



2021 Impact Report

Celebrating our past.
Planning for the
Future of Work.

▶▶▶ GoodwillDE.org



**9,426**

Services provided to our neighbors throughout Delaware and Delaware County, PA.

**401**

People landed jobs with help from Goodwill with an average wage of \$14.69

**629**

People working through Goodwill Staffing Services.

**1,262**

People served in our Workforce Development programs





2021

SUSTAINABILITY INITIATIVES



6,200+
tons

of goods diverted
from landfills



576,900+

donations of clothing
and household items.



▶▶▶ ABOUT GOODWILLDE



Mission

To improve the quality of life for people with barriers to self-sufficiency through the *Power of Work!*

Vision

Empower People – Strengthen Families – Build Communities

Core Values:

Goodwill Industries of Delaware and Delaware County, Inc. is committed to these basic principles, which we have chosen to guide our actions.

Safety

Ethics

Respect

Vision

Innovation

Customer Service

Education

100 YEARS OF CHANGING LIVES THROUGH THE POWER OF WORK!

After the many challenges we faced in 2020, Goodwill of Delaware and Delaware County moved into 2021 with gratitude to our community for the ways we came together in support of our mission during a time of frequent change, ambiguity and disruption. At the same time, 2021 ushered in an historic milestone for our organization – our 100 year anniversary.

Founded in March 1921 in Wilmington, Delaware, over the years Goodwill has served tens of thousands of people through our workforce development programs, social services, business services, and affordable clothing and goods.

Nevertheless, like so many other organizations, we felt the crunch of the worker shortage – amplified by both the pandemic and the Great Resignation – at the same time that rising inflation directed more budget-conscious shoppers to our stores for bargains. Yet one of our greatest challenges remains awareness of our workforce development programs, business services and the ways these programs positively impact the people and communities that we serve.

As we look ahead to our next 100 years our work will focus on two areas. First, expanding our capacity to meet the evolving workforce needs of people and businesses in Delaware and Delaware County as an organization driven by our non-profit mission and belief in the power of work. Our second area of focus will be identifying ways to operate more sustainably by transforming unsaleable donations into usable materials. This means exploring opportunities with businesses, student innovators, and researchers to turn plastic, glass and textiles into things like decking, shoe soles, park benches, insulation, upcycled fabrics and even asphalt and jet fuel.

We invite you to join our team in amplifying our mission impact, programs and services so that we may continue to improve lives through the *Power of Work!* To donate, volunteer or just learn more, please visit us at www.GoodwillDE.org or call 302.504.3554.



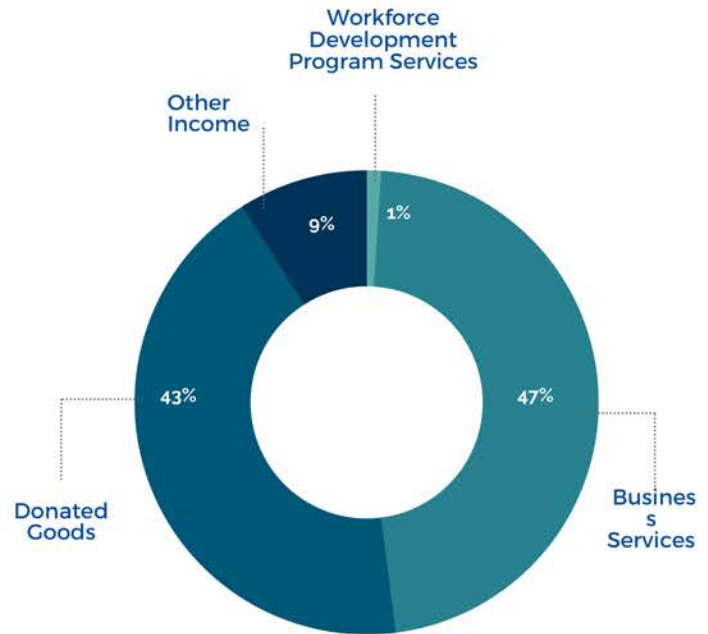
COLLEEN MORRONE
President & CEO





2021

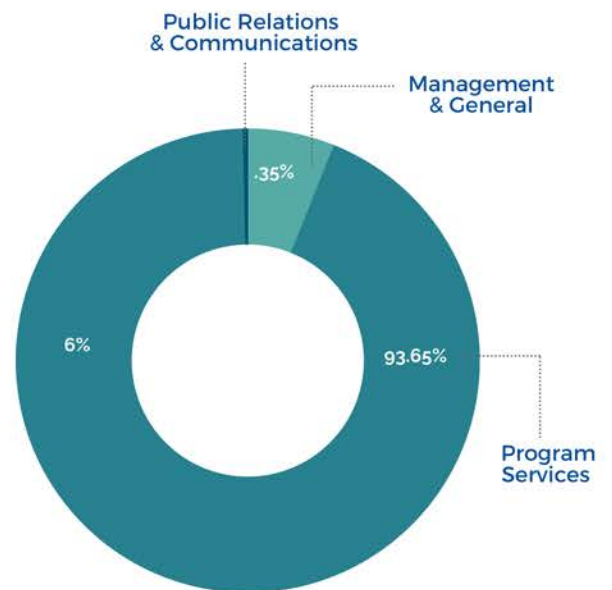
BY THE NUMBERS



REVENUE

Total Operating Revenue

\$61,163,015.00



EXPENSES

Total Operating Expenses

\$52,681,265.00



MISSION MOMENT

KEITH'S STORY

Keith was looking for a way to rebound after a back injury and subsequent job loss. Through Goodwill Staffing Services Keith leveraged his previous work experience and recent training to secure a job that allows him to support his family and give back to the community by helping to process claims for people who are unemployed, largely due to the pandemic. Goodwill celebrates Keith and all of our team members and program participants for believing in the *Power of Work!*

2021 LEADERSHIP

BOARD

OFFICERS OF THE BOARD

Susan Chu
Board Chair
Third Bridge Group Ltd.

Keith M. Hammond, CPA
Vice Chair
BDO USA, LLP

Robin McKinney-Newman
Vice Chair
Delaware Workforce Development Board

Tish Anshen
Board Treasurer
WL Gore and Associates

Richard E. Dudek, Jr.
Board Secretary
Patterson-Woods Commercial Properties

MEMBERS OF THE BOARD

Steve Blewitt
IFS Benefits, LLC

Alisha Bryson
Wayman Fire Protection, Inc.

Doug Clark
DC Partnerships

Amy Flynn
WSFS Bank

Chaney Hall
Fox Rothschild, LLP

Logan Herring
REACH Riverside

Theresa Jones
Santora CPA Group

Luke Rhine
Delaware Department of Education

Lauren Russell
Young Conaway Stargatt & Taylor

Karl Stukis
Diamond Technologies

Thomas Uebler
McCollom D'Emilio Smith Uebler

Kalimah White
TD Bank

Colleen Morrone
Goodwill of Delaware and Delaware County, Inc.

LEADERSHIP

President/CEO
Colleen Morrone

Chief Financial Officer
Maba Alabi

Greg Bianchi
Vice President, Information Technology & Data Analytics

Leah Coles
Vice President, Brand and Community Engagement

Greg Eads
Vice President, Donated Goods/ Retail

Jeff Haggerty
Vice President, Industrial Services

Patti Mengers
Vice President, Goodwill Staffing Services

Tracey Mulveny
Vice President, Workforce Development

John Schork
Director, Risk Management



GOODWILL LOCATIONS

*LOCATION HAS
AMAZON LOCKER



CORPORATE CENTER & OUTLET

The Goodwill Center
Administration, ShopGoodwill.com,
and Workforce Initiatives
300 East Lea Blvd.
(302) 761-4640
Wilmington, DE 19802

Goodwill Recycling Center
Outlet and Donations
400 Centerpoint Blvd.
New Castle, DE 19720
(302) 322-4716

RETAIL STORES & DONATIONS

New Castle County, DE:

Bear*
Fox Run Shopping Center
334 Fox Hunt Rd.
Bear, DE 19701
(302) 834-6780

Claymont
2701 Philadelphia Pike
Claymont, DE 19703
(302) 798-9047

Middletown*
Middletown Square Shopping
Center
801 North Broad Street
Middletown, DE 19709
(302) 376-6258

Newark*
311 Newark
Shopping Center
Newark, DE 19711
(302) 453-1430

Wilmington
Gordy Plaza Shopping Center
4317 Kirkwood Highway
Wilmington, DE 19808
(302) 993-0413

Kent County, DE:

Dover
Gateway West Shopping Center
1030 Forrest Ave.
Dover, DE 19904
(302) 678-4602

Rodney
Rodney Village Shopping Center
1678 S. Governors Ave.
Dover, DE 19904
(302) 674-9071

Milford
The Plaza at Milford
694 N. Dupont Highway
Milford, DE 19963
(302) 422-2566

Smyrna*
Smyrna Mart Shopping Center
100 Glenwood Ave. Suite A
Smyrna, DE 19977
(302) 659-3523

Sussex County, DE:

Bridgeville
18178 Sussex Highway
Bridgeville, DE 19933
(302) 337-8561

Millsboro
Mid-Sussex Shopping Center
339 E. Dupont Highway
Millsboro, DE 19966
(302) 934-9146

Delaware County, PA:

Chadds Ford
255 Wilmington-West Chester
Pike
Chadds Ford, PA 19317
(610) 558-3722

Holmes*
MacDade Plaza Shopping Center
2137 MacDade Blvd.
Holmes, PA 19043
(610) 586-6360

Swarthmore
Swarthmorewood Shopping
Center
725 South Chester Rd.
Swarthmore, PA 19081
(610) 543-4399

Upper Darby
201 East Baltimore Ave.
Lansdowne, PA 19050
(610) 623-2970

ATTENDED DONATION CENTERS (Donations only)

Hockessin (Delaware)
(No large items please
due to space limitations)
Wells Fargo Bank
7270 Lancaster Pike
Hockessin, DE 19707

Havertown (DE County, PA)
Llanerch Shopping Center
401 West Chester Pike
Havertown, PA 19083
(484) 453-8149

Newtown Square (DE County, PA)
4629-31 West Chester Pike
Newtown Square, PA 19073
(484) 428-3972

Goodwill 
Delaware & Delaware County 