



January – December
2023
Annual Report



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 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® Craft Store

For years Goodwill Commercial Services has been partnering with Annie's to repackaging 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
TOTAL REVENUE	\$ 15,720,549
	2023 Expenses
Retail	\$ 7,445,373
Contract Services	\$ 3,785,576
Mission Services	\$ 1,561,775
General & Admin	\$ 2,444,198
TOTAL EXPENSES	\$ 15,236,921
TO REINVEST IN MISSION & CAPACITY BUILDING:	\$ 483,627

STATEMENT OF FINANCIAL POSITION

	2022	2023
ASSETS		
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
TOTAL ASSETS	\$ 22,996,960	\$ 21,337,520
LIABILITIES		
Current Liabilities	\$ 2,377,884	\$ 1,213,697
Non-Current Liabilities	\$ 474,402	\$ -
Net Assets	\$ 20,144,674	\$ 20,122,969
TOTAL LIABILITIES AND NET ASSETS	\$ 22,996,960	\$ 21,336,667

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 Carthage
620 West Panola
Carthage, TX 75633

Goodwill Gladewater
1640 E. Broadway
Gladewater, TX 75654

Goodwill Kilgore
1409 Highway 259 North
Kilgore, TX 75662

Goodwill Mabank
1018 South Third
Mabank, TX 75147

Goodwill Mineola
201 North Newsome
Mineola, TX. 75773

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

Goodwill Whitehouse
300 N Hwy 110
Whitehouse, TX 75791

Goodwill Canton
24648 Highway 64
Canton, TX 75103

Goodwill Center
1233 Tenaha St.
Center, TX 75935

Goodwill Henderson
517 US Highway 79 South
Henderson, TX 75652

Goodwill Longview
2451 Loop 281
Longview, TX 75604

Goodwill Marshall
1601 Sedberry
Marshall, TX 75670

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

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

RETAIL AND ADMINISTRATIVE LOCATIONS

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

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

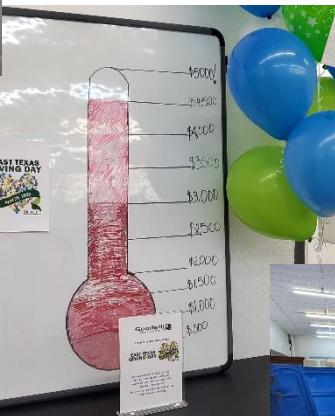
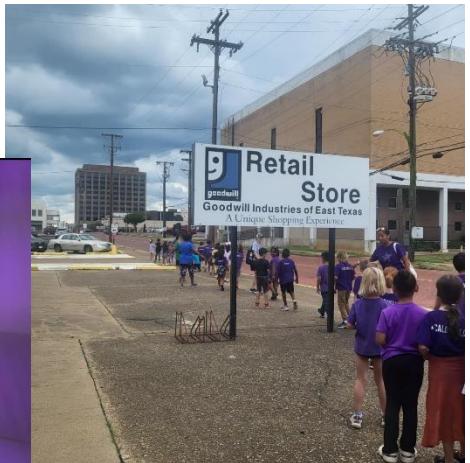
Goodwill Commercial Services
1530 John Carney Dr.
Tyler, TX. 75701

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!

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

Volunteer Income Tax Assistance

Drop in or call 903.565.2184

Administrative Office Waco, Waco, Tyler (M-F 9-2:30)
Tyler Superstore – 1837 WSW Loop 323 (M-F 9-2:30)
Malabsa Store (T, Th, F 9-2:30)
Athens Store (T, Th, F 9-2:30)
Henderson Store (M-F 10-2:30)

To schedule an appointment, visit www.goodwilltexastx.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 capital gains, farm income, business loss, or extensive 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



CARF accredited 2023



United Way of Smith County

Proud United Way of Smith County Agency

