As I write this note, it has been just over a year since I became CEO of Goodwill Central Texas. I am honored to follow in the footsteps of the many great leaders before me. I distinctly remember the day I learned an estimated half a million Central Texans live in poverty or earn less than a living wage. These individuals and families are the center of our mission and we must do everything in our power to help lift them into a better life.

Our Goodwill uniquely focuses on the present and the future by targeting services and programs toward initiatives that empower people through education, career training, and work. These three areas are the solution for positively changing lives, and lifting people out of poverty and into a better life. To serve this need, we must expand our capacity to deliver services to more Central Texans. In order to achieve this, we will grow our financial resources through retail expansion and other avenues, while collaborating with like-minded nonprofits.

Although many people see our retail network only as a thrift or donation opportunity, those donations and sale of gently-used goods are our primary vehicle for funding mission services today. In 2019, we enjoyed our most successful revenue year ever. This allowed us to begin building foundational elements of our ten-year aspirational vision. To meet the increasing needs of our community and keep pace with the accelerating Central Texas population, we must triple the size of our organization over the next ten years. We have also initiated critical infrastructure build-out and made significant investments in technology, team, and community to support our mission growth goals.

ADJUSTING TOGETHER AS OUR WORLD CHANGED

The impact of the coronavirus pandemic on Central Texas and our Goodwill family has been unprecedented, while also making our mission even more imperative. Furloughing team members and reducing benefits to save the organization was difficult for everyone. However, we have already been able to reassemble our team because of the dedicated shoppers and donors who continue to support our Goodwill.

We are transitioning from saving the organization to rebuilding it into a thriving mission-focused body. While we fully intend to accelerate growth to serve the increasing needs of our community, our course has been temporarily altered. Our 2019 investments in people and infrastructure helped us to sustain and overcome the initial effects of this crisis. We have considerable work remaining but will emerge from the crisis stronger than before.

We are forever grateful to our team members, customers, business partners and the many individuals and foundations who supported our Goodwill during these difficult times.

We will persevere and thrive. Together.

Kenny Hill
President & CEO, Goodwill Central Texas
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 Development and 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 provide and dedicate more time to their children. Kids see parents earn successful careers and achieve their dreams. People who were living in poverty break the cycle and forever change the course for their family. Generations transformed become shoppers, donors, employers, and supporters that strengthen our enterprise and Central Texas.

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 fund 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, dedicated to connecting Central Texans to meaningful work and providing workforce solutions to advance local businesses. Placements generate revenue to fuel our business model while also creating career-pathways to the people we serve.

Commercial Services This service division creates mission funds by offering a full range of customized, competitively priced services to fulfill any business need and employs people in our community in long-term, growth positions.

Foundation, Grants, and Philanthropy Federal, state, and private giving that is cultivated for financial support of mission programs and services.

REVENUE GENERATING

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.

OUR SOCIAL ENTERPRISE

*Austin Business Journal 2019
2019 AT A GLANCE

JAN
Austin Half Marathon
CLOTHING SWEEP

APR
GOODWILL: CAREER & TECHNICAL ACADEMY
Groundbreaking

MAY
H Kenny Hill
BECOMES
PRESIDENT & CEO

JUN
GOODWILL: EXCEL CENTER
ROBINSON RANCH
GRAND OPENING

GOODWILL: EXCEL CENTER
GRAND OPENING
LAMAR OAKS

GOODWILL & FRIENDS
POP-UP SHOP
GRAND OPENING

2019 AT A GLANCE

Congrats
CLASS OF 2019

Austin Half Marathon
CLOTHING SWEEP

GOODWILL: CAREER & TECHNICAL ACADEMY
Groundbreaking

H Kenny Hill
BECOMES
PRESIDENT & CEO

GOODWILL: EXCEL CENTER
ROBINSON RANCH
GRAND OPENING

GOODWILL & FRIENDS
POP-UP SHOP
GRAND OPENING
2019 AT A GLANCE
(CONTINUED)

35TH
Store

GRAND OPENING
Wolf Crossing

OCT

AUG

GRAND OPENING
Anderson Lane

Raised
MORE THAN
$197,000

THE GOOD TIME

BEST Retail Season
EVER!

Halloween

ANNUAL
Holiday
Party

TEAM MEMBER
THANKSGIVING
LUNCHEONS

DEC

NOV

AUG

2019 AT A GLANCE
(CONTINUED)

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LUNCHEONS

DEC

NOV

AUG
ANNUAL HIGHLIGHTS

284
PEOPLE TRAINED
AT THE GOODWILL
CAREER & TECHNICAL
ACADEMY

169
GRADUATES OF
THE GOODWILL EXCEL CENTER

3,226
JOB PLACEMENTS FOR
CENTRAL TEXANS

11,838
PEOPLE
SERVED

99.4M
POUNDS DIVERTED
FROM LANDFILL

2019 Social Enterprise Highlights
In 2019, the organization served 11,838 individuals, an increase of nearly 19% over 2018. This reflects our efforts to expand services to new locations, as well as the launch of new programs and services.
## VALUING OUR EARTH

### POUNDS RECYCLED (IN MILLIONS)

<table>
<thead>
<tr>
<th>Commodity</th>
<th>3M</th>
<th>6M</th>
<th>9M</th>
<th>12M</th>
<th>15M</th>
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<td>Textiles</td>
<td>44.7%</td>
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<tr>
<td>Metal</td>
<td>11.97%</td>
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<tr>
<td>Books</td>
<td>11.16%</td>
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<td>Computers (Reconnect)</td>
<td>6.56%</td>
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<td>Electronics</td>
<td>.5%</td>
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<tr>
<td>Cardboard</td>
<td>6.73%</td>
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<tr>
<td>Other Recycling/Salvage</td>
<td>4.65%</td>
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<td>Shoes</td>
<td>4.24%</td>
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</tr>
<tr>
<td>Plastic</td>
<td>4.24%</td>
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</tr>
</tbody>
</table>

**TOTAL RECYCLED:** 30,210,462 LBS

In 2019 we achieved 89% of our goal to become a zero waste organization.
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Not Pictured: Dodie Brown, Paula Campbell, & Jeff Kendall

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