

*A Proposal for Strategic Partnership*



**GOODWILL**  
CLEAN TECH ACCELERATOR™



# Goodwill

Industries of New Mexico



# Our Mission

To do *good* in our community by providing skills training, job placement and social services.

In 2025, Goodwill:

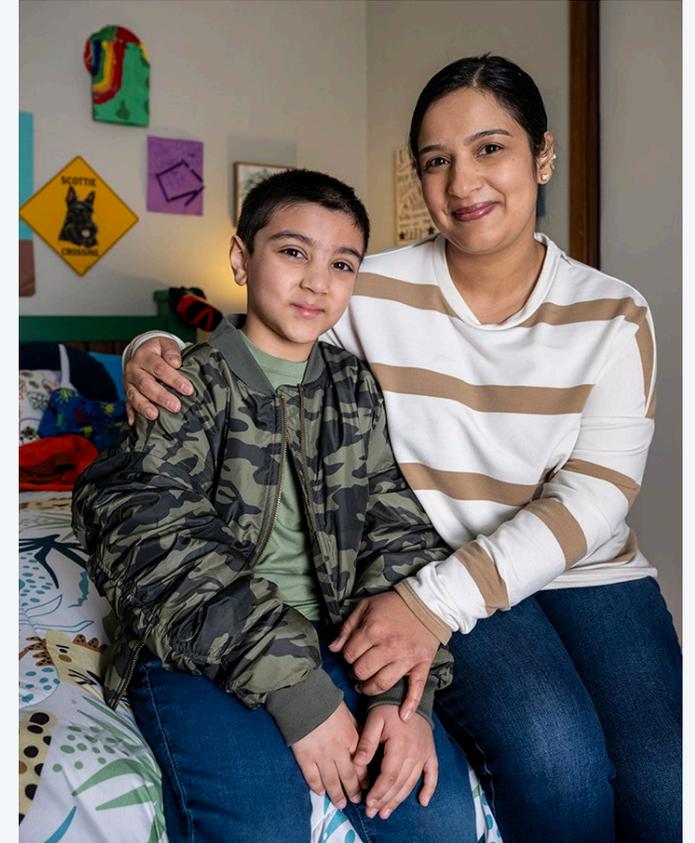


Served 23,492 people



Placed 1,875 people in employment statewide

To do this, Goodwill collaborated with more than **500** employers statewide and **100** other nonprofit providers and federal and state departments and divisions.





# Who we help

Goodwill Industries of New Mexico has helped people overcome barriers to employment since 1941.

## GENERAL POPULATION

### Everyone

GoodJobs

GoodSkills

## TARGETED POPULATIONS

### Youth

JumpStart

### Seniors

Senior Community Service  
Employment Program

### Reentry

NextSteps Program

### Veterans - Housing

Supportive Services for Veteran  
Families

### Veterans - Workforce

Homeless Veterans'  
Reintegration Program  
Veteran Family Services

## TRAIN-TO-HIRE

### Film Industry

Production Assistant  
Training

### Clean Energy Industry

**2025:** Solar Technician  
**2026:** Heat Pump  
**2027:** EV Charging Station  
Technician

*good*  
for learning  
new skills.

**Goodwill**  
Industries of New Mexico goodwill

## Why is a nonprofit best known for thrift stores and workforce services stepping into the green jobs space?

Clean energy is one of the fastest-growing sectors in the U.S. economy. Solar installer jobs are projected to grow by more than **20%** in the next decade.



In New Mexico, where abundant sunshine meets ambitious clean energy goals, the solar industry isn't just expanding — it's **shaping our economic future**. But for too many New Mexicans, especially those who have been systemically excluded from traditional education or job markets, these opportunities can feel out of reach.

**Goodwill's role is to change that.**

# Goodwill Clean Tech Accelerator™

A national training program designed to meet the rapidly growing needs of the clean energy industry that prioritizes equity in communities served.



## Our Ambition



Develop a scalable, self-sustaining program with STEM opportunities for clean tech job training & placement



Establish Goodwill as a source for clean tech talent



Open opportunities in the clean energy workforce for underserved populations

## Training Pathways



**Solar Installer Training Program / launched March 2025**



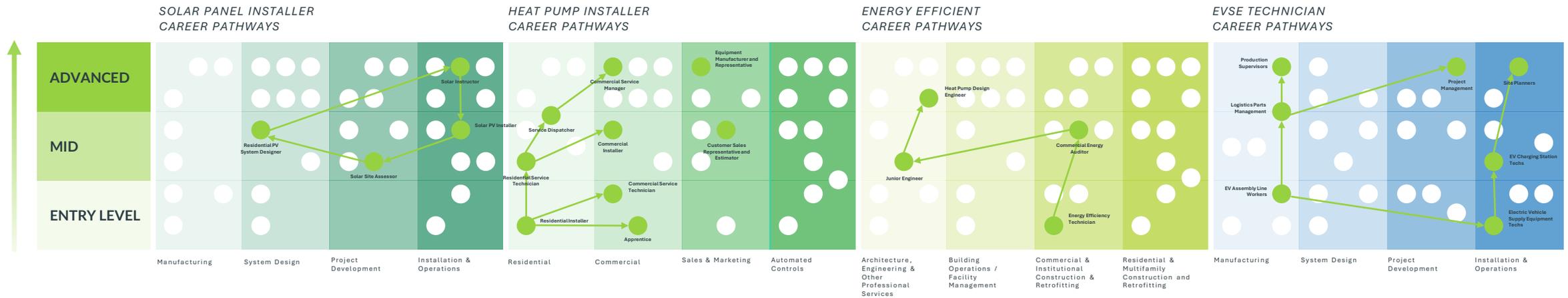
Heat Pump Technician 2026



EVSE O&M Technician 2027

# GCTA doesn't just train for a job. It prepares for a career.

We've mapped career pathways for each of our courses that define reasonable opportunities for participants to continue to grow their economic potential.



**50%**

increase in lifetime earning for those who complete vocational training, vs. those with just a high school diploma

Source: National Skills Coalition, 2023

**25%**

higher pay than national median wage, with significant earnings potential for workers, particularly in high-skill roles

Fast Company, 2023

**\$3.50**

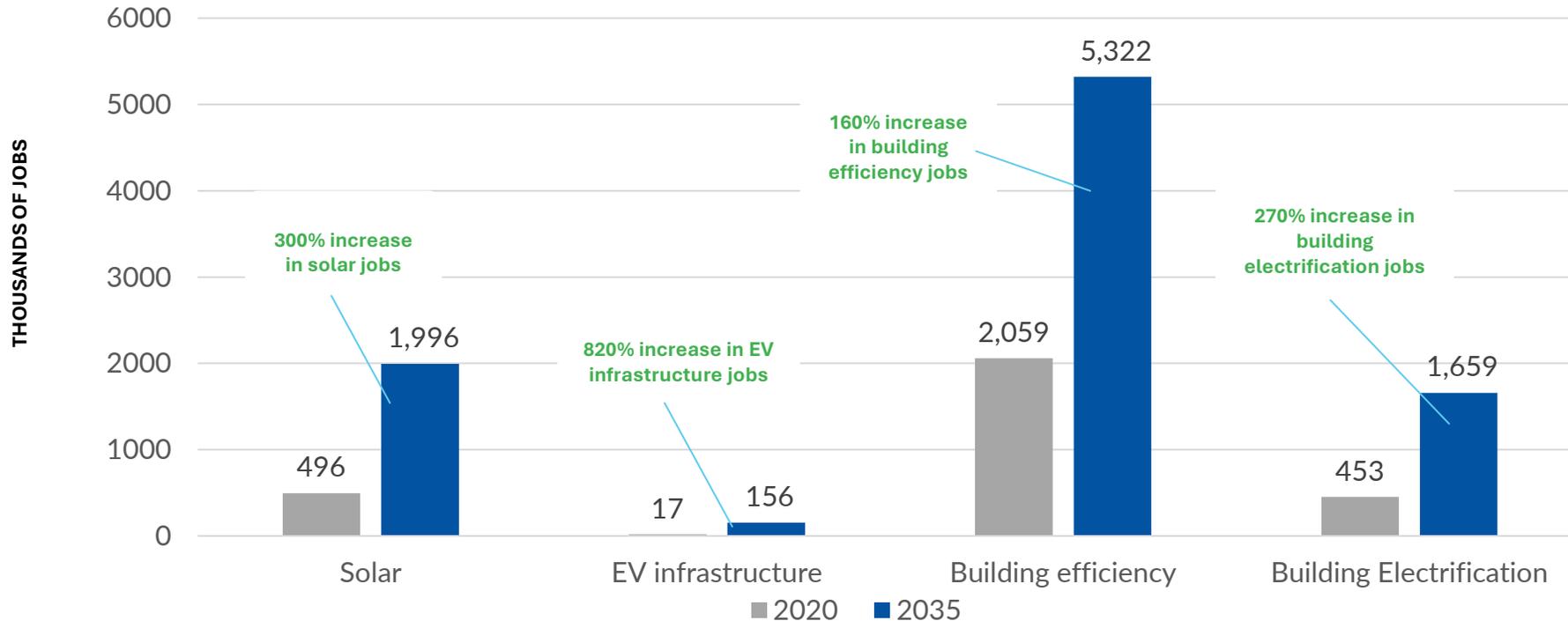
in increased tax revenue for every dollar invested in vocational education in the U.S.

Brookings Institution, 2023

# Expected Growth in Selected Fields

Clean tech jobs are growing. Many of these roles have a low barrier to entry, and present strong pathways for continued career growth.

CLEAN ENERGY WORKFORCE OUTLOOK



9M+

Jobs<sup>1</sup>

40%+

Don't require degrees

\*Projections include federal climate policies such as IIJA and IRA

<sup>1</sup>Accenture Analysis Utilizing WRI Report

<sup>2</sup>Advanced Energy United



# Partner with us.

**Mid-Year 2026**

Tentative opening date of facility

**7,300 square feet**

**4 training spaces**

Seeking partners to support

**Infrastructure: \$1.3 million**

GINM is providing land, existing facility,  
and investment in the programming.



**5000B SAN MATEO CONCEPT**  **FACET**  
ARCHITECTURAL DESIGN



**FACET** **5000B SAN MATEO CONCEPT**



**FACET** **5000B SAN MATEO CONCEPT**

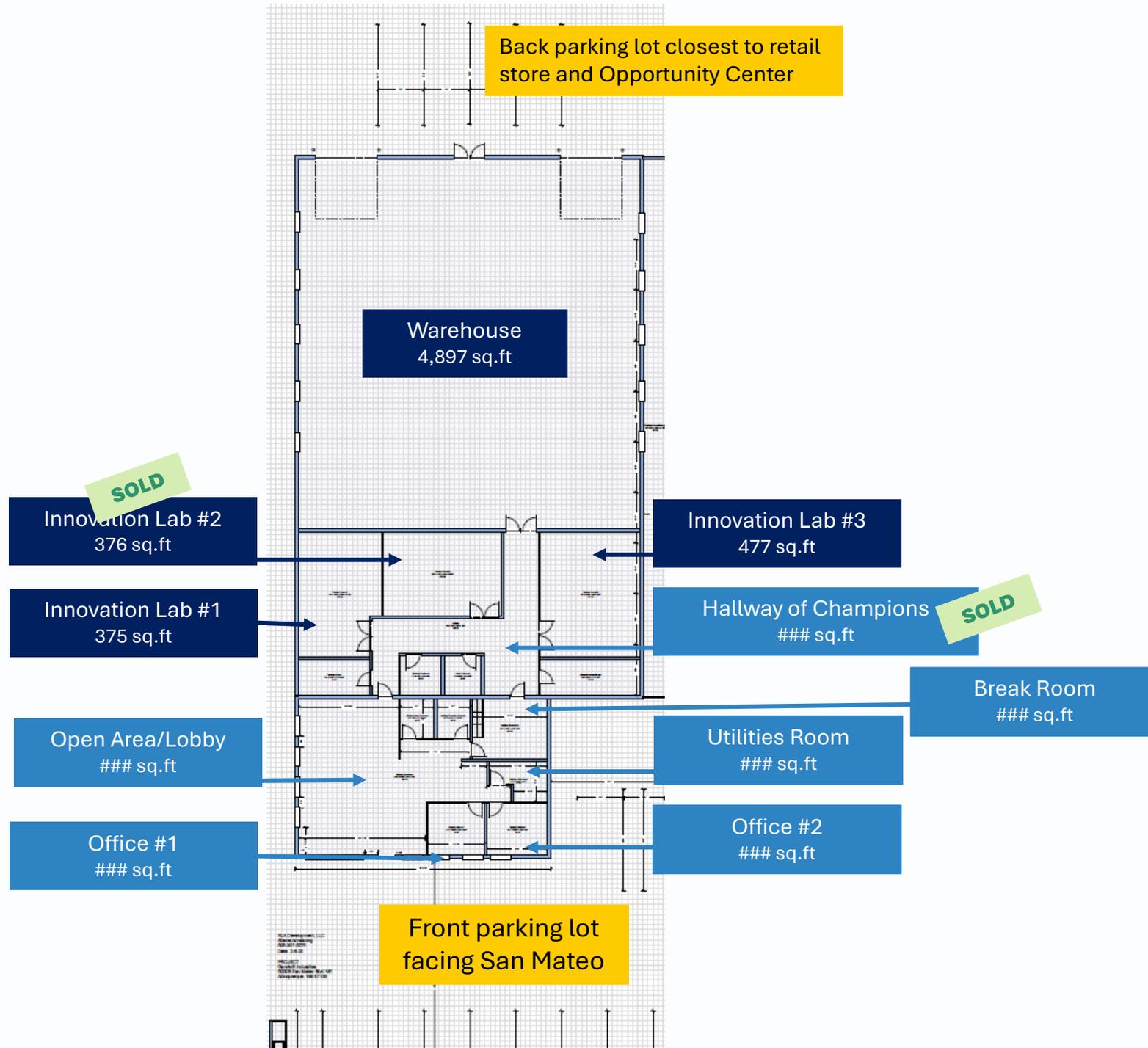
# Clean Tech Training Facility

5000 San Mateo Blvd. NE  
Albuquerque, NM 87109

- Tentative opening of facility: mid-year 2026
- 7,300 square feet
- 4 training spaces

## Naming Rights

- Exterior Building
- Warehouse
- Innovation Lab #1
- Innovation Lab #2 (*sold*)
- Innovation Lab #3
- Breakroom
- 4 Bathrooms
- Hallway of Champions (*sold*)
- Office #1
- Office #2
- Open Area/Lobby



## PARTNERSHIP OPPORTUNITY

# Pathway Friend

Help spark the journey to a brighter future.

<\$2,500 – \$4,999



### Signage

- Recognition in lobby



### Exposure

- Invitation to VIP ribbon-cutting with media and social media shout-out
- Logo on presentations
- Logo on web page
- GINM Annual Report 2026 shout-out
- Social media: 1 post
- Recognition in campaign thank-you collateral
- Logo on web page (based on tier level)
- Logo on presentations



### Appreciation

- Thank you, Thanksgiving, and Mission Moment cards (early November 2026)
- Holiday cards (December 2026)

## PARTNERSHIP OPPORTUNITY

# Pathway Partner

Light the path toward opportunity

**\$5,000 – \$9,999**



### Facility Naming Rights

- Parking spot naming (optional)



### Signage

- Recognition in lobby



### Exposure

- Invitation to VIP ribbon-cutting with media and social media shout-out
- Logo on presentations
- Logo on web page
- GINM Annual Report 2026 shout-out
- Social media: 2 posts
- Recognition in campaign thank-you collateral
- Logo on web page (based on tier level)
- Logo on presentations
- Invitation to workforce roundtable conferencing



### Appreciation

- Annual “Strategic Partners Reception” 2026 (with Year-End Impact Infographic)
- Thank you, Thanksgiving, and Mission Moment cards (early November 2026)
- Holiday cards (December 2026)

## PARTNERSHIP OPPORTUNITY

# Momentum Maker

Support the spaces that keep trainees – and trainers – moving

**\$10,000 – \$24,999**



Donations/gifts of \$10,000 or more can be paid in installments over three years.



### Facility Naming Rights

- Innovation Lab 1
- Innovation Lab 2
- Public Bathrooms
- Parking spot naming (optional)



### Signage

- Recognition in lobby
- Naming rights plaque for room in facility



### Exposure

- Invitation to VIP ribbon-cutting with media and social media shout-out
- Logo on web page
- GINM Annual Report 2026 shout-out
- Social media: 3 posts
- Recognition in campaign thank-you collateral
- Logo on web page (based on tier level)



### Appreciation

- Thank you, Thanksgiving, and Mission Moment cards (early November 2026)
- Holiday cards (December 2026)

## PARTNERSHIP OPPORTUNITY

# Talent Builder

Fuel real-world learning with high-impact infrastructure

**\$25,000 – \$49,999**



Donations/gifts of \$10,000 or more can be paid in installments over three years.



### Facility Naming Rights

- Office 1
- Office 2
- Public Bathrooms
- Innovation Lab 1
- Innovation Lab 2
- Innovation Lab 3
- Parking spot naming (optional)



### Signage

- Recognition in lobby
- Naming rights plaque for room in facility



### Exposure

- Invitation to VIP ribbon-cutting with media and social media shout-out
- Logo on web page
- Social media: 4 posts
- GINM 2026 Annual Report shout-out
- Recognition in campaign thank-you collateral
- Mock interview w/participant
- Prime booth spots at workforce events



### Appreciation

- Thank you, Thanksgiving, and Mission Moment cards (early November 2026)
- Holiday cards (December 2026)

PARTNERSHIP OPPORTUNITY

# Skills Accelerator

Fast-track training in spaces that shape tomorrow's talent

**\$50,000– \$99,999**



Donations/gifts of \$10,000 or more can be paid in installments over three years.



## Facility Naming Rights

- Office 1
- Office 2
- Public Bathrooms
- Innovation Lab 1
- Innovation Lab 2
- Innovation Lab 3
- Welcome Lobby
- Hallway of Champions
- Parking spot naming (optional)



## Signage

- Recognition in lobby
- Naming rights plaque
- Digital screen acknowledgment



## Exposure

- Invitation to VIP ribbon-cutting w/media, social media shout-out
- Logo on web page
- Social media: 5 posts
- GINM 2026 Annual Report shout-out
- Recognition in campaign thank-you collateral
- First-look hiring opportunities: Early job fair access to trainees/ resume book from graduating cohort
- Mock interview w/participant
- Prime booth spots at workforce events
- Recognition plaque for your office



## Appreciation

- Thank you, Thanksgiving, and Mission Moment cards (early November 2026)
- Holiday cards (December 2026)

# Workforce Pioneer

\$100,000–\$250,000+

Lead the way toward a cleaner, more equitable workforce future



## Exposure

### Opening of Building

- Invitation to VIP ribbon-cutting with media and social media shoutout
- Speaking at ribbon-cutting or other related events (\$250,000+)
- Recognition in earned media (\$250,000+)
- Press release quote

### Digital & Printed

- Logo on web page
- Social media: 6 posts
- Short video shout-out online
- Video interview

### In-Person & Speaking

- Recognition in campaign thank-you collateral
- First-look hiring opportunities: Early job fair access to trainees/ resume book from graduating cohort
- Invitation to workforce roundtable conferencing
- Mock interview w/participants
- Prime booth spots at workforce events
- Speaking to cohorts
- Tour & Talk: Private tour and conversation with program graduates and case managers
- Recognition plaque for your office



## Facility Naming Rights

- Exterior of Building (\$250k+)
- Office 1
- Office 2
- Public Bathrooms
- Innovation Lab 1
- Innovation Lab 2
- Innovation Lab 3
- Welcome Lobby
- Hallway of Champions
- Storage Room
- Parking spot naming (optional)



## Signage

- Recognition in lobby
- Naming rights plaque
- Digital screen acknowledgment



## Appreciation

- Thank you, Thanksgiving, and Mission Moment cards
- Holiday cards (December 2026)

Donations/gifts of \$10,000 or more can be paid in installments over three years.

# In the News



ALBUQUERQUE JOURNAL

## OPINION: Why Goodwill is investing in clean tech — and New Mexicans

By Sessa Lee Apr 23, 2025 Updated 23 hrs ago 2 min to read



Solar panels power the Valles Caldera National Preserve's Entrance Station.

Eddie Moore/Journal

Albuquerque Journal, N.M.

## Goodwill Industries of New Mexico graduates first cohort of solar technicians

Kylie Garcia , Albuquerque Journal, N.M.

Tue, April 22, 2025 at 9:59 PM MDT · 4 min read



Apr. 22—The world watched as celebrities ventured into space last week, but Kevin George didn't give it much thought. He was busy learning how to harness the sun to power homes on Earth.

"I mean, Mars is fine, but I live on Earth," said George, a graduate of Goodwill Industries of New Mexico's new solar technician program. George's focus: caring for Earth and the people on it.

Goodwill Industries of New Mexico is doing the same through the paid, four-week Solar Installer Training Program aimed at building the future of clean energy in the state one solar panel and New Mexican at a time.

*good*

where it counts the most.

Goodwill Industries of New Mexico provides service programming in three ways:

1. Career Specialists
2. Case Managers, including targeted population programming
3. Workforce development training programs

## WORK

With the proper training and counseling, it's much easier to get a job.

WORK



## TRAIN

Profits from the sale of donated items go directly into Goodwill's employment training and counseling programs.

TRAIN



DONATE



## DONATE

Donations help people – and the environment. Good-quality clothing, furniture, and items like books, toys, and dishes stay in use...and out of landfills.



SHOP

## SHOP

Donated items are sorted and processed for resale in Goodwill retail stores, which provide an affordable shopping alternative for the community.

Let's do *good* together.



**Ways to contribute:**

- Go to the secure online portal at [GoodwillNM.org/donate-to-our-capital-campaign](https://GoodwillNM.org/donate-to-our-capital-campaign)
- Make a check payable to Goodwill Industries of New Mexico and mail it to Goodwill Industries of NM, Attn: Melissa Stock, 1030 18<sup>th</sup> Street NW, Albuquerque, NM 87104