



# A Diamond Legacy

Honoring 60 Years of Transforming Lives

**2025 GOODWILL INDUSTRIES - BIG BEND ANNUAL REPORT**



**OUR VISION**

Every person has the opportunity to achieve their fullest potential.



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# Our Mission, Vision, & Values

Goodwill Industries - Big Bend, Inc. (GIBB) is a 501(c)3 non-profit with a mission to build opportunities through education, career services, and support for individuals, helping families prosper within the Big Bend.

## Our Values

### **RESPECT**

We treat all people with dignity and respect.

### **INNOVATION**

We embrace continuous improvement, bold creativity, and efficiency.

### **RESPONSIBILITY**

We honor our heritage by being socially, financially, and environmentally responsible.

### **ETHICS**

We strive to meet the highest ethical standards.

### **BELONGING**

We create a culture of acceptance and belonging, where everyone is welcome.

### **LEARNING**

We challenge each other to strive for excellence and to continually learn.

# A Reflection on 2025 at Goodwill Big Bend

*From the Desk of Fred Shelfer, President/CEO and Jay Revell, Board Chairman*

As we reflect on 2025, it is clear that this past year was defined by growth, adaptation and a deepened commitment to our mission of serving others. Goodwill Big Bend entered the year well prepared, supported by stable leadership, strong store operations and a committed workforce. Throughout the year, we focused on strengthening the vital connection between our retail success and our mission services, knowing that each fuels the other.




Retail operations remained a central priority in 2025. Although we started the year with sales below budget, we finished the year strong with more than 6% growth over 2024. Donations will be the key to our continued growth. Our future emphasis will be on creative solutions to increase volume, including purchasing donations from

other Goodwills when necessary and using new collection strategies such as mobile donations units placed strategically throughout our territory.

A major initiative involved expanding the role of new goods in our stores. By increasing the share of gross sales from new goods from 6% to a targeted 10%, we positioned this category as a meaningful growth opportunity—one that we can control more directly than donated inventory.

To support efficiency and data-driven decision-making, we implemented and expanded several systems across the organization. Supro became our point-of-sale system, enabling more robust reporting and inventory management, while tools such as inventory counting devices improved our ability to move goods quickly





and keep stores well stocked. UKG was introduced as a comprehensive employee platform, and new systems were added to manage leases, cybersecurity and accounting functions.

Structural changes within retail leadership also strengthened support for store teams. Moving from four area managers to two district managers allowed for greater focus on oversight, training and operational consistency across our territory.

Mission Services experienced remarkable growth in 2025 and remains a point of pride for our organization. The number of individuals served increased dramatically—from approximately 6,000 in 2023 to about 13,000 in 2024 and more than 15,000 in 2025. We intend to continue building on that momentum going forward. We ranked 20th nationally among all Goodwills in the number of people served.

Our Career Training Centers were highly active, enrolling hundreds of new participants while reopening or reactivating centers in communities such as Quincy, Marianna, Thomasville and Chipley. Nursing and construction training programs continued to expand, with CNA cohorts in Tallahassee and

Panama City posting outstanding results, including a 100% job-offer rate for graduates. Virtual learning options also grew significantly, increasing enrollment and accessibility for both community members and Goodwill employees.

2025 was also a year of learning and connection. Our executive staff participated in state, regional and national conferences, gaining valuable insights from other Goodwills across the country. These discussions introduced ideas ranging from mobile donation trailers and electronic testing stations to new fundraising concepts, AI tools and workforce practices—all of which informed our strategic planning.

We were honored to host the Southeastern Goodwill Association's Conference in Panama City, welcoming hundreds of attendees from across 28 Goodwill territories. The event showcased Goodwill Big Bend's programs, facilities and staff, and reinforced our reputation as a leader within the Goodwill network. Our annual golf tournament continued its long-standing tradition as our sole fundraising event, bringing together partners and supporters in service of our mission.

As the year ended, Goodwill Big Bend stood stronger, more innovative and better positioned to meet the needs of our communities. We grew, changed and adapted—without losing sight of who we are or why we exist. None of this progress would have been possible without the dedication of our staff, leadership, board members and community partners.

It has been a good year. We remain committed to improving sales so we can serve more people – and serving more people so our communities are strengthened. That is the work of Goodwill Big Bend, and it is work we are proud to do together.



Fred G. Shelfer, Jr.  
*CEO/President*



Jay Revell  
*Board Chair*



# Our Service Territory



**26**

Retail Stores

- 21 regular stores
- 5 specialty
  - 2 outlets
  - 2 bookstores
  - 1 computer store

**900**

Employees in the Big Bend Area

**44,627**

Items Sold on ShopGoodwill.com

**13**

Attended Donation Centers

**7**

Career Centers

**2**

Full Service Car Washes

**1**

Inclusive Preschool That Served 225 Children

# Why Donate

## 2025 MISSION SERVICES AND OUTCOMES

**391**

Persons Entered Employment

**1,463**

Individuals Enrolled in Online Career Campus Courses

**590**

Individuals Participated in Online Workshops

**107+**

At-risk or Justice-Involved 18-24 Year Olds

**7%**

Recidivism Rate for Ignite 2.0 Reentry Program Over 3 years (Ended June 2025)

**0%**

Recidivism Rate for Growth Opportunities GO4 Reentry Program (in First Year)

**247**

Vouchers Issued for Missions Services Participants

**15,575**

Lives Changed from Job Training in 2025





## LEADERSHIP/BOARD

Fred G. Shelfer, Jr.  
*CEO/President*

Kim Gay  
*Chief Operating Officer*

Shannon Harper  
*Chief Financial Officer*

Lisa Land  
*VP, Support Services*

Alan Malnofski  
*VP, Retail Operations*

Eneydi Rivera  
*VP, Workforce Development and Mission Programs*

Will Rodrigue  
*VP, Information Technology Services*

Fred Watford  
*VP, Transportation*

Tamara Williams  
*Chief Compliance Officer*  
*VP, Human Resources*

## **BOARD OFFICERS**

Jay Revell, Revell Media  
*Board Chair*

Tom Derzypolski, BowStern Marketing  
*Vice Chair*

Mike Akers, Hello Credit Union  
*Secretary*

Dr. Jingfang Wang, FSU College of  
Business  
*Treasurer*

Dr. Gary Bliss, FSU College of Business  
*President of Housing*

Brent S. Chumbler, The First Bank  
*Chairman of the Learning Pavillion*

Steven Roden, Guy Harvey  
*Foundation Chair*

## **2025 DIRECTORS**

Christy Daly Brodeur  
*Ballard Partners*

Dr. Elaine Bryant  
*E W Bryant Associates*

Scott Clemons  
*The Clemons Company*

Grey Dodge  
*InSPIRE Grant*

David Gardner  
*Gadsden COC*

Katherine “Kay” Ignacio  
*211 Big Bend*

Kasey Killebrew  
*Florida’s Great Northwest*

W. Calvin Melton, Ph.D.  
*Retired*

Ben Wilkinson  
*Tallahassee Land Group*

Dr. C. Baker Wright  
*Behavior Management Consultants, Inc.*

# Our Stores & Operations

## Specialty Stores

Our specialty stores include computers and electronics, bookstores, and outlets. As always, 90% of our revenue powers our mission to improve lives through education, job training, and the power of work.

## Specialty Programs

### GOODWILL CAR WASH

Goodwill Car Wash is operated by GIBB as part of our mission to provide job training, education, and employment to people with disabilities and other barriers to employment. We believe in developing others to their full potential and in empowering individuals through work and training. Goodwill Car Wash provides job training and employment for more than 50 individuals at our two locations in Tallahassee. Goodwill Car Wash is the one of the only full-service car washes in Tallahassee and helps others grow through the dignity and power of work.

### HOUSING & APARTMENTS

Residential Services manages 12 handicap-accessible and affordable

apartment complexes for people living with disabilities in North Florida and South Georgia. Subsidized by the federal government, the apartment complexes allow persons living with a verifiable developmental, emotional, or physical impairment to live independently and pay rent based on their income.

### E-COMMERCE

GIBB has developed an online platform for customers interested in curated treasures from our retail locations. Goodwill's online resources give us the opportunity to reach shoppers at their convenience. By visiting us at [shopgoodwill.com/tallahassee](http://shopgoodwill.com/tallahassee), Amazon, and eBay, customers can peruse and purchase donated jewelry, collectables, electronics, books, and so much more.

### THE LEARNING PAVILION

Since 2010, GIBB has teamed up with The Learning Pavilion (TLP) to amplify the impact of our shared mission. Goodwill provides administrative services and fundraising to help reduce operational costs and allocate more resources to help children and families

thrive. Every day, Goodwill shoppers help create positive change through the Round-Up Fundraiser. By rounding up purchases, spare change is turned into a meaningful contribution that supports the following:

- **Therapy Scholarships:** Provides specialized care for children in need.
- **Tuition Assistance:** Helps families access quality early education.
- **Early Intervention Staff:** Addresses developmental needs at crucial stages of a youth's life.
- **Parent Support Services:** Offers vital resources and guidance to parents.
- **Facility Improvements:** Enhances safe and engaging learning environments.

This partnership brings our shared commitment to creating opportunities, nurturing growth, and promoting inclusion for all. The support of the Big Bend community allows TLP to provide high-quality, inclusive care and on-site

therapy. Thanks to your generosity, countless children have access to the care they need to grow, learn and thrive.

Join us in making a difference. When you shop at Goodwill and choose to round up, you're not just making a purchase—you're investing in brighter futures.

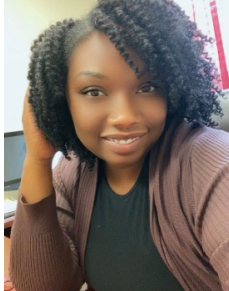


# Power of Work Awards

## GRADUATE OF THE YEAR AWARD

### Jassman Lewis

Jassman Lewis enrolled in the Bookkeeping Basics course with the goal of advancement to a bookkeeping position within her current company or to obtain employment in Bookkeeping.



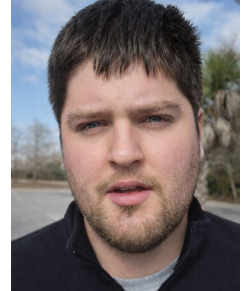
Jassman attended each class, stayed on track with all the tasks and assignments, and worked diligently toward her goal. Jassman completed the course in January 2025 and was hired as an Administrative Assistant/Bookkeeper in October 2025.

Having been overlooked due to lack of formal training, Jassman is most grateful for the training provided by Goodwill. Her plan is to continue in the program to obtain the title of Certified Professional Bookkeeper.

## ACHIEVER OF THE YEAR AWARD

### Mitchell Bazzle

Mitchell Bazzle began as a participant in the VocRehab program, learning the basics of job development, work-readiness training, and working as a team. He was hired by Gerhard Schlund



as an OJT Donation Attendant in March 2025. With support from not only Mr. Gerhard, but also his Employment Specialist Trina Hill, along with determination, dedication, and hard work, he was able to perform all his job duties independently and work as a team player. He was offered a position as a PT Donation Attendant by Gerhard. He has continued to work diligently and to push himself to be better each day.

## GIBB EMPLOYEE OF DISTINCTION AWARD

# Brianna Gray

Brianna is the "smile captain" of Port St. Joe and a true example of what it means to be an Employee of Distinction. She consistently puts the "class" in world-class customer service and is a pleasure to work with each day. Brianna has worked in every department, demonstrates a strong work ethic, and is always friendly, courteous, and ready to assist wherever needed. Her positive attitude and welcoming smile at the donor door creates an exceptional experience and keeps our donors coming back. Brianna's dedication, versatility, and commitment to excellence truly set her apart and make a lasting impact on our team and community.



## VOLUNTEER OF THE YEAR AWARD

# Delia McCoullough

Miss Delia McCoullough has dedicated the last 10 years to volunteering hundreds of hours at GIBB, where her careful work sorting and processing donated Legos has made a lasting impact.

With patience and attention to detail, she assembles specific character mini figure sets for resale, significantly increasing their value for the E-commerce department. Her commitment not only supports daily operations but also helps maximize revenue that directly furthers GIBB's mission of empowering individuals and strengthening the community. Through her consistent service and passion, Miss Delia exemplifies the true spirit of volunteerism.



## THE SPIRIT OF GOODWILL

# LaKeira Seay

LaKeira Seay is a mission-focused and dedicated leader whose passion for the CNA program shines through every aspect of her work. She has created countless opportunities for her students, meeting them where they are and helping them overcome personal barriers with unwavering commitment. Through her efforts, she has consistently made a way for other passionate individuals within the community to pursue meaningful careers. She has collaborated with organizations across the community to open doors and create opportunities beyond what many could imagine. By continually pouring back into the community, providing behind-the-scenes support, and helping others navigate multiple obstacles no matter how long it takes, LaKeira ensures lasting impact. Her love for what she does is evident, and she is intentional about inspiring those who follow her lead to carry that same passion forward into their own careers.



## MISSION PARTNER OF THE YEAR

# Leon County Sheriff's Office

Goodwill Industries - Big Bend is proud to partner with the Leon County Sheriff's Office (LCSO) to create life-changing opportunities for justice-involved individuals. This collaboration helps participants overcome barriers and prepare for meaningful careers.



Our newest program, Construction Essentials, will take this commitment even further. In partnership with LCSO, we will provide hands-on construction training classes inside the detention center—equipping participants with valuable skills and certifications that open doors to employment upon release.

Thank you to Sheriff McNeil and his staff for this incredible partnership that is helping build a brighter future for individuals and our community.

## THE LEARNING PAVILION AWARD

# Alexis Smith

Over the past three years at The Learning Pavilion, Alexis Smith has shown incredible personal and professional growth, becoming the kind of teacher families talk about long after their child leaves



her classroom. In fact, many families throughout the center specifically request Alexis based on the positive stories and glowing feedback they hear.

Alexis has a true gift for building meaningful relationships and creating a nurturing, joyful environment where children feel safe to explore, play and grow. She brings heart, intention, and a smart-play spirit into everything she does. Even while navigating challenges in her personal life, Alexis shows up each day with consistency, care, and an unwavering commitment to giving her students her very best. Her resilience, dedication, and genuine love for teaching make her an exceptional educator and truly deserving of The Learning Pavilion Award.

## GIBB SHINING STAR AWARD

# Yolanda Donley

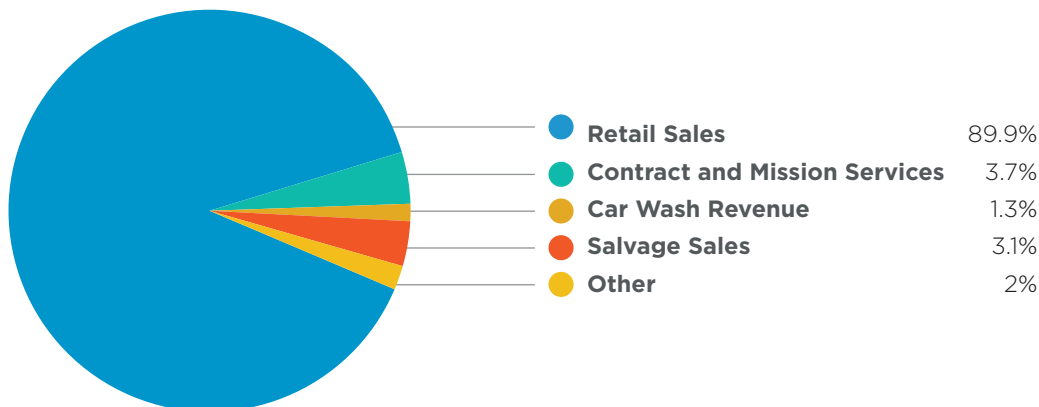
Yolanda Donley is the kind of team member every organization dreams of having: someone whose excellence is consistent, whose dedication is unwavering, and whose impact is



felt by everyone around her. Her work ethic is truly superb; she gets things done efficiently and accurately, with a positive spirit that elevates the entire team. Whether she is tackling daily responsibilities or taking on additional tasks, she does so with grace, enthusiasm and a genuine desire to serve. Above all, Yolanda's love for the Goodwill mission is inspiring. She never misses an opportunity to share our mission with others and to embody it in her actions, conversations, and leadership. Her passion reminds us all of the purpose behind our work and why it matters. She is not only an exceptional employee but a remarkable human being who makes our workplace and our mission stronger every single day.

# Financial Statements

For the Year Ended December 31, 2025  
(Unaudited Preliminary)

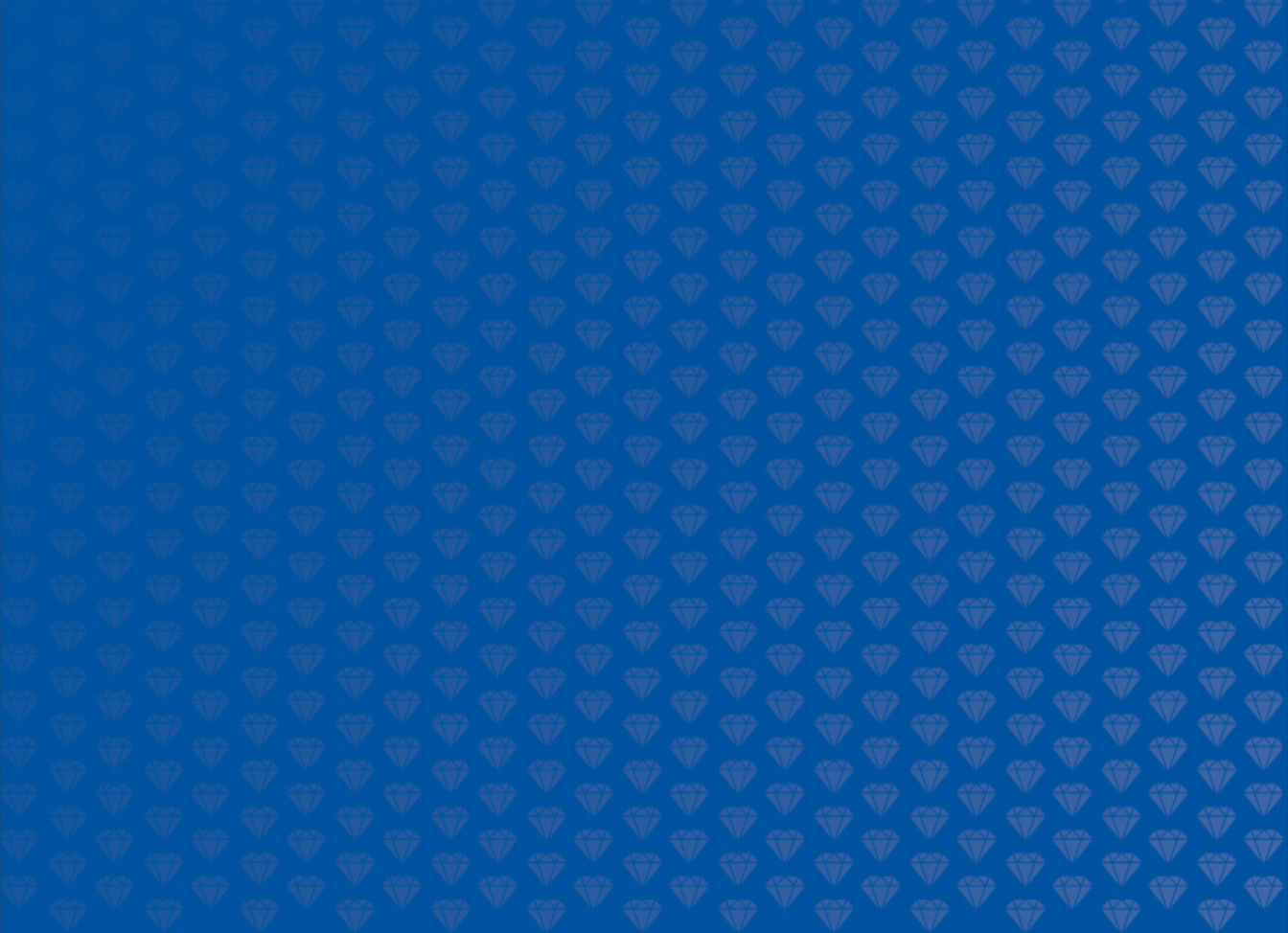


<b>REVENUE</b>	<b>TOTAL</b>
Retail Sales	\$41,173,579
Contract and Mission Services	\$1,674,189
Car Wash Revenue	\$600,677
Salvage Sales	\$1,433,660
Other	\$929,058
<b>TOTAL REVENUE</b>	<b>\$45,811,163</b>

<b>EXPENSES</b>	<b>TOTAL</b>
Program	\$38,478,438
General and Administrative	\$4,346,132
Fundraising	\$201,726
<b>TOTAL</b>	<b>\$43,026,296</b>

Increase/(Decrease) in Net Assets **2,784,867**





**Goodwill**   
Industries - Big Bend, Inc. 

[GoodwillBigBend.org](http://GoodwillBigBend.org)