

*Clean Tech Training Center:
A Proposal for Strategic Partnership*



Our Mission

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

In 2025, Goodwill:

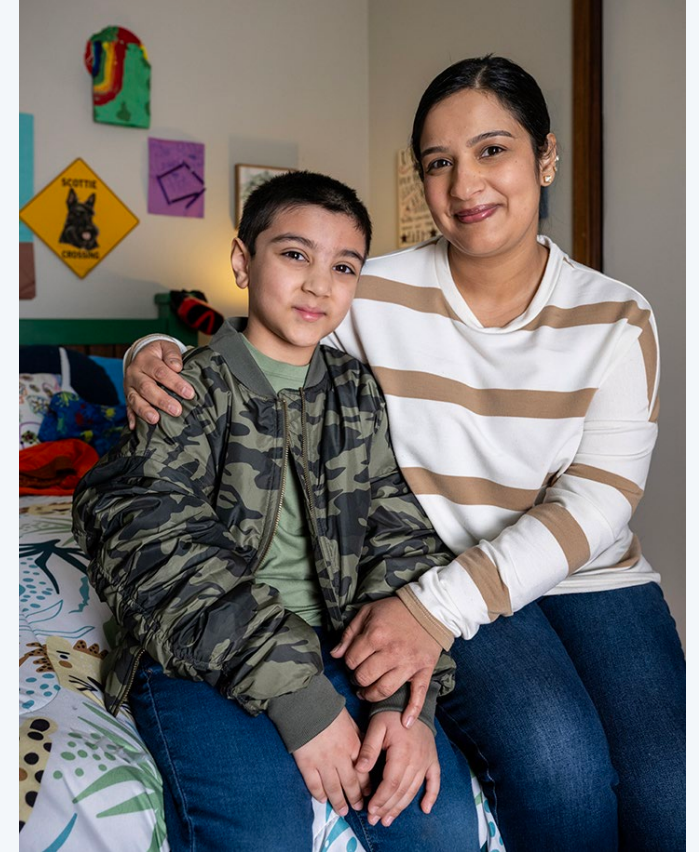


Served 23,492 people



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.





good
for learning
new skills.

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 Installation
Training
2026: HVAC/Heat Pump
Installation Training
2027: Electric Vehicle
Supply Equipment
Technician Training

Goodwill
Industries of New Mexico 

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



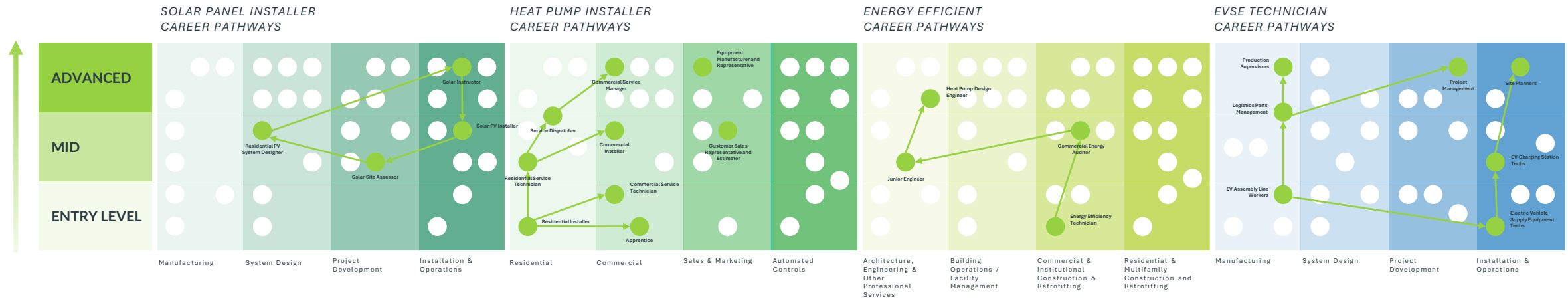
HVAC/Heat Pump Installation Training / launched June 2026



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](#)

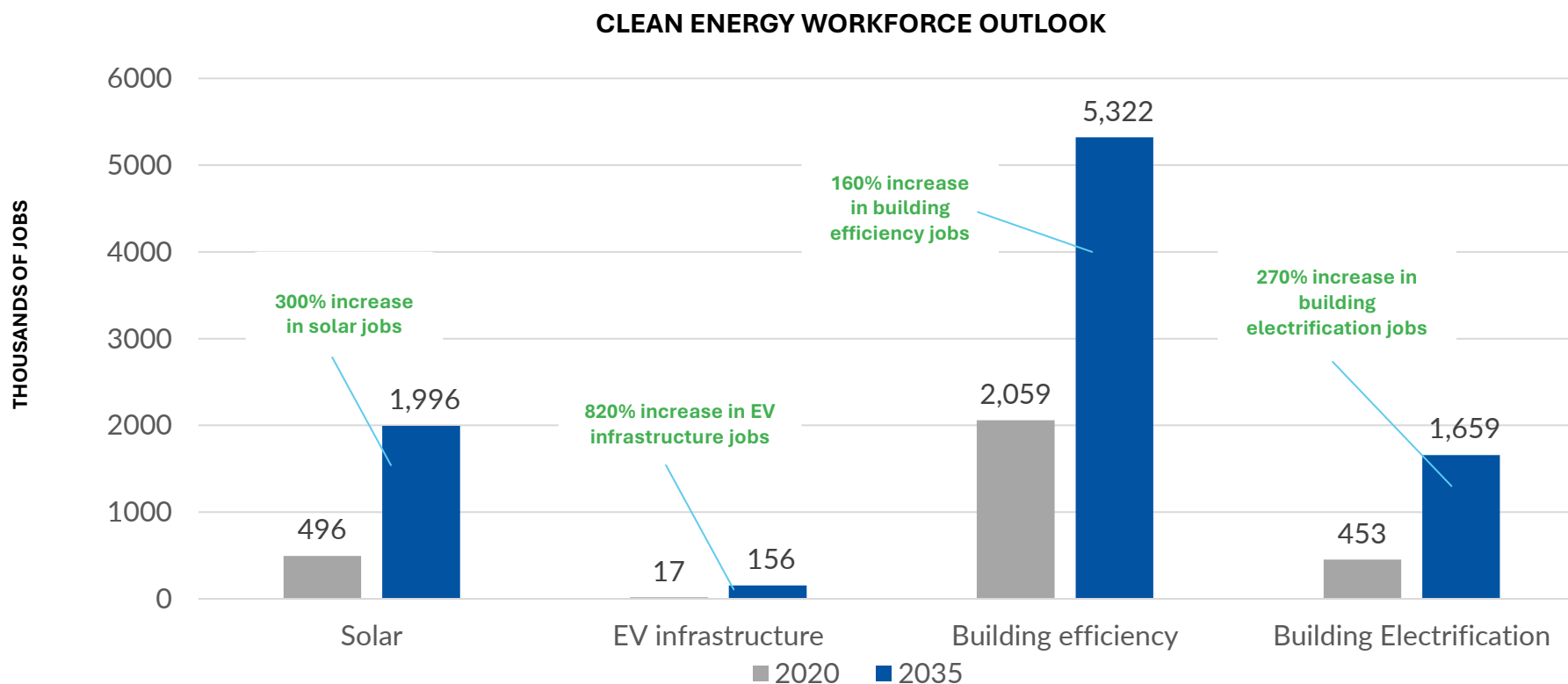
\$3.50

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.



9M+

Jobs¹

40%+

Don't require
degrees

*Projections include federal climate policies such as IIJA and IRA

¹Accenture Analysis Utilizing WRI Report

²Advanced Energy United



Partner with us.

September 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.



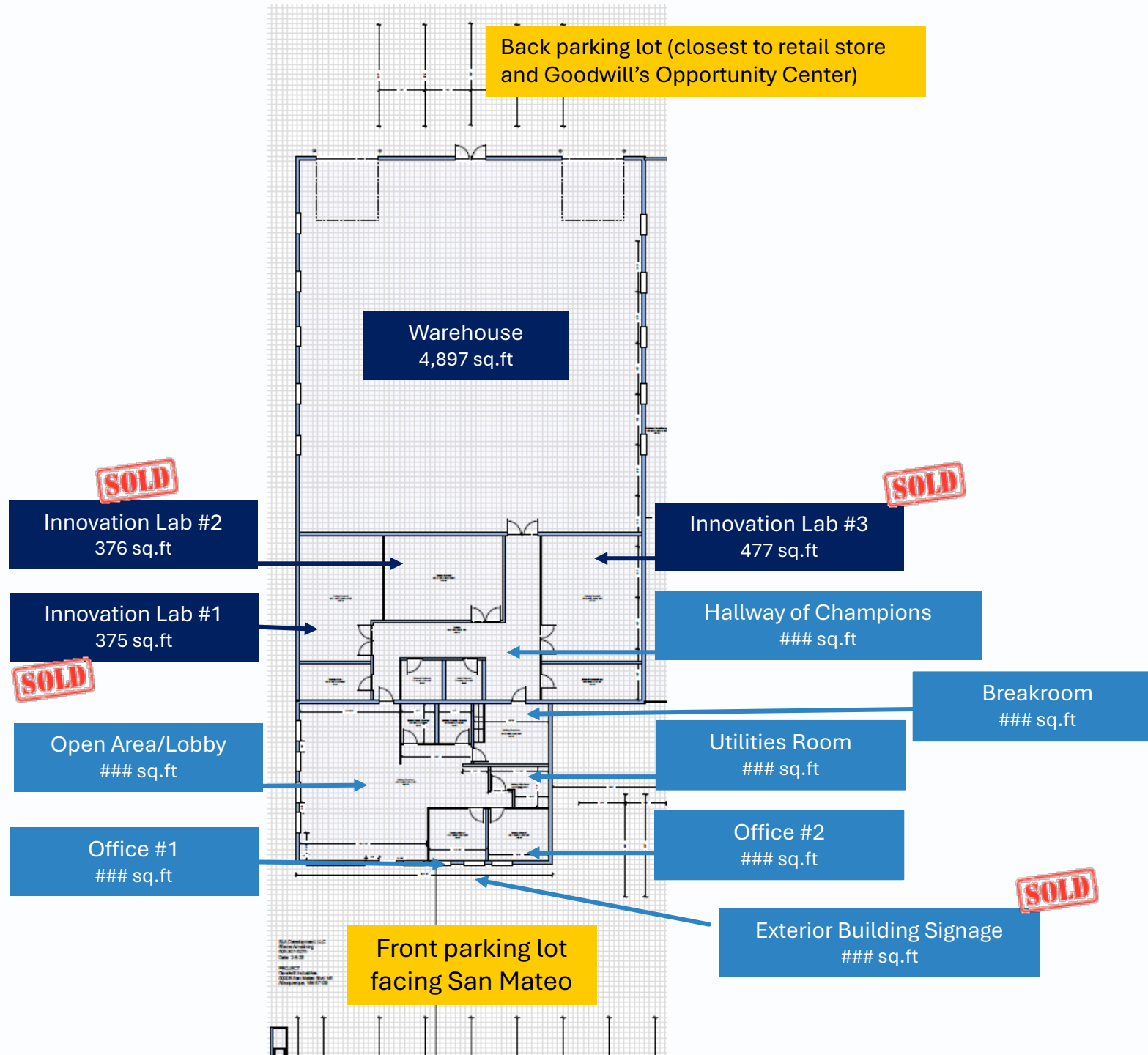
Clean Tech Training Facility

5000 San Mateo Blvd. NE
Albuquerque, NM 87109

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

Naming Rights

- Exterior building signage (*sold*)
- Warehouse
- Innovation Lab #1 (*sold*)
- Innovation Lab #2 (*sold*)
- Innovation Lab #3 (*sold*)
- Breakroom
- 4 bathrooms
- Hallway of Champions (*sold*)
- Office #1
- Office #2
- Open area/lobby (*sold*)



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 Labs 1, 2 and 3 (*all sold*)
- 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 Labs 1, 2 and 3 *(all sold)*
- 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 Labs 1, 2 and 3
(all sold)
- 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

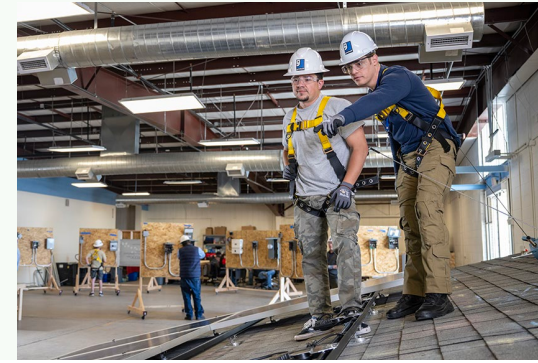
- Thank you, Thanksgiving, and Mission Moment cards (early November 2026)
- Holiday cards (December 2026)



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 Labs 1, 2 and 3 (all sold)
- Lobby
- Hallway of Champions (sold)
- 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

1 of 2



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:

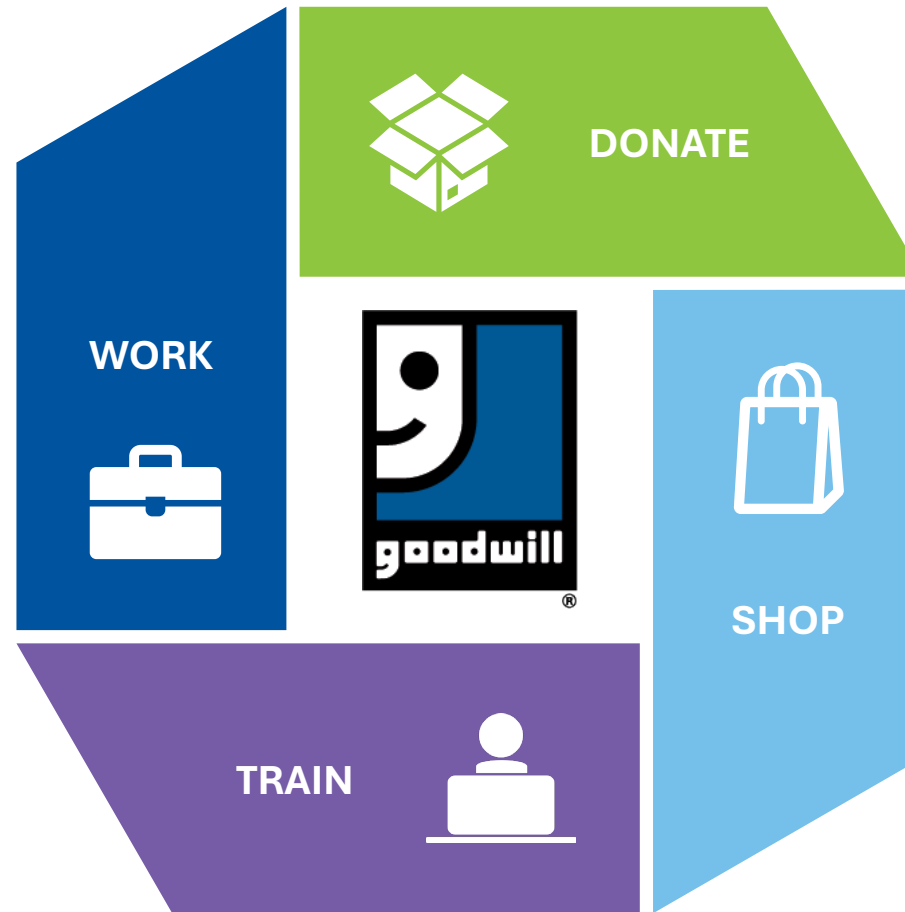
1. Career Specialists
2. Case Managers, including targeted population programming
3. Workforce development training programs

WORK

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

TRAIN

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



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

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
- Make a check payable to Goodwill Industries of New Mexico and mail it to Goodwill Industries of NM, Attn: Melissa Stock, 5000 San Mateo Blvd. NE, Albuquerque, NM 87109