



Goodwill
Ohio Valley

STRATEGIC OVERVIEW

**Find the
value in things;
build worth
in people.**

Progress starts with people.

At Ohio Valley Goodwill, we see every day what's possible when people are given the opportunity to move forward.

Progress does not happen alone. It is made possible by a community of donors, shoppers, partners, employees, and supporters who believe every person deserves the chance to build stability, independence, and a better next step.

In 2025, that support helped us continue investing across our region — strengthening access to jobs, housing, and life-changing services for the people we serve.

But beyond the numbers, this work is about something deeper. It is about a parent finding a path to employment. A veteran moving into stable housing. A young person gaining confidence and direction. These are the moments that define our mission.

To everyone who makes this work possible — thank you.

Together, we are creating opportunity that reaches far beyond any single moment.

Mark Hiemstra
President & CEO
Ohio Valley Goodwill



Built to create opportunity.

We exist to eliminate barriers, empower individuals, and elevate human potential.

Every donation, purchase, and partnership helps fuel our nonprofit social enterprise designed to reinvest in people, programs, and long-term community impact.

85¢ of every dollar spent with Goodwill is reinvested in community needs.*

\$230M Committed through 2030 to invest across our region.

13 Counties served with programs, services, and support that help people move forward.

*Program expense ratio from our FY24 financial audit.

A promise to our people.

Who we serve.

Participants

Pathways to employment, independence, and inclusion

Our Team

Opportunity, growth, and purpose-driven work

Funders & Donors

Clear impact and meaningful connection

Customers

Affordable, sustainable, value-driven shopping

Business Partners

Workforce solutions and community alignment

Each plays a role.

Together, they create something bigger than any one part.



How your support turns into opportunity.

Every donation, purchase, and partnership fuels a model designed to create real impact—for people, for our community, and for the environment.

It starts with one simple action. When someone donates a bag of clothing or shops in our stores, it sets something bigger in motion.

That single act helps fund job training, housing support, and life-changing services for people across our region. Because behind every service is a person working toward something more stable, more independent, and more possible.



SOCIAL IMPACT Supporting people

From workforce development to housing and disability services, we provide wraparound support—meeting people where they are and helping them move forward.

A donated jacket becomes someone's **first interview outfit**. A **job** leads to **stability**. Stability opens the door to something more.

At the same time, that same donation **stays in use**—put back into the hands of **someone who needs it**. What begins as a simple act doesn't stay small.

It moves—through people, through programs, through our community—**creating opportunity** long after the moment has passed.

ECONOMIC IMPACT Funding opportunity

Revenue from our retail and business services stays in the community—funding job training, career support, and programs that help people build stability and independence.

ENVIRONMENTAL IMPACT Extending the life of goods

Each year, more than 43 million pounds of donated items are kept out of landfills—giving goods a longer life while supporting our mission.

Creating ripples of change.

As we look ahead, our focus is clear: expand opportunities, strengthen our nonprofit social enterprise model, and deepen our impact across the region.

Serve more people

Expand across the region and grow programs and services

Ensure financial stability

Grow revenue through retail, e-commerce, partnerships, and sustainability

Be an employer of choice

Invest in our people through learning and development opportunities, employee wellness programs and wraparound support services

Invest in infrastructure

Modernize technology, spaces, and processes

These priorities guide how we grow—and how we continue to deliver on our mission.



OUR MODEL

Built around people, not programs.

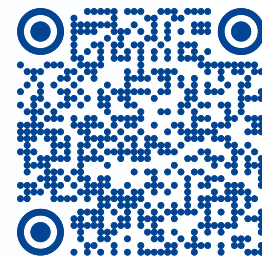
Most people don't need just one service—they need connection across many.

That's why our model is designed to bring together jobs, housing, and life services in more coordinated and responsive ways.

When our teams work across mission areas, support becomes more connected, more responsive, and more human. From career navigation and job training to housing and family support, we help individuals move forward with the resources they need—at the right time.

This is how we move from services to real outcomes.

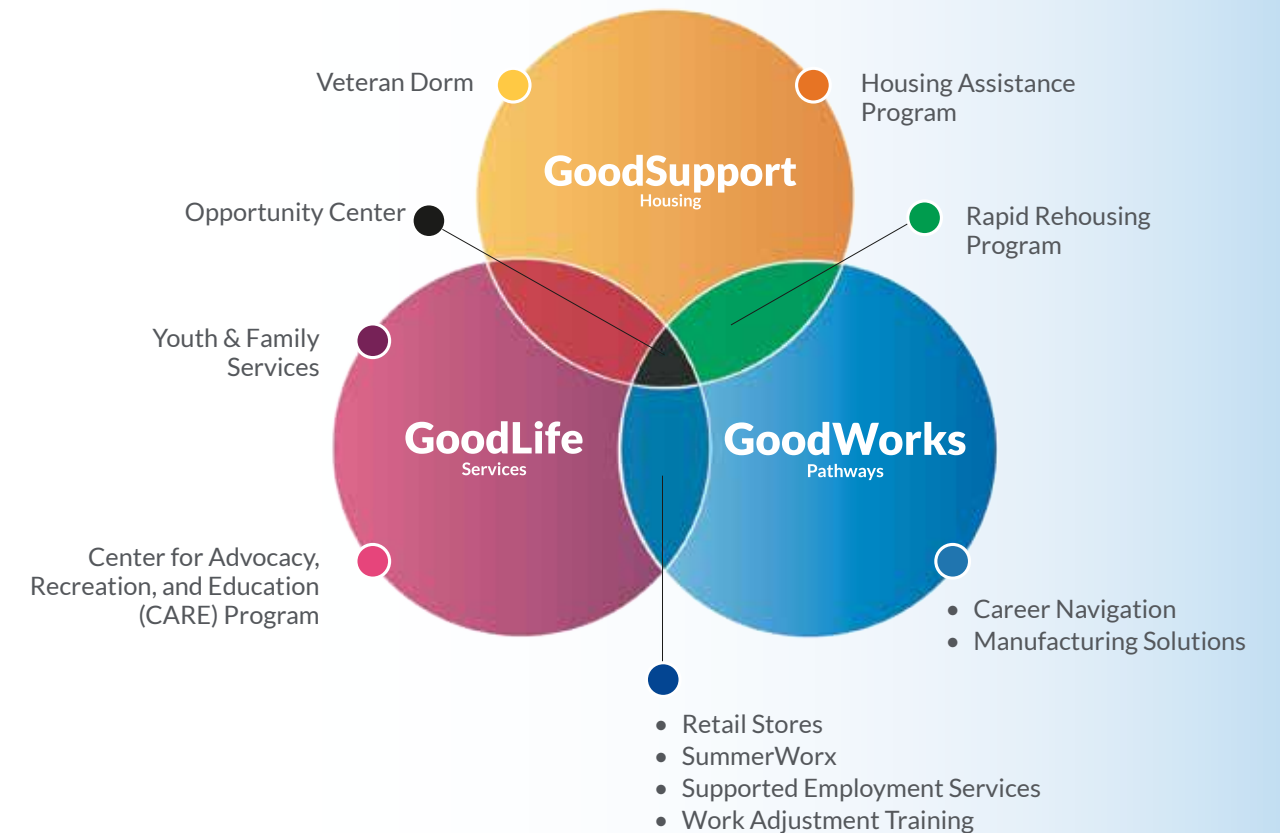
Scan to Watch
Eddie's story



OUR MODEL

GoodCommunities

Impact + Investment Services



BY THE NUMBERS

Powered by people.

Where people meet purpose.

These 2025 measures reflect the impact of a model designed to grow—reaching more people, more communities, and more opportunities.

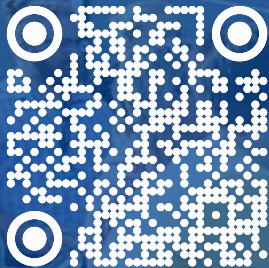
540
Job Placements
across our region

2,800
New People
in our programs

43M lbs.
Diverted
from the landfill

4,700
People Served
through our services

112
Keys Handed Over
to stable housing



Scan to Watch
Our Story

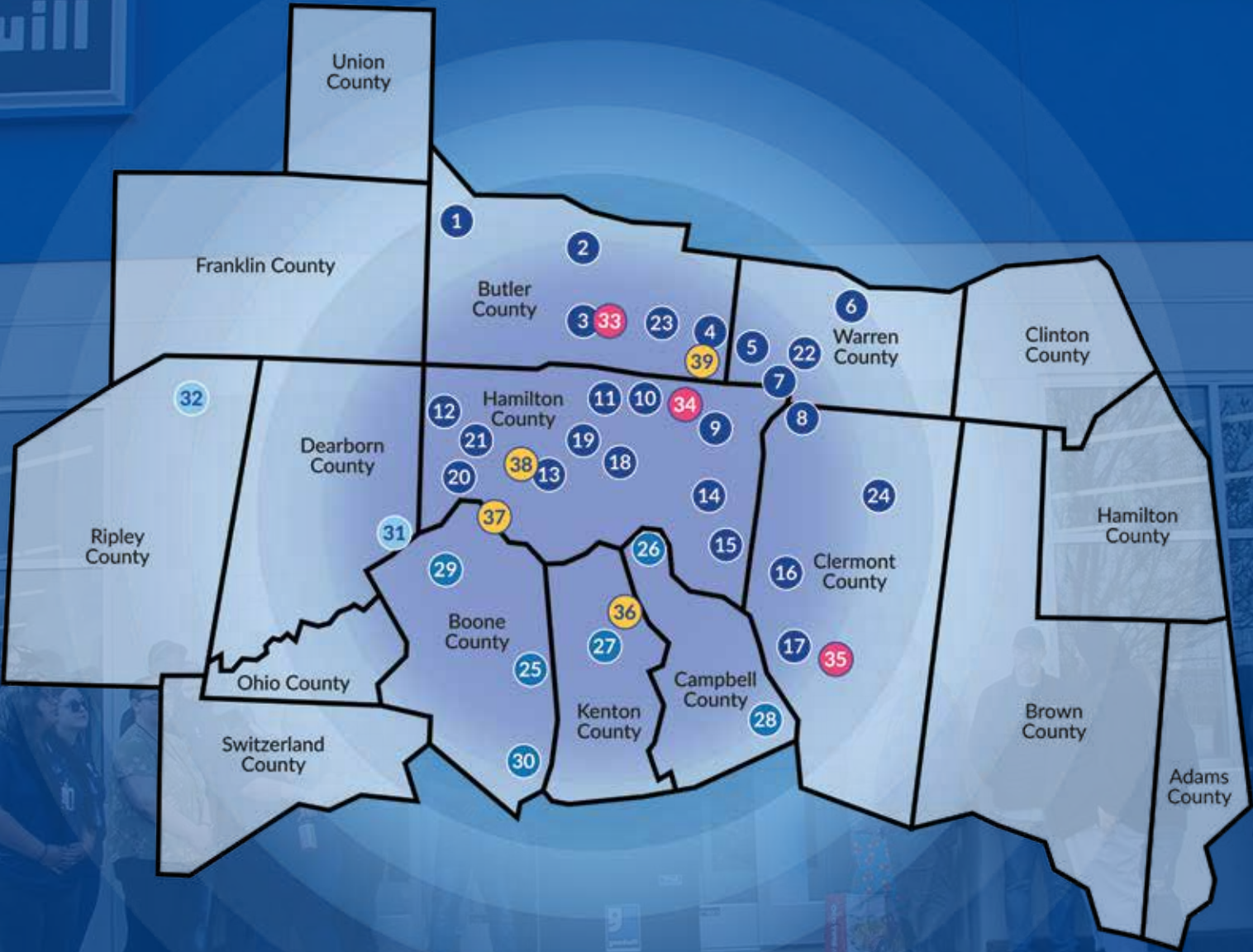
When we invest in our people, they're able to better serve others—and that impact carries forward.

Goodwill

Progress in motion.

Regional commitment.

Each store, donation center, and Opportunity Center helps Ohio Valley Goodwill create jobs, deliver support, and reinvest in the communities we serve.



○ Ohio

1. Oxford
2. Hamilton
3. Fairfield Crossing
4. West Chester
5. Mason
6. Lebanon
7. Deerfield Township
8. Loveland
9. Montgomery
10. Tri-County
11. Goodwill Outlet
12. Harrison
13. Cheviot
14. Oakley
15. Mt. Washington
16. Beechmont

DONATION CENTERS

17. Amelia
18. Blue Ash
19. Colerain
20. Cleves
21. Finneytown
22. Landen
23. Liberty
24. Milford

○ Kentucky

25. Florence
26. Bellevue
27. Independence*

DONATION CENTERS

28. Cold Springs
29. Hebron
30. Union

○ Indiana

31. Lawrenceburg
32. Batesville

● Opportunity Centers

33. Fairfield
34. Tri-County
35. Batavia

● Coming Soon

36. Latonia, KY (2027)
37. Delhi, OH (2026)
38. Colerain, OH (2026)
39. Princeton Rd., OH(2026)

* New Location Coming 2027

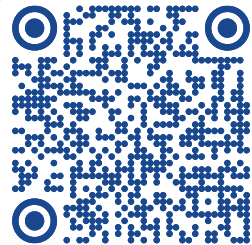


It starts with one act of Good.

No act stands alone.

Every donation, purchase, and partnership becomes part of something larger—a community where more people have the opportunity to move forward.

Scan for a List



of our generous donors.

Your One
Act of Good.
You give.
You shop.

*And together, we set
something bigger
in motion.*

Economic Impact



Social Impact



Environmental Impact





Goodwill

Ohio Valley

STRATEGIC OVERVIEW

Thank you for being part of our story.

Your generosity moves far beyond the moment of giving. Through every donation, purchase, and partnership, you help create lasting opportunity—strengthening individuals, families, and our community for the future. Because of you, more people have the support they need to move forward.

To learn more about philanthropic opportunities,
give@cincigoodwill.org



cincinnati.goodwill.org | 513.771.4800
10600 Springfield Pike Cincinnati, Ohio 45215

What powers the work and where it reaches.

TRANSFORMATION IN MOTION

A few markers of progress from this year's work.

540

Job Placements
across our region

2,800

New People
in our programs

112

Keys Handed Over
to stable housing

4,700

People Served
through our services

43M lbs.

Diverted
from the landfill

A Regional Footprint Built to Serve

Across Ohio, Kentucky, and Indiana, our locations help extend access to donation, shopping, support, and opportunity.

● Ohio

- 1 Oxford
- 2 Hamilton
- 3 Fairfield Crossing
- 4 West Chester
- 5 Mason
- 6 Lebanon
- 7 Deerfield Township
- 8 Loveland
- 9 Montgomery
- 10 Tri-County
- 11 Goodwill Outlet
- 12 Harrison
- 13 Cheviot
- 14 Oakley
- 15 Mt. Washington
- 16 Beechmont

DONATION CENTERS

- 17 Amelia
- 18 Blue Ash
- 19 Colerain
- 20 Cleves
- 21 Finneytown
- 22 Landen
- 23 Liberty
- 24 Milford

● Kentucky

- 25 Florence
- 26 Bellevue
- 27 Independence

DONATION CENTERS

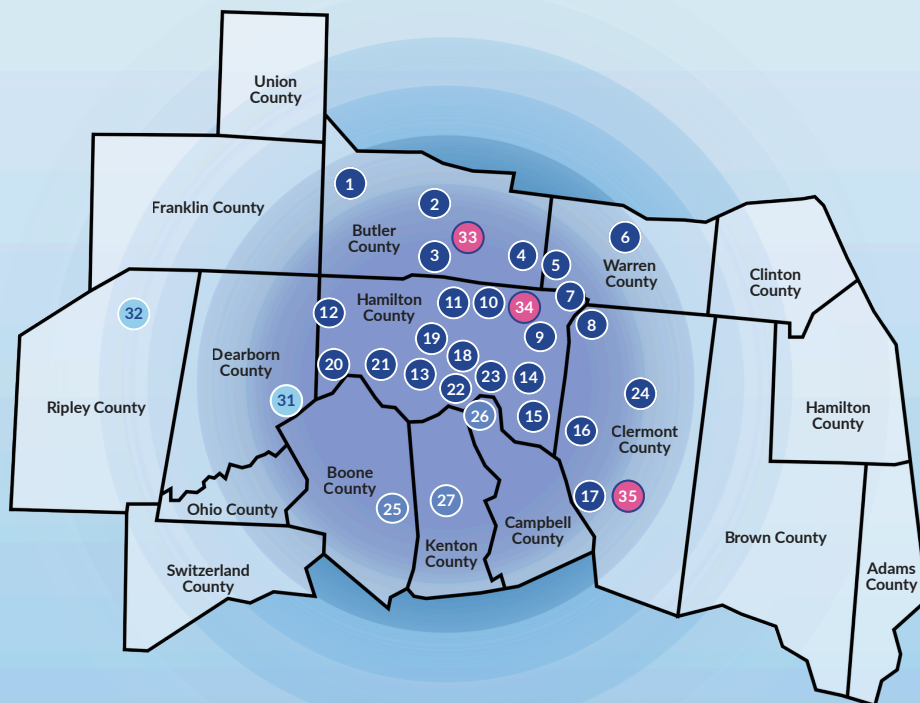
- 28 Cold Springs
- 29 Hebron
- 30 Union

● Indiana

- 31 Lawrenceburg
- 32 Batesville

● Opportunity Centers

- 33 Fairfield
- 34 Tri-County
- 35 Batavia



Leadership in service of the mission.



Goodwill
Ohio Valley

Behind every partnership, program, and investment is a leadership team helping keep Ohio Valley Goodwill responsive, resilient, and rooted in community.

Executive Leadership



Gladys Ahovi
VP, GoodCommunities



Dawn Corley
VP Retail



Jeff Eastham
VP, Operations



Mark Hiemstra
President & CEO Ohio Valley Goodwill Industries



Sherwood MacVeigh
VP, Marketing



Kelly Schoembs
VP, Employee Experience

Board of Directors

Kendra Bach
Board Chairperson

Bill Courtney
Past Board Chairperson

Jim Donnellon

Shannon Kuhl

Keith Cheesman
Vice-Chairperson & Treasurer

Kathy Lamping-Arar

Robert Goldschmidt

Kim Mauer

Jennifer Smith
Secretary

Patti Broshar

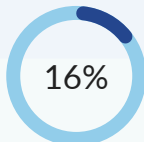
Zach Horn

Shane Satterfield

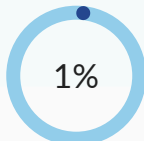
Zak Kempton

REVENUE SOURCES

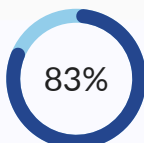
Government /
Public Funding
\$8,174,032



Private
Funding
\$639,657

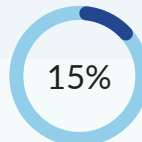


Social
Enterprise
\$41,612,086

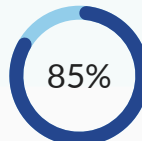


Unaudited

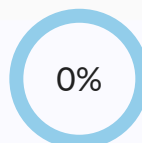
MISSION INVESTMENT



Sustaining the Mission
via Administration
\$6,737,533



Powering the Mission
via Services
\$38,866,084



Amplifying the Mission
via Fundraising
\$100,708