

Annual Report



Who We Are Over 100 Years of Good

At Goodwill Industries of the Greater Chattanooga Area, we don't just see the clothing and household items that are donated to our organization; we see the potential they bring. For over 100 years, we've helped people transform their potential into opportunity through education, training, and employment.

We've connected hundreds of people to jobs like Julia, who sought our services after her part-time job was no longer meeting the needs of her growing family. A Goodwill Opportunity Center manager helped her create a resume, submit job applications, and prepare for interviews. She accepted a position at the Hamilton County Health Department, where she now serves as a Healthy Living and Wellness Public Health Educator.

Goodwill is a local, innovative nonprofit where more than 85 cents from each dollar generated from the sale of donated goods goes to support our mission and strengthen our community.

By shopping and donating, you're helping your neighbors overcome barriers to employment, diverting millions of pounds of items from local landfills, equipping people with training to prepare for the future of work, and making a real impact in Southeast Tennessee and Northwest Georgia.

We are guided by our core values: People first, Integrity always, Commitment to our mission, and Continuous Improvement. Whether you walk through our doors to shop, donate, or seek opportunity, you're part of something bigger and we invite you to join us in our mission.



Our Mission, Vision, & Values

MISSION

WE HELP PEOPLE TRANSFORM
POTENTIAL INTO OPPORTUNITY

VISION

A COMMUNITY WHERE EVERY PERSON,
REGARDLESS OF ABILITY, SITUATION, OR
BACKGROUND, CAN ACHIEVE THEIR
GREATEST POTENTIAL

CORE VALUES



PEOPLE



INTEGRITY



CONTINUOUS
IMPROVEMENT



COMMITMENT

Gateways to a Better Life.

Goodwill operates three Opportunity Centers in 23 communities in Southeast Tennessee and Northwest Georgia to help people stabilize their lives, build skills, and prepare for employment leading to a career.



Free Services

- Job/Career Assessments
- Career & Job Search Support
- Employment Readiness
- Digital Skills Training
- Financial and Nutritional Education
- Resume/Interview Preparation
- Job/Community Resources & Events

We accept referrals from Vocational Rehabilitation, Supplemental Nutrition Assistance Program (SNAP), Workforce Innovation and Opportunity Act (WIOA), etc.

Opportunity Centers



Opportunity Center - Dalton

1001 Market Street
Dalton, GA 30730
(706) 609-5647



Opportunity Center - East Brainerd

7601 E. Brainerd Road
Chattanooga, TN 37421
(423) 757-9527



Opportunity Campus

6104 Preservation Drive
Chattanooga, TN 37416
(423) 629-2501 x7601

Success Stories



Lexi

Last summer, students who were a part of the Pre-Employment Transition Summer Camp through the Tennessee Department of Human Services toured our Cleveland and Athens stores to learn more about the Mission, Vision, and Values of Goodwill Chattanooga.

On the tour, Alexis 'Lexie' decided she wanted to work at Goodwill. With the help of her Vocational Rehabilitation counselor, Lexie created a resume, applied, interviewed, and landed the position as a store associate at our Cleveland store!

"I enjoy talking to customers and being a cashier," says Lexi. A Goodwill customer described her as "amazing and always kind and helpful."

Darren and Jodi

Darren and Jodi moved from Florida to Chattanooga and were in need of new jobs. Despite their impressive resumes and years of experience, weeks turned into months of job searching. Darren and Jodi visited the Goodwill Opportunity Center in East Brainerd. When they arrived, Opportunity Center Manager, Taryn, discussed their situation with them. She helped them update their resumes and connected them with resources and job leads tailored to their skills.

Soon after, Darren accepted a job as Operations Manager at the United Way of Greater Chattanooga, and Jodi accepted a job as a Client Business Advisor with Unum. "I am positive that all of the guidance we received at the Goodwill Opportunity Center is what made the difference," said Jodi. "Now we tell people we know who are job hunting to go to Goodwill."



The Story Behind Our Stores

The Goodwill retail program functions as a workforce development platform that provides employees with hands-on training in customer service, merchandising, inventory management, and leadership. By offering coaching, advancement pathways, and real-world job experience, the program equips team members with transferable skills that strengthen their long-term career opportunities. Beyond its own staff, the revenue generated through retail operations funds community workforce programs, expanding training, job placement, and support services that benefit the wider labor force.



Goodwill employees have a Mission Integration Specialist to assist with work issues, life issues and career planning.

Goodwill employees have access to all services available to our clients, as well as:

- TextCare: a no-charge, employer-paid, 24/7 concierge primary care provider telemedicine service for employees and their families, which offers:
 - Urgent care
 - Mental health counseling
 - Chronic disease management
 - Prescription services
- Dental Insurance: No-charge, employer-paid for all full-time employees
- Vision Insurance: No-charge, employer-paid for all full-time employees
- Retirement 401(k) & Roth plans with employer match (after one year of employment)
- 25% Store Discount
- Paid Time Off: Up to 15 days in the first year
- Training and Development Opportunities

Impact by the Numbers

↑ **2,141** people served

↑ **100+** years of work in our community

↑ **386,947** donation events

↑ **1,173,793** shoppers

↑ **10,157,359** pounds diverted from landfills

↑ **>85¢** more than \$0.85 of every dollar used for Goodwill programs

↑ **4.8/5** survey results by participants, counselors, parents, & guardians

Financials

The Community Gave

Sale of Donated Goods	\$24,211,395
Corporate & Government Grants	\$72,022
Training & Placement Fees	\$75,773
Interest/Other income	\$231,623
Contributions	\$138,498
Total:	\$24,729,311

We Gave Back

Retail	\$17,379,586
Future Mission Investment	\$1,353,407
Program Services	\$1,017,406
Support for Program Services	\$4,978,911
Total:	\$24,729,311

*unaudited

2025 Board of Directors



Ex-Officio/President & CEO

Gena R. Weldon



Board Chair

Jim Catanzaro, Jr.

Board Members

John Baker | Director

Kim Bolton | Director

Michael Fillauer | Director

Brian Hunt | Director

Rich Mozingo | Director

Vice Chair

Dexter Cantelou

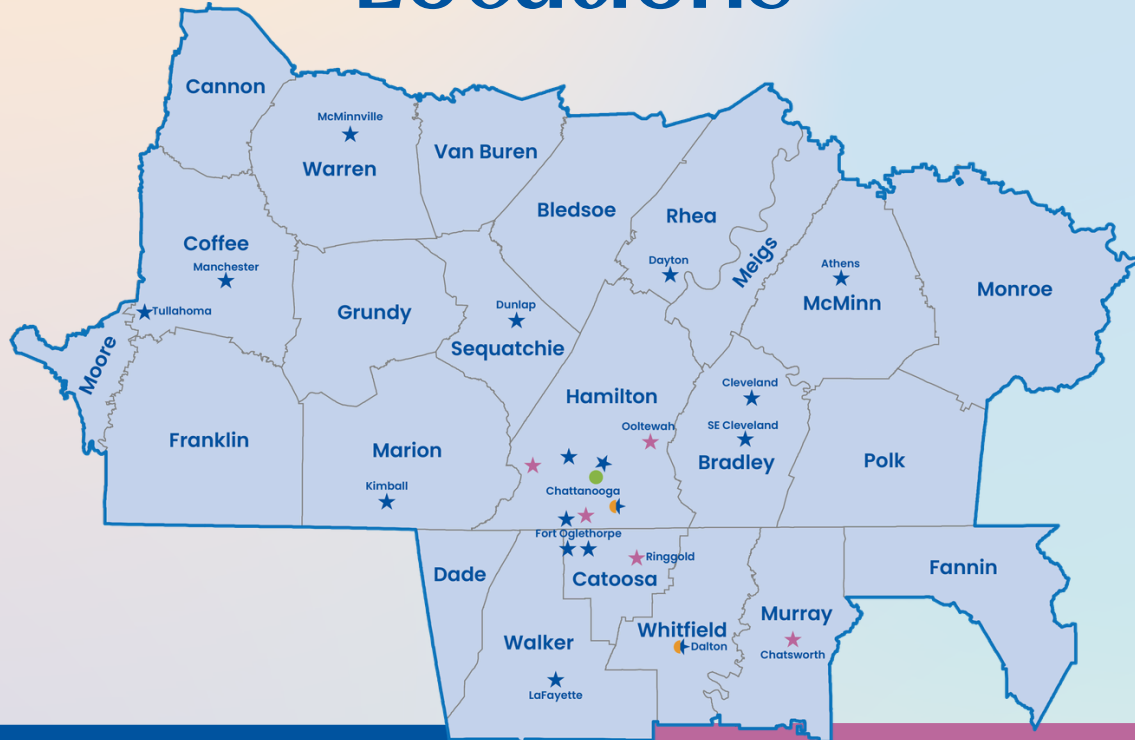
Secretary

Amy Katcher

Treasurer

Zach Hutcherson

Locations



Store & Donation Center Locations

Athens
1500 Decatur Pike
Athens, TN 37303

Chattanooga
4850 Highway 58
Chattanooga, TN 37416

Cleveland
2010 Broomfield Road SE
Cleveland, TN 37232

Cleveland
255 Paul Huff Pkwy NW
Cleveland, TN 37312

Dalton
1001 Market Street
Dalton, GA 30720

Dayton
200 Able Drive
Dayton, TN 37321

Dunlap
16444 Rankin Avenue
Dunlap, TN 37327

East Brainerd
7601 East Brainerd Road
Chattanooga, TN 37421

East Ridge
3715 Ringgold Road
East Ridge, TN 37412

Fort Oglethorpe
1873 Battlefield Pkwy
Fort Oglethorpe, GA 30742

Fort Oglethorpe
516 Battlefield Pkwy
Fort Oglethorpe, GA 30742

Hixson
1966 Northpoint Blvd
Hixson, TN 37343

Kimball
361 Kimball Crossing Dr
Kimball, TN 37347

LaFayette
111 Mize Street
LaFayette, GA 30728

Manchester
2161 Hillsboro Blvd
Manchester, TN 37355

McMinnville
1339 Smithville Hwy
McMinnville, TN 37110

Tullahoma
1905 N Jackson Street
Tullahoma, TN 37388

Donation Centers

Chattanooga
631 Signal Mountain Road
Chattanooga, TN 37405

Chatsworth
920 N 3rd Avenue
Chatsworth, GA 30705

East Ridge
5082 South Terrace
Chattanooga, TN 37412

Ooltewah
8113 Ooltewah-
Georgetown Road
Ooltewah, TN 37363

Ringgold
6699 Highway 41
Ringgold, GA 30736

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6104 Preservation Drive
Chattanooga, TN 37416
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Dalton, GA 30730

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Shop at Goodwill



www.goodwillchatt.org/locations
Shop online at: www.goodwillchatt.org/shopgw

Donate Your Items



www.goodwillchatt.org/donate

Donate Financially



www.goodwillchatt.org/financial-donation