



Goodwill Industries of Tulsa

ANNUAL REPORT

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Letter from the President and the Board Chair

The theme of 2020 at Goodwill Industries of Tulsa (Goodwill Tulsa) was “responsive innovation,” as the pandemic forced us to develop new ways to deliver mission impact and prompted us to expand our financial stability programs in light of new economic realities. In 2021, we continued to forge ahead in response to community need. As you will read about in this annual report, we launched our Bank On program, expanded training programs to include several Google-based programs, and invested in a new store in Bixby.

As we continue to look ahead, we are celebrating Goodwill Industries of Tulsa’s 95th anniversary in 2022. Goodwill Tulsa is on a very short list of companies or organizations of any type that have been continuously operating in Tulsa for the past 95 years.

In 1927, the Reverend Wilkie Clock, pastor of the West Tulsa Methodist Church, petitioned Goodwill Industries International to open a Goodwill operation in Tulsa. Twelve counties in northeast Oklahoma were split off from the territory of the St. Louis Goodwill and Goodwill Industries of Tulsa was started in the basement of the West Tulsa Methodist Church. Our official incorporation date was August 3, 1927.



Innumerable lives have been positively impacted by the 1927 decision to establish a Goodwill agency in Tulsa, and by subsequent expansions. Our territory has grown from the original 12 Oklahoma counties to include 25 counties in eastern Oklahoma and 2 counties in southwest Missouri. At the same time, it is humbling to think about how many people—staff, Board members, community partners, and business leaders—have made a commitment to advancing our mission over the years. It is Goodwill Tulsa’s mission to provide work opportunities, job training, and support services for people with disabilities or other employment barriers.

Since 1927, Goodwill Tulsa has remained committed to our mission and our community. With the dedication and drive of many individuals, and the support and partnership of many businesses and organizations, we have the opportunity to continue the great work that our predecessors undertook almost a century ago.

Now is the time to express our gratitude to all those who have helped us reach this meaningful milestone, and to reflect on and celebrate our rich history of service to the community. Thank you for supporting Goodwill Tulsa and the individuals we serve.

For a better sense of how your support helps Goodwill Tulsa impact our communities, we invite you to see for yourself the stories of four outstanding individuals who were honored at our 2022 luncheon: Employee of the Year Jael Leon, Graduate of the Year Torea Marks, Achiever of the Year Trey Washmon, and Sonia Matul, winner of the Financial Resilience Award. We applaud their hard work, and we know you will enjoy getting to know them.

David E. Oliver
David E. Oliver
President

Ron Mucci
Ron Mucci
Chairman of the Board



Scan here to learn about
our award winners.

Human & Community Impact in 2021

Our Mission:

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

Goodwill provides employment programs, job training and placement services, and financial wellness programs.

EMPLOYMENT PROGRAMS



Goodwill Tulsa employed 661 individuals with disabilities or other employment barriers and paid more than \$10.5 million in wages and benefits to those individuals.

JOB TRAINING & PLACEMENT SERVICES



Goodwill TulsaWORKS offers inexpensive career training in IT, hospitality, private security, and forklift operation. In 2021, TulsaWORKS expanded its offerings with three new courses: Google Data Analytics, Google Project Management, and Facebook Social Media Marketing. TulsaWORKS trained 749 individuals in 2021.

Goodwill Tulsa Vocational Services

Goodwill Tulsa's Vocational Services supports the employment of individuals with disabilities through training, job placement, and group worksites. 256 individuals were supported by Goodwill's Vocational Services in 2021.



Goodwill Job Connection offers free, in-person job search assistance. 821 individuals took advantage of the service in 2021, with 159 placed in employment. The Job Connection team also updates and supports an online job board which had more than 6,600 visitors.

FINANCIAL WELLNESS PROGRAMS



Launched in 2021, Bank On Tulsa connects people to safe and affordable bank accounts. These accounts have no overdraft fees, online banking, and in-network ATM access.



Created in partnership with the City of Tulsa, the Tulsa Financial Empowerment Center provides one-on-one professional financial counseling at no cost to all residents. In 2021, the FEC provided 531 counseling sessions.

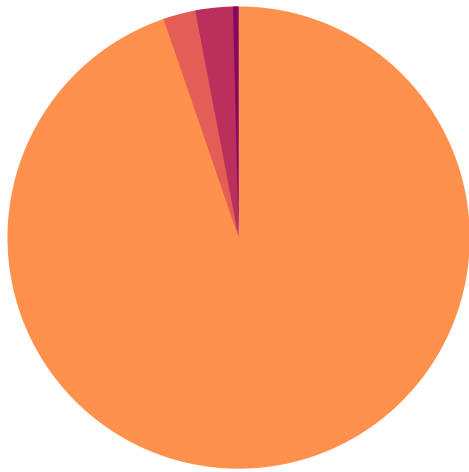


Goodwill Tulsa coordinates the IRS's Volunteer Income Tax Assistance program in the Tulsa area. Anyone with an annual household income of \$58,000 or less can receive free assistance from a trained volunteer in preparing and filing their taxes. Goodwill VITA volunteers helped file more than 3,100 tax returns.

Goodwill Tulsa operations had a \$63.2 million impact on the regional economy.

Operating Revenue & Expenses

2021 PUBLIC SUPPORT & REVENUE



Donated Goods:
\$19,185,015

Workforce Development Fees and Grants:
\$1,524,247

Financial Resilience Programs and other Contracts:
\$1,042,360

Program Revenue Subtotal:
\$21,751,622

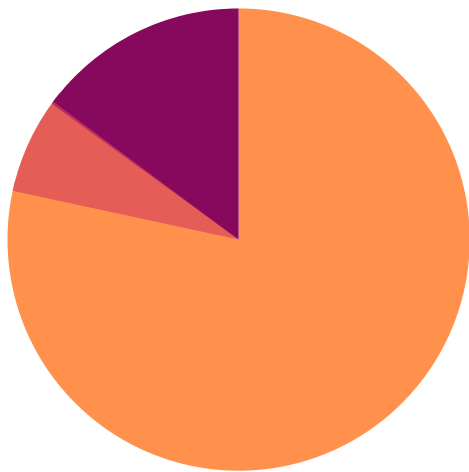
Contributions, Grants & Bequests:
\$519,068

United Way:
\$601,351

Other:
\$89,310

Total:
\$22,961,351

2021 EXPENSES



Program Services:
\$17,998,105

Administration:
\$1,519,929

Fundraising:
\$40,312

Subtotal:
\$19,558,346

Capital for Program Development, Asset Acquisition/Replacement and Contingency:
\$3,403,005

Total:
\$22,961,351

Operating Net Assets as of 12/31/2021:
\$28,066,251
(Unaudited)



BIXBY STORE

- Opened August 26, 2021
- 11,996 sq. ft.
- 8,247 sq. ft. of retail space
- 1.5-acre property
- Goodwill Tulsa's first store with decentralized processing, allowing for new product on the sales floor every day



DONATIONS

Donations are the engine powering our operations. More than 550,000 donors gave more than 21 million pounds of donations to Goodwill Tulsa in 2021. Those donations then turned into more than 810,000 purchases, which helped fund our services.

2021 BOARD MEMBERS

Chairman:
Ron Mucci

Vice Chairman:
Craig Sutton

Secretary/Treasurer:
Mark Fiegenger

Directors:

Ronny Altman
Jim Beasley
Steve Berlin
Jim Beverley
Terry Blain
Trey Bomier
Nuceka Chatman

Torii Freeman
Jean Kelley
Kevin Lackner
Kelli Lene
Chris Mafille
Tammie Maloney
Melissa McGillen

Ron Peters
David Poczynek
Paul Rossler
Brian Sandersfield
Kaci Skidgel
Clark Southmayd
Paul Woodul



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