Goodwill Industries of New Mexico

2025 Leadership

Board of Directors - Officers
Bill Focke - Chairperson
Hazel Tull Leach - First Vice Chairperson
Chris Clepper - Treasurer
Steve Byrd - Secretary

Board of Directors - Members
Linda Davis
Ashley King
Mason Martinez
Brian McMath
Bryan Ross
Lorin Saavedra
Rhiannon Samuel
James Sheridan
Brandon Writtenberry

Executive Team
President & CEO - Shauna Kastle
Chief Mission Officer - Sesha Lee
Chief Marketing & Development Officer - Melissa Stock
Sr. VP, Operations - Will Cloud Sr.
Sr. VP, Human Resources - Danielle Gutierrez

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

Our Vision
Creating a place where every donation has a second chance and a community where everyone has an opportunity for their good to grow.

Goodwill Industries of New Mexico
1030 18th Street NW
Albuquerque, NM 87104
505.881.6030
media@GoodwillNM.org
GoodwillNM.org

Free Programs and Services
for New Mexicans in Need

GoodJobs
We help people find long-term employment that meets their needs, abilities, and interests.

GoodSkills
We offer comprehensive job readiness training classes such as employment essentials, computer skills, and life skills.

Solar Installer Training Program (part of the Goodwill Clean Tech Accelerator)
We provide a four-week, hands-on training class to help people prepare for clean tech careers.

Senior Community Service Employment Program
We offer work experience and training to help low-income seniors 55+ find community-based employment.

Gateway to Work
We provide companies with qualified pre-screened candidates at no cost. They decide who to hire!

JumpStart Program
We help youth aged 16-22 with job skills support, connections to employment, and career navigation.

Homeless Veterans' Reintegration Program
We help veterans experiencing homelessness (or who risk losing their homes) access employment support and social services.

We provide on-the-job paid training and comprehensive case management for veterans and their family members.

Supportive Services for Veteran Families
We help stabilize housing for low-income veterans and their families.

Veteran Family Services
NextSteps Reentry Program
We assist those returning from incarceration to gain skills and get jobs. Services begin pre-release and continue post-release.

Production Assistant Training Program
We train people to work on NM film and TV productions and access employment in the industry.

COMING IN 2026



CUSTOMER LOYALTY PROGRAM

Our free program will offer exclusive rewards, special promotions, and member perks that recognize and celebrate loyal shoppers.

good for shoppers.

TWO NEW LOCATIONS

Our expanded Albuquerque footprint will increase convenience for shoppers and donors while strengthening our community presence.



good for New Mexico.





CELEBRATING 85 YEARS
1941–2026 Goodwill Industries of New Mexico

In 2026, Goodwill Industries of New Mexico proudly celebrates 85 years of changing lives through the power of work. Since 1941, generations of New Mexicans have supported our mission by donating and shopping in our stores—creating opportunities for their neighbors to gain skills, find employment, and build brighter futures. This milestone anniversary is both a celebration of our history and a recommitment to the work ahead.

Throughout the year, we are honoring the people and communities who made this impact possible. From special events and community partnerships to in-store celebrations and storytelling, we are reflecting on 85 years of progress while looking toward the future.

As New Mexico continues to grow and evolve, Goodwill remains committed to expanding access to training, support, and opportunity—ensuring that the power of work continues to transform lives for generations to come.



Goodwill Industries of New Mexico

2025 ANNUAL REPORT

good for changing lives since 1941.

NEW IN 2025

SOLAR INSTALLER TRAINING PROGRAM



KEVIN GEORGE

In 2025, Goodwill introduced its free Solar Installer Training Program, which is opening doors to clean energy jobs for New Mexicans. Through an intensive, four-week, hands-on course in Albuquerque, participants earn paid training, industry-recognized safety certifications, and career readiness support. Graduates leave prepared to launch meaningful careers in a fast-growing field—without the time or cost of a college degree—creating pathways to stability while helping power a more sustainable future.



good for kick-starting careers

MISSION MOMENT

MEET KEVIN GEORGE

In April 2025, Goodwill Industries of New Mexico celebrated the first graduating cohort of its Solar Installer Training Program. Among them was Kevin, who completed our four-week, hands-on training in Albuquerque and secured employment with Unirac, a North American solar mounting systems manufacturer.

The program provides access to a high-growth industry, sustainable earnings, and opportunities to build generational prosperity. Kevin shared that the training gave him the skills and confidence to succeed in a field that supports both people and the planet.

CLEAN TECH CAPITAL CAMPAIGN

We are raising funds to build the state's first dedicated Clean Tech Workforce Training Facility, where job seekers can gain hands-on experience and credentials for in-demand careers in solar and related fields.

With your support, we can open doors to sustainable careers and strengthen our workforce for years to come.

Help us build the future. Donate today:
goodwillnm.org/donate-capital





A NOTE FROM OUR PRESIDENT AND CEO

Through the generosity of our donors, shoppers, employees, and partners, we helped more than 23,000 New Mexicans, including veterans, seniors, and teens, access free programs and services that change lives through the power of work. With our support, more than 1,800 individuals secured employment – creating pathways to independence, stability, and hope.

This year marked several exciting milestones. We opened a new store at Bluewater and 98th in Albuquerque, expanding our reach while generating vital funding for our mission. Our Solar Installer Training Program launched, and we deployed several unattended donation bins (with more to come in 2026). We also hosted our first Thrift Crawl, celebrating the sustainability and community spirit that define Goodwill.

As many families continue to face economic challenges, thrifting has become an increasingly practical, sustainable choice. Every donated item and purchase helps fund our programs, with 88 cents of every dollar we spend going directly to support them. And we diverted more than 9 million pounds of unusable donations from landfills, underscoring our commitment to environmental responsibility.

Looking forward, we are excited to celebrate our 85th anniversary in 2026 with special events throughout the year. We will expand our Clean Tech program and open two new stores in the Albuquerque area.

good for the community.

Thank you for your support as we continue to help build stronger communities and brighter futures in New Mexico. Let's do good together!

With gratitude,
Shauna Kastle
President and CEO

PEOPLE WE HELPED

2025 BY THE NUMBERS

2,939	1,642	64	134	3,375
GoodJobs	GoodSkills	Solar Installer Training Program	Senior Community Service Employment	Service Referrals

340	74	676	372	2,250
Homeless Veterans' Reintegration Program	Veteran Family Services	Supportive Services for Veteran Families	NextSteps Reentry Program	Third-Party Assessments



23,492	1,875	1,473	30,348	498
Total People Served in 2025	People Placed in Community Employment	Hours of Free Skills Training	Outreach	Goodwill NM Employees

Includes additional points of assistance made through referrals to community partners, access to onsite training centers, additional classroom instruction and skills training, and a clothing bank partnership with Albuquerque Public Schools.

DID YOU KNOW?

88 cents of every dollar goes directly to fund our free programs and services

It only takes four items purchased from or donated to Goodwill to cover the cost of one hour of career counseling

In the last decade alone, we've helped more than 200,000 people change their lives for the better

8,912,842
Pounds of materials recycled and kept out of landfills

217,046
Pounds of e-waste collected and recycled