

Goodwill

Industries of Ventura and
Santa Barbara Counties

Changing Lives Through the Power of Work

**Annual
Report**

2025



CEO Message



Peter Marcus President & CEO

Dear Friends,

When you think of Goodwill Industries of Ventura and Santa Barbara Counties, what comes to mind? For us, it's transformation, opportunity, and impact.

We witnessed firsthand the power of work changing lives throughout 2025. Every day, individuals walked through our doors looking for hope, support, and a path forward. And every day, thanks to our dedicated team, donors, and partners, we provided them with the tools to take that next step.

Our region continues to grow and evolve, bringing both new opportunities and new challenges. Many of our neighbors face barriers to employment, financial stability, and education. Some are rebuilding after hardship, while others are seeking their first chance to build a career. Through our workforce development programs, job training, and mission-driven retail operations, we have stood alongside them empowering, equipping, and elevating those ready to move forward.

This annual report shares the numbers, but behind every statistic is a person. It is a life changed, a family strengthened, and a future reimagined. In 2025, we served countless individuals seeking opportunity through our direct service programs, and the demand continues to grow. As we look to 2026, we are doubling down on innovation, collaboration, and sustainability to expand our reach and deepen our impact.

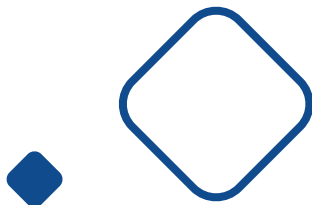
We are not only fulfilling on our mission here at Goodwill Industries of Ventura and Santa Barbara Counties, we are creating a movement. A movement that says everyone deserves a chance. A movement that thrives because of people like you. Whether you shopped, donated, volunteered, or partnered with us this year, you played a role in building a stronger, more resilient community.

Thank you for being part of this mission. Together, we are shaping a future where every individual has the opportunity to reach their full potential.

About Us

Goodwill Industries of Ventura and Santa Barbara Counties is a local 501(c)(3) non-profit organization. We provide vocational training and job placement services to people in our community who face barriers to employment such as youth, justice-involved, and those with disabilities.

Our Mission Services are funded by Goodwill retail operations, grants, donations, and contracts which ensures all of our programs are available at no cost to qualifying individuals.



Our Mission

Our mission is to provide vocational and educational opportunities that eliminate barriers to employment, strengthen communities, and help people in need reach their full potential through the power of work.

Our Vision

We envision a world where people have the opportunity to reach their highest potential. We believe that every individual has value and by recognizing that value, we can help



them find their place in the community. In order to make this belief a reality, we have positioned ourselves as the premier provider of workforce services.

Our Values

We believe in the inherent value of work; work has greater value than charity. We believe that every individual has the right to be treated with dignity and respect. We value an environment that encourages the people we serve to reach their highest potential. We value social, financial, and environmental stewardship.



Governance

Spreading word throughout the community about our organization helps it grow and flourish. Our all-volunteer Board of Directors are our ambassadors who advocate for Goodwill’s mission.

2024 Board of Directors

Executive Board

**Peter Marcus,
President & CEO**
Goodwill Industries VSB

**Jonathan Fox,
Vice Chair**
86 Costs

**Mark Spellman, RMM
Secretary**
Lazer Media

**Manny De La Huerta,
Board Chair**
Smart & Final

**Sharon Roberts,
Treasurer**
Soares, Sandall, Bernacchi and Petrovich LLP

Board Members

Indy Batra
MJP Technologies, Inc.

Cynthia Herrera
Ventura County
Community College District

Paul Farry
CBRE

Ricardo Vazquez
Retired Oxnard PD

Israel Santiago
Edward Jones

Andrew Peralta
Data Engineer

David Mead
Prospera Law, LLP

Steven Buenger
Buenger Commercial Real Estate, Inc.

Jim Olaiz Jr.
My CFO Now

CARF Accreditation

In April 2021, Goodwill Industries of Ventura and Santa Barbara Counties was once again accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) for a period of three years for the following programs:

- Community Employment Service: Employment Supports
- Community Employment Services: Job Development
- Employments Skills Training Services (Governance Standards Applied)

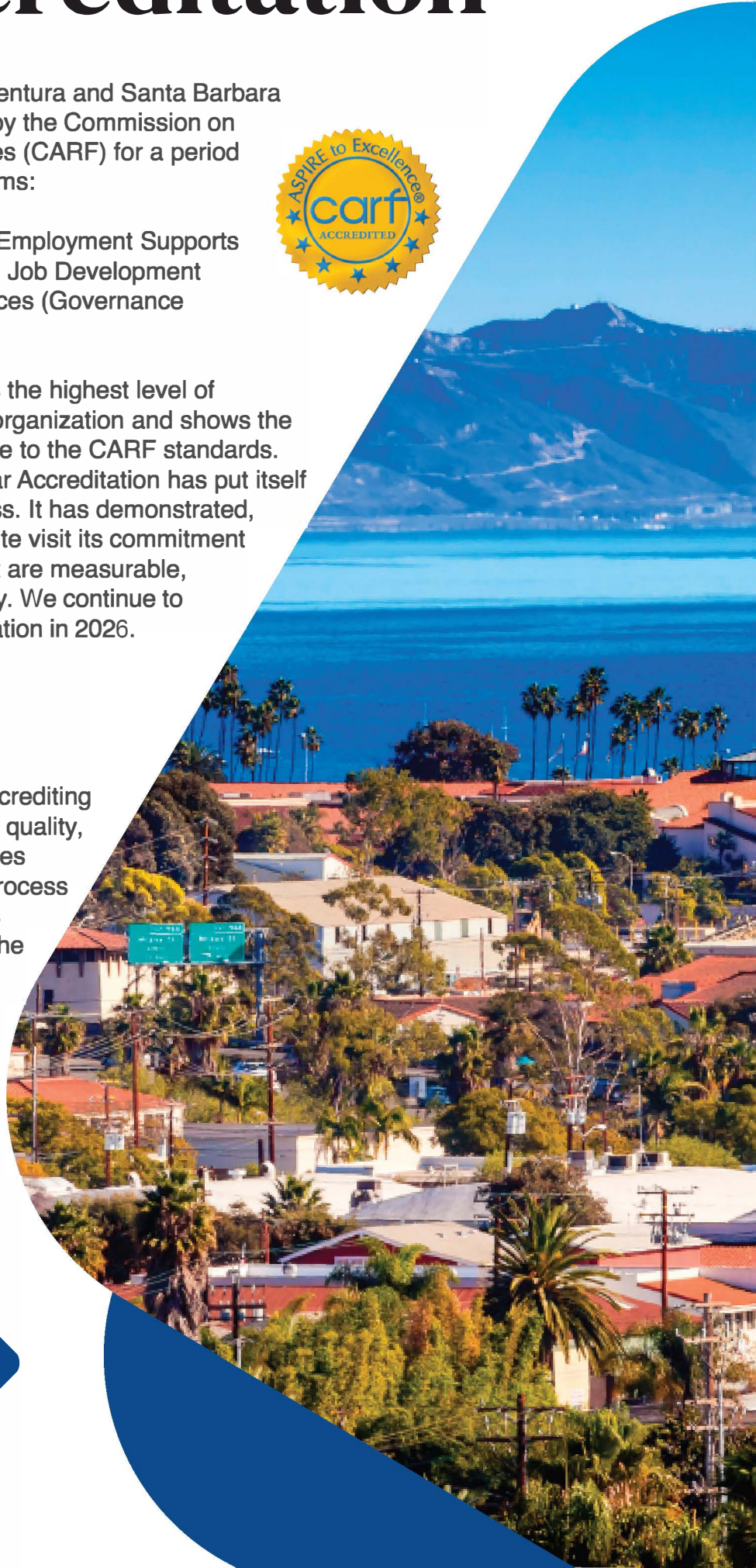
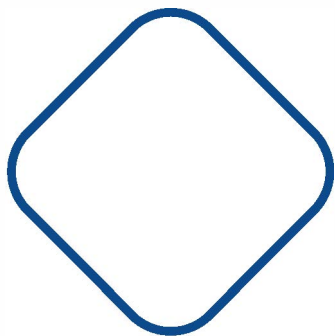


This accreditation decision represents the highest level of accreditation that can be given to an organization and shows the organization's substantial conformance to the CARF standards. An organization receiving a Three-year Accreditation has put itself through a rigorous peer review process. It has demonstrated, to a team of surveyors during an on-site visit its commitment to offering programs and services that are measurable, accountable, and of the highest quality. We continue to maintain the standards for re-accreditation in 2026.

About CARF

CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process and continuous improvement services that center on enhancing the lives of the persons served.

For more information about the accreditation process, please visit the CARF website at www.carf.org.



Community Impact 2024

8

Mission Services Offices

18

Mission Services Programs

0

New Mission Programs

1062

**Employment or Work
Experience Placements**

485

**Youth Places Into
Employment Ages 16-24**

986

Credentials Completed

1702

**Mission Services
Program Enrollments**

Mission Programs

2nd Chance Re-Entry

Ventura County

Provides formerly justice-involved individuals employment services.

Breaking Barriers

Santa Barbara County

Employment Services for disconnected youth between the ages of 16-24.

CalFresh Employment and Training

Ventura County

Training and employment services for justice-involved individuals.

Department of Rehabilitation (DOR) Adult Employment

Ventura & Santa Barbara Counties

Serves adults with disabilities employment services and training.

DOR Adult Paid Work Experience

Ventura & Santa Barbara Counties

Provides adults with disabilities paid work experience.

DOR Student Paid Work Experience

Ventura & Santa Barbara Counties

Offers students, 16-21 years old with disabilities, paid work experience.

Expanded Subsidized Employment

Ventura County

Allows for subsidized job placement service to CalWORKS recipients and wage reimbursement to local employers.

Occupational Skills Training

Ventura & Santa Barbara Counties

Trainings tailored to the participants needs with the ultimate goal of employment.

Pathway Home 2 (PH2)

Santa Barbara County

Employment services for currently incarcerated persons.

Prison 2 Employment 2.0 (P2E)

Santa Barbara County

Offers employment services to formerly justice-involved individuals.

Santa Barbara Probation Contract

Santa Barbara County

Employment services for formerly justice-involved persons employment services.

HRCC Resilient Workforce Fund

Ventura County

Provides county residents a pathway to multi-craft pre-apprenticeship training.

Student Training and Employment Program for Students

Santa Barbara County

Summer career based program for youth between the ages 16-21 years old.

Student Training and Employment Program for Students

Ventura County

Summer career based program for youth between the ages 16-21 years old.

Ventura County NextGen

Ventura County

Employment services for youth between the ages 14-24.

Youth Career Services

Santa Barbara County

Gives youth between the ages 14-24 employment services.

The Highlights



Ventura Mission Office Opens

In Q1 2024, Goodwill Mission Services has opened a new office inside the Ventura store on Thompson, providing clients with easier access to job training, employment support, and other essential Goodwill services.

2025 Tattoo Removal Program Annual Report



52%

Growth in scheduling



73%

Increase in treatments



170

New Clients served



The Tattoo Removal Program provides free laser tattoo removal services, supports individuals facing barriers to employment, seeking safety or a fresh start. In 2025, the program experienced significant growth, expanding access to services and strengthening its impact across the community. The clinic delivered 740 treatments to 288 clients and clinic frequency increased by 20%. In October, the program reached a major milestone of 1,000 total treatments, reflecting continued progress and improved operational efficiency.

The implementation of a HIPAA-compliant digital system streamlined scheduling, progress notes, and data tracking, enhancing the client experience while positioning the program for long-term sustainability.

This growth was supported by the expansion of the volunteer program, with 46 new volunteers, and strategic partnerships with educational institutions and community organizations.

The program's impact was recognized through its feature at the County of Ventura Board meeting "Moment of Inspiration," along with the successful Grand Opening and Ribbon Cutting Ceremony, increasing community awareness and support.



Goodwill C.A.R.E.S. Ventura County



Launched in Q1 2024, Goodwill C.A.R.E.S. is a support program created for our retail employees, providing assistance during times of personal hardship or unexpected life challenges. The program connects team members with critical resources to help them navigate difficult circumstances. This initiative reflects Goodwill's ongoing commitment to employee well-being, ensuring that those who dedicate their time to serving others can also receive support when they need it most.

As part of the Goodwill C.A.R.E.S. program, we launched "Fill a Fridge" in Q3 2024 to further support our retail employees. This initiative ensures that team members have access to frozen meals when they need it most. Each fridge is stocked with a variety of frozen food items, offering a simple yet impactful way to help employees facing food insecurity.

UNITY SHOPPE[®]

— DIGNITY. RESPECT. CHOICE. —

For the past two years, Goodwill Mission Services has proudly partnered with Unity Shoppe, beginning with the launch of a worksite collaboration through their Job Smart Program. This initial partnership created meaningful opportunities for youth in our programs to gain hands-on retail and customer service experience. At Unity Shoppe, our participants also supported community members who shop with dignity and respect, strengthening their sense of purpose and connection. In 2024, the partnership grew with the opening of Unity Shoppe's extension inside Goodwill Mission Services in Lompoc. This expansion now provides essential resources such as food and household items to residents across Northern Santa Barbara County. Together, Goodwill Mission Services and Unity Shoppe continue to empower youth by offering real-world skill development in a supportive environment while also being able to support our community members in North County. Through this shared mission, Unity Shoppe and Goodwill Mission Services are deepening their impact and expanding vital services throughout the communities we serve.

Unity Shoppe provided about 900 families with food assistance through the Lompoc partnership with Goodwill.

Donation Cycle



2025 Environmental Impact

Goodwill Industries of Ventura and Santa Barbara Counties ...

- Received approximately 29,984,735 pounds of donated material
- Collected 315,828 pounds of e-waste
- Received donations from 545,177 donors
- Processed 1,739,657 transactions



... and recycled

- 1,898,900 pounds of books
- 6,821,831 pounds of textiles
- 572,725 pounds of shoes + accessories
- 1,335,788 pounds of other material

Goodwill Fact

Each year, we proudly help protect and preserve our natural resources by diverting millions of pounds of unwanted and unneeded goods that would otherwise end up in a landfill.



Mission Services Locations



Oxnard

Ventura County

1451 N. Rice Ave.
Oxnard, CA 93030
(805) 981-0130



Simi Valley

Ventura County

540 E. Los Angeles Ave.
Ste. B
Simi Valley, CA 93065
(805) 424-1401



Ventura

Ventura County

2710 E. Thompson Blvd
Ventura, CA 93003
(805) 650-9339



Mobile Van

Ventura & Santa Barbara
Counties

Various Locations
(805) 981-0130



Santa Maria

Santa Barbara County

204 E. Enos Drive
Ste A
Santa Maria, CA 93454
(805) 928-5282



Santa Barbara

Santa Barbara County

302 W. Carillo Street
Santa Barbara, CA 93101
(805) 845-3926



Lompoc

Santa Barbara Counties

1009 N. H Street
Unit B
Santa Barbara, CA 93101
(805) 736-6700

Store and Donation Centers

Ventura County

Camarillo
267 Arneill Road
(805) 445-9196

Camarillo
353 Carmen Drive
(805) 312-9258

Camarillo Donation Center
4035 Adolfo Road
(805) 484-2035

Fillmore
745 W. Ventura Street (805)
524-4708

Moorpark
205 W. Los Angeles Avenue
(805) 552-4204

Newbury Park
1560 Newbury Road
(805) 499-3481

Oak Park Select
624 Lindero Canyon Road
(818) 874-4003

Oak View Bookstore
779 N. Ventura Avenue
(805) 649-8090

Oxnard
330 W. 6th Street
(805) 483-2511

Oxnard
2330 N. Rose Avenue
(805) 485-0020

Oxnard
720 N. Ventura Blvd
(805) 330-4305

Oxnard Wholesale Outlet
1401 N. Rice Avenue
(805) 981-7986

Port Hueneme
695 W. Channel Islands Blvd.
(805) 365-1100

Santa Paula
858 E. Main Street
(805) 933-3020

Simi Valley
530 E. Los Angeles Avenue
(805) 526-5570

Simi Valley East
5145 E. Los Angeles Avenue
(805) 522-5430

Thousand Oaks
140 W. Hillcrest Drive
(805) 494-7250

Thousand Oaks Select
2060 E. Avenida De Los Arboles
(805) 492-2828

Ventura Downtown
404 E. Main Street
(805) 641-1101

Ventura East
9388 Telephone Road
(805) 671-5086

Ventura Mid-Town
2710 E. Thompson Blvd.
(805) 650-9339

Santa Barbara County

Carpinteria
1024 Casitas Pass Road
(805) 220-6557

Lompoc
1009 N. H Street
(805) 736-9240

Orcutt
3486 Orcutt Road
(805) 314-2624

Santa Barbara
302 W. Carrillo Street
(805) 899-3807

Santa Barbara Donation Center
335 S. Milpas Street
(805) 899-3807

Santa Maria
1539 Stowell Ctr. Plaza
(805) 925-7091

Santa Maria
1844 N. Broadway
(805) 287-9612



Strategic Plan 2025

Mission Impact

Expand program offerings to meet community needs

Community Development

Build our brand name in the community

Employee Development

Provide employee growth and developmental opportunities

Operational Excellence

Expand and improve processing efficiencies

Financial Strength

Develop new ways to fund and support our mission

Why Goodwill?

For nearly 120 years, 156 local Goodwill organizations across the United States, Canada, and 12 other countries have helped people find jobs, support their families, and feel the satisfaction that comes from working. Goodwill organizations assist people through a variety of employment placement services, job training programs, and other community-based services.

Financial Position

Goodwill Industries of Ventura and Santa Barbara
Counties Statement of Financial Positions
As of December 31, 2025

Assets

Cash and Cash Equivalents	\$19,839,629
Other Current Assets	\$ 5,411,408
Non-Current Assets	\$51,320,522
Total Assets	\$76,571,559

Liabilities & Net Assets

Current Liabilities	\$ 9,199,286
Long-Term Liabilities	\$23,654,911
Net Assets	\$43,717,362
Total Liabilities and Net Assets	\$76,571,559

Goodwill Industries of Ventura and Santa Barbara Counties
Statement of Activities
For the Year Ended December 31, 2025

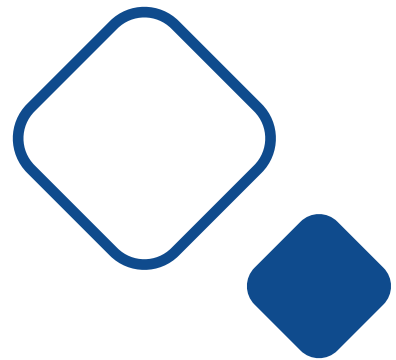
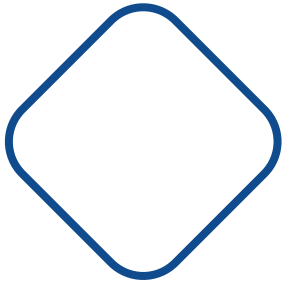
Revenue

Retail, Online, And Aftermarket Sales	\$45,802,811
Grants and Contracts	\$ 4,401,058
Other Revenue	\$ 595,155
Total Revenue	\$50,799,024

Expenses

Program Services	\$40,393,010
General and Administrative Support	\$ 7,313,192
Total Expenses	\$47,706,202

Change in Net Assets From Operating Activities	\$ 3,092,822
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1401 N. Rice Avenue
Oxnard, CA 93030