

FEBRUARY 2023

The Goodwill Grapevine

Monthly Organizational Updates



PLANS FOR GROWTH IN 2023

By David Oliver

In January, we put the finishing touches on closing out 2022, and now as we move into February, we are turning our attention toward the projects we will be undertaking in 2023. That said, I wanted to use my column this month to highlight several projects and activities in the works for the coming year. This is by no means a complete list of 2023 activities, but it will provide a representative sample of what to expect for 2023.

- **CARF Accreditation** – In order to meet the requirements to remain a member of Goodwill Industries International (GII), we must meet certain accreditation standards. In the past, we have chosen to be accredited by GII. But the requirement has been changed, and now all Goodwill organizations must be accredited by CARF or a similar organization. We have been preparing throughout 2022 for this change, and our official CARF certification will take place on March 20 & 21.
- **Talent Acquisition** – It is obvious to all of us that staffing has been and continues to be one of the most critical issues we are facing. We are undertaking a variety of initiatives to streamline the hiring, orientation, and training of new Goodwill team members. If we expect to meet our 2023 goals for the organization, it is clear that we need to begin filling this need as early as possible in 2023. Our hope is that the program I am going to discuss next will be a part of the solution for this effort.
- **Grow with Goodwill** – This is a new program that we are rolling out in 2023 that is designed to assist in recruiting and retaining new members of our workforce and, in addition to that, providing current members of our team additional training opportunities and access to other resources to assist you in achieving your career goals. Another aspect of this program is that we plan to add an Engagement Specialist position this year to guide our employee and community engagement efforts in the coming year.

Newsletter Content

CAP Tulsa Team to Offer Assistance at Goodwill

VITA Now Open

Financial Empowerment Center Update

February Paydays:
3 & 17



- **Mission Growth** – During 2023 we plan to be very focused on identifying the best ways to increase our mission impact. We will be examining existing programs to identify ways to improve them and serve more people, as well as identifying new mission activities that we can expand into.
- **Donation Acquisition** – We experienced a flood of donations to our Donated Goods Program during the pandemic as people had time to clean out their closets and donate goods that they had accumulated. Post-COVID, in 2022 we saw a decrease in the number of items donated to us. Donations are the lifeblood of our Donated Goods Program, and we will focus on increasing the number of donors in 2023. This will be accomplished by increasing our donation advertising and by opening a minimum of three new donation sites during the year.
- **New Store Site** – Our plan is to identify a location for our next store so that we can bring it online in late 2023 or early 2024.
- **Training Program Growth** – We spent a good portion of 2022 building back the leadership team and staff for our disability training programs. With that work behind us, we plan to be very intentional about growing these programs in 2023.

While this list is only a representative sample, I can ensure that there is a multitude of other focus areas that we will also be working on in 2023 to improve our organization and expand our mission outreach. I look forward to working with all of you to turn these plans into reality in the coming year.



CAP TULSA REPRESENTATIVE TO OFFER ASSISTANCE AT GOODWILL

Goodwill Tulsa is proud to host representatives from CAP Tulsa to assist families. CAP Tulsa will have a representative in the TulsaWORKS one day a month. Keep an eye on Goodwill's social media page for more information on times and dates.

CAP Tulsa provides high-quality early childhood education programs that prepare children for future school success. It offers school-based programs at several locations around Tulsa and a home-based learning program.

CAP Tulsa gives preference to families who apply and are approved for OKDHS or Tribal Child Care Assistance.



FEBRUARY 2023

JANUARY RETAIL UPDATE

By Lori McKenzie

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In January the retail team surpassed its goal by nine percent! That's a great way to start 2023! Retail had 11 of 12 teams exceed their goal. Great job!

Average Sales vs. 2022:




+3%

Register Transactions vs. 2022:

+16%

Congratulations to the the top teams in January:

1. Bixby +25.2%
2. Broken Arrow +19.0%
3. Stone Creek +15.8%

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 	15	16	17	18 
19	20	21	22	23	24 	25
26	27	28				



February
2023



Senior Day
55+ receive 25%
off total purchase



**Half-price
Clothing Sale**
50% off all
clothing



**Customer
Appreciation Day**
25% off total
purchase

COMMUNICATION OF EMERGENCY SHUTDOWN AND SCHEDULE CHANGES



With the threat of winter weather persisting for several more weeks, it is important to familiarize yourself with how Goodwill will communicate emergency shutdowns and schedule changes to employees.

In the event of an emergency shutdown of the main facility:

- Goodwill will post messages on Facebook and GoodwillTulsa.org.
- A text message will be sent to individuals who have opted into Goodwill Tulsa's text messaging system.
- A voice message will be recorded on the automated telephone system. Call (918) 584-7291, and then select the option number for Company Announcements.

Emergency shutdowns at other locations will be decided by and announced by the VP/Director(s) of those facilities, in consultation with the COO.

Keep an eye on Facebook, GoodwillTulsa.org, and your text messages (if you've opted in). And call the main number. If you have any questions about your specific shift, contact your manager directly.

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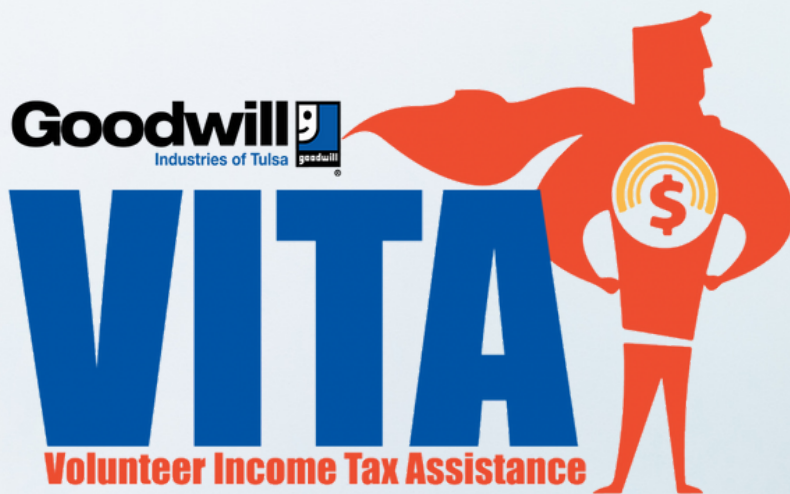
VITA IS NOW OPEN

By Victoria Annesley

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As many of you know, Goodwill facilitates the IRS's Volunteer Income Tax Assistance (VITA) program for the Tulsa area. We are excited to announce that the free tax assistance program has opened locations in Broken Arrow, Bixby, and Tulsa beginning February 1. The program has significantly grown in the last year, from seven sites to fifteen, with more than 100 volunteers!

Taxpayers must have a household income of \$60,000 or less to be eligible for VITA. Goodwill employees and their families and friends are welcome to make an appointment at GoodwillTulsa.org/FreeTaxPrep.



FEBRUARY 2023

NEW YEAR, NEW INITIATIVES AT TULSA FINANCIAL EMPOWERMENT CENTER

By Modi Kwanza

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At the Tulsa Financial Empowerment Center (FEC), things went from holiday rush to holiday lull to end-of-the-year push. Before we knew it, December and another year for the FEC were over.

Our key metrics for 2022:

- 560 clients served in 1,650 sessions
- 95 clients achieved 308 outcomes
- \$231,619 in savings built
- \$380,737 in non-mortgage debt reduced



The launch of the Office of Financial Empowerment and Community Wealth on January 26.

For perspective, in 2021 the FEC served 185 clients, reducing \$40,794 in debt and building \$57,000 in savings. Our financial counselors and their clients worked hard and made great strides last year.

The FEC is off to a strong start in 2023. As we near the end of January, our clients have achieved 29 outcomes and 50 milestones (achievements). Clients built up \$4,820 in savings and reduced their non-mortgage debt by \$20,469.

FEC financial counselor Kenny left Goodwill in December to join another local nonprofit. We are interviewing to fill two counselor positions to bring us back to optimal staffing levels. Please spread the word about these openings. You can still sign up for financial counseling at GoodwillTulsa.org/FEC, but we ask for patience as you wait to hear back from our counselors.

The City of Tulsa launched its Office of Financial Empowerment and Community Wealth (OFE) on January 26 at Tulsa City Hall with a short presentation from Mayor G.T. Bynum. The OFE will be led by Janae Bradford. She is no stranger to Goodwill Tulsa or the FEC, having spent several years in Tulsa's nonprofit sector. The OFE will use the size and influence of municipal government to improve economic security for Tulsans through integrated financial empowerment programs and policies. The OFE will offer expertise within the city government on all financial empowerment activities in Tulsa. The OFE will not necessarily create its own programs, like the FEC, but instead work with existing ones to help them grow, coordinate funding, and build collaborations.

That said, the OFE will work to integrate financial empowerment efforts into city operations. Two examples of this are set to start in the coming months with the FEC working with the City Municipal Court and the Utilities Department.

[Click to watch coverage of the launch on Channel 2](#), and see if you spot any familiar faces.



**Tulsa
Financial
Empowerment
Center**

*Free One-on-One
Financial Counseling*

FEBRUARY 2023



WELCOME TO THE TEAM

Get to Know Some of Your New Coworkers



Gail Herrington

Training & Development Coordinator

Loves going to the beach



Brian Dalen

Utility Processor

From the San Francisco Bay Area



Laura Gonzalez

Utility Processor

Loves to listen to music

JANUARY NEW HIRES

Brandon Andrew
Renita Andrew
Felipe Caballero
Renee Conley
Michael Davenport
Madison Dugan
Jillian Eastin
Hector Figueroa
Laura Gonzalez

Samantha Harvey
Gail Herrington
Tiffany Huff
Jenniferlee Johnson
Paul McElligott
Joshua Morrison
Jasmine Ogle
Alexis Orta
Shawna Ross

Delaney Roush
Roksina Sikichi
Brittany Tilley
Diana Tilley
Amber Villarreal
Ashley Wilkerson
Hazel Williams

FEBRUARY 2023

February Anniversaries

Number in parentheses indicates years of service

Christina Clanton (1)	Danny Moxley (20)
Sally Clifford (2)	Cheryl Mullins (10)
Ingrid Coleman (1)	Franklin Sweeten (14)
Clark Drummond (10)	Tabitha Tewell (1)
Myllinda James (1)	Aaron Thompson (6)
Kendal Kearney (11)	William White (13)
Carol Keith (4)	Garrett Wilson (2)
Pernella Leon (3)	Diane Wood (1)
Sonia Marquez (1)	Tina Yates (10)

March Birthdays

1 - Steven Thelander	13 - Adrin Simiron
2 - Miguel Haro	14 - SheRonda Jackson
2 - Daylan Wortham	14 - Scott Lynch
2 - Brandon Yates	15 - Jesse Angel-Barragan
3 - Ron Meijerink	15 - Elizabeth Davis
4 - Keith Baker	15 - Christina Hayes
4 - Chris Benson	15 - Sabrina Roland
4 - Doris Markham	16 - Joquita Carter
5 - Laura Gonzalez	16 - Yasmin Ibarra
7 - Jocelyn Lorette	16 - Jill Tackett
7 - Mark Traylor	18 - Teresa Harmon
8 - Lucila Bejar	21 - Stephanie Kinsey
9 - Chris Hunt	21 - Don Nuam
9 - Xee Moua	22 - Dawn Williams
11 - Trey Washmon	23 - Meagyn Fox
12 - Raquea Flemons	24 - Rachel Chadwick
12 - Leah Hibbs	25 - Mitchell Bryant
13 - Alayasia Caldwell	30 - Judith Furry



JANUARY BIRTHDAY PARTY

