

2022 ANNUAL REPORT



PROGRESS WITH PURPOSE

In 2022, Goodwill West Texas made strides toward fulfilling our mission through our retail stores and mission programs. Building on the progress made in 2021, we served more people than ever before thanks to the generous donations of the communities we serve. We believe that with intention and purpose, the progress we're making is transforming lives through the *power of work*.





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.

OUR MISSION
IS TO PROVIDE
OPPORTUNITIES
FOR PEOPLE WITH
BARRIERS
TO EMPLOYMENT.

A MESSAGE FROM OUR CEO

In 1902, Goodwill founder Edgar J. Helms knocked door-to-door in a Boston neighborhood collecting household goods and clothing in need of mending. Even before the Great Depression, the practice of repurposing items was commonplace. Reverend Helms established himself, and eventually Goodwill, as a trusted source for people's belongings.

More than 100 years later, we are honored to uphold the tradition of being that trusted source for people's belongings in West Texas.

In 2021, we set out to intentionally utilize the resources earned from those items with three goals in mind:

1. Invest in our employees, of which more than 60 percent have a self-identified barrier to employment.
2. Invest in our facilities in order to provide an enhanced experience for everyone who encounters our organization.
3. Invest in our communities by intentionally establishing mission programs that will serve the most people with the most need.

I'm proud of the purposeful work our team has done in pursuit of those goals. With the help of our communities, we look forward to continuing to make progress with purpose in the coming years.

Thank you for making a difference.



Rick Waldraff
Chief Executive Officer



MEET DIANNE

When Dianne turned to Goodwill for a hand up, she had already been faced with her share of closed doors. At the time, Dianne was experiencing homelessness and sought shelter at the Salvation Army. She left the shelter daily to seek employment and housing, but struggled to make progress in her job and home search without resources and a support system.

Through word of mouth, Dianne heard that Goodwill offered services to help individuals experiencing housing instability. Goodwill's Resource and Housing Assistance Navigator in Abilene helped find an apartment for Dianne and assisted her in applying for monetary resources through the Housing Stabilization Services grant program to get back on her feet. Dianne also worked with the Goodwill Career Center to be placed into a job with Goodwill.

"The outreach they give you, the confidence they give you that, 'Yes, we can change this situation,' it changes everything," Dianne said.

HOUSING STABILIZATION SERVICES

“

The door was opened here for me, and I was very proud. It took me off the street, gave me a job, a sense of wellbeing, a sense of independence.”

- DIANNE

HOUSING STABILIZATION SERVICES CLIENT

In 2021, Goodwill West Texas received a grant from the Texas Department of Housing and Community Affairs (TDHCA) to provide monetary assistance for deposits on rent and utilities to qualifying individuals. In 2022, the program continued to strengthen families throughout West Texas.

1,299

FAMILIES SERVED IN 2022

1.2M

**IN RESOURCES PROVIDED
FROM 2021-23**

MEET KITTY

For Kitty, a will to work comes easily. She found her professional calling as a Licensed Chemical Dependency Counselor at Serenity House, a treatment facility for individuals with drug and alcohol addiction. Over a span of 27 years, she rose through the ranks from counselor, to program director, to director of admissions. At 73 years of age, Kitty began to envision a slower-paced life and decided to take her well-earned retirement.

Not long after that, Kitty found that the slow-paced life of retirement did not bring her the same fulfillment she had in the workplace. She wanted to start working again, but she found it was more difficult to find another job than she had expected. Around that time, a friend encouraged Kitty to visit the Goodwill Career Center.

Kitty met with Terry, an employment and resource specialist, and shared with her the challenges she was experiencing in her job search. Terry encouraged Kitty and assured her that Goodwill would help her find a job. After that, Kitty made daily visits to the Career Center, where Terry coached her through job applications and interviews.

More than a dozen interviews later, Kitty still did not have a job and was starting to lose hope. With coaching from Terry, Kitty decided to take another route. Terry arranged an interview for Kitty with a local Goodwill retail store, and Kitty was hired immediately.

“I loved it from the first day,” Kitty said.

Like her job at Serenity House, Kitty found fulfillment in her work at Goodwill because of the understanding that it serves a larger purpose.

“I’m so proud, because Terry got me here where I’m at, and I don’t ever want to go anywhere else,” Kitty said. “The Career Center, I believe, saved my life.”



**IN 2022, DONATIONS TO
GOODWILL WEST TEXAS FUELED:**



3

Career
Centers



96

Job
Placements

**OUR CAREER CENTERS SERVED
MORE PEOPLE THAN EVER BEFORE.**

1,167

Individuals Empowered



\$14.62

Avg. Wage
of People
Placed



\$22,271

in Clothing
Vouchers
Distributed

MEET REGGIE

Reggie's work at Goodwill over the past 10 years has given him a deep understanding of a value that is at the heart of the Goodwill mission: helping people.

"My favorite part is that whenever I work, I get to have a chance to help my coworkers," Reggie said.

Reggie works in the donation service unit in Abilene where a team of diverse individuals sort through and distribute thousands of donated items across the Goodwill West Texas territory. When he joined Goodwill, it was his first job. Reggie said Goodwill gave him a chance and although he did not have professional experience at the time, his team taught him all the skills he needed to know.

"Helping people is pretty much a passion of mine," Reggie said. "I'm always happy and eager to come to work."



87¢

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

RETAIL BY THE NUMBERS



14

Retail Stores



27,446

Items Sold on
ShopGoodwill.com



7.8M

Pounds of Items
Donated



6.7M

Items Processed



4.3M

Items Sold
in Stores



3.4M

Pounds Salvaged

FINANCIAL REPORT

| | |
|----------------------------------|--------------|
| Store and E-Commerce Sales | \$14,714,648 |
| Recycling & Salvage Program | \$751,712 |
| New Goods Sales | \$75,160 |
| Housing Assistance Grant Revenue | \$704,253 |
| Community Contributions | \$192,224 |
| Misc. and Other Income | \$223,631 |

Total Revenue
\$16,661,628

Program Services

| | |
|--------------------|--------------|
| Thrift Stores | \$10,730,565 |
| Housing Assistance | \$708,432 |
| Mission | \$520,781 |

Supporting Services

| | |
|----------------------------|-------------|
| General and Administrative | \$1,746,196 |
|----------------------------|-------------|

Total Expenses
\$13,705,974

WHAT'S NEW AT GOODWILL WEST TEXAS



CARF Accreditation

The Commission on Accreditation of Rehabilitation Facilities awarded Goodwill West Texas a three-year accreditation for our employment and Career Center programs. The accreditation was awarded with no recommendations for improvement, an accomplishment achieved by only three percent of CARF surveys.

This is the first accreditation the international accrediting body has given to Goodwill West Texas and the highest level of accreditation an organization may achieve. It certifies that our nonprofit organization demonstrated our commitment to offering programs and services that are measureable, accountable and of the highest quality.

In addition to a thorough analysis of our policies and procedures, the surveyors conducted confidential interviews with current and former persons served in order to establish the real-life impact of our programs.



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. Sixty-five employees earned tenure service awards in 2022.

Sweetwater employee Joe Deleon received his 25-year service award, and honorable mention awards were presented to both Mindy Keese of Brownwood and Executive Vice President Jim Tredennick for 26 years of service.

Store Updates

In a continued effort to reinvest in our mission by improving the shopping experience for our supporters and the work environment for our employees, we made significant facility updates and upgrades across the territory, from in-store signage, to flooring, paint, and more.

Midland W. Illinois



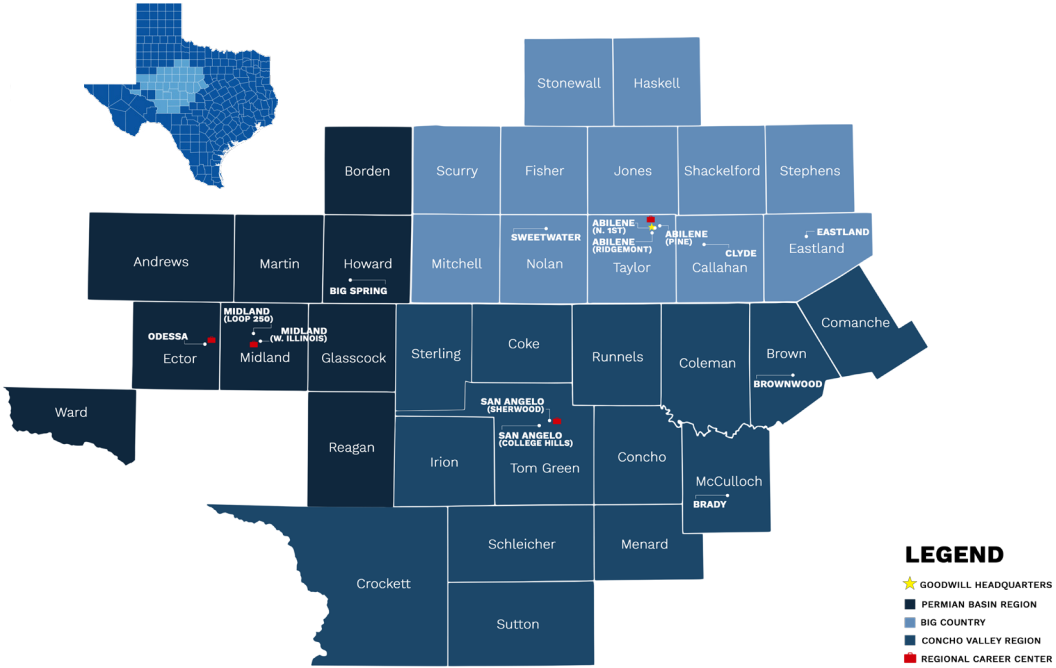
Abilene Pine Street



Abilene N. 1st



OUR TERRITORY



OUR BOARD OF DIRECTORS

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