

COMMUNITY IMPACT REPORT | 2024

NEW LIVES





OUR VISION

Every member of our community has the opportunity to thrive.

OUR MISSION

Changing lives by providing equitable access to training, education, and employment.

FROM THE PRESIDENT & CEO

Why do we believe so deeply in our mission at Palmetto Goodwill? Because in 2024, we witnessed firsthand that providing equitable access to training, education, and employment transforms lives. Our seven-year strategic plan—built on investing in communities, developing our team, and ensuring sustainability—has exceeded targets precisely because it addresses the fundamental human need for purpose and dignity through meaningful work.

Why did we serve over 11,000 individuals and help more than 4,000 secure sustainable employment? Because we believe every member of our community deserves the opportunity to thrive and build a better future for themselves and their families.

Why did we launch our Invest in our Community Initiative and disperse nearly \$200,000 in grants to small local nonprofits whose missions complement our own organization's commitment to removing barriers to success and creating opportunities, and launch our innovative Microenterprise Accelerator Program (MAP)? Because we recognize that lasting change requires both ecosystem-wide collaboration and direct individual empowerment. Our strategic funding partnerships strengthen the network of support services available to vulnerable populations, while MAP provides aspiring entrepreneurs with the business skills, mentorship, and startup resources they need to create their own economic opportunities. These dual approaches reflect our conviction that the path to self-sufficiency sometimes extends beyond traditional employment, requiring innovative solutions tailored to individual circumstances and aspirations.

The numbers and percentages throughout this report represent real people whose trajectories have changed because someone believed in their potential and helped them overcome obstacles. This transformation happens through the commitment of our 1,400 team members, the vision of our Board of Directors, and the generosity of donors and shoppers who believe in and fuel our mission.

We are grateful to have you alongside us in this impactful work, creating pathways to opportunity that change lives, families, and communities for generations to come.

In service,

A handwritten signature in blue ink, appearing to read "Brian".

Brian Itzkowitz
President and CEO, Palmetto Goodwill



LAUNCHING A MICROENTERPRISE ACCELERATOR PROGRAM

Palmetto Goodwill launched a Microenterprise Accelerator Program (MAP) in the Tri-County to support and train small business owners and entrepreneurs. Five program graduates had the opportunity to compete in a Shark Tank-style pitch event with a total of \$60,000 in awards. The competition, judged by local business leaders, preceded the launch of a second 13-week MAP cohort in the Pee Dee region, serving 20 entrepreneurs in partnership with Lowcountry Local First.



NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH ART GALLERY

In October, we hosted our National Disability Employment Awareness Month Art Gallery. This annual public event showcases artwork from Palmetto Goodwill team members with disabilities. This year, we extended our invitation to exhibit artists with disabilities from other nonprofits. Attendees enjoyed live performances and refreshments and heard from guest speaker Rick Terrazas of SourceAmerica. Proceeds from the sale of the art went to the talented artists.



GROWING OUR COMMUNITY INVESTMENT

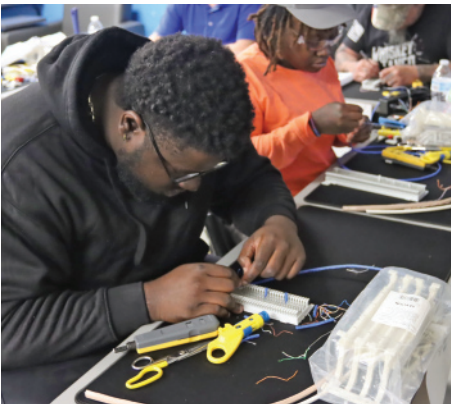
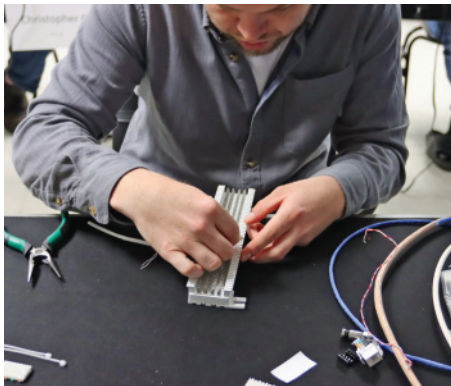


In December, Palmetto Goodwill awarded nearly \$200,000 in grants to eight Charleston-area nonprofits, marking a significant expansion of our community investment strategy. Grants awarded ranged from \$2,500 to \$50,000 and support organizations working in critical areas such as housing, transportation, education, and childcare. Selected nonprofits include Charleston Promise Neighborhood, Kids on Point, Charleston Moves, Neighbors Together, SHIELD Ministries, Beyond Our Walls, Keys to Change, and Warrior WOD. The community investment fund will be expanded to serve Orangeburg in 2025.

STAR FIBER OPTIC TRAINING PROGRAM

Skilled Trades and Readiness

In April, our third Skilled Trades and Readiness (STAR) fiber optic industry certification cohort completed training. The four-week program takes place on the campus of Trident Technical College and is facilitated by a Palmetto Goodwill success coach. The program provides trainees with an opportunity to earn valuable industry-recognized credentials, and it also connects them with potential employers in a high-demand area.



EXPANDING THE I-CAN REENTRY PROGRAM

In 2024 our I-CAN Reentry Program was expanded to all four regions served by Palmetto Goodwill. The program supports justice-involved individuals who are seeking competitive employment but often face barriers or stigma. First launched in North Charleston in 2023, the I-CAN program includes 12 weeks of paid training paired with client-based support, designed specifically for justice-involved individuals aged 18 years or older. Program participants spend the first two weeks in classroom training, developing employability skills and tools such as creating a resume, preparing job applications, and learning positive workplace practices and soft skills. After completing classroom training, participants are placed at a Palmetto Goodwill worksite to gain experience and additional coaching. The program also helps connect clients to employers.



THE PALMETTO EXCEL CENTER GRADUATION

On April 18, The Palmetto Excel Center proudly hosted the graduation ceremony and celebration of the school's three inaugural graduates. These women have overcome barriers that once seemed insurmountable and stepped into futures with limitless possibilities. Equipped with their high school diplomas and valuable workforce certifications that will open doors to new opportunities, the sky is the limit.



PALMETTO GOODWILL OPEN

In October, we teed up our annual Palmetto Goodwill Open golf tournament sponsored by Southeastern Paper Group. The 18-hole captain's choice scramble was held at The Club at Pine Forest, and funds raised from the event supports Palmetto Goodwill's training, education, and employment programs. Golfers enjoyed breakfast and lunch along with contests, raffles, and prizes.



ORANGEBURG CAREER OPPORTUNITY CENTER OPENING

In August, we celebrated the grand opening of our Orangeburg Career Opportunity Center (COC) with a ribbon-cutting ceremony and community reception. Local leaders attended and the COC held its first hiring event connecting job seekers with local employment opportunities. Our 11 COCs provide job and skills training, career navigation, application assistance, and other support services.



SUPPORTING DIGITAL ACCESS

Partnering with Lowcountry Digital Equity Coalition, we established now and manage a network of community-embedded digital navigators. These volunteers teach individuals how to use technology to access community resources for daily living, education, training, and employment. This initiative also provides funding for Palmetto Goodwill to refurbish computers distributed to local Title I school students.



THRIFT CRAWL KICK-OFF

In November, we hosted our first-ever Palmetto Goodwill Thrift Crawl. Ticket holders joined us on a beautiful Saturday morning for breakfast, a curated VIP shopping experience, swag bags, lunch, and a chartered bus ride to three of our stores. The event provided an opportunity to educate thrifters on the life-changing programs they support when they shop at Palmetto Goodwill. The Thrift Crawl experience is being expanded in 2025.



JACOB BROWN

GRADUATE OF THE YEAR

For Jacob Brown, resilience is more than perseverance—it's the determination to rebuild and push forward despite setbacks. At just 20, he has already faced challenges in life, yet an unwavering commitment to self-improvement has led him to independence and purpose.

Growing up in Orangeburg, securing stable employment was not easy for Jacob. Even when he found work, stability remained elusive. After landing a position at a local company, Jacob thought he was on track. However, without warning, he found himself out of a job through no fault of his own.

Through the encouragement of a friend from work, Jacob was introduced to Palmetto Goodwill's career services, where he met that friend's wife, Courtney, a success coach in our Orangeburg Career Opportunity Center. With her support and resources, Jacob was introduced to opportunities for development programs that equipped him with job search strategies and interview preparation.

Perseverance paid off when he secured a full-time role as a forklift operator. Jacob's ability to track inventory and ensure efficiency quickly made him an asset to his new employer.

"Just don't give up. It's tough, especially for younger people, but you've got to keep pushing forward," Jacob explains.

His transformation earned him the Graduate of the Year award, recognizing his determination to overcome adversity. Now thriving, Jacob is exploring new educational opportunities while remaining focused on his future.

WATCH
FULL STORY



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forward.”

IRVING MIDDLETON

ACHIEVER OF THE YEAR

For Irving, perseverance isn't just a mindset—it's a way of life. As a custodian at one of our contract sites, his work ethic has made a lasting impact, but his journey to Palmetto Goodwill Services was anything but easy.

Born in Charleston, Irving's life changed at 16 when he was diagnosed with type 1 diabetes. Complications led to kidney failure, vision loss, a transplant, and an amputation. But despite these challenges, Irving never let his circumstances define him. His determination to be independent and provide for his daughters never faded.

After struggling to find stable employment, Irving connected with South Carolina Vocational Rehabilitation, which introduced him to Palmetto Goodwill, where he was connected to sustainable employment as a custodian.

"Many people assume that being visually impaired limits what you can do, but with the right tools and guidance, we can do anything anyone else can," Irving explains.

Irving is a founding member of The Blind Titans, a nonprofit raising awareness for disabilities. He has also spoken at Source America's Grassroots Advocacy Conference in Washington, D.C., where he shared his story to inspire others facing adversity.

"I want my daughters to see that obstacles don't define you," Irving says. "If I can keep going, they'll know they can too."

WATCH
FULL STORY



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SHANELL GRAVES

GOODWILL WORKS! AWARD

For Shanell, stepping outside her comfort zone wasn't easy. At 25, she was known for her wisdom and kindness, but social interactions were hard. Before joining Palmetto Goodwill, she kept to herself, hesitant to engage with new people. Today, she is a valued team member at one of our contract sites, proving that growth happens when you push beyond self-doubt.

Born in Elloree, Shanell struggled with confidence, and speaking to strangers felt overwhelming. That changed when she joined our AbilityOne Program.

"Working here has really built my confidence and helped me step out of my shell. I used to be really quiet—like a church mouse—but now I've become more outgoing and comfortable talking to people," she says.

Her work in food services puts her in contact with new people each day, and she has become known for her strong work ethic and warm greetings.

Shanell also discovered a talent for art and participated in our National Disability Employment Awareness Month Art Gallery. She has also gained newfound confidence in her creative abilities.

Shanell has now earned her driver's permit, and her initiative inspired at least four other team members to follow suit. She is truly leading by example.

WATCH
FULL STORY



“Working here has really built my confidence and helped me step out of my shell.”

MISSION AT WORK



11,000+ PEOPLE PROVIDED SERVICES



4,000+ PEOPLE PLACED INTO JOBS



\$200,000+ PROVIDED IN SUPPORT OF SMALL, LOCAL NON-PROFITS

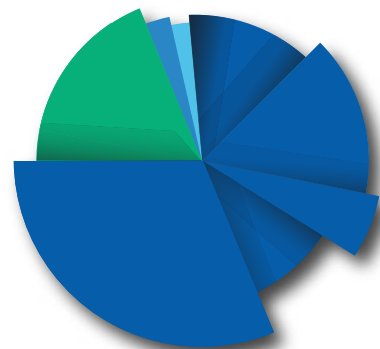


5,100 PEOPLE WHO PARTICIPATED IN JOB READINESS/OCCUPATIONAL SKILLS TRAINING



35,000,000 POUNDS OF ITEMS DIVERTED FROM LANDFILLS

REVENUE



75% Sale of Donated Goods
\$76,240,895

18% Contracted Services
\$18,282,405

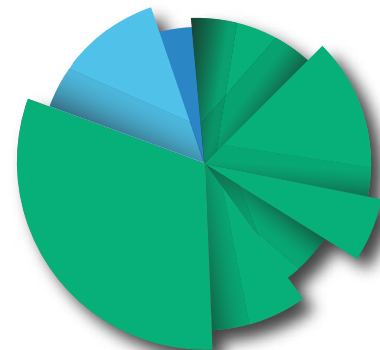
4% Grants
\$4,242,264

3% Other Revenue
\$3,362,484

TOTAL REVENUE
\$102,128,048

EXPENSES

MISSION DEVELOPMENT
AND EXPANSION FUND
(NET INCOME)



81% Program Services
\$82,731,376

12% Mission Development
and Expansion Funds
\$11,932,128

7% Support Services
\$7,464,544

TOTAL EXPENSES
\$102,128,048

2025 BOARD OF DIRECTORS



Darryl Brown
Chair
Charleston Metro
Chamber of Commerce



Rob Phillips
Treasurer
(Retired)
Grand South Bank



Stacy Cozad
Secretary
Wellington and Park
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Mayor Reggie Burgess
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SC Council of
Competitiveness



Brian Itzkowitz
President & CEO
Palmetto Goodwill,
Palmetto Goodwill Services



Lauryce Graves-Mclver
(Retired)
Retail Executive and
Administrator



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Victor Rivera
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Michelle Woodhull
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Erica Wright
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