

Goodwill Industries of East Texas

ANNUAL REPORT 2020





Mission

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

Vision

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

Core Values

Second Chances

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

Service

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

Diversity and Inclusion

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

Opportunity

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

Loyalty

We believe in being present and consistent.

Friendliness

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

What Good Looks Like

What does good look like?

It looks like a wife and mother, in a new country studying hard to better herself and contribute to her new home state and community.

It looks like community members helping those with mental illnesses caught up in the judicial system get the help they need.

It looks like agencies supporting the work of non-profits to help those struggling economically due to income and job loss.

It looks like educational partners working diligently to make college a reality for students who may not have seen college classes in their future.

It looks like the committed front line workers like the retail staff of Goodwill stores, who put their lives on the line daily to serve the needs of customers.

It looks like the many generous donors and loyal shoppers who helped Goodwill Industries of East Texas to keep its doors open and staff working.

In short, GOOD LOOKS LIKE YOU!

Thank YOU for hanging in there in 2020. It was a tough year for everyone and we recognize that we truly could not have made it without each of YOU - our donors, shoppers, supporters, business, community and educational partners, vendors, staff, and Board of Director members.

We're also incredibly grateful that we were able to support our staff and they in turn were able to support our program participants. We shifted much of our work to virtual platforms and kept the good going.

We deepened our commitment to diversity, equity and inclusion and stood with our neighbors in the fight for the good of all.

Finally, we were thrilled to be one of the organizations to receive a generous gift from Mackenzie Scott. We are still reviewing our options for leveraging these funds in a responsible manner to sustain and grow the mission, so stay tuned.

We encourage you to look for the good, all around you and spread good as often as you can.

Sincerely,

Kimberly B. Lewis
President & CEO



Nathan Holt Board
Chair



Merline E. Nzenang - A Goodwill Success Story

*“Souls reconstructed with faith transform agony into peace.” -
Aberjhani, The River of Winged Dreams*



Imagine the world you've always known – the world you've built – vanishing in front of your eyes.

You are forced to leave not just your home, but also your country. You don't know where to go. Choices are limited. You must decide quickly – and leave virtually everything you have behind. This is the story of Merline E. Nzenang Tienkouè and her husband Mathieu Tienkouè, who through the help of a friend, a new church home and a free training program available through Goodwill Industries of East Texas, now call America home.

“I am from Cameroon, Africa,” said Merline. “Married, mother of a 14-year-old daughter and four other adopted children. I earned my bachelor's degree in law 20 years ago. Back in Africa, I worked for the finance and administration field for several American oil companies in Gabon (located in central Africa), then I started a construction company and a nonprofit.”

But a civil war there changed everything.

“Our business was working very well in Gabon, and we even opened a branch of it in our own country (Cameroon),” she said.

“Unfortunately, political issues made us move in June 2018.”

On faith, and trusting the recommendation of a friend who had relocated to Tyler from Cameroon, Merline and her husband left everything behind for the United States and Tyler, trusting God to lead them wherever they should go. Unfortunately, they could not apply for passports for the children as it would have raised suspicion and they were forced to leave them in Cameroon to be cared for by family until they get established in the United States.

With no income and no prospects for work, they also struggled to find legal counsel to assist them with getting their immigration documents in order.

“Being here (Tyler) was a fresh start for us,” said Merline. “As we trusted God, he led us to St. Louis Baptist Church in Tyler, and from there, we got our hope back thanks to Pastor Ralph Caraway, Sr.,” she said.

Pastor Caraway served as their minister and point person for helping the family problem solve and determine their next steps toward building their new lives. Pastor Caraway was also a member of the Goodwill Board of Directors.

“Finding myself in a new and (as) big (of) a country as the USA was challenging. But, the St. Louis Church community helped me, and I became more confident,” she added.

In spite of having earned a law degree and being a successful business owner in her home country, Merline and her husband had to start completely over in America. But, they welcomed and were willing to try any opportunity.

It was a pin that Merline's husband Mathieu wore to church one service that changed everything.

“As business owners in Africa, my husband and I were members of Rotary International,” said Merline.

Rotary International is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian service and to advance goodwill and peace around the world.



“One Sunday, as we were attending the service at the church, my husband wore his Rotary International pin on his suit. This is how he got the attention of Ms. Kimberly Lewis, who is a fellow Rotarian.”

In addition to being active in Rotary in Tyler, Ms. Lewis is also the President and CEO of Goodwill Industries of East Texas.

“She (Lewis) approached us and asked if we were Rotarians,” said Merline. “We said yes. This is how we met her. We explained our condition to her and she told us (that) Goodwill was offering a free computer literacy program that can help us get into the information technology field, if we were interested. Besides, she said, the mission services of Goodwill had resources for our immigration case and was able to help us find a lawyer.”

Actually, a former Goodwill employee who is now a Board member, Dalila Reynosa, helped to make the connection to a local immigration attorney.

The computer literacy program was very different from the training and careers Merline and Mathieu had known in Africa, but they were willing to learn.

“At first, we did not know what the program was about,” Merline said. “The technical training was a bit perplexing for me because I had never found myself into this type of knowledge. I had never tried to learn anything about how computers are built. I was using computers though, as everybody does, but I had no idea how they are functioning. So, I was a little bit scared by the program.”

Merline did not let her apprehension stop her from accepting the chance to learn. “Seeing this as an amazing opportunity for me, I got into it and did all my best to understand what was going on in there,” she said. “A part of me was telling me I can do it, so I focused hard.”

“Nevertheless, thinking about the fact that this was a great prospect for me, I did not give up,” said Merline. “I used all the tutorial resources that I could find to help me understand the whole program. Besides, I did not want to disappoint Ms. Lewis, who gave me this chance.”

The aspect Merline found the most difficult to comprehend wasn't the curriculum of the class, it was the cost.

“I could not believe everything was free!” she said. “In Africa, you cannot get such a program for free. I thought we would at least have to pay for the books, but no! It was all free! Even the exam vouchers were free! When I explained this to my family members who are still in Africa, they were sure it was a joke.”

Goodwill Industries of East Texas is a workforce development organization whose mission is to provide skills training and vocational opportunities for people with barriers to employment. The revenue generated by Goodwill's retail outlets, manufacturing programs, and the generous donations of individuals who give monthly, annually, or through planned estate giving, provides the funding needed to pay for programs, including the training Merline and Mathieu received.

“The lessons, the books, the paperwork, the stationery – everything was free,” said Merline. “And the most amazing thing was the program instructors. They showed so much patience, motivation, and support. Goodwill helped me stay in the program. I am not sure I would have achieved this without such a kindness around me. We felt accepted by everyone, and this was very encouraging.”

Merline had a certain level of proficiency in English, but Mathieu did not. For him to also pass the courses, Merline had to translate all of the materials into French so he could follow up. Working individually and together, they were dedicated to succeeding.

So, what came next for Merline and Mathieu? Certifications.

“Doing my best to pass the Google IT certificate and the Comptia Network+ (information technology certifications, which allow an individual to move into IT jobs that require specific levels of training, and a potential increase in pay) was my way to say ‘thank you’ and contribute to the sustainability of the program,” said Merline.

Even their immigration situation found resolution through the assistance of Goodwill.

“The lawyer Goodwill helped me find handled my immigration case with efficiency,” said Merline. “One year after he launched my file, I got my legal work authorization and Social Security cards. “Thanks to the IT program and the certifications I earned, I was more confident to get out and find a job.”



And find a job, she did. Merline now works for Amazon in Houston in the Inventory Control and Quality Assurance Department, and after being offered internal training, she has now applied to Amazon's IT Ambassador Program.

And the nonprofit they had to leave behind in Africa? They started a new one in America.

"Today, I can say I have no worries," Merline said. "I have an income I can rely on to take care of my family. I am now able to give time to my passion: Books. My husband and I started a new nonprofit organization here in America and it's all about books. We want to give free access to books to the less fortunate and build public libraries in Africa through the United Nations Sustainable Development Goals."

Merline and Mathieu know that not every immigrant's situation is resolved as quickly and definitively as theirs, and they are grateful for how rapidly and smoothly theirs has gone.

"Goodwill gave me my life back so soon!" said Merline. "There are many immigrants here in America who struggle for many years before they find a way out. Thanks to Goodwill, my struggle was cut short. People don't believe (me) when I tell them it's been only two years and a half I am here in America, and that I got all these IT skills and certifications – and, that I'm legally authorized to work in the USA. They say, that's too quick."

But for Merline, the reality of the new life that she and her family now enjoy is sinking in. And she wants others to know about the opportunities that await by taking advantage of the educational and training programs that Goodwill Industries of East Texas offers.

"I belong to Goodwill Industries of East Texas!" Merline exclaims excitedly. "Thank you for the great job you have done in my life!"

For more information on Goodwill, its educational and training programs, retail locations, and how to make a donation to support Goodwill training and vocational opportunities, visit www.GoodwillETX.com or call 903-593-8438.

About Goodwill Industries of East Texas:

It is the mission of Goodwill Industries of East Texas, Inc. to provide skills training and vocational opportunities for people with barriers to employment. Educational services for qualified participants include the Goodtech Academy, Career Assessments, Vocational Evaluations, Employment Services, Job Coaching Services, the Re-Entry Program, the A Second Chance for Her program, Youth Works, Supported Employment Services, Training Services, Work Adjustment Training, Vocational Adjustment Training, and Personal Social Adjustment Training.

Goodwill's Commercial Services Division can provide workers for a business' long-or-short needs, including assembly, packaging and repackaging, climate controlled production and storage space, and more.

Goodwill Industries of East Texas operates retail outlets throughout East Texas, including two stores in Tyler, and stores in Athens, Canton, Carthage, Cedar Creek/Mabank, Center, Gladewater, Henderson, Kilgore, Longview, Marshall, Mineola, Palestine, and Whitehouse.



2020 Numbers Served

Re-Entry/Veterans (120 Served)

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

GoodTemps –Temporary Service (22 Served)

Temporary Staffing
(State Jobs/Other)

Employment Services (128 Served)

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

YouthWorks (4 Served)

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



GoodAssist (507 Served)

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

Pre-Vocational Services (32 Served)

Job Skills/Employment Training

WAT-Work Adjustment Training (24 Served)

Three to Six Month Training
Job Skills/Job Readiness

Literacy & Financial Services (166 Served)

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

GoodTech Academy (122 Served)

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

Volunteer/Internship/Work Experience

21-Participants
1,649 hours completed

Job Placements (161)



2020 Superheroes

Graduate of the Year

Merline Nzenang Tienkoue'



After fleeing her home country in Africa due to civil war, Merline and her husband arrived in East Texas with few prospects. She graduated from Goodwill's GoodTech Academy and now works for Amazon in Houston.

Community Partners of the Year



University of Texas at Tyler
Community Outreach Program



Community Partner Program, Texas Health
and Human Services Commission

UT Tyler is proactive, working with Goodwill to open doors to educational opportunities and academic success so that each person can realize their potential.

Community Partners are organizations that provide access and assistance through YourTexasBenefits.com. Goodwill is one of several partners, which also include food banks, health clinics, churches, schools, governmental entities, and other non-profits.

Edgar J. Helms Advocate of the Year

Dalila Reynoso



Dalila Reynoso is a community leader who is politically active and works to help those who are mentally ill and incarcerated. She is a former employee of Goodwill and now serves on the Goodwill Industries of East Texas Board of Directors.



Commercial Services

Even though COVID hit early in 2020, Commercial Services kept going at a record pace, finishing with a record year of \$3.4 million in revenue and continued to grow with new lines from Vanderlyn and IYS Enterprises, and ongoing orders for road work and Trane. Commercial Services offers packaging, assembly, light manufacturing, and secure document destruction. Recycling is a large part of Commercial Services.



2020 Recycling

Cardboard - 44 tons

Electronics - 36 tons

Paper - 32 tons



Board of Directors



Nathan Holt, Board Chair



Todd Pate, Vice Chair



Sarah Hogwood, Treasurer



Elizabeth Hutson, Secretary



Robert L. Wilhelm



Matt Rowan



John 'Jim' Carter



Stephen Lynch



Holly Whitem



Della Reynolds



Chaska Caraway



Becky Steph



Tina Wesley



Hemant Patel



Matt Ivy

Improvements in 2020



**Administration Building
Locust Street
Tyler, Texas**



Remodeled Administration Break Room

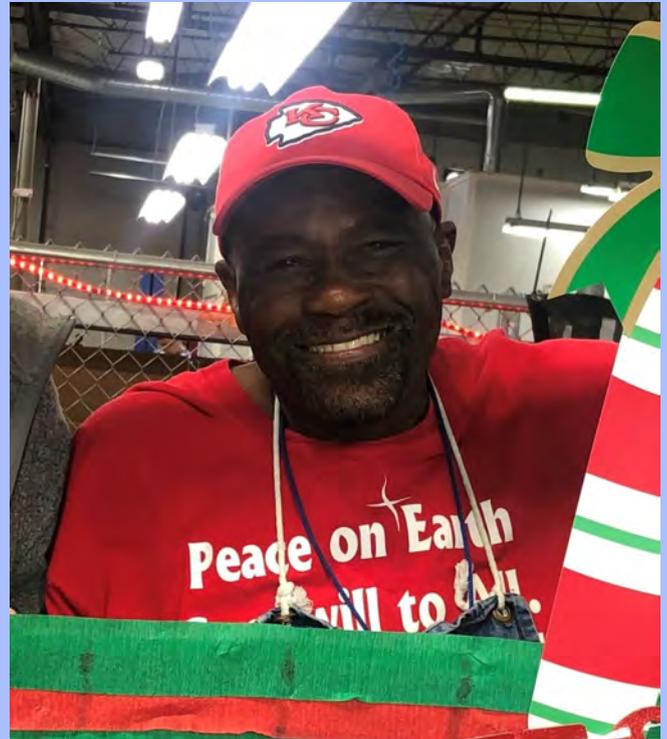
Employee Recognition



Kimberly Lewis
President & CEO
Diversity and Inclusion Champion Award

LeRoy Lacy **Workquest Artie Lee Hinds Award**

Leroy is an integral part of our delineator assembly team at Goodwill Commercial Services. With 26 years with Goodwill, he is one of the first to arrive each morning and is a true leader in his area.



Employee Appreciation





STATEMENT OF FINANCIAL POSITION

	2019	2020
ASSETS		
Cash and Investments	\$ 3,278,893	\$ 8,658,810
Other Current Assets	\$ 1,523,688	\$ 2,136,044
Fixed Assets and Other Non current Assets	\$ 9,336,686	\$ 9,146,969
TOTAL ASSETS	\$ 14,139,266	\$ 19,941,823
LIABILITIES		
Current Liabilities	\$ 1,436,699	\$ 1,305,441
Non-Current Liabilities	\$ 1,529,627	\$ 813,892
Net Assets	\$ 11,172,940	\$ 17,822,490
TOTAL LIABILITIES AND NET ASSETS	\$ 14,139,266	\$ 19,941,823

STATEMENT OF FINANCIAL ACTIVITIES

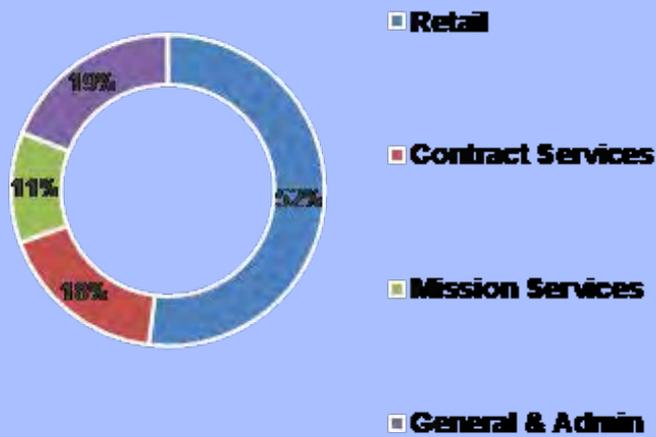
		2020 Revenue
Retail		\$ 7,015,437
After-Market		\$ 344,135
Contract Services		\$ 3,334,279
Mission Services		\$ 656,752
Other		\$ 6,986,611
TOTAL REVENUE		\$ 18,337,213
		2020 Expenses
Retail		\$ 6,202,197
Contract Services		\$ 2,100,749
Mission Services		\$ 1,371,636
General & Admin		\$ 2,260,886
TOTAL EXPENSES		\$ 11,935,467
 TO REINVEST IN MISSION & CAPACITY BUILDING:		 \$ 6,401,745



2020 Revenue



2020 Expenses



Goodwill Locations

Athens
706 N. Palestine St.
Athens, Texas 75751

Canton
24648 Highway 64
Canton, Texas 75103

Carthage
620 West Panola
Carthage, Texas 75633

Cedar Creek (Mabank)
1018 South Third
Mabank, Texas 75147

Center
1233 Teneha Street
Center, Texas 75935

Gladewater
1640 E. Broadway
Gladewater, Texas 75654

Henderson
517 US Highway 79 South
Henderson, Texas 75652

Kilgore
1409 Highway 259 North
Kilgore, Texas 75662

Longview
2451 Loop 281
Longview, Texas 75604

Marshall
1601 Sedberry
Marshall, Texas 75670

Mineola
201 North Newsome
Mineola, Texas 75773

Palestine
3824 West Oak Street
Palestine, Texas 75801

Tyler Main
407 West Locust Street
Tyler, Texas 75702

Tyler South
1817 WSW Loop 323
Tyler, Texas 75701

Whitehouse
300 Highway 110
Whitehouse, Texas 75791

Monday through Saturday
10:00 a.m. until 6:00 p.m.
Sunday 1:00 p.m. until 6:00 p.m.





2020 Annual Report

