

RETAIL STORE

ROUTE 66

Goodwill

SECURITY

9  
goodwill

DONATION CENTER

ROUTE 66

**Goodwill**   
Industries of Tulsa ®

# The Power Within

2024 Goodwill Annual Report

# Letter from the President & the Board Chair

Edgar J. Helms founded the Goodwill movement with the belief that everyone deserved the chance to experience the transformative power of work. As Goodwill Tulsa approaches its centennial in 2027, we continue to evolve our organization in pursuit of that goal.

In 2024, Goodwill Tulsa's board approved a forward-looking strategic plan. The new plan, along with a new mission, vision, and values, guides us to a future when even more people have the training and opportunities they need to be successful in the workplace.

Goodwill Tulsa's mission is to empower people to reach their full potential through work opportunities, training, and support services. Simply stated, our role is to help them harness The Power Within.

In 2024, our organization expanded into largely unserved areas of our Goodwill territory, including Muskogee and Coweta. That expansion continues today as we further implement a strategy to bring our services into new neighborhoods and cities. One element of this strategy includes a new mobile mission unit. Goodwill Tulsa will use this vehicle to enhance accessibility to programs and services and raise Goodwill's public profile to augment its community outreach efforts.

Building on the strong foundation developed by Goodwill Tulsa's newly retired president, David Oliver, we are very excited to continue to expand our reach and extend our services to more individuals in 2025 and beyond. This meaningful work has a tangible impact on our region by increasing financial security, developing a local workforce, and helping people improve their lives.

Thank you for your support of Goodwill. Together, we can help individuals in our communities find The Power Within.



Robert Stape | President



Craig Sutton | Board Chair



**GOODWILL**  
STORE & CAREER CENTER

Muskogee Grand Opening:  
August 22, 2024



# AWARD WINNERS

**Goodwill Employee  
of the Year Award**  
*Thomas Conrad*



**Goodwill  
Pathfinder Award**  
*Ronnie Rollins*



**Spirit of  
Goodwill Award**  
*Patrick Sullivan*



**You can learn about our  
amazing Award Winners by  
scanning this QR code.**



# STRATEGIC PLAN

Scan to view Goodwill Tulsa's 2025-2027 Strategic Plan and learn how we're expanding our mission, deepening our impact, and creating more opportunities in the communities we serve.



# MISSION

Goodwill empowers people to reach their full potential through work opportunities, training, and support services.

# VISION

Goodwill envisions a community where all people have the opportunity to experience the transformative power of work.

# VALUES

**Growth:** Nurturing continuous improvement, learning, and development.

**Unity:** Working together to achieve common goals.

**Integrity:** Striving to meet the highest standards of ethics and accountability.

**Dignity:** Upholding respect and equity for all.

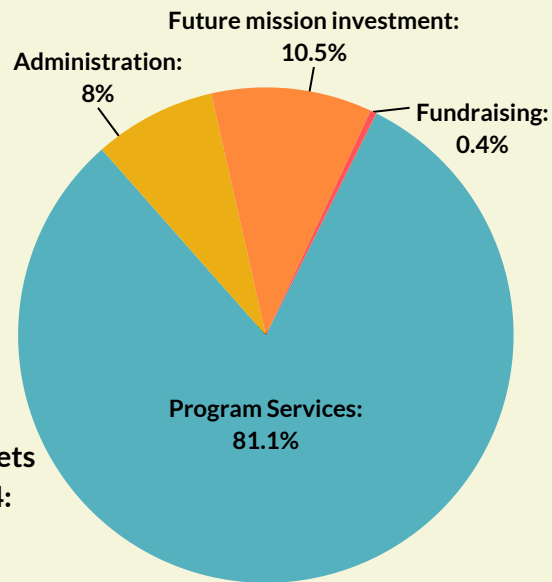
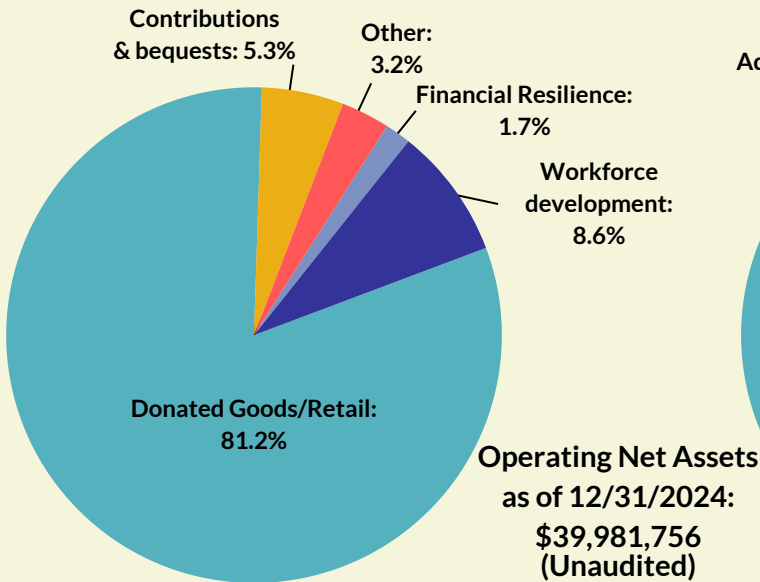
**Empowerment:** Helping people help themselves.



# 2024 Goodwill by the Numbers

2024 PUBLIC SUPPORT  
& REVENUE: \$34,192,865

2024 EXPENSES & FUTURE MISSION  
INVESTMENT: \$34,192,865



Operating Net Assets  
as of 12/31/2024:  
**\$39,981,756**  
(Unaudited)

## Programs

### Work Opportunities

Providing meaningful work opportunities to individuals with disabilities and other obstacles is a core part of Goodwill's mission. In 2024, Goodwill employed **1,118** individuals with barriers across a wide range of roles throughout the organization. In addition, Goodwill supports employment for individuals with disabilities through our group worksites and contract services programs, offering structured environments and tailored support.

### Training & Placement

Goodwill's Training and Placement services provide opportunities for people to find work in our community through training, coaching, and referrals. In 2024, Goodwill provided job preparation and training services to more than **1,180** individuals through our Career Center, Career Academy, Work Ready Oklahoma (WRO), Supported Employment, and Work Adjustment Training programs.

### Support Services

Goodwill offers free tax filing through the Volunteer Income Tax Assistance (VITA) program, which helped more than **3,100** local taxpayers in 2024. Goodwill's Financial Empowerment Center (FEC) gave free financial counseling to more than **600** Tulsans last year.

Goodwill also offers one-on-one coaching and referrals to support services to all current employees through the Grow with Goodwill program.

# MISSOURI

# OKLAHOMA

We are a member of Goodwill Industries International, a network of 153 independent, local Goodwills in the United States, Canada, and 12 other countries. Goodwill Tulsa is overseen by a volunteer Board of Directors, composed of local community leaders who ensure we are meeting the needs of the citizens of this area. Goodwill Industries of Tulsa is headquartered in Tulsa, Oklahoma. Our territory includes 25 counties in Eastern Oklahoma and 2 counties in Southwest Missouri. We currently operate 13 retail stores and 30 donation locations.



## 2024 BOARD MEMBERS

**Chairman:**  
Craig Sutton

**Vice Chairman:**  
Mark Fiegener

**Secretary/Treasurer:**  
Kevin Lackner

**Directors:**  
Ronny Altman  
Steve Berlin  
Jim Beverley  
Terry Blain  
Trey Bomier  
Nuceka Chatman

Michael Davis  
Blake Keeley  
Tammie Maloney  
Derek Martin  
Ron Mucci  
Paul Rossler

Kaci Skidgel  
Kyara Smith  
Pam Stanton  
Cing Taithul  
Paul Woodul

**Honorary:**  
Jim Beasley  
Alan Carlton  
Lee Davis  
Rudy Herrmann  
Brian Hunt  
A.B. Steen

Goodwill would like to thank the following sponsors for making the 2025 Annual Awards Luncheon possible:

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A supporting organization of Tulsa Community Foundation

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OKLAHOMA**

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**& Craig Sutton**

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**Judy & Ronny Altman  
+ Paul Woodul**

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**Kevin Lackner**

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