

Embracing
the *potential*
of *people and*
communities



2013 ANNUAL REPORT

Goodwill Industries of Central Oklahoma, Inc.

OUR MISSION
is to enhance the *quality of life*
for individuals with disabilities and
disadvantages through the
POWER of Work.



VISION STATEMENT

Operating in 37 counties, Goodwill Industries of Central Oklahoma is one of the largest non-profit providers of employment training services for people with disabilities and disadvantages in Oklahoma. We will continue to operate until our communities are a place where every person is living a full and independent life; every job is accessible and compensated fairly; and individual, community and environmental well-being is maximized.

Welcome to Goodwill Industries of Central Oklahoma!

In the following pages you will read stories about amazing individuals that have touched our lives in 2013. What may not be apparent are the struggles, heartache, and loss so many in our community suffered as a result of the "May Tornadoes". Our family was not excluded from the disaster. Several of our employees lost their homes and, tragically, some lost loved ones.

Although we are not a disaster relief organization, Goodwill Industries of Central Oklahoma did everything we could to help those in their time of need. 4,913 survivors received clothing, household goods, and other necessities through our distribution centers and more than 1,000 volunteers worked 4,477 hours to bring those donations to those in need. These numbers do not include the efforts of our staff, in every department, to ensure we were doing everything possible to assist those in need.

We offer our condolences and support to those affected by the May tornadoes and our deepest appreciation and respect to the donors, volunteers, first responders, agencies, and staff that worked tirelessly to provide some hope during a horrible disaster.

Not only last year's disasters, but everyday obstacles faced by too many of our neighbors, confirm the ongoing need in our community for Goodwill's programs and services. Working to overcome barriers to employment in our community is a big job, and Goodwill can't do it alone.

We invite you to join us in embracing the potential of people and communities by donating stuff to create jobs – it's worth more than you think.

Sincerely,
Chris Daniels, CEO

"Working to overcome barriers to employment in our community is a big job, and Goodwill can't do it alone."



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More than ever before, 2013 provided more opportunities for Goodwill Industries of Central Oklahoma to embrace the potential of people and our communities where we operate. Listed below are some highlights of the year.

GoodGuides® Outstanding Mentor Recognized – January

Captain Kevin Penn, USAF, was recognized at the Oklahoma state capital as a nominee for the 2012 Mentor of the Year. “Kevin stands out because, no matter what country he is in, or what he is doing, he still keeps up with me and shows me he cares,” writes Johnenri Lee his mentee in the GoodGuides® program. The program helps young people who are at risk for dropping out of school, those who are facing legal trouble, and those who are at risk of delinquency.

Spring Clean Up – March

Goodwill of Central Oklahoma reached out to the community to “clean up this spring” and help support their community by donating unwanted or unused items to one of 25 Goodwill Attended Donation Centers or 10 retail stores. Helping Oklahomans receive job training or assistance is as easy as cleaning out your closet.

Free Tax-Filing Services - April

Goodwill of Central Oklahoma teamed up with the IRS to host a Volunteer Income Tax Assistance site to provide free tax preparation services to the community. This partnership was developed to help workers determine if they qualified for Earned Income Tax Credit worth up to \$5,891 when they file their tax return.

Disaster Relief – May

Following the storms of May 2013, Goodwill responded to the outpour of solidarity and generosity from our local and nationwide communities. Receiving nearly 3 million pounds and over 2,600 donations, over 1,000 volunteers assisted Goodwill of Central Oklahoma to provide support to those affected.

Peace Love & Goodwill Concert - June

Goodwill of Central Oklahoma invited the community to a block party outside of the Chevy Bricktown Event Center and a benefit concert to benefit the Oklahoma Red Cross and Goodwill disaster relief support. The evening was dubbed a celebration of the Oklahoma spirit.

Computer Recycling Event – October

Dell Computers and Goodwill of Central Oklahoma teamed up to hold a free computer-recycling event on Saturday, October 5th. Both Dell and Goodwill are committed to encouraging an environmentally responsible culture within our community. Since 2004, Dell has kept more than 200 million pounds of used electronics out of landfills, thanks to the partnership with Goodwill.

Goodwill turns the *community's discards* into **PROGRAMS** that give a **hand UP**

to homeless Veterans, at-risk youth, adults with disabilities, and others that have multiple barriers to employment.

Willie



"I care about doing a good job now."

Maria



"Goodwill makes me proud of who I am."

Nic



"I appreciate the opportunity to help my community."

Jessica



"Goodwill has made me a better person."

Semaj



"The GoodGuides® Program has given me leadership skills."

Ebony & Dee



"We like working together to help others succeed."

Joey



"Goodwill has helped me to step out of my comfort zone."

LaQuetta



"Working at Goodwill gave me self-confidence, it's like a family to me."

This is how **Goodwill Industries of Central Oklahoma** *embraces* the **potential** *of people and communities.*



"People often think they can't overcome their past mistakes and failures but I am proof that you can."



After Larry was released from prison he had two choices, to return to a life of drugs or to rewrite his future. Although Larry had hoped to follow the second path, his attempts to find work and financially support himself met with disappointment when no one would take a chance and hire him. Homeless and out of work, Larry was contemplating his next steps when he sat down on a bus bench next to a caring stranger who suggested he visit the Job Connection Center at Goodwill. Larry followed his advice and that decision has literally transformed his future.

When Larry visited the Job Connection Center in Oklahoma City he found his second chance when he met Employment Consultant, Dorothy Wilson. Dorothy didn't see his past as a barrier, in fact she said, "I got this!". "There's a good job waiting for you out there and we're going to find it." For the very first time in a very long time Larry had hope. This fresh start allowed him to gain financial independence and self-confidence.

Larry is now an Assistant Manager at our NW 23rd & Meridian store. Goodwill is in the business of second chances and Larry is a wonderful example of a life restored, full of hope and promise.



97% of employees are **mission related**



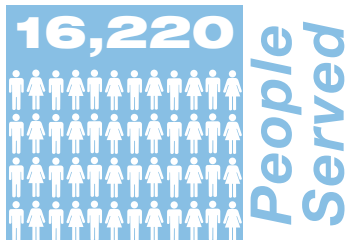


"Thanks to the support I received through GoodGuides® to stay in school, I now look forward to applying to colleges in the fall!"

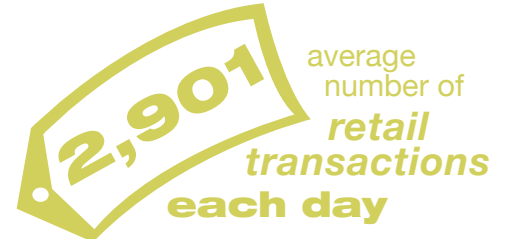
Selina Hill faced many obstacles to stay in school. Growing responsibility to help care for her six younger brothers and sisters, as well as transportation issues to get to school had resulted in consistent tardiness. Though Selina's participation with GoodGuides®, beginning in middle school, she was able to receive resources and support from the program and her mentor to tackle these obstacles.

Rosalind Evans, GoodGuides® Social Services Assistant said, "Although quite shy at first, Selina has blossomed into an enthusiastic and dedicated participant in the program. In fact, she has participated in almost every program offered: service learning and quarterly events, job skill training and the GoodGuides® summer program." Selina added, "I'm hoping to get a part time job this year and attend college next fall to become a nurse."

Facing various forms of instability in her childhood, Selina has been successful in overcoming adversity. What's more, Selina has now become an excellent role model to her six siblings, which increases their chances of graduating from high school too. She is an outstanding individual who works hard to achieve her goals and strives for her dreams. We look forward to following her future achievements and success!



of unwanted items donated to Goodwill were repurposed





"Seeing the sacrifices of others for my behalf helped me overcome my barrier of pride to get the help I needed to succeed."



When Ruben, an Army veteran, arrived at a half way house after being incarcerated, he finally accepted that he couldn't follow the same path and expect different results. He admits that it was the encouragement of others and his Goodwill support system that finally led to his ability to accept the help of others and ultimately achieve success.

David Horne, HRVP Program Manager said, "Progress only works if the person has initiative, and Ruben has demonstrated he is ready and willing to accept the help he needs to get off to a great start." Initially riding a bicycle 20 miles a day for over five months to get to public transportation to report to his new job at Herman's Plumbing, Ruben has won the respect of his employer and his co-workers.

Ruben's face lit up with pride when he said, "I now have my own apartment and will be getting my drivers license soon." He thanks Goodwill for providing him the support and confidence to overcome his situation and now seeks ways to give back by helping others who are struggling.



352,000
goods and recycling
donations were made at
our 24 Attended Donation
Centers in 2013



job seekers who
found employment



individuals
with disabilities
were employed
by Goodwill

Shaunte Smith struggled with low self esteem, low paying jobs, and a string of unemployment before she came to Goodwill as a participant in our Recycling Training Course. "When you have a prior felony, no one is willing to give you a second chance," said Shaunte, "but all that changed when I found Goodwill."

Over the course of the 4-week class, Shaunte's attitude and outlook transformed from one of discouragement to hope. She was committed to the program and became excited about integrating the ideas she learned in class for her plans of future employment in the green jobs program. By week four she had applied for positions at Goodwill and was hired in August of 2011, working at our NW Expressway store.

Over the past three years, Shaunte continued to grow both personally and professionally. She now oversees donation processing at the NW Expressway location and supervises eleven staff members. "I love working with my staff, helping them to succeed too," said Shaunte. "Someday I would like to move into management or even start my own business."

"Goodwill helped me to break out of my shell and become a leader at work. I now supervise 11 staff; something I would never have imagined 3 years ago!"



of every dollar is reinvested
in our community



donors drop off
items at our
Attended Donation
Centers each day



432,262
books recycled



TOTAL SERVED

16,220

33.6% Increase over 2012

Goodwill turns the community's discards into programs that give a hand up to homeless Veterans, at-risk youth, adults with disabilities, and other members of our community with multiple barriers to employment. This is how Goodwill Industries of Central Oklahoma embraces the potential of people and communities.

Job Connection Center

Providing job candidates with basic employment readiness skills including computer training, skill assessment, job search, resume writing and interviewing.

Work Adjustment Training

Helping high school juniors and seniors with disabilities to prepare to transition into the workforce and independence following graduation.

Recycling and Environmental Technician Training

Assisting the chronically underemployed through training to enter green jobs with Oklahoma companies while teaching participants how to build, change and rethink life patterns that affect our environment.

Supported Employment

Helping the dream of achieving successful, stable, and permanent employment a reality to qualified individuals with disabilities through vocational rehabilitation services.

GoodGuides® At-Risk Mentoring Program

Providing a positive adult role model for at-risk youth. Through these partnerships our students learn to develop positive relationships, behaviors and skills to improve their success towards high school graduation. The GoodGuides® curriculum is career-based and helps students transition into continuing education or meaningful employment.

Supportive Services for Veteran Families

Bridging barriers for low-income veteran families who are homeless or at risk for becoming homeless by providing legal services, employment counseling and other services to maintain long-term housing stability.

Homeless Veterans Reintegration Program

Helping homeless veterans reintegrate into meaningful employment within the labor force by providing targeted training to match their interests and skills.



of single shoes recycled



Even the boxes your donations come in are recycled
177,466 lbs.



24
Attended Donation Centers

Donated Goods – Changing Lives

Since 1936, Goodwill Industries of Central Oklahoma has been collecting and selling second-hand goods to support an extensive program of job training and supportive services that benefit thousands of people within the counties we serve. 2013 was no exception and not including disaster relief we received:

336,590 DONATIONS
 or **15,209,920 LBS.**
 of donated goods!

Recycling Center – Environmental Stewardship

Items not suitable to be put on the sales floor (damaged or unsafe) and those not sold in the Outlet Store are recycled at our Goodwill-Chesapeake Recycling Center. Approximately 10 million pounds are diverted from the city landfill each year. Additionally, recyclable items such as plastics, metals, paper, etc. are accepted at all Goodwill stores and Attended Donation Centers. For a full list of accepted recyclables, visit Earth 9-1-1.com. Put your trash to work and recycle at Goodwill today!

16,415 RECYCLED DONATIONS
 were made in 2013

What We Do

Your generous donations offer many Oklahomans the dignity and satisfaction that comes with sustainable employment.



Outlet Store – Consumer Power

After four weeks of being on a Goodwill retail store floor, unsold merchandise from our retail stores are sent to the Outlet Store at 1320 W. Reno in Oklahoma City. This store’s model is very different from regular Goodwill retail stores. Merchandise is put into rolling tables and totes for shopping, and then rotated every two hours with fresh items. Except for the individually priced furniture, merchandise is sold for \$1.49 per pound.

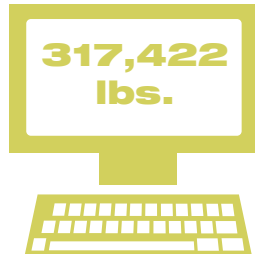
Contract Services – Professional Partnerships

Goodwill’s Community Contracts division offers janitorial, unarmed security, recycling and small assembly services. A partnership with Goodwill gives your business a competitive edge and benefits the entire community. Our Community and Industrial contracts emphasize learning integrated with industrial work skills needed in the community. Our crews work greener, smarter, and harder for you. Goodwill provides security and/or janitorial services to the State of Oklahoma and the Oklahoma Military Department facilities.

2,069,094 SQ. FT.
 cleaned!



28 new Goodwill positions added in 2013 due to donations



of computer equipment recycled



of broken or unsellable housewares recycled



Together we are changing lives through the power of work.

Financial Activities

Revenue & Support

Retail Services	2013	\$13,959,699
Contract Services		\$4,548,401
Mission Services		\$1,319,487
Other*		\$1,153,781
Total Revenue & Support		\$20,981,368

*Grants, Donations, etc.

Expenses

Programs & Services	2013	\$11,691,378
Community Contracts		\$2,941,060
Career Development		\$2,233,335
Administrative		\$3,173,724
Total		\$20,039,497

Change in Net Assets

\$941,871

2012

\$12,333,439
\$4,332,222
\$1,291,323
\$1,203,917
\$19,160,901

2012

\$10,569,343
\$2,901,673
\$2,011,890
\$2,742,802
\$18,225,708

\$935,193



31,000 lbs.

of plastic recycled



98,456 lbs.

unsold belts and purses recycled



158,840 lbs.

broken or unsold toys recycled

2013

Disaster Relief

Although Goodwill Industries of Central Oklahoma is not a disaster relief agency, we embraced the needs of our community after the devastating results of the May tornados. In fact, many of our Goodwill families were impacted which strengthened our resolve to help.



Oklahoma storms are not uncommon, however, the people of Oklahoma and their neighbors have an uncommon way of stepping in to provide whatever is needed to help their neighbors recover and rebuild.



In just one short month we received 2,472 donations or 3 million pounds of donated goods for this effort. Hundreds of hours of overtime by our staff and drivers were provided to support the needs of our community.

1,000 VOLUNTEERS worked
4,477 HOURS!
4,484 FAMILIES SERVED!

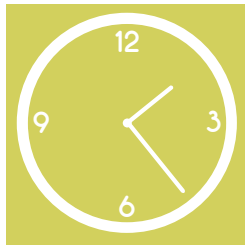
Just a few of the many companies and agencies who supported us with donations and volunteers include:

- Chesapeake Energy
- Devon Energy
- Loves Travel Stores
- Boeing
- Sams Club
- Sonic Drive In
- Dassault Aircraft Services
- United Way
- U.S. Olympic Committee
- Texas Tech, Baylor, and Oklahoma State Baseball Teams

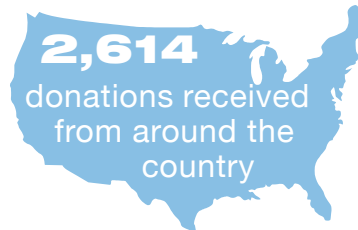
- Goodwill Agencies of:
- Northern Louisiana
- Arkansas
- Southern Arizona
- North Central Wisconsin
- Columbia Williamette



of donated clothing, household goods and other necessities for tornado victims.



4,477 volunteer hours



New Retail Stores

WINDSOR HILLS

4605 NW 23rd Street
Oklahoma City, OK 73127

Retail Stores

THE VILLAGE

2917 W Britton Road
The Village, OK 73120

COUNCIL

8015 NW Expressway
Oklahoma City, OK
73162

MIDWEST CITY

6830 E Reno Ave.
Midwest City, OK 73110

ADA

914 Arlington Center
Ada, OK 74820

STILLWATER

811 S Main Street
Stillwater, OK 74074

NORMAN

151 SE 12th Ave.
Norman, OK 73071

MACARTHUR

5845 NW 50th St.
Oklahoma City, OK
73122

TOLAN PARK

(By-The-Pound Store)
1320 W Reno Avenue
Oklahoma City, OK
73018

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

NORTH PENN

2016 NW 39th Street
Oklahoma City, OK
73118

Attended Donation Centers

EDMOND - EAST

13801 N Bryant
Oklahoma City, OK
73013

WEST EDMOND

2125 W 15th
Edmond, OK 73003

WEST NORMAN I-35

1204 Interstate Dr.
Norman, OK 73072

EDMOND

1324 N Kelley
Edmond, OK 73003

82ND & WESTERN

8301 N Western Ave.
Oklahoma City, OK
73114

MAY & GRAND

7420 N May
Oklahoma City, OK
73116

ARDMORE

8 S Commerce
Ardmore, OK 73401

N. MACARTHUR

13325 N MacArthur
Oklahoma City, OK
73142

SHAWNEE

1027 N Harrison
Shawnee, OK 74801

MAYFAIR

5020A N May Avenue
Oklahoma City, OK
73122

NORTH MERIDIAN

6209 N Meridian
Oklahoma City, OK
73112

NORTH PARK

12302 N May Avenue
Oklahoma City, OK
73120

EL RENO

1700 Investors Avenue
El Reno, OK 73036

HEFNER & ROCKWELL

11122 N Rockwell
Oklahoma City, OK
73112

TRI CITY

715 NW 32nd Place
Newcastle, OK

EAST MOORE

111 N Eastern
Moore, OK 73160

SW 119TH & WESTERN

857 SW 119th Street
Oklahoma City, OK
73170

GUTHRIE

1624B S Division
Guthrie, OK 73044

MIDWEST CITY - NORTH

9128 NE 23rd Street
Oklahoma City, OK
73141

EAST NORMAN

2101 Classen Blvd.
Norman, Ok 73072

MUSTANG

200 N Mustang Mall
Terrace
Mustang, OK 73064

MIDWEST CITY - EAST

990-3 SE 15th Street
Midwest City, OK 73130

23RD & PENN.

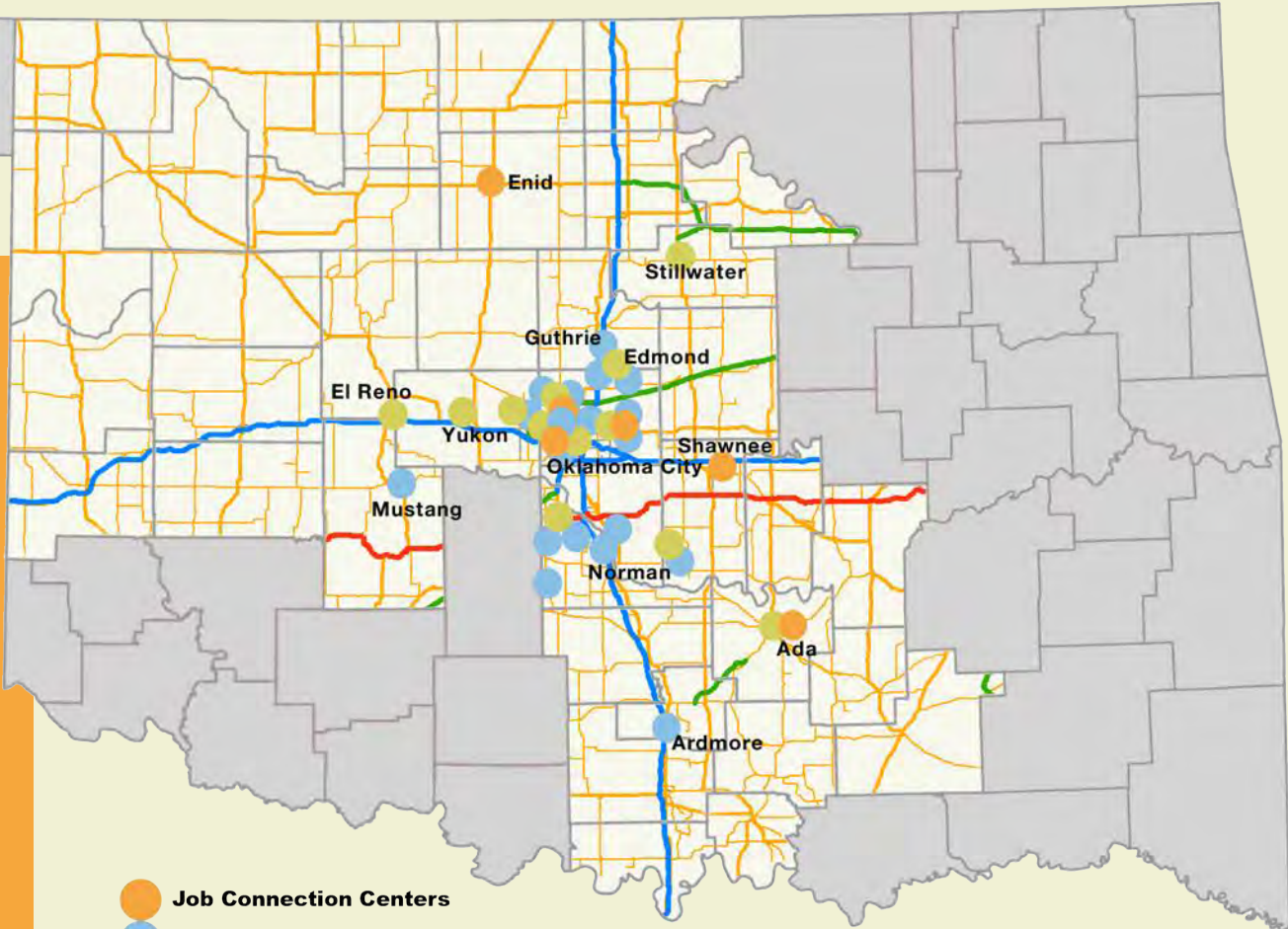
2124 NW 23rd Street
Oklahoma City, OK
73107




WEST MOORE

741 NW 12th Street
Moore, OK 73160

Job Connection Centers

- ADA**
914 Arlington Center
Ada, OK 74820
- SHAWNEE**
1027 N Harrison
Shawnee, OK 74801
- OKLAHOMA CITY**
316 Blackwelder Avenue
Oklahoma City, OK 73108
- MIDWEST CITY**
6824 E Reno
Midwest City, OK 73110
- ENID**
114 S Independence
Enid, OK 73701
- NORTH PENN**
2016 NW 39th Street
Oklahoma City, OK 73118



-  Job Connection Centers
-  Attended Donation Centers
-  Retail Stores



Goodwill

Industries of Central Oklahoma



okgoodwill.org