

2025

ANNUAL REPORT



ALL-STARS



GOODWILL

North Central Texas

★ ★ ★ MISSION ★ ★ ★

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

★ ★ ★ VISION ★ ★ ★

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

VALUES



INTEGRITY

We are responsible stewards of the resources entrusted to us by committing to be accountable, honest, and ethical in all we do.



COMPASSION

We embrace and cultivate respect, dignity, growth, open communication, and diversity of thought and people.



INNOVATION

We foster a culture where new ideas and creativity are celebrated.

POWER HITTERS



Dear Friends, Supporters and Community Partners,

As we reflect on 2025, we are filled with gratitude for the many individuals, families, businesses and community partners who continue to support the mission of Goodwill North Central Texas. This past year was one of growth, momentum and meaningful impact as we worked together to create opportunities that change lives.

At the heart of everything we do is a simple but powerful belief: every person deserves the opportunity to reach their full potential. Throughout 2025, we expanded our reach and increased the number of individuals served through our workforce development programs, education initiatives and support services. Each person who walked through our doors brought unique goals, challenges and dreams, and we remain committed to helping them build pathways toward independence and success.

This year also marked significant growth within our retail operations, strengthening our ability to invest in mission services across North Central Texas. Every donation made and every purchase completed in our stores directly supported programs that empower individuals, strengthen families and uplift communities.

As we look ahead, we remain inspired by the resilience of the communities we serve and energized by the opportunities before us. Together, we will continue expanding access to education, employment and support services while creating a future where all individuals are empowered to thrive.

Thank you for believing in our mission and for being part of the Goodwill North Central Texas story. Your support continues to transform lives and strengthen our communities in lasting ways.

With gratitude,

David Cox

David Cox
President & CEO, Goodwill North Central Texas

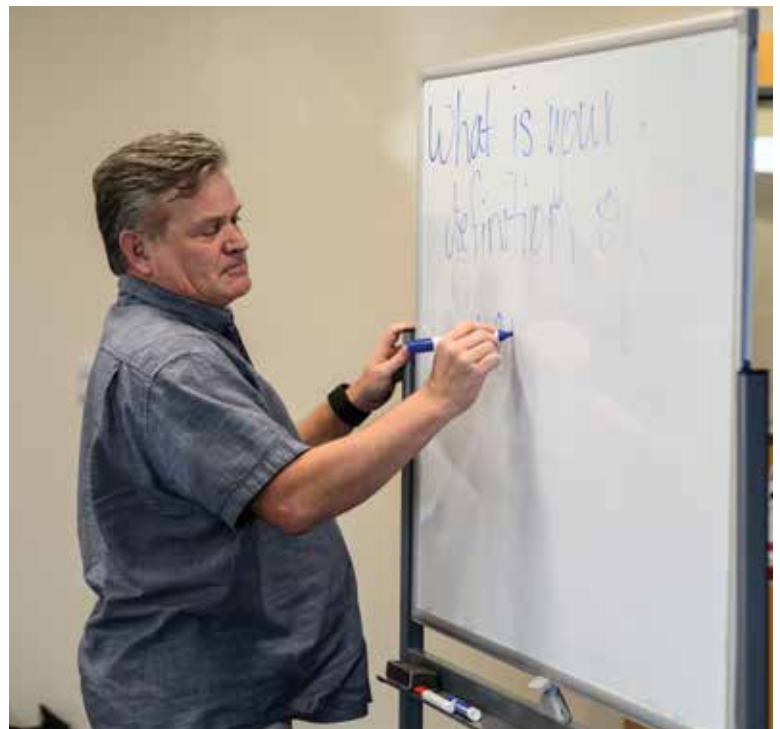
Jerry Thompson

Jerry Thompson
Chair, Board of Directors, Goodwill North Central Texas

A SEASON OF SERVICE

At Goodwill North Central Texas, we believe that meaningful employment creates pathways to independence, stability and long-term success. Through our Workforce Development programs, we provide education, training and job placement services to individuals facing barriers to employment, including people with disabilities, veterans, individuals experiencing homelessness, at-risk youth and those re-entering the workforce after incarceration. Our programs are designed to meet participants where they are and equip them with the tools, resources and support needed to achieve sustainable employment and economic self-sufficiency.

One of our cornerstone initiatives, **Summer Earn and Learn**, creates pathways to employment for students with disabilities by providing paid work experiences, career exploration opportunities, workplace readiness training, and hands-on learning that prepares participants for future success in the workforce.





Through **GoodwillWorks**, we serve individuals experiencing homelessness or impending homelessness by providing job training, employment support and career coaching. Services are delivered through our presence at **True Worth Place**, Goodwill Job Resource Centers, and partnerships with **Presbyterian Night Shelter**, **Union Gospel Mission** and **Arlington Life Shelter**, ensuring participants have access to critical workforce services where they need them most.

Our **E-Squared (Education + Employment)** program supports out-of-school youth and young adults ages 16-24 in Tarrant County who face barriers to education and employment. Participants receive GED preparation courses taught by state-certified instructors through the **Tarrant County Adult Education and Literacy Consortium**, paid work experience funded by **Workforce Solutions for Tarrant County**, individualized mentoring and coaching, life and job readiness training and connections to continued education and career opportunities.

Through **ReLaunch**, Goodwill provides workforce development, educational training, job placement assistance and supportive services for individuals seeking positive re-entry into the community after incarceration. The program helps participants overcome barriers to employment, build new skills and establish pathways toward long-term economic stability and successful reintegration.

Our **VetWorthy** program honors the service of military veterans and their families by providing job development, career coaching and skills training support. Participants are also connected to essential community resources, including mental health counseling, housing assistance, food assistance and legal aid, helping address challenges that may impact their ability to achieve employment success.

Together, these programs reflect Goodwill North Central Texas' commitment to empowering individuals through education, training and employment opportunities. By helping people overcome barriers and achieve meaningful work, we strengthen families, build confidence and create lasting positive impact throughout our communities.





MEET OUR 2025



GOODWILL
North Central Texas





**CYNDI
CHANNEY**



**PEDRO
CORDERO**



**DARCY
FLYNN**



**JACOB
SHELTON**



**SHAE
LEE**



**SIDNEY
REESE**



**SHERRILL
MARSHALL**



**DYLAN
STOKES**



**KERRY
JAMES**

DARCY FLYNN

Position: Assistant Transportation Manager
Rookie Year: 2021
Home Team: Donated Goods/Retail

STATS:

- **Family Reunifications:** 1
- **Life Chapters Rewritten:** Countless
- **Donations Moved:** Thousands
- **Team Members Supported:** Many
- **Goals Achieved:** 100% Commitment

Game-Changing Play: Turned a fresh start into a family reunion, regained custody of her daughters, and advanced into Goodwill leadership.



PEDRO CORDERO

Position: Participant
Rookie Year: 2016
Home Team: S.T.A.R.S. Fort Worth

STATS:

- **Shining S.T.A.R. Awards:** 1
- **Communication Skills Improved:** Every Season
- **Horticulture Sessions Completed:** Countless
- **Friendships Built:** Team-Wide
- **Years of Growth:** Ongoing

Game-Changing Play: From one of the program's first participants to Shining S.T.A.R. of the Year, Pedro's journey proves that growth happens one step, one skill and one success at a time.



CYNDI CHANEY

Position: Facilities Technician
Rookie Year: 2019
Home Team: Facilities/Maintenance

STATS:

- **Years of Sobriety:** 8
- **Years on Team Goodwill:** 7
- **Positive Attitude Rating:** Hall of Fame
- **Coworkers Encouraged:** Countless
- **Comebacks Completed:** 1 Legendary Season

Game-Changing Play: From surviving her darkest chapter to becoming a beloved Goodwill team member, Cyndi's story is proof that transformation is possible.



SIDNEY REESE

Position: Network Security Technician
Rookie Year: 2021
Home Team: Information Technology

STATS:

- **IT Certifications Earned:** Network+
- **Career Promotions:** Student to IT Professional
- **Cybersecurity Wins:** Daily
- **Systems Supported:** Organization-Wide
- **Generations Connected to Goodwill:** 3

Game-Changing Play: Started as a student with a passion for technology and became a behind-the-scenes difference-maker helping Goodwill stay connected, secure and mission-focused.



SHAE LEE

Position: Employment Recruiter
Rookie Year: 2015
Home Team: Kelly Services

STATS:

- **Promotions Earned:** Multiple
- **Career Certifications:** Google Certified
- **Digital Skills Unlocked:** Computer Basics & Beyond
- **Family Goals Achieved:** Providing for Her Children
- **Determination Rating:** All-Star Level

Game-Changing Play: Turned a second chance into a thriving career, earning multiple promotions, managing a Goodwill retail store, and gaining new digital skills through Goodwill's Digital Career Accelerator.



JACOB SHELTON

Position: Participant
Rookie Year: 2021
Home Team: S.T.A.R.S. Grapevine

STATS:

- **Shining Star Awards:** 1
- **Teammates Encouraged:** Countless
- **Confidence Level:** Rising Every Season
- **Leadership Plays:** Daily
- **Skills Developed:** Maximum Independence

Game-Changing Play: Turned personal growth into leadership, earning Shining S.T.A.R. of the Year while helping fellow participants shine alongside him.



KERRY JAMES

Position: Centralized Processing Team Member
Rookie Year: 2017
Home Team: Donated Goods/Retail

STATS:

- **Comebacks Completed:** 2
- **Lives Impacted Through Kindness:** Countless
- **Perseverance Rating:** Hall of Fame
- **Family Leadership:** Every Season
- **Teammates Supported:** Daily

Game-Changing Play: Faced life's toughest challenges and kept moving forward, transforming resilience into leadership and purpose through Goodwill.



DYLAN STOKES

Position: Former Student
Rookie Year: 2023
Home Team: E-Squared Program

STATS:

- **GED Completed:** 3 Months
- **Graduate of the Year Awards:** 1
- **Career Goals in Progress:** Master Electrician
- **Confidence Unlocked:** 100%
- **Family Members Inspired:** An Entire Team

Game-Changing Play: Chose opportunity over obstacles, earning his GED, becoming Graduate of the Year, and sparking a future full of possibilities.



SHERRILL MARSHALL

Position: Attended Donation Center, Manager
Rookie Year: 2015
Home Team: Donated Goods/Retail

STATS:

- **Lives Encouraged:** Countless
- **Career Promotions:** From Transitional Employee to Manager
- **Community Service Hours:** Always Growing
- **Hope Shared:** Daily
- **Donations Powered:** Thousands

Game-Changing Play: Found hope, built a career, and now spends every day helping others believe in their own second chance.





KNOCKING IT OUT OF THE PARK

RETAIL EXPANSION IN ARLINGTON

In 2025, Goodwill North Central Texas continued expanding its impact across the region with the announcement of a new retail store and donation center in southwest Arlington. Located at 4400 Little Road, the approximately 17,000-square-foot store represents more than just another shopping destination—it reflects Goodwill’s ongoing commitment to creating opportunities, strengthening communities and transforming lives through the power of work.

“Every Goodwill store plays a crucial role in funding our mission, turning donations and purchases into life-changing opportunities for individuals facing barriers to employment,” said David Cox, president and CEO of Goodwill North Central Texas. “With each new retail location, we’re able to serve more people in need, providing free job training, education and employment services that empower individuals to achieve economic independence.”

Beyond supporting mission services, the new Arlington store created 40 jobs, contributing to economic growth within the local community. Positions range from retail sales and production to donation intake and management roles, providing accessible employment opportunities for individuals seeking meaningful work and career growth.

The Arlington expansion represents another important step in Goodwill North Central Texas’ long-term vision of a region where every person has the opportunity for maximum independence and abundant living. As Goodwill continues growing throughout its 18-county service area, each new store serves as both an economic engine and a source of hope—helping fund programs that change lives every day.

ROUNDING THIRD TOWARD INDEPENDENCE

Darcy Flynn's life changed at the age of 14 when she was first introduced to methamphetamines, something she hid from those closest to her until it became too overwhelming to manage.

In 2020, after losing custody of her children, Darcy reached a turning point. Determined to rebuild her life, she entered rehab and soon after, discovered Goodwill.

Within six months of working at the Goodwill Outlet, Darcy regained custody of her daughters, supported by an organization that gave her the flexibility to attend court hearings and complete the requirements necessary to reunite her family. Along the way, she found not only stability, but a strong support system in her teammates.

Driven to keep moving forward, Darcy continued to grow and eventually stepped into a leadership role as Assistant Manager on the transportation team, helping coordinate the flow of donations across Goodwill's service area. Her contributions play a vital role in keeping operations running smoothly, what she proudly calls helping "make Goodwill run."

Today, Darcy has rediscovered her purpose, rebuilt her family, and created a future she once thought was out of reach.



SCAN THE CODE TO
SEE DARCY'S STORY!

EYES ON THE PENNANT

PROJECT GOODWILL

ALL★STARS



Project Goodwill celebrated a major milestone in 2025 as Goodwill North Central Texas hosted the 10th anniversary of its signature fashion fundraising event. Presented by United Healthcare, the evening brought together creativity, community and purpose in support of Goodwill's mission to CREATE lives of independence and BUILD a stronger local community.

This year's event embraced the theme "All Stars," featuring an exciting lineup of former winners and fan-favorite designers from previous competitions. Contestants once again transformed unconventional materials sourced from Goodwill North Central Texas stores into runway-ready fashions, showcasing exceptional creativity, craftsmanship and innovation before a panel of esteemed fashion industry judges.

The evening's top honor went to designer TY Washington, whose winning look captivated judges and attendees alike. Constructed from Goodwill shopping totes and a clear shower curtain, the design demonstrated remarkable ingenuity and highlighted the transformative potential of everyday materials. Beyond her talent as a designer, Washington's victory carried a deeply personal meaning. As a formerly incarcerated individual with her own reentry journey, she is passionate about the work Goodwill North Central Texas does to support individuals rebuilding their lives and pursuing new opportunities.

More than a fashion competition, Project Goodwill All Stars served as a powerful celebration of transformation and second chances. Proceeds from the event directly support Goodwill North Central Texas programs that provide education, training and job placement services for people experiencing homelessness, veterans, at-risk youth, individuals with disabilities and formerly incarcerated individuals. The event reflected Goodwill's vision of a North Central Texas where every person has the opportunity for maximum independence and abundant living.



WATCH THE SHOW!

BY THE NUMBERS

SEASON'S STATS



2025



13,839

People Served



157,145

Services Provided

Of those, **12,170** people received WFD services
(e.g. employment, training, and placement services)
through **28 unique programs, including:**

- **1,627** people with disabilities
- **3,551** people experiencing homelessness
- **3,209** at-risk youth (16-24)
- **1,945** people with a criminal background and formerly incarcerated
- **839** veterans and 912 of their family members
- **1,886** served through education programs
(AEL-ESL, GED, Literacy, DCA, and NTI)
- **217** people enrolled in S.T.A.R.S., a unique day-habilitation program
for adults with disabilities
- **701** people completed mandated community service
- **449** people received employment assistance from Goodwill
Staffing Services (145 placed)
- **539** 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 North Central Texas in 2025 was 13,839.

SCOREBOARD OF ★ ★ ★ SUCCESS ★ ★ ★

THE COMMUNITY GAVE

Retail Sales of Contributed Merchandise:	\$49,112,285
Industrial Contracts:	\$9,188,459
Training & Placement Fees:	\$1,893,044
Corporate/Foundation Grants:	\$1,480,771
General Contributions:	\$645,082
Investment Income:	\$1,848,015
Miscellaneous Revenue:	\$2,961,007

TOTAL \$67,128,663

WE GAVE BACK

Program Expenses:

Industrial Contracts:	\$7,880,291
Retail Stores:	\$26,103,793
Transportation and Sorting:	\$5,231,056
Contributed Goods Production:	\$2,625,537
Career Services:	\$7,956,184

Housing and Occupancy:

\$2,785,093

Community Relations:

Marketing and Community Outreach:	\$1,404,837
Fundraising:	\$87,520

Salvage (Trash & Recycling):

\$4,181,719

Administration:

\$8,872,633

TOTAL \$67,128,663

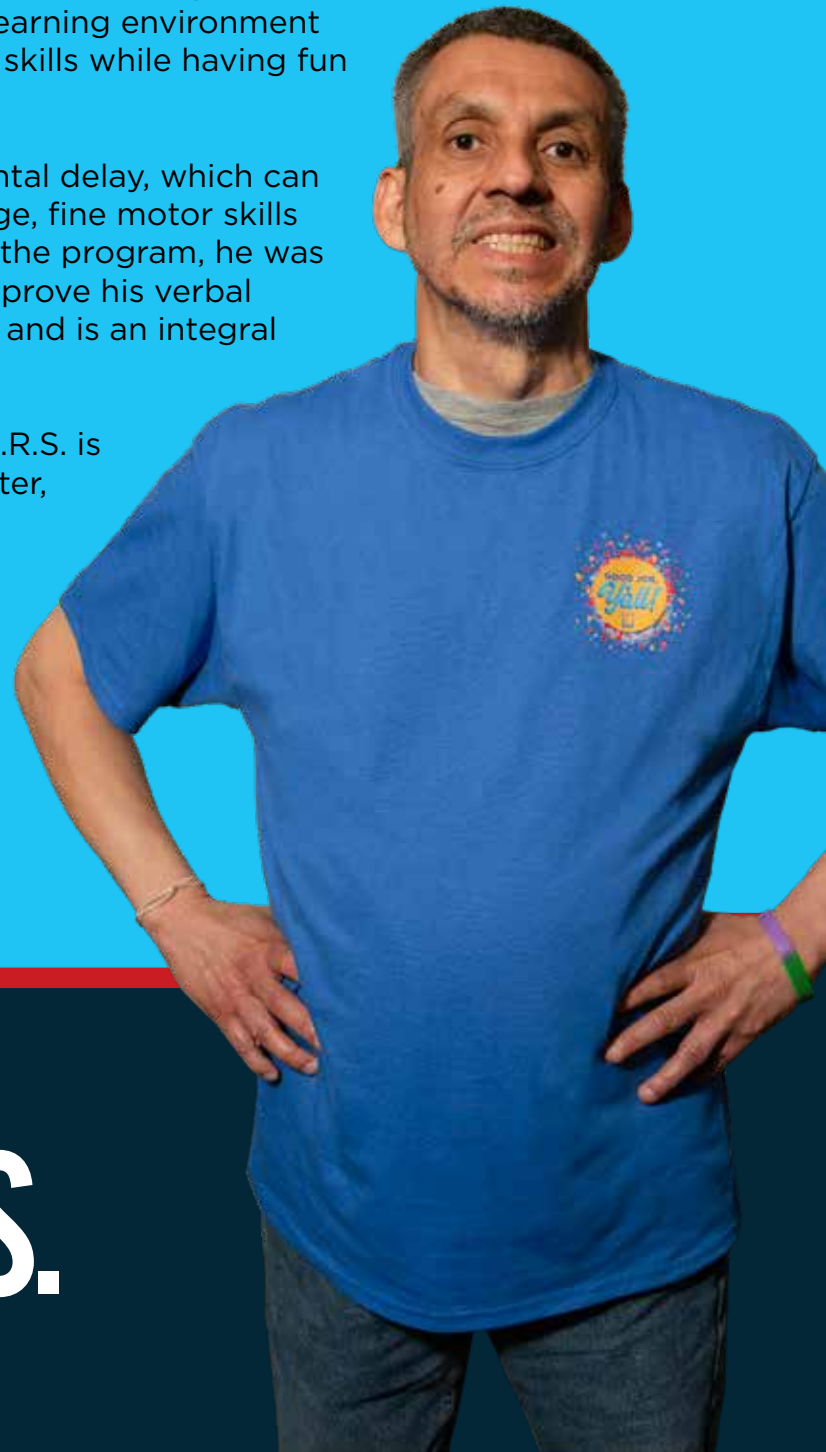
WHERE OPPORTUNITY STEPS UP TO THE PLATE

Goodwill's S.T.A.R.S. program was made to empower individuals like Pedro Cordero. As one of the first participants enrolled, he's experienced the life skills program for adults with disabilities as it has evolved, and grown alongside it. S.T.A.R.S., which stands for Skills Training Achieves Results, gives participants a structured learning environment where they can learn independent living skills while having fun at the same time.

Pedro was diagnosed with a developmental delay, which can affect an individual's speech and language, fine motor skills and social ability. When he first came to the program, he was quiet and reserved but has worked to improve his verbal communication skills with Goodwill staff and is an integral part of S.T.A.R.S.

One of Pedro's favorite activities at S.T.A.R.S. is attending the GreenWorks Learning Center, where individuals practice horticulture therapy with members of the Tarrant County Master Gardener Association.

Pedro is beloved by his peers and instructors alike and in 2025 was named the Shining S.T.A.R. of the year for his hard work and continued improvement. Good job, Pedro!



BASES LOADED WITH

OPPORTUNITY



At Goodwill North Central Texas, the mission goes far beyond retail stores and donation centers. Every day, programs and services are designed to empower individuals to build lives of independence, dignity and opportunity. One of the organization's most impactful initiatives is the S.T.A.R.S. program—Skills Training Achieves Results—a supportive and inclusive day program created for adults with intellectual and developmental disabilities.

The mission of Goodwill S.T.A.R.S. is to provide a supportive learning environment that empowers participants to overcome the boundaries and limitations of intellectual and physical disabilities while working toward their personal goals.

What makes S.T.A.R.S. unique is its interactive, real-world approach to learning. The program recreates everyday living scenarios in a realistic environment, where participants rotate through spaces such as an apartment, a general store, a town square, an art studio and a fitness center.

For many participants and families, S.T.A.R.S. becomes more than a program—it becomes a second home. The structured environment offers purpose, encouragement and opportunities for growth that positively impact every aspect of participants' lives. As the need for services continues to grow, the demand for the S.T.A.R.S. program has outpaced the capacity of Goodwill's current facilities. To meet this growing need, Goodwill North Central Texas has launched a capital campaign to build a new 16,000-square-foot S.T.A.R.S. facility. The campaign seeks to raise \$500,000 to help bring this vision to life. As a self-funded nonprofit, Goodwill North Central Texas relies on donations, shopping, sponsorships and community support to fuel its mission.

By supporting the expansion of S.T.A.R.S., donors and community partners are helping create more than just a building—they are helping build futures filled with opportunity, independence and hope. Every contribution helps ensure that more individuals with disabilities can thrive, contribute and live with dignity in the communities they call home.



**DONATE
TODAY!**



ADVANCING RUNNERS

★ ★ ★ AI ESSENTIALS ★ ★ ★

As technology continues to reshape the modern workforce, Goodwill North Central Texas is helping ensure the community is prepared for the future. In 2025, Goodwill launched the Google AI Essentials training course, an innovative new program designed to equip job seekers, employees and community members with practical artificial intelligence skills needed to remain competitive in an evolving job market.

Made possible through support from Google, the online course is offered completely free of charge through Goodwill North Central Texas. The program reflects the organization's commitment to empowering individuals through education, workforce development and access to emerging opportunities in today's rapidly changing economy.

Artificial intelligence is transforming industries across the globe, influencing everything from hiring practices to workplace productivity.

As employers increasingly seek candidates who understand and can effectively use AI tools, Goodwill recognized the importance of providing accessible training that prepares individuals for these changes.

Upon completion of the course, participants earn a professional certificate from Google that can be shared with employers and professional networks.

The launch of the Google AI Essentials training course represents another important step in Goodwill's mission to CREATE lives of independence and BUILD a stronger local community. By embracing innovation and investing in future-ready skills, Goodwill continues to empower individuals with the tools and confidence needed to thrive in the workforce of tomorrow.



DIVERSION RATE

THE WORLD SERIES OF IMPACT

Goodwill North Central Texas is committed to stewardship, sustainability and a brighter future for our clients, community, organization and planet. As a leader in sustainability, we are proud to be one of the largest recyclers in North Texas.



855,801

Total Donors



56,203,464

Total Pounds Donated



38,998,704

Pounds Diverted
Through Sales

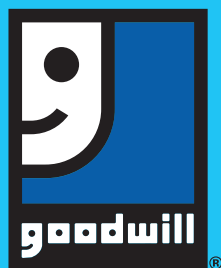


13,183,520

Pounds Diverted
Through Recycling

92% Total Diversion Rate

Our impact is clear—thanks to your support, we kept millions of pounds out of landfills in 2025.



GOODWILL

North Central Texas

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

GoodwillNorthCentralTexas.org

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Pat McDowell

Randall "Randy" Morgan

Surnedra Simmon

Pamela Voight

Charla Wise

Roger Yandell

MOST VALUABLE PLAYERS

David Cox: President & Chief Executive Officer

Kimberly Casarez-Haro: Chief Financial Officer

Christy Allen: Vice President of Human Resources

Rosemary Cruz: Vice President of Donated Goods/ Retail

Shay Gipson: Vice President of Community Engagement

Romney Guy: Vice President of Workforce Development

Jeffrey Marchese: Vice President of Facilities Management & Asset Protection

Kimberly Smith: Vice President of Goodwill Staffing Services & S.T.A.R.S.

Margaret March: Director of Administration & Organizational Culture



GOODWILL

North Central Texas

www.GoodwillNorthCentralTexas.org