



Goodwill Keystone Sustainability Impact & Mission

Presentation Keep Pennsylvania Beautiful 2025 Annual Conference

Goodwill Keystone Sustainability Impact & Mission

- *Goodwill Keystone: Powering the Circular Economy for a Sustainable Pennsylvania*
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Goodwill Mission

- ❖ Goodwill Keystone's mission: advance sustainability so that individuals and families can thrive and flourish.
- ❖ Restore value to goods—and to people
- ❖ Our impact is both social and environmental — transforming lives through the power of work.



Goodwill National Structure

Part of Goodwill Industries International
– a network of 150+ autonomous Goodwill organizations

Each Goodwill operates independently but share a similar mission and brand

Goodwill Keystone serves 22 counties in central and southeastern Pennsylvania



What Is the Circular Economy?

- Regenerative system that minimizes waste
- Replaces “take-make-dispose” with “reduce-reuse-recycle”
- Goodwill Keystone is a living example of circularity

The Life of a Donation

- ❖ Restoring the worth in things so that people have the skills to restore value in themselves



Restoring Value to People: Olivia's Story

- Grew up in a home marked by addiction and incarceration
- Lost her older brother—her primary caregiver—to violence
- Experienced homelessness and incarceration by age 21
- Released in June 2022 with no stable housing or employment
- Hired by Goodwill Keystone in June 2023 at Middletown facility
- Progressed from entry-level warehouse role to Outlet Coordinator
- On track to become Warehouse Coordinator
- Enrolled in school using Goodwill's tuition reimbursement
- Built a stable home with her fiancé and newborn daughter
- A living example of how circularity restores value to lives



Journey of a Donation

- ❖ FY2024: Goodwill Keystone collected approximately 72 million pounds of donations
- ❖ Donors drop off items at donation centers or attended donation sites
- ❖ Over 96% of items are sorted into categories and condition at the donation site.



Journey of a Donation

- ❖ Items are sorted into four main categories.
 - ❖ “A” is the highest value and typically sold via E-Comm “Shop Goodwill”
 - ❖ “B” is the next level, and this is the largest portion of all donations. These are sold in brick-and-mortar store at substantially reduced prices.
 - ❖ “C” includes the items that will be sold in our outlet or bin stores for a set price per pound. Roughly 90% of these shoppers are resellers. All A and B grade become C grade if it does not sell within roughly 4 weeks.
 - ❖ “D” This is our salvage and recycle operations where we try and find a solution for everything.



Sustainability Impact

- ❖ Goodwill Keystone diversion metrics



Diversion Metrics

- ❖ 72 million pounds collected in FY 24/25.
- ❖ 75% diverted through retail sales and Salvage operations.
- ❖ 54 million pounds of potential waste kept out of landfills.
 - ❖ 1.9 million lbs. of recycled electronics fiscal year 24/25.
 - ❖ 1 million lbs. of cardboard
 - ❖ 12.25 million pounds of textile salvage.



Diversion Metrics

- ▶ Tube TV's 552,140 lbs.
 - ▶ Flat Screen TV's 655,908 lbs.
 - ▶ TV's projection 37,141 lbs.
 - ▶ Mixed Household elec. 498,089 lbs.
 - ▶ Computer and perpherel 436,480 lbs.
-
- ▶ We were able to move this volume without disrupting our normal logistics operations.

Solutions Developed by Goodwill Keystone

- ❖ Textile recycling partnerships
- ❖ E-waste recycling programs
- ❖ Community education around reuse & sustainability
- ❖ Local and national collaboration with recycling innovators



Challenges of Recycling

- ❖ **Plastics:** Low market demand, contamination issues
- ❖ **Glass:** Heavy, low resale value, logistics issues
- ❖ **Textiles:** Fast fashion driving oversupply of low-quality items

Thank You!

Questions? Contact me:

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Learn more: yourgoodwill.org

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