

ANNUAL REPORT

2023

GOODWILL
INDUSTRIES OF TULSA

COMMUNITY
PARTNERS

PROGRAM
PARTICIPANTS



PASSION FOR MISSION

Letter from the President & the Board Chair

In 2023, Goodwill Industries of Tulsa took steps to expand the impact of our mission and services across the region. We opened new locations, launched forward-thinking programs, built new mission-driven teams, and saw hundreds of lives transformed.

Focusing on internal development, Goodwill created new programs to help better train, equip, and support people who come to work for us. Our employees are our most important asset, and we want them to thrive.

We believe strong partnerships are key to Goodwill's future. We took dedicated steps to better integrate our organization into industries across the region so that we can both support the growth of local businesses and better equip job seekers.

The work of providing jobs and services to people with disabilities or other employment barriers is ceaseless. It requires commitment from an entire community. The growth and success outlined in this annual report are a direct result of the passion for mission that our program participants, employees, and community partners share. By working together, Goodwill will continue to create opportunities for those in need, empower people to reach their full potential, and contribute to strengthening our community.

Together, we can build a brighter future for all. Thank you for supporting Goodwill.

David B. Olin | President

[Signature] | Board Chair



Human & Community Impact in 2023

EMPLOYMENT PROGRAMS



Goodwill Tulsa employed more than 1,000 people with disabilities or other employment barriers in 2023. Those employees earned more than \$15 million in wages and benefits, representing a significant economic impact on the communities we serve.

Launched in the summer of 2023, Grow With Goodwill provides Goodwill employees access to services, programs, and training they need to succeed and thrive. In 2023, the fledgling program assisted 159 Goodwill employees.

JOB TRAINING & SUPPORT SERVICES

GOODWILL TULSAWORKS

Goodwill TulsaWORKS offers certifications in Google programs, private security, forklift operation, workplace computer skills, and career/digital readiness. Career Navigators assist students and graduates in reducing barriers to employment and finding work. Nearly 500 people received services through TulsaWORKS in 2023, earning more than 1,100 credentials.

GOODWILL VOCATIONAL SERVICES

Goodwill Tulsa's Vocational Services supports people with disabilities through employment, training, job placement, and group worksites. In 2023, those services supported more than 100 people.

GOODWILL CAREER CENTER

Seeing the needs of the population in our region shifting, Goodwill Tulsa retooled the former Job Connection and rebranded it as the Goodwill Career Center. While continuing to assist those needing immediate employment, the Career Center also helps individuals advance in their career paths and develop as professionals.

TULSA FINANCIAL EMPOWERMENT CENTER

Goodwill Tulsa helped hundreds of people navigate their finances in 2023. The Tulsa Financial Empowerment Center (FEC), provided through a partnership with the City of Tulsa, offers one-on-one professional financial counseling at no cost to residents. Since inception, the FEC has helped 915 clients reduce more than \$1 million in non-mortgage debt.

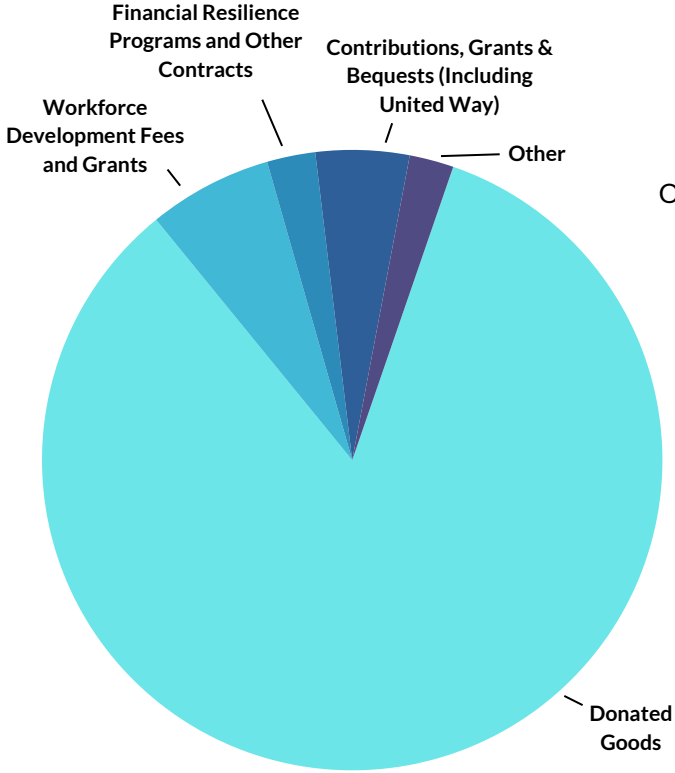
FREE INCOME TAX PREP

Goodwill Tulsa facilitates the IRS's Volunteer Income Tax Assistance (VITA) program, offering free tax preparation to qualified taxpayers in the Tulsa area. In 2023, Goodwill Tulsa helped file over 4,000 tax returns, resulting in more than \$4 million in refunds.



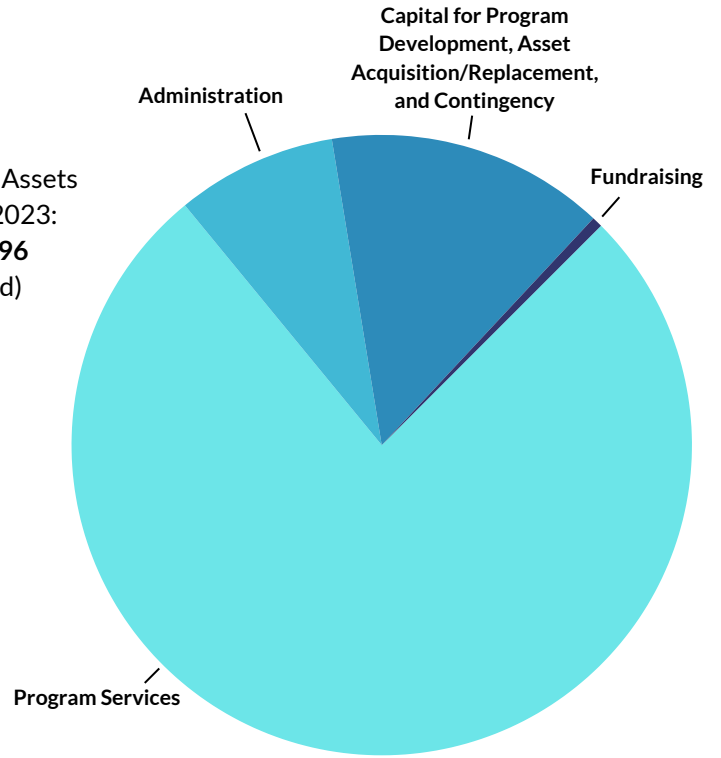
Goodwill by the Numbers

2023 PUBLIC SUPPORT & REVENUE



Operating Net Assets
as of 12/31/2023:
\$65,286,696
(Unaudited)

2023 EXPENSES



2023 DONATED GOODS

Donations of gently used clothing and household items fuel our organization. In 2023, Goodwill Tulsa saw more than **537,000** donors drop off more than **22.1 million pounds** in donations. Thanks to Goodwill, **85%** of the used items were diverted from area landfills. Nearly **1 million customers** turned those donations into purchases, helping to fund Goodwill's employment programs, training programs, and operations.

Award Winners

Goodwill Employee of the Year Award
Roger Boyce



Goodwill Pathfinder Award
Ryan Erickson



Spirit of Goodwill Award
QuayShana Alexander



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



Goodwill would like to thank the following sponsors for making the 2024 Annual Awards Luncheon possible:

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AS OF DECEMBER 31, 2023



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GoodwillTulsa.org

OUR MISSION

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