



Building Sustainable Lives

Goodwill Industries
of Northeast Texas

2022 Annual Report



sustainability

2022 BOARD CHAIR STATEMENT

Dear Stakeholders:

2022 afforded Goodwill Industries of Northeast Texas a tremendous opportunity to complete 4 Goodwill store renovations, and 2023 looks forward to 8 more. These renovations are made possible by significant process improvements that were proposed by Katrina and her leadership team, approved by the Board of Directors, and carried out by every employee of Goodwill NETX. "Teamwork makes the dream work"- in action.

These renovations provide a more comfortable, modern facility for Goodwill customers to shop. Even more importantly, it provides a safe and revitalized space for Goodwill employees to carry out their workday. Continuing to responsibly grow and improve this organization will expand Goodwill's ability to be a "hand up - not a handout" into gainful employment and living wages for those whom it employs.

Sincerely,
Ross Davis | Board Chair

the ability to be maintained at a certain rate or level.

avoidance of the depletion of resources in order to achieve and maintain an ongoing balance.

LETTER FROM THE CEO

2022 has been an amazing year for our Goodwill organization. We have reset our process to the river system in four stores and we have remodeled these stores. Due to the resets and remodels the sales of donated goods have increased by \$2,500,000.00. We truly are blessed.

We have also been able to serve over 300 employees and community members through our round up program. We have assisted individuals in paying their rent, down payments for cars, clothing, food, utilities and much more.

We have fully implemented our Goodwill University so that we can ensure that all employees are being fully trained during their first 90 days. Employees and community members are eligible to apply for our Ed to Go programs which allow them to receive additional training. This additional training will allow them to advance in their current jobs or reach other goals they have set for themselves.

Here at Goodwill, we look forward to continued progress in 2023. We plan to have all stores reset to the river system and remodeled by the end of this year. As servant leaders, we plan to offer affordable housing in the future and work to meet the needs of all those we serve.

Sincerely,
Katrina Coffman | CEO

jobs

In 2022, we employed 771 employees, the majority of whom had some type of disability or disadvantage. We also placed others in meaningful, sustainable positions with other employers.



2022 EMPLOYEE OF THE YEAR | MIGUEL RODRIGUEZ-TORRES

After being a frequent customer, Miguel joined the Goodwill team at our McKinney facility in June 2022. Miguel had prior experience as a custodian which made him a perfect fit for the custodian position in our McKinney facility.

As the custodian of our McKinney facility, Miguel makes sure the building is always kept clean and ready for daily activity. Miguel manages the things we often take for granted, like filling soap dispensers, sanitizing bathrooms, emptying trash cans and cleaning floors. He keeps the McKinney facility in top shape and ensures employees as well as customers have a clean space to work and shop.

Day in and day out, Miguel is always punctual. He is very dependable and reliable in the performance of his job duties. He always has a great attitude when interacting with customers and coworkers. Miguel plays an important role in keeping our operation going and we are grateful to have him as a part of our Goodwill family. Without his hard work and dedication we could not operate as we do.

Thank you so much for all you do, your work is truly appreciated. You are incredibly deserving of recognition as our 2022 Employee of the Year.



2022 ACHIEVER OF THE YEAR | GREGORY KING

Gregory King started working for Goodwill Industries of NE Texas in our Parkway store in August 2021 as a custodian. After he completed his custodial job tasks, Gregory would ask for more tasks and responsibilities. Gregory was motivated and a consistent hard worker and this was quickly noticed. Soon Gregory was offered a position as a sales associate, and he jumped at the opportunity to learn more. In his new position, he flourished, learning the processes for sorting, tagging and stocking merchandise. When the store was reset, Gregory was eager to learn the new barcode system and was trained on how to price large wares. Gregory is doing awesome in his new position and even pulls items to send to our E-commerce store. Gregory strives to be the best teammate possible and helps to create a positive work environment. He is willing to help his team succeed and meet the company's goals. Gregory has a positive attitude and treats his coworkers with respect.

Gregory is motivated to take full advantage of the opportunities offered him, and has been able to rent an apartment and is living independently on his own.

The successful growth of our company is the direct result of valued employees like Gregory. So on behalf of Goodwill Industries, we would like to express our sincere appreciation for his hard work and dedication. We are fortunate to have him on our team. Congratulations as our Achiever of the Year.

affordable goods

Each year we provide our communities with affordable repurposed goods and clothing through our 13 Stores, 1 Outlet & E-Commerce sales. Finding less expensive options for basic necessities is part of maintaining a sustainable budget.



2022 PLACEMENT OF THE YEAR | SAVANNA PATE

Savanna Pate is a 2016 graduate from Denison High School. She is a community member that came to us looking for employment because she never felt supported with her previous jobs. We worked on resume building as well as mock interviewing. Together, we found her a dish washing position with Grayson Place, a local assisted living community.

Savanna was nervous about the position and very shy. After working with her job coach and new co-workers, she began learning all new job tasks while experiencing a steady work pace to complete those jobs. She enjoys the routine and learning new tasks. Her employer stated that she has been dependable, trustworthy, and has completely come out of her shell. She enjoys getting to know the residents, and even participates in group activities.

Savanna Pate is Goodwill's choice for our Placement of the Year Award, and we are confident she will continue to be successful in her life.

2022 EMPLOYER OF THE YEAR AWARD | GRAYSON PLACE

Goodwill Industries of Northeast Texas Inc. created the Employer of the Year Award to officially recognize a community company that helps promote our Mission to help improve the quality of life for people with disabilities or disadvantages. Grayson Place is one of the top leading assisted living communities in our area that encourages similar values.



Goodwill went to Grayson Place looking for a certain job position and a partnership sprouted within our supported employment program. They were more than accommodating with our consumer and have been wonderful to her.

At Grayson Place the residents are at the center of their small, homelike community. They develop individual care plans to meet the needs of each resident, and a full-time registered nurse is available 24 hours a day to provide clinical oversight and coordination of care. They welcome pets and offer numerous activities to help residents thrive in mind and body. They also enjoy invigorating trips to the park and shopping outings.

Grayson Place is Goodwill's choice for our Employer of the Year Award, and we are convinced this partnership will continue to grow throughout many years to come.



2022 STORE OF THE YEAR | MCKINNEY, TEXAS

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 stores 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. Shelly 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 2022, under the management of Shelly Sears, the McKinney 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 McKinney 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 McKinney store as Store of the Year. Congratulations on a job well done!

wages

In 2022, we increased wages in all of our facilities for a more sustainable standard of living.

2022 COMMUNITY PARTNER OF THE YEAR | SHERMAN COMMUNITY PLAYERS

Since the Little Theatre Movement in the 1920's, the Sherman Community Players (SCP) has been presenting fine theatrical productions to the North Texas and Southern Oklahoma region. Incorporated in 1950 as a professionally directed, non-profit 501 (c)(3), community theatre, SCP has continued to garner state-wide attention for its quality season productions, children's theatre and educational outreach programs.

The mission of SCP is the production of quality theatrical entertainment and education in the performing arts.

Mainstage is the Sherman Community Players program designed specifically for adults. Mainstage produces five productions a season which include musicals, dramas, and comedies. Auditions for these productions are open to anyone with an interest in theatre.

Each year we work to engage with community partners in a meaningful way. We recognize and appreciate the diversity and thought that goes into each production. Much like our Mission, they are focused on inclusion and sustainability. This year we selected Sherman Community Players as our Community Partner of the Year.

When asked if we could advertise in each of their playbills in exchange for checking items out from our stores for use in their plays, they did not hesitate. We appreciate all that they do for our community, as well as the platform they have extended for us to share the Good that is Goodwill with their audiences.



landfills

Through our resale and recycling efforts, each year we typically divert over 13 million pounds of unwanted goods and clothing from our local landfills.

2022 ANNUAL FINANCIAL REPORT

| | |
|---------------------------------------|-----------------|
| Total Revenue | \$13,935,431.83 |
| Retail Operations | \$13,613,270.00 |
| Contributions | \$91,887.04 |
| Retail Sales | \$12,621,141.90 |
| Total Expenses | \$12,615,824.30 |
| Operating Expenses | \$4,397,499.78 |
| # of People who donated | 187,003 |
| Employee & Community Assistance | \$117,392.92 |
| # of people helped through EAP & CAP | 321 |
| # of Customers | 737,857 |
| 13 Stores | |
| 1 Outlet + E-Commerce Retail & Outlet | |

assistance

In 2022, we invested over \$117,000 in sustainable living as we helped people with rent, utilities and other necessities.



2022 DONOR OF THE YEAR | NORTHSTAR SIGNS AND GRAPHICS

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 21 years.

In 2018, Trace felt there was a need for a professional design and sign company in Grayson County and the 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.

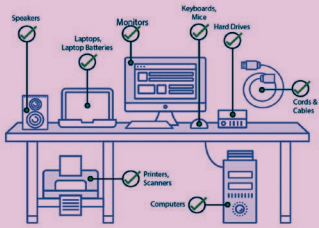
Goodwill Industries of NE Texas first commissioned NorthStar Signs and Graphics to create new signs for our outlet location. During our design meetings we got to explain Goodwill's mission and vision for Grayson County and surrounding areas. Trace immediately made the decision to donate all of his design 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 over \$31,455 in design time.

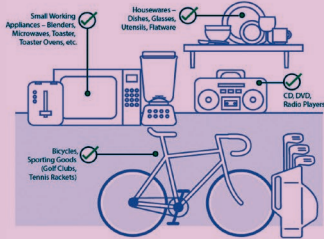
DONATIONS

DO's & DON'Ts

OFFICE



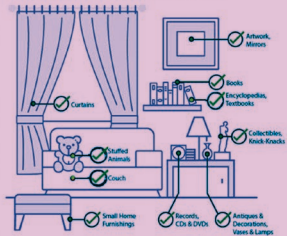
HOUSE & GARAGE



CLOSET



LIVING ROOM



Broken Items in Need of Repair



Perishable Items



Chemicals, Cleaning Supplies, or Paint



Automobile Parts



Recalled Items of Any Kind



Gas-powered tools or camping equipment (ladders, leaf blower)



Mattresses, Box Springs, Futons

2022 BOARD OF DIRECTORS

| | |
|------------------|-------------|
| Ross Davis | Board Chair |
| Daniel Worrell | Secretary |
| Louella Williams | Treasurer |
| Melida Ailshire | |
| Joey Beason | |
| Blaine Brawley | |
| Preston Davis | |
| Bill French | |
| Jena Kirkland | |
| Peter Klopers | |
| Mitch McGraw | |
| Jonathon Morgan | |
| Scott Myatt | |
| Sarah Richardson | |
| Ron Rowe | |
| Terry Snow | |
| David Taylor | |
| Shawn Teaman | |
| Jordan Thompson | |
| Andre Williams | |

STORE MANAGERS

| | |
|-------------------|-----------------|
| Teresa Harris | Bonham |
| Artie Stanley | Commerce |
| Madison Monceaux | Denison |
| Stephanie Weaver | Durant |
| Interim | Gainesville |
| Sandra Warren | Greenville |
| Crystal Cox | Lamar |
| Shelly Sears | McKinney |
| Kellie Emmons | Mt. Pleasant |
| Linda Perry | Paris |
| Stephanie Ahtonen | Parkway |
| Diana Davis | Sulphur Springs |
| Michelle Gray | Texarkana |
| Rosa Cabral | Outlet Center |
| Audria Chandler | E Commerce |

EXECUTIVE TEAM

| | |
|----------------------|---|
| Katrina Coffman | President and CEO |
| Katharine Robersshaw | Chief Compliance Officer |
| Marilyn Sears | Senior Vice President of Donated Goods Retail |
| Craig Boone | Vice President of HR |
| Wendy Brown | Vice President of Contracts |
| Zack Jenkins | Vice President of Donated Goods Retail |
| Sarah Pierce | Vice President of Community Engagement |
| Barry Wingard | Vice President of IT |
| Barbie Wright | Vice President of Accounting |

CORPORATE STAFF

| | |
|-------------------|------------------------------------|
| Kathy Kelly | Assistant to the CEO |
| Tiffany Wiley | Director of Missions |
| Stacie Pope | Assistant Director of Missions |
| Diamond Boykin | Regional Director of DGR |
| Brandi Hartman | Regional Director of DGR |
| Stephen Doss | Learning & Development Coordinator |
| Erin Richardson | Director of Marketing |
| Makyna Gardner | New Goods Manager |
| Ninoska Sides | Retail Administrative Assistant |
| Kimberly Clardy | HR Specialist |
| Stepheny Flowers | HR Specialist |
| Elizabeth Valdez | Accounting Specialist |
| Tonya O'Dell | Accounting Specialist |
| Nicole Carnley | Mission Specialist |
| Wynnell Markham | Mission Specialist |
| Samantha Morrow | Mission Specialist |
| Chastity Neal | Mission Specialist |
| Daniel Robersshaw | Mission Specialist |
| Sterling Smith | Computer Tech |
| Jacob Roberts | Computer Tech |
| Erick Knipling | Receptionist |
| Cindy Andrews | Receptionist |
| Joy Willard | Administrative Assistant |

PRODUCTION MANAGERS

| | |
|---------------------|-----------------------|
| Paul Arizmendi | Sherman Plant |
| Cheryl Booth Vargus | Sulphur Springs Plant |
| Michelle Gray | Texarkana Plant |

MAINTENANCE

| | |
|------------|-------------------------|
| Ray Kissel | Director of Maintenance |
|------------|-------------------------|

donors

Repurposing usable clothing and goods is a characteristic of sustainable living. In 2022, over 187,000 individuals donated goods to our resale operations.

training

In 2022, we helped provide job search, financial, career, life and technical skills training for 117 individuals.

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.

VETERAN SERVICES

Job Readiness
Job Search Training
Job Application Assistance
Resume Writing
Cover Letters
Basic Computer Skills
Interview Skills and Mock Interviews
Interview Attire (if needed)
Job Search Strategies for Individuals with Criminal Backgrounds
Job Placement Services
Job Retention
Job Coaching
Other support services





school supplies

Each year we give away over 200 backpacks filled with school supplies to help our local students be prepared for a year of learning. Education is key to helping our future generations achieve a sustainable life!



ANNUAL REPORT DESIGN BY:

SCOTT**PECK**DESIGN



Giving a hand up, not a hand out.

Goodwillnorthtexas.org
2206 East Lamar St.
Sherman, Texas 75090
903-893-3145

