

2020



ANNUAL

REPORT

Goodwill

Industries of Tulsa



®



People Served

Goodwill Employment Programs

Goodwill's Donated Goods/Retail Program and Janitorial Contracts Program provide jobs for people with disabilities or other employment challenges. Employees develop job skills, appropriate work habits and workplace behaviors, and establish a work history. Employees may work in attended donation centers, transportation, processing operations, retail stores or for State of Oklahoma properties.

Goodwill Contract Services and Community-Based Programs

These programs are designed to help individuals achieve self-sufficiency by providing supervised employment both in the community and within Goodwill.

The Supported Worker Program at Goodwill's Edgar J. Helm's Center provides a way for individuals with more significant challenges to attain regular, paid employment and a sense of self-sufficiency with assistance from a Job Coach.

Goodwill's Transitional Work Program helps high school juniors and seniors with disabilities prepare to enter the workforce by teaching money management, appropriate work behavior, job search skills and self-advocacy.

The Supported Employment program helps individuals with disabilities gain employment within the community by providing a Job Coach who offers daily support that decreases as the employee becomes more confident.

Goodwill's Group Worksite Program employs supported workers at different locations across the Tulsa area. Adults with intellectual disabilities work with job coaches at three Tulsa hospitals and select Goodwill Attended Donation Centers.

Goodwill Job Connection

Goodwill Mid-town Tulsa Job Connection offers free services for people who are seeking a job. Here job seekers gain access to a computer, reliable internet, and one-on-one assistance with resume building, job leads in the area as well as other community resources. Job Connection hosts free Hiring Events to help job seekers increase their networking skills while connecting with actively hiring employers. Goodwill also maintains an online Job Board to help match employers and job seekers.

TulsaWORKS Career Academy

Goodwill TulsaWORKS Career Academy offers training and the opportunity to earn industry-recognized credentials to people who are seeking employment and continuing education in information technology, forklift and material handling, private security, hospitality and computer skills. In addition, TWCA offers a career navigator who provides job search assistance and counseling, skill and interest assessments, and helps with resume preparation and interviewing skills.

Goodwill's Financial Resilience Programs

Tulsa Financial Empowerment Center

Professional financial counselors at the Tulsa Financial Empowerment Center provide one-on-one financial counseling at no cost. Anyone, regardless of income, can get personalized guidance on a wide range of personal financial issues. Appointments are always confidential.

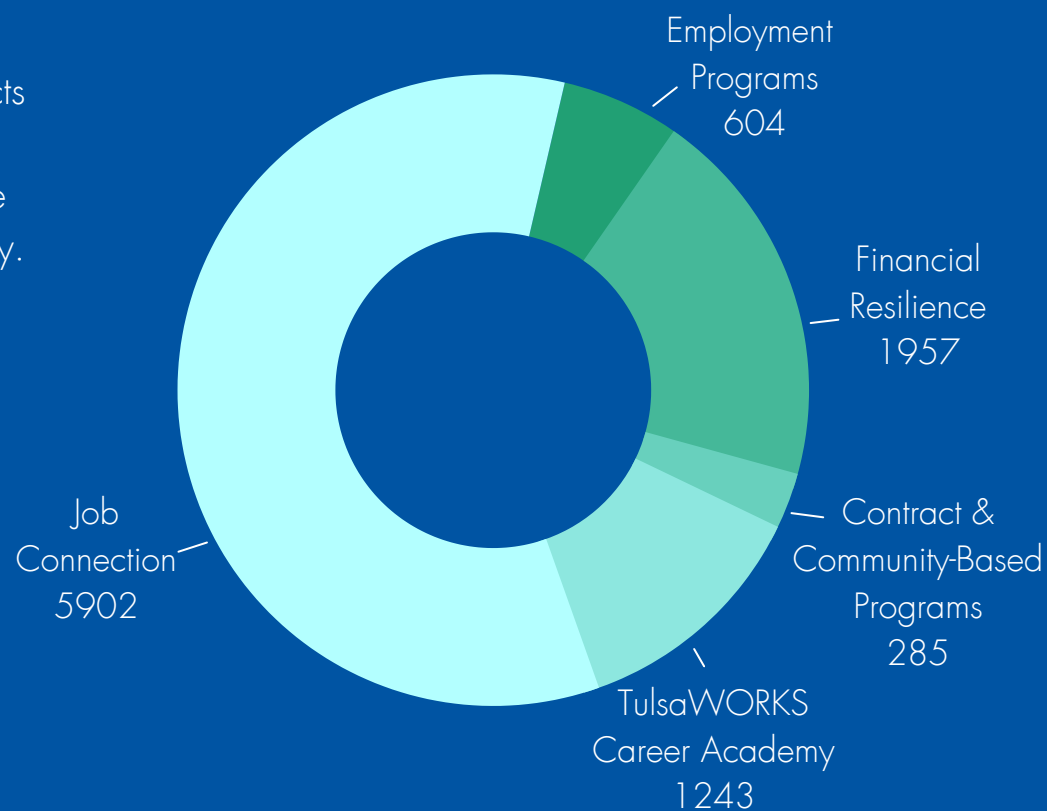
Volunteer Income Tax Assistance Program (VITA)

The VITA program helps eligible low- and moderate-income households by preparing and filing federal and state tax returns at no cost. Tax services begin in February and run through the regular tax season, with fewer volunteers working through the extended tax season in the fall.

Bank On Tulsa

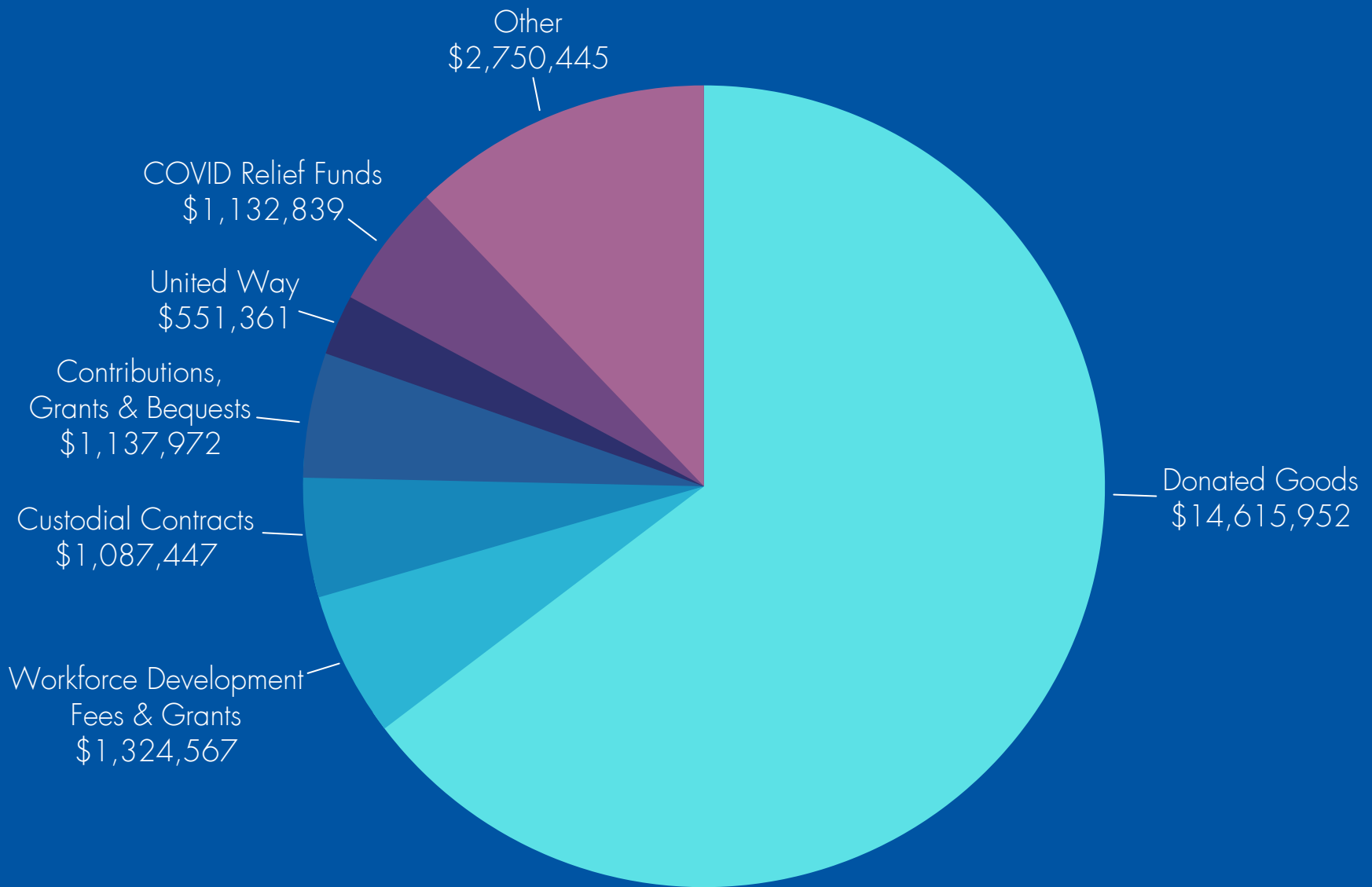
Bank On Tulsa is a program that strives to connect people to safe and affordable accounts at area financial institutions. These no-surprises accounts have no overdraft fees, free online banking and free in-network ATM access.

2020 People Served: 9,991

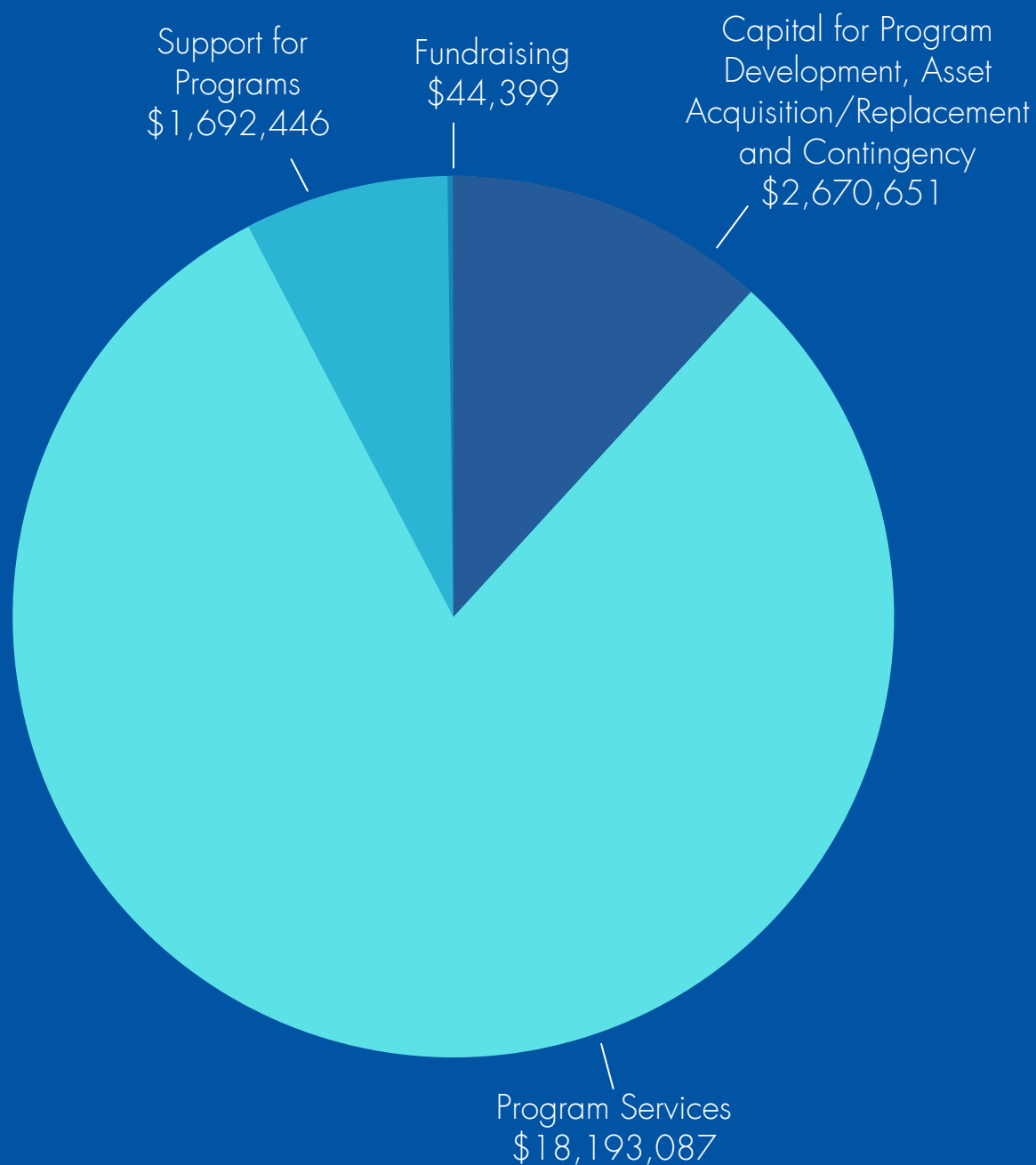


Revenue & Expenses

2020 Revenue: \$22,600,583



2020 Expenses: \$22,600,583



Total Assets as of 12/31/2020: \$49,252,258

For 990 information visit www.guidestar.org

The Mission

Goodwill Industries of Tulsa, Inc. provides work opportunities, job training and support services for people with disabilities or other employment barriers.

Goodwill accomplishes this mission by providing employment, training and placement, and financial services to the community.

Each year, Goodwill celebrates examples of the best of our mission. The Award Winners for 2021:

- Achiever of the Year Jeremy Bobo
- Financial Achiever of the Year Bria Brown-King
- Graduate of the Year Luke Meena
- Employee of the Year Vicky Olson

You can learn much more about the Goodwill Industries of Tulsa Award Winners by watching the videos linked below.



Recognition of Donors

Goodwill could not complete its mission without the help of donors. [Click here](#) to see a list of those individuals and organizations that helped to make 2020 a success.

Chairman and President's 2020 Annual Report Letter

It would be difficult to encapsulate everything that occurred in 2020 in a single letter, but what we can do is highlight some of the ways that the coronavirus pandemic impacted Goodwill Industries of Tulsa, our responses to the challenges we faced and how it ultimately changed how we will deliver mission services going forward.

What started out as a very promising year, quickly changed when we were faced with mandated pandemic closures of our stores and donation sites in late March that lasted until early May. While many businesses were forced to lay off or furlough employees, we are very pleased to say Goodwill Industries of Tulsa stayed true to our mission of employing individuals with barriers to employment and paid all our employees during the mandated closure.

Goodwill's support of our employees during the shutdown was returned to the organization many times over through the hard work and dedication our employees showed under difficult circumstances to ensure that Goodwill was able to accept, process and sell donated goods and support our operations. All of Goodwill's front-line employees were key to the successes we achieved in 2020 and we want to say a special thank you to them.

When social distancing and mask protocols were put in place and in-person services were not an option for many of our programs, Goodwill staff developed new ways to deliver our mission. We quickly developed an on-line Job Board to inform the public of open positions for those looking for work and developed numerous virtual training classes to supplement our other training options. The virtual options we developed allowed us to expand the reach of our training programs and have now become a permanent part of the services that we offer going forward.

Also in 2020, we significantly expanded our financial stability programs beyond VITA by partnering with the City of Tulsa and the Cities for Financial Empowerment Fund to open a Financial Empowerment Center that provides free financial counseling services to all residents in the Tulsa area.

None of this would be possible without the generous donations we receive from the community. Many of you took the opportunity to clean out your closets and donate during the pandemic, and we want to say thank you. Your donations are what start the cycle that allows us to grow our mission of providing work opportunities, job training and support services for individuals with disabilities or other employment barriers.

We genuinely hope you will take a few minutes and view the videos of our Employee of the Year, Graduate of the Year, Achiever of the Year, and Financial Achiever of the Year; to truly learn about the people we serve and how we serve them



David E. Oliver
President



Ron Mucci
Chairman of the Board

\$71 Million in Total
Economic Impact

\$9.5 Million in Wages
and Benefits for Goodwill
Employees With Barriers
to Employment

494,302 People
Donated Gently Used
Items to Goodwill

672,019 Individual
Customer Transactions Were
Made in Goodwill Stores