



The Five Characteristics  
of  
**GOODWILL**

*COMMUNITY*

*CULTURE*

*CARING*

*CONNECTION*

*COMMITMENT*

## **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 providing opportunities for economic independence through work.**

## **Our 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, our customers, donors, consumers, and each other.**

### **Stewardship**

**We believe in protecting our assets, which includes our employees, donations and finances.**

### **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 to 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.**

## **Social and Economic Impact of Goodwill Industries of East Texas, Inc.**

Goodwill Industries has been a positive influence in this community for more than 50 years, providing training and employment services to citizens with barriers to employment.

Goodwill Industries of East Texas, Inc. (GIET) began as a branch of Goodwill Industries headquartered in Dallas, Texas in 1965. In 1975, it was incorporated as an independent Goodwill agency and was granted 501(c)3 non-profit status.

Donated goods retail stores were opened and rehabilitation services were offered shortly later. In 1997, Goodwill of East Texas merged with a local sheltered workshop, Opportunities in Tyler, to insure continued availability of the services offered by OIT.

In 2009, Goodwill of East Texas merged with Goodwill of the Pines, headquartered in Longview, Texas. This merger left GIET as the surviving entity, adding four counties to its territory, bringing the coverage to 13 counties.

Goodwill of East Texas now operates 15 donated goods retail stores, a Commercial Services Division that holds private and public light industrial packaging, manufacturing and assembly contracts, and a Mission Services Division that provides assessments, job training, job placement services and an entrepreneurial leadership program, as well as career and personal counseling.

The organization's economic impact as an employer and service provider is significant:

In 2023, Goodwill Industries of East Texas generated \$787,396 in Sales tax revenue from its retail stores and business contract operations.

Goodwill Industries of East Texas paid \$7.1 million in wages in 2023 to employees and \$329,000 to clients and trainees. These are individuals who are now self-sufficient and able to contribute to the community.

In 2023, this organization served a total of 2,332 individuals and expanded its social service programs, training opportunities and retail operations to encompass all of its coverage area. Today this organization employs 274 people.

# The Five Characteristics of **GOODWILL**

This year's theme, "The 5 Characteristics of Goodwill," tells a story about what it means to rise above barriers to employment. The five characteristics are Culture, Community, Connection, Caring and Commitment.

**Culture** – when we refer to the culture of the organization it goes beyond policies and procedures, or even diversity, equity, inclusion and accessibility, it is the overall sense of belonging that is fostered at Goodwill Industries of East Texas.

**Community** – Goodwill staff and Board are active members of the community working to uplift and inspire those we serve and the community at large. We also open our doors to the community for behind the scenes tours, gatherings and meetings, not to mention the awesome finds in our 15 retail store locations throughout East Texas.

**Connection** – Our aim is to connect with our program participants, staff, supporters, partners, donors and other stakeholders in a real way that forms an alliance towards doing good and spreading good in East Texas.

**Caring** – When we ask our stakeholders what word comes to mind when they think of Goodwill, the word "caring" is at the top of the list. We are so humbled by this sentiment because when we say we care, we mean it and we show it.

**Commitment** – This word really sums up the other 4 characteristics because without commitment, nothing else matters. We are fully committed to the mission to provide skills training and vocational opportunities for people with barriers to employment.

Throughout this Annual Report, you will read about individuals who overcame what seemed to be insurmountable odds. Their accomplishments are mighty and we are fortunate to be a part of their journey to success.

You will also see that we are more intentional in the substance of the service we provide. As our community continues to grow, Goodwill of East Texas strives to be a collaborator for change.

What change, you might ask?

In the words of our founder, Rev. Edgar J. Helms, Jr., “With the prayerful cooperation of millions of our bag contributors and of our workers, we will press on till the curse of poverty and exploitation is banished from mankind.”

Warmest Regards,



Kimberly B. Lewis  
President &CEO



Sandi Hegwood  
2023-2024 Board Chair

## Graduate of the Year 2023

At the age 11, Ed V. was hit by a car. He lost the use of both of his legs. It took 6 months of recovery to adjust to life in a wheelchair. He went on to graduate high school and enrolled in college. The struggles were a bit much and he left college. He attempted to get a job, but his wheelchair was a barrier that employers were unwilling to overlook.

This led him to making bad choices that ended with him spending nearly 10 years in prison. After his release from prison and a few dead-end jobs, he came to Goodwill through the Work Adjustment Training (WAT) program. He spent a great deal of time at Commercial Services during his time in WAT, receiving warehouse skills training.

The supervisors at Goodwill's Commercial Services manufacturing and assembly operation saw his work ethic and reliability, and wanted to hire him full time when he completed the WAT program.

"Ed has been an excellent addition to the staff at Commercial Services. He never lets being in a wheelchair hold him back. In fact, his efficiency and speed in his tasks are incredible!" said Ruth Davis Director of Goodwill's Commercial Services Division. "And to top it all off, he has a good heart. He has been knocked down a few times in life, but he has persevered and has kept a positive attitude that shines in all he does and reflects to all those with whom he interacts."

"I love my job because it helps me to be a more independent person. I have a real addiction to tennis shoes. My job helps me to buy "Jordan's" on occasion. I also like to participate in wheelchair sports – especially basketball," he said. "My job allows me to participate in these sports and monetarily help other teammates participate as well."

Ed is currently working on his degree in counseling. He wants to help others who are struggling in life like he did and give them hope for their future. His future plans also include becoming a homeowner.

\*Last name and photo withheld for the privacy of the graduate\*

## **Consumer of the Year 2023**

Michael W. came to Goodwill Industries of East Texas following a tough time. Him having a hearing impairment was just one of his challenges. He landed a job at a local supermarket, but without the supports that Goodwill provides, he was unsuccessful.

However, what was working in his favor was his positive attitude. Michael successfully completed Goodwill's Work Adjustment Training Program (WAT) and Goodwill set up job interview for him.

He was placed with the SSC Services for Education, working as a custodian at Ware Elementary School in Longview. He has been employed at Ware Elementary for more than 9 months and enjoys his job.

His supervisor speaks highly of his work and his character.

\*Last name and photo withheld for the privacy of the consumer\*

# COMMUNITY PARTNERS



# TRANE TECHNOLOGIES™

Trane Technologies has been a strong community partner for Goodwill Commercial Services for years. Throughout the years, Commercial Service consumers have worked on drier filters, tar tape, decal bagging, copper tubing bagging, hardware kits and heat pump compressor covers. In fact, if you have a Trane AC or heat pump system, there is a good chance that there is a part of Goodwill in that unit. In 2023, we partnered with Trane to the tune of nearly \$368,000 in revenue and almost 1.9 million units assembled. Trane has continually supplied reliable work for our consumers and employees and for that we are extremely grateful! Thank you, Trane Technologies, for supporting Goodwill and providing jobs for those with barriers to employment!

# Annie's<sup>®</sup> Craft Store

For years Goodwill Commercial Services has been partnering with Annie's to repackage craft kits to sell to their customers. But in 2023, our partnership took on a new dimension when Annie's called us in June and asked us to take on all of their kit and yarn repackaging needs. Suddenly, our warehouse was full of craft kits and yarn that needed to be reconfigured and repackaged so that Annie's could send new craft kits to their customers! This is great work for our consumers that all of them can do. And the consistency of the work was an answer to prayers in an otherwise slow 2023 for Commercial Services. During the year, we repackaged nearly 153,000 kits earning Goodwill a revenue of approximately \$89,000. 2024 promises to be an even better year as the partnership between Annie's and Commercial Services continues to grow. Thank you, Annie's, for trusting us at Commercial Services to supply your repackaging needs. And thank you for providing valuable work to our consumers and staff!



SSC Services For Education is the premier provider of custom facility services in educational spaces. With over half a century of industry experience, we strive to provide every student with a clean, safe environment that they can learn and thrive in. Our dedicated teams specialize in custodial & campus services, plant operations & maintenance and grounds management.

SSC Services For Education partnered with Goodwill Industries of East Texas in 2022. SSC Services for Education has worked with Goodwill Industries of East Texas to hire our customers for custodial positions in the Longview ISD school districts.

SSC Services For Education allowed Goodwill's job placement specialists the ability to support the customers by allowing job skills training, site monitoring, and communication with the AM and PM leads to ensure continued success. SSC Services for Education has provided opportunities for our customers to obtain training and development for meaningful employment.

## **MISSION SERVICES DIVISION**

### **RE-ENTRY/VETERANS (712 served)**

Job Readiness/ Job Search Assistance  
Soft Skills Training and Counseling

### **PRE-VOCATIONAL (28 served)**

Employment Preparation  
Soft Skills Training

### **JOB SKILLS/EMPLOYMENT & WAT (16 served)**

Job skills/Employment Training  
WAT-Work Adjustment Training

### **PSAT Personal Social Adjustment Training (8 served)**

Three to Six Month Training  
Job Skill/ Job Readiness

### **EMPLOYMENT SERVICES (20 served)**

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

### **LITERACY & FINANCIAL SERVICES (173 served)**

Adult Basic Education

#### **GED (1 served)**

Pre-GED and GED Preparation Classes

#### **GOODTECH (93 served)**

Skills to Succeed  
Digital Skills  
Comp TIA A+ Certification Course

## **MISSION SERVICES DIVISION**

### **YOUTHWORKS (1 served)**

Job Skills/Job Placement  
Ages 16-24/ Out of School Youth

### **SUMMER EARN AND LEARN (8 served)**

### **VITA (653 returns filed)**

Volunteer Income Tax Assistance

### **GOODBIZ (19 graduated)**

Entrepreneurial Leadership Program

### **GOODASSIST & OUTREACH (600 served)**

1-on-1 Benefit Assistance  
(TANF, SNAP, Job Search & Application Submissions)  
Community Outreach

**COMMUNITY SERVICE HOURS 2580**

# **2332 SERVED**

### **COUNTIES OF SERVICE**

Anderson, Cherokee

Gregg, Harrison

Henderson, Marion

Panola, Rusk

Shelby, Smith

Upshur, Van Zandt, Wood

## COMMERCIAL SERVICES DIVISION

### **Commercial Services? What is that? What do you do there? Where is it located?**

Those are just a few of the common questions the community has when they hear about Goodwill Commercial Services for the first time. Once we get to give a brief explanation or better yet, a tour of the facility, faces light up, eyes brighten and excitement with the realization of the possibilities Commercial Services presents our community overtakes everyone!

Commercial Services is fortunate to employ approximately 30 consumers and 20 employees with varying barriers to employment that might keep them from maintaining successful employment elsewhere. Each and every one of them wants to work and has the ability to work. They just need some accommodations like extra time, jigs or patience in order to be successful. We are fortunate to be able to supply these accommodations and more to assist our consumers and employees be successful.

Our business partners are excited to be able to provide our consumers and employees with opportunities. We are grateful to companies like WorkQuest, TXDOT, Trane, DRG, SFG, IYS, and Vanderlyn Hospitality for the work they provide our employees. We provide simple assemblies, secure document destruction and pick pack services to our community partners from across the country.

Providing employment opportunities to those with barriers is an honor. Goodwill Commercial Services has been blessed with the support of our community over the years and we are excited about the completion of our warehouse expansion in 2024. Stay tuned in 2024 for our grand opening and more exciting employment opportunities for those with barriers in our community!

## COMMERCIAL SERVICES DIVISION

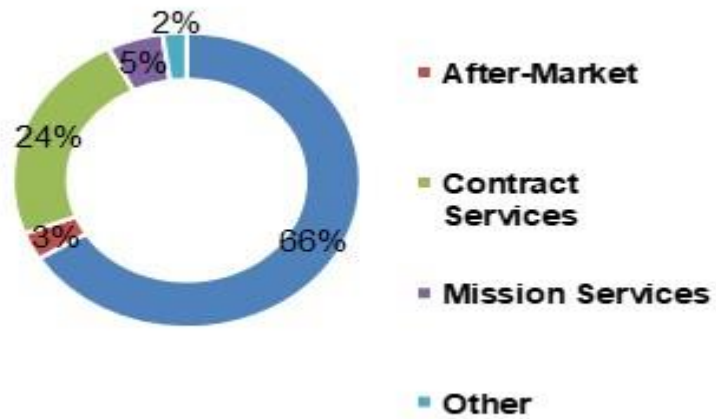


# FINANCIAL SUMMARY

## 2023 Expenses



## 2023 Revenue





# FINANCIAL SUMMARY

## STATEMENT OF FINANCIAL ACTIVITIES

	2023 Revenue
Retail	\$ 10,392,542
After-Market	\$ 474,439
Contract Services	\$ 3,688,051
Mission Services	\$ 816,113
Other	\$ 349,404
<b>TOTAL REVENUE</b>	<b>\$ 15,720,549</b>
	<b>2023 Expenses</b>
Retail	\$ 7,445,373
Contract Services	\$ 3,785,576
Mission Services	\$ 1,561,775
General & Admin	\$ 2,444,198
<b>TOTAL EXPENSES</b>	<b>\$ 15,236,921</b>
<b>TO REINVEST IN MISSION &amp; CAPACITY BUILDING:</b>	<b>\$ 483,627</b>

## STATEMENT OF FINANCIAL POSITION

	2022	2023
<b>ASSETS</b>		
Cash and Investments	\$ 9,095,814	\$ 7,889,673
Other Current Assets	\$ 2,896,683	\$ 1,803,428
Fixed Assets and Other Non current Assets	\$ 11,004,463	\$ 11,644,419
<b>TOTAL ASSETS</b>	<b>\$ 22,996,960</b>	<b>\$ 21,337,520</b>
<b>LIABILITIES</b>		
Current Liabilities	\$ 2,377,884	\$ 1,213,697
Non-Current Liabilities	\$ 474,402	\$ -
Net Assets	\$ 20,144,674	\$ 20,122,969
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 22,996,960</b>	<b>\$ 21,336,667</b>

## **2023-2024 BOARD OF DIRECTORS**

**Sandi Hegwood** (Chair)

SVP, Chief Audit Executive, Southside Bank

**Elizabeth Hutson** (Vice-Chair)

Director of Special Events, University Advancement, UT Tyler

**Beverly Russell** (Treasurer)

Retired Attorney, Veteran

**James "Matt" Rowan** (Secretary)

Attorney, Wilson Elser Moskowitz Edelman & Dicker LLP

**Chaska Caraway**

Lending Assistant, Prosperity Bank

**John (Jim) Cater**

Professor of Management, UT Tyler

**Pam Cunningham**

Executive VP, Credit Products, Southside Bank

**Jesus Flores**

VP Commercial Lender, Prosperity Bank

**Christopher (Chris) Jones**

Commercial Lender, Vera Bank

**Dr. Larry Kraus**

Retired Professor, UT Tyler

**Stephen Lynch, Sr**

Community Affairs Director, Workforce Solutions East Texas

**Michael "Todd" Pate**

Partner, Profit Drivers

**Becky Steph**

Retired Human Resource Leader, Trane Technologies

**Holly Wilhelm**

Strategic Marketing, Owner, Wilhelm DM

**Robert (Bob) Wilhelm**

Retired Senior Operations Manager

**Joseph Williams**

Owner- Operator, Chick-fil-A

## Edgar J. Helms Advocate of the Year Award



Dr. Larry L. Kraus, has a long history of helping people and his service to Goodwill Industries of East Texas is just one part of that history.

Originally from Tulsa, Oklahoma and having grown up working in his parent's auction house, Dr. Kraus has the distinction of being the youngest licensed auctioneer in the state, at the age of 14. Then, four years later, his plans changed when his father died near the end of his senior year in high school. After graduating from high school, he decided to be a journalist and enrolled in college at the University of Tulsa as a journalism major.

While in college, he worked in various capacities on local radio stations. After several years of working in that field, he said he changed my mind about becoming a journalist and completed his college degree. He became certified as a teacher. "I taught high school English, Journalism, Stage Craft, and Speech for four years. During this time, I went to Dallas in the summer to attend SMU and get my master's degree. It was during my studies at SMU that my career plans changed, again, and I decided to pursue my Ph.D., which I completed at The University of Texas at Austin," he said.

After graduating from UT, he accepted a faculty position at the University of New Orleans. It was there that he met his wife, Kaye, followed by the birth of their son, Lloyd. After nine years in New Orleans, he was offered the opportunity to become a department chair at The University of

Texas at Tyler, which he accepted. He and his family have lived in Tyler for almost 37 years. He retired from UT Tyler in May, 2018.

In 2009, his neighbor Neal Smith, who was serving as President of the Goodwill Board of Directors asked him to consider serving as a board member. That was 15 years ago.

Dr. Kraus said he enjoys helping people. From helping his students to fostering ways that Goodwill and UT can work together. To that end he's helped to create cooperative programs using the resources and skills each had to help citizens in Tyler who would benefit from Goodwill.

In 2013, he was the force behind Goodwill launching counseling services and using the students seeking their licensed practice counselor status to provide counseling services. This relationship with a higher educational institution provided a template that is used to collaborate with other organizations in East Texas.

"Every little bit you can contribute helps. I did not bring a typical set of "Board" skills to the meetings. I was not trained in finance; I had never been in the private sector, where decisions made, or lost, lots of money. However, I believe that I understood the mission of Goodwill and, at times, was able to change the course of conversations from profits and loss over to conversations on helping people, which is what Goodwill is about," he said.

## RETAIL AND ADMINISTRATIVE LOCATIONS

Goodwill Athens  
706 N. Palestine St.  
Athens, TX 75751

Goodwill Canton  
24648 Highway 64  
Canton, TX 75103

Goodwill Carthage  
620 West Panola  
Carthage, TX 75633

Goodwill Center  
1233 Tenaha St.  
Center, TX 75935

Goodwill Gladewater  
1640 E. Broadway  
Gladewater, TX 75654

Goodwill Henderson  
517 US Highway 79 South  
Henderson, TX 75652

Goodwill Kilgore  
1409 Highway 259 North  
Kilgore, TX 75662

Goodwill Longview  
2451 Loop 281  
Longview, TX 75604

Goodwill Mabank  
1018 South Third  
Mabank, TX 75147

Goodwill Marshall  
1601 Sedberry  
Marshall, TX 75670

Goodwill Mineola  
201 North Newsome  
Mineola, TX. 75773

Goodwill Palestine  
3824 West Oak St.  
Palestine, TX. 75801

Goodwill Tyler – Downtown  
407 West Locust St.  
Tyler, TX 75702

Goodwill Tyler – South Loop  
1817 WSW Loop 323  
Tyler, TX 75701

Goodwill Whitehouse  
300 N Hwy 110  
Whitehouse, TX 75791

## RETAIL AND ADMINISTRATIVE LOCATIONS

Goodwill Administration Office  
409 W. Locust ST.  
Tyler, TX. 75702

Goodwill Mission Services  
1817 WSW Loop 323  
Tyler, TX. 75701

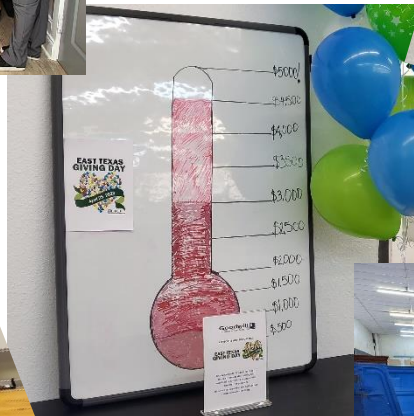
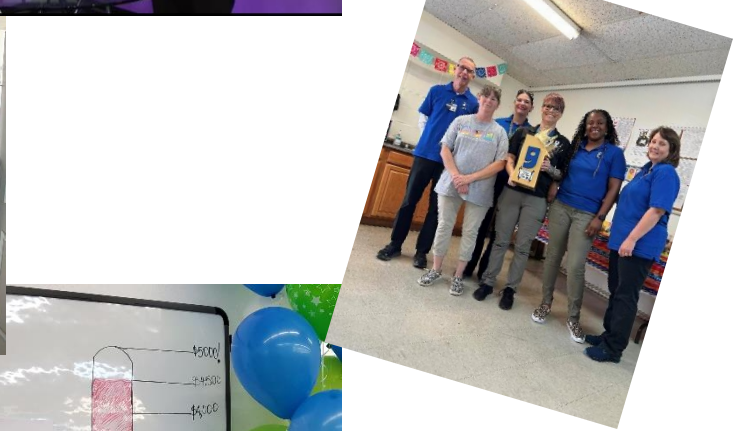
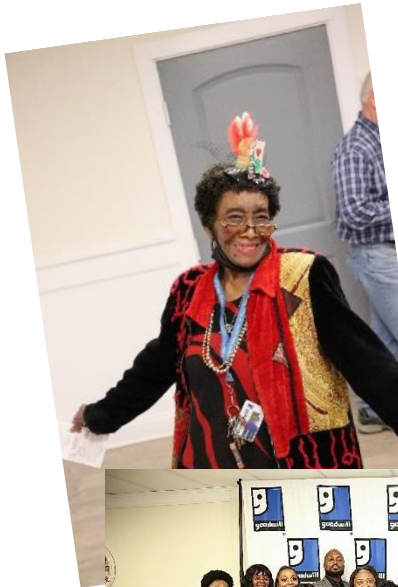
Goodwill Commercial Services  
1530 John Carney Dr.  
Tyler, TX. 75701

Goodwill North Campus/ Transportation  
500 ENE Loop 323  
Tyler, TX. 75706



# 2023 REFLECTIONS





## FREE TAX PREP

From IRS-Certified Preparers

**Means more of your MONEY In your pocket!**

- Photo ID and Social Security Card for all people claimed
- Income Documents (like W-2, 1099 Forms)
- Payment Documents (like medical bills, mortgage interest, tuition payments, daycare expenses)

Get your refund back FAST!  
With free e-file and direct deposit!

Volunteer Income Tax Assistance

Drop Off Locations:

- Admin Office - 409 W Locust, Tyler (M-F 9-5)
- Tyler Superstore - 3337 WSW Loop 223 (M-F 10-6)
- Mabank Store (M-W-F 10-3)
- Albany Store (T, TH 10-3)
- Longview Store (M-F 10-3)
- Henderson Store (M-F 10-3)

To schedule an appointment, visit [www.goodwilleasttexas.com](http://www.goodwilleasttexas.com); and find the "Free Tax Preparation" link under "Programs and Services". Scheduling starts now! The VITA service is for low to moderate income households with simple returns. Our VITA site can not prepare returns with rental income, farm income, business loss, or excessive investments.

Help Goodwill Industries of East Texas change more lives by reflecting the

## FIVE CHARACTERISTICS

**CARING-** 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.

**COMMUNITY-** 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.

**CONNECT-** 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.

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

- Donate or Round up your sale at the register.
- Shop our retail store or Shop Amazon Smile
- Donate your car or truck.
- Give gifts of real property
- Give gifts of stock
- Leave a gift to Goodwill in your will or estate.

**CULTURE-** 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.



# Change Someone's Life **TODAY!**



[www.goodwilleasttexas.org](http://www.goodwilleasttexas.org)



CARF accredited 2023



**United Way of Smith County**

Proud United Way of Smith County Agency

