



Champion a Great Cause!

Our Case for Support

**Champions
of Goodwill**
South Florida



Changing Lives Through the Power of Work

Our Mission

We empower people with disabilities and other barriers to employment through training, job opportunities, and placement services.



Points of *pride*

#1

Employer of People
with Disabilities and
Barriers to Work in Florida

18th

Largest Employer
in South Florida

3,000

Employees
and Trainees

5,800

People Served
Annually

95%

Of Expenses Go
Directly Towards
Funding Programs

91%

Employees and Trainees
Have Disabilities or
Barriers to Work

750,000

US Military Garments
and Interment Flags
Produced Annually

54MM

Pounds of Waste
Diverted from
Landfills Annually



The award-winning Spirit of Goodwill Band represents our mission and culture by providing opportunities and a sense of belonging.

Did you know...

91% of our **3,000**
employees and trainees have
disabilities or barriers to work?

Meet Walter Anderson.

At Goodwill South Florida, we believe that every individual has the potential to reach great heights. Despite his visual impairment, Walter completed our training program and secured employment in our manufacturing division. He has thrived in his role in our Ryder Apparel Manufacturing program for over 15 years, inspiring others to achieve their full potential.



Did you know...

we operate a unique **social
enterprise** through our Mission
Services and six businesses?

Mission Services

prepares individuals with disabilities and barriers to work for employment.

Goodwill Businesses

provide the direct employment opportunities.

Every year, our social enterprise generates upwards of **\$200 million** with **95 cents** of every dollar allocated towards mission-focused programs.



Mission Services

Mission Services, the multi-faceted vocational rehabilitation division, provides the participant training and job placement support that are foundational to our mission and the sustainability of the social enterprise model.

Adult Day Training



120
Participants

Business Services Center



400
Participants

Career & Skills Center



5,000
Participants

STEP Forward



100
Participants

Training, Learning, and Development Center



4,500
Participants

Vocational Rehabilitation



1,000
Participants

Goodwill South Florida owns and operates six businesses to directly employ the participants with disabilities and barriers to work who are served through our vocational rehabilitation division.

Stores & Donated Goods



Apparel Manufacturing



Custodial Services



Healthcare Laundry Services



Third-Party Logistics (3PL)



e-Commerce



Did you know...

410,000

working-age adults in South Florida have a disability that impedes their ability to find work?

Changing Lives Through the Power of Work

At Goodwill South Florida, we provide essential job training, supported employment, skilled workforce placement, and life-supporting benefits and services for people with disabilities and barriers to work.

Through your philanthropic support, we will deliver our transformative services to more participants and grow our skilled workforce to meet community needs.

Together, we can offer a pathway to dignity, opportunity, and belonging.

Join Us.
www.GoodwillGiving.org



Featured Investments

Conveyance & Mechanized Pocket Setting Equipment



Goodwill Department:
Businesses

Project Cost: \$2,000,000

Project Impact:
Enhance operational efficiency and increase market competitiveness to sustain disabled workforce of 700 and create 100 new jobs.

Adult Day Training (ADT) Programs



Goodwill Department:
Mission Services

Project Cost: \$1,500,000

Project Impact:
Redesign two ADT locations for expanded programming space and simulated "town halls" to train 1,500 participants.

Opportunity Center Programs



Goodwill Department:
Mission Services

Project Cost: \$1,000,000

Project Impact:
Create two Opportunity Centers co-located at stores in Miami-Dade and Broward to help over 25,000 participants find jobs.

Mission Services Program Investments

Investment in these priorities will scale Mission Services' program delivery while providing an enhanced level of support to a greater number of participants.

Adult Day Training

\$1,500,000

Opportunity Centers

\$1,000,000

Opportunity Accelerator

\$600,000

STEP Forward Program

\$600,000

Spirit of Goodwill Band

\$300,000

Career & Skills Center

\$200,000

Workforce Construction Lab

\$150,000

Workforce Retail Lab

\$150,000

Workforce Hospitality Lab

\$150,000

Workforce Healthcare Lab

\$150,000

Work Services

\$150,000

Operation Flag

\$100,000

Goodwill U

\$100,000

Culinary Training

\$100,000

Investment in these priorities will strengthen our businesses ability to create more jobs, fortify operational efficiencies, and open up new contract possibilities with higher margins.

Conveyance & Mechanized Pocket Setting Equipment

\$2,000,000

Retail Operations POS System

\$2,000,000

Healthcare Laundry Sanitization Equipment

\$1,500,000

Textile Grading and Sorting Equipment

\$1,000,000

Launch of New Landscaping Company

\$200,000

Vertical Book Storage Carousel Conveyor System

\$160,000

Apparel Manufacturing Workstations

\$160,000

Dockzilla for Parking Garage

\$100,000

Centralized Book Automated Sorting Equipment

\$100,000

Career Kiosks

\$100,000

Mattress Recycling Sanitizing Equipment

\$100,000

Cafeteria Expansion for Employees

\$100,000

Industrial Spice Packaging Equipment

\$100,000

Naming Opportunities

Investment in these priorities will leave a lasting legacy at Goodwill South Florida and power our mission to provide opportunities for people with disabilities and barriers to work.

Miami Headquarters & Campus
TBD

Parking Garage
\$1,500,000

Broward Campus
\$1,000,000

Liberty City Campus
\$500,000

Sensory Garden
\$200,000

Employee Food Hall
\$200,000

Executive Administrative Wing
\$200,000

Main Entryway
\$200,000

Health & Wellness Center
\$200,000

Recycling & Sustainability Center
\$200,000

US Flag Production Center
\$200,000

Commercial Health Care Laundering Facility
\$200,000

Miami Gardens Campus
\$200,000

Welcome Lobby
\$100,000

Third-Party Logistics (3PL) and e-Commerce
\$100,000

Legacy Complex
\$100,000

Warehouse
\$100,000

Goodwill South Florida Leadership



David Landsberg
President & CEO



Julie Greiner
Chair, Board of Directors

David Landsberg oversees a \$200 million operation with more than 3,000 employees and trainees, the largest employer of people with disabilities and other barriers to work in Florida. He joined the organization in 2014.

Under his leadership, Goodwill has consistently allocated 95% of its social enterprise revenues towards mission-critical services for more than 5,800 people each year.

Landsberg brings extensive business experience, having spent 30 years in the newspaper industry.

"This is unlike any non-profit you have ever seen. The level and scale of Goodwill's social enterprise are much bigger than our community realizes. We need to grow and provide even greater impact."

- Julie Greiner

Julie Greiner serves as Chair for Goodwill South Florida's Board of Directors. She joined Goodwill's Board in 2016 and rose to the rank of Chair in 2023. Greiner's impressive professional career in the retail sector spanned 40 years. She retired from Macy's Inc. in 2015 after holding key leadership positions, including EVP of Stores, Bloomingdales, Chairman and CEO of Macy's Florida, and Chief Merchandise Planning Officer of Macy's Inc.



2024 Campaign Cabinet



Antonio L. Argiz
South Florida Managing Partner
BDO USA, LLP.



Roberto Blandon, Sr.
SVP for Corporate Banking
City National Bank



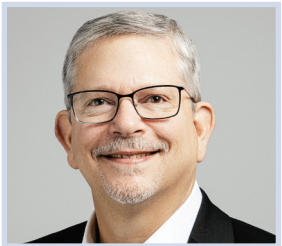
Tico Casamayor
President
AC Graphics



Julie Greiner
Chair, Board of Directors
Goodwill South Florida



Sara Barli Herald
Partner
Bilzin Sumberg



David Landsberg
President & CEO
Goodwill South Florida



Rosary Plano Falero
Senior Wealth Management Banker
Wells Fargo Private Bank



Robert E. Sanchez
Chairman & CEO
Ryder System, Inc.



Barbara Shrut
Board of Directors
Goodwill South Florida



Troy Templeton
Managing Partner
Trivest

Board of Directors

Julie Greiner, Chair
David Landsberg, President & CEO
Jayne Harris Abess, Chair-Emeritus
Peter L. Bermont
Ruth V. Brophy
Michael L. Burnstine
Avery A. Dial
Michael P. Elkin, CPA

Tomas P. Erban
Sophia Galvin
Heather Gatley
Danet Linares
Kimrey Newlin
Naomi Nixon
George L. Pita
Rosary Plana Falero

Nancy Pobiones Gonzalez
Irma Reboso Solares, Esq.
Charles M. Rosenberg, Esq.
Allison P. Shipley
Barbara L. Shrut
Edward Manno Shumsky
Luis Suarez

Our History



Founded in Boston by Rev. Edgar J. Helms, Goodwill International's philosophy of giving "a hand-up, not a hand-out" was born.

Partnered with the State of Florida Division of Vocational Rehabilitation Services to provide evaluation, training, and rehabilitation and placement services.

1902

1959

1963

1965



City National Bank's Leonard L. Abess and Roy A. Perry, along with James A. Ryder, launched Goodwill South Florida. John S. and James L. Knight provided their first downtown headquarters.

Launched the Adult Day Training program to provide services to individuals with developmental disabilities through a partnership with the State of Florida Developmental Disability Services.



Received our first CARF certification (Commission on Accreditation of Rehabilitation Facilities). Since then, Goodwill has been able to maintain a three-year accreditation status from CARF.

Created the Apparel Manufacturing Division, becoming the first nonprofit in America to manufacture technically complex garments while employing people with disabilities.

1968

1982

1994

2024

Formed a Service Contract Division to employ people with disabilities in well-paid jobs, helping hundreds of individuals with disabilities secure employment.

Celebrated 65 years of transforming lives in South Florida.





You can help us make a difference. Join us.

www.GoodwillGiving.org

Goodwill South Florida | 2121 NW 21 St., Miami, FL 33142