



# GOODWILL

## NORTH EAST TEXAS



# 2020

# ANNUAL REPORT

# LETTER FROM THE CEO

2021 has been a year full of many positive changes for the Goodwill organization. Due to being blessed with such a large volume of great donations, it was clear that a new business strategy had to be developed to effectively process the donations.

After consulting with other high performing Goodwill's, we made the decision to begin the process of remodeling our stores and resetting our processes to the River System.

This new way to process donated goods will allow the organization to generate revenue that will allow us to better serve and serve more individuals with disabilities and/or disadvantages.

It is an honor and a privilege that I am allowed to lead this great organization. We are all excited about the changes to come.

Sincerely,



Katrina Coffman, President/CEO.



## 2021 BOARD CHAIR STATEMENT

Dear Stakeholders:

“What a fabulous year we have had in 2021! WOW! We overcame Covid-19, and never missed a beat! This is a great credit to our leadership team and every person that did anything from sort donations to greet and smile at one of our many customers! Nice going there team!

Moving forward, 2022 and beyond, bring many challenges and many changes. Our Board and our Leadership teams are well able to handle ANY challenge and are all excited about the future! In fact we are counting on everyone to move the bar forward, as the ones who came before us have, and then set it so high that we will all be proud of the effort. Let's all do what we do to keep the GOOD in Goodwill!”

Sincerely,



Board Chair

# WHAT A YEAR!



Christmas Parade Fun with Christina, Quincy and Family.



Kathy Kelly with Raven enjoying the Halloween Costume Party.



6 months out of the year we host various drives to assist with local nonprofits in the 16 Counties we serve. When nonprofits work together, the community wins.



Director of Contracts: Wendy Brown learning the new Point of Sale System.



So many costumes to choose from! Goodwill Halloween Party.



First United Bank Representative Felicia Petersen sharing budgeting tips. We love our community partner.





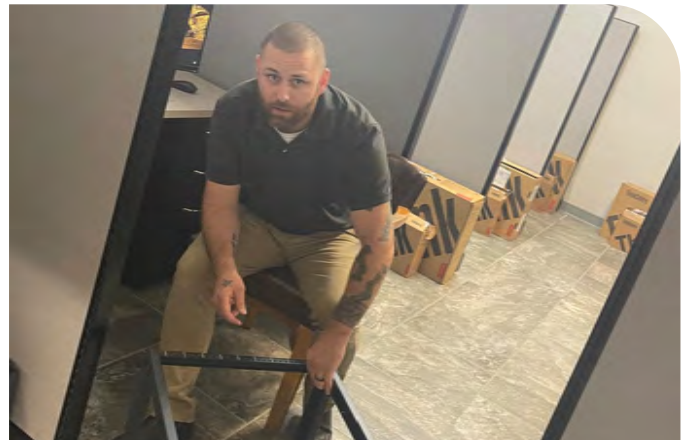
VP Of Operations Jeremy Stephenson learning and working the new point of sale system.



Twinning Day.



The Hustle Hustle Collective filming Ross Davis sharing about the Good in Goodwill.



VP of IT Barry Wingard setting up our Computer Testing Center.



Goodwill VAT Teacher Wynnell Markham using Goodwill Curriculum that compliments the School's Curriculum; working with Life Skills students.



Nonprofit Relay Race Day Fun pictured Left to Right: Executive Administrative Assistant to the CEO Kathy Kelly, Director of United Way Stephanie Chandler, VP of Marketing and Communications Sarah Pierce.



## CODY EDWARDS

### 2021 EMPLOYEE OF THE YEAR

Cody joined the Goodwill Industries team as a janitor on November 22, 2019. This was his very first job and he was eager to learn the tasks he was responsible for as the janitor. He worked as a janitor for approximately two months before transferring to the position of full-time dock worker. As a dock worker, Cody is responsible for unloading donation trailers and taking the donations to the appropriate place so they can be sorted and sent to the retail stores. Cody always puts forth his very best effort to perform his job timely and efficiently. Any time you see Cody, he is working hard and has a bright smile on his face. He will perform any work task that he is asked to complete and will do it to the very best of his ability. Cody is a pleasure to work with and Goodwill is honored and proud to have Cody as an integral part of the team. Congratulations for achieving Employee of the Year!



Our own Dean Smart sharing with the Sherman Chamber the impact that Goodwill has made in his life.



Sherman City Councilman Darron Holland and Wife Angela selecting their Christmas Sweater.





# ZACHARY SOUTH

## 2021 ACHIEVER OF THE YEAR

Zachary South began working for Goodwill Industries of NE Texas on 12/17/2020. He started as a donation attendant, but it was quickly noticed that Zach had an outstanding work ethic. He also proved to have a vast amount of knowledge for valuable and rare items. Zach became an extension of the E-Commerce department and started pulling things with high values from McKinney donations to sell through our [www.shopgoodwill.com/Sherman](http://www.shopgoodwill.com/Sherman) webpage. During 2021 Zach sent items to E-commerce that sold for a total of \$80,072.58. Zach was always asking for more tasks and responsibilities and was given the opportunity to become a lead for the McKinney plant. He quickly proved himself in the plant lead position. Zach's work ethic goes above and beyond what is required for employees working at Goodwill Industries. Zach requested to be taken off of a forty-hour work week because it was not enough time for him to get things completed. He was moved to a salaried position that allowed him to work some additional hours while still earning the pay his performance merits. Zach has a strong work ethic and tremendous passion for Goodwill. He continues to improve in many areas and now holds the position of Assistant Manager at our McKinney location.



HR Specialist Jessica Thompson ready to engage in a Job Fair.



CEO Katrina Coffman with Jackie Stockton Employee of the Year 2020.



Digital Marketing Agency The Hustle Hustle Collective with Redline Functional Fitness attending Goodwill Event.



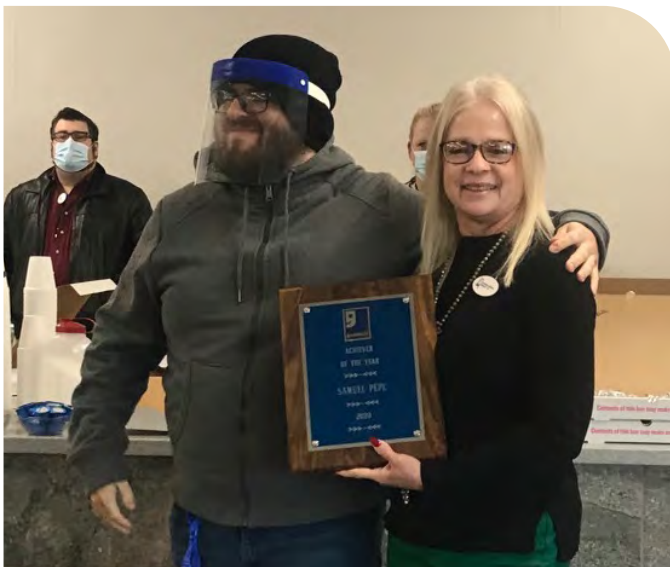
Lamar Location Back to School Bash.



The Hustle Hustle Collective filming CEO Katrina Coffman, Board Member Ross Davis, and Sherman ISD Superintendent David Hicks sharing about the Good in Goodwill.



Emerson and Renegade Cigars at Goodwill Event.



CEO Katrina Coffman with Jackie Stockton Employee of the Year 2020 and Samuel Pepe Achiever of the Year 2020.



Marketing Specialist Stacie Pope networking with Chambers.





# SULPHUR SPRINGS

## 2021 STORE OF THE YEAR

The Store of the Year Award was created to recognize the store whose manager and employees have exhibited exceptional job performance and growth throughout the year. Having 14 remarkable store, to choose from, the task of selecting the store of the year, is very challenging.

The criteria used to evaluate the stores for Retail Store of the Year includes providing top-notch customer service, knowledgeable employees, low employee turnover and continuous growth in sales and customer count over the previous year. The stores are also rated according to the visual appearance of the store including cleanliness, organization, displays and merchandising.

Achieving this honor also requires a manager and store employees that are committed to Goodwill's mission to employ a diverse workforce and provide opportunities for individuals with barriers to employment.

The store employees must participate in safe work practices and always establish ethical work standards. It also requires a manager that is enthusiastic and has exceptional leadership skills. A manager that motivates their team to work together toward a common goal. Dianna is that manager, with an attitude to have the very best store possible. She is a positive role model that is committed to Goodwill's mission.

In 2021, under the management of Dianna Davis, the Sulphur Springs store met these criteria. She set goals for the store and made certain everyone worked together each day to accomplish them.

The employees work together as a team to ensure our customers and donors received the best service possible. They also work as a team to maintain a positive shopping experience for customers so that they will be more likely to return for future visits. The balance between knowledgeable store employees and a customer friendly environment is part of what makes the Sulphur Springs store so successful.

This year, because of their contribution to the organization's sales results, dedication, hard work and continuous growth in all areas of the store we recognize the Sulphur Springs store as Store of the Year. Congratulations on a job well done!





Board Member Shawn Teamann taking home the Crowd Favorite Award.



VP of HR Craig Boone with Organizational Excellence Nicole Carnley, and HR Specialist Jessica Thompson.



The Hustle Hustle Collective creating commercial magic.



Wait, is that Dusty or Duck Dynasty enjoying the Halloween Costume Party?



It's a purrrrrfectly good day to have a good day.

# 2021 STAFF

## EXECUTIVE TEAM:

Katrina Coffman - *President & CEO*  
Katharine Robershaw - *Chief Compliance Officer*  
Tracey Stephenson - *CFO*  
Wendy Brown - *VP of Contracts*  
Sarah Pierce - *VP of Marketing & Communications*  
Marilyn Sears - *VP of Retail*  
Jeremy Stephenson - *VP of Operations*  
Barry Wingard - *VP of IT*

## CORPORATE STAFF:

Nicole Carnely - *Organizational Excellence*  
Misty Casteel - *Accounting Specialist*  
Kathy Jones - *Mission Services Specialist*  
Kathy Kelly - *Executive Assistant to the CEO*  
Eric Knipling - *Receptionist*  
Wynnell Markham - *Mission Services Specialist*  
Michael Osborne - *Maintenance Manager*  
Daniel Robershaw - *Mission Services Specialist*  
Jacob Roberts - *Computer Tech*  
Seth Sutton - *Computer Tech*  
Tiffany Wiley - *Director of Missions*  
Joy Willard - *Receptionist*  
Barbie Wright - *Director of Accounting*

## 2021 BOARD OF DIRECTORS:

William Brown - *Board Chairman*  
Ross Davis - *Vice Chair*  
Daniel Worrell - *Secretary*  
Louella Williams - *Treasurer*  
Jake Estes - *Ex Officio*  
Melida Ailshire  
Scott Conrad  
Jena Kirkland  
Peter Kloppers  
Jonathan Morgan  
Sarah Richardson  
Terry Snow  
Jordan Thompson

## INCOMING BOARD MEMBERS:

Joey Beason  
Preston Davis  
Bill French  
Mitch McCraw  
Shawn Teamann  
Ron Rowe  
David Taylor  
Andre Williams

## 2021 STORE MANAGERS:

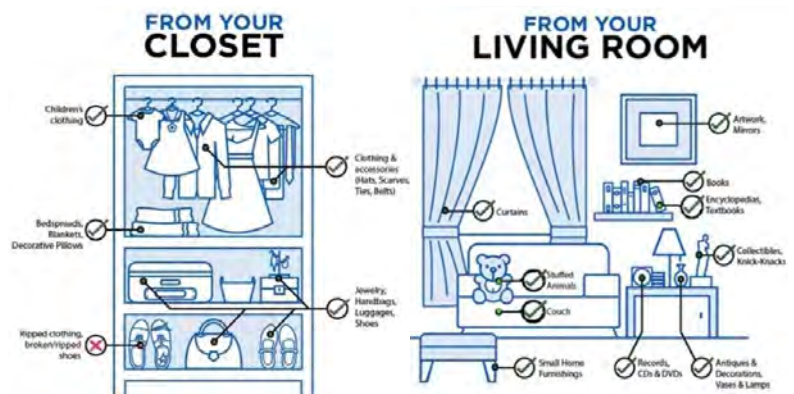
Teresa Harris - *Bonham Store*  
Artie Stanley - *Commerce Store*  
Sarah Stanley - *Denison Store*  
Stephanie Weaver - *Durant Store*  
Crystal Cox - *Lamar Store*  
Shelly Sears - *McKinney Store*  
Bernice Lopez - *Mt. Pleasant Store*  
Linda Perry - *Paris Store*  
Annette Mulliniks - *Parkway Store*  
Diana Davis - *Sulphur Springs Store*  
Michelle Gray - *Texarkana Store*  
Rosa Cabral - *Outlet Center*  
D'Anna Lodge - *E-Commerce*

## 2021 PRODUCTION MANAGERS:

Wayne Bingaman - *Director of Maintenance*  
Daniel Robershaw - *Sherman Plant*  
Cheryl Booth Vargus - *Sulphur Springs Plant*  
Michelle Gray - *Texarkana Plant*

## DONATIONS

DO's & DON'Ts







Supporting Local and delivering water bottles to Grand Central Station.



Kathy Kelly at our Annual Christmas Sweater Booth in downtown Sherman. Selecting the right Christmas sweater is serious business!



CCO Katharine Robershaw "Pizza Anyone. It's groovy man".



Platinum Events Owner Jack Kristian Goodwill Advocate.



Goodwill Event left to right Dana Pierson of Texas Data and Voip and Security and Sarah Pierce.



Danielle works in our hanging department and helps us find just the right Christmas Sweaters for us to take to the Snowflake Festival in Downtown Sherman each year.





CEO Katrina Coffman giving a tour to Sherman Rotary.



Twinning Day.



The Hustle Hustle Collective creating commercial magic.



Back to school bash Lamar Picture features Sherman High School Principal Jennifer Politi and Sherman Middle School Athletic Coach getting ready to be dunked at our Annual Back to School Bash.



Goodwill VAT Teacher Wynnell Markham using Goodwill Curriculum that compliments the School's Curriculum; working with Life Skills students.



The Hustle Hustle Collective creating commercial magic.





6 months out of the year we host various drives to assist with local nonprofits in the 16 Counties we serve. When nonprofits work together, the community wins.



Community Support from Left to Right Hunt Tooley, Karen Tooley, Board Member Shawn Teaman, Former Board Member Bill and wife Angela Magers.



CEO Katrina Coffman and Sherman Rotary enjoying lunch.



Giving our Sherman Middle School a tour of our Processing Plant.

# 2021

## ANNUAL FINANCIAL REPORT

**\$11,476,713.63**

Total Revenue

**\$10,451,616.62**

Retail Operations

**\$79,868.51**

Contributions  
(Cash & Equivalent)

**605,286**

# of Customers

**\$10,383,216.11**

Retail Sales

**\$10,970,256.64**

Total Expenses

**\$119,992.58**

Job Training & Education Fees

**\$3,960,267.73**

Operational Expense

**129,959**

# of People Who Donated Gently Used Items

**13 Stores + Outlet + E-Commerce**

Retail & Outlet





Basil and Marvin enjoying the Halloween Party “Testing, Testing, do we hear a heartbeat? Wait, no, that’s music I hear!”



Marketing Specialist Stacie Pope sharing smiles.



Christmas Sweater Booth in Downtown Sherman at the Snowflake Festival.



Twinning Day.



From Left to Right: Assistant Store Managers: Angela Chapman and Brittany Cozart with Texarkana Store and Plant Manager Michelle Gray.



VAT Teacher during a Summer Program (SEAL) at the Divine Equine Center.



Twinning Day.



Marketing Specialist Stacie Pope networking with Chambers.



## 2021 IMPACT PARTNER OF THE YEAR

Technology is the backbone of every organization. Through the advancements which we have made within the last year, Texas Data and VoIP, Inc. has been a key partner in expediting communication solutions and network assistance across our organization to transform the services we provide to our local communities.

Texas Data and VoIP, Inc. is a leader in technology solutions with 327 clients, providing services to government, nonprofit, and SMB entities with a Class C security license issued by the State of Texas with a focus in Cyber Security and Forensics.

Within the last year, Texas Data and VoIP, Inc. has donated hundreds of hours in labor, research, and collaboration to integrate new solutions to growing issues across our organization and expand our capabilities. With every project, Texas Data and VoIP, Inc. has provided insight into solutions with a wide variety of cost effective capabilities to meet the demands of today.

Texas Data and VoIP, Inc. has consistently proven their dedication to our Mission and the communities we serve by being a driving force as we transition to modern solutions.

## 2021 MEDIA PARTNER OF THE YEAR

The Hustle Hustle Collective is an independent film production company. Centered on capturing our culture, our purpose is to empower entrepreneurs, artists, and individuals to make an impact with their brand. The company was formed by Tyler Sloan just 5 years ago, although he has 12 years of experience in the film industry working in just about every aspect of film you can imagine. Since our conception we have worked with dozens of companies such as Red Bull, BioTe Medical, and of course Goodwill to enhance their visuals and boost their overall brand awareness. We have had the pleasure of working with some amazing artists from every genre out there! From big acts like Billy Ray Cyrus, Randy Rogers, and Pat Green to Stone Temple Pilots, Rascal Flatts, Nelly, and Paul Wall. We are not your everyday corporate marketing agency, we are fueled by culture and our passion for storytelling through film.

Throughout the past 5 years, The Hustle Hustle Collective has donated countless hours in design, and production time for our Mission. They have become part of our family, capturing our culture for various events and on various printed materials, this Annual Report for example. We have been impressed with their work, so when it came time to seek quotes to produce our first professionally made television commercials, it was no surprise that they came in with a bid we could not refuse. Their brand is about culture, relativity, inclusivity, and more. We appreciate businesses that engage with us, not just for the moment, but for years to come. We are proud to Award The Hustle Hustle Collective as Media Partner of the Year. They are more than a business; they are the Good that is Goodwill. Capturing our Culture one video, picture, and soundbite at a time.







Jackie Stockton, Daniel Robershaw, and Robert Godwin.



Board and Leadership Christmas Meeting from Left to Right VP of Retail Marilyn Sears, Executive Administrative Assistant to the CEO Kathy Kelly, Board Member Melida Ailshire, VP of Marketing and Communications Sarah Pierce.



The Hustle Hustle Collective filming Sherman ISD Superintendent David Hicks sharing about the Good in Goodwill.



The Hustle Hustle Collective creating commercial magic.

# DID YOU KNOW?

**700+ gallons** of water are used to make a single cotton t-shirt.

**Sustainable fashion makes a difference!**

**#SustainableGood**

# TAKE CONTROL OF YOUR MONEY

Goodwill of Northeast Texas and First United Bank has partnered with Banzai to bring you clear, in-depth lessons that help you dive into the financial topics you care most about.



## LEARNING TO BUDGET

Budgeting isn't about restriction, it's about freedom. The best way to avoid financial strain is to know where your money is going and plan ahead!

[LEARN MORE](#)



## OPENING A CHECKING ACCOUNT

In a world of digital spending and online banking, checking accounts are becoming an increasingly vital part of personal finance.

[LEARN MORE](#)



## GIVING TO CHARITY

Give a little or give a lot, giving to charity offers more than just warm feelings. Understand the impact on your taxes and budget.

[LEARN MORE](#)

## SCAN TO LEARN ABOUT FINANCIAL WELLNESS



**OMAR STURGES**

“Omar Sturges worked for Goodwill NETX for almost four years. He was a sorter in the bins department, but he never let his disability define him in either his professional or personal life.

Fishing is relaxing, it allows me to get out here and just think.

That's how I calm my nerves because sometimes being in this wheelchair it can get a little frustrating you know.

And Goodwill gave me the strength to apply for being a lead you know because I never would have thought I could have supervised 120 people you know.

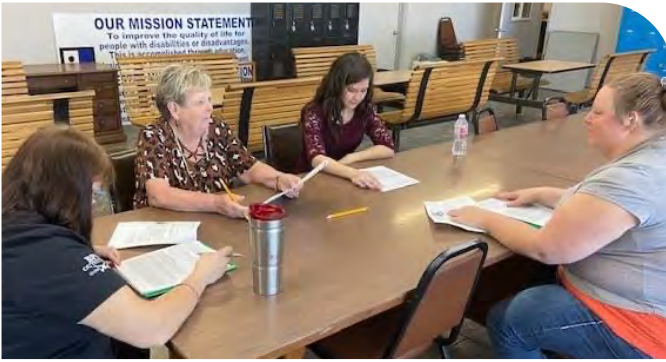
When you're working it gives you that sense of accomplishment you know. I'm able to get that check every week or every two weeks instead of having to wait once a month for a check from the government that goes real quick.

I'm able to spoil my grandson, spoil my family and my mom. Sometimes I have to remind myself that life isn't as bad as it seems. If you want something in life you just gotta have the patience. You just have patience and you hold your head down, push forward, and everything will work out.

My name is Omar and I am the good in Goodwill.

Omar's former boss states that he was always on time, always a pleasure to work with, and “He lives his life handi-capable not handicapped.”





VAT Teacher Wynnell engaging with Cindy and Leslie.



Sulphur Springs made the ask and the city showed up! Through our Water Bottle Drive in May, we were able to donate over 1,000 bottles of water to local shelters in the 16 Counties we serve.



Kathy Kelly and Barry Wingard discussing Goodwill U.



Leadership and Board Members Christmas Meeting with (Left to Right) Board Member Melida Ailshire, VP of HR Craig Boone, Director of Contracts Wendy Brown, Director of Missions Tiffany Wiley, and CCO Katharine Robershaw.



Job Coach Blace Walker assisting Bert to his work station.



Networking with the cool kids at Sherman Chamber.





# NorthStar Signs & Graphics

## 2021 COMMUNITY PARTNER OF THE YEAR

Trace Calverley, the Creative Director of NorthStar Signs and Graphics started his design career in the late seventies. He ventured into trade-show graphics and sign design and manufacturing in 1999 with the launch of Color Imaging & Design and later re-branded to Colorit Graphic Services in McKinney, Texas which has been in operation for 20 years.

In 2018, Trace felt there was a need for a professional design and sign company in the Grayson County and surrounding area. After acquiring NorthStar Signs and re-branding it as NorthStar Signs and Graphics, it is now the largest design, digital printing, and sign company in the Texoma area.

Goodwill Industries of NE Texas first commissioned NorthStar Signs and Graphics to create new signs for our outlet location. During our design meetings we got to explain Goodwill's mission and vision for Grayson County and surrounding areas. Trace immediately made the decision to donate all of his design time to our projects.

Trace has not only donated countless design hours he also discounts the materials used in the projects. Trace has also helped us create new logos and branding that will be used as a rebranding throughout the organization. Year to date NorthStar Signs has donated a total of \$31,455 in design time.



Thanksgiving Meal Fellowship isn't complete without Sweet Potatoes.



Board and Leadership Christmas Meeting from Left to Right: CEO Katrina Coffman, Board Member Jena Kirkland and son Dalton Kirkland with Mr. Kirkland.



# MISSION SERVICES

## JOB PLACEMENT SERVICES

Job placement services help the individuals find employment in the competitive labor market in an integrated work setting that meets the individual's employment goal(s) and employment conditions and uses the individual's unique strengths, interests, and capabilities.

## WORK EXPERIENCE

Work experience is used to provide individuals with experience in the 'real people doing real work' environment involving industries that are consistent with the individual's strengths, resources, priorities, concerns, abilities, capabilities, interests, and informed choice.

## SUPPORTED EMPLOYMENT

Supported employment places individuals with the most significant disabilities in a competitive job and then provides training and support directly related to successful employment outcomes.

## JOB COACHING

Job coaching provides more training and support than the training and support provided by the employer to assist individuals with learning and performing job tasks successfully.

## VOCATIONAL ADJUSTMENT TRAINING (VAT)

VAT includes services to help an individual learn and adjust to the daily workplace routine. The services allow an individual to develop the competencies and essential skills necessary to function successfully on the job and in the community.

# CONTRACT SERVICES

## JANITORIAL SERVICES

- Sweep and/or mop tile floors with treated dust control tools and remove spills by damp mopping or wiping.
- Scour and disinfect all commodes, urinals, and washbasins.
- Mop or scrub all floors as needed with disinfectant soap and rinse with clear water.
- Vacuum all carpet daily.
- Wash and clean all mirrors.
- Damp clean all partitions and vanity tops using disinfectant soap solution.
- Spot clean or wash walls completely.
- Empty waste receptacles daily, clean and disinfect inside and out.

## MOWING SERVICES

- Mow lawn and all grassy areas of the property.
- Edge curbs, sidewalk, parking areas and driveways at each mowing site.
- Trim grass around fixed objects and trees.

## TEMPORARY EMPLOYMENT SERVICES

- Placement assistance for – Office, production, warehouse, retail, and food service.



The Hustle Hustle Collective creating commercial magic.



The Hustle Hustle Collective creating commercial magic.



Board and Leadership Christmas Meeting from Left to Right:  
Board President Bill Brown and VP of IT Barry Wingard.



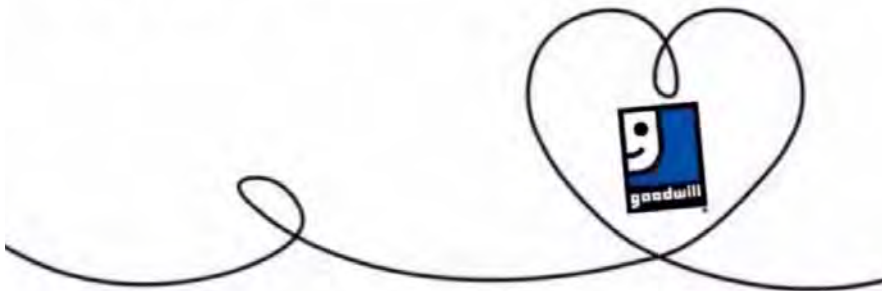
From left to right: Marketing Specialist Stacie Pope with Dana Pierson of Texas Data and Voip, along with Christy Close of HR Solutions.



#PeacefulMindPeacefulLife

Stay kind.  
It makes you  
beautiful.

—NAJWA ZEBIAN



## CAPTURING YOUR CULTURE

The Hustle Hustle Collective is an Independent Film Production and Branding Agency located in North Texas.

DESIGN BY:  THE HUSTLE  
HUSTLE COLLECTIVE  
DIGITAL AGENCY





#engage  
#perseverance #impact



[goodwillnorthtexas.org](http://goodwillnorthtexas.org)

