Goodwill
WEST TEXAS



ANNUAL REPORT

2025

A MESSAGE FROM OUR CEO

For 43 years, Goodwill West Texas has stayed true to its mission of helping people overcome barriers to employment. As you turn the pages of this report, you'll see numbers that reflect another year of growth and impact. But behind every number is a person, a family, and a story. Every day, donations of clothing and household goods are transformed into threads of opportunity, hope, and purpose that strengthen lives and communities across West Texas.

In 1983, the doors of our first small store opened in Abilene, Texas, creating opportunities for individuals facing disabilities and other barriers to employment. That first team of 15 people has grown into 15 retail locations and a workforce of 453 employees, with more than 70% self-reporting a barrier to employment. While much has changed over the years, our commitment remains the same: creating opportunities through the power of work, both within our organization and throughout the communities we serve.

Mission impact has been one of our greatest areas of growth over the past five years. In 2025, we helped 2,586 individuals connect with employment opportunities and community resources to overcome personal challenges and move toward self-sufficiency. Our Mission program has doubled in size over the last four years and now includes 15 employees and four Career Centers. Today, our investment in mission operations and community assistance represents 20% of our retail operation's net income.



Goodwill West Texas' history is a patchwork of generosity, hard work, perseverance, and hope. Like the many fabrics, patterns, and textures brought together throughout this report, our mission is made stronger by the people who come together to support it. Donors, shoppers, employees, volunteers, community partners, our leadership team, and our volunteer Board of Directors each contribute something unique. Together, we provide something far greater than any one of us could alone. We provide opportunities for self-sufficiency and dignity through the *power of work*.

Thank you for being part of the Goodwill West Texas story.

Rick Waldraff
Chief Executive Officer,
Goodwill West Texas


Woven Into West Texas
★ SINCE 1983 ★
ABILENE, TX
FEB
1983
79601
goodwill
WEST TEXAS
GOODWILL
GOODWILL
PINE ST.
goodwill
WEST TEXAS


Every
donation
has potential.

So does **every person.**

At Goodwill West Texas, the sale of donated goods funds our free employment support services.

This is how we turn donations into opportunities.
















Neckline
Armhole
Front Bodice
Waist
Side Seam
Hem
Center Back
Shoulder
Chest
Waist
Collar Stand
Shoulder
Chest
Sleeve Length
Hem
Waist
Rise
Inseam
Hem
OUR MISSION
To provide opportunities
for people with barriers to employment

IN 2025, DONATED GOODS TO GOODWILL WEST TEXAS FUELED:



4

CAREER CENTERS



663

JOB PLACEMENTS

FOR A TOTAL OF



2,586

INDIVIDUALS SERVED.

THREADS OF IMPACT

Every donation creates opportunity. Here's how your generosity helps change lives:



1. DONATE

The community donates gently-used items.



2. SORT

*Our team sorts and prepares the items for sale.



3. SELL

We sell the items in our stores at discounted prices.



4. RECYCLE

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



5. MISSION IMPACT

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



***70%+** of our team has a disability or disadvantage to employment.

Mission Highlight:
STONE

FRESH START

Stone came to the Goodwill West Texas Career Center to bring a friend to their appointment. As he listened to the Employment and Resource Specialist explain the services offered, he became interested in services for himself.

Before his friend's appointment was even complete, he had signed himself up for services too.

After many years in the workforce, he had retired but found himself missing purpose and feeling like he did not have anything to offer the world. He wanted to find work again but worried that it would be difficult to start over at his age.

He met with a specialist who helped him update his resume to match his career aspirations. She helped him apply for jobs suitable for his skills, experience and goals.

Soon enough, he found employment and purpose once again.



RETAIL
BY THE NUMBERS




87¢
OF EVERY DOLLAR EARNED IN
GOODWILL WEST TEXAS STORES IS
REINVESTED INTO
OUR MISSION

MISSION IMPACT

WITHIN OUR WORKFORCE

450+

TEAM MEMBERS: 70%+ HAVE A BARRIER

29

CLIENTS EMPLOYED BY GOODWILL

122

GOODLIFE PROGRAM GRADUATES

90

"SMILING G" TENURE AWARDS GIVEN

$1.3M

IN BENEFITS PROVIDED FOR EMPLOYEE LIFE BETTERMENT

71

VOLUNTEERS & OTHER PROGRAMS

MISSION IMPACT
IN THE COMMUNITY

3,386
TOTAL CLIENT APPOINTMENTS HELD

2,586
INDIVIDUAL PEOPLE SERVED

634
CLIENTS EMPLOYED IN THE COMMUNITY

$28K
ASSISTANCE FOR OBTAINING I-9 RELATED DOCUMENTS

$6K
ASSISTANCE PROVIDED FOR JOB-RELATED TRANSPORTATION

$33K
INTERVIEW CLOTHING DISTRIBUTED

Mission Highlight:
STEVEN

OPPORTUNITY

Steven knew he was a hard worker, but he found it difficult with the barriers he faced to find an employer willing to give him a chance, much less an interview. Time, and time again, he applied for jobs with no call for an interview.

The House Manager of the group home he lives at heard about Goodwill West Texas and the services that the Career Center offers. Soon they had a meeting with the Employment and Resource Specialist Steven was very interested in retail positions at Goodwill. His ERS recommended to him that he could start by volunteering to learn some applicable skills until a position at his preferred store came available.



Soon after, he was able to apply for a position in production. Today he is a proud team member of our team at our Pine Street store location. His manager appreciates his attention to detail and his dependability. For Steven, he has found a work family.

THE THREADS THAT GUIDE US

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.

FINANCIAL REPORT

OF STEWARDSHIP AND GROWTH

REVENUE SOURCES

Store and E-Commerce Sales	$21,652,527
Recycling and Salvage Program	$777,671
New Goods Sales	$183,364
Community Contributions	$256,362
Misc. and Other Income	$2,035,988
TOTAL REVENUE	**$24,905,912**

PROGRAM SERVICES

Thrift Stores	$15,404,172
Mission	$1,034,819

SUPPORTING SERVICES

General and Administrative	$2,386,789
TOTAL EXPENSES	**$18,825,780**

Mission Highlight:
MANDY

GREATER IMPACT

At Goodwill West Texas we recognize that when organizations work together to meet the needs of the people, problems are addressed holistically and the whole community grows stronger as a result. Mandy is one of the many community partners that works alongside the Career Center. She is a community health worker with Betty Hardwick Center and the Board Chair for the Big Country Reentry Coalition.

In her role, she serves as a vital connection point between organizations, helping individuals access the resources they need to overcome barriers and move forward. Through her work, she regularly refers individuals to the Goodwill West Texas Career Center for employment support while also connecting our clients to mental health services, community resources, and additional assistance available through the Betty Hardwick Center and the Big Country Reentry Coalition.

We are grateful for community partners like Mandy, the Betty Hardwick Center, and the Big Country Reentry Coalition, whose collaboration helps us expand our mission's reach and impact.



OUR TERRITORY



LEGEND

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

*Goodwill West Texas Headquarters located at Abilene- N. 1st Location



BOARD MEMBERS

Jim Goldston, *Chair*
Marcus Wiley, *Vice Chair*
Charles Black, *Secretary*
Katie Browning, *Treasurer*
Melanie Morris, *Past Chair*
Weston Conder
Dwayne Dacus
Jay Hardaway
Erica Harris
Katy Hibbs
Tracy Howle
Julie Johncox
Brandon Osborne
Travis Ruiz
Emme Siburt

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.



www.goodwillwesttexas.org