



GOODWILL INDUSTRIES OF
NORTHWEST TEXAS

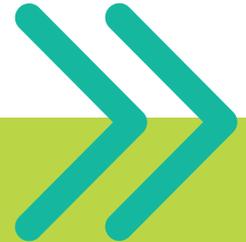


**IT'S ABOUT
FEEDING ONE'S
FAMILY WITH MONEY
THAT'S EARNED**



Creating job opportunities
for people with **barriers** to
employment.

MESSAGE FROM THE CHAIRMAN



Will Baker
Chairman of the Board

This past year has been a busy one for Goodwill Industries of Northwest Texas, and I'm excited to say we don't just have a new look - we have a new attitude! A customer only has to take one step inside our stores to see the cycle of a donation and our new creative and innovative approach, one that changed the face of our Goodwill by incorporating mission signage and services throughout our remodel.

Our team is comprised of talented people with a heartfelt desire to fulfill our mission by eagerly forging a new day in the communities we serve. A change of this magnitude doesn't happen by chance. It takes great leadership. In 2014, we appointed a new CEO, Robin Raney, to lead the team for Goodwill Industries of Northwest Texas. Under her leadership we launched a complete rebrand of our organization. The goal was to tell our story through every aspect of our business. We wanted the community to know who we are and to feel confident in our ability to turn their patronage into jobs. I am proud to say, as a result, donated goods are at an all-time high. The health of the organization is evident in all we do, from the amazing staff and employees who keep the pulse of life beating for our organization to the job training skills we offer to provide opportunities for all walks of life.

In 2014 we opened two new stores. Deja Blue, located at 4th Street and Loop 289, is a boutique concept that allows us to highlight designer merchandise. Our University Store, located off of Marsha Sharp Freeway, brings us within walking distance of Texas Tech University. This location gives us greater exposure to the Tech community. These locations expanded our footprint to the west side and north side of Lubbock. We also remodeled our Spur 327 store and have plans to remodel three more stores in 2015.

It doesn't stop there. Three new business lines were unveiled this year. We launched our Amazon.com used book business; we list artwork, jewelry, and collectibles on the shopgoodwill.com website; and we started a furniture restoration business.

These are exciting times at Goodwill Industries of Northwest Texas, and I am proud to lead the Board of Directors. I invite and encourage any person who is unfamiliar with our Goodwill (and the mission we provide) to schedule a tour and meet our team. You will not be disappointed.



It's about having a chance
not **CHARITY**

It's about feeding one's family
with money that's earned

IT'S ABOUT HAVING A JOB

It's about the self-respect that
comes with a paycheck

It's about lowering crime
by raising **JOB TRAINING**

It's about helping children
by hiring their parents

It's about reducing dependency
by increasing job training

FOR JOBS THAT PAY REAL WAGES

To support and strengthen real families

YEAH IT'S ABOUT JOB TRAINING

and that's what we're all **ABOUT**

THE POWER OF WORK

MY STORY



Robin Raney
Chief Executive Officer

Katie Raney
Daughter

A few years ago, I met a man in a wheel chair whose physical mobility appeared to be limited to moving the knob that directed his electric wheelchair. Around his neck hung a piece of cardboard with the words, "The only disability is a bad attitude". As the mother of a special needs child, this quickly became a new mantra for our family.

My daughter Katie navigates the world through the lenses of Autism. Now a young adult, we are still unsure of what her future holds. Will she drive a car? Live independently? Be self-sufficient and independent? Continue her education? Marry? There are many unanswered questions. Many parents would like to be able to shoulder obstacles that their children face, only to realize the most they can do is offer opportunities, unconditional love and support.

As she neared high school graduation, We were searching to develop the next phase of Katie's life. Every parent likely understands his pivotal point in their young adult's life; however, with a special needs child, the weight of your choices is not only overwhelming, it is crucial that you develop an early plan.

It was during this process that I was introduced to the mission of Goodwill. It read like a resounding pillar of hope: Goodwill creates job opportunities for people with barriers to employment. From its inception in 1902, the agency advocates for "Not charity, but a chance." Through training classes, one-on-one coaching and by employing individuals with barriers to employment, Goodwill assists individuals who wish to work and gain the self-esteem that comes from earning a paycheck.

Interested in learning more, I asked an acquaintance of mine for a tour. The diverse business lines, entrepreneurial spirit and large employee base with an enthusiasm for their jobs captured my attention. I was hooked. A few months later I was blessed with the opportunity to lead this incredible agency. After careful and excited consideration, I accepted the position as Chief Executive Officer for Goodwill Industries of Northwest Texas. From that moment moving forward it has become my pleasure to spread the Goodwill mission both near and far-a mission that is deeply personal to me and my family. I am happy to serve our community and driven to ensure that people, like my beautiful Katie, are provided the opportunity to succeed in life through the power of work.



**IT'S ABOUT
LOWERING CRIME
BY RAISING
JOB TRAINING**



*Images and graphics are from
our Deja Blue Boutique and
Spur 327 locations.*

MAKE A NEW LOOK WORK FOR YOU

What a year 2014 turned out to be! Goodwill Industries of Northwest Texas has transformed. We launched a complete rebrand of our organization aimed at grabbing the community's attention and spreading the Goodwill mission.

The fact is that we have a great mission and in order to spread it throughout our community, we collaborated, envisioned, and executed a targeted campaign to shout it from the rooftops! Even a great mission fails if those who serve its purpose fail to adequately convey the need.

To begin the rebrand and project our mission, we started within. We began to develop plans to infiltrate our people with the Goodwill spirit and to teach them about our inspirational foundation. Our goal; to inspire. We took social media by storm, revamped our organizational signage through mailings, billboards, and in-store signage.

We are growing our fan base and rolling up our sleeves to engage the public. Lookout Northwest Texas, Goodwill is here for you!



INTRODUCING Y

A



**BUY STUFF.
CREATE JOBS.**

WHOLE

NEW

REBRAND



OUR GOODWILL

OPAL White

March 23, 1970 to January 1, 2015



Opal first came to Goodwill as a School to Work Program participant in 1993. After graduating from Monterey High School, she worked at the then MHMR workshop for a few years before returning to Goodwill in 1998. Her sense of humor and playful demeanor endeared her to coworkers from the beginning. Though she had difficulty articulating words, she was quite adept at making herself understood and certainly did not let the speech issue defer her social interactions. Opal worked at a variety of tasks throughout her time at Goodwill, such as hanging clothing, sorting donations, sorting recyclables, processing salvage shoes for shipping, sorting hangers and in document destruction. She enjoyed the novelty of learning new tasks and was willing to attempt almost anything asked of her.

Opal loved football, to the point of dressing as an NFL player many times for Halloween. Halloween was **HUGE** for Opal and we would hear about it daily for months prior. She also loved the South Plains Fair and summer church camp, and again, there was a great deal of excitement leading up to these events.

Opal's sudden passing not only left us stunned, but with empty spaces in our hearts to be filled with memories. I think everyone has their own personal favorite Opal story. She touched all of our lives on some level and left a legacy of love and laughter!

Gone, **but not forgotten**, we continue to quote her. Billy Joe, one of Opal's coworkers, wears her employee badge next to his own.

"I personally will feel her absence the most once the NFL season starts."

-Rena Gordon
Job Coach

VICTOR Reta



Goodwill Industries of Northwest Texas holds a special place in our hearts for Victor. He was born into a wonderful family in Hobbs, New Mexico. Victor lived a normal childhood with two siblings until his sixth grade year, when he experienced a cerebral hemorrhage. At the age of thirteen, he underwent brain surgery to repair the damage that remained from the hemorrhage. From that day forward, Victor's life changed. With the unflinching support of his newly wedded mother and step-father, coupled with their "new believer" strength from God, Victor began his road to recovery.

Sometime following, Reta's family made the move to Lubbock, Texas. Victor's cognitive ability following the accident left him with memory struggles and speech barriers. His motor skills suffer on one side of his body; however, he does not allow that to slow him down. Always positive and smiling, Victor completed Monterey High School at the age of twenty-one. Looking toward the next step in life, Victor accessed the Texas Department of Assistive and Rehabilitative Services where he was referred to Goodwill. He applied and accepted a position with our contract services, as a member of the janitorial team.

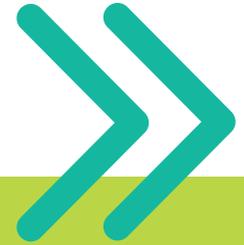
Once he became a part of the Goodwill family, our staff wasted no time in helping Victor develop his independence. In order for Victor to travel to and from work, our team researched the Citibus routes and taught Victor how to ride the bus! Just to be sure that he was safe and knowledgeable, our staff even followed behind the bus route in a company vehicle to prevent catastrophe on his first day. Victor came through with flying colors!

In 2008, Victor's dedicated and selfless work earned him the Texas Industries for the Blind and Handicapped (TIBH) prestigious honor of the Artie Lee Hinds Award for Works Wonders Employee of the Year. Victor was selected among sixty nominees throughout the state. He now works within our Document Destruction Department and his mother states, "We could not ask for a better life for him." In his spare time, he volunteers in the maintenance department at his church and enjoys bowling and playing chess.

"When Goodwill hired Victor, they gave him his today. With the implementation of a retirement plan, Goodwill is providing for his tomorrow."

Rosie Rodriguez
Victor's Mother

JOSEPHINE Fabella



Josephine moved to Amarillo to support her family who were moving to the area. She had worked in restaurant management almost her entire adult life. With a new home came the hope of a new career, and to Josephine that looked like an 8 to 5 job. The only problem? Josephine had learned and mastered the computer information systems in a restaurant setting but didn't have the office computer skills required for the jobs she wanted. She interviewed and interviewed but was always turned down due to her lack of computer skills. Josephine began to realize she was going to have to return to restaurant management. Then, she saw a flyer for free computer skills training offered by the Goodwill Industries of Northwest Texas. She called the number and began her journey to invaluable job skills training.

Graduating with the office computer skills to make her a competitive candidate, Josephine applied for a receptionist position at a local nonprofit. She was qualified and received an offer from the United Way of Amarillo & Canyon.

Within 6 months of her being here at United Way, it was apparent her training prepared her for greater challenges, and she was promoted to account receivable coordinator. Josephine has shown during her time at United Way that the solid job skills she received at Goodwill, coupled with her own determination, will take her wherever she wants to go.

- Photo and article courtesy of United Way of Amarillo & Canyon

BOARD OF DIRECTORS

Goodwill Industries of Northwest Texas is governed by a volunteer Board of Directors who are tasked with oversight of the organization and its programs. The board is comprised of individuals with diverse backgrounds which fairly represent the geographical regions served by the organization.



OFFICERS

Will Baker, Chairman
United Supermarkets

Charles Parr, Past Chairman
American National Bank

Rafael Aguilera, Chairman Elect
Covenant Health System

Christye Weld, Vice Chairman
Lubbock Chamber of Commerce

Matthew Wade, Treasurer
PlainsCapital Bank

Shari Keyner, Secretary
Amarillo National Bank

DIRECTORS

Constance Barbian, *Benchmark Business Solutions*

Lucio Castro, *United Supermarkets*

Adrienne Cozart, *UIMC Health Systems*

Kevin Dyer, *New York Life*

Jo Henderson, *Retired, Texas Tech University*

Bobbie Howard, *Workforce Solutions*

Elizabeth Hudspeth, *Wayland Baptist University*

Debra Perry, *Freese & Nichols*

Dr. Felicia Powell, *Lubbock State Supported Living Center*

Joe Rollins, *United Supermarkets*

Drew Smith, *Lubbock National Bank*

Mark Stiff, *Bates-Wells Advertising*

Michael Shaffer, *Suddenlink Communications*

Casey Wood, *Kelly Wood Company*

EMERITUS

Judy Darby, *Retired*

Jimmy Dirks, *Cox/Dirks Architects*

Lynn Elms, *Retired*

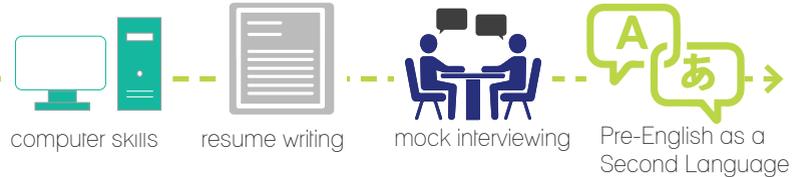
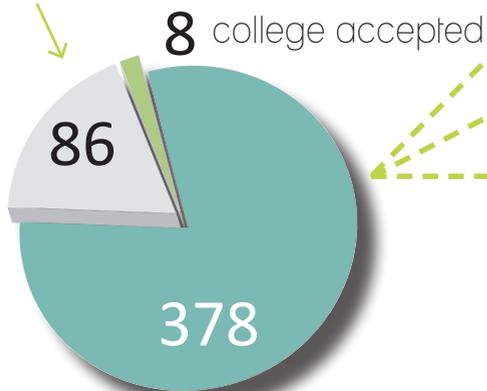
Gwen Titus, *Workforce Solutions*

COMMUNITY IMPACT

In 2014, Goodwill Industries of Northwest Texas served 378 program participants with intensive services. Intensive services include the involvement of a case manager who works closely with participants to address both employment needs, as well as any pre-employment needs that a participant may have.

NEED A JOB?
WE CAN HELP
FREE NO COST NO EXCUSES

placements



goodwill IT'S ABOUT THE SELF-RESPECT THAT COMES WITH A PAYCHECK

intensive services

COMMUNITY PARTNERSHIPS

TEXAS TECH UNIVERSITY BURKHART CENTER FOR AUTISM EDUCATION AND RESEARCH

In 2014, we initiated a new partnership with the Texas Tech University Burkhardt Center for Autism Education and Research in Lubbock. Through our partnership, we work with the Burkhardt Transition Academy to provide job skills training and experience to students who have a form of autism.

Students entering our internship program are required to attend our Training, Placement and Life Skills (T-PALS) classes; as well as complete an actual employment application, attend an interview, and if selected, complete all employment requirements to include personnel paperwork. Students selected for internships will then be matched for a position within Goodwill and receive an above minimum wage for their labor. Since its implementation, 10 students have interned and 1 internship has developed into full employment with Goodwill.

PATSY'S PLACE, AMARILLO TEXAS

We are excited to announce a new partnership with Patsy's Place, a transitional home for women, in Amarillo. Together, Goodwill and Patsy's Place work to provide women who are transitioning from county jail or prison with necessary job skills training to enable them to secure sustainable employment and reduce their likelihood for recidivism. With the potential to achieve sustainable employment, the women reentering society from Patsy's Place are better prepared to provide for themselves and their families. Through our partnership, Goodwill is able to help women defeat barriers such as homelessness and poverty by providing them with tools to enrich their lives and reduce the need for public assistance in the Amarillo community.

GUYON SAUNDERS RESOURCE CENTER

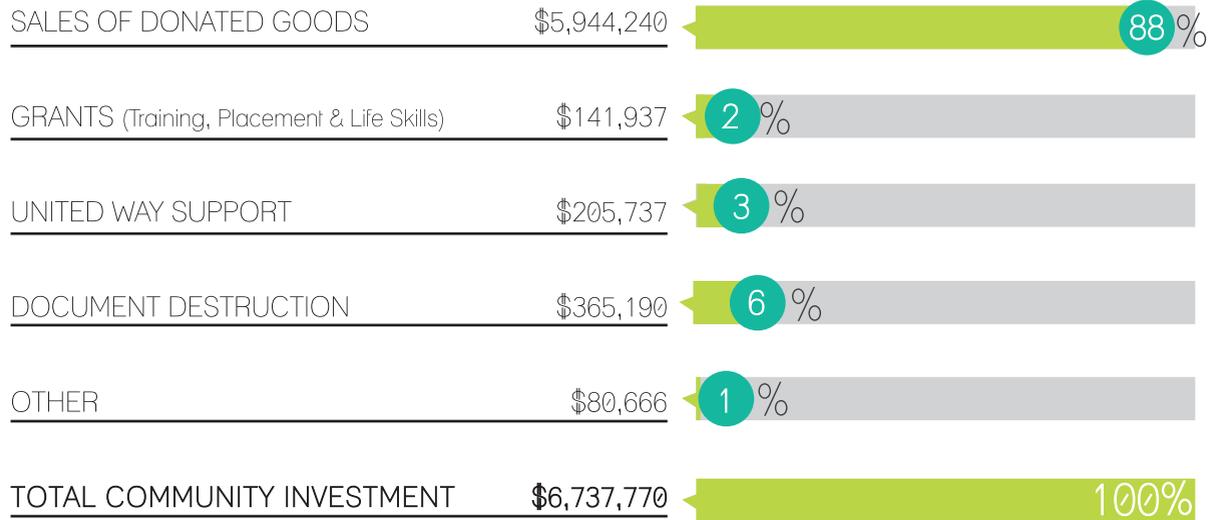
Taking Amarillo by storm, we jumped at an opportunity to partner with the United Way's Guyon Saunders Resource Center. Through this partnership, we offer our T-PALS program services on a scheduled basis. Goodwill has a designated training office located in the resource center which sits in a prime location targeted to address the needs of the Amarillo homeless population.

SOUTH PLAINS COLLEGE (SPC)

Goodwill Industries of Northwest Texas maintains an active partnership with SPC to offer certificates of continuing education for participants who meet the attendance and performance standards of our computer training programs.

FINANCIALS 2014

COMMUNITY INVESTMENT



2014 Grant Funders

CH Foundation

Lubbock Area
United Way

Lubbock Lions
Club

United Way of
Amarillo & Canyon



"We wake up every morning with the opportunity to help change lives"

Robin Raney
Chief Executive Officer

COMMUNITY RETURNS

WAGES, BENEFITS AND TAXES \$4,232,342



EMPLOYEE BENEFITS \$278,278



SUPPLIES AND SERVICES \$797,692



FACILITY EXPENSES \$1,310,838



VEHICLE EXPENSES \$360,061



DEPRECIATION & AMORTIZATION \$226,958



TOTAL COMMUNITY RETURNS \$7,206,169




**IT'S ABOUT
HELPING CHILDREN
BY HIRING
THEIR PARENTS**



In 2014, Goodwill Industries of Northwest Texas contributed a total of \$484,166 in state and local taxes.

WHEN YOU SHOP OR DONATE WITH GOODWILL
YOU CREATE JOBS AND FUND JOB TRAINING

THANK YOU

CORPORATE HEADQUARTERS

715 28th Street
Lubbock, TX 79404
(806) 744.8419

AMARILLO

1904 Bell Street
Amarillo, TX 79611
(806) 331.6890

LEVELLAND

2208 E Highway 1141
Levelland, TX 79444
(806) 894.6510

PLAINVIEW

715 W 5th Street
Plainview, TX 79845
(806) 293.1055

WOLFFORTH

702 Highway 62
Wolfforth, TX 79501
(806) 866.0320

**LUBBOCK CAREER CENTER
& POUND STORE**

34th Street
Lubbock, TX 79404
(806) 331.6890

LUBBOCK CENTRAL

1940 34th Street
Lubbock, TX 79611
(806) 747.3733

LUBBOCK WEST

5710 Spur 327
Lubbock, TX 79444
(806) 796.8610

UNIVERSITY STORE

2121 Marsha Sharp
Lubbock, TX 79845
(806) 368.7929

DÉJÀ BLUE

612 W Loop 289 714
Lubbock, TX 79501
(806) 771.1971

www.goodwillnwtexas.org

