

GOODWILL

NORTH CENTRAL TEXAS

2021

ANNUAL REPORT

Looking back on a
year of mission driven
accomplishments

Inside:

Financial Report
Success Stories
Program Highlights
Plus More!



GOODWILL
North Central Texas

A smiling man with short brown hair, wearing a black polo shirt and a white apron, stands in front of a wooden plank wall. He is holding a metal bucket containing several bath bombs in shades of white and light green. The apron features the 'EDGAR'S BATH GOODS' logo.

HANDMADE WITH LOVE BY
Adults with Disabilities
— IN FORT WORTH, TEXAS —



Our luxurious bath bombs are handmade by adults with disabilities who possess unique abilities and a keen passion for work. All proceeds support the mission of Goodwill North Central Texas to provide jobs and job training for people with disabilities and other barriers to employment.

Visit us online at www.EdgarsBathGoods.com

OUR MISSION

The mission of Goodwill North Central Texas is to **CREATE** lives of independence and **BUILD** a stronger local community.

OUR VISION

We envision a North Central Texas where every person has the opportunity for maximum independence and abundant living.

BOARD OF DIRECTORS

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Shay Dial Johnson:

Vice President of Community Engagement

Kimberly Smith:

Vice President of Goodwill Staffing Service & S.T.A.R.S.

Margaret March:

Director of Administration & Organizational Culture

EDITORS' LETTER

Goodwill is a nonprofit leader in providing education, training and career services for people with disabilities, disadvantages and other barriers to employment. In 2021, Goodwill North Central Texas touched the lives of 6119 people through 28+ innovative programs and services.

2021 was also a year of growth, as we opened a new Goodwill retail location in North Fort Worth. Our 27 retail locations and aftermarket sales division provide not only affordable goods and services, but also jobs for those in need and revenue to support Goodwill's charitable mission.

Goodwill continues to find creative and innovative ways to serve our community, targeting individuals who have disabilities, individuals who are homeless, veterans, the formerly incarcerated and at-risk youth. In 2021, **Opportunity Accelerator™** – a methodology for assisting job seekers with obtaining employment, building skills and advancing their careers through one program, was launched.

We also smashed the wall at our future Headquarters and Career Center, just east of downtown Fort Worth. We are excited to expand our Veteran and Youth services in the center of the city as well as make room for new and exciting programming at our current facility.

In these pages, you'll learn how Goodwill North Central Texas creates lives of independence and builds a stronger local community. Thank you for supporting our mission.



A stylized, handwritten signature in black ink, appearing to read 'David Cox'.

David Cox
President and CEO

A handwritten signature in black ink, appearing to read 'Pamela R. Voight'.

Pamela Voight
Board Chair

GOOD STUFF



Grapevine S.T.A.R.S. Participant, Meri, celebrates the 5 year anniversary of the program.



Goodwill Staff and Student celebrate at Fall graduation ceremony.



Goodwill NCT Staff celebrate the organization's name change.



The Texas Association of Goodwills shared great ideas at the Fall meeting at Goodwill NCT's campus.



GoodCast! Is a podcast produced by Goodwill North Central Texas where we take a closer look at the story behind the store and highlight successes made possible by the generous donations from the community. You can listen on Anchor, Spotify, Apple Podcasts, Google Podcasts and YouTube.



Contracts & Facilities VP, Mark Fishback, celebrates 35 years of service to Goodwill with CEO David Cox.

Onward and Upward:

GOODWILL NCT SMASHES THE WALL AT THEIR NEW HQ!

by Shay Dial Johnson



On Thursday, November 11, Goodwill North Central Texas hosted a “wall smashing” to kick off the remodel of their new headquarters just northeast of downtown Fort Worth. Members of the Board of Directors and President and CEO David Cox used sledgehammers to ceremoniously break down the walls to kick off the remodel.

Over the next year, Goodwill will significantly expand their mission services and relocate their headquarters to this new facility. Situated on 2.28 acres at 4200 and 4304 Airport Freeway, the new campus will include two side-by-side buildings with nearly 650 feet of freeway frontage along TX 121.





Back in 2019, Goodwill embarked on what would've been a long journey and set an ambitious goal to raise \$12 million dollars through a capital campaign to expand facilities and classroom space, but COVID-19 forever shifted the lives of the community served as well as those campaign plans.

Thanks to a generous donation from philanthropist and author MacKenzie Scott, Goodwill NCT was able to take advantage of an opportunity that arose in early 2021 to purchase the two story, 27,718 square foot administration building, along with a 10,474 square foot single-story building ideal for further expansion of Goodwill's Workforce Development offerings. The administration building will feature a large community room, while the single-story building will serve as a Career Center and house Goodwill's VetWorthy program. VetWorthy provides military veterans, dependents and surviving spouses with job development, skills training support, and connections to community resources.

With additional training and education space for at-risk youth, innovative classroom space for foster care and independent living skills training, programs for ex-offenders and re-entry training, and the expansion of Goodwill's credentialing programs; the expectation is to hire an additional 56 full-time staff to run new programs and serve an additional 35,000 individuals over the first five years in the property.



The Art of Thriving:

MAE SMITH

by Justan Martinez

Few people express as much love and gratitude as Mae Smith, a participant in Goodwill's S.T.A.R.S. program.

Mae was diagnosed with failure to thrive at birth, which causes slow physical development and puts individuals at risk for behavioral problems and developmental delays. When Mae first came to Goodwill, she was very reserved and often had difficulty participating in classroom activities. With help from instructors, she gained confidence and established friendships.

S.T.A.R.S. stands for Skills Training Achieves Results and is a unique day-habilitation program for adults with significant disabilities. The program recreates daily living scenarios to give participants a chance to learn real-life skills to overcome their disadvantages and achieve maximum independence. Through S.T.A.R.S., participants are also able to receive prevocational training. Mae gained job skills at a Goodwill Store where her bright personality made her a favorite among retail staff. She later received a part-time job with Edgar's Bath Goods, where she hand makes luxury bath bombs with other adults with disabilities.

Outside of work, Mae lives with her mother Darlene and brother Jeremy, who has cerebral palsy. Mae is very close with her family and assists her mom with Jeremy at home. "He can't walk or talk, but I understand him," said Mae, describing the two's relationship. Darlene heard about S.T.A.R.S. from a caseworker and enrolled her in the program soon after. "I'm thankful for Goodwill because they opened doors for my daughter Mae, and she's still thriving. She's still doing better every day."



Want to hear Mae's story
in her own words?
SCAN HERE!

Strategies for the Future:

GOODWILL LAUNCHES A NEW STRATEGIC PLAN

In 2021, Goodwill NCT launched a new strategic plan with the help of a board-led committee comprised of board members and executive staff. This plan was assembled the previous year using three different Community Needs Assessments, Goodwill Job Resource Center data, and a SWOT analysis of the agency. After much research, staff was able to isolate the most prevalent social issues that plague the community they serve. The list of issues includes services for re-entry, homelessness, at-risk youth, job training, services for veterans, unemployment, literacy, economic development, services for persons with disabilities and poverty; which are all areas Goodwill touches in some way. With this information, Goodwill set in stone five focus areas to hone in on: persons with disabilities, individuals experiencing homelessness, at-risk youth, veterans, and the formerly incarcerated. As a result, a 10-year North Star Goal of doubling the number of persons served was set. This will be achieved by the implementation of a three-year operational plan that focuses on the mission, social enterprise and bench strength of the agency. The operational plan will be monitored by an annual task list, reviewed and checked quarterly by Goodwill Leadership Staff. Goodwill NCT is leaving no stone unturned in their quest to create lives of independence and build a stronger local community.

CREATING *Lives* of Independence and BUILDING a *Stronger* Local Community

FOR



PEOPLE WITH
DISABILITIES



PEOPLE EXPERIENCING
HOMELESSNESS



VETERANS



AT-RISK
YOUTH



FORMERLY
INCARCERATED

THROUGH



EDUCATION



TRAINING



JOB PLACEMENT

**DOUBLE THE NUMBER OF
PEOPLE SERVED**

Hope for the Future:

LISA LEWIS' SECOND CHANCE AFTER LOSING IT ALL.

by Liz Confiliano



When her daughter went away to college, Lisa Lewis thought she had the perfect life. She soon found out that her husband was battling a drug addiction and racking up debt on their credit cards. After putting him in rehab, a subsequent relapse and the death of her husband, Lisa misguidedly used her company's accounts to pay off some of the credit card debt. She was charged with mail fraud and served her sentence.

When she was released, Lisa was placed in a halfway house and tasked with finding a job. She went to the right place. Goodwill specializes in providing support and assistance for those re-entering the workforce after incarceration. Desperate for work, Lisa joined Goodwill North Central Texas as part of the Temporary Employment Program working in the Centralized Processing department hanging clothes. After her temporary placement ended, there were no positions available for her in that department, but a motivated manager ensured that a door would be

opened by securing an interview in the Workforce Development department.

Goodwill believes that people should be hired based on their job skills and abilities, not their past mistakes. Second chances are needed in order to have a safe and functioning community. Lisa got her second chance when she was hired as an intake specialist where today she works with clients facing similar barriers to employment as she herself has overcome. In 2021, she was named Achiever of the Year by Goodwill North Central Texas, highlighting her strong work ethic, her outgoing personality and her ability to bring hope to people.



**Want to hear Lisa's story
in her own words?
SCAN HERE!**

GOOD FINDS, GOOD DEALS:

Goodwill NCT opens new store in North Fort Worth

by Jami Ward

by Liz Confiliano



On July 28, 2021, Goodwill North Central Texas opened its 27th area retail store. Grand opening ceremonies kicked off with a ribbon cutting and a steady stream of thrifters ready to check out the new location. The 13,881 sq. ft. retail store is located on 1.5 acres at 3200 Basswood Blvd. near the intersection with I-35W in north Fort Worth.

"Every retail store that Goodwill opens means more revenue to support our job training and placement programs for individuals with disabilities and other barriers to employment including veterans, at-risk youth, the homeless, the formerly incarcerated and the disadvantaged," said David Cox, president and CEO of Goodwill North Central Texas. Construction on the location began in August 2020 by Reliable Commercial Construction.

The Basswood store provides a much-needed Goodwill presence in the Northern part of Tarrant County, which is booming with residential and economic growth. Servicing areas such as Fossil Creek and Blue Mound, shoppers previously would have had to travel south to the Watauga store, north to our Golden Triangle location or further west to Saginaw. "We are so excited to expand our Retail Program and continue to offer low cost goods to the community while supporting the mission of our agency," said Rosemary Cruz, Vice President of Retail/Donated Goods.



OPPORTUNITIES ARE EVERYWHERE!

Goodwill Launches Opportunity Accelerator.™

by Jami Ward





In 2021, Goodwill North Central Texas launched the **Opportunity Accelerator™**, a program that collaborates with various organizations that promote the advancement of economic mobility outcomes for participants. To accomplish this goal, the **Opportunity Accelerator's™** design supports people who need Goodwill services by providing a consistent mission delivery experience, while identifying and implementing the most effective ways to help people find sustainable careers and improve their quality of life.

The resources provided in the **Opportunity Accelerator™** have been tested in several environments (urban, suburban and rural) and with a diverse population of job seekers including youth, young adults, older workers, justice-involved individuals, persons with disabilities, veterans, and others.

So, what does the **Opportunity Accelerator™** mean for Goodwill North Central Texas? Since 2019 members of various Goodwill organizations have been working closely with Goodwill Industries International (GII) to

develop a comprehensive framework suite of best-in-class resources for the delivery of our mission to CREATE Lives of Independence and BUILD a Stronger Local Community. Goodwill North Central Texas' adaptation of the **Opportunity Accelerator™** incorporates the delivery of digital skills, job placement and career training services to do the following: empower individuals to achieve personal satisfaction and become productive members of society.

the **Opportunity Accelerator™** encompasses several programs including digital skills through the Goodwill Digital Career Accelerator®, job placement through the Job Resource Center and credentials from the Goodwill Leadership Academy. The **Opportunity Accelerator™** takes a holistic approach to workforce development by improving access to careers, increasing the livable wages and accelerating the connection between skilled talent and employers. Through comprehensive assessments, planning, and connections to resources, the **Opportunity Accelerator™** takes a job seeker from where they are to where they aspire to be.



Grow with Google

GOODWILL DIGITAL CAREER ACCELERATOR®

Get up to speed on job-ready digital skills in Goodwill North Central Texas' Digital Career Accelerator® - a state-of-the-art training facility designed with you in mind. Training is free and instructors are available to help individuals learn basic computer skills, internet, email and Windows OS, Microsoft Word, PowerPoint and Excel. Spanish-language and closed-captioned versions are available.

- Learn to use digital tools to accomplish everyday tasks
- Develop skills to get a job or advance your career
- Enhance your digital skills



JOB RESOURCE CENTER

Goodwill North Central Texas believes that work has the power to transform lives by building self-confidence and independence, allowing individuals to achieve personal satisfaction and become productive members of society. Goodwill North Central Texas Job Resource Centers are designed to provide full job search assistance in strategic locations throughout the greater Fort Worth area. They provide fully staffed locations where job seekers can get the personal attention they need from job search experts to get back to work.

Each Job Resource Center offers job seekers the following services, at no cost:

- Free computer and Internet access
- Assistance from job search experts to provide job placement services
- One-on-one career counseling
- Employer networking opportunities
- Job readiness skills training including resume writing, interviewing skills and job search techniques
- Referrals to other programs and resources including TWS/VRS and VetWorthy (veteran support services) and Goodwill Works (homeless) if eligible



GOODWILL LEADERSHIP ACADEMY

Study online to earn an industry-recognized certification in less than one year. With more than 60 certifications to choose from, get certified in areas including business, arts and design, computer applications, construction and trades, health and fitness and information technology.

The following Goodwill Leadership Academy courses are listed on the states' ETPL registry and qualify for WIOA funding:

- Microsoft Office Suite Seminar
- Child Development Associate
- Food and Customer Service Skills Training
- Retail Customer Service Skills Training
- Call Center Representative
- Accounting Fundamentals with QuickBooks
- CDL Professional Truck Driver Training
- Medical Billing Specialist Seminar

PEOPLE SERVED

In 2021,
6,119 PEOPLE
received employment
training and placement
services through 28+
unique programs,
including

1,177 people with disabilities

1,351 people experiencing homelessness

976 at-risk youth

1,027 people with a criminal backgrounds
and the formerly incarcerated

250 veterans and **808** of their family
members

IN ADDITION:

52 people enrolled in S.T.A.R.S., a
unique day-habilitation program
for adults with disabilities

2,041 people completed mandated
community service

491 people received employment assistance
from Goodwill Staffing Services

154 people were served by Goodwill's
GoodLife Program, a social services
program for employees

Please Note: Individuals may participate in more than one program or be counted under more than one demographic area. Total unique persons served by Goodwill Fort Worth in 2021 was 6119.

THE COMMUNITY GAVE:

Retail Sales of Contributed Merchandise:	\$38,948,892.00
Industrial Contracts:	\$8,586,319.00
Training & Placement Fees:	\$868,278.00
Corporate/Foundation Grants:	\$1,553,285.00
General Contributions:	\$485,085.00
Investment Income:	\$35,383.00
Miscellaneous Revenue:	\$1,103,970.00

TOTAL: \$51,581,212.00

(From Functional Expense - Audit)

WE GAVE BACK:

Salaries, Wages & Benefits:

Industrial contracts:	\$7,113,101.00
Retail stores:	\$19,303,147.00
Transportation and sorting:	\$3,965,957.00
Contributed goods production:	\$2,942,169.00
Career services:	\$5,105,696.00

Housing and Occupancy:	\$1,498,242.00
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Community Relations:

Marketing and Community Outreach:	\$562,194.00
Fundraising:	\$159,237.00


Salvage (Trash & Recycling):	\$2,829,195.00
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Administration:	\$6,037,443.00
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Cost of Business:

Interest Rate Swap:	\$65,157.00
Change in Net Assets:	\$1,999,674.00

TOTAL: \$51,581,212.00

A woman with dark hair, smiling, is wearing a blue t-shirt with 'Goodwill Josie' printed on it. She is standing at a wooden workbench in a workshop or factory setting. On the workbench, there is a computer monitor displaying a website, a keyboard, and a mouse. She is holding a small object in her left hand and has her right hand near the mouse. The background shows shelves with various items and a blue garment hanging on a rack.

PROGRAM GUIDE

**THROUGH 28+ UNIQUE PROGRAMS, WE ARE
ABLE TO TURN LIVES OF DEPENDENCE INTO
LIVES OF INDEPENDENCE**

GoodwillWorks: Employment services for the homeless.

E2: High school equivalency preparation and paid work experience for 16-24 year olds.

VetWorthy: Employment services for military vets and their families.

S.T.A.R.S.: Unique life skills day program for adults with significant or multiple disabilities.

Work Adjustment Training (WAT): Paid work experience for those with barriers to employment.

Goodwill Staffing Services: Temporary employment service for individuals with barriers to employment.

Summer Earn & Learn: Paid work experience and soft skills training for students with disabilities.

Camp Independence: Summer camp for transitional students.

GoodLife: Social service assistance for Goodwill team members.

Project SEARCH: Real life work experience for youth with disabilities.

Donated Goods & Retail: Goodwill creates jobs and funds job training programs.

Contracts: With the Bureau of Engraving and Printing, Army Reserve and the Federal Center employing individuals with disabilities.

Job Resource Centers: Free computer access, job skills training and placement assistance at six locations.

GoodEd: Fully-accredited, self-paced online high school diploma and career certificate program for ages 16+.

Digital Career Accelerator®: State-of-the-art job ready digital skills training program.

Work Experience Program (WEP): Texas Workforce Commission referral-based paid work experience and interpersonal skill development training program for ages 16+.

Vocational Adjustment Training (VAT) & Pre-Employment Transition Services (Pre-ETS): In partnership with Texas Workforce Commission-Vocational Rehabilitation, provides individuals (people with disabilities, lack of work-experience, etc.) with work readiness training to successfully obtain and maintain competitive integrated employment.

Vocational Evaluation: Identifies an individual's vocational strengths and limitations in relation to vocational rehabilitation planning.

Adult Literacy classes: In partnership with Fort Worth ISD Adult Education, prepare adults to obtain their high school equivalency.

North Texas Institute for Career Development (NTI):
Provides courses in:

- CDL Professional Truck Driver Training
- Forklift Certification
- Virtual COMP TIA® A+ Certification Seminar
- Virtual COMP TIA® Network+ Certification Seminar
- Virtual Medical Front Office Assistant
- Virtual Medical Billing Specialist Seminar

ReLaunch: Employment assistance for those re-entering the workforce after incarceration.

Opportunity Accelerator™: Incorporates digital skills training, job placement, and career training services to assist individuals achieve success.



CLASSIC

Tournament of Excellence

NOVEMBER 7, 2022



SCAN HERE For Sponsorship Opportunities

PROJECT
GOODWILL  2023

COMING
APRIL 2023



SCAN HERE For Sponsorship Opportunities

Benefiting Goodwill North Central Texas initiatives to provide jobs and job training for people with disabilities, disadvantages and other barriers to employment including the homeless, at-risk youth, veterans and the formerly incarcerated.

ENGAGE WITH GOODWILL

How you can connect with our Mission!

by Jami Ward

The fulfilling feeling of giving back and contributing to the community in which you live is unparalleled. When you give back, you are able to not only better the lives of the people around you, but your own life as well. We rely on the people around us for emotional support during good and bad times. As much as this need for connection is ingrained in us, it also goes the other way. This is the essence of giving back – supporting others in the difficulties of life just as they support you. Here are a few ways you can align yourself, organization or business with Goodwill North Central Texas and increase your positive impact on the community...

Corporate Volunteering - Volunteering offers vital help to people in need, worthwhile causes, and the community while providing one with a sense of purpose. Goodwill North Central Texas offers small (1-9 persons) and large (10 or more persons) corporate volunteer opportunities to fit your business needs.

Corporate Giving - Financial gifts to Goodwill make a difference like no other. Your gift changes lives! Your donation empowers others to lift themselves out of poverty. With donor support, Goodwill provides free job training and education programs and services for thousands of people in our community each year. Giving opportunities include, but are not limited to, participating as a sponsor in one of our fundraisers, supporting a specific program financially, or sponsoring a student as they work toward self-sufficiency.

Lunch and Learn - There is no better way to foster community and continuous learning to those unaware of Goodwill's mission than to participate in one of our quarterly GoodFriends Lunch and Learn events. Get the story behind the store by getting an exclusive look at everything from operations to mission. You will hear from distinguished members of our Leadership Team and meet the incredible North Central Texans that you have empowered through your donations. You will be inspired to invite your friends and colleagues to learn more about Goodwill and the work we do in the community.





GOODWILL

North Central Texas

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WE'LL COME TO YOU!

Goodwill North Central Texas is pleased to offer GOOD To Go, our convenient home pick-up service!

You don't have to go further than your own front door to purge those items that you no longer want or use. Goodwill's home pick-up service makes it even easier to donate your gently used items. With just a simple click of the mouse, your donations are GOOD To Go.

Schedule a pick up or for more information:

Call 817-GOOD-2-GO

Visit www.GoodwillToGo.org