



## **2025 Annual Benefit Report**

During 2025, the Market on Melrose operated as a mission-driven, community-centered retail food enterprise located in an area identified as a food desert. The Market on Melrose increased access to affordable, nutritious food options for local residents while supporting Goodwill Industries of the Valleys' broader purpose of eliminating poverty by empowering individuals, strengthening families, and inspiring communities. The Market on Melrose's operations were intentionally designed to address food access challenges and to support local employment. Fifty percent of the employees during 2025 lived within the 24017-zip code of the Market.

Throughout the year, the Market on Melrose consistently advanced its public benefit impact by accepting SNAP, WIC, and Virginia Fresh Match benefits to reduce barriers to healthy food for individuals and families.

Like many food and retail operations, the Market on Melrose experienced challenges during 2025 related to staffing, operating costs, and broader retail and supply conditions. These circumstances required ongoing evaluation and prioritization of resources while remaining focused on community expectations and impact.

Specific public benefits created by the Market on Melrose included 21.4% of sales utilizing SNAP benefits and 34.1% of sales used for fresh meat and produce. Employment benefits included sixty-six initial positions to support opening and thirty-six full-time equivalent positions at the end of 2025.

Environmental benefits of the Market on Melrose included the generation of solar power on the roof of the facility as well as the capture and reuse of waste heat from the refrigeration units to reduce overall energy consumption.

### **Market on Melrose**

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