



# Goodwill Community Impact Report

2022



## Dear Friends of Goodwill,

At the core of Goodwill South Texas' operations is the Donated Goods Retail (DGR) program, a driving force propelling our mission to create life-changing opportunities to those we serve. In 2022 we witnessed this program achieve remarkable success, fueled by the overwhelming support of over 279,000 donors and 1.5 million shoppers. This outpouring of generosity has enabled us to make a profound impact on thousands of lives throughout South Texas.

In 2022, we embarked on bold expansions into new communities, confronting unique challenges, especially evident in Rockport. Despite these obstacles, our strategic messaging of "Let's Get Back to Work" resonated deeply within the local community, forging a powerful connection. Our branding of the location as "Goodwill-by-the-Bay" and collaboration with the arts community resulted in the creation of a charming coastal center. A vibrant, larger-than-life hand-painted mural, embodying the individuals we serve in South Texas, stands as a central symbol, reflecting our unwavering commitment to the Goodwill mission.

A true highlight of this endeavor is the co-location of our Job Connections Center with Workforce Solutions Coastal Bend—a pioneering partnership, the first of its kind in the country. This partnership underscores our dedication to fostering impactful collaborations that empower individuals in Rockport and Aransas County.

The success of record-breaking store sales has empowered us to further expand our mission-driven programs. Inspired by the achievements of the Rockport Job Connections Center, we have embarked on a journey to establish Job Connections Centers in all Goodwill South Texas stores over the next five years. Moreover, we have amplified our efforts by increasing the number of Career Navigators and broadening our digital skills training to encompass professional certificates in IT Support, Data Analytics, and Project Management. These efforts aim to bridge the gap for unemployed or underemployed South Texans, connecting them to meaningful job opportunities.

Beyond DGR, our steadfast commitment to our social enterprise shines through in our Business Services endeavors. By providing essential services to governments and businesses, we not only generate revenue but also create valuable employment opportunities for individuals with significant disabilities.

Our unwavering dedication revolves around advancing the mission of fostering employment opportunities and empowering individuals. We extend our heartfelt gratitude to our community partners, team members, and volunteers for their steadfast support. Together, we will continue to uplift lives, strengthen communities, and open doors of opportunity for South Texans.

## Thank you for changing lives,

John W. Owen  
*President & CEO*

Daniel Carlisle  
*Chair of the Board of Directors*



# Community Investment

## 2022

94¢ of every dollar goes back into Goodwill programs

## Revenue (\$)

*What the Community Invested in Goodwill*

● Donated Goods Program	25,336,107
● Business Services	2,601,089
● Public Support	1,900,853
● Fee for Service	134,824
● Miscellaneous	79,135
<b>Total South Texas Community Investment</b>	<b>30,052,008</b>



## Expenses (\$)

*What Goodwill Reinvested Back Into the Community*

● Salaries & Employee Benefits	13,426,368
● Fees & Supplies	3,758,501
● Occupancy Costs	3,013,691
● Other Miscellaneous Expenses	3,558,740
● Depreciation	3,036,087
<b>Total South Texas Community Reinvestment</b>	<b>26,793,387</b>
<b>Funds Available for Expansion</b>	<b>3,258,621</b>



## Assets (\$)

Cash	6,926,574
Accounts Receivables	415,790
Inventory	409,470
Other Current Assets	507,016
Long Term Investments	824,207
Land, Building & Equipment	3,299,872
Right of Use Assests	45,152,031
<b>Total Assets</b>	<b>57,534,960</b>

## Liabilities & Net Assets (\$)

Accounts Payable	681,554
Accrued Liabilities	919,061
Lease Liabilities – Stores	48,671,535
Short Term Notes Payable	2,234,114
Long Term Notes Payable	738,311
Temporary Restricted	-
Unrestricted	4,290,385
<b>Total Liabilities &amp; Net Assets</b>	<b>57,534,960</b>

Independent Auditor: Gowland, Morales & Smith, PLLC  
\$0.94 of every dollar goes back into Goodwill Programs

## Mission Services

People Served 2,196



**315**  
Work Experience

**111**  
Job Retention

**100**  
Job Readiness  
Training



**74%**  
Placement Rate

**149**  
Job Placement within  
the Community



**45**  
Financial  
Literacy



**836**  
Volunteer  
Income tax  
Assistance  
(VITA) served



**511**  
Clothing  
Vouchers



**780**  
Digital Skills  
Certificates Earned

**49**  
Enrolled in  
Grow with Google



**1,238**  
CSR Hours  
Completed

**43**  
Community Service  
Restitution

## Team Members

**33**  
Pursuit of Advance  
Training in High  
Demand Skills (PATH)



**1,392**  
Employees

*(everyone who received  
a Goodwill Paycheck)*

**633**  
Employees at  
year end

**213**  
Employees with  
Disabilities

## Volunteers



**1,663**  
Volunteer Hours

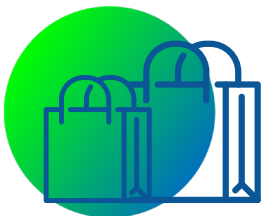
**224**  
Volunteers

**Joseph Cortez,**  
Outgoing Board Member  
Years of Service: 2014-2022



# Donated Goods Retail Program

2022



Shoppers  
**1,581,988**



Donors  
**259,668**



Environmental Impact  
**14,050** Tons Diverted from Landfills  
**125.43** Tons of Paper Shredded



**19** Stores & Donation Stations  
**1** Ecommerce Store  
**1** Clearance Store  
**5** Stand-alone Donation Stations  
**2** Distribution Centers  
**3** Job Connection Centers

## Business Services

STAFFING SERVICES



**\$2,212,549**  
Wages and Benefits

CUSTOMIZED PALLETS



DOCUMENT DESTRUCTION



**101**  
People with Disabilities Served

GROUNDKEEPING



# Events

2022

## GOODWILL RUN

**South Texas**  
**5K/10K '22**  
GOODWILL RUN & 2 MILE WALK

PRESENTED BY FRONTIER WASTE SOLUTIONS

Feb. 26<sup>th</sup> - March 5<sup>th</sup>



## LUNCH & LEARN



Frost

Community Leaders

Community Leaders

## Rockport VIP Preview Night



2022

# Board Officers

**Daniel Carlisle**  
Board Chair

**Jodi Smith Goings**  
Vice Chair

**Daniel Gonzalez**  
Corporate Secretary

**Otis Peaks**  
Corporate Treasurer

**Stefany Schade**  
Past Chair

**John W. Owen**  
President & CEO



**Baldo Hinojosa,**  
2022 Goodwill Graduate of the Year

# Board Members

**Sandra Alvarez**

**Peter Avots**

**Brady Ballard**

**John Carlson**

**Joseph Cortez**

**Ryan Dewbre**

**Mark LaRue**

**Michael A. Limon**

**Matt Martini**

**Merida May  
Mendoza**

**Michael Miller**

**Gary W. Moore**

**Kevin C. Neri**

**Kerri Orrel**

**Elisa Perez**

**Paul J. Piper**

**Gary Pruett**



**Andrew Jackson,**  
2022 Goodwill Achiever  
of the Year

# Executive Staff

**John W. Owen** President & CEO

**Will Lufburrow** COO

**Anthony Schott** CFO

**Marjorie Boudreaux** VP Marketing & Fund Development

**Rachel Loera** VP Mission Services

**Melissa Martinez** VP Corporate Compliance

**Toni Cheryl Nerren** VP Human Resources

**Erica Cook** Senior Director, Retail

**Rose Guarjardo-Mireles** Senior Director, Business Services

**John Allen** Logistics Director

**Carlos Garcia** Asset Protection Director

**Willie Green** IT Director



**Workforce Solutions Coastal Bend,**  
2022 Goodwill Community  
Partner of the Year

## Goodwill Stores with Donation Stations

9am - 8pm Mon - Sat • 10am - 6pm Sunday  
English 361-884-4068 • Spanish 956-383-0023

### GOLDEN CRESCENT

**Victoria**  
**Houston Hwy. ext. 35609**  
4302 Houston Hwy.  
Victoria, TX 77901  
361-703-5609

**Larkspur ext. 48645**  
214 E. Larkspur St.  
Victoria, TX 77904  
361-894-8645

### COASTAL BEND

**Alice ext. 80474**  
1501 E. Main St. Ste. 17  
Alice, TX 78332  
361-668-0474

**Beeville\* ext.88283**  
205 N. Washington St.  
Beeville, TX 78102  
361-358-8283

\*Mon-Sat 9am-7am | Sun 12-6pm

### CORPUS CHRISTI

**Annaville \*ext.84489**  
11330 leopard St.  
Corpus Christi, TX 78410  
361-248-4489

**Clearance Store\* ext.81870**  
4135 Ayers Street  
Corpus Christi, TX 78415  
361-288-1870

\*Open Daily 10am - 6pm

**Flour Bluff ext.97088**  
10209 S. Padre Island Dr.  
Corpus Christi, TX 78418  
361-939-7088

**Port ext.1741**  
2961 S. Port Ave.  
Corpus Christi, TX 78405  
361-400-1741

**Staples/Saratoga ext.36500**  
3526 S. Staples St.  
Corpus Christi, TX 78413  
361-993-6500

**Kingsville ext.19992**  
1601 S. Hwy 77 Bypass  
Kingsville, TX 78363  
361-221-9992

### COASTAL BEND, CONT.

**Portland ext.38446**  
1550 Wildcat Dr.  
Portland, TX 78374  
361-643-8446

**Rockport ext.18976**  
1326 Hwy. 35 North  
Rockport, TX 78382  
361-450-8976

### RIO GRANDE VALLEY

**Alamo ext.24939**  
1323 W. Frontage Road  
Alamo, TX 78516  
956-702-4939

**Brownsville ext.49136**  
1765 Ruben Torres Sr. Blvd.  
Brownsville, TX 78521  
956-504-9136

### EDINBURG

**McColl ext.64747**  
1561 S. McColl Rd.  
Edinburg, TX 78539  
956-316-4747

**Wisconsin ext.830001**  
3502 S. Interstate 69C  
Edinburg, TX 78542  
956-383-0001

### HARLINGEN

**Dixieland ext.80139**  
702 Dixieland Rd.  
Harlingen, TX 78552  
956-428-0139

**Ed Carey ext.59989**  
1101 N. Ed Carey Dr.  
Harlingen, TX 78550  
956-365-9989

### MCALLEN

**Nolana ext.81852**  
2713 W. Nolana Ave  
McAllen, TX 78506  
956-928-1852

**McAllen South ext.70637**  
5008 W Exp 83  
McAllen, TX 78503  
956-803-0637

### PALMHURST

**Palmhurst ext.50003**  
300 E. Mile 3 Rd., Unit 101  
Palmhurst, TX 78573  
956-585-0003

## Goodwill Donation Stations

9am - 6pm Mon - Sat • 10am - 6pm Sunday  
English 361-884-4068 • Spanish 956-383-0023

### CORPUS CHRISTI

**Alameda**  
4211 S. Alameda St.  
Corpus Christi, TX 78412

**Everhart**  
6601 Everhart Rd. Ste. H-3  
Corpus Christi, TX 78413

**Weber**  
391 Saratoga Blvd., Suite 107  
Corpus Christi, TX 78415

### MCALLEN

**Pecan**  
2825 Pecan Blvd., Suite E  
McAllen, TX 78501

## RETAIL OPERATIONS CENTER (ROC)

4135 Ayers St.  
Corpus Christi, TX 78415  
361-288-1870



eCommerce Customer Service  
361-371-4337

## GOODWILL JOB CONNECTIONS CENTER

By Appointment Only  
English 361-884-4068 | Spanish 956-383-0023 ext.60100

**Corpus Christi**  
4135 Ayers St. (on Port Ave)  
Corpus Christi, TX 78415

**Rockport**  
1326 Highway 35 N  
Rockport, TX 78382

**Edinburg**  
3502 S Interstate 69C  
Edinburg, TX 78542

**Portland**  
1150 Wildcat Dr.  
Portland, TX 78374

**McAllen South**  
5008 W.Exp 83  
McAllen, TX 78503

## GOODWILL CORPORATE OFFICES

**MON - FRI 8am - 5pm**  
2961 S. Port Ave.  
Corpus Christi, TX 78405

telephone: 361-884-4068



GoodwillSouthTexas.com • @GoodwillSTX