

COMMUNITY IMPACT REPORT | 2025



# MISSION POSSIBLE

Building Economic Mobility at Scale





**"Mission without margin doesn't scale.  
Margin without mission doesn't matter."**

**BRIAN ITZKOWITZ - PRESIDENT & CEO, PALMETTO GOODWILL**

# FROM THE PRESIDENT & CEO

There is a belief that guides everything we do at Palmetto Goodwill: every single member of our community deserves the opportunity to thrive. Not some members. Not the ones with the fewest barriers or the clearest path forward. Every one.

That belief is not a tagline. It is a strategic commitment—and in 2025, we were tested on it repeatedly.

When the federal shutdown disrupted SNAP benefits for more than 581,600 South Carolina families, we did not wait. We contributed \$50,000 to the CARE Fund, activated by the Coastal Community Foundation, to get food directly to the families who needed it most through the Lowcountry Food Bank. We activated all 33 of our retail stores as emergency food drop-off sites and stood alongside our neighbors when the safety net faltered. When funding freezes threatened key programs, we stayed connected and kept every pathway open. When healthcare workforce gaps threatened opportunity in our region, we sustained our training programs without interruption—keeping the door open for individuals pursuing careers as CNAs, Medical Assistants, Phlebotomists, and more.

| *Mission without margin doesn't scale. Margin without mission doesn't matter.*

That doctrine is not just something I say—it is how we operate. In 2025, Palmetto Goodwill generated nearly \$310 million in annual economic impact across South Carolina, placing 4,215 individuals into meaningful employment. These are not just numbers. They are proof that a disciplined, mission-driven organization can deliver both financial sustainability and transformational community impact at scale.

Behind every metric is a person. Shavon Green completed her CNA certification while balancing work, motherhood, and caregiving. Angie Banks rose from I-CAN trainee to Assistant Manager II in just 19 months—living proof that your past never has to decide where you are going. Toash Cowell overcame extraordinary challenges, earned his driver's license through our Driver's Training Program, and purchased his first car.

These stories are why we exist. And they are only possible because of you.

To our 1,400 team members—your dedication is the engine of this mission. To our Board, our donors and shoppers, and our community partners—your investment in this work is transformational.

As you explore this report, I hope you see a system taking shape—one designed to expand opportunity, strengthen communities, and create generational impact across South Carolina. We will keep proving it. Together.

*In service,*

**Brian Itzkowitz**

President & CEO, Palmetto Goodwill

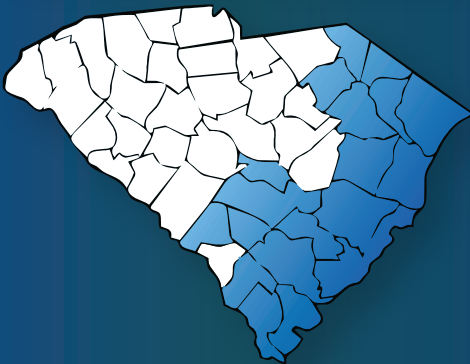
# ECONOMIC IMPACT

We are an economic engine for South Carolina

**\$310M** COMBINE STATEWIDE ECONOMIC IMPACT

**1,461** JOBS SUPPORTED ANNUALLY

**\$116.7M** NEW LABOR INCOME GENERATED



Palmetto Goodwill serves  
18 counties across South Carolina:

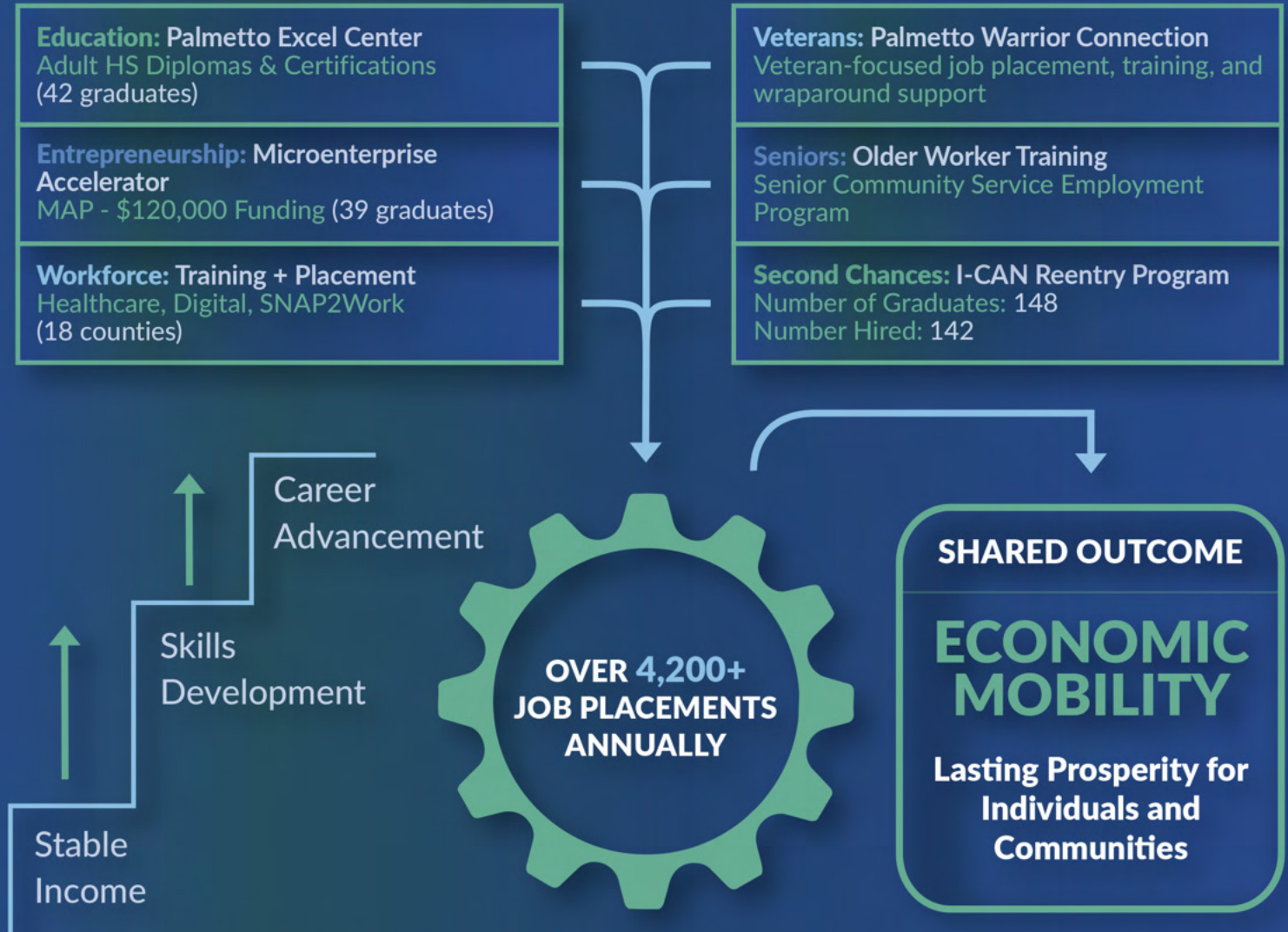
- Beaufort County
- Berkeley County
- Calhoun County
- Charleston County
- Clarendon County
- Colleton County
- Darlington County
- Dillon County
- Dorchester County
- Florence County
- Georgetown County
- Horry County
- Jasper County
- Lee County
- Marion County
- Orangeburg County
- Sumter County
- Williamsburg County

We reinvest more than 91% of that impact back into the communities we serve.

OUR PROGRAMS

# Multiple entry points. One outcome.

EVERY PATHWAY LEADS TO ECONOMIC MOBILITY



WHERE YOU START DOES NOT DETERMINE WHERE YOU GO

# MISSION:

Changing lives by providing equitable access to training, education, and employment.

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# VISION:

Every member of the community has the opportunity to thrive.



Impact is not  
activity.  
It is changed  
life trajectories.

THE BELIEF THAT DRIVES EVERYTHING WE DO



## MISSION AT WORK

Each number represents a life moving toward stability



**4,215** PEOPLE PLACED INTO JOBS



**36.5M** POUNDS OF ITEMS DIVERTED FROM LANDFILLS



**16,000+** PEOPLE SERVED WITH COMMUNITY PROGRAMS, RESOURCES, AND SUPPORT.



**\$120,000** AWARDED TO MICROENTERPRISES TO LAUNCH OR SCALE



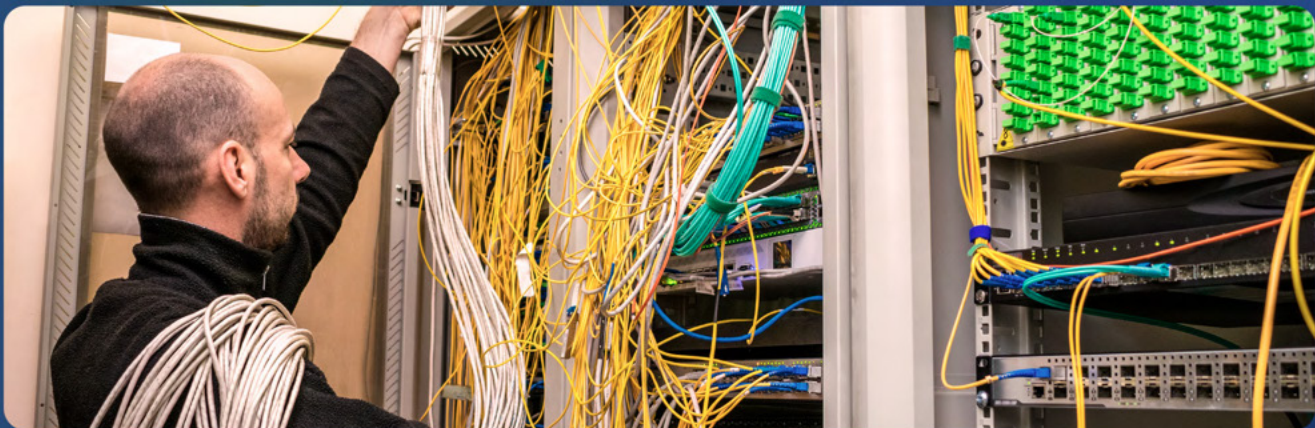
**\$348,000** AWARDED IN GRANTS AND SUPPORT TO SMALL, LOCAL NONPROFITS.

# ACCELERATING DIGITAL AND HEALTHCARE PATHWAYS



Our skills-training graduates filled jobs at more than 400 businesses across Lower South Carolina, strengthening high-need sectors like health care, IT, and advanced manufacturing.

In 2025 alone, Palmetto Goodwill expanded equitable access to these careers by serving more than 700 individuals with disabilities and over 160 older workers.



Scan to hear  
their stories:



CHANGING LIVES THROUGH TRAINING

# ANGIE BANKS

## ACHIEVER OF THE YEAR – I-CAN GRADUATE

Before Palmetto Goodwill, Angie spent years being turned away because of a past mistake. When she enrolled in the I-CAN Reentry Program in May 2024, she became the first retail team member in the Grand Strand's program history. The Surfside management team saw her talent immediately – and she soared.

Through the I-CAN Reentry Program, Angie Banks translated opportunity into sustained career advancement. During paid training, her performance and leadership set her apart, leading to a full-time role upon program completion. Over the next 19 months, Angie earned six promotions, advancing from trainee to Assistant Manager II - the first I-CAN participant to reach that level. Her success demonstrates how structured reentry support, aligned employers, and individual accountability can deliver measurable workforce outcomes.

6

PROMOTIONS IN 19 MONTHS

1<sup>st</sup>

GRADUATE TO REACH ASSISTANT  
MANAGER

"Your past may explain where you've been, but  
it never has to decide where you're going."

**Angie Banks**



Scan to hear  
their stories:



CHANGING LIVES THROUGH EDUCATION

# SHAVON GREEN

## GRADUATE OF THE YEAR — SNAP2WORK / CNA PROGRAM

Shavon Green has spent her career caring for others, serving in roles at Veterans Victory House and the South Carolina Board of Disability. When her grandmother became ill, that lifelong commitment took on new meaning and inspired Shavon to pursue a career as a Certified Nursing Assistant, with the long-term goal of opening her own home health agency. To take that next step, she enrolled in Palmetto Goodwill's SNAP2Work program, attending night classes while working full time and raising her family.

Balancing work, caregiving, motherhood, and coursework presented significant challenges, but Shavon remained focused on her goal. On October 8, 2025, she completed her CNA coursework - marking a milestone that reflects both her perseverance and the role of targeted workforce training in helping individuals advance into high-demand healthcare careers.

CNA

CERTIFIED - OCTOBER 8, 2025

3x

WORKING, CAREGIVING, AND IN SCHOOL  
SIMULTANEOUSLY

"Just don't give up. It's tough, especially - but  
you've got to keep pushing forward."

**Shavon Green**



Scan to hear  
their stories:



CHANGING LIVES THROUGH EMPLOYMENT

# TOASH COWELL

## GOODWILL WORKS! AWARD — PALMETTO GOODWILL SERVICES

For Toash Cowell, success has never been about speaking the loudest - it is reflected in his determination, strong work ethic, and pride in every task. As a Food Service Worker at the Joint Base Charleston Gaylor Dining Facility, he helps serve more than 100,000 personnel each year, consistently upholding cleaning and sanitation standards that earn top inspection scores.

Toash's journey reflects remarkable perseverance. Born deaf, later regaining his hearing through surgery and years of therapy, and diagnosed with Asperger's, he has navigated significant communication and sensory challenges. After joining Palmetto Goodwill Services in 2019, he found a supportive environment to build confidence, skills, and stability. In 2024, he reached a major personal milestone by earning his driver's license and purchasing his first car - expanding his independence and illustrating what's possible when determination is met with the right support.

100K+

PERSONNEL SERVED ANNUALLY AT JBC/DFAC

6 mo.

DRIVER'S TRAINING — EARNED LICENSE +  
BOUGHT FIRST CAR

"Toash has become a role model for others  
who thought driving was an unreachable goal."

Cynthia Main — Project Manager



LOOKING AHEAD

# What's Next

BUILDING ON MOMENTUM TO DEEPEN COMMUNITY IMPACT



Expand critical support for microenterprise across our 18 counties



Train 1,000 allied health professionals in 2026 through expanded healthcare pathways



Deepen employer partnerships to align training with high-demand roles



Advance digital equity statewide as the backbone agency of the SC Digital Resource Alliance

# 2026 BOARD OF DIRECTORS



**Darryl Brown**  
Chair  
*Charleston Metro  
Chamber of Commerce*



**Stacy Cozad**  
Incoming Chair  
*Xylem*



**Victor Rivera**  
Treasurer  
*First Citizen Bank*



**Michael D. Moxley, MD**  
Secretary  
*Medical University of  
South Carolina*



**Herbert L. Drayton III**  
Past Chair  
*Hi Mark Capital*



**Catharine Almquist**  
*Community Volunteer*



**Mayor Reggie Burgess**  
*City of North Charleston*



**Jamie DeMent**  
SC Council of  
*Competitiveness*



**Lauryce Graves-McIver**  
*Community Volunteer*



**Mavis Huger**  
*Ingevity*



**Brian Itzkowitz**  
*Palmetto Goodwill*



**Natasha Lee**  
*Floyd Lee Locums*



**Mike Tecosky**  
*Pinnacle Financial  
Partners*



**Chito Walker**  
*City of Charleston*



**Michelle Woodhull**  
*Charming Inns*

# FINANCIALS

## REVENUE

78% SALE OF DONATED GOODS

**\$83,302,568**

17% CONTRACTED SERVICES

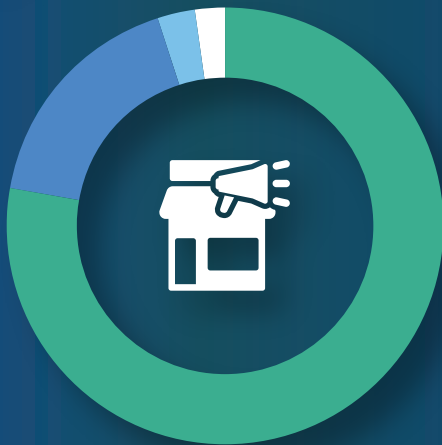
**\$18,389,371**

3% GRANTS

**\$3,441,722**

2% OTHER REVENUE

**\$2,270,318**



TOTAL REVENUE

**\$107,403,979**

## EXPENSES

MISSION DEVELOPMENT AND  
EXPANSION FUND (NET INCOME)

82% PROGRAM SERVICES

**\$88,167,835**

10% MISSION DEVELOPMENT  
AND EXPANSION FUNDS

**\$11,107,225**

8% SUPPORT SERVICES

**\$8,128,919**



TOTAL EXPENSES

**\$107,403,979**

PALMETTO GOODWILL – CHANGING LIVES SINCE 1979

We are not just  
changing lives.  
We are changing  
life trajectories  
for generations.

"Mission without margin doesn't scale.  
Margin without mission doesn't matter."

**BRIAN ITZKOWITZ**  
PRESIDENT & CEO, PALMETTO GOODWILL

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