



**Goodwill**  
*of*  
**COLORADO**

## 2024 Fast Facts

- Goodwill of Colorado helped change the lives of **143,061 Coloradans** through our local community programs.
- **5,262 volunteers** invested **106,407 hours** to help further our mission in local communities.
- We employed **3,300 Coloradans** statewide.
- **65%** of Goodwill of Colorado's social enterprise team members have a barrier to employment.
- **43,250 individuals** received free job training and coaching to help them begin a new career.
- We kept **471 tons** of computers, printers, cell phones and other electronics out of Colorado landfills through our Dell Reconnect program.
- **63 of 64 counties** in Colorado served.
- **9,000 Coloradans** impacted by economic challenges and disasters received clothing and merchandise vouchers.
- Our shoppers made **5,920,986 purchases** in our stores and outlets. Your support makes our mission possible!
- Goodwill of Colorado diverted more than **190,000,000 pounds** of donated items from local landfills.
- Impact on Colorado's economic vitality from Goodwill of Colorado job placements, employee earnings and investments in our infrastructure: **\$290,992,700**
- We placed **1,689 Coloradans** with obstacles to employment, like justice involvement or a disability, in new jobs.



# Goodwill is more than a store in your local community.



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C O L O R A D O

With your help, Goodwill of Colorado's mission extends out into our community to our neighborhoods, to businesses, to other non-profits and most importantly, to individuals and families.

To our goods donors who load up your cars and bring us your items—you are the engine that enables us to help transform lives. Your goods donations employ people at your local Goodwill who face significant barriers to hiring, and provide the revenue we generate to help change our neighbors' lives. Two of these individuals are Chris R., and Lorena T., who completed our LIFT IT Training program and were able to transition into new IT and cybersecurity careers they love. Watch their stories [here](#).

To our shoppers who come looking for those thrift finds, your purchases generate the revenue for us to provide programs to help Coloradans and to employ your neighbors. Eric is a military vet who was trying to create a stable life for his children while experiencing being unhoused. Eric completed our free BankWork\$ program and is now a universal banker. His employer is training him for roles with greater responsibility and higher pay. Watch his story [here](#).

*Behind every name is a story. And behind every story, a community that does not give up—on people or their potential.*

Watch Lo's story here.



Watch Eric's story here.



Follow and engage with our community.  
**@GoodwillColorado**



Learn more about  
Goodwill of Colorado here.