

BUILDING MOMENTUM

for our second century of impact

2024
Annual Report



Goodwill
Industries
of Dallas, Inc.



Table of Contents

Mission & Programs

- 4 | Mission Moment
- 5 | By the Numbers
- 11 | Partner Spotlight
- 17 | Natasha's Story
- 19 | Fastest Growing Goodwill

Feature Story

- 7 | Building Momentum for a Second Century of Impact

Development & Culture

- 13 | THE LUNCH
- 15 | Thank You to Our Donors
- 18 | 1923 Society: Donor Spotlight
- 21 | Good Times at Goodwill
- 23 | Board of Directors
- 25 | Financial Summary

About the Cover

The cover photo highlights John, a valued Goodwill employee, who said "Goodwill supports people of all abilities. They bend over backwards to make accommodations and create an environment where I can thrive."

A Message FROM LEADERSHIP

To our Goodwill community,

2024 was a year of establishing momentum as we launched into a new, three-year strategic plan, Love for Goodwill. As the second of three 3-year strategic plans, Love for Goodwill is focused on advancing our mission through 1) becoming a world-class thrift operator, 2) growing our thrift operations through real estate expansion, and 3) reinventing Mission Programs for a second century of impact.

Goodwill founder, Dr. Edgar J. Helms, challenged his colleagues with these words in 1941, “Be dissatisfied with your work until every [less fortunate] person in your community has an opportunity to develop to their fullest usefulness and enjoy a maximum of abundant living.” Blessed with a social enterprise model that allows us to scale sustainable, long-term impact, we have made significant strides in pursuit of helping our community achieve the abundance of life through the power of a job.

Enclosed you will read about record-breaking growth in our Donated Goods Retail social enterprise, transformed programming for our employees and clients with intellectual and developmental disabilities, and most importantly, examples of your generosity that make our work possible. Thank you for your trust and partnership that is changing lives, one job at a time.

With gratitude,



Tim Heis
President and CEO



Tim Heis

President and CEO
Goodwill Industries
of Dallas, Inc.



Kyle D. Miller

Chairman of the Board
Goodwill Industries
of Dallas, Inc.



Bill Vanderstraaten

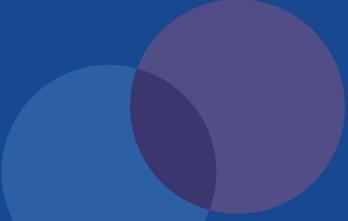
Chairman of the Board
Goodwill Industries of
Dallas Foundation, Inc.

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.



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



INTEGRITY

COMMITMENT



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

IMPROVEMENT

- Get better everyday.
- 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

TARA

Tara's transformative journey began after dedicating 15 years of her life as a homemaker. Tara felt a longing to carve a new path for herself. Encouraged by her husband's friend who worked at Goodwill, she applied for a position in our Retail Operations Center. Upon joining Goodwill, Tara found herself in an environment that not only challenged her, but also provided a sense of purpose and community. When asked about the best parts of her job Tara shared, "I get to interact with people that I would not normally get the chance to interact with. I'm grateful to be a part of something that helps so many people, specifically people like me [who have a disability]." It is an environment that fostered her self-esteem and confidence, allowing her to contribute to her household and feel proud of her ability to pay her way.

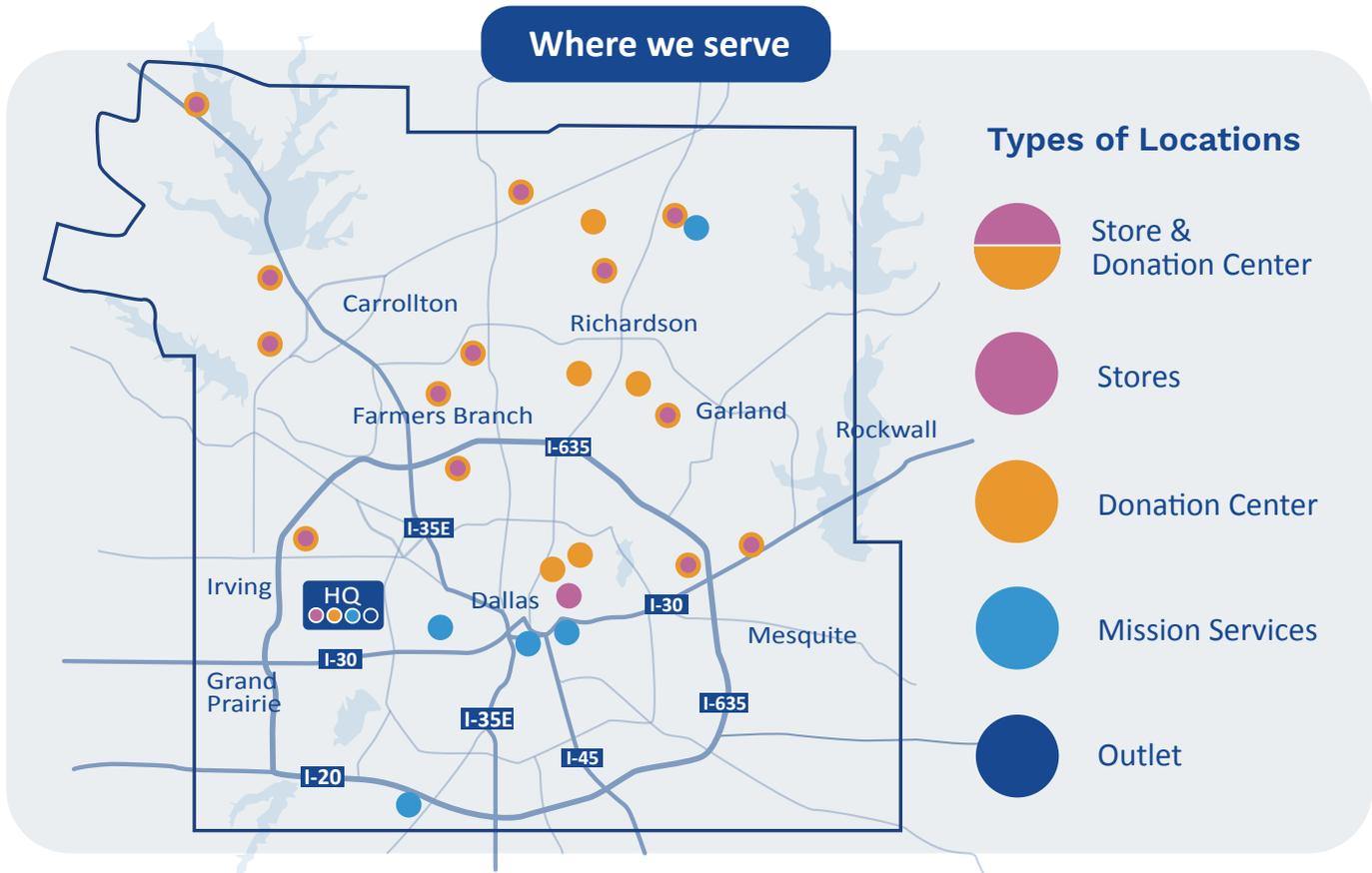
More than just a job, Goodwill became a place where Tara could learn, grow, and embrace change. When at work, Tara feels empowered, strong, and supported. She looks forward to each day not only for the camaraderie, but also for the personal development it brings. Tara dreams of obtaining her driver's license and making further professional strides, and she knows that Goodwill will continue to be a supportive partner in her journey.



“ I’m grateful to be a part of something that helps so many people, specifically people like me [who have a disability]. ”

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 a disability or one that results from a challenging life circumstance, 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 859

Our team processed more than **732,754 material donations** from the community.

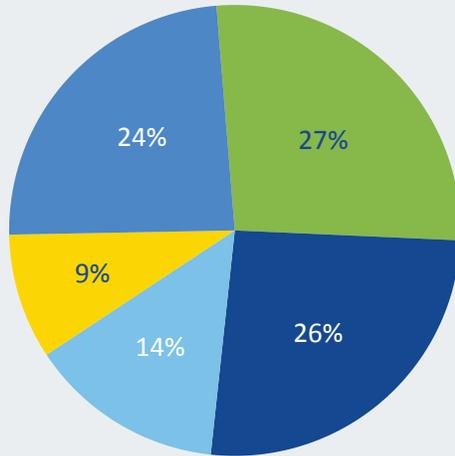
And generated \$48 in revenue per donation.

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

Workforce Development Services

Our team of success coaches and business engagement specialists provided intensive services to **1,633 people with barriers in 2024**. 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.

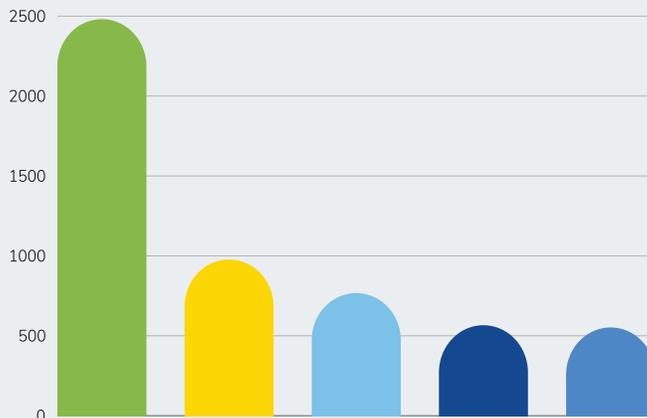
Types of barriers reported by clients



Total Clients: 1,633



Top five services provided



Total services provided 13,591

8.3 services provided on average per client

Placed 505 individuals into jobs with an average starting wage of \$15.10

BUILDING MOMENTUM

for a Second Century of Impact

In 2021, Goodwill began the climb up a mountain toward our summit: by 2030, our vision is to quadruple the number of people with barriers served with career-intensive services, triple our donated goods revenue at a 20% operating margin, double our number of stores in our eight-county service area, to become the number one organization in North Texas helping individuals with barriers recognize and reach their full potential. We call this vision 4-3-2-1.

Through the launch of our 2024 strategic plan, Love for Goodwill, we are establishing momentum to reach our 2030 summit with scalable systems that fuel sustainable growth. At the heart of this growth is the opportunity to create pathways for individuals to thrive, especially our clients with intellectual and developmental disabilities (IDD).

Since our founding in 1923, Goodwill Dallas has remained dedicated to serving adults with IDD – a unique component of our mission compared to other Goodwill organizations in the network. Previously known as Extended Work Adjustment Training, we were excited to relaunch our program serving adults with IDD as **Empowerment Works** whose mission is to provide meaningful lifelong learning, vocational opportunities, and community engagement that evolves with an individual’s interests and needs.

Under this new program model, we can scale high-quality services to more than double the number of clients in the program. By the end of 2025, we hope to increase the number of participants from 32 to 80. A unique differentiator of Empowerment Works is our offering of vocational pathways through competitive integrated employment (CIE). In partnership with the University of North Texas and the Texas Beacons of Excellence project, Goodwill has two dedicated employment specialists helping our clients with IDD explore pathways to CIE.

By 2030, Goodwill will

- 4** **Quadruple** the number of persons served with intensive services each year from **1,500 to 6,000**.
- 3** **Triple** our Donated Goods Retail revenue to **\$60M** at a **20% operating margin**.
- 2** **Double** the number of stores from **19 to 38**.
- 1** Become the **number one organization in North Texas** helping individuals with barriers recognize and reach their full potential and experience lives filled with purpose, accomplishment, and self-sufficiency.



Goodwill Dallas **EMPOWERMENT WORKS**

Vocational opportunities



- Promotes meaningful work training that empowers participants to experience different employment settings.

Lifelong learning



- Provides classroom-based learning opportunities designed around each participant’s interests.

Community engagement



- Fosters meaningful connections beyond the classroom through hands-on experiences designed to build practical skills while enhancing social inclusion.



APRIL

April Campbell is an enthusiastic member of the Empowerment Works program at Goodwill Industries of Dallas. In addition to her participation in the program, she works in the Goodwill Dallas warehouse as a Material Handler, where she plays a vital role in supporting daily operations. Her responsibilities include counting and organizing essential materials like hangers to ensure clients have everything they need for their tasks. April is also known for her flexibility, assisting with sorting clothing, and providing guidance to clients as they complete their hanging tasks.

Through her work, April continues to develop her organizational skills and build her confidence, all while contributing meaningfully to her community.

Outside of work, April enjoys reading, swimming, watching TV, and indulging in her favorite cuisine—Mexican food. Her positive attitude and dedication make her an invaluable member of the Goodwill team and a bright presence in her community.

KEVIN

For 30 years, Kevin has been a dedicated participant in our Empowerment Works program. Through a partnership with the University of North Texas and the Texas Beacons of Excellence project, Kevin found competitive integrated employment as a store associate at Goodwill. His favorite part of the job is working with money, and he takes great pride in mastering the cash register. For Kevin, Goodwill has been a source of hope, helping him find his place in the community.

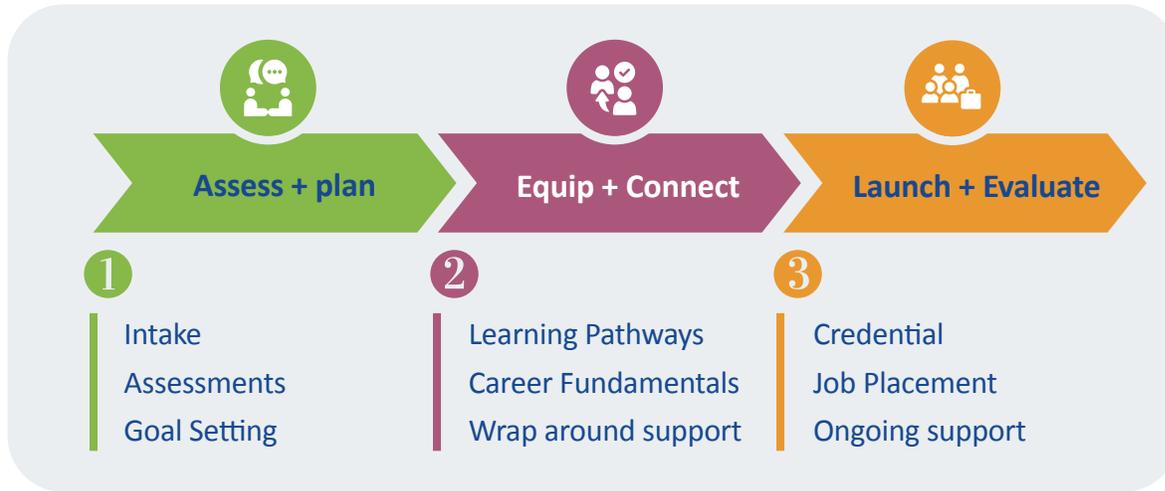
Scan the QR code to watch a video about UNT's Texas Beacons of Excellence project!



BUILDING MOMENTUM

for a Second Century of Impact

In addition to the Empowerment Works launch, our **Career Services** program is building momentum with a new service delivery model and assessment tool. The Goodwill Opportunity Accelerator takes a holistic approach to workforce development by improving access to careers, increasing opportunities to livable wages, 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 through three phases.



Last year, we also launched a new assessment tool - the Self-Sufficiency Matrix – to measure client progress across 10 areas related to Financial Security, Health & Safety, and Employment Support so that we can understand what factors are influencing the lives of our clients and their ability to maintain stable employment. By evaluating the areas of housing, finances, food, dependent care, education, healthcare, transportation, mental health and safety, substance abuse, and legal issues, the matrix provides a comprehensive view of a person’s overall well-being and their readiness to engage in or sustain work. Goodwill uses this tool to measure whether a client is in-crisis, vulnerable, safe, stable, or thriving across all 10 areas, then assesses progress every 30 days while the client is receiving services. Our work would not be possible without our referral partners and dedicated staff.



CODY

Cody, a Digital Skills Specialist, joined Goodwill in 2023 to empower clients to enhance their digital skills. In 2024, he launched a class with All Community Outreach (ACO) in Allen, TX, guiding ten participants to earn Northstar Digital Literacy certificates. His hands-on methods make learning accessible and engaging. Jonathan, the Career Services Program Manager, emphasized, “Collaborating with organizations like ACO is crucial for providing wraparound services that empower North Texans with barriers.” Cody finds fulfillment in witnessing participants achieve their certificates, seeing it as a significant step toward achieving their life goals.

LASHEBA

After seven years in prison, LaSheba relocated to Dallas, ready for a fresh start. Her search for work led her to Goodwill, where she began as a sorter at the Retail Operations Center. In just seven months, her embodiment of Goodwill's core values—respect, commitment, integrity, improvement, and service—caught the attention of her colleagues, leading to a recommendation for a growth opportunity aligned with her career and personal aspirations. Eager for growth, LaSheba accepted a new position as the Goodwill Career Services receptionist, a role that encouraged her to further develop her digital and customer service skills.

Her colleagues remarked that she is an invaluable team member and is blossoming and making great strides to achieve her career goals by taking advantage of every opportunity. She's currently enrolled in IBM SkillsBuild customer service courses through Goodwill, honing her computer skills, and preparing to earn her GED in the future. With dreams of becoming a Career Services success coach, LaSheba shares, "I love helping people, especially those in situations I've been in."

One of her proudest recent achievements is purchasing a car, a testament to her progress. Reflecting on her journey, she recalls telling coworkers at the start, "I wanted to work in the offices at Goodwill." Today, she beams with pride, saying, "I'm so excited and proud of how far I've come. I love Goodwill. They give everyone a chance. They push you up."

“ I love Goodwill.
They give everyone a chance.
They push you up. ”

PARTNER SPOTLIGHT



In 2022, Goodwill partnered with Hilti North America as part of Project Catalyst, a program to invest in fulfilling careers that value each worker, offering them agency, opportunity, and most importantly, upward mobility.

Through our partnership, Janet, a Goodwill success coach with more than 20 years of case management experience, provides on-site support at the Lewisville National Distribution Center three days a week, empowering team members with job coaching and community resource

support. This initiative is inspired by the Goodwill GoodLife program, where success coaches are dedicated to connecting Goodwill employees with barriers to the referral resources and career tools needed to succeed.

Janet begins each client interaction by attentively listening to identify an individual's needs for workplace success. Since 2023, she has supported Hilti team members in various ways, including, workplace training, guiding continuing education, and providing accommodation and medical device resources. "It is not only important to educate and connect individuals with the resources that best fits their needs,

but also to teach them skills to meet future needs," says Janet. In her one-on-one sessions, Janet teaches team members how to ask the right questions and achieve their goals. For example, when the manager of one of the Project Catalyst's team member's, Steve, reached out to Janet regarding challenges Steve was experiencing due to hearing, Janet connected him with the Texas Workforce Commission-Vocational Rehabilitation for Adults. Within 90 days, he saw audiologists, got hearing aids, proper work documentation, and long-term support services for free. Steve is now on his new career path and thriving.



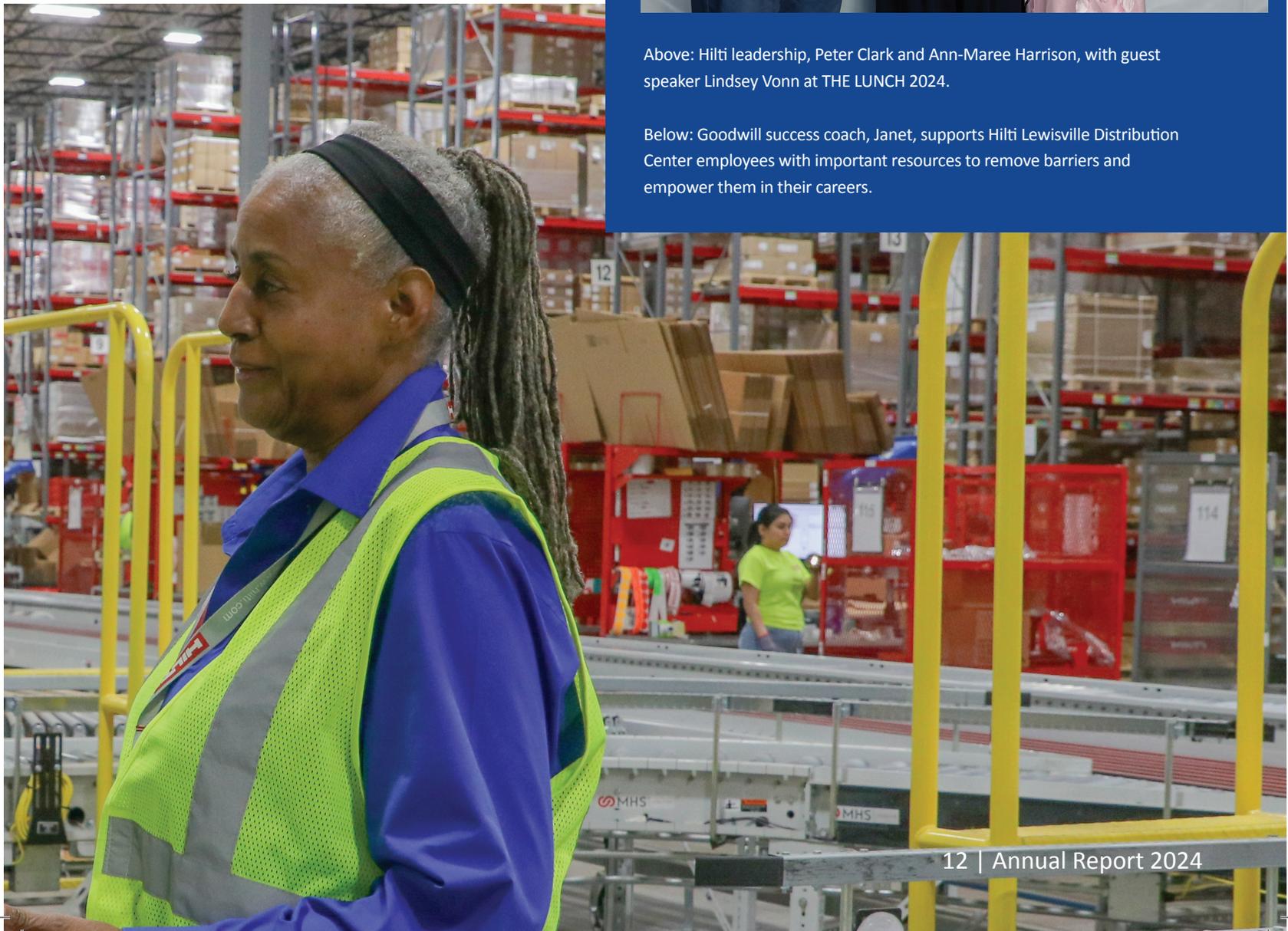
Since the program began, Janet has successfully connected 150 individuals to more than 90 resources.

“Janet has a deep understanding of people and dedication to advocacy,” said Dulari Mehta, manager of Social Impact, Education and Workforce at Hilti North America. “She believes in empowering individuals by walking alongside them as they journey from where they are to where they aspire to be.” Goodwill is grateful to collaborate with innovative organizations like Hilti North America, who prioritize a people-centered approach in the workplace. This innovative support boosts loyalty, retention, and employee satisfaction, illustrating the transformative power at the intersection of business and social impact.



Above: Hilti leadership, Peter Clark and Ann-Maree Harrison, with guest speaker Lindsey Vonn at THE LUNCH 2024.

Below: Goodwill success coach, Janet, supports Hilti Lewisville Distribution Center employees with important resources to remove barriers and empower them in their careers.



THE LUNCH, Goodwill's annual fundraiser, gathered more than 700 supporters on October 3rd to raise awareness for our mission and services offered to the North Texas community.

We were honored to be joined by Olympic Gold Medalist and World Champion Skier Lindsey Vonn, who told stories of her courageous journey with moderator Hannah Davis. A special thank you to our presenting sponsor, J.P. Morgan Chase and event chair, Kathryn Cassidy, for leading this event inspired by the theme

"RISK BOLDLY. LIVE FULLY."

Together, we raised \$1.5M for our Workforce Development programs, which directly support job placement and career training services to more than 1,600 individuals with barriers.



Kyle Miller, Goodwill Dallas Board President

The LUNCH

RISK BOLDLY

Goodwill Industries
— Present —
JPMORGAN CHASE & CO



2024 LUNCH

LIVE FULLY

es of Dallas, Inc.

ted by

CHASE & Co.



LUNCH Chair, Kathryn Cassidy, with Lindsey Vonn



David Miller, Gina and Tucker Bridwell



Lindsey Vonn with Jake Masso of J.P. Morgan Chase, and his wife, Karey

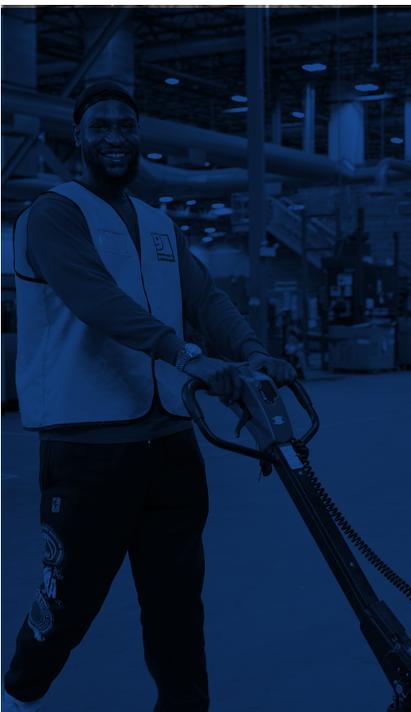
THE LUNCH 2024 raised \$1.5 million
for Workforce Development programs.

Thank you for joining us to in celebrating the lives of our clients and employees who take bold risks every day to overcome barriers in the pursuit of their dreams.

Moderator, Hannah Davis, interviews guest celebrity, Lindsey Vonn

THANK YOU

To our Annual Donors Together, we



Hilti, Inc.
JP Morgan Chase & Co.
The David B. Miller Family Foundation
The Katy and Kyle Miller Family Foundation
United Way of Metropolitan Dallas

Caterpillar Foundation
Dian Graves Owen Foundation
Durham Family Foundation
Energy Transfer
Folsom Properties, Inc.
Kathy and Larry Helm
Prosperity Bank
Kate and Willing Ryan
Scovell Family Foundation
Southwest Airlines

Anonymous
A&O Shearman
Akin
Align Capital Partners
Altair Global
Amegy Bank
ARCOSA
Ben E. Keith Company
Belle and Donald A. Berg
Katrina and Houston Bolin
The Bramhall Family
Kristin and Jeff Brockette
A. Wood Brookshire
Brousseau Naftis Erick & Massingill PC
Citi Charitable Contributions
Corgan
Frank Mihalopoulos / Corinth Properties
Dallas Capital Bank / Jason Matthews
Dallas Petroleum Club
Melinda and John Dickerson
Tucker and Rich Enthoven
ExponentHR / Monroe Lacerte
Fidelity Residential Solutions
Frost Bank
Richard W. Goode
Goodwill Industries International, Inc.
Mary and Scott Hager
The Hawn Foundation

Haynes Boone
The Hegi Family
Ashley and Tim Heis
Melissa and Jeb Hensarling
Heather and Ran Holman
B.R. and Denny Holman / Brooke and John West
The Hogle Foundation
Home Tax Solutions
The Men and Women of Hunt Consolidated, Inc.
IBM (International Business Machines)
Iron Horse Midstream
Kennington Family Philanthropic Fund
Kirkland & Ellis
Chamlee & Campbell Lewis
Luther King Capital Management
Merit Advisors
Meg and Alan Miller
JoAnne & Eddy Moore / FBT
Tracey Nash-Huntley and David S. Huntley
Original Market Diner
Natalie and Douglas Prieto
Betsy and Marc Rosen
The Rosewood Corporation
The Rosewood Foundation
Julie E. Silcock
Jessica and Dan Slaven
The Stamolis Family
Stemmons Foundation Fund
Texas Capital
UnitedHealthcare
Mimi and Bill Vanderstraaten
Vinson & Elkins LLP
Elizabeth Wahlquist

Anonymous (2)
Advantage Trailer Rentals
David Alexander
Amerilife Benefits
Fred Ball, Jr.
Bank of America
Ben E. Keith Foundation
Chris Cason
CH Investment Partners
Brock Compton
Antoinette and Barry Davis

■ \$100,000+

■ \$25,000-\$99,999

■ \$10,000-\$24,999

■ \$1,000-\$9,999

are changing lives, one job at a time.

Dana and Karl Fricke
George A. and Nancy P. Shutt Foundation
Gene Gray
Kelly and Steve Gruber
Julia and Jeremy Harman
Forest Heis
Mark Henderson
Susan and Marion Hicks
Richard E. Hoffman
Noe Hinojosa
Frank B. Houseman
Suzanne and Jim Johnston
Kane Russell Coleman Logan PC
King Scovell Fund of the Dallas Foundation
Joyce and Larry Lacerte
Andrew S. Levy
Kris Lowe
Marsh McLennan Agency
McGriff Insurance
Ashley and Mike Meece
Methodist Health System Foundation
Carlin and Charles Morris
Crystal Muhlenkamp
Jana and Garold Oberlender
Barbara O'Toole
Pollock Orora, Inc.
Marybeth and Craig Reid
B.K. and Mark Sloan
Tyler Sorenson
Southern Methodist University
Lenore Sullivan and Barry Henry
The Retail Connection
Turner Construction
Rayford Wilkins
Woodbine Development Corporation
Zirtue

Anonymous (8)
Andrew Aberg
Maryam Aboudan
Cedric Allums
Kristen Anderson
Lance Anderson
Juan Arias Bello
JB Askew

Mia Attel Melonas
Maolys Del Valle Avendano Kiss
David Bader
Casey Behner
Darcie Bergman
Wendy Blackwell
Amanda Bodie
Christopher Bonfield
Jared Boynton
Shelley and Douglas Bracken
Alison Braman
Katherine Bullock
Kami A. Caldwell
Danielle and Josh Carmichael
Crystal Clayton
Michael Cole
Isa Collier
Daniel Coronado
Kate and Justin Cox
Cindy Crouse
Sally and Mark Cullum
Michela D'Andrea
Helen B. Davis
Shelia Dawson
David Dienes
Margaret Dowd
Laura Downing
Steven M. Dupuis
Ben Eakes
Donald L. Eichenberger
Jasper Family
Susan H. Everett
Allison Fasy
John R. Ferguson
Russell Foster
Will Galey
Jorge Garces
Garcia Family
Josie Glenn
Gabriele Gruschkus
Paula Hall
Addie Hare
Glen A. Hinckley
Lauren and Wes Holloway
Burson Holman

William A. Hood, III
Ashlee and Allen Hueston
Amy Boardman Hunt
Amy and Joel Ibanez
Bryce Jackson
Frances M. and Donald F. Jackson
Debbie Jasper
Bill Jaspersen
William A. Jessiman
Jewelers Mutual Insurance Company
Ashley Johnson
Kirk Johnson
John W. Joyce
Sherieka Kellum
Chris Kennington
Hamida Khan
Colby King
Mason D. King
Jessica Kirklin
Aaron Kohler
Matthew Krauss
Kroger, Dallas Division Office
Kevin Lavelle
Jack Lawson
Favor Lee
Patty Leyendecker
Brandon Loftis
Chase and Charli Luft
Mike and Barbara Lynn
Caio Machado
Mackenzi Marinovich
Jake Masso
Kevin McCabe
Donna and Greg Carpenter
Frank Mihalopoulos
David A. Milton
Angie Morales
Luis Moran
Matthew B. Myers
Daniel Oberlender
Shanda Owens
Travita Parker
Christina Payne
Burt Pearlman
Vanessa Pedroza

Janet Peery
Taylor Pena
Dominik Peyton
Elizabeth Pierce
Plauche Family Fund
Cody Preston
Flint Prewitt
Robert O. Putman
Terry Regan
Marcos Rivera
L.K. Robinson
Randolph Robinson
Rowland K. Robinson
Emily Rodrigues
Ronald Roundtree
Scott Saucier
Leisa Simons
David Sims
Marshall Smith
Dorian Stratford
Douglas Taylor
Jonathan Taylor
William E. Thelen
Joe Thompson
Dennis D. Topletz
Marie C. Trevino
United Way of Southwestern
Pennsylvania
John Unthank
Megan Vandenburg
Bricker Waid
Jane Wasoff
Durialle A. Watson
Jade Weaver
Andrew West
Natasha Westervelt
Carol Wilson
Billy Wood
Curtis Wright, III
Katherine Wright
Tzu To Yang
Lauren Zoucha

RISKING BOLDLY. LIVING FULLY.

Natasha's Story

A North Texas native, Natasha grew up in a supportive, close-knit family. After graduating from Pinkston High School's special education program, she got a job in warehousing until her world was disrupted by the sudden loss of her mother and, soon after, her younger brother. This profound loss left Natasha seeking a community to help her through a challenging time.

Determined to find a new normal, Natasha discovered Goodwill in June 2015. She enrolled in the Goodwill Empowerment Works program, which offers continuing education and employment support to adults with intellectual and developmental disabilities (IDDs). Not only has Natasha been promoted twice within Goodwill's Retail Operations Center, but she has also found a support system to help her take bold risks and pursue her goals.

Natasha's commitment to improvement doesn't stop at work. Outside of Goodwill, she dedicates time to practicing financial literacy skills and reading at her local library. "Natasha's willingness to learn and grow has been truly inspiring. She's always willing to take risks and push herself beyond her comfort zone," says Dee, an Empowerment Works instructor.

Recently, Natasha took a significant step toward achieving her life goals by obtaining competitive integrated employment as a tagger at Goodwill.

Natasha's growth is evident to those around her. "She's a leader in class and on the floor. She helps keep Goodwill moving in a positive way," says Arden, senior director of mission at Goodwill. Natasha's dreams continue to drive her forward. She wants to learn to drive, become more independent, and continue to take care of her children.

Reflecting on her journey, Natasha shares her gratitude and pride. "Goodwill gave me a lot of training and support," she says. "They helped me grow stronger, and now, I love the woman I am."

Watch Natasha's Story Here



“ You have to go for it, be a leader, a mentor. ”

LEAVING A LEGACY

At 87 years young, Robert S. Williams exudes the calm, confident demeanor of a man who knows his purpose in life. Born in 1937 in Sweetwater, Texas he grew up the oldest of three in a tight-knit family. His childhood memories are filled with fond moments – trying to learn bridge from his aunt and grandmother on Sunday afternoons, horseback riding on the ranch with his dad and brother, and beloved family time at his grandfather’s cabin – the second house ever built on Lake Sweetwater.



Bob in his Highland Park home in 2024

After graduating from Notre Dame and the Wharton School of Business, Bob got a summer job at First National Bank in Dallas and decided to put down roots in the big city. He led a steady and successful career through the evolution of banking in the 1960’s and 70’s, and it

was through his role with Bank of America in 1975 that led him to Goodwill.

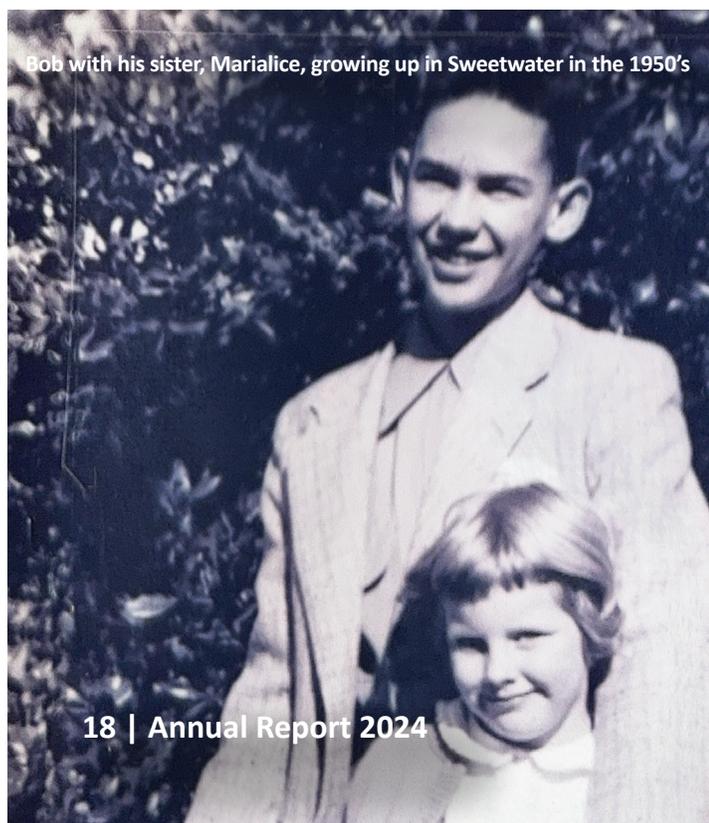
Serving first as Treasurer and then as Chair, Bob credits his service with Goodwill as a formative time in his life. Not only was it his first significant nonprofit board position, but Bob also served during a challenging time in the organization’s history. As Treasurer, Bob saw Goodwill was in urgent need of a strategy to strengthen its financial health. He took the helm as Chair, serving an unprecedented two-year term from 1981-1982 and worked alongside the new CEO, Rod Ginther, to upright the challenging situation. Bob says, “I am proud of helping turn the organization around. When Rod retired and when my friend Larry became Board Chair, I told him, ‘This thing has come a long way, so don’t mess it up!’”

Bob has remained a close friend, generous donor, and member of the 1923 Society with a planned gift. Because of his niece who is on the autistic spectrum, he has a personal perspective on the Goodwill mission. “So many people, especially those with a disability,

don’t have the help they need,” Bob shares. “Goodwill gives those people opportunity and hope.”

Bob’s grandparents, Emma and Robert Simmons, were prominent civic leaders of their hometown and instilled in Bob an important culture of giving back. To this day, the Simmons family home stands as the Chamber of Commerce near downtown Sweetwater, and Bob humbly supports the National WASP WWII Museum and Sweetwater Municipal Auditorium that has become a pillar of developing community through the Cultural Arts. He is also an active patron and former board member of Catholic Charities and the Catholic Foundation. He feels blessed to be able to support his family’s legacy of philanthropy, and when he updated his will a few years ago, he decided to add Goodwill as a beneficiary in his estate plans.

“Goodwill was a significant part of my life, and I want it’s great work to continue after I am gone.”



Bob with his sister, Marialice, growing up in Sweetwater in the 1950’s



1923 SOCIETY

The 1923 Society of Goodwill Industries of Dallas exists to recognize those who have made a planned gift for the support and growth of our mission at Goodwill, and to inspire others to make such gifts.

Membership in the 1923 Society is extended to those who:

- Include Goodwill Dallas in their will or living trust;
- Name Goodwill Dallas as a beneficiary of a life insurance policy or retirement plan; or
- Name Goodwill Dallas as a beneficiary from a Donor-Advised Fund or gifts of appreciated stock.

To learn more about naming Goodwill Dallas as a beneficiary of your estate or gift plans, please contact Lauren Holloway, VP of Mission and Advancement at 469-872-0469 or lauren.holloway@goodwilldallas.org.

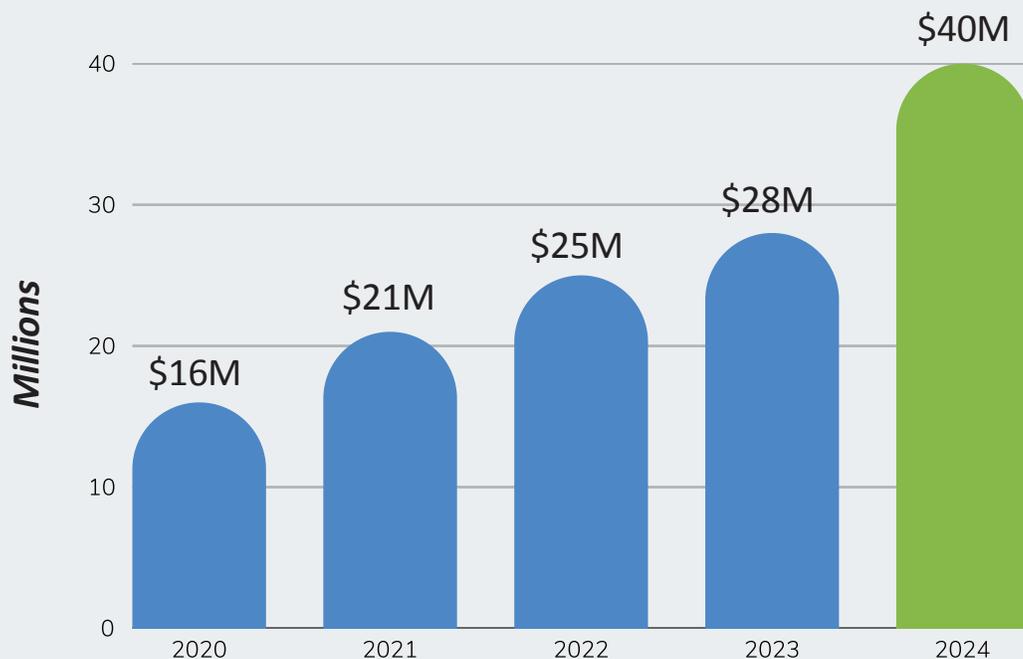
FASTEST-GROWING GOODWILL

in North America

Goodwill achieves our mission through two integrated programs: our Donated Goods Retail (DGR) and Workforce Development (WFD). Our two-fold operations work together to support people with barriers both inside the organization and out in the community, respectively. Approximately 86% of revenue generated by our retail enterprise supports our mission and the programs of our WFD operation.

In 2024, Goodwill reached a groundbreaking milestone as the fastest-growing Goodwill in North America, a distinction among 153 stores across the U.S. and Canada. With an extraordinary 47.8% annual growth in same-store sales – far surpassing the national average of 4.9% – we have set a new benchmark in the self-sustaining social enterprise nonprofit sector.

Donated Goods Retail - Revenue



This success is the result of bold, strategic innovation and dedicated teamwork. Operational improvements like lean table processing have increased efficiency, keeping our stores well stocked with high-quality items for both families and treasure hunters. We have prioritized leadership development and introduced new training programs that help team members grow with us. In fact, throughout 2024, 64% of open leadership roles were filled by internal promotions.

In addition, each of our 18 stores achieved record-breaking sales under the direction of our Team Leads. Seven of those stores surpassed the \$2 million mark in annual sales for the first time ever.



By refining scalable systems that fuel sustainable growth, we have enhanced our ability to reinvest in our mission. Every step forward strengthens our commitment to empowering individuals with barriers to employment, providing skills training, job placement, and life-changing opportunities. This achievement reflects the dedication of our entire team, board leadership, and the unwavering support of our generous community.



Diverted more than **29 million** pounds from the landfill

Received more than **732,000** material donations from our North Texas community

Recycled more than **286,000** pounds of E-Waste through Dell Reconnect

Read more about Goodwill’s growth in this compelling Dallas Innovates article featuring President and CEO, Tim Heis.



GOOD TIMES AT GOODWILL





Texas Legends



SMU Move-out



THE LUNCH



Fall Cookout



Halloween Party

Goodwill BOARD OF DIRECTORS

Chair

Kyle D. Miller
Founder, President & CEO
Silver Hill Energy Partners LLC

Vice Chair

Kathryn Cassidy
President & COO
Altair Global

Treasurer

Tim Roberts
CEO & Partner
Iron Horse Midstream

Secretary

Douglas Prieto
CEO
Tailwater E&P

Immediate Past Chair

Lowell Sands
Business Development
Rosewood Resources Inc.

President & CEO

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

David E. Alexander
Retired
Ernst & Young

JB Askew
Senior Vice President-Energy
Lending
Amegy Bank

Donald A. Berg
Owner
Donald A. Berg Inc.

P. Houston Bolin
Partner
Sterling Family Partners

Douglas C. Bracken
Director
Kane Russell Coleman Logan PC

Dylan Bramhall
Group CFO
Energy Transfer

Tucker Bridwell
President
Mansefeldt Investment Corporation

Jeff Brockette
CEO
Texas Retina Associates

A. Wood Brookshire
CEO
Vendera Resources, LP

Dennis Cail
CEO and Co-Founder
Zirtue

Peter C. Chilian
President & Chief Investment Officer
Tolleson Wealth Management

Peter F. Clark
Head of Warehouse
Hilti, Inc.

Jerry Crawford
Senior Vice President
Turner Construction Company

John F. Dickerson
President
Hank Dickerson and Company

Rich Enthoven
President
EF Properties

Elayna Naftis Erick
Managing Shareholder
Brousseau Naftis Erick & Massingill, PC

Steve Gruber
Managing Partner
Blumenthal & Gruber

Mary Hager
Executive Director, Global Investment
Management
Greystar

Kevin J. Hanigan
President & Chief Operating Officer
Prosperity Bank

Julia P. Harman
Founder
Harman Leadership LLC

Larry L. Helm
Retired, former Chairman
Texas Capital Bancshares, Inc.

Jeb Hensarling
Retired
Former U.S. Congressman

Ran Holman
Executive Vice President &
Texas Market Leader
Newmark Group Inc.

Frank Houseman
President
Houseman Properties, Inc.

James M. Johnston
President
Methodist Health System Foundation

Shannon Jurecka
Executive Vice President,
Chief Human Resources Officer
Texas Capital Bank

Clayton Kennington
Principal
Kennington Commercial

Monroe Lacerte
Deployable Emergency Response Manager
Plan International

Rob Langley
Co-Founder and Managing Partner
Align Capital Partners

Andrew S. Levy
Managing Principal
Endeavor Real Estate Group

Campbell Lewis
President
Coronado Resources

Jay Liese
Retired
Corgan

Kris Lowe
Managing Director
JLL Capital Markets

Tim Maiden
Senior Vice President and Group
Manager
Comerica Bank

Jake M. Masso
Executive Director and Market
Team Lead
JPMorgan Private Bank

Jason K. Matthews
President & Chief Banking Officer
Dallas Capital Bank

John C. McGowan
Partner
Haynes and Boone, LLP

Jill McMillan-Melott
Managing Director of Corporate
Communications and Public Affairs
Tailwater Capital LLC

Michael E. Meece
Managing Partner
Milton Endeavors, LLC

Edward W. Moore, Jr.
Office Partner-in-Charge
Frost Brown Todd LLC

Matthew B. Myers
Dean & Tolleson Chair
Cox School of Business, SMU

Douglas C. Nash
Chief Financial Officer
The Retail Connection

Tracey Nash-Huntley
Community Leader

Julie Durham Rado
Real Estate Agent
Compass Real Estate

Kirk L. Rimer
Executive Managing Director
CH Investment Partners

Trey Rome
Founder & CEO
Home Tax Solutions

Betsy Rosen
Retired Social Worker

R. Willing Ryan
Founder, President, and Chief
Investment Officer
RWR Investments

King Scovell
Managing Partner, Chief Development
Officer
Woodbine Development Corporation

Julie Silcock
Managing Partner
Silcock Advisors, LLC

Dan Slaven
Co-Founding Partner
Silverado Interests, LLC

Mark M. Sloan
Partner and Vice Chair, Practice and
Operations Committee
Holland & Knight LLP

Maria Stamolis
Senior Adviser
Lincoln Property Company

Jason Van Eaton
Chief Corporate Affairs Officer
Southwest

Christine Vergos
Chief People Officer
The Beck Group

Rod Washington
Dallas Regional President
Frost Bank

Brooke Holman West
Development Coordinator
Folsom Properties, Inc.

Goodwill Foundation Board of Directors

Chair
William H. Vanderstraaten
President
Chief Partners LP

Secretary/Treasurer
Pat S. Bolin
Executive Chairman
Eagle Oil & Gas Co.

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

C. Fred Ball, Jr.
Chief Operating Officer
Spyglass Trading, LP

Susan M. Hicks
Managing Director
J.P. Morgan Private Bank

Frank Mihalopoulos
President
Corinth Properties

Charles W. Morris
Of Counsel
Husch Blackwell LLP

Antonio Carrillo Rule
President and CEO
Arcosa Inc.

Peter A. Lodwick
Managing Director and General Counsel
RGT Wealth Advisors

Kyle D. Miller
Founder, President & CEO
Silver Hill Energy Partners LLC



In 2024, Goodwill welcomed 12 new board members. L to R : Willing Ryan, Jason Van Eaton, Julie Silcock, Tim Heis, JB Askew, Peter Clark, Jeb Hensarling, Dylan Bramhall, Maria Stamolis, Campbell Lewis, Betsy Rosen (not pictured, Rob Langley and Dan Slaven).

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 31,2024.

Revenue

Retail sales	\$ 39,995,860
Investment Income	\$ 4,979,947
Contributions - Annual Giving	\$ 1,815,484
Contributions - Capital Campaign	\$ 1,930,539
Gain on Sale of Fixed Assets	\$ 810,822
United Way	\$ 350,000
Service Fees and Other Grants	\$ 348,191
Miscellaneous	\$ 242,253
Total Revenue	\$ 50,473,096

Expenses

Wages	\$ 25,477,257
Payroll Taxes & Benefits	\$ 4,212,302
Professional Fees	\$ 913,861
Supplies	\$ 1,401,195
Telephone	\$ 262,210
Bank/Credit Card Fees	\$ 702,063
Occupancy	\$ 3,390,847
Equipment Maintenance & Rental	\$ 231,638
Print, Advertising & Publications	\$ 139,630
Travel & Vehicles	\$ 941,274
Dues & Support Payments	\$ 244,358
Other	\$ 55,643
Depreciation	\$ 3,243,371
Designated for Capital and Programs	\$ 9,257,447
Total Expenses	\$ 50,473,096



By boosting career readiness through philanthropic commitments and policy solutions, JPMorgan Chase is enabling more people to access education and real-world work experiences that lead to decent jobs and self-sufficiency.

From community banking to community building

Dallas is more than a place where we do business. It's home to our customers, clients, employees and community partners. The strength of our company allows us to leverage our resources, expertise, and data insights to help bolster communities and create a more inclusive economy for all.

See how we're making an impact at jpmorganchase.com/dallas

JPMorganChase



Goodwill Industries of Dallas, Inc.

Platinum
Transparency
2024

Candid.



@GoodwillDallas

Scan the QR code to Sign up
for the Goodwill Dallas Newsletter.

