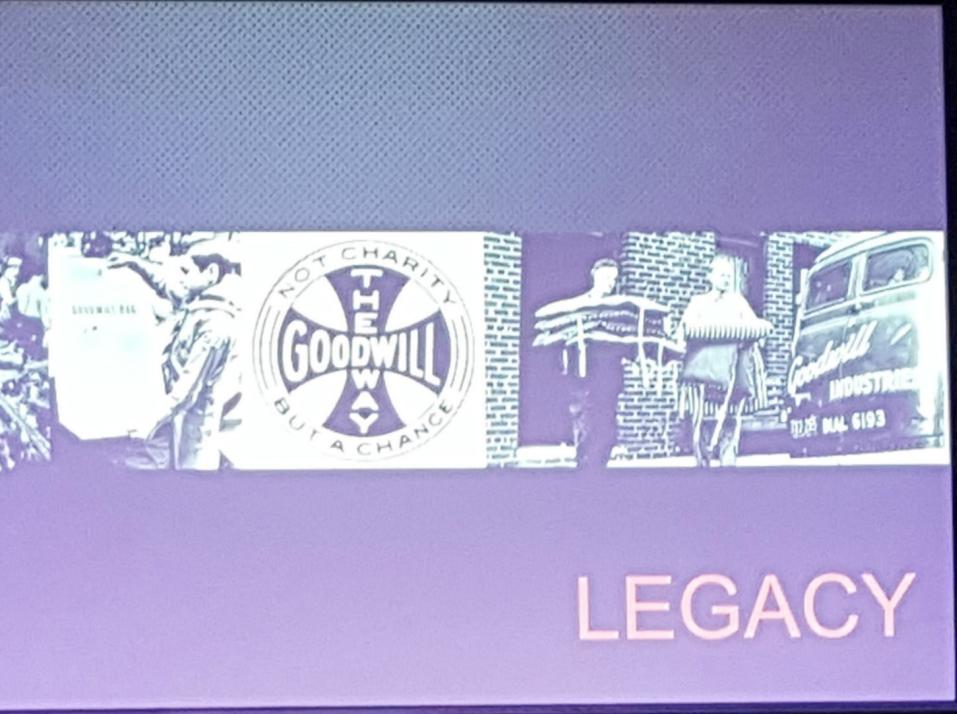




We help *Change* lives

ANNUAL REPORT





CENTER





**WILL BAKER**  
UNITED SUPERMARKETS

Dear friends,

I am so proud to serve as Chairman of the Board for Goodwill Industries of Northwest Texas. As a second chance employer, Goodwill empowers people to strive for personal enrichment.

Even as Chairman, I learn something new about Goodwill each time we conduct a service tour. The intricate details that make up Goodwill's whole are fascinating to observe. The reality that Goodwill provides a public service through the generosity of the community we serve, is a testament to the fortitude of our region.

With a physical presence in 6 counties and a territory of 45, Goodwill stands to greatly impact the lives of Texans. In 2015, Goodwill diverted six million pounds of recyclable material and 1.2 million pounds of paper from our landfills.

As we look forward, Goodwill is intently focused on finding ways to make an even larger impact in the lives of the people we serve. There are many barriers that affect a person's ability to find sustainable employment, and Goodwill will work endlessly to identify each of those barriers and develop strategies to relieve people from poverty through the power of work.

Over the years, there have been many changes at Goodwill Industries of Northwest Texas. Since our founding in 1967, we have stood firm in our commitment to matching Texans with opportunities that make paychecks a reality. We thank you for your past and continued support of our mission to create job opportunities for people with barriers to employment.

Sincerely,

Will Baker  
Chairman of the Board

# LYNETTE PLASENCIO

My name is Lynette Plasencio. I am 41 years old. I have two beautiful children, Andrew and Michael.

I am a recovering drug addict and currently a client of the Downtown women's Center Recovery and New way of Life Program.

I am pleased to share a little bit of my experience while attending some classes at Goodwill Industries of Northwest Texas. I have struggled and hidden my mess and heartache for twenty or more years. In August 2015 I surrendered my life and will over to Jesus Christ! I went to an intensive outpatient rehabilitation program at Amarillo Recovery for Alcohol and Drugs. I graduated on Oct. 28, 2015 and vigorously embraced every obstacle set in front of me with complete willingness to be free from the bondage I was trapped within.

I have some disabilities and [due to my history with drug abuse] I was no longer going to take any pain medicines. If I endured pain I would learn coping skills to cope. I refused to get Social Security. I would not go on disability because I am not disabled in my mind or heart nor my soul! I am very capable of doing more than I thought. I might not be able to stand or walk for more than a 1/2 an hour at a time, but I certainly will fight to work on that.



What I can do is follow the light to the path of my purpose. I thought how great it would be if I could go back to school and get the skills and knowledge necessary to find a job where my new skills could be applied. But I never thought I would be given direction to go to the Goodwill Industries. When I was led there, I was a bit closed minded to be honest. I was completely unaware of the services Goodwill provided. I actually preferred the Community College. After then my first week in Microsoft Word I saw the light come on. I was doing things. I could type, I was not as dumb as I defined myself to be while in my active addiction. The cobwebs were brushed away and I became very motivated and confident!

I started to dress like a lady and I felt pretty! I began to feel real smart! I have to say with this opportunity at Goodwill, my confidence has immensely increased. I feel like I have a purpose when I get up daily. I love it! I have been given the go ahead to rise up out of the trenches and face my fears and realize I am smart and because I achieved these certificates from Goodwill, I get to go back to college at Amarillo College and get more knowledge and skills necessary to become more responsible and lead my family in an example of being well educated, hard -working members of our community. I am going to be a leader and my mess has become my message and my struggles are becoming my strengths!

*photo courtesy of Jeannie Nguyen ABC7 Amarillo*

# DEBBIE STORIES

In January 2011, Debbie walked out of a state correctional facility and into the cruel world of judgement. With that first step into free air, she committed herself to putting her past behind her.

She started thinking about what she needed to do to become a self-sufficient person, a role model and how to make a difference in society. Faced with a background of convictions, and although it's often hard to be humble, Debbie started to work at local restaurants to make ends meet.

In 2013, Debbie learned of Goodwill's job training services in their Training Placement and Life-skills program (T-PALS). With fierce determination, she decided to enroll as a computer student in Goodwill's Basic Computer Skills class. She enrolled and subsequently completed the Basic course in 2013. After completing the Basic course, she decided to become a Goodwill computer class volunteer as she waited for the Intermediate and Advanced T-PALS computer classes to begin.

Once Debbie completed all of Goodwill's computer classes, she was offered a position in one of the local Goodwill stores. After working with Goodwill for a year, she was offered a receptionist position in Goodwill's Elms Learning Center, and soon earned her GED. Debbie has faced serious tragedies along her journey. In October 2014 Debbie was violently assaulted; in December 2014 her daughter suffered a gunshot shot wound in the face; and in August 2015, she lost all of her possessions when her home was destroyed in a fire. Still determined, a short four days later, Debbie began her first semester as a student at South Plains College and is actively pursuing an associate's degree in Business Administration.

Through every barrier that Debbie has faced, she has learned to endure. Life's tragedies have not brought her down, but rather made her stronger and more devoted to perseverance. Debbie is a great success and truly embodies the mission of Goodwill to provide job opportunities for people with barriers to employment.



# Three of our fabulous Retail General Managers

(left-to-right)

LaTonya Dotson, Lorna Graves & Dianna Cathey



# DIANNA CATEHEY

Dianna Cathey came to Goodwill in May of 2007. She joined our family after her former employer closed its doors, leaving her out of a job and searching for sustainable employment for a number of months. She went from managing a busy cafe to accepting a position as a Lead Cashier at our Pound Store.

It did not take Dianna long to prove her incredible work ethic and devotion to the Goodwill team! She was placed in our Manager in Training Program and eventually named as the General Manager for one of our highest-volume retail stores within our region.

Since then, Dianna has developed into a power-house employee and can be credited with overseeing our largest retail location where she served loyally for 4 years, before tragedy struck.

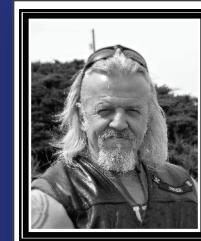
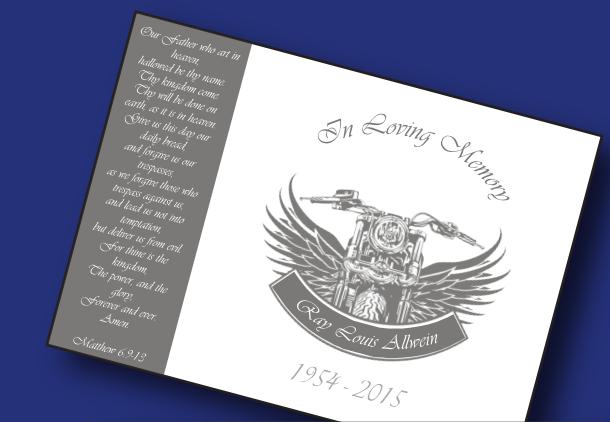
**"Forever could never be long  
enough for me to feel like I've  
had long enough with you"**

In 2015, Dianna's life-partner, Ray was diagnosed with Lung Cancer. With a grim outlook, our Goodwill family rallied behind them to ensure that their time together was spent without

the excess worry of Dianna's job security.

In September 2015, Ray lost his battle to cancer and passed peacefully in their home. Although Ray has family beyond her, Dianna's only family member was Ray himself, and his passing left her completely alone.

Our Goodwill family refused to let Dianna feel alone and sprung into action. Our team carefully handled all the details of providing Ray with a memorial service to honor his life, of which Dianna states, "I could never have believed, my Goodwill family would do that for me."



**RAY  
LOUIS  
ALLWEIN**

Aug 1954 - Sept 20, 2015

GOODWILL INDUSTRIES  
715 28TH STREET  
LUBBOCK, TX 79407

OFFICIATING PASTOR  
DR. DONALD RANEY

EULOGY	Tincle Robertson
MUSIC	Santana McCloud
VIDEO	Michelle Bartlett
LGBTQ	OneRepublic Daddy's Hands Monty Me Tron
WEDDING	Angel Queen Another One Bites the Dust I Can Only Imagine Westlife With You Were Here Pink Floyd Love Song Foxxy

Ray Louis Allwein, 61, of Slaton, Texas, passed away Sunday Sept. 20, 2015, in Lubbock, Texas, after a brief illness. He was born on Aug. 13, 1954, in Oakland, California, to Mr. and Mrs. Robert and Oma Graves.

Ray worked as a Mechanic and Truck Driver for many years. He met his partner Dianna Cathey in 1997 and died eighteen years beside her.

He was preceded in death by his mother. Ray is survived by his children; three daughters, Rosetta Allwein of Spring, Texas, Sonya Allwein, and Tinkle Robertson, both of Lubbock, Texas; four granddaughters, one grandson and many friends.



**When asked why Dianna loves Goodwill,  
she smiles and says,**

**"We really make a difference in  
people's lives...it's no joke!"**

# TEXAS ASSOCIATION OF GOODWILLS

## 2015 TURNOVER REPORT

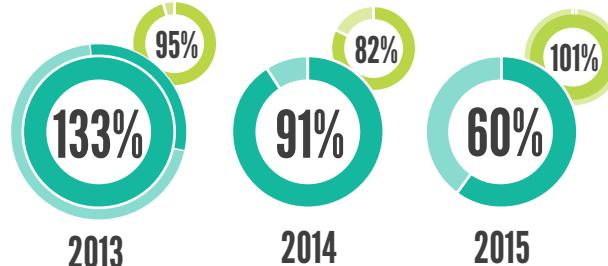


TEXAS ASSOCIATION  
OF GOODWILLS

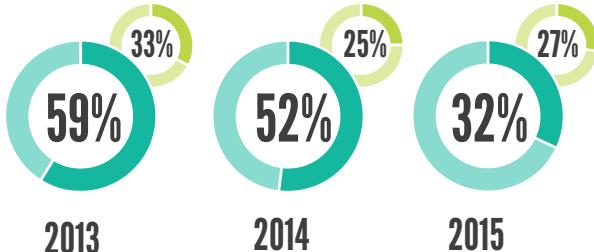
THE TEXAS ASSOCIATION OF GOODWILLS (TAG) IS  
COMPRISED OF 15 INDEPENDENT GOODWILLS  
**IN THE STATE OF TEXAS**



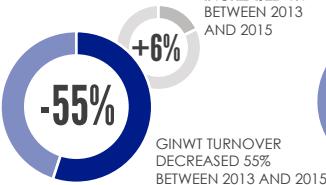
### DONATED GOODS (DGR)



### ADMINISTRATION

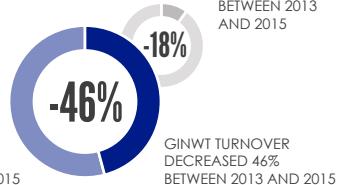


### DGR



GINWT TURNOVER  
DECREASED 55%  
BETWEEN 2013 AND 2015

### ADMIN



TAG TURNOVER  
DECREASED 18%  
BETWEEN 2013  
AND 2015



## WHAT'S OUR MISSION?

TO CREATE JOB OPPORTUNITIES FOR  
PEOPLE WITH BARRIERS TO EMPLOYMENT!



↑ **be HONEST**  
**be ON TIME**

**work HARD**

Be RESPECTFUL OF OTHERS

CORE FOUR

Our challenge in 2015 was Mission Integration: guiding our employees to discover how their work affects our donors, customers, clients, themselves and our community. We asked every employee to learn our mission statement and be able to discuss how their job impacts the overall mission. In addition, we developed what we named "The Core 4": four key behaviors that are a hallmark of a successful employee, not only at Goodwill, but in any organization: be honest, on time, work hard and be respectful of others. It's a simple benchmark that provides a shared language for reinforcing our expectations while coaching and developing our employees and helping them achieve success in work and success in life.

Our mission of "Creating Job Opportunities for People with Barriers to Employment" is truly life-changing. Everything we do at Goodwill each and every day revolves around supporting our mission. Anyone can write a mission statement – but does it have a real impact?

As a second chance employer, we often hire individuals with a spotty work history, limited education and skills, lack of experience and many other barriers to employment. We believe in second chances and we believe in the power of work to change lives.

Not everyone we hire knows how to be successful at work; guiding our staff to be successful and engaged is part of our mission. In 2015, our turnover rate decreased by 55%. Work is a part of life, it's how we support our families, maintain independence and often a major contributor to one's self-esteem and life satisfaction. It's a blessing to have a chance to help someone change their life and a gift to get out of bed in the morning with a sense of purpose.

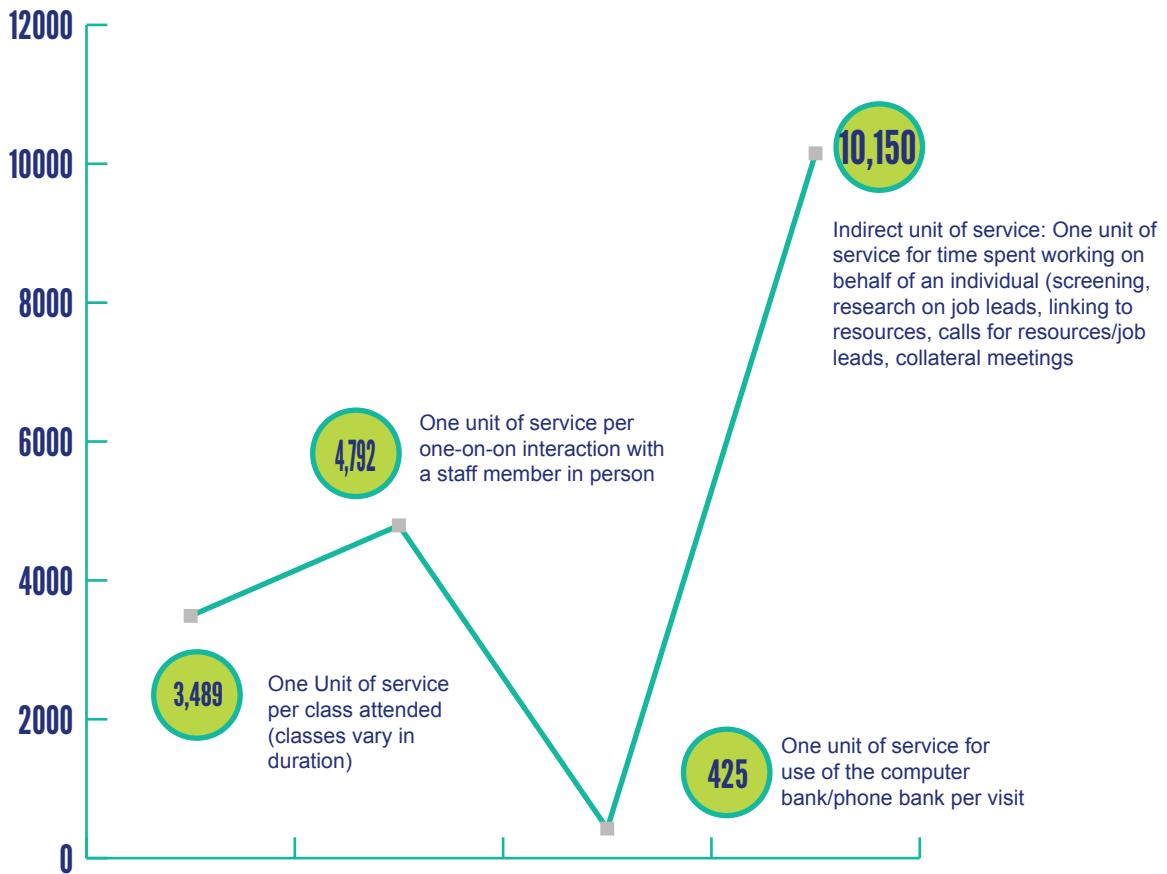
From hiring and developing people who might not otherwise be able to work, to helping clients learn valuable computer and job search skills, to one-on-one coaching to assist job seekers with resume, cover letter and interview preparation; it's all in a day's work and designed to help individuals move forward with a hand up. Their success is our success and it's a joy.



# ROBIN RANEY, CEO

# TRAINING, PLACEMENT & LIFE SKILLS

18,586



**UNITS OF SERVICE**  
overall cumulative total

**145**  
participants  
obtained  
employment

**5**  
participants  
earned their  
college  
acceptance

71.5% of participants enrolled received a certificate of completion for computer training

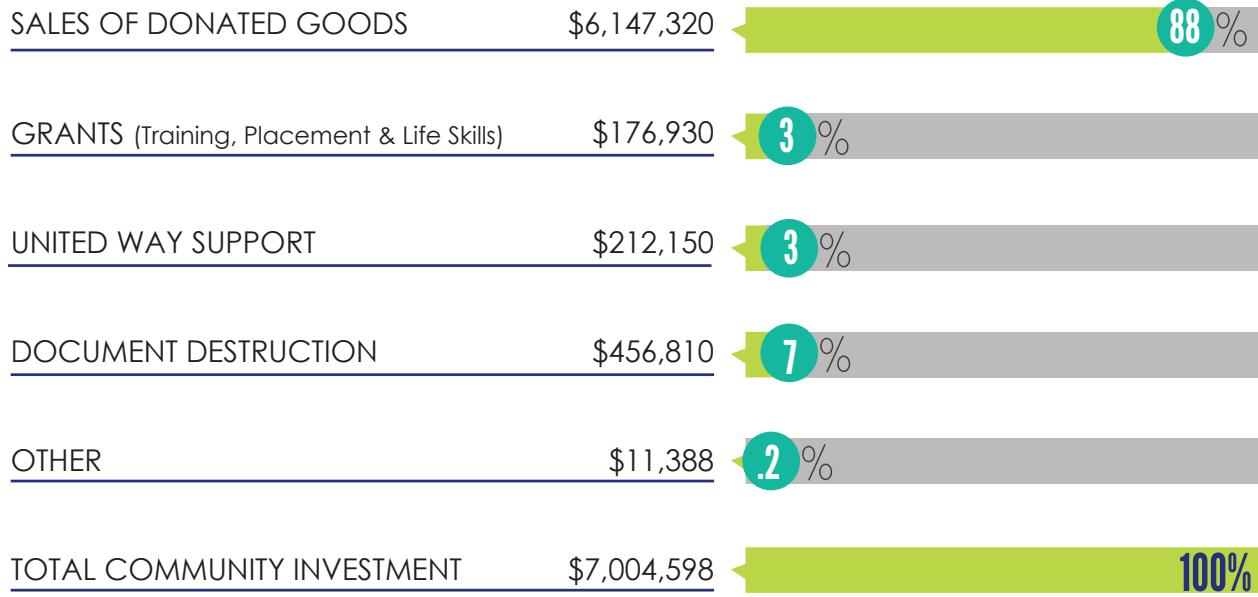
94.5% of participants report satisfaction with our computer training (14 question survey for a total of 56 possible points)

60.5% of students have moved along the continuum towards sustainable livable wages by addressing one or more barriers

# FINANCIALS 2015

2015  
Grant  
Funders

## COMMUNITY INVESTMENT



Don & Sybil  
Harrington  
Foundation

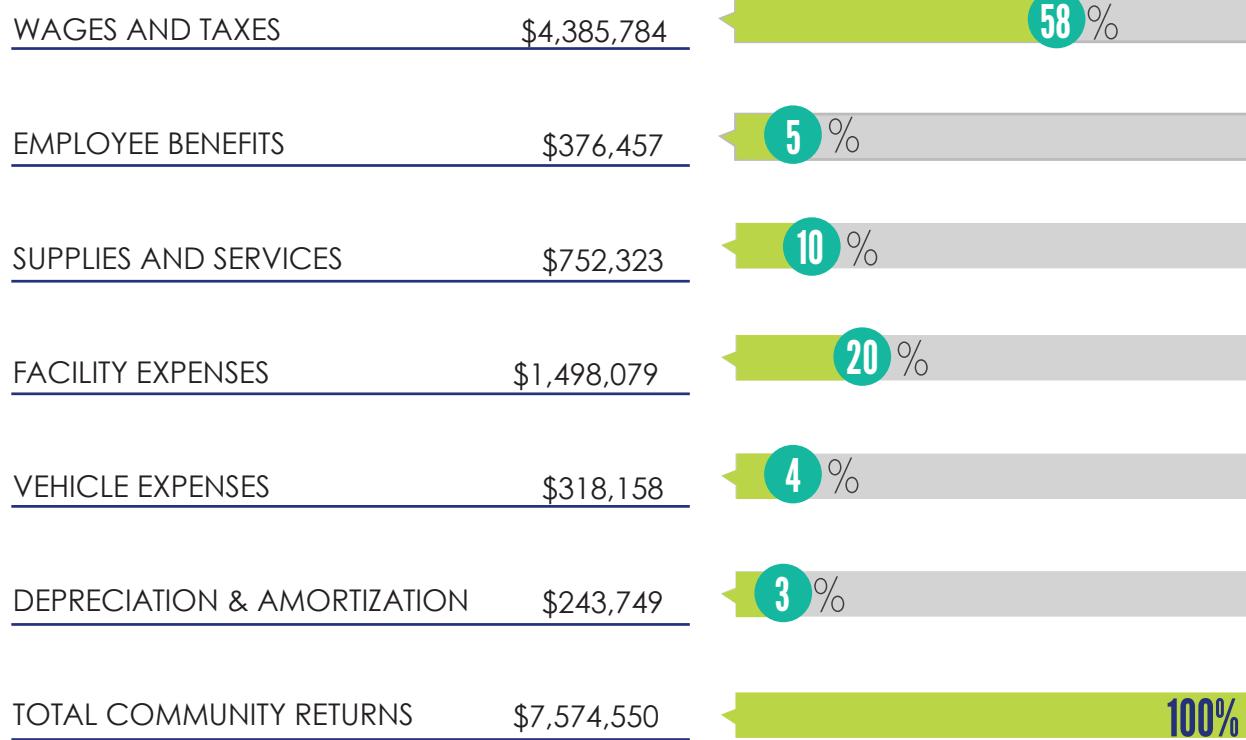
Lubbock Area  
United Way

United Way of  
Amarillo and  
Canyon

South Plains  
Foundation

# FINANCIALS 2015

## COMMUNITY RETURNS



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



In 2015, Goodwill Industries of NW Texas contributed a total of \$457,567 in state and local taxes.



## “GOODWILL® TEAMS UP WITH SONY PICTURES ENTERTAINMENT TO SUPPORT RELEASE OF “HOTEL TRANSYLVANIA 2” AND TO COMBAT UNEMPLOYMENT”

**Be Your Own Monster, Shop Goodwill to Help Neighbors Earn Employment**  
PR Newswire – ROCKVILLE, MD – September 22, 2015

Goodwill Industries International is teaming up with Sony Pictures Entertainment for the release of the animated film, Hotel Transylvania 2, to encourage people across the United States and Canada to do their Halloween shopping at Goodwill's more than 3,000 stores or online at [shopgoodwill.com](http://shopgoodwill.com)®. Goodwill and Sony Pictures unite with the message, “Be Your Own Monster,” urging consumers to make Goodwill their Halloween Headquarters for creating unique, affordable costumes -- even costumes based on one of the movie's characters, such as Dracula, Mavis or Frank. When costume seekers shop at Goodwill, they help people in their communities get job training, earn jobs and access other community-based services. Sony Pictures Animation's “Hotel Transylvania 2” will be released in theaters nationwide on Friday, September 25, 2015.

*“During its opening weekend, Hotel Transylvania 2 earned \$48.5 million from 3,754 theaters, finishing first at the box office and setting new records such as earning the biggest September opening, the biggest opening for Adam Sandler, and the biggest opening for Sony Pictures Animation.”* - [cinemablend.com](http://cinemablend.com)

# BOARD OF DIRECTORS

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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*

## EMERITUS

**Judy Darby**, *Retired*

**Jimmy Dirks**, *Cox/Dirks Architects*

**Lynn Elms**, *Retired*

**Gwen Titus**, *Workforce Solutions*



# CREATING JOB OPPORTUNITIES FOR PEOPLE WITH BARRIERS TO EMPLOYMENT

## CORPORATE HEADQUARTERS

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

## AMARILLO

1904 Bell Street  
Amarillo, TX 79611  
(806) 331.6890

## 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

714 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  
Lubbock, TX 79501  
(806) 771.1971

[www.goodwillnwtexas.org](http://www.goodwillnwtexas.org)

