shoppers with our mission and generate revenue to support the barista program.”

— **Joy Wilcox**, Director
*Mission Performance
and Development*



**Developing a Zero-Waste Strategic Plan with
University of California, Berkeley**

“Every day, we receive over 100,000 donated items, and not all of them can be sold. That’s why we’ve teamed up with Net Impact Berkeley, a social impact consulting club at the University of California, Berkeley, to build a zero-waste strategic plan that helps us rethink what happens to unsellable goods. From global innovations to local partnerships, we’re exploring smarter, more sustainable ways to keep materials out of landfills. It’s a big challenge, but it’s also a huge opportunity to lead the way in circular retail.”

— **Stephen Jones**, Vice President
Logistics, Donations & Sustainability

Join us at the Impact for Good Gala

Evergreen Goodwill’s Impact for Good Gala is a great event, but it’s also more than that: Every ticket and donation directly supports our tuition-free job training and education programs. Guests enjoy an unforgettable evening of celebration, connection, and purpose while making a real difference for the local community. From inspiring stories to fantastic opportunities to give, the Gala is the perfect way for old and new donors to help transform lives.

Join us at our next Impact for Good Gala!

Save the date: May 15, 2026



How You Can Support Our Mission

The transformative power of Evergreen Goodwill is fueled by our community, and there are multiple ways in which you can amplify the impact we have here in Northwest Washington.

Donate



Instead of collecting dust, those shoes you haven't worn in a year or the tablet you no longer use could help support students.

Want to give financially? That's huge, too. Financial gifts help cover classroom materials, certification fees, and individualized support.

Shop



From "Rare Finds" to everyday purchases, choose Goodwill first for your shopping and feel great knowing you're supporting the local community.

Volunteer



Volunteering is a hands-on way to see our mission in action and support your community. Mentor a student, help in a class, or pitch in at an event.

Work at Goodwill



Whether you're in retail, logistics, education, or community work, you'll be part of something bigger: helping people build brighter futures every day.



Leadership Executive Team



Libby Johnson McKee
President & CEO



Megan Slivinski
CFO



Derieontay Sparks
SVP, Customer Experience,
Retail & Revenue Growth



Stephen Jones
VP, Logistics, Donations
& Sustainability



Nam-Huan Do
VP, Mission Advancement



Brent Deim
VP, Technology

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Shelley Salomon
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Dave Wright
City of Seattle

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THANK YOU for investing in Goodwill and our students

Individuals: Gifts \$100,000+

Martha Tofferi

Gifts \$50,000–\$99,999

Aven Foundation

Gifts \$10,000–\$49,999

Amy and Pete Hanson
Andrew Hitchcock
Benevity Community Impact Fund
Bill and Michelle Service
Chap and Eve Alvord
Cynthia Putnam and Mark Groudine
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TEW Foundation
The Estate of Elvan Donald Teel
Thomas Morgan
Thy Pham
... and other anonymous donors

Institutions: Gifts \$100,000+

Department of Social & Health
Services – Regions 2 & 3
City of Seattle Human Services
Department (HSD)
Washington Student Achievement
Council
Workforce Development Council of
Seattle-King County

Gifts \$50,000–\$99,999

Computing for All
Google
Seattle Foundation
T-Mobile USA, Inc.

Gifts \$10,000–\$49,999

Amalgamated Charitable Foundation
Amazon
Apple Computers
Bainbridge Community Foundation
Bessemer Trust
City of Seattle Department of
Information Technology
Comcast NBCUniversal
Complete Office
Economic Alliance of Snohomish
County
Microsoft
Mount Baker Foundation
National Charity Services
Port of Seattle
Snohomish County Public Works
Swire Coca-Cola

The Foster Foundation
The Norcliffe Foundation
United Way of Whatcom County
USI
Washington Maritime Blue

*For an expanded list of individual donors,
volunteers, corporations, foundations, and
government agencies that partnered with
and supported our mission over the last year,
please visit evergreengoodwill.org.*



Save the Date Annual Impact for Good Gala

Join us on May 15, 2026, for our signature gala event. Enjoy an unforgettable evening while supporting a great cause.

Want to support Evergreen Goodwill?

Scan the QR code to make a financial gift to Evergreen Goodwill of Northwest Washington.

