2020 ANNUAL HIGHLIGHTS

More than 60 years of leveling social and workforce inequity
TABLE OF CONTENTS

Community ......................................................................................................................... 3
A Message from our President & CEO ................................................................. 5
Mission ............................................................................................................................... 7
Our Social Enterprise ..................................................................................................... 9
Recycling .......................................................................................................................... 12
Financials ........................................................................................................................... 15
Supporters ......................................................................................................................... 18
Leadership ........................................................................................................................ 22
Closing ............................................................................................................................... 24
ONE IN FOUR PEOPLE* IN OUR COMMUNITY LIVE SIGNIFICANTLY BELOW THE POVERTY LEVEL

*One in 3.65 people. More than 27% of Central Texans live at 200% below the poverty level.

US Census Bureau, ACS 2018
Frank says that growing up poor, his parents did not have the opportunity for education themselves but always stressed the importance of learning to their children. He graduated from high school and began college. However, Frank soon dropped out and began working to better provide for his family.

Frank was thriving in his career when, suddenly, he became very ill and was diagnosed with kidney failure. After four years of dialysis, a transplant, and a massive stroke, Frank persevered in his recovery but was met with multiple roadblocks when trying to get back to work.

Goodwill provided Frank one-on-one career guidance, career advancement training, digital literacy courses, job placement assistance and support services. Now, he is enjoying his job with the State of Texas and being a part of the workforce again. Frank is the first person in his family to own his own home, and he is eternally grateful for the opportunity. He knows that no one can take his or her life, nor health, for granted.
A MESSAGE FROM OUR PRESIDENT & CEO

I would like to thank our team members, customers, individual donors, and foundations who support our mission of transforming generations by empowering people through education, career training, and work. Through each of you, we were able to positively impact the lives of thousands. Even with COVID upon us, you delivered. As our community continues to recover from the effects of the pandemic, we must be relentlessly focused on leveling social and workforce inequity, while also amplifying our collective impact on Central Texas and beyond.

A BROAD SCOPE OF NEED
More than half a million Central Texans* live below the poverty line, and our population is rapidly expanding. To serve this growing need, we must continue creating sustainable pathways to opportunity and jobs, increase our financial resources, and double down on collaboration with like-minded non-profits, foundations, private companies, and government entities.

A SECOND CHANCE
Goodwill Central Texas (Goodwill) hires hundreds of individuals a year who are seeking a second chance but cannot meet many employers’ hiring standards. By investing in second-chance jobs, Goodwill can bring them into our culture and provide training and life skills designed to overcome employment challenges. This provides a hand-up: a job at Goodwill AND a second chance to reenter the job market.

*U.S. Census Bureau, ACS 2018
A LOOK AHEAD
Goodwill is poised for exponential growth over the next three years and beyond. By investing in team member development and a diverse workforce, great things will happen.

• *Investment in talent and leadership will prep us for technology infrastructure advancements and more. We will continue to add top talent as we expand our business lines – people with the expertise, experience, and passion essential to advancing our mission.*

• *We will increase opportunities for Central Texans. The newly constructed Goodwill Career & Technical Academy (GCTA) inside the Henna Education Center accommodates more students and a wider range of courses. GCTA, combined with The Goodwill Excel Center adult high school, is our educational hub where people can establish a life-long connection to work.*

• *Many are facing obstacles to employment; and our staffing arm, GSG Talent Solutions, is partnering with Flex Ltd. and expanding into Memphis, Tennessee. Through this contract, we’re able to offer a pre-employment curriculum and training to a new spectrum of job seekers. In addition, our fellowship with Indeed.com allows our Workforce Advancement participants to fully utilize Indeed job search tools.*

• *Donations and sale of gently used goods continue to drive funding for our mission services. To serve more people, we must grow our case for philanthropic support, while also aligning with the needs of the community. Our needs assessment is underway, helping us identify critical areas for services.*

• *Initial steps have begun for a large-scale brand and marketing campaign that will position us as the largest workforce development and educational social enterprise in Central Texas.*

Our identified 2021 mission-focused resources will enable us to serve more than 8,700 individuals. These individuals will have finished Workforce Advancement training, graduated from The Goodwill Excel Center charter school for adults (exclusive to the State of Texas), and/or completed training for a state-recognized job certification from GCTA.

At the end of the day, we’re here to serve our community and make it a Central Texas where everyone has opportunity to thrive. I am humbled by my team and the many individuals and organizations who support our vision.

Thank you.
Kenny Hill,
President & CEO, Goodwill Central Texas
Mission

WITH YOUR HELP WE ARE TRANSFORMING GENERATIONS BY EMPOWERING PEOPLE THROUGH EDUCATION, CAREER TRAINING, AND WORK.
MEET LaTara

LaTara became a mother at age 15, her freshman year of high school. She was scared but she also knew she had to do whatever it took to care for her child. She dropped out of school and went to work.

Many years later, LaTara was still working while taking care of her family. She wanted to advance her career, however many of the positions at her workplace required a high school diploma for promotion. Her sister, Brittany, had just graduated from The Goodwill Excel Center (Excel) and encouraged LaTara to register.

In 2018, LaTara enrolled at Excel. She knew it would be a challenge: working full-time, attending night classes, and being a mother. However, her children were supportive and she found additional support in the Excel faculty and staff. LaTara made the Honor Roll multiple times and served as a student mentor.

After just two years, at the age of 39, LaTara crossed the outdoor stage during the Class of 2020 Graduation Ceremony, which was conducted during the pandemic. She is now attending college with plans to pursue a career in Criminal Justice.
Our Social Enterprise

Our business model expertly incorporates all revenue-generating divisions to best serve the estimated half a million people in our community who are living in poverty or who earn less than a living wage.

REVENUE GENERATING

Retail and Post-Retail
Revenue generated from the sale of donated and new items in our retail and outlet stores, and subsequent recycling operations, funds the majority of our holistic career and support services. These divisions also provide paid, real-world work experience to team members including our full array of career programming.

GSG Talent Solutions
The fifth-largest staffing agency* in Austin, GSG Talent Solutions connect Central Texans to meaningful work by providing workforce solutions to advance the goals of employer partners while also creating career pathways to the people we serve.

Commercial Services
A full range of competitively priced business services customized to fulfill employer needs while providing long-term growth positions to team members and generating funds for mission services.

Foundation, Grants, and Philanthropy
We continually seek federal, state, and private giving for financial support of mission programs and services.

RESPONSIBLE STEWARDSHIP

We are thoughtful business leaders and exceptional stewards of the generosity of our donors. Goodwill reinvests the majority of revenue generated back into the community through programs and services.

MISSION SERVICES

Workforce Advancement
Customized, one-on-one career guidance including soft skills, employee best practices, and on-the-job support services in conjunction with hard-skills education and training.

The Goodwill Excel Center
The first free, public charter high school in Texas that provides adults ages 18-50 the opportunity to earn their high school diploma. Life Coaches, specialized learning plans, and holistic support services empower adult students to succeed.

Goodwill Career & Technical Academy (GCTA)
Accelerated training for career certifications in high-demand industries at no cost to qualified students.

GENERATIONS TRANSFORMED

When people are empowered through education, training, and work, they elevate their lives and the lives of their families. Parents working in sustainable jobs are able to better provide for their children and become role models for their families. People who were living in poverty break the cycle and forever change the course of their history. Generations transformed become shoppers, donors, employers, and supporters that strengthen our social enterprise and Central Texas.

*Austin Business Journal Book of Lists 2020
8,795 PEOPLE SERVED

1,138 STUDENTS ENROLLED IN THE GOODWILL EXCEL CENTER ADULT HIGH SCHOOL

244 STUDENTS ENROLLED IN THE GOODWILL CAREER & TECHNICAL ACADEMY

259 STUDENTS COMPLETED TRAINING AT THE GOODWILL CAREER & TECHNICAL ACADEMY

119 PROFESSIONAL CREDENTIALS EARNED AT THE GOODWILL CAREER & TECHNICAL ACADEMY

1,907 JOB PLACEMENTS FOR PEOPLE IN OUR COMMUNITY

266 STUDENTS EARNED A HIGH SCHOOL DIPLOMA AT THE GOODWILL EXCEL CENTER

$15.74 AVERAGE HOURLY WAGE AT JOB PLACEMENT
**PEOPLE SERVED**

**AGE**

- **0 - 5**: 50
- **6 - 17**: 177
- **18 - 19**: 550
- **20 - 24**: 1,504
- **25 - 29**: 1,171
- **30 - 34**: 1,068
- **35 - 39**: 1,070
- **40 - 44**: 863
- **45 - 49**: 623
- **50 - 54**: 569
- **55 - 59**: 505
- **60 - 64**: 344
- **65 - 69**: 169
- **70 - 74**: 63
- **75 +**: 24
- **DNC**: 45

**GENDER**

- **Female**: 52% (4,527)
- **Male**: 48% (4,198)

**ETHNICITY**

- **Non-Hispanic or Latino**: 52% (4,565)
- **Hispanic or Latino**: 38% (3,336)
- **Other**: 3% (285)
- **DNC**: 7% (609)
Together, we are preserving our Central Texas landscape by diverting millions of pounds from landfills every year.
1,538,826 COMMUNITY GOODS DONATIONS COLLECTED

96M LBS DIVERTED FROM THE LANDFILL

79% LANDFILL DIVERSION RATE
Bryce came to Goodwill seeking independence. Living on the autism spectrum created unique challenges for him throughout his life. His mother noted, “Bryce is a very shy person and he has a hard time talking to others.” Bryce hoped to be able to live on his own after graduation so his mother suggested he connect with Goodwill to see what services might be available for someone with a disability.

Bryce joined the Workforce Advancement Summer Youth Employment Program at Goodwill and participated in a virtual internship for five weeks. Navigating online workshops and even working online was a challenge, but Bryce, “embraced the task with openness and a can-do spirit,” said his Career Case Manager. Bryce notes that the career advancement training, especially the soft skills instruction, were extremely helpful.

Soon after completing the internship, he accepted his very first job! Now Bryce says he feels confident and positive knowing he can achieve anything. He is also thrilled to be working and saving money to achieve his goal of living independently.
Financials

We responsibly steward the donations we receive from our generous community to effectively serve people facing obstacles to work.
## FINANCIALS

### TOTAL EXPENSES & COMMUNITY REINVESTMENT

$105,504,207

- Programs & Services: $81,135,803
- Reinvested in the Community: $15,641,192
- Support for Programs: $8,452,137
- Fundraising: $275,075

### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$10,825,221</td>
<td>$14,457,626</td>
</tr>
<tr>
<td>Investments</td>
<td>$400,900</td>
<td>$224,136</td>
</tr>
<tr>
<td>Accounts and Other Receivables</td>
<td>$4,144,177</td>
<td>$4,941,047</td>
</tr>
<tr>
<td>Inventory</td>
<td>$3,185,590</td>
<td>$2,328,806</td>
</tr>
<tr>
<td>Property &amp; Equipment</td>
<td>$57,817,338</td>
<td>$54,547,705</td>
</tr>
<tr>
<td>Assets Limited to Use</td>
<td>$752,800</td>
<td>$220,687</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$2,085,407</td>
<td>$1,049,361</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$79,211,443</td>
<td>$77,769,368</td>
</tr>
</tbody>
</table>

### LIABILITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$2,983,922</td>
<td>$3,974,649</td>
</tr>
<tr>
<td>Accrued Expenses and Deferred Revenue</td>
<td>$6,127,533</td>
<td>$6,696,803</td>
</tr>
<tr>
<td>Current Portion of Long-Term Debt</td>
<td>$1,051,155</td>
<td>$1,172,165</td>
</tr>
<tr>
<td>Notes Payable, Less Current Maturities</td>
<td>$22,245,234</td>
<td>$21,465,463</td>
</tr>
<tr>
<td>Derivative Financial Instrument</td>
<td>$929,303</td>
<td>$1,771,047</td>
</tr>
<tr>
<td>Other Non-Current Liabilities</td>
<td>$2,922,262</td>
<td>$3,292,315</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$36,259,409</td>
<td>$38,372,442</td>
</tr>
</tbody>
</table>

### NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without Donor Restrictions</td>
<td>$41,830,888</td>
<td>$38,987,897</td>
</tr>
<tr>
<td>With Donor Restrictions</td>
<td>$1,121,136</td>
<td>$409,029</td>
</tr>
<tr>
<td><strong>TOTAL NET WORTH</strong></td>
<td>$42,952,024</td>
<td>$39,396,926</td>
</tr>
</tbody>
</table>
Imagine immigrating from Africa to Austin. What would you do? Where would you work? These questions loomed large for Manzi when he moved from Rwanda to Texas two years ago after graduating high school. “When I got here, I was so confused. But I knew I wanted to be in the medical field and care for people.”

After a referral to the Goodwill Career & Technical Academy (GCTA), Manzi was overjoyed to discover the Medical Assistant Program. “On my first day, I knew that this was the first step to achieving my dream career.”

Since finishing the Medical Assistant training at the top of his class, Manzi completed an externship at a large health network, passed the state exam and earned his certification!

Yet, Manzi then faced another obstacle – getting a job. He got to work fine-tuning his resume and interviewing skills with the help of Goodwill. Soon after, Manzi was elated to accept a position as Medical Assistant with an at-home healthcare provider and start the rest of his career journey.
WE ARE ETERNALLY GRATEFUL FOR THE GENEROUS INDIVIDUALS, CORPORATIONS, AND OTHER FUNDERS WHO HAVE EMPOWERED THOUSANDS OF PEOPLE THROUGH EDUCATION AND WORK.
GOODWORKS SOCIETY

Empowering People
Laura and Kyndel Bennett
Diane Finch Grant
Louis and Marci Henna
Chris Hyams
Stephen and Mollie Leach
Margaret and Mat Moten

Strengthening Communities
Karon and Billy Hill
Kenny and Kim Hill
Jeff and Kristen Serra
Catherine and Dwight Thompson

Supporting Healthy Families
Danny Chism
Michael Clifford
David and Rebecca Contreras
Timothy Hamilton
Melvin Johnson and Tracey Weir
Kathleen Randle Leach
Warren Walters

Building Independence
John and Nancy Aufderheide
Sam and Beverly Bakir
Patti Boyle
Delbert Bray
Dodie and Paul Brown
Wes Burke
Debra Connor
Michael and Linda De La Fuente
Lisa and John Dennis
Anna and Russ Denton
Jeff Featherston
Nancy Ann Fossmeyer
Mojdeh Gharbi
Edward Gilman
Kelvin Glover
Paul and Denise Grosch
Margaret Keys
Jamie and Alisha Lagarde
Gita Lal
Linda G. Lewis
Courtland Logue
Mark and Heather McCormick
Allison McKissack
Heather McKissick
Beth Moten
Michael Murphy
Tom E. Nelson, III
Kim Nugent
Funmi and Reanatta Popoola
Brad and Sally Robb
Jason Stewart
Michael K. Tipps
Jennifer Tucker
Lee Walker
Sheila Wojcik and Harvey Caughey

GENEROUS DONORS

Brenda Brooks Albright, Ph.D.
Conrad Bohn
Lester and Wilma Boyer
Robert A. Campbell, Jr.
Joel Coffman
Sophie Cook
The Honorable Carlton L. Cooke, Jr.
Jack Cortez
Mason W. Cox
Sten Drescher
Donna Dwyer
Kelly Dwyer
Jennifer Eshelman
Stephanie Evans
Joe and Jill Farmer
Monica Fernandes
Joseph and Courtney Fore
Nick Fox
Robert Gibson
Carlos and Catherine Greaves
Laurie Groom Carder
R. Scott Harris
Michael Heflin
Hadley Hempel
William and Jane Keene
Mohan S. Kharbanda
Erin Kingsbury
Mary Kracklauer
AN EVENING OF GIVING FOR GOOD

Presenting Sponsor
Henna Chevrolet

Tribute Sponsors
Texas Disposal Systems
University Federal Credit Union

Celebration Sponsors
Enoch Kever
First Crush Tastings Inc.
HEB
Higginbotham

Recognition Sponsors
Advantage Trailer Rentals
Austin Title
BBVA Compass
Beacon Nonprofit Consulting
Way Services
Weaver & Tidwell

Appreciation Sponsors
Balcon Enterprises
Bank of America
Ferguson Facilities Supply - Matera Division
Haley Marketing Group
Thomas Graphics
CORPORATE PARTNERSHIPS

Apple Inc.
Applied Materials
Central Southwest Texas Development
Charles Schwab Foundation
Dell Technologies
Emerson Automation Solutions
First Crush Tastings
Halloween by Design
Higginbotham & Associates
Indeed
JPM Funds
Microsoft
PepsiCo Foundation
Shell Oil Company Foundation
Texas Mutual

CAPITAL CAMPAIGN

Louis and Marci Henna
BBVA Compass
St. David’s Foundation
Kyndel and Laura Bennett
Les and Winnie Gage
The Meadows Foundation
John McCall
Gerald and Theresa Davis
Margaret and Mat Moten
The Phoenix Charitable Foundation
Arnold and Eileen Van Den Berg

Jay and Allison Angell
Jon and Diane Eddison
Dolores Garcia, The Mano en Mano Charitable Foundation
Sheila Jo Wojcik and Harvey Caughey
Brenda Brooks Albright, Ph.D.
BK Asher Foundation
Ted and Deirdre Delisi
Jeffrey and Yasmine Dochen
Mark Hiemstra
Estate of David Michael Plott
David and Susie Reiter
Uche Abalogu and Claire Wooloff
Ashley Amini
David Aronica
Sam and Beverly Bakir
Berry Family
Paula J. Campbell
Gerald Daugherty and Charlyn Daugherty
Griffin Davis
Michael and Linda De La Fuente
Anna and Russ Denton
DLA Piper LLP
Frank Holland
Jeff Kendall
Brad and Stephanie McKenzie
McKool Smith P.C.
Jay Willman
Diane Bergstrom
Alan Campbell

The Honorable Carlton L. Cooke, Jr.
Ted Smith, Cornell Smith Mierl Brutocao
Burton, LLP
Ana Cruz
Michelle DeGrate
Fabian Dohmes
Alexis Fischer
Dr. Marilyn T. Gaddis
Cindy and Alan Goldsberry
Greta Gutman
Diane Keller
Jamie and Alisha Lagarde
Jacquelyn Maroney
Chris Matlock
Gail and Dave McAdoo
Mark and Heather McCormick
Mitchell McGovern
Mark Murdock
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
Mike Pintek
Steve and Lynn Pollinger
Bob and Kristin Roberts
Elizabeth and James Slevin
Jason Stewart
Mark Vukanovich
Anne and John Westin
Marilyn Willson
DEDICATED INDIVIDUALS COMMITTED TO ELEVATING OPPORTUNITY FOR FAMILIES SEEKING TO BREAK THE CYCLE OF GENERATIONAL POVERTY.
BOARD OF DIRECTORS
2020 - 2021 BOARD TERM
Margaret Moten, Chair
Mohan Kharbanda, Vice Chair
Anna Denton, Secretary
Richard Shields, Treasurer
Ted Delisi, GEB Chair
Sam Bakir, CFP
Delbert Bray
Wes Burke
Mike Clifford
Mojdeh Gharbi
Cindy Goldsberry
Corky Logue
Kim Nugent
Catherine Savage
Justin Wood

EDUCATION DIRECTORS
2020 - 2021 BOARD TERM
Ted Delisi, Chair
Shelia Wojcik, Vice Chair
Brenda Albright
Delbert Bray
Les Gage
Ruth Rodriguez Reinhart
Lizzette Gonzalez Reynolds
Mohan Kharbanda
Margaret Moten
Kim Nugent
Justin Wood

2020 EXECUTIVE TEAM
Kenny Hill
President and CEO
Funmi Popoola
Chief Operating Officer
Traci Berry
Chief Learning and Engagement Officer
Superintendent,
The Goodwill Excel Center
Danny Chism
Chief Financial Officer
Steve Leach
Chief Development and Strategy Officer
Tony Sanders
Chief People and Mission Officer
Dodie Brown
Vice President, Financial Services
Robert Campbell
Vice President, Retail
Robyn Jividen
Vice President, Human Resources
Jeff Kendall
Vice President, Information Technology and Asset Protection
Chris Matlock
Vice President, Operations
Valerie Swift
Vice President, Marketing and Communications
Jennifer Tucker
Vice President, Workforce Advancement
For more than sixty years, it has been our privilege to serve Central Texas. With the help of our generous community, we have provided educational and career services to hundreds of thousands of people, changing their lives and the lives of their families forever.

As our Central Texas community grows, Goodwill is also expanding to meet its increasing needs. But we can’t do it alone. We need the help of individuals, families, and funders like those that have supported our vision for over six decades. We need corporate partners with positions to fill with our career-ready talent. We need to collaborate with other non-profit social enterprises to create a comprehensive network of holistic support for the people we serve. Simply put – we need you.

Because, only together, can we create a Central Texas where everyone has opportunity to thrive.

FOR MORE INFORMATION ABOUT PARTNERSHIPS, PLEASE CONTACT REALGOODWILL@GOODWILLCENTRALTEXAS.ORG.