



# 2020 ANNUAL REPORT

**Goodwill**   
West Texas

# FROM OUR CEO

In 1902, Reverend Edgar J. Helms founded the Goodwill organization with the vision of helping individuals overcome barriers. In 2020, that principal was put to the test in the face of a historic global pandemic. We found that in the most difficult of times, our team at Goodwill West Texas came together and continued to build on our founder's vision.

Like many others, our staff and operations were affected by a mandatory closing in March. However, when we were able to open our doors again, our staff of over 300 employees not only quickly brought us back on line, but through hard work and dedication, worked at a level that allowed us to recover and resulted in an operationally successful year.

Throughout the pandemic, our communities continued to support us with generous donations. We processed 7.6 million items over the course of the year and diverted 3.2 million pounds from landfills through our recycling and salvage program.

Revenue from donations totaled \$10,338MM which allowed us to continue to fulfill our mission of employing individuals experiencing barriers. Our mission programs served 595 individuals, and we maintained our goal of having 60 percent of our workforce comprised of individuals with barriers.

Even faced with challenges of their own, our loyal shoppers continued to visit our stores and fund our mission. That support resulted in us being able to serve more people in our external mission programs in the Permian, Big Country and Concho communities.

Every challenge creates an opportunity to overcome and grow. As we continue our work into 2021, we are reminded that though there will always be new challenges, we can work together to find ways to succeed. The board and staff of Goodwill West Texas will continue to exist with the sole purpose of helping others.

On behalf of our entire team at Goodwill West Texas, we thank all of those who support our mission. Whether you donate your gently used items to our stores, shop at one of our 14 retail locations, or partner with us in our business communities, your support changes lives.

A stylized, handwritten signature of the name "Rick Waldraff".

RICK WALDRAFF  
Chief Executive Officer



# OUR MISSION

*To provide opportunities for people with barriers to employment.*



## SAFETY IN STORES

In response to the COVID-19 pandemic, our stores face a mandatory closure. We reopened with enhanced safety procedures and protocols for our employees and guests for the remainder of the year.



## CAREER CENTERS

Goodwill West Texas' three regional Career Centers served 433 people in 2020. Thirty-two individuals obtained meaningful employment after utilizing the Career Center services.



## SALVAGED GOODS

In 2020, Goodwill West Texas diverted an average of 3.2 million pounds of items from landfills. Sixty-five percent of those items included clothing, with a smaller percentage coming each from linens, books and shoes.



## E-COMMERCE

ShopGoodwill.com expands Goodwill West Texas' reach to shoppers across the nation. In 2020, we sold more than \$793,000 worth of donated goods online.

# MEET ANDRE



In August 2020, Andre joined Goodwill West Texas as Career Center Specialist and Work Again West Texas Program Coordinator. Both mission programs had taken a brief pause due to the COVID-19 pandemic, but it didn't take long for word to get out that Goodwill's mission services were back up and running.

As Career Center Specialist, Andre helps clients with basic and vital needs like identification assistance and job placement services. In some cases, his Career Center clients also became members of WAWTX.

"If the heart and mind is broken, it doesn't matter what job you give them," Andre said. "That's what I like about the Work Again West Texas Program - this is a mentorship."

Andre, who overcame addiction himself, credits his family members and friends for helping him through his struggles. He said the Career Center and Work Again West Texas programs can provide clients a vital support system.

"I've been to the bottom. I've been down and out, and I had to go through that process of healing physically, emotionally and spiritually before I could hold any type of job," Andre said.

Using his personal experiences and convictions, Andre continues to lead with heart in service to the Big Country community.

## MEET SETH

Career Center Specialists at Goodwill West Texas often face a variety of tasks every day, depending on specific needs of each client. Some days, that assistance may be as straightforward as computer access, and on other days, it could require diving a little deeper into the client's needs.

When Seth walked into the Abilene Career Center in December, he sought assistance obtaining a birth certificate. After consulting with Career Center Specialist Andre Gwinn Sr., Seth took a seat and waited quietly, scribbling on a sheet of paper with a ballpoint point to pass the time.

Seth's focus caught Andre's attention, so he quickly glanced at Seth's work.

Then, Andre looked again.

The photo Seth drew was a highly-detailed sketch of an elephant. Its curved trunk, hooded eyes and smooth tusks spoke to an advanced and undeniable level of skill. Andre knew Seth's talent was one to cultivate.



Tapping into his community relationships, Andre picked up the phone to call local artist Stephanie Rae Prosser. Stephanie, too, was impressed by Seth's talent and wished to meet him. Andre arranged a meeting at the Abilene Career Center, where Stephanie gifted Seth a bag of art supplies. She encouraged him to pursue his art and use the supplies to increase his portfolio.

Through the commitment to meaningful interactions and the help of community partnerships, Goodwill West Texas' Career Centers guides individuals toward their own, unique paths to independence.



# MEET JENNIFER AND JESSICA

At Goodwill West Texas Abilene stores, Jennifer and Jessica are two faces our customers recognize. Seventeen years ago, the twin sisters graduated from high school and set out to find meaningful employment. That job search led them to Goodwill in Abilene, where they have become valued members of the Goodwill team.

While the sisters have much in common (for example, they commute to and from work together every day), they each enjoy different things about their work. Jessica, who professed she is the more talkative of the sisters, said her favorite part about working at Goodwill is interacting with the customers. Jennifer, on the other hand, has a keen attention to detail, and she enjoys cleaning the stores and making sure all racks and wares are perfectly neat.

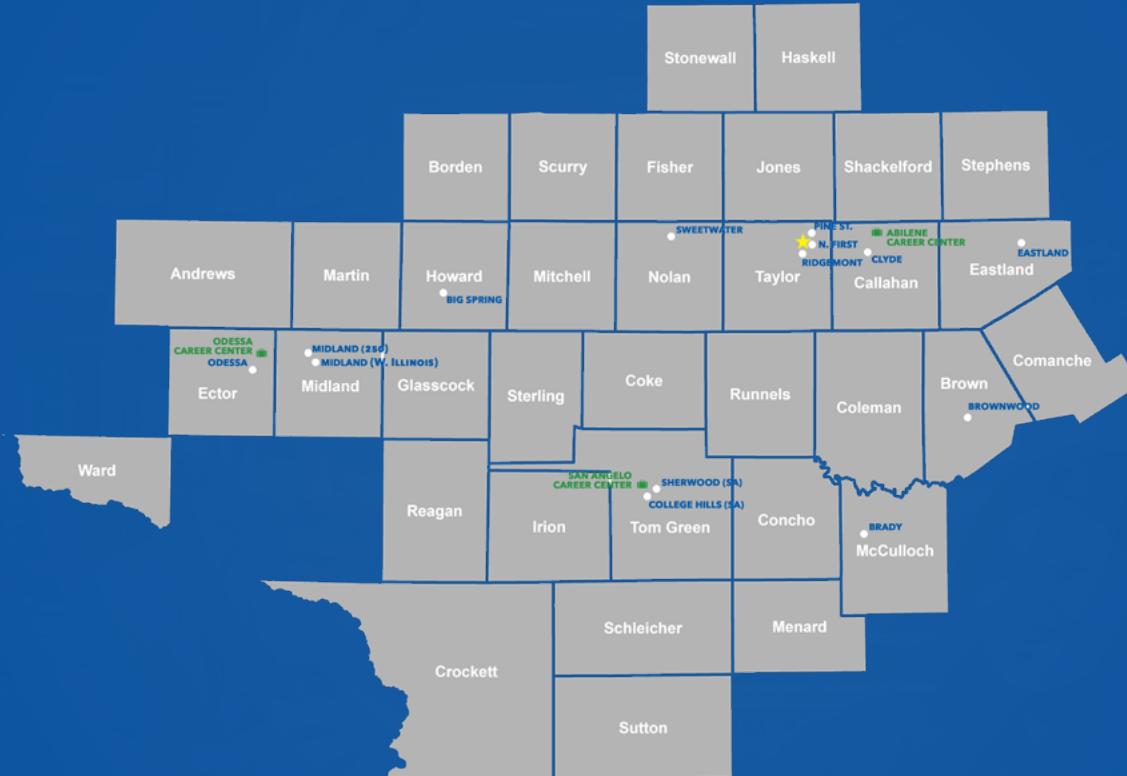
“What I like about Goodwill is [it does] a lot of great work in our community,” Jessica said.

Her sister agreed and added:

“Goodwill is a great place to work.”



# OUR TERRITORY



14

**STORE  
LOCATIONS**

10

**CITIES**

3

**CAREER  
CENTERS**

35

**COUNTIES**



**952**

total people served  
through missions  
programs &  
employment

**177,378**

donations of  
used goods

**433**

people served  
through  
Career Centers

**43**

Youth Ahead  
participants

**3,303,257**

items sold in  
Goodwill West  
Texas stores

**29**

Work Again  
West Texas  
participants

**87¢**

of every dollar  
spent in stores  
directly funds  
our mission

**\$793,835**

E-Commerce  
Sales

**18,842**

E-Commerce  
Items Sold

# FINANCIAL STATEMENT

## REVENUE

Donated Goods Sales and Community Contributions	9,000,364
Recycling and Salvage Program	429,420
Grant and Program Funds	1,308,744
Contracts and Work Adjustment Services	43,837
E-Commerce	756,880
Miscellaneous and Other Income	107,800
<b>TOTAL</b>	<b>\$11,647,045</b>

## EXPENSE

### PROGRAM SERVICES

Thrift Stores	8,084,576
Outside Services	255,121
Vocational Training	200,747

### SUPPORTING SERVICES

General and Administrative	1,187,840
Fundraising	220,417
<b>TOTAL</b>	<b>\$9,948,701</b>

TO REINVEST IN MISSION AND CAPACITY BUILDING

**\$1,698,344**



# OUR VALUES

PEOPLE



INTEGRITY



STEWARDSHIP



INNOVATION



TEAMWORK



COMMUNICATION



CONTINUOUS IMPROVEMENT





# BOARD OF DIRECTORS

**CHAIR** Joey Light, Wylie Independent School District

**VICE CHAIR** David Klement, Community Broadcast Partners

**TREASURER** Tony Conder, The Conder Company

**SECRETARY** Tim De La Vega, HVC and Ram, LLC

**PAST CHAIR** Trish Dressen, National Center for Children's Illustrated Literature

**MEMBERS** Kristi Allyn, Retired Elections Administrator

Michael Hernandez, Ben E. Keith Company

Dennis Laster, Texas USA Energy

Beth Worrell, Keller Williams Realty

Mitch Barnett, Barnett and Hill Real Estate

Brandon Scott Thomas, Perkins Insurance Agency

Jacob Bunton, Batts Communication

Bryson Galloway, Barr Roofing

Jason Hall, McMahon Law Firm

Myra Dean, Civic Volunteer



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