



ANNUAL **REPORT**

20
24



ESTABLISHED 1983

A MESSAGE FROM OUR CEO

Each year at Goodwill West Texas, we are reminded that true impact is not just measured in numbers—it's measured in lives changed. In 2024, we stayed focused on our mission: to provide opportunities for people with barriers to employment. Through continued growth, collaboration, and purpose-driven action, we moved that mission forward in meaningful ways.

In 2024, we celebrated the opening of our 15th store in Snyder, Texas, expanding both our footprint and our ability to serve. We also celebrated more than 100 employees who took part in professional development mission programs, growing their skills and preparing for what's next in their careers. Behind the scenes, we laid the groundwork for a new internal mission program set to launch in 2025: the Employee Development Program. This will be one more way we live out our mission from the inside out. Furthermore, we made our 6th annual increase to our starting wage and increased all employee pay by a minimum of 7%. Since 2020, the starting wage has increased 49%. These investments reflect how we believe each of our team members who are so vital to this mission deserve the same opportunities for stability and growth that we advocate for externally.

We continue to make intentional improvements to our stores and facilities—upgrades that ensure a better experience for the shoppers, donors, and employees who power our mission. Through consistent outreach and event participation, our mission teams are building stronger bridges to the communities we serve.

In the pages of this report, you'll see the number 2,483- that's how many individuals were served through our mission programs in 2024. However, it is about more than a number. Behind each number is a unique career journey, filled with challenges overcome and victories achieved. These outcomes are possible because of the strength of our network of compassionate employers and local resource partners who, like us, are committed to seeing people succeed. If we can't meet someone's need directly, chances are we know someone who can. That's the power of a connected community.

Thank you for walking alongside us. Whether you shop, donate, work, or partner with us—you are part of the story. Together, we're changing lives through the power of work.

Rick Waldraff
*Chief Executive Officer,
Goodwill West Texas*





JOBS BUILD LIVES



more than a **THRIFT \$STORE**

For Goodwill West Texas, 2024 was about continuing to provide hope, inspiration, and transformation through the power of telling the Goodwill story from the perspective of those we serve. Stories connect us and spur us on. Each client and employee who overcomes barriers to employment paves the way for the next person walking the same path—turning challenges into opportunities, uncertainty into confidence.

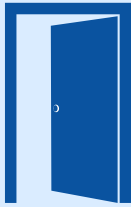
These journeys began with a single act of generosity: a donated item that became their springboard for success. These moments reveal what happens when thrift store transactions become life-changing investments in people.

This year's focus—"More Than a Thrift Store"—celebrates how every dollar spent and every donation given extends far beyond the sales floor. It fuels support services, jobs earned, and ultimately, lives changed. As you turn the pages, join us in honoring the resilience of our clients and employees, the dedication of our team, the loyalty of our shoppers, and the generosity of our donors. Together, we are transforming lives and strengthening West Texas one story at a time— all through the power of work.

OUR MISSION

**TO PROVIDE OPPORTUNITIES FOR PEOPLE
WITH BARRIERS TO EMPLOYMENT**

IN 2024, DONATED GOODS
TO GOODWILL WEST TEXAS FUELED:



4

CAREER
CENTERS



531

JOB
PLACEMENTS

FOR A TOTAL OF

2,483

INDIVIDUALS SERVED.

Mission Highlight: SONJA

After more than 20 years in law enforcement, Sonja moved back to Abilene to care for family. A workplace accident left her with severe injuries that required multiple surgeries and years of recovery, physically unable to work. While waiting for disability assistance, she faced many trials in life, even periods of homelessness.

Through Goodwill West Texas, she found a limited funding housing stabilization grant, where she received assistance with her deposit and fees to obtain housing again. She later returned for assistance obtaining her ID so she could open a bank account and drive again while seeking work.

Eventually, she found the perfect fit for her abilities and wellbeing. The Abilene Career Center helped her find purpose and fulfillment through a paid volunteer role with a local Foster Grandparent Program.

Today, Sonja mentors second-grade students, using her experience and resilience to give back to her community. "I'm in my destiny now," she says.



How it works:



The community donates gently-used items.



*Our team sorts and prepares the items for sale.



Items that aren't sold or are in unusable condition are recycled when possible.

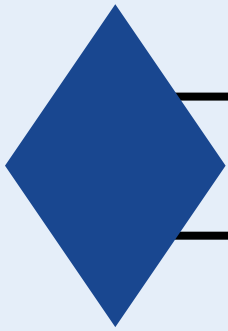


We sell the items in our stores at discounted prices.



Store sales fund mission programs that change lives for employees and the community.

*Over 60% of our team has a disability or disadvantage to employment.



RETAIL BY THE NUMBERS



15

RETAIL
STORES



36,443

ITEMS SOLD ON
SHOPGOODWILL.COM



8.4M

POUNDS OF ITEMS
DONATED



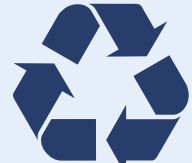
7.8M

ITEMS
PROCESSED



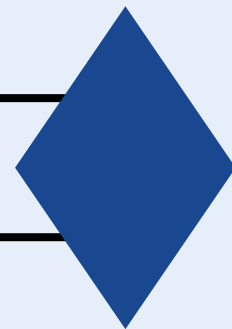
5.3M

ITEMS SOLD
IN STORES



3.3M

POUNDS
SALVAGED



87¢

**OF EVERY DOLLAR EARNED
IN GOODWILL WEST TEXAS STORES IS**

**REINVESTED INTO
OUR MISSION**

CAREER
CENTER

goodwill

OUR VISION

- FOR MISSION -

“We will, with purpose, support and serve all individuals in West Texas seeking to enhance their life through opportunities that provide self-sufficiency and sustainability.”



MISSION IMPACT WITHIN



400+

**TEAM MEMBERS:
60%+ HAVE A
BARRIER**



51

**CLIENTS
EMPLOYED
BY GOODWILL**



111

**GOODLIFE
PROGRAM
GRADUATES**



96

**“SMILING G”
TENURE
AWARDS GIVEN**



\$965K

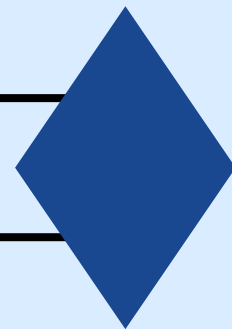
**IN BENEFITS PROVIDED
FOR EMPLOYEE LIFE
BETTERMENT**



41

**VOLUNTEERS
& OTHER
PROGRAMS**

AND IN THE COMMUNITY



3,281

TOTAL CLIENT
APPOINTMENTS
HELD



480

CLIENTS
EMPLOYED IN
THE COMMUNITY



206

REENTRY
GRADUATES

◆ **2,483 INDIVIDUAL PEOPLE SERVED** ◆



\$28K

ASSISTANCE
FOR OBTAINING I-9
RELATED DOCUMENTS



\$11K

ASSISTANCE PROVIDED
FOR JOB-RELATED
TRANSPORTATION



\$29K

INTERVIEW
CLOTHING
DISTRIBUTED

Mission Highlight:

DIANE

When Diane first visited the Goodwill West Texas store in San Angelo on College Hills Boulevard several years ago, she knew something was different about it. Between the relaxed atmosphere, the friendly employees, and the affordable prices, she quickly became a loyal shopper. However, when she heard about the mission, she knew she wanted to be more than a customer.

In 2021, after eight years out of the workforce due to a medical condition, she applied for a position and was hired. Shy and reserved at first, Diane says she has changed for the better now.

“I was very, very quiet. I didn’t talk to anyone. But now, I talk to everyone! Customers... everyone!” She explained further, “The managers would take time to talk to me. Little by little, they helped me feel comfortable here. And I know if I ever need anything, I just let them know.”

She loves how at Goodwill, she can be herself and her medical concerns no longer feel like the barriers they once were. “They don’t treat me different here. I love it– the environment, the people– I just love it.”



OUR VALUES



UNITY

We value being committed to our mission.



SERVICE

We value creating positive experiences for everyone who encounters the 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.

**IN 2024, GOODWILL WEST TEXAS OPENED
ITS 15TH STORE IN SNYDER, TEXAS.**





**"FRIENDS OF GOODWILL,
BE DISSATISFIED WITH
YOUR WORK UNTIL EVERY
PERSON IN YOUR
COMMUNITY HAS AN
OPPORTUNITY TO
DEVELOP TO THEIR
FULLEST USEFULNESS
AND ENJOY A MAXIMUM
OF ABUNDANT LIVING."**

- Dr. Edgar J. Helms,
Founder, Goodwill Industries



FINANCIAL REPORT

OF STEWARDSHIP AND GROWTH

REVENUE SOURCES

Store and E-Commerce Sales	\$19,810,267
Recycling and Salvage Program	\$719,209
New Goods Sales	\$195,186
Community Contributions	\$211,682
Misc. and Other Income	\$603,097

TOTAL REVENUE **\$21,539,441**

PROGRAM SERVICES

Thrift Stores	\$13,872,384
Mission	\$852,502

SUPPORTING SERVICES

General and Administrative	\$2,072,051
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TOTAL EXPENSES **\$16,796,937**

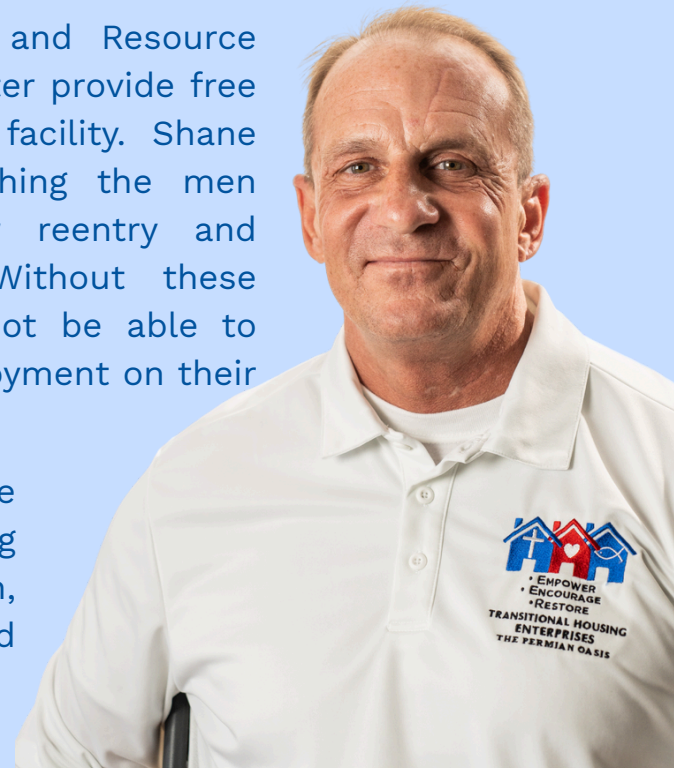
Mission Highlight: SHANE

Shane is a Facility Administrator at Transitional Housing Enterprises in Odessa, Texas. It is a sober living program offering affordable housing and employment opportunity assistance for up to 87 men at a time. Residents are typically justice impacted and facing many barriers to employment.

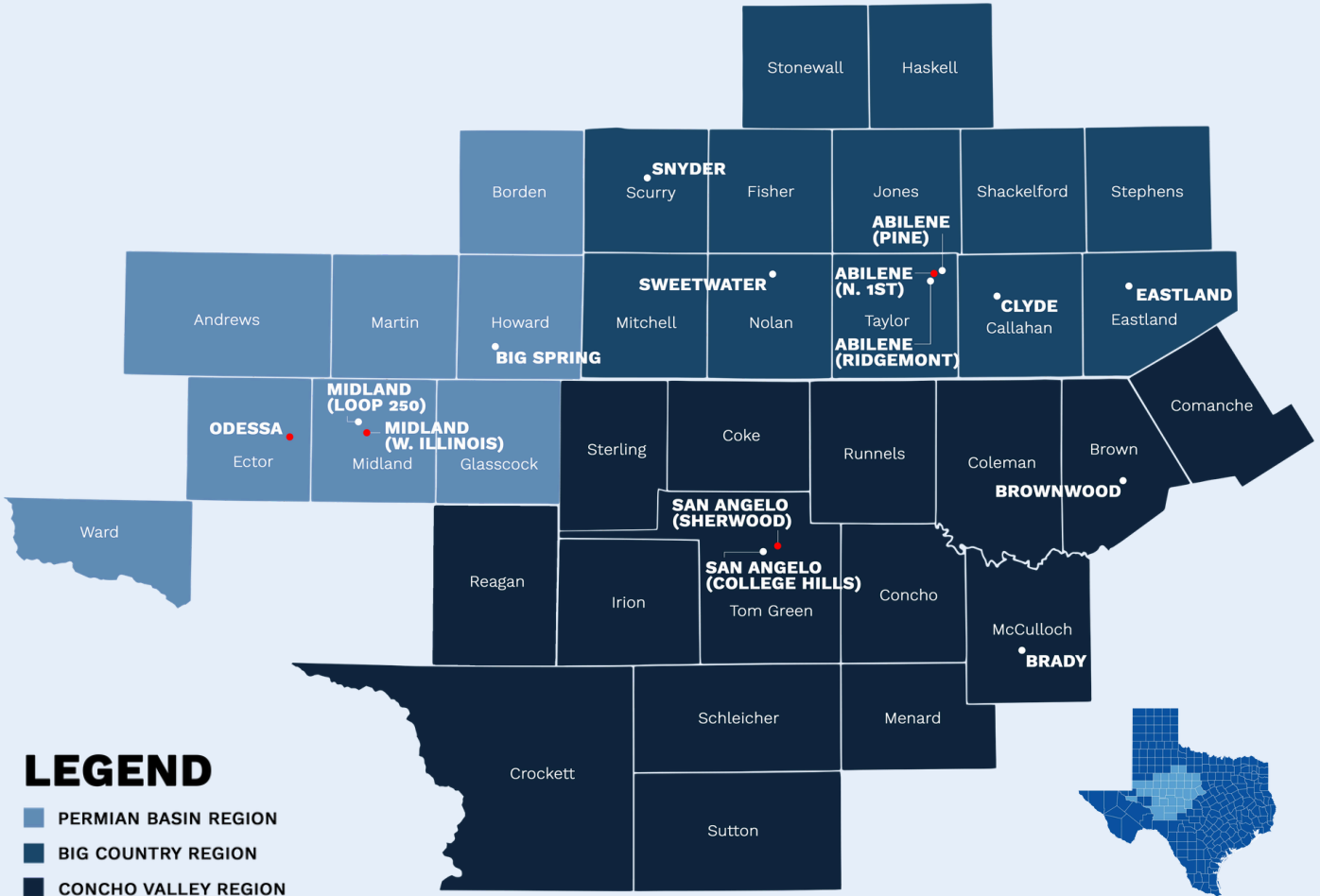
It is also one of hundreds of community partners that Goodwill West Texas networks with to serve the community— providing the tools, resources, and support needed to find meaningful employment and self-sufficiency.

Each week, the local Employment and Resource Specialists at the Odessa Career Center provide free career services on location at the facility. Shane describes these services as something the men “absolutely need- crucial to their reentry and reintegration back into society.” Without these services, many of the men might not be able to obtain- or know how to obtain- employment on their own.

The most common services include resume-help and assistance obtaining documents for I-9 verification, interview clothing, work-required uniforms, and more.



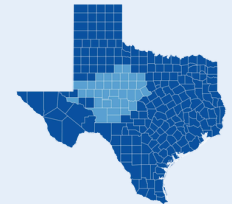
OUR TERRITORY



LEGEND

- PERMIAN BASIN REGION
- BIG COUNTRY REGION
- CONCHO VALLEY REGION
- STORE & REGIONAL CAREER CENTER
- STORE LOCATION ONLY

*GOODWILL WEST TEXAS HEADQUARTERS
LOCATED AT ABILENE- N. 1ST LOCATION



OUR BOARD OF DIRECTORS

Bryson Galloway, *Chair*

Melanie Morris, *Vice Chair*

Erica Harris, *Secretary*

Jim Goldston, *Treasurer*

Tim De La Vega, *Past Chair*

Jason Hall

Julie Johncox

Katie Browning

Katy Hibbs

Jacob Bunton

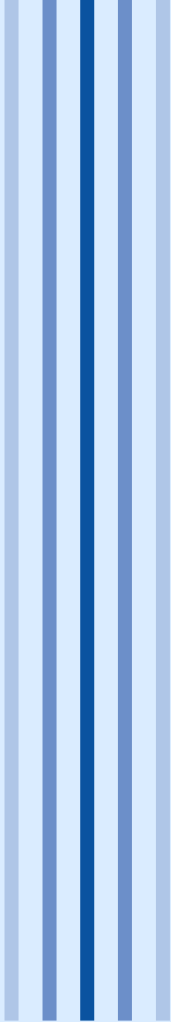
Marcus Wiley

Brandon Thomas

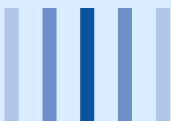
Tony Conder

Travis Ruiz

Goodwill West Texas is a 501(c)(3) nonprofit organization governed by an elected board of directors. The board provides strategic leadership and fiduciary oversight as it works to ensure progress toward organizational goals.



Goodwill
WEST TEXAS



www.goodwillwesttexas.org

