



# GOODWILL

## STORE & DONATION CENTER



Goodwill Industries of Central Oklahoma, Inc.  
2016 Annual Report



# OUR MISSION

To enhance the quality of life for individuals with disabilities and disadvantages through the power of work.

## 2016 Board of Directors

**George B Johnson**  
**Shawn Steele**

**Chair**, GB Johnson, Inc.  
**Chair-Elect**, Associated Wholesale Grocers

**David Parker**  
**Lorianne Denslow**

**Treasurer**, OG&E Energy Corporation  
**Secretary**, American Fidelity

**Lisa Allison**: Enable/Midstream Partners, LP  
**Scott Briggs**: The Oklahoman Media Company  
**Bill Corum**: American Fidelity Corporation  
**Jose Dela Cruz, Jr.**: Oklahoma State Regents for Higher Education  
**Herb Forrester**: Fordelco & Keller Williams  
**Lou Hargrave**: Retired CareerTech  
**Brian Roberts**: Integris Health

**Emily Shuart**: PSO of Oklahoma  
**Steve Shepelwich**: Community Volunteer  
**Erica Thomas**: Quayle United Methodist Church  
**Bill Wandel**: Integris Health  
**Charlie Weeks**: CareerTech  
**Charlie Wright**: Wright Audit & Risk Management, LLC



**85 cents**  
of every dollar is  
reinvested in our  
community.



**14,241**  
people served.

# Welcome to Goodwill of Central Oklahoma!

It takes a community working together to affect real change.

Your donations are the starting point giving us the ability to fulfill our mission to enhance the quality of life for individuals with disabilities and disadvantages through the power of work. Thanks to more than 618,000 donations made in 2016 by our generous donors in Central Oklahoma, Goodwill Industries of Central Oklahoma was able to serve 15,518 unique individuals. Over 15 thousand lives changed!

Never before in our 80-year history have we been able to expand our impact and offer more central Oklahomans the dignity and satisfaction that comes with sustainable employment. 734 Veterans and their family members received assistance through our Supportive Services for Veteran Families (SSVF) Program and 826 job seekers found employment that sought our assistance through one of our 8 Job Connection Centers.

We strongly believe that mission starts at home. Today Goodwill of Central Oklahoma employs over 900 people – many with disabilities and barriers to employment – who receive fair wages, benefits and opportunities for advancement. Goodwill Industries of Central Oklahoma is excited to continue our long tradition of transforming lives in partnership with you, our donors and supporters, so that together we can create more jobs and provide more services to those in need for generations to come.

Sincerely,



**Woody Van Valkenburgh, Interim CEO**



## Oak tree planted to commemorate 80 years of changing lives.

Goodwill Industries of Central Oklahoma celebrated their 80th Anniversary by planting an oak tree in Tolan Park in front of its Corporate Offices at the October board meeting. The tree, dedicated by George Johnson Board Chair, was donated by Terry Covey Homes and represents the efforts of more than 900 employees whose contributions will ensure that more lives will be changed through the power of work in the future.

Pictured, L - R  
Jerry Weddington, Bill Corum, Charlie Weeks, Scott Briggs, Chris Daniels, George Johnson, Mark Courtright, Lorianne Denslow, Woody Van Valkenburgh, and Linda Burgett

# Changing lives of individuals with disabilities.

## Supported Employment

Goodwill creates staffing solutions for local businesses through its DRS Milestones Supported Employment program. We form partnerships with local businesses in need of permanent or temporary services with trained staff.

The Supported Employment program helps qualified individuals with disabilities gain stable and permanent employment through individualized support services including development of service plan, job placement assistance, job related training, coordination with referral sources, case management and additional ongoing services focused on job placement and retention.



## Vocational Training

The Mission Services Department of GICO has a Vocational Training Program designed to train individuals diagnosed with an intellectual disability in how to work in an inclusive work environment through developing basic responsibilities and appropriate work habits. Goodwill provides an intense level of support including individualized planning, vocational case management, training and coordination with referral sources, funders and caregivers, we focus on job placement and retention.



**32**  
Adults with disabilities  
served in Supported  
Employment



**137**  
Persons with disabilities  
served in Vocational  
Training

# Job Connection Centers

Changing the lives of individuals with barriers to employment.

We believe that the power of work can transform lives. Our eight Job Connection Centers are focused on helping people in our community find independence through sustainable employment. Located in Oklahoma City, Midwest City, Enid, Ada, Norman and Shawnee, we provide training and job search services to those in our community who are unemployed or underemployed.

Services provided include career interest and skill assessments, work readiness workshops, resume development, assistance with online job searches and applications, basic computer skill training and referrals to community resources. All services are free and provided on a walk-in basis.



## Job Connection Center Locations

- 316 S Blackwelder Ave., Oklahoma City, OK 73108 (405) 278-7152
- 6824 E Reno, Midwest City, OK 73110 (405) 520-7697
- 114 S Independence, Enid, OK 73701 (405) 278-6085
- 914 Arlington Circle, Ada, OK 74820 (405) 279-1743
- 1930 N Kickapoo, Shawnee, OK 74801 (405) 273-2225
- 2016 NW 39th Street, Oklahoma City, OK 73118 (405) 601-7196
- 2430 W Main Street, Norman, OK 73071 (405) 701-1701
- 3729 S. Western, OKC, OK 73109 (405) 602-3857



**843**  
job seekers found  
employment



**17,915**  
persons served at  
Job Connection  
Centers

# Supportive Services for Veteran Families

## Changing lives of Veterans and their Families

Goodwill Industries of Central Oklahoma's SSVF program, in partnership with a grant from the United States Department of Veteran Affairs, is able to provide housing stability among qualified low income Veteran families who are homeless, or at-risk of homelessness, transition to permanent housing through person-centered case management, housing and utility assistance, employment counseling and legal services.

In 2016 we served 734 veterans and their families by providing employment, educational and case management services, as well as providing assistance in obtaining housing, VA benefits and referrals to other community services.



**266**

Veterans re-housed  
within 30 days



**734**

veterans received  
assistance

# Changing lives of students with barriers to employment

## High School Equivalency Test Preparation

In 2016, Goodwill Industries of Central Oklahoma began providing educational guidance and training to qualified individuals receiving Temporary Assistance to Needy Families (TANF) in preparing for the GED and other High School Equivalency tests. Enabling participants to improve basic skills in reading, language and math to prepare them for successful completion of the selected high school equivalency tests to prepare for post-secondary or vocational training opportunities.



## Work Adjustment Training

Goodwill Industries of Central Oklahoma is dedicated to helping students with disabilities successfully transition from high school to independent living. Students receive life, personal and work training skills, as well as, community learning and volunteer experiences. During 2016, Goodwill operated two classes in Oklahoma City and Ada and served 26 students.



**73**  
Students received  
GED assistance



**19**  
students graduated  
from WAT

# GoodGuides®

The GoodGuides® mentoring program provides at risk-youth, ages 12-19, with positive adult role models to improve their staying in school, developing work skills, exploring career paths and planning for post secondary education. Through these partnerships, our students learn to develop positive relationships, behaviors and life long skills.

The GoodGuides program currently serves 124 students from Northwest Classen High School, Taft Middle School and Emerson Alternative School.

# Summer Youth Service Learning Program

Goodwill Industries of Central Oklahoma combines both GoodGuides® and WAT students 2 times each summer in June and July that teaches students ages 12-19 the skills to transition successfully into adulthood.

Students learn how to build a resume, fill out a job application, basic car maintenance and perform simple cooking activities. They are also instructed how to budget money, learn social skills and at the end of each session, students complete a mock job interview.



**124**  
youth received  
mentoring



**20**  
Students participated  
in the summer program

# Olivia Brooks

## High School Equivalency Test Preparation

**Olivia Brooks** was just 18 years old when she dropped out of high school. Before she became pregnant with her son, she was focused on a goal to become an airplane mechanic. But that all changed when she became a mother, “I had two choices, to find work or continue school, it was just too difficult to do both,” said Olivia. She chose to work and tucked her career goals away. Tired of working in fast food restaurants and having a strong desire to be a better role model for her 5-year-old son, Olivia contacted TANF (Temporary Assistance for Needy Families) who helped her enroll in Goodwill’s GED program.

“I took my first step forward,” she said. “I wanted my son to see that it is never too late to better yourself, and now we do homework together working side-by-side. “Olivia remarked that



Goodwill has been such a blessing teaching her how to look for a job and preparing to take her GED test. Goodwill Industries of Central Oklahoma is also a great place to work. The personal stories helped tell our story and directed potential job applicants to our website.

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*“I wanted my son to see that it is never  
too late to better yourself”*

# Loris Ireland

## Supported Employment

**Loris Ireland** has never let her disability prevent her from reaching her dream of becoming a Job Coach. A program participant for many years as a processor at Store #21 in Midwest City, Loris set out to reach her goal despite many obstacles before her. Loris's Job Coach, Stella, and DDRS Case Manager, Valerie, were equally determined to help her cross the finish line.

Her first milestone was completing all the required online classes but her greatest challenge by far was the CPR certification given she couldn't actually perform CPR herself since she was in a wheelchair. Everyone in the store began to find a workaround for Iris and together they did. She is now equipped with a megaphone so she can quickly alert other employees if she needs immediate assistance.



We couldn't be more proud of Loris since she officially became a Job Coach at the end of the year in addition she received the E.L & Thelma Gaylord Achiever of the Year award in December.

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**Never let her disability prevent her from reaching her dream of becoming a Job Coach!**

# Joshua Houston

## Supportive Services For Veteran Families

**Joshua Houston**, a 13 year Army Veteran, knew he wanted to serve veterans in Oklahoma after he medically retired from the Army due to an injury that occurred on his last deployment to Iraq in 2011, but it was his encounter at an event hosted by the Homeless Alliance that inspired him to make a difference. “I was a Staff Sergeant in the Oklahoma Army National Guard 45th Infantry Battalion. My military occupational specialty was 88 M, which is a transportation engineer. I deployed in support of Operation Iraqi Freedom in 2007 and Operation Enduring Freedom in 2011”, said Joshua. As a result of his early retirement, Joshua went through a mild depression and had troubles finding balance, purpose and direction during this transition period.

Due to the immense support from the Oklahoma community and assistance from the Veteran Affairs Vocational Rehab program, he graduated from the University of Central Oklahoma and was exposed to Oklahoma’s homeless population during his tenure.



“At an event hosted by the Homeless Alliance, I encountered a close friend of mine that I served with in Iraq, waiting in line to get a donated lunch. It was at that moment that I realized, if this happened to him, it could have happened to me and anyone else that I served with.” That encounter brought Joshua to Goodwill as a Case Manager for the SSVF program. “My current career allows me to combat homelessness as my daily mission, which brings me great joy,” remarked Joshua.

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*“My current career allows me to combat homelessness as my daily mission, which brings me great joy”*

# Changing lives through your donations.

## Donated Goods

For the past 80 years, Goodwill Industries of Central Oklahoma has been transforming the community's discards to support an extensive program of job training and supportive services to provide a hand up to those in need in our community. Your donations change the lives of people with disabilities, at-risk students, veterans and their families and other people with barriers to employment. Because you bring the stuff you no longer need to our donation centers, we are able to fulfill our mission everyday helping those in need find sustainable employment.

## Recycling Center

Goodwill Industries of Central Oklahoma believes in environmental stewardship. We seek to not only get the most value from your donations, but we recycle items not sold or suitable to be put on the sales floor due to damage or safety reasons. Our Goodwill Chesapeake Recycling Center diverts over 7 million pounds of trash from city landfills each year. Recyclable items such as plastics, metals, glass, Styrofoam, cardboard and more are accepted at all Goodwill stores and Attended Donation Centers. Put your trash to work and recycle at Goodwill!



**618,189**  
Donated goods  
were recycled



**1,703**  
donors drop off  
items each day

## Attracting & Retaining Great Employees

At Goodwill Industries of Central Oklahoma we take a comprehensive approach to talent acquisition and our recruiting team partners closely with hiring managers to ensure a solid understanding of the job requirements and customer environment. Employee retention and engagement are key factors in our success strategy and a requirement to ensure we not only sustain but continue to grow our business lines. We know that providing on-going job-related and leadership training allows us to retain and attract a productive, committed workforce.

Our average employee count during 2016 totaled 875 active employees. Our employees have a comprehensive benefits package that includes health, dental, vision, life insurance and 401(k). Additionally, full-time employees have a generous paid time off and vacation package to encourage a healthy work-life balance. As new employees join our organization, our culture of inclusion and community involvement, open communication efforts, professional development opportunities and benefits package all play a role in our retention efforts.



The collaboration in our agency with our programs, such as the Job Connection Centers, Department of Human Services Division of Developmental Disabilities Services and the Supportive Services for Veteran Families gives us the advantage of getting the message out about job opportunities and our mission to enhance the lives of individuals with disabilities and disadvantages through the power of work.


**875**  
 employed by  
 GICO


**22** Retail Stores  
**39** Attended Donation Centers  
**8** Job Connection Centers

## Contract Services – Professional Partnerships

Goodwill's Community Contracts division offers janitorial and unarmed security services to Central Oklahoma businesses and governmental agencies. Our professional and highly trained staff gives local businesses a competitive edge. Goodwill is pleased to report to the community that individuals with disabilities who are employed in our contract services department clocked more than 211,066 hours in 2016.

### Janitorial

Goodwill Industries of Central Oklahoma provides janitorial services covering 50 buildings and cleaning over 2.7 million square feet each year. As a member of ISSA, the largest trade associate for the janitorial industry, we stay on the cutting edge of cleaning technology. We use state of the art procedures, equipment and cleaning agents so a smaller environmental footprint is achieved while providing excellent customer service to all our clients.

*“Oklahoma History Center visitors from around the world and from many of the world’s best museums have repeatedly commented on and remarked about, the high quality of housekeeping services and consistently high level of public presentation in our facility.”*

### Security

Goodwill Industries of Central Oklahoma provides Unarmed Security Services 7 days a week, 24 hours per day to 11 sites for the State of Oklahoma and Oklahoma Military Department in Central Oklahoma. Our personnel are state licensed and certified, and professionally trained. Security personnel have good work histories, are trustworthy and courteous who make customers and employees feel at ease when detouring potential threats.

*“Our new security officer is doing a great job of patrolling our property. He arrives on time to make sure our staff enters safely into the building each morning. He is pleasant and courteous in his interactions with clients and staff.”*

**76%**

of hours worked by Goodwill's Janitorial and Security Contract staff are by persons with self identified disabilities.





# Peace Love & Goodwill Festival 2016

## 20,000 Attend the 2016 Peace Love & Goodwill Festival

Goodwill Industries of Central Oklahoma's premier community engagement event, The Peace Love & Goodwill Festival, celebrated it's 5th year and featured Oklahoma's best in local music, food, shops and fun for the entire family.

Moved from October to June in 2016, the festival doubled its attendance over 2015. 20 live bands and acts, 30 local food trucks, 40 pop-up shops and over a dozen children's activities kept the Myriad Gardens packed all day under sunny Oklahoma skies.



In addition, over 900 attended the popular Once Upon a Princess shows and showered the venue with little princesses all day long enjoying the festival activities with their families.



**20K+**  
people attended  
Peace, Love & Goodwill.



**125**  
Community  
volunteers participated



# Financial Report

Revenue & Support	2016	2015
Community Contracts	\$5,734,806	\$5,429,096
Mission Services	\$3,376,776	\$2,441,972
Donated Goods	\$20,170,366	\$19,888,885
Other	\$282,944	\$173,399
<b>Total Revenues &amp; Support</b>	<b>\$29,564,892</b>	<b>\$27,933,352</b>

Expenses	2016	2015
Community Contracts	\$4,028,018	\$3,815,752
Mission Services	\$4,687,986	\$3,572,905
Donated Goods	\$17,939,166	\$17,893,423
Administration	\$3,285,341	\$3,312,957
<b>Total Operating Expenses</b>	<b>\$29,940,511</b>	<b>\$28,595,037</b>
<b>Change in Net Assests</b>	<b>(\$375,619)</b>	<b>(\$661,685)</b>



## ATTENDED DONATION CENTERS

<p><b>BETHANY</b> 7465 NW 23rd Street Bethany, OK 73008</p>	<p><b>EDMOND NW 150TH - OKC</b> 904 NW 150th Street Edmond, OK 73013</p>	<p><b>NORMAN - 2101 CLASSEN</b> 2101 Classen Blvd. Norman, OK 73071</p>	<p><b>OKC - 82ND &amp; WESTERN</b> 8301 N Western Avenue Oklahoma City, OK 73114</p>	<p><b>OKC - 59TH &amp; S SOONER</b> 5801 S Sooner Road, Ste. B Oklahoma City, OK 73135</p>
<p><b>EDMOND - N KELLEY</b> 1324 N Kelley Edmond, OK 73003</p>	<p><b>EL RENO</b> 1709 Investors Avenue El Reno, OK 73036</p>	<p><b>NORMAN - CANADIAN</b> 751 Canadian Trls., Ste. 120 Norman, OK 73972</p>	<p><b>OKC - 29TH &amp; MAY</b> 2713 SW 29th St., Ste. 300 Oklahoma City, OK 73119</p>	<p><b>OKC - SOUTH</b> 8809 S Sooner Road, Ste. C Oklahoma City, OK 73135</p>
<p><b>EDMOND RD &amp; FRETZ</b> 322 W Edmond Road Edmond, OK 73003</p>	<p><b>GUTHRIE</b> 1624B S Division Street Guthrie, OK 73044</p>	<p><b>NORMAN - 3048 CLASSEN</b> 3048 Classen Drive Norman, OK 73071</p>	<p><b>OKC - MAY &amp; GRAND</b> 7420 N May Oklahoma City, OK 73116</p>	<p><b>OKC - SW 119TH &amp; WESTERN</b> 857 SW 119th Street Oklahoma City, OK 73170</p>
<p><b>EDMOND - N BRYANT</b> 13801 N Bryant Oklahoma City, OK 73013</p>	<p><b>MIDWEST CITY - EAST</b> 99003 SE 15th Street Midwest City, OK 73130</p>	<p><b>NORMAN - I-35</b> 1204 Interstate Dr., Ste. 100 Norman, OK 73072</p>	<p><b>OKC - N. MACARTHUR</b> 13325 N MacArthur Blvd. Oklahoma City, OK 73142</p>	<p><b>OKC - WEST BRITTON</b> 5801 W Britton, Ste. B Oklahoma City, OK 73132</p>
<p><b>EDMOND - 192ND</b> 1020 NW 192nd, Ste. G Edmond, OK 73012</p>	<p><b>MOORE - SANTA FE</b> 620 Santa Fe, Ste. B Moore, OK 73160</p>	<p><b>NORMAN - LINDSEY</b> 1404 W Lindsey Avenue Norman, OK 73072</p>	<p><b>OKC - NORTH PARK</b> 12302 N May Avenue Oklahoma City, OK 73120</p>	<p><b>OKC - NORTH</b> 7001C Hefner Road Oklahoma City, OK 73162</p>
<p><b>EDMOND - EAST COVELL</b> 5819 E Covell Road Edmond, OK 73034</p>	<p><b>MOORE - EAST</b> 107 N Eastern Moore, OK 73160</p>	<p><b>NORMAN - PORTER</b> 201 N Porter Avenue Norman, OK 73071</p>	<p><b>OKC - NW 122ND Street</b> 7000 NW 122nd Street, #C Oklahoma City, OK 73142</p>	<p><b>PIEDMONT</b> 1430 N Piedmont Road Piedmont, OK 73078</p>
<p><b>EDMOND - N BROADWAY</b> 6817 N Broadway Edmond, OK 73034</p>	<p><b>MOORE - WEST</b> 741 NW 12th Street Moore, OK 73160</p>	<p><b>NORMAN - 12TH &amp; ROCK CREEK</b> 2400 NE 12th Norman, OK 73071</p>	<p><b>OKC - NW 23RD</b> 440 NW 23rd Street Oklahoma City, OK 73103</p>	<p><b>TRI CITY</b> 715 NW 32nd Place Newcastle, OK 73065</p>
<p><b>EDMOND - WEST</b> 2125 W 15th Street Edmond, OK 73013</p>	<p><b>MUSTANG</b> 200 N Mustang Mall Ter. Mustang, OK 73064</p>	<p><b>OKC - 23RD &amp; PENN.</b> 2124 NW 23rd Street Oklahoma City, OK 73107</p>	<p><b>OKC - 2209 SW 104TH</b> 2209 SW 104th, Ste. C Oklahoma City, OK 73159</p>	



## RETAIL STORES

### COUNCIL

8015 NW Expressway  
Oklahoma City, OK 73162

### THE VILLAGE

2917 W Britton Road  
The Village, OK 73120

### STILLWATER

811 S Main Street  
Stillwater, OK 74074

### NORMAN

151 SE 12th Ave.  
Norman, OK 73071

### MOORE

741 SW 19th Street  
Moore, OK 73160

### MACARTHUR

6305 N MacArthur  
Oklahoma City, OK 73122

### YUKON

1101D Garth Brooks  
Yukon, OK 73099

### SOUTH PENN.

2109 SW 89th St.  
Oklahoma City, OK 73159

### EDMOND

48 E 15th St.  
Edmond, OK 73013

### ADA

914 Arlington Center  
Ada, OK 74820

### MIDWEST CITY

6830 E Reno Ave.  
Midwest City, OK 73110

### OUTLET STORE

1320 W Reno Avenue  
Oklahoma City, OK 73018

### WEST NORMAN

2430 W Main  
Norman, OK 73069

### MERIDIAN

4605 NW 23rd St., Ste. 200  
Oklahoma City, OK 73127

### 39TH & PENN

2016 NW 39th Street  
Oklahoma City, OK 73118

### WEST EDMOND

1900 NW 164th Street  
Edmond, OK 73013

### S WESTERN

9118 S Western Avenue  
Oklahoma City, OK

### SHAWNEE

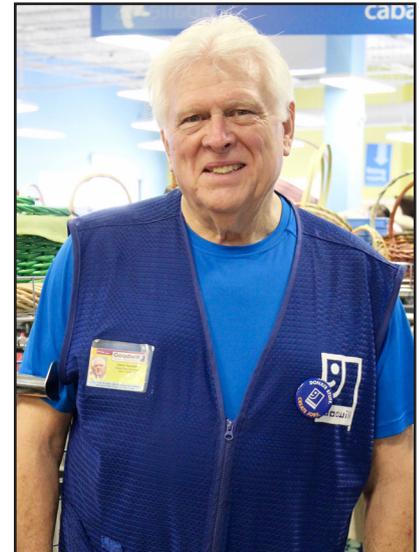
1930 N Kickapoo  
Shawnee, OK 73139

### 15TH MW BLVD

7515 SE 15th Street  
Midwest City, OK 73110

### ARDMORE

904 N Rockford Road  
Ardmore, OK 73401



# Our Locations

Goodwill of Central Oklahoma is growing to better serve you!

## NEW RETAIL STORES

### SOUTH OKC - REDING

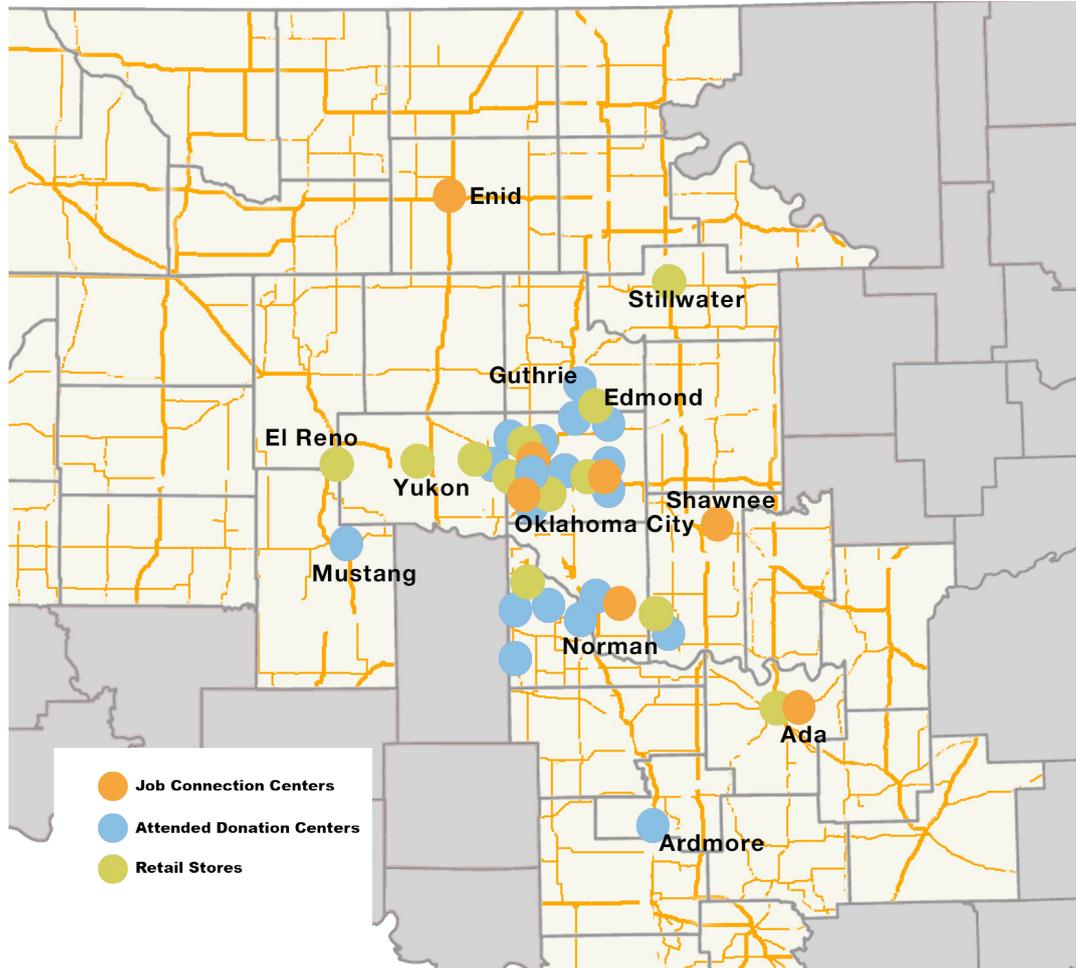
3729 S Western Ave  
OKC, OK 73109

### STILLWATER

801 E Lakeview Road  
Stillwater, OK 74075

### SOUTH EAST MOORE

805 S Eastern Ave  
Moore, OK 73160





**Goodwill**   
Industries of Central Oklahoma 



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