



*Our mission is to enhance the quality of life for individuals with disabilities & disadvantages through the power of work.*





## *The year 2017 was one of transition & progress for our Goodwill.*

I'm very proud to say our team served 5,968 persons and placed 530 individuals into jobs.

Together, we exceeded \$32 million in revenue with approximately 1,000 employees. We focused on three organizational priorities of people, donations and building our reserves. The great news is that material donations were up 10%. Our challenge is that we added a significant amount of retail space with new stores that require a greater number of donations. To that end, we're emphasizing a higher volume of donations from our community. This effort will involve creating awareness of our mission as we all can be Goodwill Ambassadors... letting donors, shoppers and everyone we interact with know about our mission: enhancing the quality of life for individuals with disabilities and disadvantages through the power of work!

The Donated Goods Retail team worked very hard re-merchandising all our stores throughout the summer. They look terrific! We opened our 23rd and 24th new stores in Guthrie and Edmond, in addition to operating our Outlet, 30 Attended Donation Centers and performing janitorial and security services at over 53 Contract Sites.

We had several events for the community and our employees. Volunteers helped put on the Peace, Love & Goodwill event in June, we had a Goodwill family picnic in October and provided a Thanksgiving lunch for all employees.

We earned our re-certification from Goodwill Industries International, which is a requirement for operating as a Goodwill. A significant portion of this certification relates to safety, a very important aspect of all our operations. We want all our employees to work in a safe environment.

We worked with Google to host Digital Skills Training at the Devon Boathouse, with over 1,000 in attendance in one day of training. Google brought 70 employee volunteers throughout the country and 30 of our Goodwill teammates volunteered to participate in this extremely successful event. In addition, we received a \$50,000 grant from Google to kick off our Goodwill Digital Skills Accelerator program.

## *Looking ahead, 2018 will be a year of transformation.*

We're well underway in developing our strategic plan for the next three years, meeting with many community leaders and learning what services Goodwill can provide to meet specific needs in the communities we serve. We also launched a new website making it much easier for donors and shoppers to find us, and for clients to use our services. Our Leadership Team is fully engaged in development around Values Based Leadership.

*I am grateful for the Goodwill's team effort during 2017 and I look forward to all the exciting success in store for our Goodwill in the coming year.*

Working with you to fulfill our mission,

Mark A. Barth  
President & CEO

Lorianne Denslow  
Board of Directors Chair





## Vocational Training

**PROGRAM GOALS:** The Community Workforce 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. This program is designed to help train in the basic responsibilities and appropriate work habits that must be developed in order to eventually gain and be successful in community integrated employment. This training program is provided in coordination with the Developmental Disabilities Services Division (DDSD) of OKDHS.

**SERVICES:** Goodwill provides an intense level of support including development of an individualized service plan, job placement, training, coordination with referral sources, funders and caregivers, case management, counseling, and ongoing follow-along services with the focus on job placement and retention.

Services and programs that are not vocational but that must be in place for these individuals to maintain employment are typically provided by the referral sources and/or funders. These services may include coordinating, linking and monitoring an array of services in areas such as residential, transportation, legal, medical, financial, mental health and more.

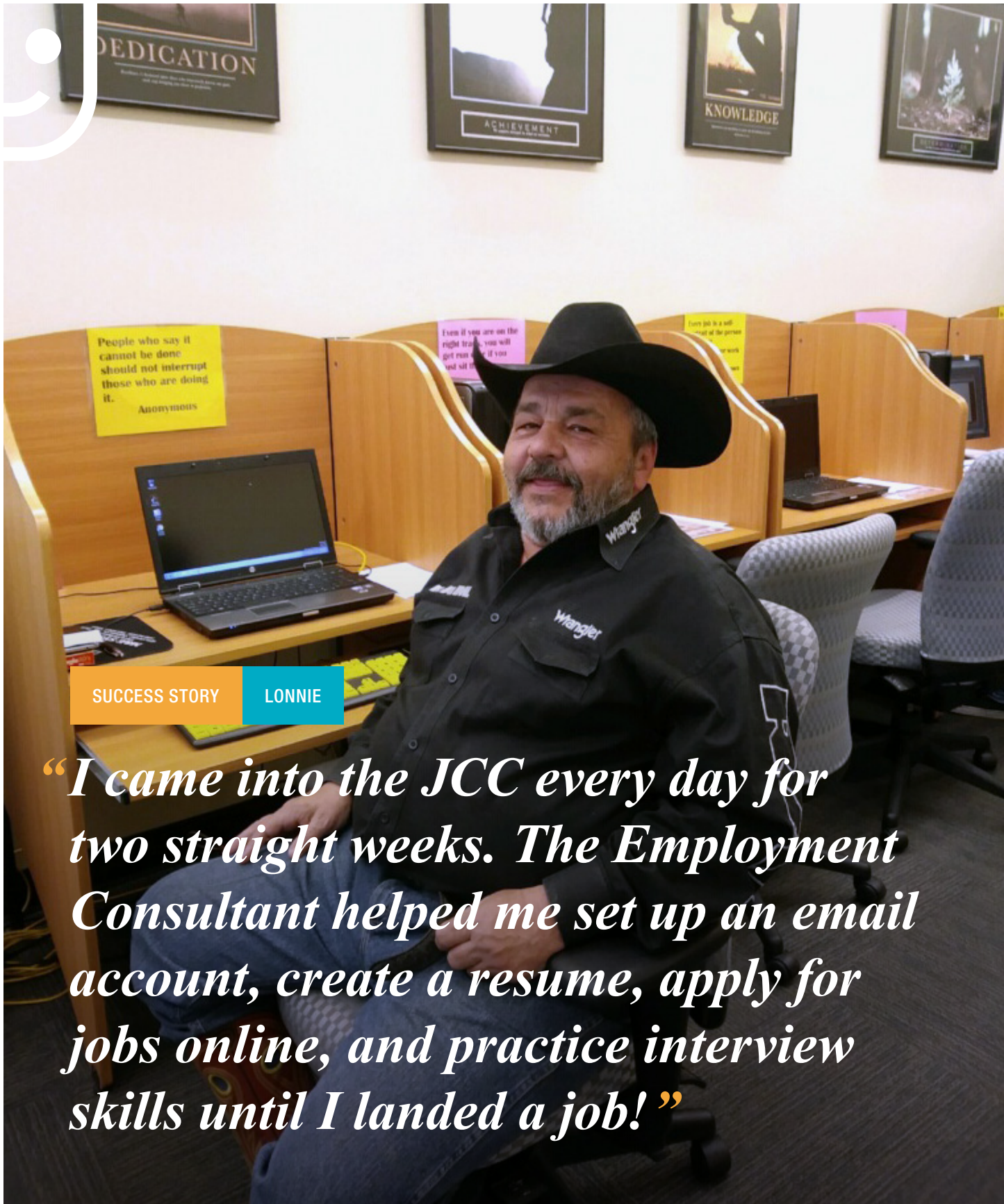


## Supported Employment

Goodwill's Supported Employment Program provides an intense level of support including development of an individualized service plan, job placement, training, coordination with referral sources, funders and caregivers, case management, counseling, and ongoing follow-along services with the focus on job placement and retention. An Employment Specialist searches for the appropriate job for the individual. Services generally include completion of a job analysis and a task analysis, securing employment, hands-on training by the employment specialist in a community business, and monitoring of the participant's home and work environments to ensure that the individual maintains employment.

The services of an Employment Consultant help individuals learn to perform job tasks to the employer's expectations and quality standards, and learn the necessary social skills to be accepted as a valued worker at the job site.

Supported Employment means competitive employment in an integrated setting, consistent with the strengths, resources, priorities, concerns, abilities, capabilities, interests and informed choice with ongoing support services. This program is designed for individuals with significant barriers for whom competitive employment has not traditionally occurred or for whom employment has been interrupted or intermittent. Generally, because of the nature and significance of their barriers, these individuals need intensive supported employment services and extended services in order to maintain employment.



SUCCESS STORY LONNIE

*“I came into the JCC every day for two straight weeks. The Employment Consultant helped me set up an email account, create a resume, apply for jobs online, and practice interview skills until I landed a job!”*



## Job Connection Centers

Goodwill Industries of Central Oklahoma offers workforce development and job placement services to the unemployed, underemployed, and individuals with significant barriers to employment. These services are provided free of charge to individuals in our local communities through our Job Connection Centers (JCCs). In addition, these services are offered to the participants of other GICO programs and to community agency partners. Services offered at our JCCs include: free access to computers, internet, phone, fax, job boards, resume writing, and one-on-one job search assistance. JCCs also serve as resource centers for information on social services and local community agencies.

Our JCCs are funded, in part, by allocations from United Way of Central Oklahoma, as Goodwill of Central Oklahoma is a UWCO Partner Agency.

### 2017 JOB CONNECTION CENTERS

- 316 S. Blackwelder Ave. Oklahoma City, OK 73108
- 6824 E. Reno Ave. Midwest City, OK 73110
- 3729 S. Western Ave. Oklahoma City, OK 73109
- 2016 NW 39th St. Oklahoma City, 73118
- 1930 N. Kickapoo Shawnee, OK 74801
- 2430 W. Mains St. Norman, OK 73071







SUCCESS STORY FRED MAXWELL

*“Within a week of being connected to SSVF I was housed and have been ever since.”*

## Supported Services for Veteran Families

The Supportive Services for Veteran Families Program (SSVF) provides temporary supportive services to very low-income families in central Oklahoma who are homeless or at risk of becoming homeless. The SSVF program offers outreach, rapid re-housing case management, assistance with filing for benefits, employment services, legal aid referrals, peer support, housing counseling, and community referrals to assist with maintaining long term housing stability.

### 2017 SSVF LOCATIONS

6824 E. Reno Ave. Midwest City, OK

2713 SW 29th Oklahoma City, OK

921 NE 13th St. Oklahoma City, OK

316 S. Blackwelder Ave. Oklahoma City, OK

3801 NW 63rd St. Oklahoma City, OK

1183 E. Main St. Norman, OK



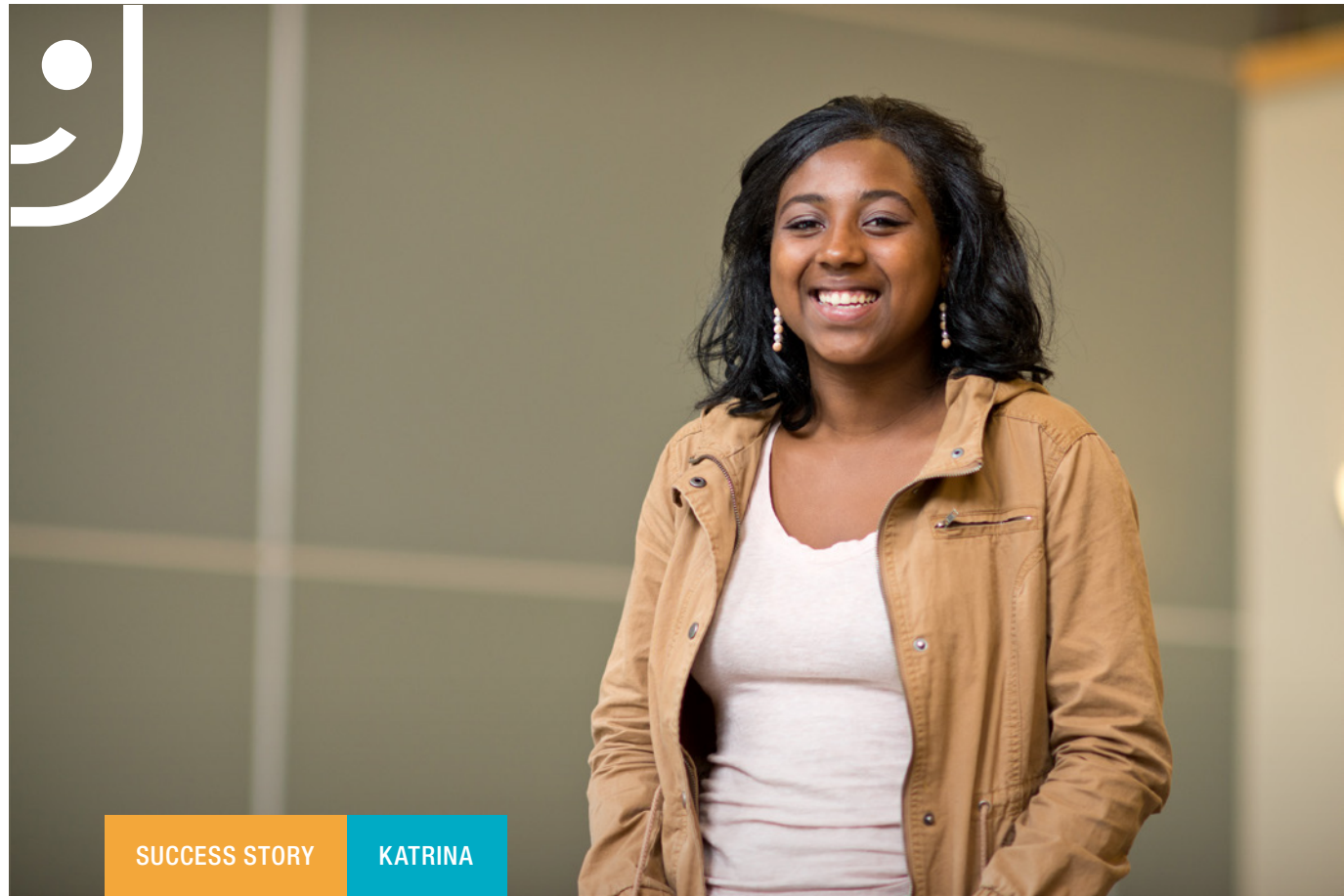
**208**

VETERANS RE-HOUSED  
WITHIN 30 DAYS



**479**

VETERANS RECEIVED  
ASSISTANCE



SUCCESS STORY

KATRINA

Like most middle school students, Katrina was experiencing a wide range of influences when she found herself in Goodwill's GoodGuides program.

*Here she made friends, learned emotional intelligence skills, and accepted the value in being unique. Katrina was recently accepted into the OSU-OKC Police Science program!*

## High School Equivalency

Goodwill's High School Equivalency (HSE) Test Prep program provides education guidance and training to individuals preparing for the GED and other HSE tests. Student referrals are also assisted with preparation for post-secondary or vocational training opportunities.

### 2017 HSE LOCATIONS

922 NW 91st St. Oklahoma City, OK 73117

2701 N. Oklahoma Ave. Oklahoma City, OK 73105

4901 S. Bryant Oklahoma City, OK 73129

5801 W. Britton Rd. Oklahoma City, OK 73131

## GoodGuides

GoodGuides provides workforce and transition preparation, along with mentorship to at-risk middle school and high school students at Title 1 schools in the Oklahoma City metro. This preparation and mentorship helps students successfully graduate with necessary life skills.



69

ADULTS RECEIVED  
GED ASSISTANCE



49

YOUTH RECEIVED  
MENTORING





SUCCESS STORIES

WORK ADJUSTMENT TRAINING STUDENTS

Lizet

*“My favorite part about being at Goodwill is that anything I want to know or work on, they help me with. They teach us new skills and how to work hard!”*

Alicia

*“At Goodwill, I’ve learned how to type and manage money.”*

Maline

*“Since being at Goodwill, my biggest accomplishment is making new friends, being nice, and working together.”*

Keretia

*“My advice for someone wanting to try Goodwill is to try it! It’s safe and fun and you learn a lot of different skills.”*

## Work Adjustment Training

Work Adjustment Training (WAT) prepares high school students with disabilities for life after graduation. Students explore different careers, practice work skills through volunteering in the community, learn independent living skills, and achieve self-defined goals.

GICO’s Transition Work Adjustment Training program was supported, in part, by a generous grant from The Anschutz Foundation.

**PROGRAM GOALS:** The Transition Work Adjustment Training program is designed to prepare high school age youth with significant barriers for independent competitive employment in the community by developing important work habits, attitudes and personal and social adjustment skills.


- Helps eligible young adults with disabilities make the transition from school to work in order to function as productive adults within society;
- Develops a partnership between DRS and local public school districts, Career Techs, charter schools, and private schools; and
- Facilitates partnerships and involvement with other organizations and with the community.

DRS clients preauthorized to participate in WAT may do so for up to 18 consecutive months, as approved on an individual basis by the DRS counselor. If the client requires more time to make additional progress, the DRS counselor may authorize additional time. Summer months spent in WAT count toward the total consecutive 18 months, if the program is available. Goodwill Industries of Central Oklahoma agrees to fully train the staff responsible for carrying out the duties set forth in the contract between GICO and DRS.

### 2017 WAT CLASSROOMS

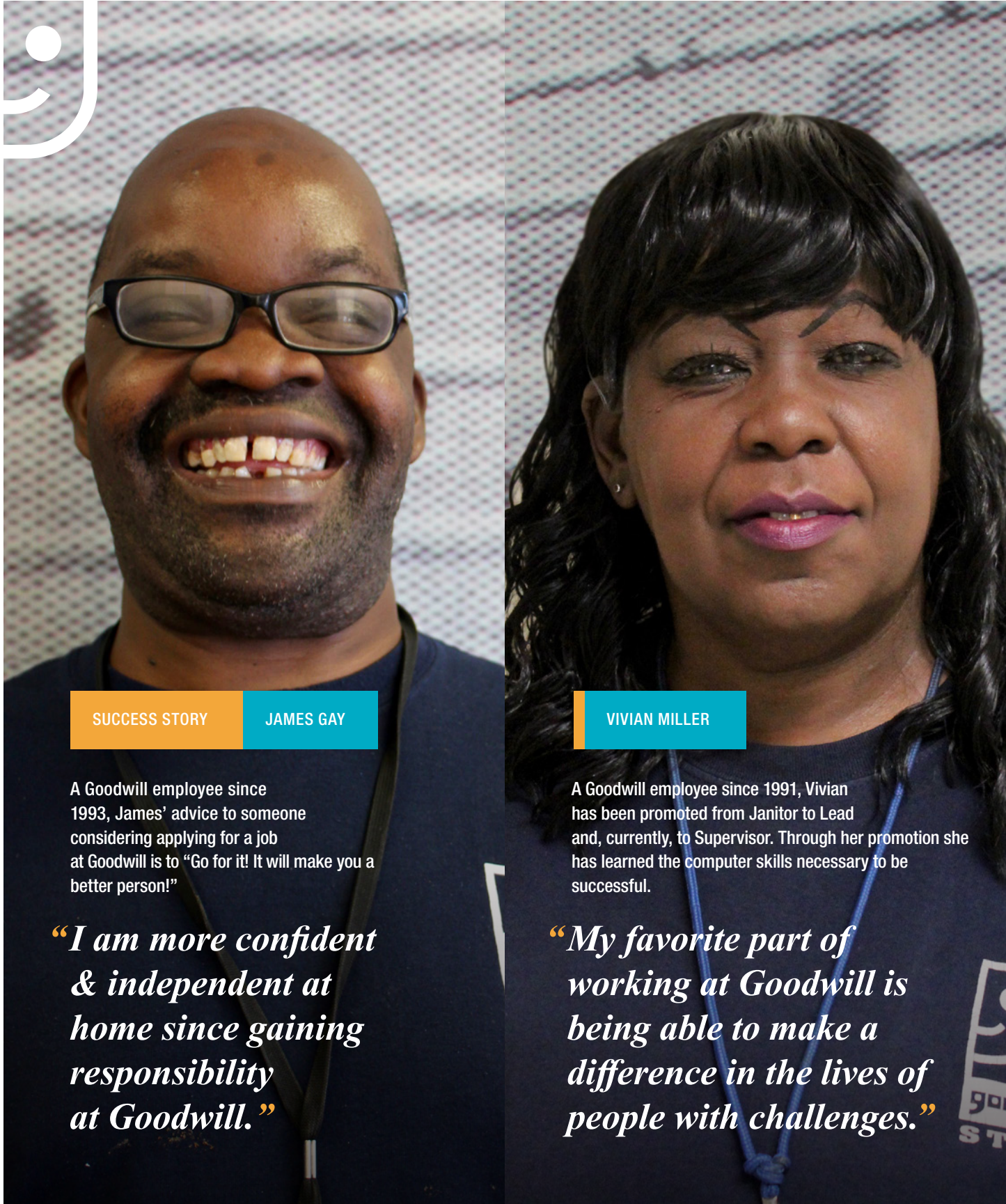
316 S. Blackwelder Ave. Oklahoma City, OK

7515 SE 15th St. Midwest City, OK 73110



**25**  
STUDENTS RECEIVED  
WORK ADJUSTMENT  
TRAINING





SUCCESS STORY JAMES GAY

A Goodwill employee since 1993, James' advice to someone considering applying for a job at Goodwill is to "Go for it! It will make you a better person!"

*"I am more confident & independent at home since gaining responsibility at Goodwill."*

VIVIAN MILLER

A Goodwill employee since 1991, Vivian has been promoted from Janitor to Lead and, currently, to Supervisor. Through her promotion she has learned the computer skills necessary to be successful.

*"My favorite part of working at Goodwill is being able to make a difference in the lives of people with challenges."*

## State Use Contracts Janitorial Services

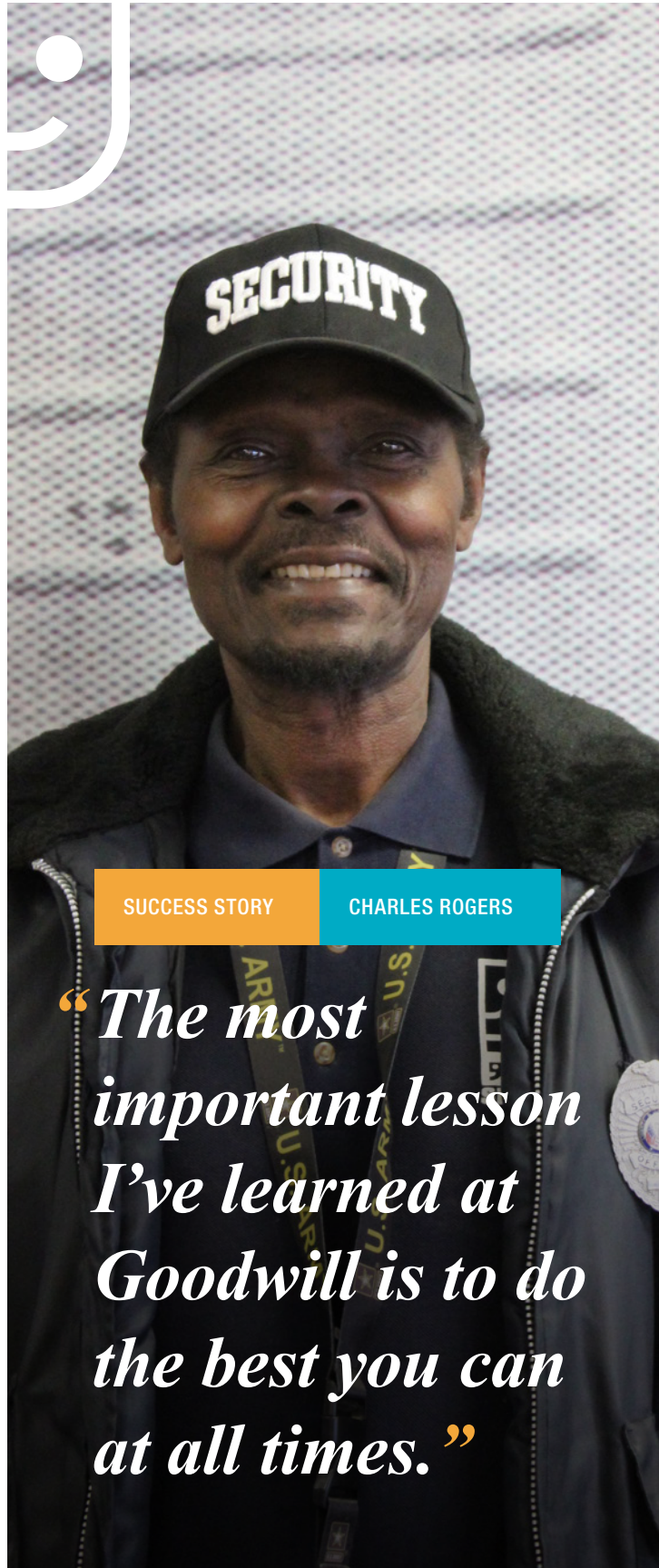
Goodwill provides Janitorial Services to 40+ buildings around the OKC metro area. Our team of 145 staff professionally clean over 2.9 million square feet under the State Use Program whereby more than 75% of our team have a physical or mental impairment or medical condition that substantially limits a major life activity. Our quality services are showcased in the Oklahoma State Capitol, the Oklahoma History Center, the State Library for the Blind and many other high profile public buildings. Our teams are provided continuous training in modern techniques, new equipment, chemical safety and other task related skills.

### 2017 JANITORIAL CONTRACT LOCATIONS

- Oklahoma State Capitol
- Capitol Area Complex
- Oklahoma History Center
- Oklahoma Military Department
- Oklahoma Department of Human Services
- U.S. Army Corps of Engineers Recruiting Centers
- JD McCarty Center for Disabled Children in Norman







SUCCESS STORY

CHARLES ROGERS

*“The most important lesson I’ve learned at Goodwill is to do the best you can at all times.”*



TERRY BAILEY

*“I’ve gained many new skills at Goodwill, but most importantly is improving my people skills.”*

## State Use Contracts Security Services

Goodwill is contracted to provide unarmed Security Services to various State agencies across Oklahoma under the State Use Program. Our security team provides day and night services to over a dozen locations around the OKC and Tulsa metro areas. Our teams are all CLEET certified and participate in Goodwill sponsored continuing education programs.

### 2017 SECURITY CONTRACT LOCATIONS

Oklahoma School for Science and Math

JD McCarty Center for Children with Development Disabilities

Oklahoma Department of Human Services

Oklahoma Department of Mental Health



40

GOODWILL EMPLOYEES WORK AT STATE USE CONTRACT SITES



76%

OF HOURS WORKED BY GOODWILL CONTRACT STAFF ARE PERSONS WITH SELF IDENTIFIED DISABILITIES





## Retail

# Donated Goods

Donated Goods Retail presorts and processes gently used household goods and clothing. All items are carefully sorted, evaluated, priced and placed on the sales floor for our customer's shopping experience. Great treasures are found daily and employees are constantly working on keeping the sales floor full of goods. Donated goods that do not meet quality standards are sent to our warehouse and outlet store to be processed. Our mission is driven by selling gently used clothing and household items to provide job training services for the community.

### GRAND OPENINGS – N. EDMOND & GUTHRIE

Goodwill opened its 23rd retail store in June 2017 in Edmond, Oklahoma.

Goodwill opened its 24th store in August 2017 in Guthrie, Oklahoma. Guthrie Chamber of Commerce led the Ribbon Cutting Ceremony with Goodwill leadership, retail staff and the community!



**24** RETAIL STORES  
**1** OUTLET STORE  
**30** ATTENDED DONATION CENTERS



**1,820,116**  
 IN-STORE TRANSACTIONS



SUCCESS STORY

SHELLIE SIMPSON – STORE MANAGER

A Goodwill employee since 2012, Shellie was determined to overcome her past and build a better life for herself. She has become a leader others look up to, and a real example of hard work and second chances.

*“Any chance you can get when you’re coming out of a situation like I came out of is a chance for success. When no one else would, Goodwill gave me that chance.”*



566,730

MATERIAL DONATIONS RECEIVED



10,579,279

MATERIALS KEPT OUT OF THE LANDFILL

RANDY PATROM – AREA MANAGER

A Goodwill employee since 2001, Randy started as a donation center attendant with no formal education. Through a Goodwill education program he quickly received his GED and now says “without the education part of Goodwill, I would not be where I am today.”

*“Goodwill offers more than a job, it’s truly a career path.”*



# Peace, Love & Goodwill Festival

GOODWILL hosts a one-day community event at the Myriad Botanical Gardens in downtown Oklahoma City featuring LISTEN, EAT, SHOP and EXPLORE. The Peace, Love and Goodwill Festival attracts Oklahomans of all ages with children's activities, local food trucks, live music by local artists and pop-up shops of Oklahoma's favorite local businesses.



# Grow with Google

GROW WITH GOOGLE was a one-day event hosted by Google.org. As a community partner, Goodwill Industries of Central Oklahoma joined the Google team as they provided in person free trainings, demos, workshops and one-on-one coaching at the Devon Boathouse in Oklahoma City. Many Goodwill staff members and program participants received training at the event. Goodwill President & CEO Mark Barth spoke on the Digital Heroes Panel.

Google.org and Goodwill, the United States' leading workforce development nonprofit, have joined forces to launch the Goodwill Digital Career Accelerator program. Funded by a \$50,000 grant from Google.org and with the assistance of Google volunteers, this new Goodwill initiative will mobilize our local organization as we seek to equip our community with expanded and enhanced digital skills training over the course of three years.

Goodwill staff will train people seeking career advancement who need additional skills and who have limited work experiences — people with disabilities, barriers and other disadvantages, youth and young adults, older workers, veterans and military family members, and people who are transitioning back into their communities. With these digital skills, job seekers and career advancers will make themselves more marketable and better able to advance in today's labor market.

The investment will strengthen Goodwill's ability to be a key place where job seekers can build their digital skills and enhance their lives.



**15,000**  
MEMBERS OF THE  
COMMUNITY ATTENDED



**40** LOCAL  
SHOPS  
**30** LOCAL FOOD  
TRUCKS  
**20** LOCAL  
ARTISTS

**Google** **1,000**  
MEMBERS OF THE  
COMMUNITY RECEIVED  
GOOGLE TRAINING



**\$50,000**  
GRANT TO STRENGTHEN  
GOODWILL DIGITAL  
SKILLS TRAINING





GOODWILL hosted two days of fun and appreciation for its staff and Community Workforce program participants. The Goodwill family participated in children's activities, lawn games, music, and catered BBQ. The Goodwill Executive Team led tours of the Goodwill facility sharing the operation of its mission to employee friends and family. Everyone in attendance also heard Goodwill success stories and entered to win prizes throughout the day. United Way Day of Caring Volunteers helped make the day a success and "Good Will" (Lucas Ross) even joined in on the fun!

# Family Picnic



**LOU HARGRAVE** served on Goodwill Industries of Central Oklahoma's Board of Directors for 20 years from 1997-2017. She spent her years of service sharing her passion and expertise in education and programing while serving on the Program Planning Committee. Lou also served as the Chair-Elect: 2010-2012 and Board Chair from 2013-2015. She was instrumental in requesting the ad hoc committee status receive a permanent Standing Committee status. We are grateful for Lou's dedicated service to Goodwill and it's mission to enhance the quality of life for individuals with disabilities and disadvantages through the power of work.

## Board of Directors

**LORIANNE DENSLAW • CHAIR**  
VP, Employee Benefits Counsel,  
American Fidelity

**CHARLIE WRIGHT • CHAIR ELECT**  
President, Wright Audit & Risk Management,  
LLC

**DAVID PARKER • TREASURER**  
Director Internal Audit, OG&E

**LISA ALLISON • SECRETARY**  
VP Human Resources,  
Enable Midstream Partners

**GEORGE E. JOHNSON, JR. • PAST CHAIR**  
President, G. B. Johnson, Inc.

**SCOTT BRIGGS**  
COO, The Oklahoman

**DR. LOU HARGRAVE**  
Retired

**EMILY STUART**  
Director Regulatory Services, AEP

**STEVE SHEPELWICH**  
Community Volunteer

**CHARLIE WEEKS**  
TANF Coordinator, CareerTech

**HERB FORRESTER**  
President, Fordelco;  
Realtor, Keller Williams

**PASTOR ERICA THOMAS**  
Quayle United Methodist Church

**BILL CORUM**  
Special Counsel, American Fidelity

**BILL WANDEL**  
VP Risk Management, Integris

**MARK BARTH**  
President & CEO,  
Goodwill Industries of Central  
Oklahoma, Inc.



**218**

GOODWILL PROGRAM  
PARTICIPANTS ATTENDED



**576**

GOODWILL EMPLOYEES  
ATTENDED



# 2017 Community Investment



**88¢**

OF EVERY DOLLAR  
IS REINVESTED IN  
OUR COMMUNITY



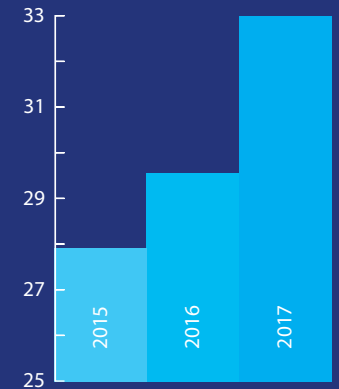
**5,968**

PEOPLE  
SERVICED  
IN 2017

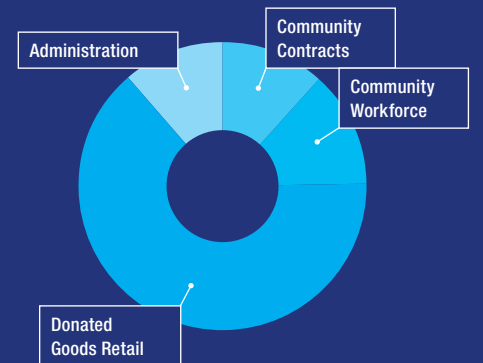
COMMUNITY SUPPORT	2017
Community Contracts	\$5,751,857
Community Workforce	\$3,187,057
Donated Goods Retail	\$23,194,815
Other	\$871,185
<b>Total Revenues &amp; Support</b>	<b>\$33,004,914</b>

INVESTMENT	2017
Community Contracts	\$3,909,374
Community Workforce	\$4,316,290
Donated Goods Retail	\$21,302,381
Administration	\$3,764,712
<b>Total Operating Expenses</b>	<b>\$33,292,757</b>
Change in Net Assets	(\$287,843)

TOTAL REVENUES & SUPPORT (in millions)



EXPENSES





## Attended Donation Centers

### AREA NORTH

EDMOND - N KELLEY  
1324 N Kelley  
Edmond, OK 73003

EDMOND - N BRYANT  
13801 N Bryant Ave.  
Oklahoma City, OK 73013

EDMOND - 192ND  
1020 NW 192nd, Ste. G  
Edmond, OK 73012

EDMOND - EAST COVELL  
5801 E Covell Rd.  
Edmond, OK 73034

EDMOND - N BROADWAY  
6817 N Broadway  
Edmond, OK 73034

EDMOND - WEST  
2125 W 15th St.  
Edmond, OK 73013

EDMOND NW 150TH  
904 NW 150th St.  
Edmond, OK 73013

OKC - 23RD & PENN.  
2124 NW 23rd St.  
Oklahoma City, OK 73107

OKC - 82ND & WESTERN  
8301 N Western Ave.  
Oklahoma City, OK 73114

OKC - MAY & GRAND  
7420 N May  
Oklahoma City, OK 73116

OKC - N MACARTHUR  
13325 N MacArthur Blvd.  
Oklahoma City, OK 73142

OKC - NORTH PARK  
12302 N May Ave.  
Oklahoma City, OK 73120

OKC - NW 122ND  
7000 NW 122nd St., #C  
Oklahoma City, OK 73142

OKC - NW 23RD  
440 NW 23rd St.  
Oklahoma City, OK 73103

OKC - NORTH  
7001C Hefner Rd.  
Oklahoma City, OK 73162

### AREA SOUTH

EL RENO  
1709 Investors Ave.  
El Reno, OK 73036

MIDWEST CITY - EAST  
9903 SE 15th St.  
Midwest City, OK 73130

MOORE - SANTA FE  
620 Santa Fe, Ste. B  
Moore, OK 73160

MOORE - EAST  
107 N Eastern  
Moore, OK 73160

MOORE - WEST  
741 NW 12th St.  
Moore, OK 73160

MUSTANG  
200 N Mustang Mall Ter.  
Mustang, OK 73064

NORMAN - 2101 CLASSEN  
2101 Classen Blvd.  
Norman, OK 73071

NORMAN - 3048 CLASSEN  
3048 Classen Dr.  
Norman, OK 73071

NORMAN - I-35  
1204 Interstate Dr., Ste. 100  
Norman, OK 73072

NORMAN - PORTER  
201 N Porter Ave.  
Norman, OK 73071

NORMAN - 12TH & ROCK CREEK  
2400 NE 12th  
Norman, OK 73071

OKC - 2209 SW 104TH  
2209 SW 104th, Ste. C  
Oklahoma City, OK 73159

OKC - 59TH & S SOONER  
5801 S Sooner Rd., Ste B  
Oklahoma City, OK 73135

OKC - S OKC  
8809 S Sooner Rd., Ste C  
Oklahoma City, OK 73135

TRI CITY  
715 NW 32nd Pl.  
Newcastle, OK 73065

## Retail Stores

COUNCIL  
8015 NW Expressway  
Oklahoma City, OK 73162

THE VILLAGE  
2917 W Britton Rd.  
Oklahoma City, OK 73120

NORMAN  
151 SE 12th Ave.  
Norman, OK 73071

MOORE  
741 SW 19th St.  
Moore, OK 73160

MACARTHUR  
6305 N MacArthur  
Oklahoma City, OK 73122

YUKON  
1101D Garth Brooks Blvd.  
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  
1320 W Reno Ave.  
Oklahoma City, OK 73016

WEST NORMAN  
2430 W Main  
Norman, OK 73069

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

39TH & PENN  
2016 NW 39th St.  
Oklahoma City, OK 73118

WEST EDMOND  
1900 NW 164th St.  
Edmond, OK 73013

S WESTERN  
9118 S Western Ave.  
Oklahoma City, OK 73139

SHAWNEE  
1930 N Kickapoo  
Shawnee, OK 74804

15TH MW BLVD  
7515 SE 15th St.  
Midwest City, OK 73110

ARDMORE  
904 N Rockford Rd.  
Ardmore, OK 73401

S OKC-REDING  
3729 S Western Ave.  
OKC, OK 73109

STILLWATER  
801 E Lakeview Rd.  
Stillwater, OK 74075

SE MOORE  
805 S Eastern Ave.  
Moore, OK 73160

EDMOND N  
2525 W. Danforth Rd.  
Edmond, OK 73003

GUTHRIE  
501 S. Division St.  
Guthrie, OK 73044





Goodwill Industries  
of Central Oklahoma Inc.  
316 S. Blackwelder Ave.  
Oklahoma City, OK 73108  
405.236.4451

