



Goodwill
Industries
of Dallas, Inc.

2023
Annual Report

100 YEARS *of* IMPACT



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About the Cover:

On October 13, 2023, Goodwill's 100th anniversary shone bright amidst the Dallas skyline as we celebrated THE LUNCH with more than 600 guests at the Omni Hotel.

Photography by Robert Ables.



A Message From Leadership

We
Celebrated



To our Goodwill community,

2023 marked the celebration of our 100th year serving North Texans with barriers to employment. Goodwill has built its century-old model on the belief that every individual should have an opportunity to experience a life filled with purpose, accomplishment, and self-sufficiency. The aspiration of “not a cap in her hand, but a tool in her belt” still rings true today.

As we commemorate the impact of generations before us, we also look ahead to continue building upon our solid foundation for a second century of transformation. 2023 also marked the close of our three-year strategic plan that helped us establish foundations in people, process, and technology and begin our journey toward operational excellence. Enclosed, you will read stories of how streamlined processes have enabled us to create more jobs and steward more dollars per donation in our Donated Goods Retail program. You will learn about the launch of GoodLife, our employee-support program that expands our Workforce Development services to address the holistic needs of our staff with barriers.

These achievements are only possible because of the generosity of our donors and community partners, reflected by the historic \$1.68 million raised through our 8th annual fundraiser, THE LUNCH. We are grateful for your ongoing trust and support that inspires the work that we do.

Thank you!



Tim Heis

President and CEO
Goodwill Industries of
Dallas, Inc.



Kyle D. Miller

Chairman of the Board
Goodwill Industries
of Dallas, Inc.



Bill Vanderstraaten

Chairman of the Board
Goodwill Industries of
Dallas Foundation, Inc.

Mission

Goodwill Dallas is changing lives, one job at a time.

We exist to help people with barriers to employment recognize and reach their full potential and experience a life filled with purpose, accomplishment, and self-sufficiency.

Core Values

Respect



- Show care and compassion to others.
- Seek first to understand, then to be understood.
- Appreciate the views of others.

Integrity



- Do the right thing, always.
- Live our values.
- Speak up.

Commitment



- Strive for greatness.
- Work as a team.
- Hold ourselves and each other accountable.

Improvement



- Get better every day.
- Identify your next action.
- Bring solutions to challenges.

Service



- Believe in yourself.
- Serve others with joy.
- Be proud of the Goodwill mission & your role in making it happen.



Pathways of Progress



Meet Shatavia:

Shatavia's journey with Goodwill highlights the transformative power of our programs. In 2023, Shatavia joined us as a store associate while navigating the challenges of homelessness. Recognizing her potential, Shatavia embraced our employee support program - GoodLife. Through tailored success coaching, she found her path to stability. Empowered by our support, Shatavia enrolled in our Forklift Operator Training Class where she earned her Forklift Operator Certificate, propelling her into a new role as a forklift driver within our Retail Operations Center. This promotion marked a pivotal moment in Shatavia's life. With a stable income, she secured housing for herself and her children in an apartment of their own.



Meet Jerome:

Jerome joined Goodwill 15 years ago and was featured as our staff spotlight at THE LUNCH in 2022 for how he epitomizes the Goodwill mission and core values. Undeterred by his disability, Jerome continues to pursue an ambitious career path by accessing our free Digital Literacy classes. When he's not working in our Retail Operations Center, Jerome has completed 34 courses in Google IT Support, Data Analytics, Digital Marketing, Project Management, and UX Design to earn five Google Professional Certificates. Jerome's accomplishments position him for a successful career in IT, aligning perfectly with his career aspirations.

Mission *in Action*

Workforce Development

Goodwill promises our clients – individuals experiencing barriers to employment - three things:

- 1 | A fair chance and opportunity
- 2 | A person-centered, holistic approach, and
- 3 | Multiple paths to success in a safe and supportive environment

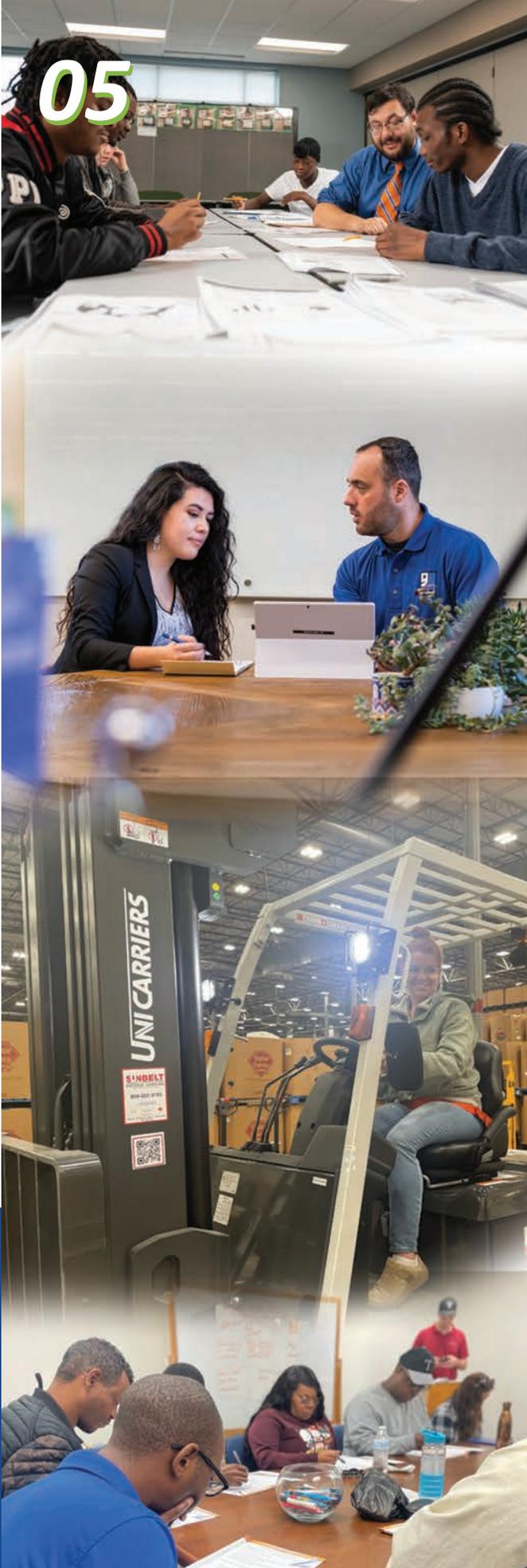
Our Workforce Development team utilizes the *Goodwill Opportunity Accelerator* as a proven service delivery model to **Assess/Plan** ➤ **Equip** ➤ **Connect** ➤ **Support**.

We established partnerships with Austin Street Center, The Bridge, South Dallas Employment Project, Polaris Real Estate Partners, and All Community Outreach center to open mobile sites where our Goodwill success coaches can meet clients where they are at. After assessing the needs of clients using our case management system, Goodwill has a variety of tools and expertise to equip clients with free career services and connect them to other support services needed to launch a person on a pathway of progress.

Meet Sarah*

Sarah is an unhoused client who came to Goodwill from the Austin Street Center. She was interested in learning computer skills, and through our partnership with Austin Street, a Goodwill success coach enrolled Sarah in our free digital literacy courses. Within one day, Sarah was able to earn her Microsoft Office Specialist (MOS) Word credential and her MOS Expert credential. Our team continues to support Sarah with her next step of passing the MOS Excel exam to become a certified expert in Microsoft Office, which will put her well on her way to achieving employment and supporting herself once again.

**Name changed for confidentiality*



Donated Goods Retail

Our Donated Goods Retail (DGR) program provides direct employment to individuals with barriers through the recycling and reselling of material donations across 18 stores and one outlet. Goodwill promises our employees in DGR five things:

- 1 | A safe workplace
- 2 | Good pay
- 3 | Life-focused work schedule
- 4 | Training for job success
- 5 | Access to resources to meet one's life goals

More than half of Goodwill's team members working in the DGR program experience a barrier to employment. We help employees who are ready to take the next step on their journey to reach their full potential using the *Goodwill Success Accelerator* model: **Onboard** ➤ **Train** ➤ **Develop** ➤ **Reward** ➤ **Promote**.

In 2023, Goodwill added more than 200 jobs through our Donated Goods Retail program and generated \$28 million that is invested back into creating employment opportunities and good pay for individuals with barriers in our community.

We have success coaches dedicated to supporting our workforce with case management, referral assistance, and job skills training.

GoodLife
Employee Support Program

06

Meet Chris*

Chris works at Goodwill headquarters in our Retail Operations Center. He came to GoodLife – our employee support program for team members facing personal and professional hardships – seeking help with transportation planning and budgeting. Access to transportation is a significant barrier to employment for many people, especially among low to moderate income households. With the help of a Goodwill success coach, Chris was able to access discounted bus passes and saved enough money to purchase a used car. He now has more reliable transportation for work, putting him an important step forward on his path to self-sufficiency.

*Name changed for confidentiality.

Good Returns

Sustainability *and* LEAN Processing

In the 1930's, Goodwill founder Rev. Edgar Helms was known for saying,

“Goodwill saves the waste in men *and* things.”

Sustainability is at the heart of what we do, and we define our sustainability framework threefold, focused on the planet, people, and performance.

About the background photo:

Our Retail Operations Center (ROC) at Westmoreland headquarters is responsible for the dynamic flow of logistics that moves millions of pounds of donated goods each year to support our combined 26 stores and donation centers and drive our sustainability initiatives through the Outlet and post-retail processes.

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Planet

When the community donates items to our 23 donation centers throughout North Texas, it helps sustain the planet. In 2023, we diverted more than 26 million pounds of items from landfills and responsibly recycled 206,311 pounds of used computer equipment through the Dell Reconnect program. Our outlet serves as another chance for many donated items, allowing donations to be sold by the pound or at reduced prices to ensure we are good stewards of the community's generosity.



People

The community's material donations to Goodwill also build the sustainability of current and future generations to meet their own needs through the power of a job. Our Donated Goods social enterprise employed more than 750 people in 2023, more than half of whom have a barrier to employment. We invest in our community with free training and career path planning, as well as wraparound services, to equip people with the tools and resources they need to build skills and reach their full potential.



Performance

The more efficiently our team operates with smart processes, the more we sustain the cycle of our social enterprise to reinvest in mission services and raise hourly pay. In 2023, we transformed our Donated Goods production model by introducing LEAN table processing in our warehouse and store locations.

Last year, we diverted 26 million pounds from landfills - enough goods to fill AT&T Stadium.

LEAN Processing

LEAN standardizes processes that allow us to more accurately collect information to make data-driven decisions for our employees, donors, and customers. Not only does it emphasize continuous improvement and waste reduction, but it also creates a cleaner and safer work environment for our employees.

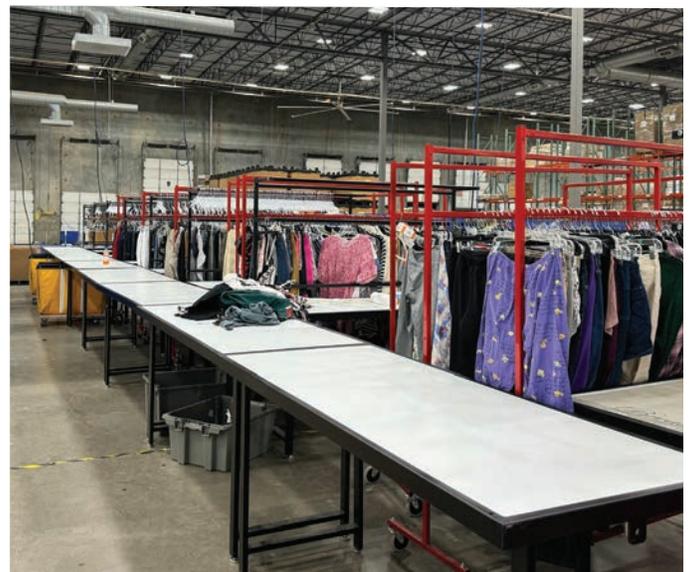
Behind every donation center door, and in our Retail Operations Center, is a production area with tables and equipment set up to strategically streamline the sorting of donations. Goodwill employees comfortably and efficiently sort and slide donations down the table line by category, where items are then graded, hung, and tagged to get rolled out on the retail store floor. Our goal is to provide customers with at least 5,000 fresh new items in every store every day!

Through our LEAN transformation, our Donated Goods Retail program achieved remarkable impact:

14 out of 18 stores hit **record-breaking sales**.

More than **200 jobs** added to the economy.

Changed from **one job title to nine specialized job titles**, creating more purpose-driven roles and responsibilities.



1923

In 1923, Mrs. J. A. Thomas and a group of women from the Southern Methodist Church held a clothing drive as a fundraising project inside a 100-square-foot settlement house on South Cockrell Street, now South Lamar Street. The project blossomed into a successful operation later named Goodwill Industries of Dallas, Inc. which became the first Goodwill established in the State of Texas. In 1924, Goodwill Dallas employed 50 people (6 full-time) and processed 600 bags of clothing.



1930s

Millard J. Heath became Goodwill Dallas' first Executive Director who transformed it into a thriving business and, with the help of the Community Chest (now United Way), secured funding of \$108 per month. In 1932, Boy Scouts initiated the Smile Day Drive, which later became "Good Turn Day" and was adopted by more than 100 Goodwill locations nationwide. By Goodwill Dallas' 10th anniversary, sales had grown to \$6,971 with 85 employees operating in 10,000 sq. ft.

1940s

Executive Director Gerald L. Clore took the helm and sales increased to \$19,537 with 432 employees. Following a fire, Goodwill rebuilt its workshop at 2507 Elm Street, providing a variety of new services including a credit union, medical and dental clinic, and training workshops for employees in 33 different job fields, such as dry cleaning, television repair, and more.



1950

Goodwill's Women's Auxiliary, led by Ms. W. Kelman, raised \$2,000 in their first year through events like fashion shows, flower shows, and luncheons to support the needs of Goodwill clients. The Campfire Girls' "Hello Dollies" drive also contributed to Goodwill's success by salvaging dolls for repair and resale. Additionally, deposit boxes were introduced as a new way to collect donated items, and 15 boxes were placed throughout the community.

1960

Goodwill Dallas had its first million-dollar sales year and began a capital campaign called "Accent on People." More than \$1 million was raised to build a new facility at Hampton Road and Singleton Boulevard, which included a chapel, diagnostic center, classrooms, and more. Marvin L. McPheron became the new Executive Director and developed a federally funded rehabilitation program that became one of the largest vocational rehabilitation workshops in the Southwest providing counseling, work training, and more.

1970

Fred Sherman developed the Industrial Contracts Department to employ adults with intellectual and developmental disabilities (IDDs). They provided contract services like packaging, collating, assembly, and shrink wrapping. The Person-to-Person Attended Collection Center was introduced, replacing collection boxes. This allowed Goodwill to collect 10 times more than deposit boxes, protected the donated items, and created job opportunities for those with IDD.

1980s

Rodney K. Ginther became CEO. Under Ginther's leadership, efforts were made to streamline the organization while maintaining an eye on the key mission of Goodwill. These changes made room for new expansions such as adding janitorial and groundskeeping services. Donated Goods Retail sales doubled from \$3.3 million to \$6.5 million.



1990s

Goodwill sales doubled again from \$7.2 million to \$13.9 million. 1996 marked the first annual Goodwill Golf Classic, later renamed the Edmund M. Hoffman Golf Classic, in recognition of Mr. Hoffman's 30-year involvement with Goodwill. Material donations reached 20.5 million pounds, outgrowing warehouse space. The campaign "Our Business Works, So People Can" was launched and raised \$9 million to purchase 46 acres of land for a new 250,000 sq. ft. facility designed by Corgan.



2000s

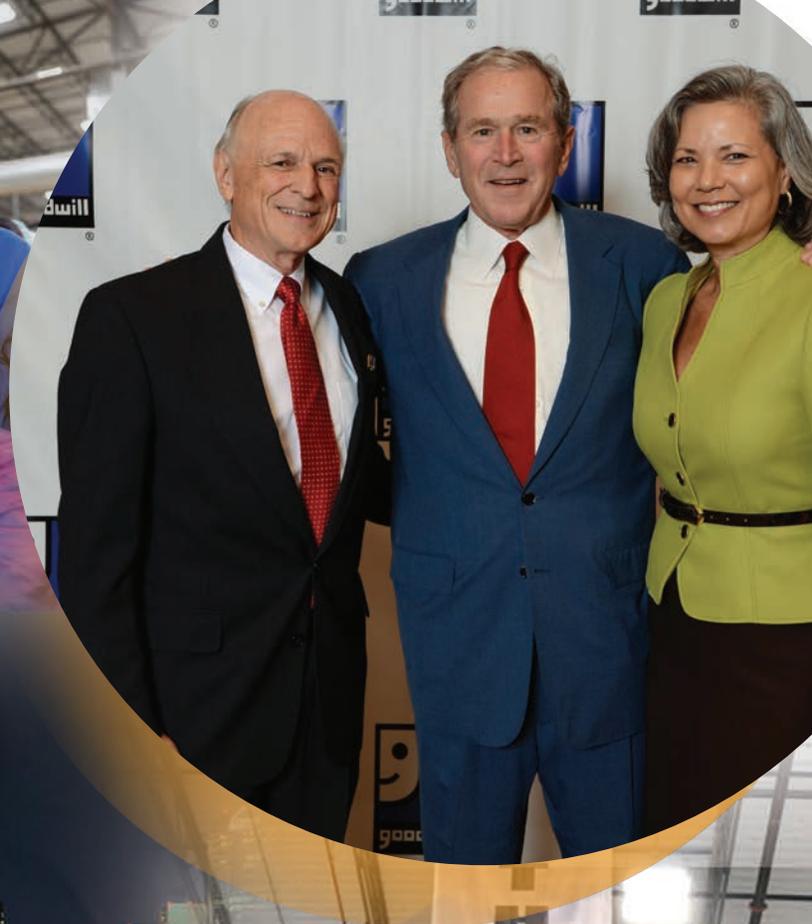
Goodwill obtained a City Development Block Grant (CDBG) from the City of Dallas to begin construction with the C.D. Henderson Construction Group. Headquarters was officially established at 3020 N. Westmoreland Road in 2002. Goodwill received a \$900K National Emergency Grant (NEG) disbursed over six months to employ 216 individuals displaced by Hurricane Katrina. Two new stores were opened at Broadway and Lewisville.

Goodwill Industries of Dallas, Inc.
 3020 North Westmoreland Road
The Collins Family Center
 located on
The Edmund Hoffman Campus
 NEW HEADQUARTERS AND DISTRIBUTION CENTER

Coming 4th quarter 2001

ARCHITECT: [Logo]
 GENERAL CONTRACTOR: C.D. HENDERSON, 1985 FOREST LANE, GARLAND, TX 75042

3020 WESTMORELAND



The Handicapped 2010s

In 2012, Goodwill launched the Mission Advancement Campaign, which supported the opening of three new retail stores, two career centers, and three attended donation centers. Goodwill was honored to have President George Bush speak at the inaugural 2015 THE LUNCH fundraiser, raising more than \$1 million for workforce development programs and services. In 2019, Rod Ginther retired after 40 years, and Tim Heis was welcomed as the new CEO.



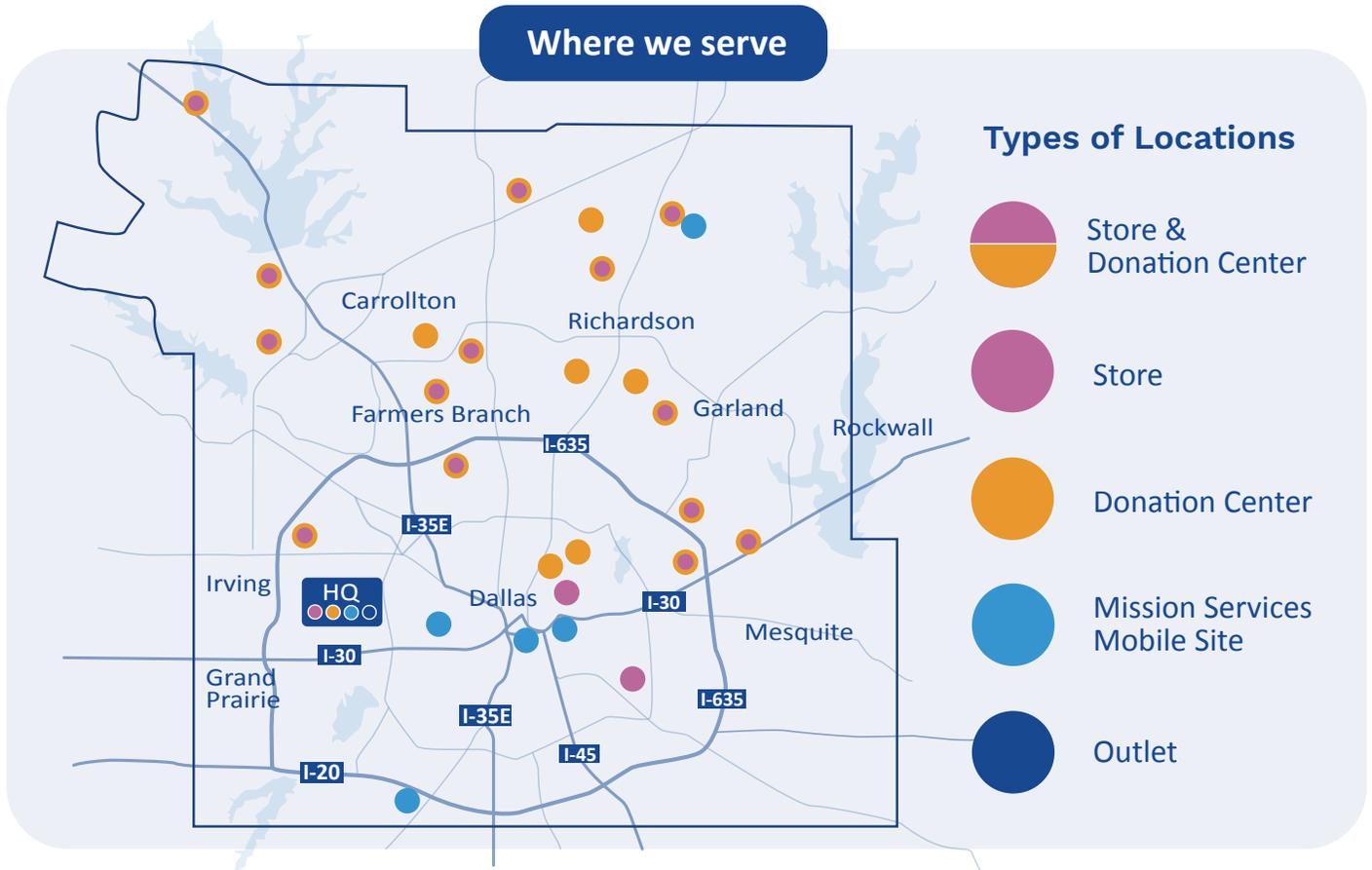
2020s

Goodwill became an essential business during the COVID-19 pandemic, keeping employees working with increased safety procedures. Goodwill transformed into a decentralized business model, creating more job opportunities while decreasing transportation costs. Goodwill became CARF accredited and began offering mobile services to reach people out in the community. Four stores were opened, including the Goodwill Outlet, totaling 19 stores. In 2023, Goodwill celebrated 100 years of providing free job training and placement services to individuals with disabilities or emerging from crisis.



By the Numbers

Goodwill provides opportunities to people with barriers to build skills, find jobs, and achieve their life goals through **1) a donated goods social enterprise and 2) workforce development services.** A barrier is defined as an intellectual or developmental disability, or emerging from crisis, such as homelessness or addiction.



Donated Goods Social Enterprise

We support careers through our mission-integrated Donated Goods Retail program:

More than 1 out of 2 employees self-identified with a barrier to employment.

Total employees 772

Our team processed more than **645,000 material donations** from the community...

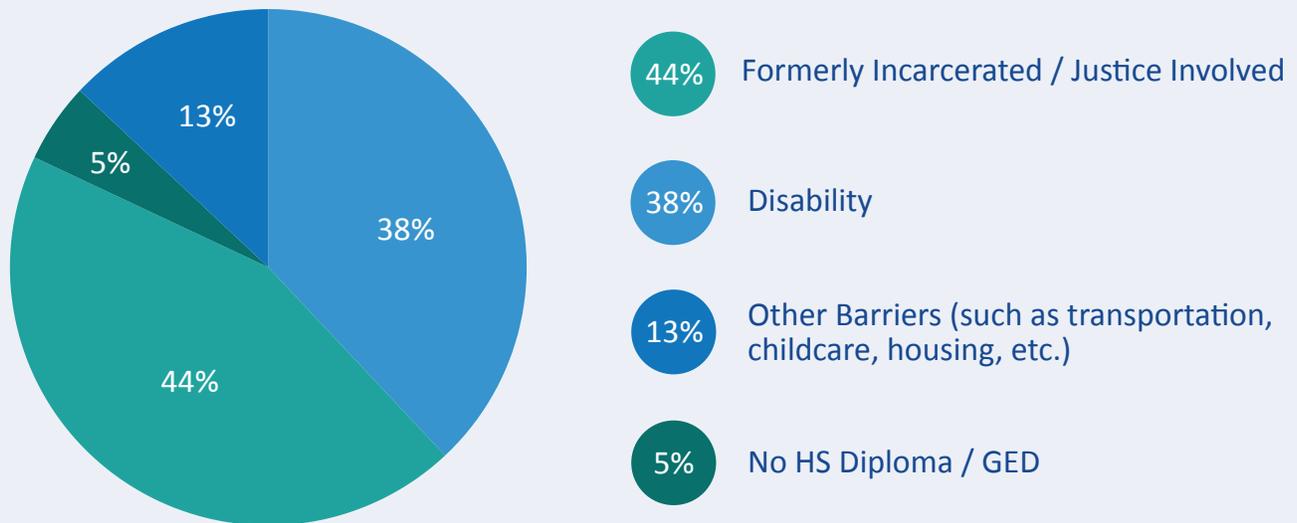
And generated \$44 in revenue per donation.

100% of revenue is invested back into our mission to provide free career services and support living wages.

Workforce Development Services

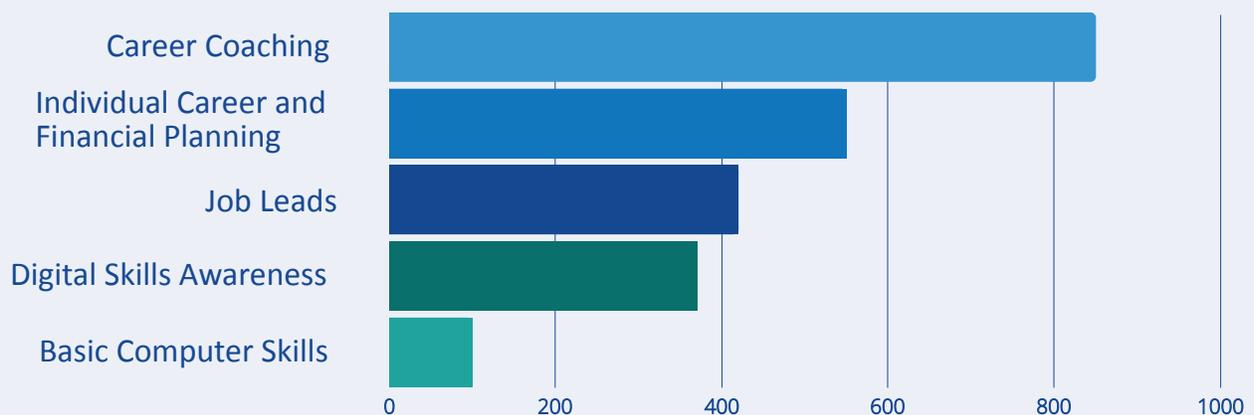
Our team of success coaches and business engagement specialists provided intensive services to **1,237 people with barriers in 2023**. The two most prevalent barriers disclosed were incarceration and disabilities. We address these challenges by empowering people with the tools needed to build professional skills, find jobs, and reach their full potential. We also leverage community resources and collaborate with local organizations to offer comprehensive services.

Types of barriers reported by clients



*Percentages based on individuals who disclosed a barrier to employment

Top five services provided



Total services provided 9,527

7.7 services provided on average per client

Placed 457 individuals into jobs with an average starting wage of \$15.10

THE LUNCH

2023



15

Drew Brees with moderator Hannah Davis



L to R: Steve Durham, Julie Durham Rado, Drew Brees



Pete Chilian on behalf of JPMorgan Chase



Rosa Martinez and Tim Heis

THE LUNCH

2023

GOODWILL INDUSTRIES OF DALLAS



PRESENTED BY

JPMORGAN CHASE & CO.

THE LUNCH raised **\$1.68 million** for Workforce Development programs

Established in 2015, THE LUNCH is Goodwill's annual event that raises important awareness about our mission and critical funds for our free Workforce Development programs. We were honored to host former 2009 Super Bowl MVP-winning quarterback for the New Orleans Saints, Drew Brees, as our featured speaker. We share a special thanks to our presenting sponsor, JPMorgan Chase, and amazing father-daughter event co-chairs, Julie Durham Rado and Steve Durham.

Thank You *Together, we* *to our Donors*

The David B. Miller Family Foundation
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The Katy and Kyle Miller Family Foundation
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*in honor of the 50th Anniversary of
Woodbine Development*

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■ \$100,000+

■ \$25,000-\$99,999

■ \$10,000-\$24,999

■ \$1,000-\$9,999

are changing lives, one job at a time.

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Travita's

Story

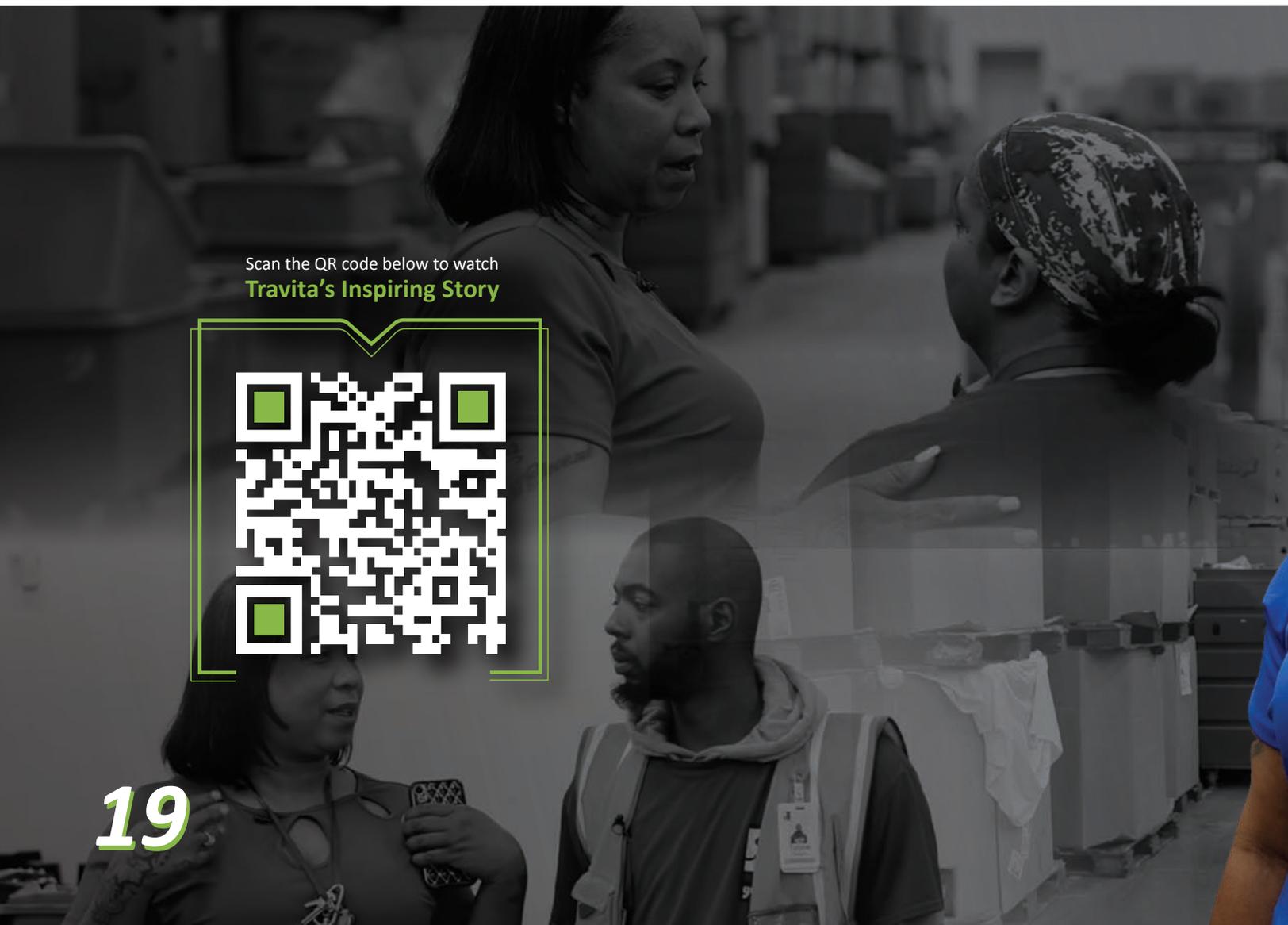
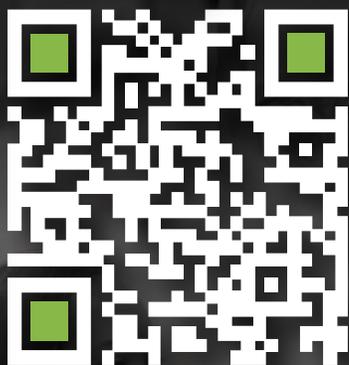
Travita's story is the epitome of resilience, determination, and the power of community. Growing up in Wichita, Kansas, Travita witnessed the path many around her had chosen and knew she wanted something different for herself. With fierce determination, she set out on a new journey, leaving behind the familiar and venturing to Dallas, Texas.

Despite her best efforts, hardship had a presence in the lives of Travita and her two young children. It continued when Travita, in an attempt to make ends meet, made some regrettable decisions that

resulted in her incarceration. After completing her sentence, she encountered countless barriers, including finding employment that would pay more than the \$2.15 she was making. Even in the face of such adversity, Travita refused to give up hope.

After a friend and Goodwill employee recommended Travita for a job at her local Goodwill, she applied for a Shift Lead position at Goodwill. Despite her background, she was placed in a position that would allow her to regain what she had lost and set her up for

Scan the QR code below to watch
Travita's Inspiring Story



growth and stability. After just two short years with Goodwill, Travita has received several promotions—going from Shift Lead to Assistant Manager in just 90 days, to Store Manager after ten months, and most recently to Manager of Post Retail and Salvage overseeing 60 employees.

Travita has proven to be an unwavering source of hope and inspiration for her colleagues and the community. Her passion for helping others is evident in her role as a mentor to her peers and her ability to motivate her team to pursue career

advancement opportunities through Goodwill's Career Services program. Travita embodies Goodwill's core values of respect, commitment, improvement, integrity and service and encourages her team to do the same inside and outside the workplace. Through hard work and dedication, she has developed her skills and knowledge and serves as a true leader to those around her. Travita's journey is a testament to the transformative power of second chances and the importance of never giving up on oneself.



Good Times at Goodwill



Rosa's Retirement Celebration

After 40 years as Executive Assistant to the CEO at Goodwill, friends, family and former and current colleagues came together to celebrate the retirement of Rosa Martinez.



Halloween Party



Goodwill Cookouts

April 21, 2023 and September 22, 2023



At Goodwill, everyone has the opportunity to recognize and reach their full potential, which we support with a culture-rich environment filled with fun and community. Throughout the year, Goodwill celebrates various holidays with long-standing traditions, like our cookouts and annual Halloween and Holiday parties.

We are grateful to The Hoglund Foundation for their generous sponsorship of the Goodwill Holiday Party that allows board members to serve our hard-working employees with a festive feast, followed by activities and dancing!

Holiday Party



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Woodbine Development Corporation

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Managing Director, Co-Founder
Clearsight Advisors

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Operations Committee
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Chief People Officer
The Beck Group

Rod Washington
Dallas Regional President
Frost Bank

Brooke Holman West
Development Coordinator
Folsom Properties, Inc.

Kirk Wiginton
President and CEO
Amegy Bank - Dallas

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Frank Mihalopoulos
President
Corinth Properties

Charles W. Morris
Of Counsel
Husch Blackwell LLP



Photo of Former and Current Board Chairs at THE LUNCH 2023

L to R Top: Bill Vanderstraaten, Kyle Miller, Robin Robinson, Bob Williams,
Neal Sleeper, Frank Mihalopolous, Brock Compton
Bottom: Richard Fisher, Tim Heis, Bob Williams, Suzanne Charriere, Roy Sheldon

Financial Summary

Goodwill Industries of Dallas, Inc. and Goodwill Industries of Dallas Foundation, Inc. combined Statement of Revenue and Expenses* for the twelve months ending December 31, 2023.

Revenue

Retail sales	\$28,213,559
Investment Income	\$4,756,642
Contributions - Annual Giving	\$1,621,006
Contributions - Capital Campaign	\$1,511,045
Gain on Sale of Fixed Assets	\$1,006,426
United Way	\$475,000
Service Fees and Other Grants	\$413,799
Miscellaneous	\$283,638
Total Revenue	\$38,281,115

Expenses

Wages	\$19,144,856
Payroll Taxes & Benefits	\$2,996,620
Professional Fees	\$605,873
Supplies	\$1,083,175
Telephone	\$255,750
Bank/Credit Card Fees	\$474,235
Occupancy	\$2,909,882
Equipment Maintenance & Rental	\$196,094
Print, Advertising & Publications	\$246,549
Travel & Vehicles	\$1,011,879
Dues & Support Payments	\$177,297
Other	\$70,984
Depreciation	\$2,915,815
Designated for Capital and Programs	\$6,192,106
Total Expenses	\$38,281,115



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Goodwill
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of Dallas, Inc.

2023
Annual Report



GoodwillDallas.org

Give@GoodwillDallas.org

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Dallas, Texas 75212



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