



Goodwill
Industries of
Mississippi, Inc.

NEWSLETTER

SUMMER
2026

THE **NEXT** CHAPTER

Five years in the making, our largest investment yet is opening new doors for shoppers, donors, job seekers, and the future of Goodwill of Mississippi.



A SUMMER OF MOMENTUM

Some summers are remembered for the memories they create. Others are remembered for the milestones they achieve.

For Goodwill Industries of Mississippi, the past several months have marked one of the most transformational seasons in our nearly 70-year history. From opening our new Ridgeland Supercenter to welcoming new leadership, earning national recognition, and strengthening community partnerships, this summer has been defined by progress.

Each accomplishment reflects something much larger than a ribbon cutting, award, or special event. Together, they represent expanded workforce services, stronger partnerships, and new opportunities for individuals to discover purpose through lifelong learning and meaningful work.

Whether collecting thousands of school supplies for local students, hosting Brisket, Brews & Baseball, or celebrating the generosity of donors during our Spring Donation Drive, one theme remained constant: when our community comes together, lives are changed.

Inside this edition, you'll revisit the moments, meet the people, and celebrate the partnerships that made this remarkable season possible. More importantly, you'll see how every milestone is helping build a stronger future for Goodwill Industries of Mississippi.



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BOARD OF DIRECTORS

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CEO MESSAGE

BUILDING THE FUTURE TOGETHER

As I reflect on the past several months, one word comes to mind: gratitude.

Every milestone we've celebrated this summer has been made possible because of the incredible people who believe in our mission. From our employees who serve with compassion each day to our donors, shoppers, volunteers, partners, and community leaders, your support continues to transform lives throughout Central Mississippi.

The opening of our new Ridgeland Supercenter marks one of the most significant milestones in our organization's history. As the largest Goodwill retail store in Central Mississippi, it brings together our retail store, drive-thru donation center, Career Center, and administrative offices under one roof—creating a place where shopping, donating, learning, and opportunity come together to strengthen our mission.

This season has also brought national recognition for our storytelling efforts, exciting additions to our leadership team, successful fundraising events, and community partnerships that continue to make a meaningful difference for families across our region.

As we celebrate these accomplishments, we remain focused on what matters most: helping individuals discover purpose through lifelong learning and meaningful work.

Thank you for being part of this journey. Together, we're building an even brighter future for Goodwill Industries of Mississippi.

Brad Steffani
Goodwill Industries
of Mississippi,
President & CEO



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THE NEXT CHAPTER

Goodwill of Mississippi Celebrates Grand Opening of Ridgeland Supercenter

Nearly five years after the vision first took shape, Goodwill of Mississippi officially opened its new Ridgeland Supercenter, marking one of the most significant investments in the organization's history.

Following a nine-month closure and relocation, the new 51,000-square-foot facility brings together Central Mississippi's largest Goodwill retail store, a Career Center, Donation Center, and Administrative Offices under one roof.



Nearly 400 shoppers lined up before opening, and more than 1,000 customers visited on the first day, making it the strongest grand opening in Goodwill of Mississippi's history. Community leaders, business partners, donors, volunteers, and supporters joined employees for a six-chamber ribbon-cutting ceremony celebrating the milestone.

More than a new building, the Ridgeland Supercenter expands access to workforce development services while reinforcing Goodwill of Mississippi's commitment to transforming lives through lifelong learning and meaningful work.



51,000
SQUARE FEET

Largest store in
Central Mississippi



NEARLY
400

People in line
before opening



OVER
1,000

Shoppers on
opening day

COMMUNITY IMPACT

THE POWER OF GIVING

Donation Drive Creates New Opportunities

Community members showed their generosity during Goodwill of Mississippi's Spring Donation Drive at the McDonald's on Highway 51 in Ridgeland. The event resulted in 89 donations, generating enough revenue to provide approximately 250 hours of workforce training for individuals seeking employment and greater independence.

Every bag of clothing, household item, and donation received helps fund Goodwill's mission of transforming lives through lifelong learning and meaningful work. Thank you to everyone who donated and helped create new opportunities for people across Central Mississippi.



A HOME RUN FOR GOODWILL

Brisket, Brews, & Baseball Hits a Home Run for Goodwill



By The Numbers



125+
Attendees



150+ lbs
Brisket Served



One
Great Evening

Brisket, Brews, & Baseball brought more than 125 supporters together at Trustmark Park for the event's first year at the ballpark, celebrating the Mississippi Mud Monsters' inaugural season while supporting Goodwill of Mississippi's mission.

Guests enjoyed more than 150 pounds of brisket cooked by our CEO, Brad Steffani. Also, Skylin Smith, Store Manager of our Outlet, threw out the ceremonial first pitch for the Mud Monsters in their home opener. The evening combined great food, fellowship, and baseball while highlighting how Goodwill transforms lives through lifelong learning and meaningful work. Thank you to everyone who helped make the event a success.

AWARD WINNING STORYTELLING

2024 Annual Report Earns Gold at the Hermes Creative Awards.



Goodwill of Mississippi received national recognition at the 2026 Hermes Creative Awards, earning a Gold Award for its 2024 Annual Report, Building



Bridges: Strengthening Communities. The publication was recognized for Corporate Social Responsibility and Overall Visual Design & Creative Execution, highlighting the organization's commitment to sharing its mission through compelling storytelling and impactful design.

The organization also received an Honorable Mention for its 2023 Annual Report, marking back-to-back recognition in one of the nation's premier creative competitions. The award-winning design and creative execution for the 2024 report were led by Roy Johns, Vice President of Marketing & Human Resources, whose work helped showcase Goodwill's mission of transforming lives through lifelong learning and meaningful work.

WELCOMING NEW LEADERSHIP

Strengthening Our Leadership to Expand Impact

Goodwill Industries of Mississippi continues to strengthen its leadership team with the addition of James Spearin, Vice President of Operations, and Tara Barnes, Director of Community & Employer Engagement. Their leadership will help Goodwill build stronger operations, deepen community and employer relationships, and create even more opportunities for individuals throughout Central Mississippi.

James Spearin

Vice President of Operations



James Spearin joins Goodwill Industries of Mississippi with more than 25 years of executive leadership experience in nonprofit management, retail operations, and organizational leadership. As Vice President of Operations, he oversees Goodwill's retail operations across Central Mississippi with a focus on operational excellence and employee development. Previously, James served as District Manager for Moka/MERS Goodwill Industries in the Kansas City region, overseeing more than \$20 million in annual retail operations and leading more than 300 employees.

Tara Barnes

Director of Community & Employer Engagement



Tara Barnes brings more than 23 years of workforce development experience to her role as Director of Community & Employer Engagement. Before joining Goodwill, she built a distinguished career with the Mississippi Department of Rehabilitation Services. Since joining Goodwill as a Program Manager, Tara has demonstrated strong leadership through client services and initiatives such as the Job Extravaganza. In her new role, she leads employer engagement, strengthens community partnerships, and expands opportunities for individuals across Central Mississippi.

GHOUFWILL BASH 2026

OCTOBER 22 | DULING HALL | 6 PM - 9 PM
Costume Contest • Music • Drinks • Purpose

GO ALL ALL OUT FOR GOOD.

Ghoufwill Bash is Goodwill Industries of Mississippi's signature Halloween fundraiser, a night of costumes, music, great food, and community, all benefiting programs that help people build brighter futures through lifelong learning and meaningful work.

EARLY BIRD TICKET SALES START SEPTEMBER 1! SCAN HERE TO PURCHASE.

CONTACT ROY JOHNS AT RJOHNS@GOODWILLMS.ORG FOR SPONSORSHIP OPPORTUNITIES.



2026 GOODWILL EMPLOYEE AWARD RECIPIENTS

Recognizing Outstanding Team Members

Through their dedication, positive attitudes, commitment to excellence, and willingness to support those around them, these employees make a meaningful difference within our organization and the communities we serve. Their hard work is a reflection of the values that drive Goodwill of Mississippi forward, and we are grateful for the impact they make each and every day.

EMPLOYEE OF THE YEAR

BETTY JO HOOVER

Betty Jo Hoover's journey with Goodwill began through Care Center Ministry, where she helped clean Goodwill's Administrative Office. During that time, she became familiar with our organization and knew Goodwill was a place where she wanted to build her future. Betty Jo later joined the team as a New Goods Assistant, where her contagious positivity, strong work ethic, and dedication have made a lasting impression on coworkers and customers alike.



GIVS SPIRIT OF THE YEAR

ALEX HARVEY

Alex Harvey's Goodwill journey is one of perseverance, growth, and opportunity. He joined the Crossgates team in Donations in 2025 and quickly became known for his dependability, strong work ethic, and willingness to step in wherever he was needed. After briefly leaving Goodwill, Alex made the decision to return, knowing this was where he wanted to be. His positive attitude, commitment to his team, and genuine desire to help others embody the Goodwill spirit each day.



ACHIEVER OF THE YEAR

JENNIFER HOLLOWAY

Jennifer Holloway joined Goodwill Industries of Mississippi through the Mississippi Department of Rehabilitation Services (MDRS), bringing with her an eagerness to learn and a determination to succeed. She began as a New Goods Assistant and continued to take on new responsibilities as she developed her skills and confidence. Jennifer's hard work and commitment led to her promotion to Assistant Manager at the Clinton location, demonstrating the growth and achievement that make her a deserving Achiever of the Year.



MANAGER OF THE YEAR

JESSICA MAXWELL

Jessica Maxwell's Goodwill journey spans more than nine years of dedication, growth, and servant leadership. Beginning as a Shift Supervisor, Jessica continued to grow within the organization while earning the trust and respect of those around her. Over the years, she has become a dependable leader, trusted mentor, and valuable resource for her team. Her commitment to supporting employees, leading by example, and maintaining operational excellence makes Jessica a deserving recipient of the Manager of the Year Award.





Goodwill
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Mississippi, Inc.

379 Highway 51
Ridgeland, MS 39157

www.goodwillms.org

*Transforming lives through
lifelong learning and
meaningful work.*



YOUR GOOD DOES MORE.

Every purchase. Every donation. Every opportunity.

When you shop or donate at Goodwill of Mississippi, you help create opportunities for individuals throughout Central Mississippi to discover purpose through lifelong learning and meaningful work.

DONATE. SHOP. CHANGE LIVES.

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