



Goodwill
WEST TEXAS



2023 ANNUAL REPORT

BE THE GOOD

In 2023, Goodwill West Texas embraced its opportunity to “Be the Good” in the communities we serve. Through the efforts of every team member and the generosity of donors, we were able continue on our journey of turning donated goods into employment opportunities. These donations directly fuel our retail stores, mission programs, and the Goodwill dream that dates back to 1902- allowing us to continue expanding our reach and positive impact.

In an effort to reach more people, we opened our fourth career center in Midland, Texas. With this addition, we were able to serve 25% more people in 2023 compared to 2022. Helping others overcome barriers to employment is our passion and our mission. Together, we are changing lives through the *power of work*.

A MESSAGE FROM OUR CEO

I am proud to provide this year's annual report, highlighting another successful chapter of the Goodwill West Texas story. Not only has our organization grown but the numbers show the positive impact that we have made on both employees and individuals in our communities.

Our mission at Goodwill West Texas has always been to empower individuals through meaningful work. We believe in the transformative power of financial independence. We strive to lead by example in this, aligning our actions with our values and promises. To do so, we have increased our base pay for all our employees by 38% since 2021. Additionally, we've added incentives that can boost earnings by another 10%. The ripple effect from these changes has positively impacted the lives of our employees and their families, amplifying the impact of our mission work in the communities we serve.

In our communities, we've made significant strides. We've assisted more individuals in securing employment than ever before, providing them with the necessary resources to succeed. We help individuals with their immediate needs and work with them to develop a long-term plan to obtain self-sufficiency. Our partnerships with other community organizations have grown in strength and number, enabling us to connect more of our neighbors with the help they need.

None of these achievements would have been possible without the generous support of our donors and shoppers. Since our inception in 1983, the support from our communities has enabled us to positively impact thousands of lives. We are deeply grateful for this support and look forward to continuing our work to build a stronger community.

Thank you for making a difference.

Rick Waldraff
Chief Executive Officer



—OUR MISSION:—

*PROVIDING
OPPORTUNITIES
FOR PEOPLE
WITH BARRIERS
TO EMPLOYMENT.*



UNITY

We value being committed to our mission.



SERVICE

We value creating positive experiences for everyone who encounters our organization.



INTEGRITY

We value doing the right thing and being good stewards of our resources.



TEAMWORK

We value working hard together with trust in purposeful, rewarding work.



PEOPLE

We value all people, accepting them with dignity and respect.



GROWTH

We value intentional and continual improvement of our organization and ourselves.

CAREER CENTER

The logo for Goodwill is located to the right of the word "CENTER". It consists of a square frame containing a stylized graphic of a person with arms raised in a 'V' shape, and the word "goodwill" in a lowercase, sans-serif font below the frame.

MISSION:

IN 2023, DONATED GOODS TO GOODWILL WEST TEXAS FUELED:



4

Career
Centers



280

Job
Placements

OUR MISSION PROGRAMS SERVED MORE PEOPLE THAN EVER BEFORE:

1,864

INDIVIDUALS EMPOWERED



\$14.10

Avg. Wage of
People Placed



\$22,271

Interview Clothing
Distributed

MEET CHRIS

Chris struggled in the past finding a job that he enjoyed. Little did he know, visiting the Abilene Goodwill Career Center would lead him to a career that he loves.

Working for Goodwill the past two years has changed Chris's outlook on life, all around. He has developed a strong work ethic and enjoys finding ways to help others.

"It's not just going to work," Chris said. "It's my second home."

Goodwill has made it possible for him to do good for his community and for his team. He enjoys finding ways to help other employees when they need a hand.

"It's a joy to see people happy," Chris said. "That's why I work at Goodwill."



REENTRY POINT

Reentry Point is a transformative program designed to help justice-impacted individuals—including those who have been recently released from incarceration or are 3-6 months away from release—overcome barriers to employment.

Recognizing its success in other areas, Goodwill West Texas sought to implement the program in Abilene to serve the Big Country area. The team partnered with other established programs throughout the first half of 2023 to develop its own vision for meeting the specific needs of its community.

In July 2023, the team proudly congratulated its first class of graduates from the week long program. Since then, monthly sessions have continued and a total of 55 individuals were served by the year's end.

“Investing time, education and resources into our justice-impacted neighbors is a proven strategy in breaking the cycle of recidivism,” CEO Rick Waldruff said. “This program not only helps individuals reacclimate into our community, but it creates an opportunity to make our community safer and stronger.”

The Reentry Point program is the latest initiative provided free to its participants thanks to the sale of donations in Goodwill West Texas retail stores.





SMILING G AWARDS

Smiling G Service Awards are given to Goodwill West Texas employees after one year of service, then every five years after that. Employees with more than 25 years of service receive an honorable mention award annually. Ninety-six employees earned tenure service awards in 2023.

Seventy-five of the Smiling G award recipients earned one-year service awards, fourteen employees earned their five-year awards, and four employees earned their ten-year awards. San Angelo Sherwood team member, Tabatha Hernandez, received her 25-year service award. Mindy Keesee of Brownwood and Executive Vice President of Operations Jim Tredennick received honorable mention awards for 27 years of service.

These celebrations and accomplishments are all made possible by the donations generously provided by communities across West Texas. Congratulations to all Goodwill West Texas employees who were honored in these celebrations.



MEET CARA

Meet Cara, a dedicated member of the Goodwill West Texas team with a year and a half of invaluable experience under her belt. Her journey with Goodwill began when she embarked on a job search, eventually finding her way to the Goodwill Abilene Career Center.

The Career Center played a pivotal role in Cara's job search, connecting her with opportunities at two Goodwill locations in Abilene.

"They were so helpful," Cara said.

Now serving as a cashier at the Pine location, Cara has become a beacon of positivity, as acknowledged by Pine Assistant Manager Mary. Mary describes Cara as one of the most positive individuals she has ever encountered.

"She is truly an asset to this store and this company," Mary said.

THANK YOU

for making a difference,

Abilene



87¢

OF EVERY DOLLAR EARNED
IN GOODWILL WEST TEXAS STORES IS
REINVESTED INTO OUR MISSION.

RETAIL BY THE NUMBERS



14

Retail Stores



27,676

Items Sold on
ShopGoodwill.com



8.2M

Pounds of Items
Donated



7.2M

Items Processed



4.7M

Items Sold
in Stores



3M

Pounds Salvaged

MEET SHERRY

After being a stay-at-home mom and wife for many years, Sherry decided it was time to go back to work.

The most challenging part about going back to work, Sherry said, was stepping out of her comfort zone and into a social environment. As a cashier, she learned to be more outgoing than ever before.

“I feel like I have grown a lot,” Sherry said.

Sherry has worked for Goodwill West Texas for two years and has fallen in love with the environment and the people, including the regular shoppers. Sherry said she loves that some customers come into the store happy to visit with the store employees, even if they do not find the item they’re looking for.

“The customers who come in say, ‘I come in because this is a happy place. This is my therapy place,’” Sherry said.

Goodwill is Sherry’s happy place too.

“I love coming to work, because I love doing the work,” Sherry said. “I love being a cashier, and I love putting out clothes. You ought to see me sometimes – I’m dancing in the halls when the music comes on... because I’m happy.”

That happiness can also be attributed to her team, from a supportive store manager to understanding co-workers, something Sherry has found to be unique compared to other workplaces.

“All of the people around here are just wonderful,” she said.



FINANCIAL REPORT

Store and E-Commerce Sales	\$17,208,598
Recycling & Salvage Program	\$717,285
New Goods Sales	\$104,103
Housing Assistance Grant Revenue	\$81,329
Community Contributions	\$195,018
Misc. and Other Income	\$375,081

Total Revenue
\$18,681,414

Program Services

Thrift Stores	\$11,983,889
Housing Assistance	\$100,491
Mission	\$764,350

Supporting Services

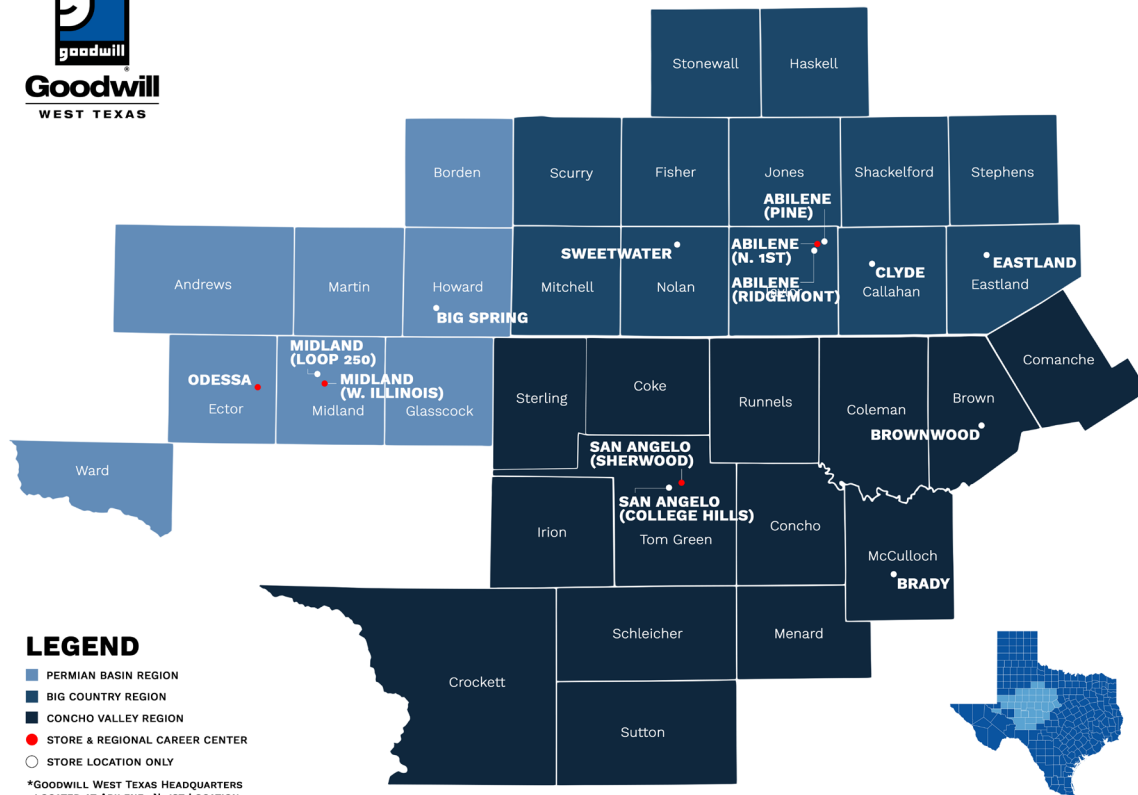
General and Administrative	\$1,982,441
----------------------------	-------------

Total Expenses
\$14,831,171

\$3,850,243

TO *REINVEST* IN MISSION
AND CAPACITY BUILDING

OUR TERRITORY



OUR BOARD OF DIRECTORS

Tim de la Vega, *Chair*
 Bryson Galloway, *Vice Chair*
 Jason Hall, *Secretary*
 Brandon Thomas, *Treasurer*
 Tony Conder, *Past Chair*

Katie Browning
 Jacob Bunton
 Jim Goldston
 Erica Harris
 Katy Hibbs

Julie Johncox
 David Klement
 Melanie Morris
 Travis Ruiz



(325) 676-7925 | info@goodwillwtx.org | 2200 N. 1st Street, Abilene, TX 79603