

# 2021



ANNUAL REPORT

# MAKING A DIFFERENCE

# A Message From Our CEO

**“We know that there will always be challenges but, in those times, we look to our founder’s experiences and remember that every challenge comes with an opportunity to serve others in need.”**

Growing up on a small farm in Iowa in the late 1800s, Edgar J. Helms, founder of Goodwill Industries, knew about obstacles and hardship.

During the latter half of the 1870s, Iowa farmers were devastated by a plague of grasshoppers that destroyed their crops and diminished their sources of food and income. When families began to go hungry, Helms watched as his community came together to provide help to those with the most need.

Those experiences provided a foundation and passion that shaped his life, and he used those same principles to form a service that would eventually become Goodwill in 1902. For 119 years, the Goodwill organization has continued to carry on the mission of providing services to help those in need overcome obstacles and hardship.

Goodwill West Texas, which began operations in 1983, serves communities in West Texas covering 35 counties. We’ve continued to build our organization over the past 28 years, and in 2021 we reached record-setting achievements in services provided and funds generated for our mission.

We know that there will always be challenges but, in those times, we look to our founder’s experiences and remember that every challenge comes with an opportunity to serve others in need. Looking forward, Goodwill West Texas will continue to expand our services as well as resources available to our employees so that they may achieve their own goals for personal growth.

We are grateful for the dedication of our 350 employees, our directors that guide our organization, and for the community support that we receive from our donors and shoppers. All these individuals make a difference in the lives of our neighbors and in the communities we serve.

Thank you for making a difference.

**Rick Waldraff**  
*Chief Executive Officer*



## WHAT'S NEW AT GOODWILL WEST TEXAS

### E-Commerce Expansion

Goodwill West Texas launched its e-commerce operations in 2018. After two successful years, we quickly outgrew the original space allocated for e-commerce operations. By remodeling the Abilene Ridgemoor retail location, we were able to expand our e-commerce footprint and operations capabilities.

### Re-envisioning Ridgemoor

The e-commerce expansion offered an opportunity to re-envision the retail space at Abilene Ridgemoor. In July, we opened the doors to an expanded retail space, equipped with updated artwork to enhance the overall experience for our shoppers and employees.

### A New Mission Program

The Texas Department of Housing Affairs awarded Goodwill West Texas a grant that provided for a new mission program. The new Housing Stabilization Services program provides qualifying individuals with assistance to help overcome the barrier of housing instability.

# Making a Difference Through Housing Support Services

## Addressing the Barrier of Housing Instability in West Texas

When Lisa graduated from Goodwill's Work Again West Texas program, she left with a new job, new skills, and a new outlook on life. However, she still had one large barrier to overcome - housing instability.

Lisa was able to connect with Mike, the Big Country region's Resource and Housing Assistance Navigator for a helping hand in her housing search. Mike helped her apply for the Housing Stabilization Services program, obtain financial assistance for rent deposits and utility deposits, and find an apartment of her own.

In its first months, the HSS program served 136 West Texas households in need.

**“I really appreciate all the support Goodwill has given me. It’s wonderful to have my own home now... and it’s worth fighting for.”**

LISA PRICER



### ARIANA ACOSTA

Resource and Housing Stabilization Services  
Concho Valley

#### **Q: WHAT IS THE MOST REWARDING PART OF PROVIDING HOUSING STABILIZATION SERVICES TO GOODWILL WEST TEXAS CLIENTS?**

“After following up with clients, we can finally get them set up with a drivers license, social security card, or birth certificate and then help them apply to the HSS program. Many clients have made their way out of homelessness, (overcome) house fires, or other financial hardships with the help of Goodwill services and other local agencies in partnership.”



*MICHAEL PRADO, BIG COUNTRY RESOURCE AND HOUSING ASSISTANCE NAVIGATOR*

## How it Works

The Texas Department of Housing and Community Affairs facilitates the Emergency Rental Assistance program as a result of the compounded hardships presented by the COVID-19 pandemic, during which time many individuals faced rental debt, evictions, and the loss of basic housing security. Goodwill West Texas recognized the impact extra assistance could make in the lives of West Texans and applied for the grant program. The awarded funds provide opportunities for qualified individuals to receive assistance through rent deposits, pet deposits, utility deposits, as well as housing search and placement assistance.

**The Goodwill Career Centers are able to provide wrap-around services to HSS clients by assisting with job search, placement and retention support.**

# Making a Difference Through Employment Opportunities



JOHNNY WALKER, DONATION SERVICES UNIT MANAGER

## Meet Johnny Walker

When a visitor enters the donation services unit, it won't take long to be greeted with a smile and a wave by the team members at work. The atmosphere is light, friendly and welcoming. That positivity is no doubt a reflection of the unit's leadership. In fact, Donation Services Unit Manager Johnny Walker makes a point to begin and end each work day with a smile for his team.

Johnny's positivity is made more admirable by the knowledge of the hardships he has overcome.

"Something I'm not proud of, but I'm not ashamed of at the same time, is to speak about my

incarceration," Johnny said. "But, you know, that up until this point hasn't defined me."

Johnny shared his story with the Abilene Reporter News when he was recognized as an Abilene "Everyday Hero" this year.

Johnny grew up in a small town in West Texas, where he was raised by his single mother who suffered from a heart attack when Johnny was a young boy. He worked from the age of 13 to provide for his family. That led him to leave high school early and pursue a general education diploma.

Unfortunately, it also led him into a rough crowd. Those circumstances eventually led him to an arrest and charge with burglary of a habitation. Johnny spent more than 16 years in prison for the offense.

“I looked at the Goodwill organization and the things that were inside of it as possibly a way to start over,” Johnny said. “I knew that this was the place I needed to be - that I wanted to be.”

Johnny started out as a production work at Goodwill West Texas. A short time later, he was made a lead. His next promotion was to assistant manager. Then in 2021, Johnny was named manager of the donation services unit.

“I have overcome adversity,” he said. “I know if I were to meet a man or woman who’s been through a similar situation, I can be a catalyst. If I can do it, if I can get my life back together, (they) can too.”

*Thank you to the Abilene Reporter News for recognizing Johnny and contributing to this story.*



**“I LOOKED AT THE GOODWILL ORGANIZATION AND THE THINGS THAT WERE INSIDE OF IT AS POSSIBLY A WAY TO START OVER. I KNEW THAT THIS WAS THE PLACE I NEEDED TO BE - THAT I WANTED TO BE.”**

# Making a Difference Through Fiscal Responsibility

SALE OF DONATED GOODS & COMMUNITY CONTRIBUTIONS	<b>\$13,737,808</b>
RECYCLING & SALVAGE PROGRAM	<b>\$628,977</b>
GRANT AND PROGRAM FUNDS	<b>\$1,190,571</b>
E-COMMERCE	<b>\$1,003,649</b>
MISCELLANEOUS AND OTHER INCOME	<b>\$93,608</b>

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TOTAL REVENUE  
**\$16,654,613**

## **PROGRAM SERVICES**

THRIFT STORES	<b>\$9,535,832</b>
OUTSIDE SERVICES	<b>\$193,612</b>
VOCATIONAL TRAINING	<b>\$321,127</b>

## **SUPPORTING SERVICES**

GENERAL AND ADMINISTRATIVE	<b>\$1,476,973</b>
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TOTAL EXPENSES  
**\$11,527,544**

# **\$5.1 MILLION**

TO REINVEST IN MISSION AND CAPACITY BUILDING

# Making a Difference Through Sustainability

**AT GOODWILL WEST TEXAS, WE VALUE INTEGRITY, AND THAT MEANS DOING THE RIGHT THING BY BEING GOOD STEWARDS OF THE RESOURCES INTRUSTED TO US BY OUR COMMUNITIES.**

Goodwill Founder Reverend Edgar J. Helms once said, "Goodwill saves the waste in men and things."

When goods are donated, they are given a new life. By collecting donated items and preparing them to be reused, we promote a circular economy system, which is defined as a system that keeps products in circulation for as long as possible (as opposed to a linear model of take-make-dispose).

At an international level and locally here in West Texas, we are committed to the continued stewardship of our planet and the communities we serve.



**59%**

*Clothing*



**8%**

*Shoes*



**14%**

*Books*



**7%**

*Metal*



**11%**

*Linens*



**2%**

*Accessories*

# Making a Difference in the Permian Basin

## Going the Extra Mile

The Permian Basin is rich in oil and job opportunities, but some job seekers need a little extra help to get connected with the right employer. The Odessa Career Center serves as that connector.

The center has served 322 West Texans in 2021. It services 10 out of the 35 counties in the Goodwill West Texas territory, and with the help of the Odessa Career Specialist, job seekers have been connected with opportunities state and even world wide.

Jodi Burdette, the center's career specialist, found that she could create the most impact through attending oilfield job fairs.



**“IF YOU GUYS OUT THERE DON’T KNOW ABOUT THE PEOPLE AT GOODWILL, THEY ARE TRULY AMAZING AT WHAT THEY DO, AND (THEY) CARE ABOUT SHOWING GUYS LIKE ME THAT THERE IS HOPE.”**  
**- CLIENT TESTIMONIAL**

# CAREER CENTER GROWTH

At the events, she added numerous employment partners to Goodwill's directory and established valuable relationships with those employer representatives. Those partnerships enabled her to connect job seekers with employers that not only had job openings, but would be a best fit based on the individual's specific needs.

Goodwill's investment in a client doesn't stop once they step into their first day of work. In the Permian, clients proudly send first-day-of-work photos to Jodi. One client announced his proud news on his social media channel, then sent the post to Jodi.

"Yesterday, I was hired by one of the best companies in the oilfield," he said. "If you guys out there don't know about the people at Goodwill, they are truly amazing at what they do and (they) care about showing guys like me that there is hope."



**290**  
PEOPLE  
SERVED

## 2019

The Goodwill Odessa Career Center opens in November 2019, joining ranks with other Career Center locations in San Angelo and Abilene. The Career Center opening coincides with the opening of a new store, the first in Odessa.

**433**  
PEOPLE  
SERVED

## 2020

The pandemic puts a pause on the Career Center services across the territory for the first half of the year. The centers reopen in June 2020 and quickly see an influx of traffic from people eager to return to work.

**700**  
PEOPLE  
SERVED

## 2021

The Goodwill West Texas Career Centers serve 700 people, exceeding its goal of 540. In the Permian Basin, services expand to provide assistance with job fair event preparation and auxiliary support for acquiring a CDL based on the specific needs of job seekers.

**TOTAL  
PEOPLE  
SERVED**

**1,316**

**THROUGH MISSION PROGRAMS AND  
RETAIL OPERATIONS EMPLOYMENT**



**65%**

of Goodwill West Texas employees have a disability or disadvantage to employment.

<b>CAREER CENTERS</b>	<b>700</b>
<b>HOUSING STABILIZATION SERVICES</b>	<b>136</b>
<b>WORK AGAIN WEST TEXAS</b>	<b>14</b>
<b>VOLUNTEER SERVICES</b>	<b>96</b>
<b>GOODLIFE</b>	<b>15</b>

**961 LIVES IMPACTED**



## **OUR VISION FOR MISSION**

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

**4,292,646**  
ITEMS SOLD IN GOODWILL  
WEST TEXAS STORES



**198,707**  
DONATIONS OF USED GOODS

**24,678**  
E-COMMERCE  
ITEMS SOLD



**\$2.8M**  
IN WAGES PAID  
TO WEST TEXANS  
WITH BARRIERS TO  
EMPLOYMENT

**95%**

of Employee Satisfaction Survey participants said they would recommend Goodwill West Texas as a great place to work.

For every dollar spent in our stores, 87 cents directly funds our mission to provide opportunities for people with barriers to employment.

# Making a Difference in West Texas

All Goodwill's operate autonomously, which means Goodwill West Texas is governed at a local level and is able to provide services that meet the specific needs of the communities we serve.

*Did you know?*

There are 15 different Goodwill organizations in Texas and a network of 157 community-based, autonomous Goodwill organizations in the United States and Canada.

## BOARD OFFICERS

Tony Conder, *Chair*  
Tim De La Vega, *Vice Chair*  
Jacob Bunton, *Secretary*  
Bryson Galloway, *Treasurer*  
David Klement, *Past Chair*

## BOARD OF DIRECTORS

Kristi Allyn  
Joey Light  
Myra Dean  
Trish Dressen  
Jason Hall  
Michael Hernandez  
Brandon Scott Thomas  
Beth Worrell

## Our Values



### UNITY

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We value being committed to our mission.



### SERVICE

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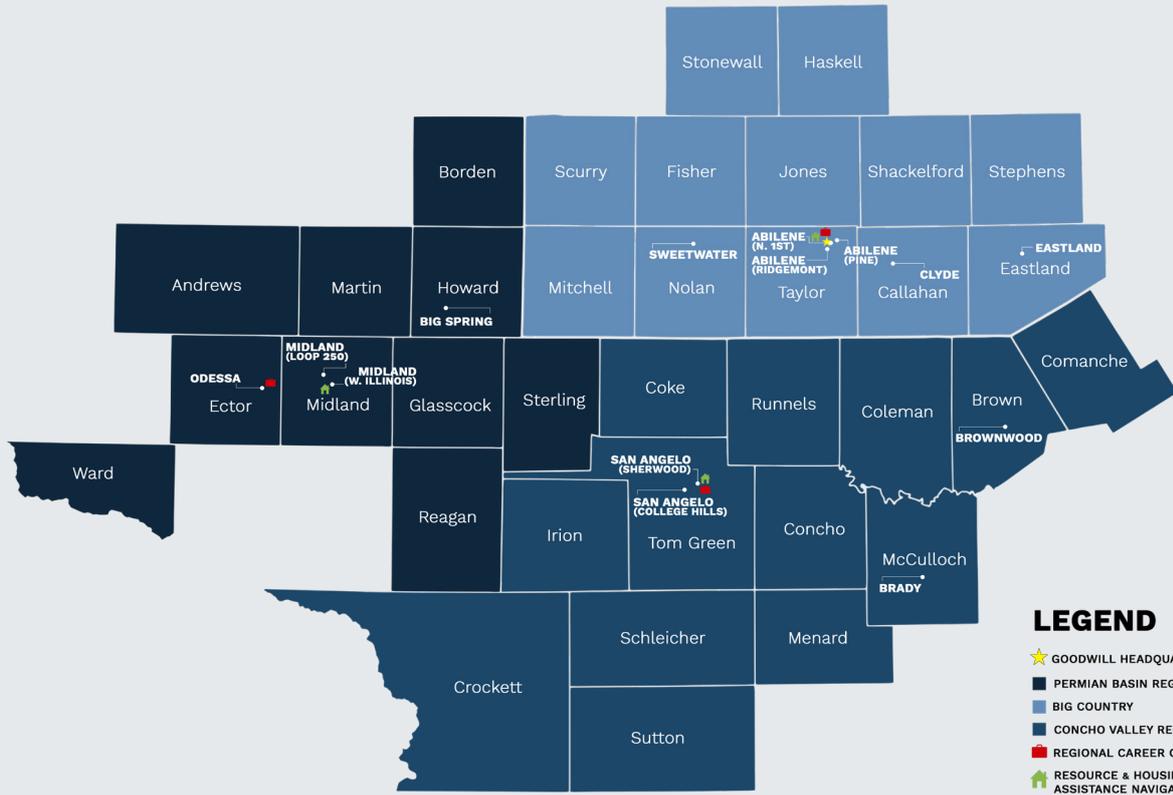
We value creating positive experiences for everyone who encounters the organization



### INTEGRITY

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



**14**

Stores

**10**

Cities

**3**

Career Centers

**35**

Counties



## TEAMWORK

We value working hard together with trust in purposeful and 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

To provide opportunities for people with barriers to employment.



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