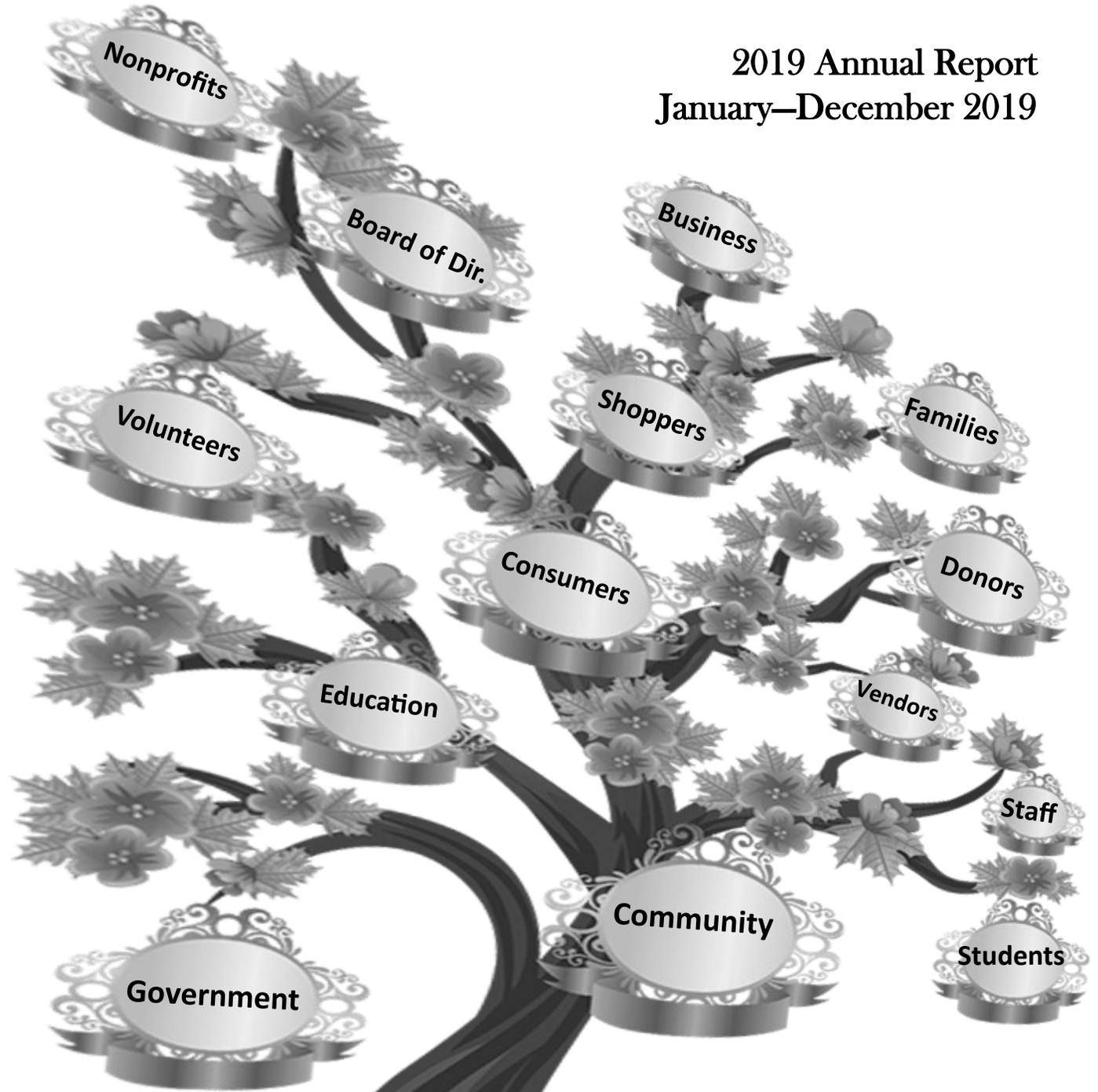


Goodwill

Industries of East Texas, Inc.



2019 Annual Report
January–December 2019



GROWING WITH GOODWILL



MISSION; VISION and VALUES

-Our Mission-

Goodwill Industries of East Texas is dedicated to providing skills training and vocational opportunities for people with barriers to employment.

-Our Vision-

Goodwill improves lives in the East Texas communities we serve by ensuring that people have the opportunity for economic independence through work.

-Our Values-

Second Chances

We believe that everyone deserves a second chance to change their lives.

Diversity & Inclusion

We believe that all people can contribute and add value in our society.

Loyalty

We believe in being present and consistent.

Service

We believe that we are here to serve our community, our customers, donors, consumers and each other.

Opportunity

We believe that everyone deserves a chance to succeed and fulfill their dreams and goals.

Friendliness

We believe in spreading joy by sharing kind words and warm smiles.



Agent Message

Growth was the continuous theme in 2019. We grew in the number of services we offer to the public, the amount of support we provided to our staff, the level of engagement we had with our many community partners and our commitment to our mission of providing skills training and vocational opportunities for people with barriers to employment.

This growth was the product to tenacious teamwork from the staff to the Board of the Directors to our supporters in the community. You, our partners, our donors, and our shoppers made 2019 a fantastic year. As you flip through the pages of this annual report you'll find some of our branches - our supporters, and our leaves - the people who benefitted from the good work. To be exact, we served 4,215 people in 2019!

Goodwill began with a solid foundation, established by our founder Rev. Edgar J. Helms in 1902 and as we nurture the legacy, we serve as arborists, trimming, shaping, pruning and refining our processes to be even more impactful in coming years. Evidence of the healthiness of our tree is the new 3-year Strategic Plan that was set in motion in 2019. Tremendous successes have already been realized and we are on track for another year of growth in 2020.

We encourage you to stay close, planted and rooted with Goodwill so that we can continue to GROW TOGETHER!

Warmest Regards,



Kimberly B. Lewis
President & CEO



Paul Josephson
Board Chair



Program Participant Recipients

Graduate of the Year



Lester Hawkins

Lester Hawkins enrolled in the Re-entry Job Readiness Program in October 2017 while transitioning from County Rehabilitation Center (CRC). He applied for a Dock Worker position at the Goodwill Retail store on Locust Avenue in Downtown Tyler shortly after completing the Re-entry Program. He was eager to demonstrate his loyalty and proved to be a very good worker and was promoted to the position of Lead in that store location.

Lester is from Palestine, TX and wanted to move closer to home so when a position at the Palestine store became available he applied and was transferred as a Lead there. In less than a year, he was promoted to Store Manager. His Area Manager, Franey Stokes describes Lester as a positive influence in the store. He motivates others and leads by example, “demonstrating good work ethic and leadership abilities. He always has a positive attitude.” Not only that, he makes sure that the store meets Retail store goals and sales.

Consumers of the Year



Zackary Flowers

Zackary a 2017 high school graduate enrolled in Goodwill’s Work Adjustment Training (WAT) Program in Longview, TX in March 2019. Zackary enthusiastically participated and become engaged in activities every day. He enjoyed his training at Goodwill, particularly the Skills to Succeed modules which he completed rather quickly. The upskilling curriculum and other training modules made possible by

funds from **Walmart** helped to build his confidence. Zackary was held in high esteem and seen as a mentor for a couple of his coworkers in the WAT program where he positively influenced their work ethic while providing encouragement. At graduation, his grandmother recommended Goodwill ser-

vices to others due to Zackary’s beneficial experience and unmistakable growth as a worker and as a person. He developed valuable characteristics that would help guide him in other potential journeys in his future.

Following his WAT graduation, he enrolled in Goodwill’s Job Readiness Training and began job searching. He was placed at Longview Regional Medical Center in Longview, Texas, on June 10, 2019. He was hired the day of his interview in the housekeeping department as a full-time worker. His supervisor reports that he is one of his best employees. He said that he’s always on time and works diligently to complete his tasks. Zackary had a goal of landing a job with benefits and he’s accomplished that at Longview Regional where he has health insurance coverage, paid holidays, and vacation pay. His grandparents are extremely proud of him, and his grandmother notes that he is mindful of money management and attempts to save up his earnings. He stated that does not yet have anything specific in mind that he wishes to buy, but continues to save his money and enjoys his job.



Maverick Robertson

Maverick has been a faithful and reliable consumer at Goodwill Commercial Services for 37 years. Each day he arrives with a smile on his face and a friendly greeting to all of his fellow employees.

Maverick is always eager to try his hand at new contracts and is always friendly to his supervisors and co-workers. Any time Maverick sees you out on the floor, he makes sure he greets you with a smile. Maverick also has a passion for dancing. Any time he hears a beat, his feet start to move! Last year he was part of a dancing team of consumers that went to Fort Worth for the talent show finals.

He also demonstrated his confidence in modeling in Goodwill’s first Luxury Blue Fashion Show Gala. Ruth Davis, the Commercial Services Director says “thank you Maverick for being a light at Commercial Services every day! Thank you for being a reliable worker with a positive attitude and a pleasure to work with!”



Edgar J. Helms Award Recipients

Advocacy of the Year Award *-This person advocates for people with disabilities and disadvantages in the community through work and in volunteer opportunities in the East Texas area, the state and/or nationally. This person also directly supports the work of GIET either as a staff member, volunteer, community partner or Board member.*



Christina Fulsom

Christina Fulsom, the Founder and CEO of the East Texas Human Needs Network has been on the Board of Goodwill Industries of East Texas for three years, but she began advocating for people with various needs several years ago. A former Executive Director of PATH, Christina worked directly with people struggling to make ends meet. She used her

knowledge and passion for helping others to find a solution to the revolving cycle of poverty and engaged others in making a collective impact in East Texas communities. Her work directly informs the leadership of Goodwill to make an impact on those we serve. In 2019 Goodwill led the efforts of planning the Take the Step event, orchestrated by Christina. Take the Step is a job skills event to prepare job seekers for job fairs and opportunities to present themselves in a more professional manner. Her work has been a catalyst for several initiatives and educational programs including Community Cares, 903-HELP.org, Poverty Simulations and Getting Ahead in a Just-Gettin'-By World .

Extra Mile Award *-This person promotes the values of GIET, goes out of her/his way to help others, not necessarily associated with their job. Exhibits EXEMPLARY customer service internally and externally.*



Paul Josephson

Paul Josephson, Goodwill Industries of East Texas Board Chairman, has supported Goodwill for more than 12 years. He brings a talent to the organization that is vital to our transparency and sustainability. He takes to heart that as a Board member, he has a responsibility to the community to be a good steward of the resources. He has served in every officer capacity on the Board during

his six terms over the course a 12-year period, having rolled off for the mandatory one year. He has served on nearly every committee off the Board and in every officer role. He is always the first one to volunteer and commit his time, energy and resources to the cause. Paul is a clear-thinking leader that is not afraid to question the status quo. He readily accepts change for the good of the organization. He is an active leader, eager to learn and share more about the organization. He has invited several business leaders in the community to tour Goodwill as part of our Real Goodwill Awareness Campaign, designed to inform and engage business and community leaders in the mission of Goodwill and provide them with a "behind the scenes" look at our operation.



Community Partners of the Year



ETV Software is a family-owned and operated business technology company based out of Tyler, Texas. ETV was founded in early 2008 by Jacky Quin. With the influence of his wife Shmeil Quin in 2010, the company took off implementing new trends and keeping up with technology and design standards.

Not only that, but the company was able to maintain the same family values at the heart of ETV Software. In 2017 we met with Jacky Quin to discuss the idea of having students that graduated from Goodwill's GoodTech Academy intern at their facility. This would allow the graduates to gain more hands-on training, with hopes of employment. Mr. Quin and his team bought into the idea and they allowed an intern, Richard Seaton, who had been out of employment to train at their facility. Due to Richard's solid foundation of knowledge through the GoodTech Academy, he was able to excel in his intern training and they offered him a permanent position with the company. GoodTech graduates now make up 43% of their team. The management of ETV reports that the skill set their employees received from the program has proved invaluable to their clients and the growth of their business. Some of the skills GoodTech hires have contributed include ingenuity, professionalism, and resourcefulness. "The GoodTechs have been a wonderful addition to our staff," Quinn said.



Longview Regional Medical Center Hospital Housekeeping Systems Environmental Services Team at Longview Regional Hospital provided excellent training to Goodwill Consumer Zackary Flowers, whom they hired June 2019. Rodrick Williams, director of the department, interviewed Zackary on June 6, 2019, and hired him on the spot for a full-time housekeeping position. This is also Zackary's first job.

Not only did the HHS team provide Zackary with excellent training, but they also allowed Goodwill's Mission Services team to send in a job skills trainer. However, after three days the job skills trainer was pulled out because the training with the HHS team was so thorough and there was no need for the trainer to remain on site.



True Vine and Sola Bread are neighbors of Goodwill's Commercial Services division, having moved down the road from our location three years ago. True Vine and Sola Bread care about our environment and their impact on it. Since their opening, they have partnered with Commercial Services to recycle their cardboard pizza boxes and other cardboard waste. True Vine also donates to the Food Bank on occasion and Commercial Services assists with the transport of the donation with our truck. True Vine and Sola Bread are known for large events at their facility several weekends throughout the year. Once again in a neighborly partnership, Commercial Services allows them to use the parking lot for their overflow situations. This company is known for its community spirit and in true form, they assisted with a donation for Goodwill's Rotary After Hours reception and last Christmas, they donated a compete and delectable meal to Commercial Services consumers and staff for their Christmas party. So thank you to True Vine and Sola Bread for being wonderful Community Partners to Goodwill Industries of East Texas! You are a great neighbor and we look forward to many years of being your favorite neighbor!



Financial Summary

2019 Revenue



2019 Expenses



STATEMENT OF FINANCIAL ACTIVITIES

Retail	2019 Revenue	\$ 8,346,443
After-Market		\$ 407,787
Contract Services		\$ 2,541,330
Mission Services		\$ 1,462,788
Other		\$ 302,898
TOTAL REVENUE		\$ 13,061,246
Retail	2019 Expenses	\$ 6,767,878
Contract Services		\$ 2,303,663
Mission Services		\$ 1,616,145
General & Admin		\$ 2,129,759
TOTAL EXPENSES		\$ 12,817,445
TO REINVEST IN MISSION & CAPACITY BUILDING:		\$ 243,801

STATEMENT OF FINANCIAL POSITION

	2018	2019
ASSETS		
Cash and Investments	\$ 2,987,965	\$ 3,278,893
Other Current Assets	\$ 2,159,023	\$ 1,523,688
Fixed Assets and Other Non current Assets	\$ 9,443,619	\$ 9,336,686
TOTAL ASSETS	\$ 14,590,606	\$ 14,139,266
LIABILITIES		
Current Liabilities	\$ 1,721,679	\$ 1,436,699
Non-Current Liabilities	\$ 1,939,787	\$ 1,529,627
Net Assets	\$ 10,929,139	\$ 11,172,940
TOTAL LIABILITIES AND NET ASSETS	\$ 14,590,606	\$ 14,139,266



Commercial Services Division

2019 saw Commercial Services continue to grow and expand. We were blessed to touch the lives of dozens of people – either through regular employment at Commercial Services or as consumers. We continued to see growth and progress in all regular business lines, plus we were fortunate to add new contracts along the way.

Got a favorite professional sports team? Chances are our warehouse now stores shampoo, conditioner and body wash with your favorite sports team logo. Bathletics is a new warehousing contract for 2019. The company is still in its infancy, but we are seeing big opportunities on the horizon for Bathletics!

Vanderlyn is another new warehousing contract Commercial Services took on in 2019. Vanderlyn is hotel supplies like shampoo, conditioner, slippers and yoga mats. We even have “Now/Not Now” rocks. It is always interesting to see the new stock we get in-house for the Vanderlyn line!

We also added anti-fatigue mats to the WorkQuest catalogs. This has been a very popular addition to the WorkQuest catalog based on the orders from across the state. Roadside delineators, mailbox posts, and quarter-fold napkins remain strong WorkQuest offerings produced at Commercial Services.

Trane has continued to be a faithful business partner. We assemble tie wraps to filters, cut tar tape, assemble heat pump compressor covers and hurricane hardware kits for Trane. Trane allows us to have consistent work for every level of consumer. In every air conditioner, there is a touch of Goodwill Commercial Services!

Commercial Services achieved NAID (National Association of Information Destruction) certification in 2019. This is a monumental achievement for Commercial Services. It assures our document destruction customers that our process is secure. This opens up the opportunity for more document destruction contracts in the future with private business and with WorkQuest.

New contracts and the expansion of current contracts provided great employment and training opportunities for Commercial Service Consumers, WAT trainees and those with various barriers to employment in 2019. We are excited to see new possibilities unfolding in 2020!





Training & Education

Re-Entry/Veterans (66 Served)

Three Week Training
Job Readiness/Job Search Assistance
Soft Skills Training and Counseling
Second Chance for Her

GoodTemps –Temporary Service (36 Served)

Temporary Staffing
(State Jobs/Other)

Employment Services (32 Served)

Vocational Assessments
Job Searches/Application Assistance
Job Coaching/Retention
Job Skills Training
Supported Employment

YouthWorks (16 Served)

Six Week Training
Job Skills/Job Placement
Age 16-24/Out of school youth

Counseling Services (42 Served)

(Individual/Group/Family Support)
Counseling & Life Coaching

GoodAssist (991 Served)

1 on 1 Benefits Assistance
(TANF, SNAP, Job Search and
Application Submissions)

Pre-Vocational Services (33 Served)

Job Skills/Employment Training

WAT-Work Adjustment Training (41 Served)

Three to Six Month Training
Job Skills/Job Readiness

Literacy & Financial Services (171 Served)

Adult Basic Education
Pre-GED and GED preparation classes
Financial Literacy

GoodTech Academy (907 Served)

Skills to Succeed, Digital Skills
Comp TIA A+ Certification Course

Volunteer/Internship/Work Experience

85-Participants
4,890.87 hours completed

Total Served for 2019

(Unduplicated)

4, 215



Strategic Plan 2019-2021



Goodwill Industries of East Texas, Inc. has been strengthening its internal leadership team, culture and processes over the last several years and has seen significant performance strides that have had great impact on the community.

In support of the new 2019-2021 plan, the following outcomes were identified to continue that impact:

Presentation and understanding of national and local workforce development and retail trends impacting the Goodwill network

An understanding and discussion of how Goodwill Industries of East Texas’ territory is experiencing those trends

An initial framework, including high-level pillars and initial direction of strategies, tactics and metrics, based on current and anticipated trends

As we seek to steward this organization, the staff and Board will work towards strengthening the infrastructure and laying the foundation for greater growth and expansion, with the high possibility of an Excel Center and expanded mission services in the next five years. The CEO and strong Leadership Team carry a common, aligned vision that focuses on a disciplined approach to strategy execution. This approach will ensure continued robust growth and strengthening of the internal team, ultimately expanding our position in the community and mission impact.

Goodwill Industries of East Texas has shown considerable growth over the last couple of years. The coming years will reflect continued strengthening and consistency of infra-

structure and processes, including an extensive renovation of the headquarters.

The Goodwill East Texas 2019-2021 Strategic Plan holds four focus areas for the organization:

Goodwill Team

Operational Excellence

Financial Growth

Community Impact & Engagement

One of the key pillars is the **Goodwill Team** and interwoven throughout the plan is **Customer Service**. Strengthening the holistic **Goodwill Team** is a top priority for the organization, distributing knowledge and ownership of the mission to every organizational stakeholder, ranging from entry level staff to Board members. **Customer Service** was a key theme raised throughout the strategic planning sessions, specifically identified in retail as an imperative to retain customers, and meet and exceed customer expectations. Given its necessity to live within every pillar, **Customer Service** is displayed as a thread wrapped around every pillar, rather than a stand-alone.

When discussing mission impact, the need to “meet people where they are” was emphasized. We have a vision of Goodwill Industries of East Texas offering the community alternate education and career paths, including IT certifications, other basic digital skills training, and financial literacy. The next few years will include laying the foundation for this continued expansion.



Board of Directors

4/1/2019—3/31/2020

Caldwell Bender, Linda

Retired SVP Community Dev., BBVA Compass Bank

Caraway Sr., Rev. Ralph

Senior Pastor, St. Louis Baptist Church

Fulsom, Christina

Founder/Network Weaver, East Texas Human Needs Network

Hegwood, Sandi (Treasurer)

Senior Vice President/Chief Audit Executive, Southside

Holt, Nathan Leon (Vice-Chair)

Lending Officer, Southside Bank

Hutson, Elizabeth

Community Engagement Coordinator, UT Tyler Cowan Center

Josephson, Paul (Chair)

Retired, Trane

Kraus, Dr. Larry

Retired-Professor, UT Tyler

Lynch Sr., Stephen

Area Operations Manager, Dynamic Workforce Solutions

Patel, Hemant

General Manager, La Quinta Inn & Suite

Pate, Michael Todd (Secretary)

Global Pricing Leader, Ingersoll Rand

Pettigrew, Faye

HR Director, Tyler Pipe

Reynoso, Dalila

Justice For Our Neighbors-East Texas

Rowan, James "Matt"

Attorney

Steph, Becky

Retired-Human Resources Leader, Trane

Tucker, Michelle

Quality Assurance Dept. Leader, The Genesis Group

Young, LaToya

Executive Director, Tyler Area Business Council

Wesley, Tina

Retired Educator



Retail and Administration

<i>Athens Store</i>	706 North Palestine, Athens, TX 75751
<i>Canton Store</i>	24648 Hwy. 64, Canton, TX 75103
<i>Carthage Store</i>	620 Panola, Carthage, TX 75633
<i>Center Store</i>	1233 Tenaha Street, Center, TX 75935
<i>Gladewater Store</i>	1640 E. Broadway, Gladewater, TX 75654
<i>Henderson Store</i>	517 US Hwy. 79 South, Henderson, TX 75654
<i>Kilgore Store</i>	1409 US Hwy. 259 North, Kilgore, TX 75662
<i>Longview Super Store</i>	2451 W. Loop 281, Longview, TX 75604
<i>Mabank Store</i>	1018 South Third, Mabank, TX 75147
<i>Marshall Store</i>	1601 Sedberry, Marshall, TX 75670
<i>Mineola Store</i>	201 North Newsom, Mineola, TX 75773
<i>Palestine Store</i>	3824 West Oak, Palestine, TX 75801
<i>Tyler Main Store</i>	407 West Locust Street, Tyler, TX 75702
<i>Tyler Super Store</i>	1817 Loop 323 WSW, Tyler, TX 75701
<i>Whitehouse Store</i>	300 Hwy. 110 North, Whitehouse, TX 75791
<i>Administration Offices</i>	409 West Locust Street, Tyler, TX 75702
<i>Commercial Services (Contracts Division)</i>	1530 John Carney Drive, Tyler, TX 75701
<i>ComputerWorks</i>	1817 Loop 323 WSW, Tyler, TX 75701
<i>Transportation Division</i>	500 ENE Loop 323, Tyler, TX 75701



2019-HIGHLIGHTS

LUXURY BLUE GALA

GOODWILL EAST TEXAS
FASHION & DINNER EVENT

SATURDAY
JULY 13, 2019
6PM-8PM

UT ORNELAS ACTIVITY CENTER
3402 OLD OMEN RD
TYLER, TEXAS 75702
TICKETS AVAILABLE EVENTBRITE

IN SUPPORT OF OUR JOB TRAINING AND
PLACEMENT SERVICES

Pop-Up Boutique Shop open
July 12th, 2019 6:30pm

www.goodwilleasttexas.com



BLACK TIE AFFAIR





GALA-2019





Reimagined
Fashion





GALA-2019





Employee Appreciation Picnic Sunday, October 13, 2019





Henderson Civic Center Henderson, Texas





***Employees defeat Management
Pie Throwing Challenge***





Get Involved

Goodwill sells donated goods to support its mission of changing lives through education, training and employment, but becoming a donor or shopper are not the only ways to show your support for Goodwill.

Attend a Goodwill Tour

Goodwill offers you an exclusive look at everything from operations to core programs that fulfill our mission. You'll hear from President/CEO Kimberly Lewis, and meet East Texans whose lives have been empowered because of donations from our community and job training skills. [Please join us for lunch and a tour!](#)

For additional information
Call 903-593-8438



Host a Donation Drive

Corporations, schools, scouts and churches can partner with Goodwill to host donation drives. Donation drives engage employees and generate positive interaction with current and potential customers while benefiting Goodwill's mission.

GET SOCIAL WITH US

@goodwilletx

Follow Goodwill on social media for updates on weekly sales, donation drives and special events. Your "likes", "comments" and "shares" help spread the work about Goodwill's mission of changing lives through education, training and employment.

Become an Employer Partner

Let Goodwill help staff your business! Through our GoodTemps temporary service program. We have expanded our services by providing state agencies with qualified temporary staff.

Mission Services Division
1817 Loop 323 WSW, Tyler, TX



Become A Recurring Donor

Individual giving donors provide additional support that assist Goodwill in its Mission Services Division.

- ◆ Shop Amazon Smile and donate.
- ◆ Donate your car or truck.
- ◆ Gifts of real property
- ◆ Gifts of stock
- ◆ Leave a gift to Goodwill in your will or estate.