the Goodwill effect...
CHAIRMAN & PRESIDENT’S LETTER

Everyone is aware of the ripple effect that occurs when you throw a pebble into a lake on a calm day, but you may not be aware of a similar effect that occurs when you donate a no longer needed item of clothing to Goodwill Industries of Tulsa. We like to refer to this as the Goodwill Effect and our 2012 Annual Report is filled with examples of the outcomes that ripple through our community thanks to your generous donations to Goodwill.

Goodwill continuously strives to be a good steward of the community resources that are entrusted to us. Last year more than 380,000 donations of material were received and through the Goodwill Effect we were able to hire, train and place more people with barriers to employment than at any time in our history. The overall economic and fiscal impact that Goodwill has on our community is something we are very proud of but the real story behind the Goodwill Effect is the impact it has on individuals. In this annual report we are pleased to share with you the stories of our award winners Sue, Alex and Regina and how Goodwill has affected their lives. We want to congratulate these individuals and hundreds of others who, during the past year, have overcome significant barriers and are now successfully employed in the community.

However, none of this would be possible without the generosity and support of the community. Therefore, we would like to thank you for initiating the Goodwill Effect by supporting us with your donations. It is humbling to be part of such a caring community and we sincerely thank you for your support.

...begins with a donation.

Tammie Maloney
Chairman

David Oliver
President
Job opportunities within Goodwill.

Goodwill’s employment programs include donated goods (collecting, processing and selling items donated by the public) and janitorial contracts. These programs allow individuals with disabilities or other barriers to employment to earn a paycheck and become successfully employed in the community by working directly for Goodwill.

TRANSPORTATION DEPARTMENT
Goodwill’s transportation department is responsible for transporting and loading all items from donation centers to Goodwill’s headquarters facility for processing and delivering shipments of the processed merchandise to Goodwill’s retail stores.

ATTENDED DONATION CENTERS
Goodwill operates twenty-six attended donation centers that are staffed seven days a week to assist donors, provide tax receipts and sort the goods received into categories prior to shipping them to Goodwill’s headquarters facility for final processing.

PROCESSING AND SORTING FACILITY
Items collected at Goodwill’s twenty-six donation centers are shipped to Goodwill’s headquarters facility for processing. Over ninety individuals are involved in the process of separating goods for shipment to Goodwill’s eleven stores or preparing them for sale to secondary markets.

GOODWILL RETAIL STORES
Goodwill operates eleven retail stores throughout eastern Oklahoma and southwest Missouri. More than one hundred employees comprise Goodwill’s eleven store teams who are responsible for all facets of operating Goodwill’s stores seven days a week.

JOB SHARE DONATION SITES
Eight out of Goodwill’s twenty-six donation sites are staffed by work groups comprised of individuals with disabilities who work with the assistance of a Goodwill job coach. This provides work opportunities for more than fifty-five individuals with disabilities.

TRANSITIONAL JOBS
Several positions in Goodwill’s donated goods program are set aside for graduates from Goodwill’s TulsaWORKS training program so they can gain actual paid work experience for up to a maximum of ninety days while they pursue job opportunities in the community.
Goodwill, the Department of Rehabilitation Services, local school districts and the Oklahoma Autism Network have collaborated to develop a training program designed to accommodate the learning styles of high school students with autism as they transition into the workforce. The extensive use of technology in this program appeals to the learning style of the students.

**Job Connection**
Any community member who is unemployed or underemployed can utilize the job search resources of Goodwill’s Job Connection free of charge. Goodwill professional staff is available to assist with online job search, job leads, networking, resume assistance and practice interviews.

**Group Worksites**
Community integrated job opportunities for those with significant disabilities who need continuous job coach supervision. Worksites are located in four local hospitals, employing fifteen job coaches and forty supported workers.

**Transition Services**
Work preparation for high school students with disabilities. This program partners with four Goodwill retail stores to provide classroom training, career exploration, job shadowing in local businesses and paid work experience at Goodwill.

**TulsaWorks**
This program is designed to assist individuals seeking to move from public support to self-sufficiency. Goodwill case managers work one-on-one with participants to assess their needs and vocational interests. Individual needs of the participant and/or their family members are addressed utilizing a variety of community resources, allowing the participant to focus their efforts on job training and placement.

**Autism Spectrum Disorder Pilot Program**
Goodwill, the Department of Rehabilitation Services, local school districts and the Oklahoma Autism Network have collaborated to develop a training program designed to accommodate the learning styles of high school students with autism as they transition into the workforce. The extensive use of technology in this program appeals to the learning style of the students.

**Goodwill East Campus**
Goodwill’s East Campus offers solutions for businesses seeking a dependable and eager workforce ready to meet a wide variety of outsourcing needs. The Campus provides extended work experience for more than forty people with disabilities who earn a paycheck while learning high quality work skills.

**Skill Training**
Skill training options offered by Goodwill include: Life skills/job readiness, workplace computer skills, corporate customer service, employment essentials, forklift/material handling operation and unarmed private security.

**Supported Employment**
Supported Employment designed to provide independent, competitive employment for individuals with significant disabilities through the assistance of a Goodwill Employment Consultant. Services include assessment, job development and placement, along with training to the employer’s specifications. The job coach fades from the placement when no longer needed.

**Valuable services for area businesses.**
Goodwill provides contract services such as packaging, collating, shrink wrapping and assembly for local businesses through the workforce at our East Campus. Goodwill also contracts with four local area hospitals to provide a variety of services that includes document shredding, cardboard baling and custodial services. When area businesses contract with Goodwill they not only receive a cost-competitive solution, but also help Goodwill participants learn valuable real-world work skills.

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ALEX JACKSON // Graduate of the Year

Quiet and reserved, Alex first came to Goodwill Industries of Tulsa as a high school student from Edison in September of 2010. He was referred by the Oklahoma Department of Rehabilitation Services (DRS) to Goodwill’s Transition Work Adjustment Training program serving high school students. Alex had been diagnosed with an Autism Spectrum Disorder (ASD) and was extremely shy. Although he did not speak frequently it was clear he was bright, positive and focused.

During his time in the Work Adjustment Training program, Goodwill began to work with DRS to design a class specific to the social needs of youths diagnosed with a condition included within the Autism Spectrum. When Alex completed the traditional Transition Work Adjustment Training program in December of 2011, he was selected to participate in the first class of the ASD Transition Services pilot program.

As a student in the new program, Alex had a curriculum specifically designed to assist in workplace etiquette, so often lacking in youths with Asperger’s Syndrome, a form of ASD. This program also featured heavy use of technology because this appeals to the learning style of students with Asperger’s Syndrome, a form of ASD. This program also featured

non-verbal communication through the use of role-play and videotaping. The students are also taught self-monitoring and self-regulation strategies thus increasing independence and self-confidence.

Technology was used in new and revolutionary ways. Each student had classroom use of an iPod Touch devise and learned to operate a flip camera to record video prompts. They downloaded specific applications to help identify and cope with anxiety, to communicate more effectively and to review various work procedures.

Employment is the goal. Because the students meet their Employment Consultants (ECs) from Goodwill’s Supported Employment program during the pilot, they gain confidence from the new relationships. Goodwill staff members coordinate efforts, increasing the prospect of success for community employment.

Frequently Alex coped with stress by reorganizing his backpack. Seeing his organization skills as an opportunity, Alex began organizing merchandise in the Goodwill Store. He continued to refine his skills, graduating from the pilot program to supported employment in May of 2012.

Alex and his EC decided to capitalize on his talent for organization. A courtesy clerk position at Reasor’s was the ideal match. With his EC’s help, Alex organized groceries confidently. His iPod Touch helped his interaction with store customers, reminded him of break time and work schedules. Alex has worked at Reasor’s since June of 2012. His employer says he is a model employee; he does a good job with a positive attitude.

SUE MASSEY // Employee of the Year

Sue Massy is a testament to what can be accomplished when the perseverance and determination of an individual with disabilities is combined with the training and work opportunities provided by Goodwill. Her story reinforces Goodwill’s belief that work is the mechanism by which people gain financial and personal independence.

Prior to coming to Goodwill, Sue and her husband Mike had purchased a home but they were struggling to make ends meet. Sue determined it was important for her to find a job to improve their family financial situation and in May of 2007, Sue’s case manager from the Developmental Disabilities Services Division recommended she pursue work opportunities available through Goodwill. Sue’s case manager felt she would be a perfect fit for the enclaves (small work groups of supported workers) that Goodwill operated at several local hospitals.

Goodwill hired Sue to work in an enclave that provided paper shredding services at OSU Medical Center. Sue thrived under this setting where Goodwill job coaches provided continuous encouragement and supervision to her and the other supported workers at the site. From the beginning Sue showed a willingness to do whatever it takes to get the job done and the dedication to insure the work was done right, always accompanied by a smile on her face.

REGINA HAWK // Achiever of the Year

Sometimes life throws curve balls. Regina Hawks knows this all too well. Regina grew up in the Tulsa area, graduated from a local high school and then attended Northeastern Oklahoma A&M after finishing her education at Oklahoma State University, earning a bachelor’s degree with the help of hard work and scholarships.

Then just when she thought everything was perfect, her world seemed to collapse around her.

It all started with the inability to find a job in her chosen profession as an educator. That, along with a devastating divorce drove her further down into frustration and financial desperation. Regina had gone from a dual-income marriage to a stay-at-home mom of two, then to a struggling single mom with two jobs, to being homeless and alone seemingly overnight.

In June of 2012 she made the decision to move back to the Tulsa area in hopes of getting help.

However, despite her hard work, family finances continued to be tight for Sue. Aware of this, she began to pursue other opportunities within Goodwill. Sue applied for an open position on the cleaning enclave at OSU Medical Center. Initially she worked a few hours a day shredding paper and the balance performing cleaning tasks. Sue’s positive attitude and strong work ethic shown through and Goodwill approved Sue’s transfer to a full-time position with the cleaning enclave, allowing her to increase her income.

In October 2012, Sue requested and was awarded a transfer to the Goodwill cleaning enclave at St. John’s Medical Center. While it was difficult to leave behind friendships among her co-workers, job coaches and OSU hospital staff she afforded Sue the opportunity to learn new tasks. Her job coaches have noted that she is doing an excellent job, has a great attitude and is well respected by St. John’s hospital staff and her co-workers.

Today her family finances have stabilized and she and her husband are considering purchasing a home closer to her family.
Our local community positively impacted.

Goodwill Industries of Tulsa commissioned an economic and fiscal impact analysis that calculated the impacts of our operations as well as the impacts of employment from Goodwill assisted job placements in the community.

- **254** indirect and induced jobs created
- **1,009** individuals placed in jobs.
- **$2.6** million fiscal impact
- **$11.5** million in wages and benefits earned by Goodwill employees
- **$7.5** million in wages earned by individuals placed in jobs.
- **$85.3** million total economic impact of all Goodwill programs.
- **8,000** tons of materials diverted from area landfills
- **$2.6** million fiscal impact
- **MORE RECYCLING**
- **MORE SELF SUFFICIENCY**
- **LIVES IMPROVED**
- **TRAINED WORKFORCE**
- **INCREASED TAX REVENUES**
- **IMPROVED QUALITY OF LIFE**
- **JOB CREATION**
Contributions & Bequests: $370,301
Other: $73,487

Public Support to Goodwill
$18,920,209
Unrestricted operating funds (unaudited)
Net Assets as of 12/31/12, all funds $29,606,219

Sales of Donated Goods: $14,961,671
Custodial & Other Contract Work: $853,981
Fees & Grants for Training Purposes: $2,202,401
Tulsa Area United Way: $458,368

Goodwill Support to the Community
$18,920,209
Unrestricted operating funds (unaudited)
Insurance proceeds related to damage incurred at the Joplin Store and Donation Site are not included above.

Capital for Program Development, Asset Acquisition/Replacement & Contingency: $2,222,127
Support for Programs: $1,599,143
Fundraising Expenses: $30,786
Program Services, Employment & Training: $15,068,153
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In memory of Varla Zarrow
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In memory of Jack Zarrow
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In memory of Robert
Altman, Ronny & Judy
In memory of Paul Woodard
Webster, Doug & Nancy
In memory of John P.
Anderson, D.C. & Janie
In honor of all Goodwill Tulsa employees
Anonymous Donor
In honor of Thomas Conrad
Conrad, Robert & Barbara
In honor of Blas & Luiz
Deleon
Deleon, Steve
In memory of Jacquelin F.
Fader
Fader, William B.
In memory of Walter
Barton
Gilmore, Charlie & Phyllis
In honor of Tammie and
David Maloney
Johnson, David
In honor of David Oliver
and Doug Webster
Altman, Ronny & Judy
In honor of Mary E. Zarrow
Hermann, Rudy & Deb
In memory of Debra Mckinna
Altman, Ronny & Judy
In honor of Don"D" Mcginnis
Altman, Ronny & Judy
In memory of Jack Zarrow
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In honor of Tammie and
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Johnson, David
In honor of Aaron McCoy
Swanson, Jana

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VISION

We envision a community where all people have the tools 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.

Empowerment: We provide services that help people help themselves.

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