



Goodwill Industries
of Upstate/Midlands
South Carolina



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March 12, 2026

FOR IMMEDIATE RELEASE

Goodwill to Hold Press Conference Announcing \$600+ Million Economic Impact in South Carolina

COLUMBIA, SC – A recent economic impact study is revealing just how significant of a role Goodwill plays in South Carolina’s economy and workforce.

Goodwill Industries of Upstate/Midlands South Carolina (GIUMSC) and Palmetto Goodwill will hold a press conference **Tuesday, March 17, 2026, at 10:30 a.m. on the State House steps (1100 Gervais St, Columbia, SC 29208)** to announce the findings of the economic impact study conducted by the University of South Carolina Darla Moore School of Business.

The study sought to measure how the non-profit’s career services and training programs - which help place 10,000 people into meaningful employment each year and strategically support growing industries - are stimulating the state’s economy. The findings? A projected \$638 million contribution to South Carolina.

The two Goodwills headquartered in South Carolina serve a combined 35 of the state’s 46 counties. Together, these two Goodwills represent the largest workforce training provider in the state, delivering comprehensive career services to 23,000 South Carolinians in 2024 alone.

“It all starts with a donation and a transaction in our retail stores,” said Pat Michaels, GIUMSC President and CEO. “Goodwill gives people an on-ramp into creating, not only economic impact, but personal impact in the community. When people give Goodwill what they no longer need, they give somebody else a new chance. It’s amazing to see that all those ‘somebody else’s’ together total 10,000.”

"Dr. Von Nessen and the team at the University of South Carolina did exceptional work, and the findings speak for themselves. Goodwill is so much more than our stores - we are a social enterprise built on the belief that mission without margin doesn't scale, and margin without mission doesn't matter. This study confirms what we see every day: when people have access to real training, real education, and real jobs, communities get stronger across generations. Alongside Goodwill Industries of Upstate/Midlands, we are proud of the measurable economic value we are creating for thousands of South Carolinians - and we don't take that responsibility lightly," said Brian Itzkowitz, President and CEO of Palmetto Goodwill.

The report also shines light on South Carolina’s tight labor market as the state’s growing population and other factors only magnify the need for Goodwill training programs and services. Through free access to certifications in high-demand industries, Goodwill is building a sustained pipeline of trained workers who will live, work, and participate in the state’s economic growth for decades to come.

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Goodwill Industries of the Upstate/Midlands South Carolina (GIUMSC) is a locally owned and operated non-profit within the Goodwill Industries International, Inc. network. Founded in May 1973, GIUMSC has served the people of South Carolina for 50 years to create generational success for job seekers, families and communities. Goodwill's 41 retail stores across 16 counties turn donors' generosity into new treasures for shoppers. More than 90 cents of every dollar spent is then invested back into providing life-changing education and career services at no cost.

Goodwill Industries of Upstate/Midlands South Carolina

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Palmetto Goodwill, founded in 1979, is a local nonprofit workforce development organization changing lives through equitable access to training, education, and employment. We serve 18 counties across South Carolina with 1,400 team members, operating 33 retail stores and donation centers, 11 Career Opportunity Centers, and 14 commercial and government contracts.

Donations and retail sales fund job training and career services that connect people to opportunity. In 2025, we served more than 16,000 individuals and connected more than 4,200 people to employment. Palmetto Goodwill is one of South Carolina's largest employers of people with disabilities and holds GuideStar's Platinum Seal of Transparency. 90 cents of every dollar supports programs and services.

Palmetto Goodwill

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