



Goodwill
ARKANSAS

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Goodwill Arkansas Hosts 4th Annual Gala for Good “Rooted in Purpose” Celebration Honors 99 Years of Changing Lives Through Education, Training and Employment

LITTLE ROCK, Ark. (September 1, 2026) — Tickets are now on sale for Goodwill Arkansas’s 4th Annual Gala for Good, an evening celebrating 99 years of changing lives through education, training and employment across Arkansas. The “Rooted in Purpose” celebration will begin at 6 p.m. Saturday, Oct. 24, at the North Little Rock Event Center.

Presented by Bank OZK, Gala for Good is Goodwill Arkansas’s signature fundraising event, bringing together business and community leaders for an immersive evening highlighting the people, partnerships and programs advancing opportunity across the state.

Guests will experience live music from Arkansas favorite Arkansauce, a special performance by Kelsey Lamb, whiskey and specialty cocktail tastings, a custom hat bar, silent auction and an interactive mission journey showcasing how Goodwill transforms donated goods into education, training and employment opportunities.

Individual tickets are \$150 and go on sale Sept. 1. Seating is limited, and additional sponsorship opportunities remain available. Tickets, sponsorships and event information are available at TheGalaForGood.org.

“For 99 years, Goodwill Arkansas has been rooted in one powerful purpose: changing lives through education, training and employment,” said Brian Marsh, president and CEO of Goodwill Arkansas. “Gala for Good gives us the opportunity to celebrate that legacy while looking ahead to our next century of impact. Every guest and supporter helps us create pathways to opportunity and build stronger futures for individuals and families across Arkansas.”

The 2026 Gala for Good is co-chaired by Kevin and Leigh Ann Newton, longtime supporters of Goodwill Arkansas and its mission.

“We are proud to chair Gala for Good and help share the incredible work happening through Goodwill Arkansas,” said the Newtons. “This event gives people an opportunity to see beyond the stores and donations and learn how Goodwill is creating opportunities and changing lives across our state.”

Goodwill Arkansas is proud to partner with organizations whose support helps bring the Gala for Good and its mission to life, including C.B.M. Construction, VIP Experience Sponsor; Comfort Systems USA, Hats Off to Good Sponsor; and AY Media Group, Presenting Media Sponsor.

During the evening, Goodwill Arkansas will recognize individuals and organizations whose achievements and partnerships demonstrate the impact of its mission. Awards will include Achiever of the Year, Graduate of the Year, Community Partner of the Year and, new in 2026, the Values in Action Award, recognizing an individual who demonstrates Goodwill Arkansas’s values.

Proceeds from Gala for Good help Goodwill Arkansas provide tuition-free education, industry-recognized career training, employment services and reentry support to Arkansans working to overcome barriers, achieve employment and build greater economic independence. These programs include:

- **The Excel Center®**, Arkansas’s adult high school, providing adults the opportunity to earn a high school diploma.
- **The Academy at Goodwill**, providing career training and industry-recognized certifications for in-demand careers.
- **Career Services**, providing career counseling, job-readiness assistance and employment resources.
- **Reentry Services**, helping individuals who have been justice-involved prepare for employment and successfully transition back into their communities.

About Goodwill Arkansas

Goodwill Arkansas is a 501(c)(3) nonprofit organization dedicated to changing lives through education, training and employment. In the last fiscal year, Goodwill Arkansas’s career services team helped 870 people find employment with companies across the state. Through its education, training and employment programs, Goodwill Arkansas provided services to 8,417 Arkansans. Since opening in 2017, 401 adults in Arkansas have graduated high school and earned their diplomas tuition free through The Excel Center®, Goodwill’s high school for adults 19 years or older. The Academy at Goodwill, licensed by the Arkansas State Board of Private Career Education, is a trade school that provided training and certifications to 1,151 individuals in FY25 to secure new employment and advance careers. Goodwill also offers reentry services for those coming out of justice-involved situations to help train and find employment.