

## Mission Statement

Goodwill empowers and prepares people for independence through training, personal growth and work.

### A note from the President and CEO...

2025 brought both challenges and accomplishments.

Donated goods retail sales were up over the prior year by \$350,000. ShopGoodwill struggled to regain its momentum after an encryption issue at our prior ecommerce listing provider caused a total loss of sales in late 2024. The bright side to the year included getting control of expenses.

Two big projects were finished in 2025. ShopGoodwill underwent an expansion to give us more storage space and additional office area for our staff. Our Huntington store made the move from a strip mall to a stand alone building under local ownership. The new Hauenstein Road location is near the Huntington Walmart and it grand-opened in August with strong sales and higher customer counts. Our Chapel Ridge store in Northeast Fort Wayne closed at the end of October 2025 and the new location at Georgetown Square was moving towards its grand-opening in early 2026.

In our mission programs, the state has made changes that seriously affected funding for the Pre-Employment Transition high school program. Coming through the end of 2025 and into 2026, we are working on rebuilding that program to the size and quality that Goodwill is known for.

In this annual report, we share some of the statistics of how Goodwill served the community over the past year. We look forward to working even harder as we grow in our mission in Northeast Indiana in 2026.

**Kevin Morse, President & CEO**

Goodwill Industries of Northeast Indiana, Inc. is a 501(c)(3) non-profit organization qualifying for tax-deductible contributions. Financial information is excerpted from the 2025 Financial Statements audited by the CPA firm, Baden Gage and Schroeder, LLC.

## 2025 vs 2024 Revenue & Expenses

**2025 Revenue: \$12,564,907 vs 2024 Revenue: \$12,558,162**

**2025 Expenses: \$12,880,698 vs 2024 Expenses: \$13,715,933**

## 2025 Employment Services

| Objective Measures | Performance Target                              | Outcome  |
|--------------------|-------------------------------------------------|----------|
| Efficiency         | Days to first client Contact<br>Target: 5 days  | 2.5 Days |
| Effectiveness      | Client Retains Employment<br>Target: 75%        | 84%      |
| Service Access     | Client Access to Services<br>Target: 100%       | 100%     |
| Satisfaction       | Client Satisfaction with Service<br>Target: 96% | 92%      |

## Organizational Cornerstones

Empowering Individuals  
Advancing Mission—Integrated Social Enterprise  
Enriching Local Communities  
Environmental Stewardship

## 2026 Strategic Plan Goals

Increase public awareness of services, mission and community impact  
Strengthen community partnerships to fulfill mission and grow business lines  
Be The leading provider of opportunities for people with barriers to employment.  
Be recognized as one of the best places to work in Northeast Indiana.  
Maximize revenue to support mission, sustainability & growth

## Board of Directors

**Doug Barrow—Chair**  
WANE TV  
**Melissa Beber—Vice Chair**  
Greater Fort Wayne Inc.  
**Stan Bebrich**  
Retired—DWD  
**Chad Glassburn**  
Lake City Bank  
**Matt Henry**  
Patterson Riegel Advertising  
**Amy Hochstetler—Treasurer**  
The Orthopedic Hospital  
**LaTasha Johnson**  
State Farm Insurance  
**Robert Lee**  
University of Saint Francis  
**Tim Manges**  
Fletcher Van Guilder, LLC  
**Luke Labas**  
The League  
**Todd Nichols**  
Retired—Ivy Tech Community College  
**Alison Wright**  
Podlaski LLP  
**Randy Rusk**  
Do it Best  
**Wil Smith**  
Smith & Associates Consulting, LLC  
**Lindsey Tipton—Secretary**  
Haller & Colvin, P.C.  
**Edward Welling**  
Grinsfelder Associates Architects, Inc.  
**Steve Zacher**  
The Zacher Company  
**Kevin Morse—Ex-Officio**  
President & CEO

## Leadership Team

**Kevin Morse**  
President & CEO  
**Marita Crawfis**  
Chief Operating Officer & Senior VP  
**Chris Frauhiger**  
Chief Financial Officer & VP of Finance  
**Teri Mozzone**  
VP of Retail Sales Operations  
**Rick Waggoner**  
VP of Operations & E-Commerce  
**Randy Wolf**  
Chief Missions Officer & VP of Workforce Development

# 2025 statistics that work



## **9 northeast Indiana counties—**

Goodwill's service area covers Allen, Adams, DeKalb, Huntington, Lagrange, Noble, Steuben, Wells, and Whitley.

**85% attendance and 100% financial giving**—from our volunteer Goodwill Board of Directors.

**91 cents of every dollar**—goes back to Goodwill's local mission in Northeast Indiana.

**74% of Goodwill employees**—have disabilities and or barriers to employment.

**\$1.2 million in federal, state and local taxes**—paid by Goodwill and the employees working for Goodwill in jobs including employment services staff, store staff, truck drivers, material handlers, e-commerce technicians, administrative and support staff.

**823 total people**—were served by Goodwill mission programs in 2025.

**128 people**—were provided case management services while participating in Goodwill employment programs.

**383 high school students with disabilities**—benefited from job exploration counseling, work-based learning experiences, counseling on postsecondary opportunities and skills in workplace readiness and self-advocacy.

**\$9,098**—stipends earned by students participating in summer programs in the community.

**92% happy with services provided**—client satisfaction rating for 2025.

**475,257 purchases**—were made in Goodwill's 8 thrift stores by women, men, teenagers, families, teachers, veterans and senior citizens who were provided with low-cost, high-quality **sustainable shopping experience**.

**736,305 items**—sold online thru fort Wayne's ShopGoodwill.com site.

**3,377,077 pounds of** unwanted items were recycled and kept out of the waste stream.

**101 volunteers**—assisted in Goodwill stores and special projects.



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Visit our website at:  
**FWGOODWILL.ORG**