



in just one year

Goodwill Industries of Tulsa
2010 Annual Report

in just 1 year

More than \$60 million

was the total economic impact generated by Goodwill's Programs.



PRESIDENT AND CHAIRMAN'S LETTER

A lot can happen in just one year. And at Goodwill Industries of Tulsa, it always does.

Each year when we look over our annual report numbers, we see the tremendous progress our staff and program participants have made in just 12 months.

But while we're often gratified, we're never satisfied. Because despite the last 52 weeks' accomplishments, we know there's much more to do.

The dramatic success of new services like the Goodwill Job Connection hint at just how much. In just its first year this free public walk-in job placement service placed 404 job seekers into jobs in the community.

So now we wonder what other programs we can add to bridge the gaps that keep hundreds or thousands of others in our community from achieving their goals of work and self-sufficiency. Clearly, the need is great.

And so are the rewards. For the first time, we can quantify the results of our operations and job placement services thanks to a new model that calculates the economic impact of our programs and services in the communities we serve. For 2010, we're pleased to report that Goodwill Industries of Tulsa generated a total economic impact in excess of \$60 million. Our challenge now is to top this number ... and we have just 365 days to do it.

**DAVID OLIVER, PRESIDENT
RONNY ALTMAN, CHAIRMAN**



GOODWILL'S IMPACT ON THE LOCAL ECONOMY

For many of our donors, driving away from the Goodwill Donation Center with an empty car is the end of the story. But it certainly doesn't end there for us.

Those gently used clothes and household goods will begin to generate economic good from the moment the attendant carries them into the donation center.

You see, the money raised from their sale will help to pay not only the donation center attendant's salary, but also those of Goodwill processing center employees, store employees, job trainers and Goodwill program administrators.

But it doesn't end there. Donations also help pay for training programs that prepare non-Goodwill employees for jobs at businesses throughout the Tulsa area. And the wages they earn will carry the economic impact of that donation even further into the community. The same is true for public services like the Goodwill Job Connection.

The way we see it at Goodwill, when you drop off your donation, things are just starting to get good.

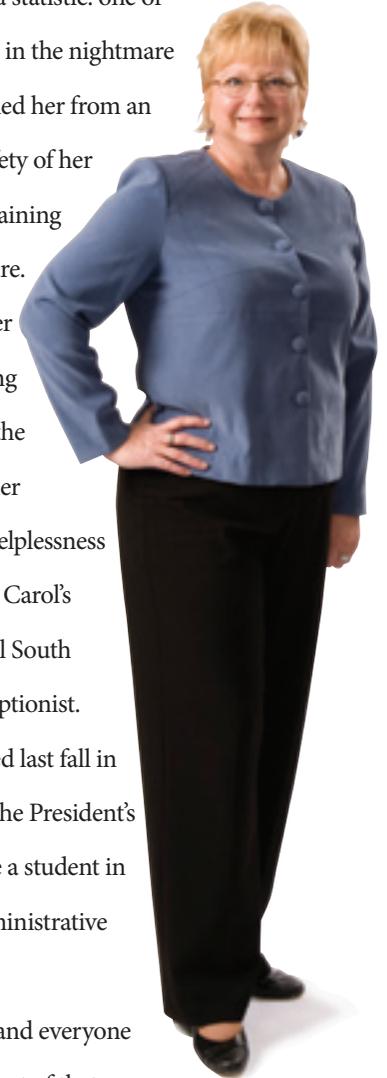


ACHIEVER OF THE YEAR

Carol Gibson

Carol Gibson might have ended up a statistic: one of five million American women trapped in the nightmare of domestic violence. But her courage led her from an abusive marriage in St. Louis to the safety of her sister's home in Tulsa, and Goodwill training led her toward a new and brighter future. Carol received computer and call center training through Goodwill's job training center. At Goodwill, she also received the encouragement and support to build her confidence and overcome feelings of helplessness left over from years of domestic abuse. Carol's efforts landed her a job at the Goodwill South Annex, where she now works as a receptionist. Encouraged by her success, she enrolled last fall in two online courses at TCC and made the President's Honor Roll. In February Carol became a student in Goodwill's new Certified Medical Administrative Assistant Training Program.

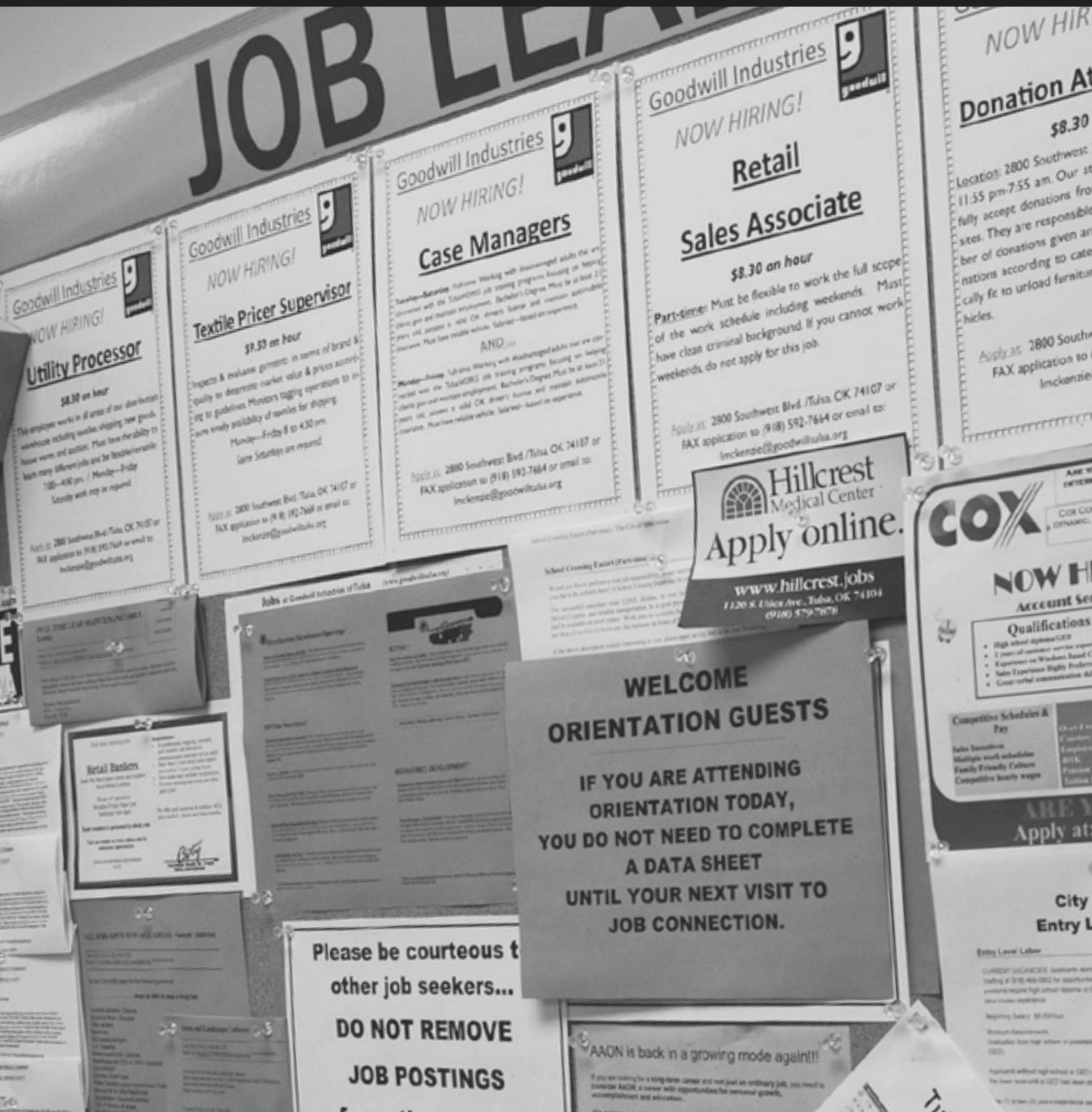
"I feel like I am getting my life back and everyone here at Goodwill has been such a big part of that happening," Carol says.



in just 1 year

More than 4,500

individuals were served by Goodwill programs.



GOODWILL'S WORKFORCE DEVELOPMENT PROGRAMS

Goodwill responds to the employment needs of persons with a wide range of skills and capabilities by offering a variety of programs preparing them for the world of work.

TulsaWorks moves people from public support to self-sufficiency through life skills classes, case management providing individual and family support, and job training.

Job Training teaches marketable skills by starting with employment essentials, followed by training in call center services, computer applications, forklift operation, private security or certified medical administrative assistance.

Goodwill East Campus provides extended work experience in a self-paced environment where people with disabilities earn a paycheck while learning high quality, safe work habits.

Transitional Work Adjustment Training helps prepare high school students with disabilities for success in the workplace by providing paid work experience in real work settings.

Supported Employment provides assistance to those with disabilities in assessing job strengths, job development and placement, and training by a job coach who gradually fades when no longer needed.

Enclaves and Job Shares offer continuously supervised employment in small groups within the community for workers who have severe disabilities.

Job Connection provides assistance with job search to any community member who is unemployed or underemployed. Services include online job search, job leads, networking, resume assistance and practice interviews.



GOODWILL'S IMPACT ON AREA EMPLOYMENT

Each year, we prepare thousands of job seekers to play a role in the Tulsa area's growing and vital workforce. Through our training and placement programs, our program participants gain the skills and support they need to find a job ... and the satisfaction that comes from being contributing members of their community.

Program	People Served
Goodwill's Employment Programs	497
Transitional Work Adjustment	67
Goodwill East Campus	76
Hospital Enclaves	49
Job Share/Donation Sites	48
Supported Employment	81
Employment and Retention	23
TulsaWORKS	1,556
Job Connection	2,231



EMPLOYEE OF THE YEAR

Jeremy Gillespie

Jeremy Gillespie refers to a tragic accident as a blessing — “what it took to turn my life around.”

A self-described troublemaker, Jeremy chose a life of drug-dealing and crime that ended with a high-speed police chase and a devastating car crash in 2001. The resulting brain injury left Jeremy with amnesia and unable to perform the simplest of tasks.

During his rehabilitation process, Jeremy and his mother learned about Goodwill's programs for individuals with disabilities. This led Jeremy to apply with Goodwill, and in 2004 he was hired to work in Goodwill's state janitorial program. He is now a valued member of Goodwill's janitorial crew and a contributing member of the community.

With Jeremy's steady employment, he and his mother were able to purchase and remodel a house. I think Jeremy described his journey best when he stated, “I was on my way to the Big House and now I own my own house!”

The “Power of Work” can and does transform lives!



in just 1 year

Over 19 million pounds

of goods were donated to Goodwill, sparing them from the waste stream.



GOODWILL DONATION CENTERS

Tulsa

2800 Southwest Blvd.
Goodwill Industries of Tulsa
(open 24 hours)

102 S. Garnett Rd.
Goodwill Store

1691 S. Yale Ave.
Storefront/1700 Yale Mall

3807 S. Harvard Ave.
Storefront*

1210 E. 41st St.
Storefront*

5937 S. Lewis
Storefront

8125-M E. 51st St.
Storefront/Memorial Park
Shopping Center

19021 E. 51st St.
Goodwill Store

6933 S. Sheridan Rd.
Storefront/Plaza Village
Shopping Center

8028 S. Yale Ave.
Storefront/Country Hollow
Shopping Center

9242-H S. Sheridan Rd.
Storefront/Sterling Plaza
Shopping Center

10925 S. Memorial Dr.
Storefront/South Park
Shopping Center

Bixby

14625 S. Memorial Dr.
Storefront/River Run
Shopping Center

Broken Arrow

2210 W. Washington St.
Goodwill Store

1027 N. 12th St.
Storefront*

Jenks

211 W. Main St.
Storefront*

Sapulpa

1022 E. Taft St.
Storefront/Creek Hills
Shopping Center

Owasso

8525 N. 117th E. Ave.
Goodwill Store

Bartlesville

3826 E. Frank Phillips Blvd.
Goodwill Store

Claremore

1204 N. Lynn Riggs Blvd.
Goodwill Store

McAlester

715 S. George Nigh Expy.
Goodwill Store

Joplin, Missouri

2102 Range Line Rd.
Goodwill Store

*Freestanding facility.

For special donation pickups, call (918) 581-1200



GOODWILL'S IMPACT ON OUR ENVIRONMENT

Last year Goodwill received 359,000 donations from the public, diverting millions of pounds of goods from the waste stream. Over the past 10 years alone, we've diverted more than 110 million pounds.

We "recycle" gently used donated clothing and household goods in our stores, extending their life. Goods not suitable for retail are sold in secondary markets to reduce waste and generate revenue to support our programs. And we take part in programs such as Dell Reconnect, which responsibly recycled over 700,000 pounds of donated computer equipment just last year.

Our efforts in recycling, sustainability and environmental stewardship earned Goodwill Industries of Tulsa the 2010 Henry Bellmon Sustainability Award for "Responsible Economic Growth", a prestigious honor from Sustainability Tulsa and the Southside Rotary. We are proud to be recognized for our decades-long mission of sustainable self-support.



PERSEVERANCE AWARD

Azande Campbell

Life has never "gone by the numbers" for Azande Campbell. At four, he was hit by a truck and injured so badly doctors feared he would not survive. But he did. Then they worried that brain stem damage would leave him in a permanent vegetative state. But again Azande proved them wrong.

Azande recovered and grew up to lead a productive life. Upon graduating from high school in 1993 he accepted a janitorial position with Goodwill and worked for more than 10 years.

Ultimately old injuries caught up with Azande, and he had to be on disability for a while. But he found that boring and worked to regain his strength. In 2006 he returned to work cleaning Goodwill stores.

Through resources provided by Goodwill, Azande learned about Habitat for Humanity. With Goodwill's assistance he applied for a house for his family of four. He has now completed more than 700 volunteer hours and will be moving his family into a refurbished Habitat home in the near future.

Azande Campbell just won't quit. "I plan to work for a long time," he says, "this time until I retire!"



in just 1 year

More than 90 percent

of our operating budget came from our retail sales and service contracts.



GOODWILL RETAIL STORES

Tulsa
2800 Southwest Blvd.
102 S. Garnett Rd.
19021 E. 51st St.

Broken Arrow
2210 W. Washington St.
(91st Street & 145th
East Avenue)

Owasso
8525 N. 117th E. Ave.

Claremore
1204 N. Lynn Riggs Blvd.

Bartlesville
3826 E. Frank Phillips Blvd.

McAlester
715 S. George Nigh Expwy.

Joplin, Missouri
2102 S. Range Line Rd.

Store and Donation Center Hours:

Monday–Saturday
9am–6:30pm

Sunday
noon–6pm

For additional information, call (918) 584-7291 or visit www.goodwilltulsa.org

GOODWILL'S IMPACT ON OUR RETAIL STORE CUSTOMERS

Please don't ask us to define the "typical" Goodwill store customer. Also, don't make us try to give you just one reason why customers shop in our stores (again and again and again ...)

Suffice it to say that Goodwill stores meet all sorts of needs for all kinds of people — budget shoppers, treasure seekers, the smart fashionista, families, working folks, retirees, people who like knowing that their shopping dollars help support Goodwill programs and services ... and people who just like to shop.

But whatever they come for, every Goodwill shopper knows exactly what they'll find: a clean and tidy well-lit browsing environment, high-quality, like-new merchandise, and impeccably trained and friendly sales associates ready to help in any way they can.

All this and great prices too. That's impact.



GRADUATE OF THE YEAR

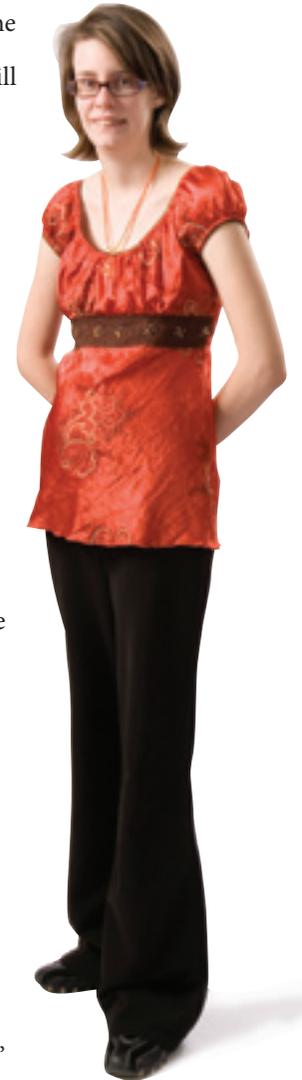
Danita Bennett

When you're very shy, it's easy to feel lost in the crowd. Fortunately, Danita Bennett had Goodwill to help her find a voice and a place in the working world.

Now 22, Danita was a senior at Mingo Valley Christian School when she was referred to Goodwill for Transitional Work Adjustment Training. She spent half-days working in a Goodwill store gaining on-the-job experience and confidence as she interacted with customers.

After high school, Danita continued to receive assistance from Job Coach Daniel Wood as she started her job as a Courtesy Clerk at Food Pyramid. Now Danita is on her own at work — sacking groceries, stocking shelves and taking carry-outs to customers' cars.

An expert bargain shopper herself, she's used her earnings to buy her own TV and furniture and is now saving for a computer. "It feels good," she says about having a job and income. "I like being able to spend my own money."



in just 1 year

Every one of us

made a difference. Thanks for your generous gifts of goods and resources.

DONORS

Ace Air, Inc.
 Adwon Realty
 AEP/Public Service Company of Oklahoma
 Allen Family Foundation
 Allied Motion/Emoteq
 Almaraz Investments
 Altman, Ronny & Judy
 A-Max Sign Company
 American Heritage Bank
 American Waste Control
 Ames, Roger & Suzanne
 Anchor Packaging Company
 Ash, Edwin W.
 Athens, Mary W.
 Automated Mail Service
 Bachman, Page & Laura
 Bank of Oklahoma
 Bauer & Associates, Inc./Grover Bauer
 Beasley, Jim & Barbara
 Grace & Franklin Bernsen Foundation
 Beverley, Jim & Laura
 Bewley Sweeper Service, Inc.
 Blain, Terry & Erin
 Brady, Joseph & Loray
 Branson, Robert & Janice
 B.R. Hutson, Inc.
 Broadland, Donald & Carole
 Buckner, Jim & Debbie
 Burlingame, Virginia
 Burton Oil & Gas Properties
 Central City Mobile Service, Inc.
 H.A. and Mary K. Chapman Charitable Trust
 Chevrier, Pete & Norma
 CITGO Petroleum Corporation
 Clark, Elmer L.
 CommunityCare Managed Healthcare
 Conrad, Robert & Barbara
 Cootes, Howard & OnaLee
 Craine, Bob & Debbie
 Creekpaum, James E.
 C.W. Titus Foundation
 Diehl, Thomas & Elizabeth
 Duggan, Geneva C.
 Elson, William & Marion
 Fader, William & Jacqueline
 Fell Oil & Gas
 First Evangelical Lutheran Church
 Fitzgerald, Nick & Catherine
 Flaxbart, Edward W.
 Flint Family Foundation

Frontier International Trucks
 GableGotwals Foundation
 Geer, Mike & Kay
 Gilliam, Rita
 Gilmore, Charles & Phyllis
 Gunnells, Linda M.
 The Guterman Family Foundation
 Hall Estill
 Hamilton, Raymond
 The Hardesty Family Foundation
 Hearod, Mark
 Henshaw, Warren & Virginia
 Herrmann, Rudy & Deborah
 Himelfarb, Don & Eileen
 HoganTaylor
 Holly Refining & Marketing - Tulsa LLC
 Holman, Nuel
 Jackson, Tyler
 Jones, Jenk Jr.
 Joyner, Sam
 JPMorgan Chase & Co.
 Kache, Ashok
 George Kaiser Family Foundation
 Kelley, Jean
 Kemm, James & Betty
 Kemp, Marwin
 Ketchum, Hall & Margaret
 The Lamar Companies
 Lee, Dorothy
 Lee, David & Suzanne
 Liberty Press
 Lighting, Inc.
 Litchfield, Jay
 Loomis, Susan
 Lorimor, Gregg
 M&M Mattress
 The J.E. & L.E. Mabee Foundation
 Mabel Doan Trust
 Mackey, Steve & Jana
 Maloney, Tammie & David
 Ben & Laura Martin Memorial Foundation
 Martin, David C.
 Mason, Marion H.
 Matthews, Shannon L.
 Matthies, Leslie and Chris
 Mattinson, Janis M.
 McAulay, Walter J.
 McIntosh, Debra
 MidFirst Bank
 Moon-Baker Agency
 Moore, Michael & Leslie
 Morton, Robert & Christine
 Murray, Duane & Linda
 Mutual of America
 Nelson, Don & Nancy
 Newman, Betty B.

Nelson, Ruth K.
 Obayashi, Susan B.
 Oliver, Dale & Donna
 Oliver, David & Eva
 ONB Bank & Trust
 P-F Unlimited
 Palovik, John
 Penrose, Steve & Leslie
 Hagler Pinkerton Foundation
 Pinkey, Colonel Vernon W.
 Pottorf, Mary Jane & Joseph
 Price, Helen Sue
 Reese Trailer Repair
 Rodolf, Barbara & John
 Rolf, Jessie Lee
 Rossler, Paul
 Rush, Bill & Georgia
 Scherer, Jerry & Gay
 Seay, Harry L. III
 Shearing, John & Beverley
 Sherwood, William B.
 Silva, Lynda L.
 Small, Richard & Norma
 Smith, Ralph C.
 Somers, Louise
 Sonitrol of Tulsa
 Southside Rotary Foundation
 St. John Health System
 Stout, Dee Barrett
 Summit Bank
 Summit Financial Group
 Tamasese, Philip
 The Standard
 Thomas, Leroy Sr.
 Tomlin, Bernard & Adrienne
 Tulsa Community Foundation
 Tulsa Route 66 Marathon
 Turner, Andrea & Gerald
 Turner, Anna Louise
 Turner Roofing & Sheet Metal
 Value News
 Vogle, William & Judy
 Warehouse Market, Inc.
 Watts, Jean A.
 Webster, Doug & Nancy
 Wellemeyer, Doris C.
 Whitener, Dennis & Sue
 Wilkin, R. Charles & Lesley
 Williams Companies
 Woodard III, Carolyn & John R.
 Woodul, Paul
 Maxine & Jack Zarrow
 Family Foundation
 The Zarrow Families Foundation

HONORARIUM DONATIONS

In honor of Ronny Altman
 Brian Altman & Jerry Boegler
 Anonymous donor
 Julie & Brent Morse
 Rabbi Charles P. Sherman

In honor of Robert, Barbara & Thomas Conrad
 The Albert & Hete Barthelmes Foundation

In honor of Don Himelfarb
 Ronny & Judy Altman

In honor of David Oliver
 Ronny & Judy Altman

In honor of Joseph Smart
 Robert & Sherry Hyer

In honor of Doug Webster
 Ronny & Judy Altman

MEMORIAL DONATIONS

In memory of C.A. Burris
 Dorothy D. Burris

In memory of L.D. Burris
 Dorothy D. Burris

In memory of John P. Hammond
 D.C. Anderson

In memory of Kemp Lolar
 Vickie C. Ludiker

In memory of Barry Peck
 Don & Eileen Himelfarb

In memory of Jason David Paul
 John Westervelt

In memory of Thearon "Dusty" Rhoads
 Pearl H. Rhoads

In memory of Ronald Roselius
 Howard & OnaLee Cootes

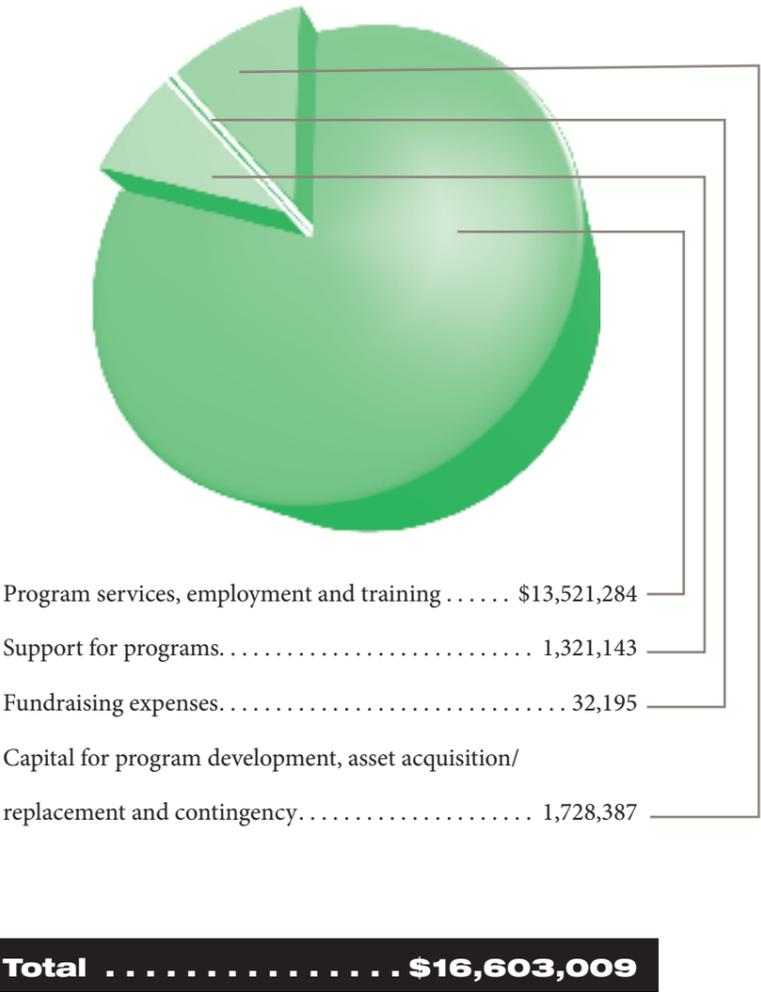
In memory of Windsor H. Smith
 Gloria Warren Smith

In memory of Brandion Wade
 Donna Holbrook
 Melinda & Kenny Johnston
 Friends of Goodwill
 Doug & Nancy Webster

In memory of Dorothy Weeks
 Randy & Dana Mills

GOODWILL SUPPORT TO THE COMMUNITY

Unrestricted operating funds (unaudited)



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Vice-Chairman

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COMMUNITY IMPACT

\$10.3 million Paid wages and benefits of \$10.3 million to Goodwill employees

\$12 million Generated more than \$12 million in donated goods revenue, while providing millions of dollars in savings for our customers

\$2.6 million More than \$2.6 million in wages were earned during 2010 by individuals placed into jobs in the community through Goodwill's Training Programs

\$2.7 million More than \$2.7 million in wages were earned during 2010 by individuals placed into jobs in the community through Goodwill's Job Connection

19.9 million Took in more than 19 million pounds of donated goods, providing an environmentally favorable way to recycle clothing and household items

700,000 Recycled more than 700,000 pounds of used computer equipment through the Dell Reconnect Partnership

\$53,000 Goodwill employees contributed more than \$53,000 to the Tulsa Area United Way

4,564 Provided job training, work opportunities, case management and placement services to more than 4,500 individuals with employment barriers

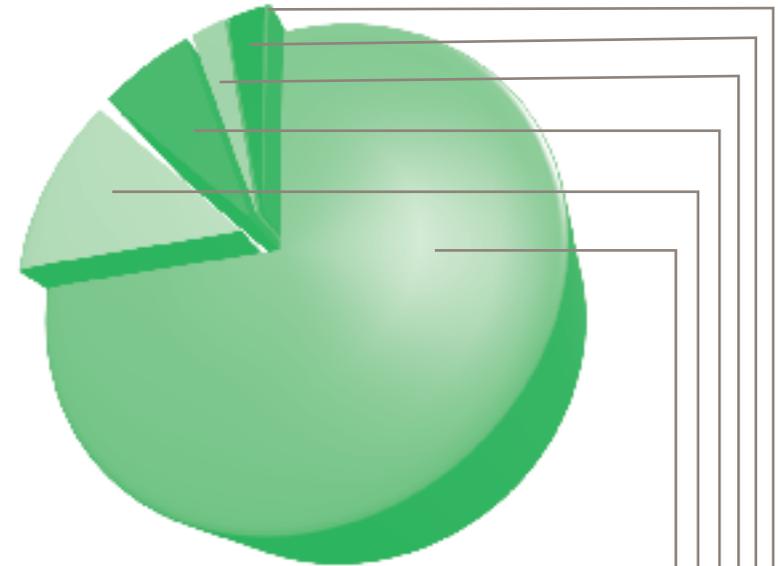
775 Placed 775 people in jobs in the community

359,000 Received more than 359,000 donations of clothing and household items

748,000 Served more than 748,000 shoppers in Goodwill Stores

PUBLIC SUPPORT TO GOODWILL

Unrestricted operating funds (unaudited)



Sales of donated goods.....	\$12,475,337
Fees and grants for training purposes.....	2,093,923
Custodial and other contract work.....	1,135,510
Tulsa Area United Way.....	419,318
Contributions and bequests.....	412,015
Other.....	66,906

Total \$16,603,009

Net Assets as of 12/31/10, all funds..... \$23,626,272

mission

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

vision

We envision a community where all people have the training and opportunities they need to be successful in the workplace, regardless of the barriers to employment they must overcome.

values

Integrity: We strive to meet the highest standards of ethics and accountability.

Respect: We treat all people with dignity and respect.

Commitment: We are resolved as individuals and as an organization to the fulfillment of our mission.

Diversity: We embrace diversity in the individuals we serve, the programs we offer and among the workforce that makes up our organization.

Empowerment: We provide services that help people help themselves.



People working. Lives improved.

