



BRUCE SWEET - GRADUATE OF THE YEAR

# Every story has a hero.

Don't get us wrong. No Goodwill job coach has leapt a tall building in a single bound. None of our Tulsa *WORKS* clients have saved the planet from an asteroid. Not one donation center attendant has harnessed The Force to defeat an evil empire. At least, not that we've heard of.

Still, every Goodwill program participant and every employee who has had to overcome a barrier to employment is a hero in their own right. And each can share a story that is as compelling as anything you'll see at the movies. Because each of these stories is deeply personal and entirely real.

Amid nationwide economic difficulties in 2009, the stories multiplied — stories of people in need of skills, opportunities, jobs ... hope.

Goodwill Industries of Tulsa addressed these growing needs by increasing our mission capacity. We opened a new store and donation site in East Tulsa and expanded our hospital enclaves to include a new location at St. John Medical Center. The net result

was that we added thirty new jobs within Goodwill during the year. We also opened the Goodwill Job Connection, offering needed resources to local job seekers at no cost.

Of course, every Goodwill story has not one, but many, heroes. Some that we especially want to thank are the members of our community who donate goods and shop in our stores. Your support provides the revenue that allows us to fund our programs. The achievements highlighted in this annual report are a direct result of the generous support that Goodwill receives from the community.

Without special powers and without fanfare, the everyday heroes of Goodwill strive tirelessly to improve their own lives and the lives of others. Their efforts rarely

make the headlines, but they invariably make our community a stronger, better place. To paraphrase our own tagline: *Heroes working. Lives Improved.*

## **Bruce Sweet** *Graduate of the Year*

*A brain injury from a mugging — and the substance abuse that followed — brought Bruce down. Now he's working his way up again. With help from Goodwill's **Supported Employment** and **TulsaWORKS** programs, Bruce assessed his goals, worked on his interview skills and found a new start at Action Tree Service, where he hopes to make his way back into climbing work. When he gets there, he'll have come a long way up, indeed.*

DAVID OLIVER, PRESIDENT



RONNY ALTMAN, CHAIRMAN





VON WILLIAMS, JOB CONNECTION COORDINATOR, AND JOHN FORSHAW

# Even heroes need help sometimes.

**Every story includes a problem**, be it minor or monumental. Unfortunately, even small problems can stand in the way of big accomplishments: When you're climbing a mountain, you don't want a rock in your shoe slowing you down.

Removing the "rock" was the concept behind the **Goodwill Job Connection** program.

This free program is intended to ease the way for all — Goodwill employees, job training students and daily walk-ins. In fact, anyone looking for work or work-related answers is welcome to come in and take advantage of our resources, including computers with Internet access, job postings, job advisors, skills assessment, class-

es on interviewing and resumé writing and any other tools we can bring to help in solving the problems associated with finding employment and achieving self-sufficiency.

But more than just employment assistance, Job Connections provides help with other needs and requests, as well — information about GED testing, access to Community Voice Mail for those who have no phone service, free tax preparation services, affordable housing providers, Census information and more.

We're happy to provide whatever our clients need to succeed. Because when you lend a hero a hand, there's no telling what they might achieve.

## John & Mark Forshaw

*When life in Boston "fell apart," John and Mark packed up and drove west ... until a flat tire stalled their trip. Stranded and broke, the brothers found Goodwill's **Job Connection** program. As John described his past work as a security guard to coordinator Von Williams, she remembered a call from an apartment complex in need of ... a security guard. They also needed a maintenance person, which was in Mark's line of work. As part of their pay, the brothers received a two-bedroom apartment. John marvels, "It was the right place at the right time."*

### Officers

Ronny Altman  
Chairman of the Board

Tammie Maloney  
Vice-Chairman

Jerry Scherer  
Secretary/Treasurer

David E. Oliver  
President

### Directors

Page Bachman  
James R. Beasley  
Chris Bengé  
Steven R. Berlin  
James R. Beverley, III  
Terry D. Blain  
Jim Bush  
Nicholas E. Fitzgerald  
Linda Gunnells  
Rudy Herrmann  
Donald M. Himelfarb

Sam Joyner  
Debra McIntosh  
Steve Mackey  
Steve Penrose  
Ron Peters  
Paul Rossler  
John Shearing  
Clark Southmayd, Jr.  
Bernard Tomlin  
R. Charles Wilkins, III  
John R. Woodard, III  
Paul J. Woodul

### Honorary Directors

Alan W. Carlton  
J. Patrick Cremin  
Lee H. Davis  
J. Michael Geer  
Bob Haring  
Brian Hunt  
Vernon T. Jones  
David G. Murray  
A. B. Steen  
Leroy Thomas, Sr.  
Jack Zarrow





BROOK LOSORNIO - EMPLOYEE OF THE YEAR

# Your donations make you a hero, too.

**Every story starts somewhere.** Ours starts with your donation of unused and gently used clothing and household items.

Those items are received, sorted, prepped, merchandised and sold at our Goodwill stores ... by Goodwill employees, whose salaries are made possible through the resale and reuse of your donated goods.

That's not where the story ends, though. Our retail income also helps support the many job training programs provided by Goodwill Industries of Tulsa:

- **Tulsa WORKS** moves people from public support to self-sufficiency through case management, job training, structured placement and follow-up support.

- **Job Training** teaches marketable skills through call center training, computer applications training, forklift training, private security training, and employment essentials training.

- **Goodwill East Campus** provides a sheltered work environment where people with disabilities earn a paycheck while preparing for jobs in the community.

## Brook Losornio Employee of the Year

*"I like everything about it," Brook says of his job as a Goodwill Donation Center attendant. Jenée Ray, his Job Share Program coach says that's quite a change. Brook previously had a long history of short-lived jobs, due to workplace issues. But the sense of responsibility and reward he gets from helping donors with their drop-offs have made him a changed man, says Jenée. "He gets here early most days, and sometimes calls and asks to come in on his day off."*

- **Transitional Work Adjustment Training** helps ready high school students for successful job placement.

- **Supported Employment** helps those with disabilities to find and maintain a job in the community.

- **Enclaves and Job Shares** offer continuously supervised employment in the community for workers with severe disabilities.

## Donation Centers

### Tulsa

|   |   |
|---|---|
| 2800 Southwest Blvd.<br>Goodwill<br>(open 24 hours) | Woodland Hills Mall<br>Trailer/Upper Level<br>Parking Lot                     |
| 102 S. Garnett Rd.<br>Goodwill Store                | 51 <sup>st</sup> & Harvard Ave.<br>Trailer/Stein Mart                         |
| 1691 S. Yale Ave.<br>Storefront/<br>1700 Yale Mall  | 8125-M E. 51 <sup>st</sup> St.<br>Storefront/Memorial<br>Park Shopping Center |
| 3807 S. Harvard Ave.<br>Storefront*                 | 19021 E. 51 <sup>st</sup> St.<br>Goodwill Store                               |

6933 S. Sheridan Rd.  
Storefront/Plaza  
Village Shopping Center

8028 S. Yale Ave.  
Storefront/Country  
Hollow Shopping  
Center

9242-H S. Sheridan Rd.  
Storefront/  
Sterling Plaza  
Shopping Center

10925 S. Memorial Dr.  
Storefront/South Park  
Shopping Center

**Bixby**  
14625 S. Memorial Dr.  
Storefront/River Run  
Shopping Center

**Broken Arrow**  
2210 W. Washington  
St./Goodwill Store

1027 N. 12<sup>th</sup> St./  
Storefront\*

**Jenks**  
211 W. Main St./  
Storefront\*

**Sapulpa**  
1022 E. Taft St.  
Storefront/Creek Hills  
Shopping Center

**Owasso**  
8525 N. 117<sup>th</sup> E. Ave./  
Goodwill Store

**Bartlesville**  
3826 E. Frank Phillips  
Blvd./Goodwill Store

**Claremore**  
1204 N. Lynn Riggs  
Blvd./Goodwill Store

**McAlester**  
715 S. George High  
Expy./Goodwill Store

**Joplin, Missouri**  
2102 Range Line Rd./  
Goodwill Store

\*freestanding facility. For special donation pickups, call (918) 581-1200



ANDREA GARDNER, GOODWILL BROKEN ARROW STORE MANAGER, AND TERRANCE BAILEY

# Who knew shopping could be heroic?

**That's our story and we're sticking to it.** Because every purchase in our stores changes lives and provides hope to thousands of individuals served by Goodwill's employment and training programs each year.

Whether it provides wages for a Goodwill employee or job training and support services for a client enrolled in a Goodwill vocational class, each purchase helps someone achieve independence and success.

Our shoppers might not feel like heroes when they visit one of our stores. But they will feel welcomed and appreciated from the moment they step into the bright and inviting shopping environment until the time when they check out with a cashier from the store's friendly retail team.

Goodwill stores offer these customers the opportunity to purchase seasonal fashions, accessories, collectibles, books and household items at exceptional values that keep them returning for weekly — or even daily — visits.

Whether shopping for clothes to wear to the office, on a job search, for seasonal activities or just for fun, visitors find department and consignment store fashions at thrift store prices every day at Goodwill.

Where else can a shopper save more than they thought possible while giving so much more than they realized in return? The customers who purchase items at our nine Goodwill stores may look like everyday people to you, but we assure you, each one is a hero to us.

## Terrance Bailey

*Terrance is that rare individual — a teenager who listens to his mom. When she said Goodwill's **Transitional Work Adjustment Program** might be a good place for him to gain work experience, the Broken Arrow High School junior checked it out. Since December, he's been working as a stock clerk at a Goodwill store, where he's impressed manager Andrea Gardner with his motivation and positive attitude. Terrance now envisions the prospect of continuing to work in retail after he finishes school.*

### Retail Stores

#### Tulsa

2800 Southwest Blvd.  
102 S. Garnett Rd.  
19021 E. 51st St.

#### Broken Arrow

2210 W. Washington St.  
(91st St. & 145th E. Ave.)

#### Owasso

8525 N. 117th E. Ave.

#### Claremore

1204 N. Lynn Riggs Blvd.

#### Bartlesville

3826 E. Frank Phillips Blvd.

#### McAlester

715 S. George Nigh Expwy.

#### Joplin, Missouri

2102 S. Range Line Rd.

### Store and Donation Center Hours:

Monday–Saturday  
9am–6:30pm

Sunday  
noon–6pm

For additional information,  
call (918) 584-7291 or visit  
[www.goodwilltulsa.org](http://www.goodwilltulsa.org)





TERESA DICKEY - ACHIEVER OF THE YEAR

# Community Impact Profile

## ECONOMIC IMPACT

**9.6 million** Paid wages and benefits of \$9.6 million to Goodwill employees

**11 million** Generated more than \$11 million in donated goods revenue, while providing millions of dollars in savings to our customers and generating more than \$785,000 in sales tax revenue

**2.3 million** More than \$2.3 million in wages were earned during 2009 by individuals placed into jobs in the community through Goodwill's Workforce Development programs

**18 million** Took in more than 18 million pounds of donated goods, providing an environmentally favorable way to recycle clothing and household items

**400,000** Recycled more than 400,000 pounds of used computer equipment through the Dell Reconnect Partnership

**51,600** Goodwill employees contributed more than \$51,600 to the Tulsa Area United Way

## Teresa Dickey *Achiever of the Year*

*After being out of the workforce, Teresa wasn't sure where to begin brushing up her office skills to qualify for a job. A referral to Goodwill's **TulsaWORKS** program for computer classes was the start she needed. Goodwill connected Teresa to Key Personnel, a temporary staffing firm. Eventually, a temp job turned into a full time position that Teresa loves. The job came with the added benefit of coworkers who encouraged Teresa through her recent treatment for cancer.*

## PEOPLE IMPACT

**2100** Provided job training, work opportunities, case management and placement services to more than 2100 individuals with employment barriers

**237** Assisted 237 dependent family members of Tulsa **WORKS** trainees through case management services provided by Goodwill Workforce Development Center

**337** Placed 337 people in jobs in the community

**725** Employed more than 725 individuals

**331,000** Received donations of clothing and household items from more than 331,000 community members

**720,000** Served more than 720,000 shoppers in Goodwill Stores



LANG KHUP - PERSEVERANCE AWARD WINNER

# 2009 Financial Summary

## unrestricted operating funds (unaudited)

### Financial Summary

#### THE COMMUNITY GAVE:

|                                   |              |
|-----------------------------------|--------------|
| Sales of donated goods ..         | \$11,478,391 |
| Fees and grants for training..... | 1,754,349    |
| Custodial and contracts.....      | 1,008,971    |
| Goodwill Staffing Services.....   | 198,426      |
| United Way.....                   | 445,454      |
| Contributions and bequests.....   | 325,686      |
| Other.....                        | 55,795       |

**Total ..... \$15,267,072**

#### Lang Khup Perseverance Award Winner

*"By the grace of God," Burmese refugee Lang already had marketable job skills when he landed in Tulsa. Goodwill helped him parlay his expertise into a position as a sushi chef by working with him on his resumé and interview skills. Since then, he's referred dozens of fellow refugees to Goodwill's job training and placement programs and helped them overcome language and cultural barriers as they endeavor to build new careers and lives in their adopted homeland.*

#### GOODWILL GAVE BACK:

|   |             |
|---|-------------|
| Work Services programs.....   | \$9,811,461 |
| Workforce Development programs.....   | 3,025,070   |
| Support for programs.....   | 1,344,282   |
| Fundraising.....  | 23,414      |
| Capital for program development, buildings and equipment, and contingency ... | 1,062,845   |

**Total ..... \$15,267,072**

Net assets as of 12/31/09, all funds  
**\$21,381,180**





JEROMY HORRY



## Donors

Ace Air, Inc.  
Cleo W. Alexander  
Allen Family Foundation Fund  
Ronny and Judy Altman  
American Heritage Bank  
American Waste Control, Inc.  
Anchor Packaging Co., Inc.  
D.C. and Janice Anderson  
Mr. and Mrs. Maurice E. Arnold, Jr.  
Edwin W. Ash  
Mary W. Athens  
AT&T Oklahoma  
B.R. Hutson, Inc.  
John and Nadine Bagby  
Mary L. Baird  
Bank of Oklahoma  
Jim Beasley  
Steve Berlin  
Jim and Laura Beverley  
Bewley Sweeper Service  
Bixby Chamber of Commerce  
BlueCross BlueShield of Oklahoma  
Bob Hurley Pontiac Buick GMC  
Eva and Eric Bockrath  
Linda Bowen  
Robert and Janice Branson  
Jim Brawner  
Don and Carole Broadland  
Edith Buehler  
Virginia Burlingame  
Sanford P. and Irene Burnstein  
Foundation  
Burton Oil & Gas Properties  
Jim Bush  
Carolyn and Alan Carlton  
Central City Mobile Service, Inc.  
The Mary K. Chapman Foundation  
Pete and Norma Chevrier  
Elmer L. Clark  
CommunityCare  
Robert and Barbara Conrad  
Howard and Ona Lee Cootes  
Eddie and Eileta Creekpaum  
Thomas W. Danowski  
Mr. and Mrs. Tom Diehl  
Mrs. Geneva C. Duggan  
Mr. and Mrs. William H. Elson, Jr.  
Bill and Jacque Fader  
Fell Oil and Gas, LLP  
Eugene Fingerlin, Jr.  
First Evangelical Lutheran Church  
Edward W. Flaxbart  
Maria O. Flores  
Frontier International Trucks  
Mike and Kay Geer  
Rita L. Gilliam

Charles and Phyllis Gilmore  
Rhonda J. Gray  
Linda and John Gunnells  
The Guterman Family Foundation  
Hall Estill  
John Hair  
Raymond F. Hamilton, III  
Herbert P. Haschke, Jr.  
Jim Headrick  
Roy and Sherry Heim  
Warren and Virginia Henshaw  
Rudy and Deb Herrmann  
Don and Eileen Himelfarb  
HoganTaylor, LLP

M&M Mattress  
Mabel Doan Trust  
Steven R. Mackey  
J. David and Tammie Maloney  
Ben and Laura Martin  
Memorial Foundation  
Mrs. Marion H. Mason  
Mr. Shannon Matthews  
Leslie and Shannon Matthies  
Janis M. Mattinson  
John E. Mayfield  
Walter J. McAulay  
Arthur and JoAnn McClendon  
Debra and Ralph McIntosh

Mr. and Mrs. Joseph L. Pottorf, Jr.  
Sue Price  
Public Service Company of Oklahoma  
John and Felicity Reedy  
Reese Trailer Repair  
Paul Rossler  
Bill and Georgia Rush  
Samson  
Al and Chris Shasteen  
John and Beverley Shearing  
Lynda L. Silva  
SimplexGrinnell  
Helen Marie Sisler  
Richard and Norma Small  
Ralph C. Smith  
William and Sharon Smith  
Joseph Soerries and Susan Janowski  
Louise Somers  
Sonirol of Tulsa  
William Clark Southmayd, Jr.  
Dee Barrett Stout  
Summit Financial Group  
Derk and Margaret Tenzythoff  
Leroy Thomas, Sr.  
Richard M. Thorne  
C.W. Titus Foundation  
Tulsa Route 66 Marathon, Inc.  
Tulsa Area United Way  
Tulsa Community Foundation  
Louise Turner  
Turner Roofing and Sheet Metal  
Vanguard Imports, Inc.  
Bill and Judy Vogle  
Warehouse Market, Inc.  
Jean A. Watts  
Doris C. Wellemeyer  
Elva and Robert Westermarck  
James and Jocelyn Wickey  
The Williams Foundation  
Charles and Lesley Wilkin  
Carolyn and John R. Woodard, III  
Paul J. Woodul  
Maxine and Jack Zarrow Family Foundation  
Zarrow Families Foundation  
John Steele Zink Foundation

### IN-KIND GIFTS

Baxter's Interurban Grill  
Dave and Buster's of Tulsa  
Frito-Lay  
Hideaway Pizza  
Mike Melaga  
Michael Fusco's Riverside Grill  
Panera Bread  
Pepsi Beverage Company  
QuikTrip  
Tulsa Technology Center

## Jeremy Horry

*For two-and-a-half years, Jeremy has earned a paycheck through the Extended Work Training Program at Goodwill's East Campus, doing packaging jobs for contract clients such as Whirlpool, Cox Communications and AAA. His work ethic and attention to quality have earned him steady wage increases. Jeremy's dad works four jobs to make ends meet, so Jeremy is proud to be able to help out at home, paying half the rent on the small apartment he and his dad share.*

Nuel F. Holman  
International Chemical Company  
Richard W. Jackson  
Jenk Jones, Jr.  
Sam A. Joyner  
JPMorgan Chase and Co.  
George Kaiser Family Foundation  
Mr. and Mrs. James O. Kemm  
Dr. Marwin K. Kemp  
Dr. and Mrs. Hall Ketchum  
The Lamar Companies  
Mr. and Mrs. David H. Lee  
Dorothy M. Lee  
Liberty Press  
Lighting, Inc.  
Susan Loomis  
Gregg Lorimor

Jesse R. Medaris  
MidFirst Bank  
Moon-Baker Agency, Inc.  
Duane and Linda Murray  
Mutual of America  
Marjorie M. Neal  
Laurene R. Needham  
Don and Nancy Nelson  
Ruth K. Nelson  
Evelyn Nienhuis  
Donna and Dale Oliver  
David and Eva Oliver  
ONB Bank & Trust  
Osage Million Dollar Elm Casino  
The Oxley Foundation  
Hagler Pinkerton Foundation  
Vernon W. Pinkey



REBECCA, LINDA AND ALAN - OSU MEDICAL CENTER JOB ENCLAVE

# In recognition of special heroes.

## Memorial Donations

In memory of Al Burris  
Dorothy D. Burris

In memory of Dorothea Toomey Blue  
Patti Blue Cowan

In memory of Johnnie Cravens  
Russ and Cindy Donathan

In memory of Jason Rhea Mackey  
Pamela Martindill

In memory of Warren G. Moore  
Bearing Headquarters Co.

In memory of Mike Mulanax  
Russ and Cindy Donathan

In memory of R.D. (Dick) Newman  
Betty B. Newman

In memory of Lester I. Nienhuis  
Marian Bovaird  
Denice S. Brice  
Anthony B. Davis  
Brenda B. Davis  
The F&M Bank and Trust Company  
Vernon T. and Maralee Jones  
Robert L. Parker  
Bobbie Ruth Potter  
Julianne Flint Pringle  
Barbara J. Smith

## OSU Medical Center Job Enclave

*Rebecca loves to shop. Linda is partial to bowling. Alan prefers to spend his free time shooting hoops or playing baseball. When they're not out doing something social, these three work in the **Goodwill Job Enclave** program at tasks that range from confidential paperwork shredding to janitorial services. In 13 years, the program has expanded from serving one Tulsa hospital to four, and today provides an earning opportunity for about 70 enclave members and their supervisors.*

In memory of Lynda Osborne  
Russ and Cindy Donathan

In memory of Marlee Payne  
Michael and Leslie Moore

In memory of Theron J. Rhoads  
Pearl Rhoads

In memory of Steve Rizzotti  
John Westervelt

In memory of Jill Tarbel  
Russ and Cindy Donathan  
David and Eva Oliver

## Honorarium Donations

In honor of Ron Altman, Board Chairman  
Anonymous  
Rabbi C.P. Sherman

In honor of Robert, Barbara and  
Thomas Conrad  
Albert and Hete Barthelmes  
Foundation Inc.

In honor of Lee H. Davis  
Ronny and Judy Altman

In honor of Carol Lee Hart  
Eddie and Eileta Creekpau

In honor of Vernon T. Jones, Sr.  
Maralee Jones

In honor of David Oliver  
Ronny and Judy Altman

In honor of Joseph Smart  
Bob and Sherry Hyer



GOODWILL INDUSTRIES OF TULSA HEADQUARTERS



# Goodwill

Industries of Tulsa



## MISSION.

Goodwill Industries of Tulsa provides work opportunities, job training and support services for people with disabilities or other employment barriers.

## VISION.

We envision a community where all people have the training 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.

**Diversity:** We embrace diversity in the individuals we serve, the programs we offer and among the workforce that makes up our organization.

**Empowerment:** We provide services that help people help themselves.

Goodwill Industries of Tulsa | 2800 Southwest Boulevard | Tulsa, Oklahoma 74107 | (918) 584-7291 | [www.goodwilltulsa.org](http://www.goodwilltulsa.org)

