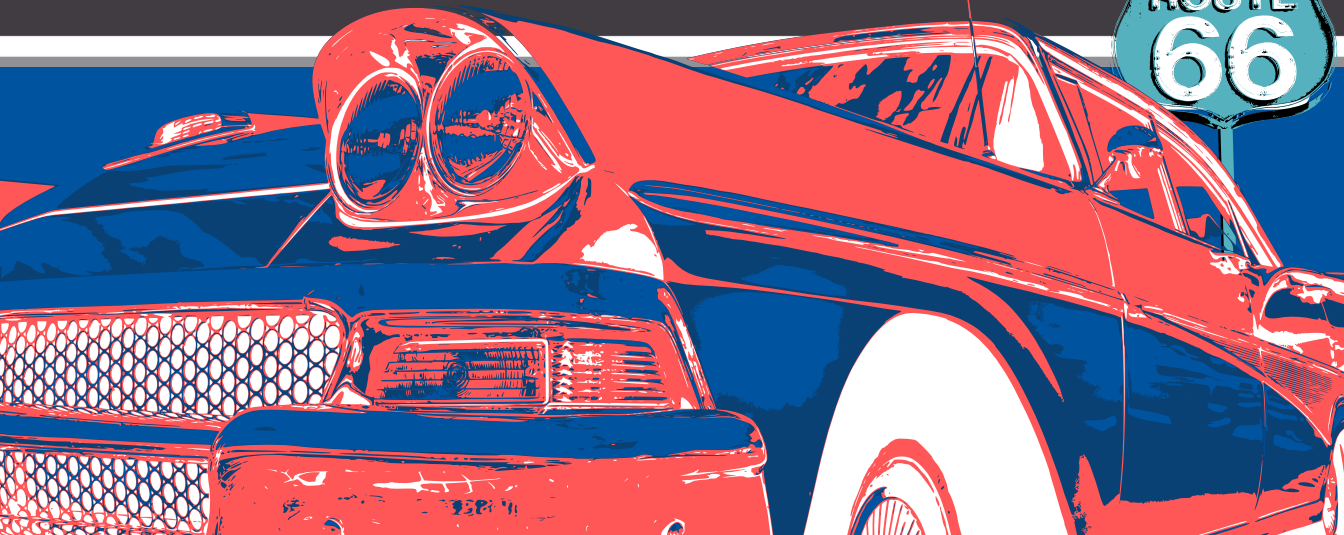


ANNUAL
REPORT

2025

THE ROAD
— — — — —
AHEAD



LETTER FROM LEADERSHIP

At Goodwill Tulsa, our mission is clear: to empower people to reach their full potential through work opportunities, training, and support services. Every program we offer, every partnership we build, and every resource we provide is designed to give individuals the tools they need for the Road Ahead.

In 2025, we strengthened our commitment by restructuring all mission programs under a single department. This alignment ensures participants receive the full support of our organization, from employment training and career coaching to financial counseling and beyond. By uniting our mission efforts, we can walk alongside each participant more effectively and with greater impact.

Much of that work takes place at Goodwill's Mission Mile, sitting along historic Route 66 in Tulsa. It is home to our headquarters, centralized processing center, several of our mission programs, and the majority of our dedicated staff. This past year brought exciting growth to Mission Mile with the opening of our new Goodwill Second Chance Outlet. The Outlet is designed to bring new life to donated goods that cannot be sold in the retail stores, helping us extend the life of donated items, and generate additional revenue to support our mission. By giving new purpose to items entrusted to us, we're becoming even better stewards of the donations we rely on.

Our work extends far beyond our headquarters. We have 13 stores, 30 donation centers, and programs, services, and partners spread across Eastern Oklahoma and Southwest Missouri. In addition, the Goodwill Mission Mobile hit the road in 2025, delivering services directly to underserved communities where transportation is often a barrier. This approach allows us to reach more individuals, remove obstacles, and bring opportunity wherever it's needed.

None of this work would be possible without the support of our community. Your support fuels every mile we travel, every program we run, and every person we empower. Thank you for believing in our mission and helping us to build brighter futures across the region.



Robert Stape | President and Chief Executive Officer



Mark R. Fiegenger | Board Chair



Goodwill Outlet
Grand Opening

2025 BOARD MEMBERS

Chairman:
Mark R. Fiegener

Vice Chairman:
Derek Martin

Secretary/Treasurer:
Blake Keeley

Honorary:

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Jim Beasley

Jim Beverley

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Trey Bomier

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Tammie Maloney

Ron Mucci

Paul Rossler

Kaci Skidgel

Kyara Smith

Theresa Smith

Pam Stanton

Craig Sutton

Goodwill Industries of Tulsa is committed to the highest standards of ethical conduct. Our Code of Ethics is available to stakeholders upon request.

MISSOURI



We are a member of Goodwill Industries International, a network of 150 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, 1 outlet store, and 30 donation locations.

OKLAHOMA



2025 Goodwill by the Numbers

Work Opportunities

Providing meaningful employment opportunities for individuals with disabilities and other barriers is central to Goodwill's mission. In 2025, Goodwill employed **1,202** people with barriers across a wide variety of roles throughout the organization. Goodwill supports individuals with disabilities through group worksites, offering structured environments and customized support to help them succeed.

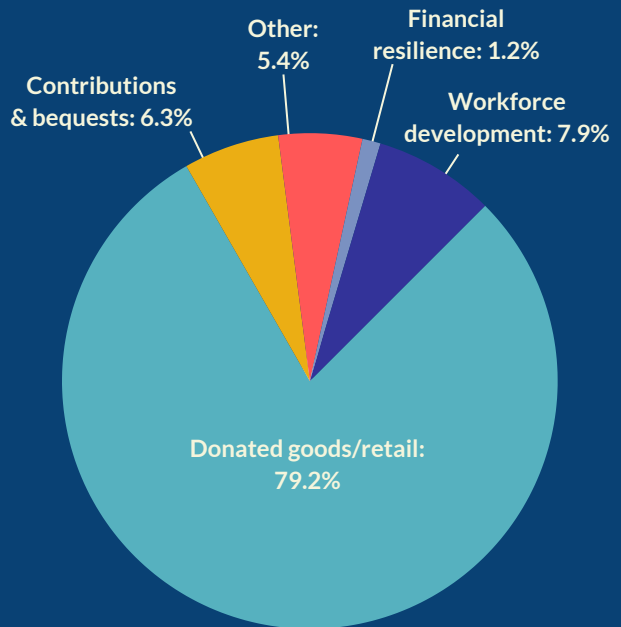
Training & Placement

Goodwill's training and placement services open doors for community members to find employment through training, coaching, and referrals. In 2025, more than **3,600** individuals received job preparation and training through the Career Center, Career Academy, Work Ready Oklahoma (WRO), Supported Employment, and Work Adjustment Training programs.

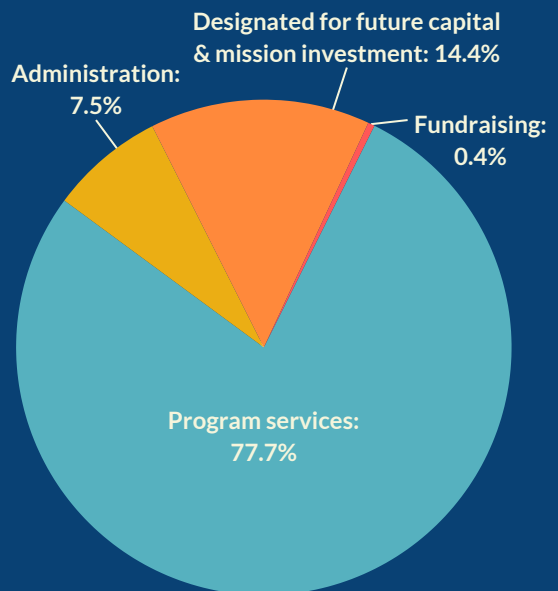
Support Services

Goodwill provides free tax filing assistance through the Volunteer Income Tax Assistance (VITA) program, which served more than **3,100** local taxpayers in 2025. In addition, the Financial Empowerment Center (FEC) offered free financial counseling to over **1,000** Tulsans last year, helping individuals build stability and confidence in their financial futures.

2025 PUBLIC SUPPORT & REVENUE: \$38,483,035



2025 EXPENSES & FUTURE CAPITAL & MISSION INVESTMENT: \$38,483,035



Operating Net Assets
as of 12/31/2025:
\$46,635,251
(Unaudited)

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.

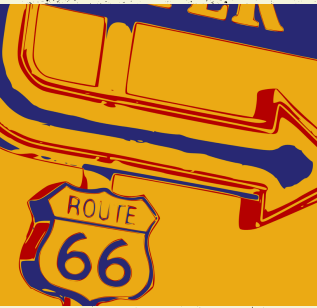
Empowerment: Helping people help themselves.



AWARD WINNERS



**Spirit of
Goodwill Award**
Wesley Crawford



**Goodwill Employee
of the Year Award**
Becky Weaver



**Goodwill
Pathfinder Award**
Bobby Rogers



**Scan to watch
videos about our
award winners!**



Goodwill would like to thank the following sponsors for making the 2026 Annual Awards Luncheon possible:

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