
Goodwill
Industries
of Dallas, Inc.
2021 ANNUAL REPORT
A YEAR OF TRACTION

A MESSAGE TO OUR FAMILY

Dear Goodwill Family,

We defined 2020 as a year of perseverance as Goodwill Industries of Dallas, Inc. and its team navigated the storm of the pandemic. We are proud to share that 2021 was a year of traction as the organization took back control of its destiny. While the effects and difficulties of the pandemic were felt throughout 2021, the organization embarked upon its strategic plan with a set of actions that will enable Goodwill to serve three additional individuals by 2030 for every one person it serves today.

The initiatives of the strategic plan span from transforming our 98-year-old social enterprise model (our donated goods retail stores) to improving Goodwill's mission-critical workforce development services to introducing game-changing technology that will improve the organization's efficiency and effectiveness.

We could not be more excited about the future of Goodwill Industries of Dallas, Inc. In 2021, we transitioned from perseverance to traction. And in 2022, we will build momentum. We hope you will join us as we embark upon this exciting and historic journey.

Thank you for supporting Goodwill.

Together, we are "changing lives, one job at a time."



Larry Helm
Chairman of the Board
Goodwill Industries
of Dallas, Inc.



John F. Dickerson
President
Goodwill Industries of
Dallas Foundation, Inc.



Tim Heis
President and CEO
Goodwill Industries of
Dallas, Inc.

About the COVER
Kristi Hall



Kristi Hall finds herself motivated daily, not only to work hard for a good cause, but because she is the cause. She moved from California to Texas in pursuit of a life change roughly two years ago after working for big name department stores benefiting from her proven leadership as a store manager for over 15 years. Though, through her own barriers she found herself involved with those in need of overcoming crises. Kristi found fulfillment in supporting those around her and because of her leadership traits, naturally evolved into a professional role for a community outreach organization.

Only after receiving an invite to apply for an assistant store manager position at Goodwill Dallas did Kristi consider leaving a role she was passionate about. She states, "I didn't leave my role and go back to retail. I found an organization that would allow my retail expertise and case management experience to grow simultaneously." Working for Goodwill Dallas for only six months as an Assistant Manager, Kristi was promoted to Store Manager. Kristi's new role came to fruition as Goodwill Dallas' strategic plan of doubling stores was kicked off and she was given responsibility of the newest store, Collin Creek. Kristi not only took on the new role with excitement, but she also excelled in her ability to manage an evolving team and workflow after the completion of Goodwill Dallas' decentralization efforts.

After about a year of managing her new store, Kristi was again invited to pursue a new Goodwill Dallas role as Regional Director. She considers Goodwill Dallas a place of encouragement, where she can impact her community in a positive way. To Kristi, Goodwill Dallas is where she made the last life change she'll need to make.

New Career Center in North Dallas

Goodwill opened a new Career Center in North Dallas providing a broader reach in helping people launch careers and employers obtain talent. On June 23, 2021, Goodwill celebrated the grand opening of its fourth career center at its store location on Midway Road in Dallas.

Goodwill has a new and improved service delivery model called The "Opportunity Accelerator"

Goodwill Dallas undertook a months-long process to revamp its service delivery model and improve its processes, tools, and key activities. The new service delivery model is called The Opportunity Accelerator, which takes a holistic approach to workforce development by improving access to careers, increasing livable wages (for persons served and employed) and accelerating the connection between skilled talent and employers.

Through comprehensive assessment, planning, and connection to resources, The Opportunity Accelerator takes a job seeker from where they are to where they aspire to be. Job seekers, career advancers, and Goodwill Dallas employees are able to engage in a comprehensive intake and assessment process to evaluate their needs and create an individual career and financial plan with specific goals.

The process is structured in three phases: Assess and Plan, Equip and Connect, Launch and Evaluate. The framework provides an outlined workflow for each phase from referral to planning in the first phase, resume writing and prepping to digital skills training in phase two, and finally acquiring credentials and attaining employment to follow-up and mentorship in phase three.





2021 was a pivotal year for the Career Centers with the implementation of the Goodwill Dallas Opportunity Accelerator, which called for a supportive staffing adjustment. Career Center staff evolved from Employment Specialists managing all aspects of a job seeker and employer relationships to specialized positions as either a Recruiter, Intake Specialist, Success Coach, Digital Skills Trainer, or Business Engagement Specialist. Each position plays a specific role in contributing to the success of the Opportunity Accelerator model through all three phases of the client journey.

Digital Skills Training

Starting in October 2021, Goodwill Dallas partnered with St. Phillips Community Center to offer mobile career services and digital skills training in South Dallas.

Goodwill Dallas partners with organizations such as the City of Dallas, United Way of Metropolitan Dallas, Google, USAA, General Motors, and others sharing the vision of providing communities with the benefit of no-cost career development services. Through grants from these organizations, digitals skills training is offered at various levels and benefits individuals and communities by bridging the divide in persons securing good-paying jobs.

The Goodwill Digital Career Accelerator® is designed to enable more than one million people across the United States— including people with disabilities and disadvantages, at-risk youth, elderly workers, veterans and military families, and people who are transitioning back into society — with the digital skills training needed to succeed in their chosen careers.

“Since we launched the digital skills program, we have been able to increase digital literacy in not just the community in the Westmoreland area, but communities in all of our career center areas. Many of our clients struggle with basic computer skills from operating a mouse and keyboard, to setting up email addresses and typing a resume. Our basic level workshops have given clients a foot in the door toward tech awareness and establishing themselves as digital citizens, and our certification level courses have allowed people who cannot afford expensive exam prep courses, to start learning the information they need to advance their careers in IT.” - RonAmber DeLoney [Lead Digital Skills Instructor]

Goodwill Dallas leads efforts to enhance and expand digital skills training opportunities offered within the surrounding communities. Through planning and partnerships, Goodwill provides digital skills training covering a spectrum of levels from basic computer skills to introductory, mid-level and high-level digital career skills.

Partnership with St. Phillips / USAA Grant



Mackenzie Scott Gift

In January 2021, MacKenzie Scott and her team evaluated 6,490 organizations and then took a deep dive on 822 organizations using a data-driven, evidence-based approach focusing on programs and results. She then made a cumulative contribution of $4.2B to 384 organizations – including $5M to Goodwill Dallas.

In 2021, Goodwill Dallas invested $2.8M of these funds to convert its Donated Goods Operating Model from centralized to decentralized, opened two new mission-integrated leased, store locations, opened a fourth community career center, and installed a case management system to improve service delivery.

Goodwill Dallas was founded 98 years ago and has constantly evolved to better meet the needs of those who face barriers to employment. Goodwill Dallas is grateful that MacKenzie Scott joined long-time supporters in finding that an investment in Goodwill Dallas is a worthwhile one.

MacKenzie Scott joins long-time donors to advance the Goodwill mission with an unprecedented $5 million donation



Autism Awareness Day

On April 2, 2021, across all departments, staff wore blue in support of Autism Awareness Day. EWAT staff provided literature to the organization to bring Autism awareness and clients shared their experiences as a person living and thriving with Autism. Clients and staff alike enjoyed the games and prizes, music, dancing, snacks, and capturing memories at the photobooth.

Many adults on the Autism spectrum experience barriers to completing postsecondary education training opportunities, accessing healthcare, and attaining integrated community living. Goodwill offers Day Habilitation and Vocational Training Services for individuals with Autism and other significant disabilities. Here, clients learn to work in an inclusive environment and are taught workplace competencies, by dedicated staff. As part of the program's commitment, clients earn wages and benefits, which advances these clients towards meeting their independent living goals.



Autism is the fastest growing developmental disorder in the world with a growth rate of 10 - 17% each year with more than 1.5 million Americans diagnosed with Autism.



Goodwill Dallas is committed to igniting change for adults with autism to live fully in all areas of life. Goodwill Dallas understands the importance of cultivating change through improved opportunities in education, employment, and other long-term services and support.



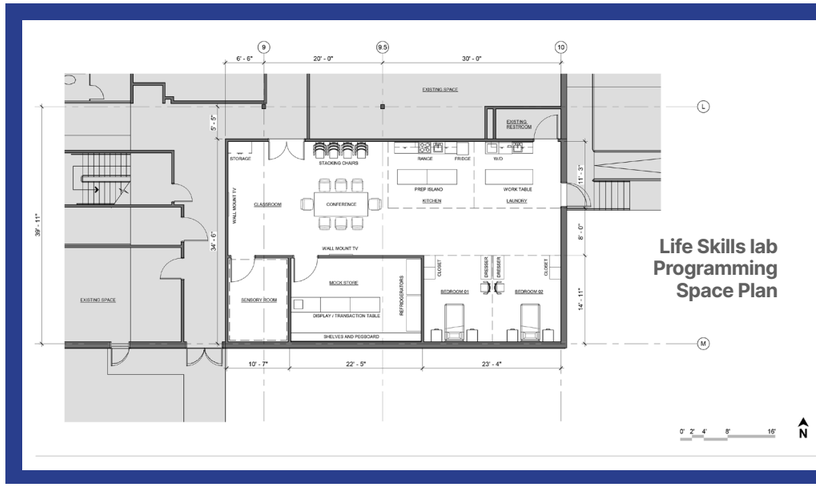




North Texas Giving Day







Life Skills lab Programming Space Plan

Communities Foundation of Texas' North Texas Giving Day is an 18-hour online giving event designed to empower every person to give back to their community by supporting local nonprofits and causes they care about. This year over donors helped us raise over $41,000 for Goodwill's new Life Skills Lab.

The Life Skills Lab will be set up as a model studio apartment at Goodwill's West Dallas Campus and will allow training for Day Habilitation clients to gain skills and increase their independence. For over 15 years, the Day Habilitation program has focused on social and functional lifestyle enrichment for adults living with developmental and intellectual disabilities (IDDs). Goodwill Dallas provides professional adult day programming where individuals are supported throughout the day by experienced specialists working alongside them to develop and maintain academic skills, build living skills, and improve social skills to increase their opportunity to experience the abundance of life. Program participants will spend four hours per day in the classroom and four hours per day working in Goodwill's Donated Goods Retail division.

When individuals living with disabilities are provided the appropriate support and opportunity for active learning, they continue to gain social and functional skills beyond any preconceived limitations, enabling them to reach their fullest potential. The Life Skills Lab will allow Goodwill's clients with disabilities to achieve a higher level of independence and gain self-confidence.

This year 109 donors helped raise over $41,000 for Goodwill Dallas' new Life Skills Lab.

THANK YOU
North Texas Giving Day Donors

Laura Blackman
Wendy Blackwell
Houston Bolin
Don Boyer
Douglas Bracken
Suzanne Charriere
Kimberly Coleman
Stephen Collins
Brock Compton
Katelynn Cox
George Cullum
Samantha Curtis
Axel Davila
RonAmber Deloney
Michael Dunham
Jennifer Ecklund
Susan Everett
Lynider Fagan
John Ferguson
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Steven Gruber
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William Liese
Lisa Lindsey
Chase Luft
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Rosalinda Martinez
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Tracey Nash-Huntley
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Chester Plauche
Robert Powell
Thomas K. Powell
Dorothy Richolson
Sanquenetta Roblaw
King Scovell
Kristina Sellers
Virginia Sellers
Michael Shtofman
Jennifer Siegel
Leisa Simons
B.K. Sloan
Laura Stockdale
Austin Tabor
Taylor Thompson
Carol Tobias
Cindy Varner
Linda S. Vorhies
Lindsay Viola
Jane Wasoff
Craig Watson
Mark V. Welch
Brooke West
Robert Williams
Billy Wood

Collin Creek Store

The first weekend's store revenue surpassed $62,000, over $31,000 of which came from opening day, a **Goodwill Dallas grand opening record**. As a part of the strategic plan and real estate strategy, the lease model allowed us to secure a prime location off US Highway 75 and Collin Creek in Plano. This decentralized store allows us to offer localized employment to over 25 individuals.



The first weekend's store revenue surpassed $62,000, over $31,000 of which came from opening day, a Goodwill Dallas grand opening record.



THE LUNCH

Tuesday, October 26, 2021

Chaired by Katy and Kyle Miller and Sandi and Lowell Sands, THE LUNCH raised $1.5 million dollars to support Goodwill Dallas' Workforce Development Programs. It is important to note that 100% of the proceeds from THE LUNCH fund Goodwill's free job training and placement programs offered to job seekers right here in North Texas. Proceeds from the event are critical to Goodwill's continued success in serving individuals with disabilities and other barriers to employment here in North Texas. Legendary Super Bowl-Winning Quarterback and NFL MVP Peyton Manning, along with Shelly Slater entertained an audience of over 750 guests at the Omni Dallas.





THE LUNCH raised $1.5 million to support Workforce Development Programs





Information Technology

Kate Cox joined Goodwill in May 2021 as the organization's first-ever Vice President of Information Technology after completing her MBA at the Cox School of Business at SMU.

In this role, Kate identified an opportunity to greatly improve Goodwill's ability to serve its clients effectively and efficiently through the transformative power of technology, data analytics, and business intelligence. Kate's combined passion for service and technology has translated into an audacious technology roadmap for Goodwill Dallas. In 2021, Kate and her team embarked upon this journey through implementing a new case management system, upgrading our telecommunications services, identifying the future point-of-sale system for our business, and preparing to take the Goodwill IT environment to the cloud.

Kate's team, along with all the team members in support services at Goodwill, play a critical role in advancing the organization towards its 2030 vision.

Goodwill's Advisory Council



‘The Advisory Council offers an avenue for dynamic leaders in our community to collaborate with the staff and clients of Goodwill Dallas. Members have an opportunity to gain a deeper understanding of the mission through their service, which in turn broadens the reach and impact of the organization. I’m excited to see the ways in which the growth of the Council translates into tangible assets for the benefit of Goodwill Dallas and the community it serves.’

Houston Bolin

Goodwill Industries of Dallas, Inc. launched its first Advisory Council. It is comprised of next generation North Texas leaders who want to impact the community and work together to contribute to our community’s growth and prosperity through job creation. The Advisory Council serves as a catalyst to retain and attract community leaders through engagement, opportunity, and advocacy.

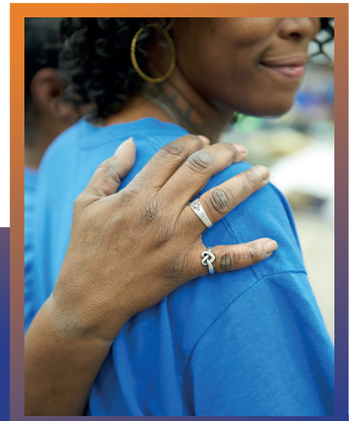
The Advisory Council fosters a culture of service, leadership, advocacy, and camaraderie, while developing the next generation of civic leaders. They recognize the value of peer-to-peer fundraising, volunteerism, and community engagement to explore new markets, connect with community partners, and encourage broad participation on North Texas Giving Day.

Over the course of a typical year, Advisory Council members will have multiple opportunities to volunteer in every facet of Goodwill. Members are encouraged to host their own GoodDrive (e.g. donation drive) or attend one of the group volunteer experiences at a retail store or the warehouse.

At-a-Glance

2021 Mission Statistics

2,702
Persons Served



Type of Service

1,410
Served Face-to-Face

1,292
Served Virtually

Gender

1,523 56%
Female

1,175 44%
Male

Race

1,555 58%
Black or African American

996 37%
Caucasian or White

61 2%
Asian/Native Hawaiian/
Other Pacific Islander

59 2%
Other Race or Origin

19 1%
American Indian/
Alaska Native

Placements

Total estimation

1,034
Persons Placed into Jobs

494
Persons Placed into Employment at Goodwill

540
Persons Placed into
Employment outside of Goodwill

Age

385 14%
16-24

552 20%
25-34

474 18%
35-44

464 17%
45-54

796 30%
55+

31 1%
Unknown

Educational Attainment

984
High School Diploma

265
GED/High School
Equivalency

168
Less than High School
or Equivalent

108
Four-Year Degree
(Bachelor's Degree)

56
Two-Year Degree
(Associate Degree)

20
Graduate Degree

13
Post- Secondary Certificate
(Less than 2 year degree)

07
Completed 8th Grade

01
No Formal Schooling

1080
Unknown

Person Served by Disability

595
Other Disabling Condition

317
Two or More Disabilities

120
Other Physical Disability

63
Psychiatric Disability

60
Emotional Disability

51
Intellectual &
Developmental Disability

41
Learning Disability

21
Blindness or Other
Visual Impairment

20
Deafness or Hearing
Impairment

14
Autism Spectrum Disorder

12
Neurological Disability

Person Served by Barriers to Employment

1,172
Unemployed

447
Underemployed &
Working Poor

326
Persons Served with
Criminal Backgrounds

84
Homeless

63
History of
Substance Abuse

60
Lack of Transportation

53
Dislocated Workers

20
Immigrant

09
Lack of Child
Care Services



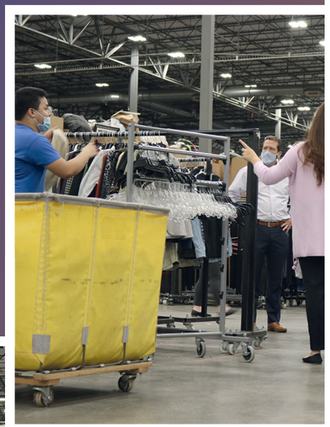
2021 Financial Report

Goodwill Industries of Dallas, Inc. and Goodwill Industries of Dallas Foundation, Inc. Combined Statement of Revenue and Expenses* For the Twelve Months Ended December 31, 2021

Revenue	2021
Retail sales	$ 20,694,569
Contributions	$ 2,014,988
United Way	$ 500,000
Service fees and grants	$ 5,000,000
Investment income and miscellaneous	$ 9,783,689
Total Revenue	**$ 37,993,246**

Expenses	2021
Wages	$ 12,286,958
Payroll taxes and benefits	$ 1,828,048
Professional fees	$ 706,116
Supplies	$ 357,777
Telephone and internet	$ 176,631
Postage and shipping	$ 11,119
Occupancy	$ 1,920,474
Equipment maintenance	$ 146,847
Print, advertising and publications	$ 115,811
Travel and vehicles	$ 1,007,153
Other	$ 554,921
Depreciation	$ 1,866,950
Designated for capital acquisitions &operations	$ 17,014,441
Total Expenses	$ 37,993,246.90

Goodwill Dallas 2021 Board of Directors





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Texas Capital Bancshares, Inc.

Vice Chair

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Business Development-Rosewood Resources Inc.,
The Rosewood Corporation

Treasurer

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Founder, President & CEO,
Silver Hill Energy Partners LLC

Secretary

Rich Enthoven
President,
EF Properties

Immediate Past Chair

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Owner,
Donald A. Berg Inc.

President & CEO

Tim Heis
Goodwill Industries of Dallas, Inc.

David E. Alexander
Retired,
Ernst & Young

Catherine Benavidez
President/CEO,
Injury Management Organization, Inc.

P. Houston Bolin
Partner,
Sterling Family Partners

Douglas C. Bracken
Director,
Kane Russell Coleman Logan PC

Tucker Bridwell
President,
Mansefeldt Investment Corporation

A. Wood Brookshire
CEO,
Vendera Resources, LP

Antonio Carrillo Rule
President & CEO,
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President & COO,
Altair Global

Peter C. Chilian
Managing Director, Market Manager,
J.P. Morgan Private Bank

Jerry Crawford
Vice President & General Manager,
Turner Construction Company

J.J. Gomez
Executive Vice President,
Market President, Veritex Bank

Steve Gruber
Retired,
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Corgan

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General Counsel,
RGT Wealth Advisors

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Dallas Capital Bank

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Chief Financial Officer,
The Retail Connection

Tracey Nash-Huntley
Community Leader

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Host and Owner,
The Jacki Daily Show

Julie Durham Rado
Real Estate Agent,
Compass Real Estate

Kirk L. Rimer
Co-President,
CH Investment Partners

King Scovell
Managing Partner &
Chief Development Officer,
Woodbine Development
Corporation

Gretchen Frary Seay
Managing Director and
Co-Founder, Clearsight Advisors

Mark M. Sloan
Partner,
Holland & Knight

Laura Wahlquist Stockdale
Director,
Texas Historical Foundation

Rod Washington
Dallas Regional President,
Frost Bank

Brooke Holman West
Development Coordinator,
Folsom Properties, Inc.

Kirk Wiginton
CEO,
Amegy Bank

Donor Listing

$100,000+

David B. Miller

Kyle D. Miller

$99,999 – $25,000

The USAA Foundation, Inc

Larry L. Helm

Donald A. Berg

United Way of Metropolitan Dallas

Dian Graves Owen Foundation

Stephen H. Sands

Scovell Family Fund of the Dallas Foundation

Wichita Falls Area Community Foundation

Elizabeth B. Wahlquist

The Deason Foundation

Prosperity Bank

$24,999 – $10,000

Steve Gruber

The Rosewood Foundation

The Moozie Foundation

Benchmark Bank

Kathryn Cassidy

Mary M. Hager

Sewell Automotive Companies

Iron Horse Midstream

Shearman and Sterling

Caroline L. Hunt

Dallas Capital Bank

Gretchen Seay

Lyda Hill

Hegi Family Foundation

Stemmons Foundation Fund

Drew Lockard

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Mazin Sbaiti

Susan O. Irish

The Light Foundation, Inc.

Mutual of America

Lincoln Property Company

Sapphire Foundation

Folsom Companies, Inc.

Communities Foundation of Texas

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Denny Holman

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Haynes and Boone, LLP

Vendera Resources

Ward Kampf

Injury Management Organization, Inc.

Luther King Capital Management

Tracey Nash-Huntley

RGT Wealth Advisors

Frank Mihalopoulos

Ran Holman

Corgan

The Hoglund Foundation

Chief Partners LP

CH Investment Partners

Thompson & Knight Foundation

Craig Keeland

William H. Vanderstraaten

Durham Family Foundation

Robert S. Williams

Texas Capital Bank

Frost Bank

ARCOSA, Inc.

Ben E. Keith Company

David E. Alexander

John F. Dickerson

Southern Methodist University

Clayton Kennington

$9,999 – $5,000

Katrina and Houston Bolin

JPMorgan Bank

Amegy Bank of Texas

John Hallam

Rayford Wilkins

MapleMark Bank

Woodbine Development Corporation

Pollock Orora, Inc.

Margot Birmingham-Perot

J. M. Haggar, Jr. Family Foundation

Bank of Texas, NA

Ben E. Keith Foundation

C. Fred Ball, Jr.

Methodist Health System Foundation

JLL

Tim Heis

James M. Johnston

Baylor Scott and White Health

$4,999 – $1,000

National Charity Services, Inc.

The Retail Connection

Douglas C. Bracken

Jon Ernst

Zions Bancorporation

Andrew S. Levy

Nicholas Haddock

Ashley Reid

Charles W. Morris

R. B. Compton

Neal D. Sleeper

Kris Lowe

Poston Gardens Foundation

Kyle Hogue

Ryan Schlitt

Travis Baldwin

Michael Hasenauer

WRW3 Family Holdings LLC

Kristopher Arviso

Warren Lee

Ashley Begert

Elizabeth Mason

Will T. Snoddy

Kara Adam

Allyn Waid

Arkay Foundation

Wynne Brown

Allison Parks

George A. and Nancy P. Shutt Foundation

David McCutcheon

Susan M. Hicks

David McCutcheon

Douglas C. Nash

Disability Services Project

Life Skills Lab

Life Skills Lab:
Aligns with Goodwill strategic plan:

The Life Skills Lab will support the mission goals regarding persons served. The lab will be used to teach life skills to adults with disabilities. The transformative space will be set up as a model studio apartment where clients will practice cooking, cleaning, laundry, shopping, menu planning, budgeting, and decision-making.

Goodwill Dallas is seeking to renovate 2,000 square feet of their existing manufacturing warehouse into a Life Skills Lab for disability serviced clients. This first floor space will be a learning area for individuals with disabilities who need assistance with functional life skills in their daily routines.



In addition to the model apartment space, there will be a classroom and model grocery store where clients will gain experience in shopping on a budget. A register will be set up in the model grocery store providing the clients an opportunity to practice what they've learned from the money management training.

Project program will include the following:

- Classroom
- Sensory Room
- Mock Store
- Bedroom
- Kitchen
- Laundry
- Restroom
- Potential Outdoor Patio

Additional Considerations:

- New mechanical unit for HVAC loading
- New electrical panel for dedicated program use
- Update outlets, plugs and circuits for new equipment
- Enlarge the existing restroom to include a sink and shower
- Replace lay-in ceiling tiles and lights in all spaces
- Provide intuitive wayfinding and placards with braille
- Update all finishes

Lab Naming Sponsorships:

Life Skills Lab:	$100,000
Bedroom:	$25,000
Kitchen:	$25,000
Sensory Room:	$25,000
Laundry Room:	$25,000
Classroom:	$25,000
Mock Store:	$25,000
Total:	**$250,000**

Changing lives, one job at a time.



Goodwill
Industries
of Dallas, Inc.