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Goodwill Stores & Donation Centers

Greetings Friends of Goodwill,
2018 was a very productive year for our Goodwill!

The Leadership Team, along with the Board, created the mission, vision, values and purpose language that we are now cascading to all our teammates here at Goodwill. Our goal is for all team members to know our mission statement by heart: “We help people overcome challenges to employment” and live our values of Respect, Integrity, Commitment and Innovation. These values are the foundation of everything we do.

We stayed very busy in 2018 with community activities such as serving as a Pacesetter Organization for the United Way campaign, rebranding our stores at NW Expressway and Council and at Windsor Hills with a fresh, bright new look with mission messaging. We plan to continue rebranding until all our stores and attended donation centers are complete!

We also received accreditation from the Oklahoma Board of Private Vocational Education, creating the Goodwill Career Pathways Institute. We were selected to receive the Oklahoma City Community Foundation’s “Great Idea Challenge” grant for our new Employment & Training Alliance. This effort will enable stakeholders in our region to better align services, share information, and reduce barriers to employment for Oklahoma jobseekers.

Financially, our Goodwill operated in the black for the first time since 2014. Our Donated Goods Retail group had 15 stores that broke sales records.

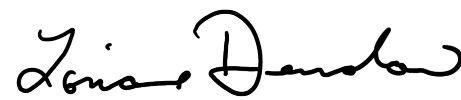
Though we lost some State Use contracts mid-year, our team rose to the challenge and transitioned staff to other positions while landing a janitorial contract with public television network OETA.

2018 was a year of transformation for our Goodwill. The year 2019 will be one of building infrastructure and integrating mission, vision and values into the entire organization to fulfill our goal of helping people reach their highest level of self-sufficiency and as a result, strengthening our community.

Respectfully,



Mark A. Barth
President & CEO



Lorianne Denslow
Chairman of the Board



RESPECT

Listen
Show care and compassion
Appreciate the opinions of others

COMMITMENT

Pursue excellence
Hold ourselves and others accountable
Work as a team

INTEGRITY

Do the right thing
Be open and truthful
Uphold our values

INNOVATION

Seek better ways of doing things
Welcome ideas
Learn and Grow

OUR PURPOSE:

We believe in the power of work.



OUR MISSION:

We help people overcome challenges to employment.



OUR VISION:

We help people reach their highest level of self-sufficiency – strengthening our community.

DONATED GOODS RETAIL



Two Goodwill Stores & Donation Centers were rebranded in 2018: Store #10 at NW Expressway and Council and Store #24 at Meridian and NW 23rd Street.

BY THE NUMBERS IN 2018

892 Hired in Retail

47 Internal Promotions in Retail

9.1 Million Pounds Salvaged

575,481 Donations Received

1.67 Million Store Transactions

Goodwill's donated goods and retail operations play a significant role in supporting mission services. These services help individuals overcome challenges to employment.

In 2018, Goodwill Stores & Donation Centers saw continuous improvement in safety, processes, and customer experience. These improvements are ongoing and are an integral part of our new Strategic Plan.

Each year, our donors and shoppers help us carry out our mission through their generosity. As gently-used items are donated, Goodwill employees process these goods, which are then sold in our retail stores and outlet store. Funds raised by the community's donations are used to provide GICO's wide array of educational and employment services.

We are committed to improving our standards and processes internally for high-quality outcomes. To better serve our communities, we are introducing retail management training and reorganizing existing store fronts and donation centers.

A WAY OF LIFE: HUMANITY, KINDNESS ARE INSPIRATION

It wasn't too long ago that Leigh George found herself where no one ever expects to be – living under a bridge, homeless, and addicted to drugs – with a felony conviction to boot.

Today, however, Leigh wakes up every morning sober, living in her own home, knowing that God has special plans for her today and every day.

"I'm not where I used to be," she says. "My worst day is not that bad."

Finding a job with a felony conviction on her record was nearly impossible until Leigh found Goodwill.

"I always tell people what our mission is, and that I'm an example of that."

Her career at Goodwill has played a vital part in regaining her self-worth and confidence. Leigh started with Goodwill in March, 2018 as a shift lead and through her hard work and dedication, she was quickly promoted to assistant store manager.

In 2019, she was promoted again, to store manager of Goodwill's Store 29 in Midwest City.

"I am proud of myself," she says. "I work really hard. For me, it's not a job, it's a way of life."

Her strength to share her story, Leigh says, comes from God.

"I don't get to succeed in life unless I share with people," she says. "There are people out there who are waiting for me to do what God wants me to do — to share with people. That's why I love Goodwill because life is about humanity and being a good person."



"If you take the time with people it really matters. You never know what's happening in their lives."
-Leigh George

Leigh George is one of Goodwill Industries of Central Oklahoma's many success stories.

OUR MISSION WE HELP PEOPLE OVERCOME CHALLENGES TO EMPLOYMENT

GOODWILL WORKS



**BY THE NUMBERS
IN 2018**

81,667 Hours Spent in Vocational Training Per Year

131 Total People Served

8 People Placed in Employment

In January, 2018, Melanie Elliott, Director of Community Workforce at GICO was invited to join the Oklahoma City Mayor's Committee on Disability Concerns. The Committee is a nonprofit that works to promote access and inclusion to all the city's residents and visitors with disabilities. The group works to create awareness of issues and solutions for the public.

"We try to use the power of the community in our collective areas of expertise to have a greater impact on individuals with disabilities in Oklahoma City," Elliott said.

The organization is comprised of volunteers who donate their time and expertise to help Oklahoma City become as accessible and inclusive as possible for individuals with disabilities.

"It's truly an honor and a privilege to be a member of the committee because everyone is so passionate about their roles in promoting diversity in our city by ensuring accessibility to all."

Goodwill Works is a vocational training program designed to assist individuals in acquiring work experience, job readiness skills, and vocational exploration. This program is geared toward defining an individual's career goal.

Goodwill Works utilizes supervised work crews, classroom instruction, and a variety of community experience to train the participant on basic responsibilities and appropriate work habits, attitudes, and personal and social adjustment skills needed to be successful in employment.

The goal of Goodwill's Supported Employment programs, including Goodwill Works and Goodwill Milestones is to assist participants with building career skills that prepare them for competitive, integrated employment in the community.

GOODWILL MILESTONES



Sabrina Ramirez uses photos, such as this one, to help remind her how to perform her duties at work.

**BY THE NUMBERS
IN 2018**

35 Total People Served

39 Milestones Achieved

6 People Placed in Employment

Sabrina Ramirez has proven that work can transform lives. Sabrina participated in the Work Adjustment Training program while in high school and returned to Goodwill in 2018 as a participant of the Milestones program. When she came in for her initial assessment, I noticed that she was extremely shy and soft spoken. However, Sabrina knew exactly what she wanted to do. She has a passion for animals and she wanted to work in a veterinary clinic.

I was able to get Sabrina placed as a kennel technician at Oakwood Veterinary Clinic. Every time I visit Sabrina at work, she is brimming with confidence and she lights up when you ask her about her job.

Sabrina's grandmother, who is a great support for Sabrina, noticed that she never wants to miss a day of work, even if she is sick.

Sabrina's sense of purpose and motivation is very inspiring. Her support at home is matched on the job by her coworkers and Dr. Greg Ohmann, who owns the clinic. Supported Employment has helped Sabrina to develop her skills and engage in meaningful work and has provided Oakwood Veterinary Clinic with a loyal and dedicated team-player.

- Brogan Ward
Employment Consultant

OUR PURPOSE: WE BELIEVE IN THE POWER OF WORK

Job Connection Center

Welcome to a digital world



Goodwill Industries of Central Oklahoma's Job Connection Center provides staff and IT resources to assist anyone who walks through our door with employment services, including job searches, email account creation, resume building, phone calls with prospective employers, and more.

Our JCC also serves as an entry point for individuals to connect with skills development workshops that are offered through the Goodwill Career Pathways Institute, such as Google IT courses, interviewing tips and practice workshops, professional dress, and etiquette courses.

BY THE NUMBERS
in 2018

1,840 Total People Served

2,157 Total Number of Employment-Related Services Provided

355 Total People Placed in Permanent Employment

At Goodwill Industries of Central Oklahoma, in 2018, 10 individuals earned their Certificate of High School Equivalency through our TANF/HSE trainings. On average, these journeys took about seven months and the program received overwhelmingly positive feedback. "I love it!m " said one participant. "Please never change. I'm truly blessed to be here!"



Finding Freedom:

Angela discovers life of helping others



Angela Kaelin shared her success story with KWTN-9 with hopes of helping people in similar situations.

"I'm determined to beat the odds."
-Angela Kaelin

Angela Kaelin has quite a story to tell. Hers is one of overcoming desperate obstacles — abuse, cancer, seclusion.

But overcome she has. Once upon a time, Angela was held hostage by her then-husband, who abused her daily and forbade her any semblance of freedom.

Today, Angela is free. Where once, disease threatened her life, today she is healthy.

Where once, Angela couldn't imagine what the outside world looked and felt like, today she enjoys the little things; the sunlight, a trip to the movies, taking care of her own home, spending time with family.

It was blind hope that brought her to Goodwill where she found acceptance and a job as a janitor.

Her new job helped her to recognize her own strength, ability, and worth.

Years later, she returned to Goodwill for help with computer skills. She enjoyed the computer courses she was given, free of charge, so much, she took them again.

Today, Angela is in full charge of her life. She works as an administrative assistant in Goodwill's Job Connection Center, helping others who once had as little hope for the future as she had.

"I'm doing something that I never thought I'd do," Angela said. "I'm helping other people help themselves."

OUR Vision: WE HELP PEOPLE REACH THEIR HIGHEST LEVEL OF SELF-SUFFICIENCY. STRENGTHENING OUR COMMUNITY.

Contract Services

Janitorial & Unarmed Security



Goodwill Industries of Central Oklahoma provided janitorial services to 26 state-owned buildings through State Use contracts in 2018.

For our 46-plus janitorial employees, keeping more than 1.5 million square-feet spic and span was no small task, but the Goodwill Janitorial team met and exceeded expectations.

The Janitorial Team received many important accolades from some of Oklahoma's most prominent citizens. Here are a few:

“Since the building’s opening in 2005, Goodwill Industries has been an important partner in keeping the Oklahoma History Center maintained and operating at the high standard that we set for our organization.”
-Bob Blackburn
Executive Director,
Oklahoma History Center

“Goodwill Industries keeps our offices looking neat and clean – a great value from great people.”
-Ken Miller
Oklahoma State Treasurer

“I just wanted to take time and recognize one of your employees for doing a great job. This morning I was getting my morning workout in at the Capitol fitness center when I met one of your employees by the name of Justin. He was there right at 7 a.m. and was hard at work. He was very pleasant to visit with and was very proud of his role at the Capitol.
Job well done to you and your staff.”
- Dan Ross
Capital Assets Management | OMES



Safety First:

Enjoying making a living

Officer Richard Carr began working at Goodwill Industries of Central Oklahoma on October 27, 2015. When I asked Officer Carr what brought him to Goodwill, he said that he moved from Tulsa to Oklahoma City and needed a job. He applied for an unarmed security position and got the job.

Officer Carr had set two particular goals for himself while working for Goodwill: to make a living while enjoying what he does. I asked Officer Carr what he has to say about Goodwill Industries of Central Oklahoma.

Goodwill has great leadership, he said, and has been good to him.

“Goodwill Industries of Central Oklahoma has management that motivates their team,” Carr said. He likes his job and said it is a good place to work. “They are fair and helpful!”

-Margaree Glover
Security Manager

Goodwill Industries of Central Oklahoma was contracted to provide unarmed security services to a total of 13 state agencies from Enid to Oklahoma City to Tulsa in 2018, under the State Use Program.

The security officers participate in Goodwill sponsored continuing education programs. We put security first at Goodwill Industries of Central Oklahoma.



The Goodwill security team provides 24-hour service, seven days each week. The team is skilled with the following certifications:

- Council on Law Enforcement Education and Training (C.L.E.E.T)
- Cardiopulmonary Resuscitation (CPR)
- First Aid
- First Responders

R
ESPECT
L
ISTEN
SHOW CARE AND COMPASSION
APPRECIATE THE OPINIONS OF OTHERS

SUPPORTIVE SERVICES FOR VETERAN FAMILIES



In 2018, the SSVF team moved into a large renovated office space at GICO headquarters.

Supportive Services for Veteran Families is a federal grant program of The U.S. Department of Veterans Affairs. The central Oklahoma SSVF team receives a \$1.59 million grant for Rapid Rehousing and Homelessness Prevention. The Supportive Services for Veteran Families Program (SSVF) provides supportive services to very low-income veteran families who are homeless or at-risk of becoming homeless. Through the SSVF program, veterans can receive rapid rehousing assistance and employment services to improve their housing and economic stability.

Through the SSVF program, homeless Veterans and those at-risk of homelessness received more than \$420,000 in additional benefits for an average of \$15,146 per person.

The housing-first model allows these Veterans to sustain their independence, hold jobs, and learn life-skills such as budgeting and paying bills.

Of participants polled, 79% said their lives have been positively impacted because of the services they received at Goodwill.

BY THE NUMBERS in 2018

504 Total Veterans and Family Members Served

160 Total Veteran Families Re-Housed within 30 Days

51 Veterans Placed in Employment

SELFLESS GIVING: 'Christmas Kade' Brightens Veteran Holidays

When Kade Bumgardner has his birthday each July, he doesn't make a gift wish list.

He has a party and all his friends come, but there is a lack of an iconic birthday party staple.

Instead of a pile of wrapped presents, there is a pile of envelopes filled with cash, checks and gift cards. That's because for the past three years, 14-year-old Kade has been asking his friends and family to donate financially to his birthday fund.

Then, when the holidays draw near, Kade contacts GICO's SSVF team who match Kade with veteran families in need.

Three years ago, Kade sponsored one family, bundling gifts for each child and each parent, wrapping them with care. Last year, Kade sponsored two families.

In 2018, three families were blessed by Kade's caring and selflessness.

On Dec. 20, Kade and his family brought a truckload of gifts to GICO's corporate office. Hot chocolate and homemade cookies, along with holiday music, set the scene for what was an afternoon filled with the joy of the true spirit of giving.

Merry Christmas, Kade!



INTEGRITY
DO THE RIGHT THING
BE OPEN AND TRUTHFUL
UPHOLD OUR VALUES

SETTING THE PACE

with
United Way



GICO served as a Pacesetter organization for the United Way of Central Oklahoma fundraising campaign, an honor bestowed on only the most dedicated United Way campaigners. In 2018, Goodwill Industries of Central Oklahoma received a United Way allocation of \$28,000 to assist in running the Goodwill Job Connection Center.

Goodwill has more than doubled its campaign contributions year-over-year:

2016: \$2,556.00 2017: \$6,066.20
2018: \$12,738.25

Remembering a Legend:

Pam Henry Blazed Trails for People with Disabilities

When Pam Henry was only a toddler, she was diagnosed with polio, a disease that ran rampant in the time, disabling children's legs. The disease was highly communicable before the Salk vaccination, and caused panic in society.

Through the years, with the strength that grew within her, Ms. Henry overcame her disability in many ways.

As the final child representing the March of Dimes, she hoped to show that a polio diagnosis wasn't a death sentence or one that would prevent her from reaching many outstanding achievements.

Ms. Henry received a journalism degree from the University of Oklahoma and went on to become the city's first female television anchor. She worked in Washington, D.C., advocating for disability concerns and became chairman of the Mayor's Committee on Disability Concerns.

A long-time member of the Board of Directors for GICO, Ms. Henry was a crusader for the rights and abilities of others with disabilities and other challenges.

Her passing in September, 2018 reminded us all of her indomitable spirit, powerful voice for change, and legacy of overcoming obstacles with grace and love.



In Pam Henry's honor, GICO has created the Pam Henry Spirit of Our Mission Award, to be presented each year to an employee who shows his or her dedication to improving life for others with disabilities or challenges to employment.



COMMITMENT

PURSUE EXCELLENCE

**HOLD OURSELVES AND OTHERS ACCOUNTABLE
WORK AS A TEAM**

COMMUNITY Investment

Community Support:

Community Contracts	\$4,674,778
Community Workforce	\$2,819,332
Donated Goods Retail	\$25,525,751
Other	\$93,723
Total Revenues & Support	\$33,113,584

Investments:

Community Contracts	\$3,416,212
Community Workforce	\$3,646,186
Donated Goods Retail	\$20,605,820
Other	\$4,252,457
Total Operating Expenses	\$31,920,675

CHANGE IN NET ASSETS:
\$1,192,909

BOARD of Directors

- Lorianne Denslow, Board Chair, American Fidelity
- George E. Johnson, Jr., Immediate Past Board Chair, G. B. Johnson, Inc.
- Charlie Wright, Chair-Elect, Jack Henry & Associates
- Lisa Allison, Secretary, Enable Midstream Partners
- Steve Shepelwich, Treasurer, Community Volunteer
- Emily Shuart, OG&E
- Charlie Weeks, CareerTech
- Scott Briggs, OG&E
- Bill Corum, American Fidelity - Retired
- Pastor Erica Thomas, Quayle United Methodist Church
- Bill Wandel, Integris - Retired
- David Miller, Mercy Health System
- Sharon Baker, Career Tech

EXECUTIVE Team

- President & CEO: Mark A. Barth
- VP, Enterprise Support: Traci Moses
- VP, Donated Goods Retail: Solara Sain
- VP, Facilities: Mel Waples
- Interim VP, Community Workforce: Susan Gabriel
- Interim Chief Financial Officer: Randy Compton

Report by Heather Warlick,
Marketing & Communications Manager

INNOVATION

**SEEK BETTER
WAYS OF
DOING
THINGS**

**WELCOME IDEAS
LEARN AND GROW**

GOODWILL STORE Locations

8015 NW Expressway OKC, OK 73162	2430 W Main Norman, OK 73069
2917 W Britton Rd OKC, OK 73120	4605 NW 23rd St, Ste 200 OKC, OK 73127
151 SE 12th Ave Norman, OK 73071	2016 NW 39th St OKC, OK 73118
741 SW 19th St Moore, OK 73160	1900 NW 164th St Edmond, OK 73013
6305 N MacArthur OKC, OK 73122	9118 S Western Ave OKC, OK 73139
1101 D Garth Brooks Blvd Yukon, OK 73099	1930 N Kickapoo Shawnee, OK 74804
501 S. Division Street Guthrie, OK 73044	7515 SE 15th St Midwest City, OK 73110
914 Arlington Center Ada, OK 74820	904 N Rockford Road Ardmore, OK 73401
6830 E Reno Ave Midwest City, OK 73110	3729 S Western Avenue OKC, OK 73109
Outlet, 1320 W Reno Ave OKC, OK 73106	801 E Lakeview Road Stillwater, OK 74075
805 S Eastern Ave. Moore, OK 73160	2525 W. Danforth Rd. Edmond, OK 73003

GOODWILL Attended Donation Centers

North	1324 N. Kelley Edmond, OK 73003	South	440 NW 23rd Street OKC, OK 73103
	13801 N Bryant Ave Edmond, OK 73013		9903 SE 15th Street Midwest City, OK 73130
	7001 C Hefner Road OKC, OK 73162		620 Santa Fe, STE B Moore, OK 73160
	5801 E Covell Rd. Edmond, OK 73034		107 N. Eastern Moore, OK 73160
	6817 N. Broadway Edmond, OK 73034		200 N. Mustang Mall Ter. Mustang, OK 73064
	904 NW 150th Street Edmond, OK 73013		3048 Classen Drive Norman, OK 73071
	8301 N. Western Ave. OKC, OK 73114		1204 Interstate Dr, STE 200 Norman, OK 73072
	7420 N. May OKC, OK 73116		1915 Classen Blvd, STE 125 Norman, OK 73071
	13325 N MacArthur Blvd. OKC, OK 73142		2400 NE 12th, Norman, OK 73071
	12302 N May Avenue OKC, OK 73120		2209 SW 104th, STE. C OKC, OK 73159
	7000 NW 122nd Street, #C OKC, OK 73142		

We Believe in the
Power
of Work

