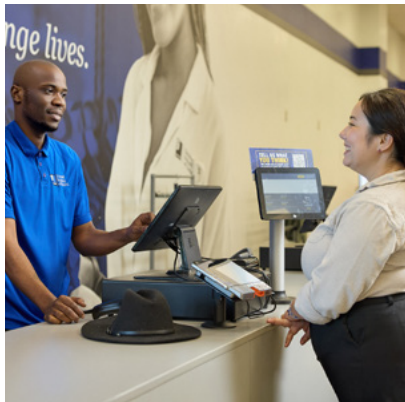
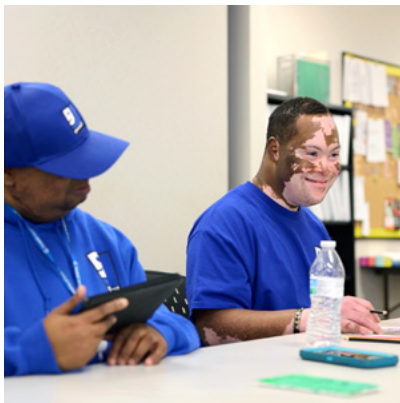




Goodwill
Industries
of Dallas, Inc.



GOODWILL AT WORK

2025 Annual Report

Table of Contents



- Message from Leadership01
- Mission & Programs**
- Impact at a Glance 03
- Community Partners Spotlight10
- Oda's Story16
- Goodwill At Work...**
- In Our Stores 04
- In Our Programs 06
- In Our Community 08
- For the Future 20
- Development & Culture**
- THE LUNCH 202512
- Thank You to Our Donors.....14
- 1923 Society17
- Good Times at Goodwill18
- Board of Directors..... 22
- Financial Summary 24

About the Cover

Our Goodwill employees are the heart of our mission, showing up each day with dedication, compassion, and belief in the power of work.

Their efforts transform lives—helping individuals gain skills, find employment, and build brighter futures. Through their commitment and hard work, our mission moves from vision to reality, creating lasting impact across the communities we serve.

A Message from Leadership

Dear friends and supporters,

At Goodwill, work is more than a job—it is a pathway to dignity, purpose, and possibility. This year’s annual report, *Goodwill at Work*, reflects the many ways our mission comes to life every day as we help individuals recognize and reach their full potential and build lives of accomplishment and self-sufficiency.

Across our organization, Goodwill is *at work* in powerful and practical ways. In our stores and donation centers, individuals with barriers gain real-world experience and confidence. In our career center and training programs, job seekers build skills, earn credentials, and connect to employment opportunities that lead to stability and growth.

This work would not be possible without the dedication of our employees, the generosity of our donors, the commitment of our volunteers, and the trust of our community partners. Enclosed, you will read stories of resilience, progress, and transformation—but also evidence of accountability and impact. We are proud of what we have accomplished together, and we remain focused on the work ahead.

Thank you for believing in the transformation that happens when we give a hand up, not a hand out—and for being part of Goodwill’s work in the community.

With gratitude,



Kathryn Cassidy

Kathryn Cassidy

Chair of the Board
Goodwill Industries of Dallas, Inc.



Lowell Sands

Lowell Sands

Chair of the Board
Goodwill Industries of Dallas Foundation, Inc.



Tim Heis

Tim Heis

President and CEO
Goodwill Industries of Dallas, Inc.

Mission Moment

Goodwill Dallas is changing lives, one job at a time.

We exist to help people with barriers to employment recognize and reach their full potential and experience a life filled with purpose, accomplishment and self-sufficiency.

WHO WE SERVE

Each year, we support thousands of North Texans seeking opportunity, stability, and independence—including individuals with disabilities, those reentering the workforce, and people facing economic or personal barriers to employment.

CORE VALUES

Respect

- Show care and compassion to others
- Seek first to understand, then to be understood
- Appreciate the views of others



Integrity

- Do the right thing, always
- Live our values
- Speak up



Commitment

- Strive for greatness
- Work as a team
- Hold ourselves and each other accountable



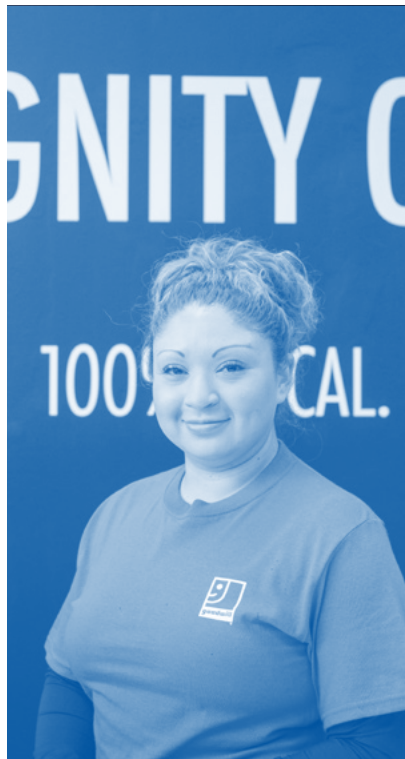
Improvement

- Get better every day
- Identify your next action
- Bring solutions to challenges



Service

- Believe in yourself
- Serve others with joy
- Be proud of the Goodwill mission and your role in making it happen



Impact at a Glance

Goodwill supports people facing barriers build skills and find jobs.

CAREER SERVICES

1,885
CLIENTS SERVED

429
EMPLOYMENT
PLACEMENTS

\$16.48
AVERAGE HOURLY
STARTING WAGE

EMPOWERMENT WORKS

12,250 Hours of lifelong learning, community engagement, and vocational training for adults with intellectual and developmental disabilities.

MISSION SERVICES IMPACT

14,097
TOTAL COMMUNITY
SERVICES PROVIDED

975
DIGITAL SKILLS
TRAININGS

731
JOB SEARCH
SUPPORTS

3,542
CAREER COACHING
SESSIONS

868
CAREER & FINANCIAL
PLANNING SESSIONS

788
REFERRALS TO
COMMUNITY
RESOURCES

WHY OUR WORK MATTERS

Clients we serve face multiple barriers to employment.

26%
LIVING WITH
A DISABILITY

26%
JUSTICE
INVOLVED

9%
NO HS
DIPLOMA/GED

14%
MULTIPLE
BARRIERS (2+)

GOODWILL AT WORK In Our Stores



Allen ADC was awarded Attended Donation Center of the Year thanks to our amazing team. From left to right: (back) Miguel Florendo, Natasha Westervelt, Dinsehkumar Savaliya, James Wilkins, Steve Slezak; (front) Soumali Nag Ray, Tina Woods

When you shop or donate at Goodwill, you're helping make our mission possible. The revenue generated in our stores supports workforce development programs that create access to jobs, skills training, and opportunities across North Texas. Every purchase and donation plays a role in opening doors for individuals and families working toward stability.

Across 19 Goodwill stores, one outlet, and nine attended donation centers in North Texas, Goodwill employs 950 team members—one out of every two has one or more barriers to employment.

These team members keep donations moving and stores running each day. They sort, stock, assist customers, and work together to create welcoming spaces for shoppers and donors alike. Along the way, employees build skills, confidence, and a sense of purpose in a supportive, mission-driven environment. Our stores are not just places to shop—they are places where opportunity begins.



Morgan Burnett, Team Leader of the Year 2025



Morgan outside the Mesquite store

Morgan's Story

When Morgan came to Goodwill, she was starting over. After a serious health crisis and a long hospital stay, Morgan found herself without a job or reliable transportation. Living near a Goodwill store, she applied because she could walk there—but she was also hoping it might lead to something more.

As she left her application, Morgan looked up at the store sign and saw something that stopped her. Instead of "Goodwill," she read "God's will." In that moment, she felt certain she was exactly where she was meant to be.

Morgan quickly stood out for her strong work ethic and willingness to help wherever she was needed. Even when she didn't know what came next, she showed up, raised her hand, and learned as she went.

With the support of encouraging coworkers and leaders who believed in her potential, Morgan gained confidence and discovered strengths she didn't know she had.

At Goodwill, Morgan found more than a job—she found purpose.

Today, more than 20 years later, Morgan is the Team Lead of the Goodwill store in Mesquite, just down the street from the transitional housing where she once lived. Her journey has come full circle.

Now a leader herself, Morgan is proud of the role she plays each day. "When my team looks up to me," she says, "it's empowering."

GOODWILL AT WORK In Our Programs



Eugenio standing proud after obtaining his Forklift Operator and OSHA 10 Certification



John putting his new forklift operator skills to work

Goodwill Dallas CAREER SERVICES

Career Services creates opportunities that meet people where they are, whether they are building a new life in a new country or taking the next step in the place they have always called home.

Eugenio and John come from different backgrounds, but both found forklift training through Goodwill to be a turning point.

When Eugenio arrived in the United States from Venezuela, he brought determination and a deep belief in the power of hard work. Two years ago, he joined the team at Goodwill's Frisco store. When he learned about forklift training through Career Services, he saw more than a class. He saw a chance to grow within an organization he already loved. Even when he worried about his English, his instructor reminded him that he belonged. "I felt very welcomed," Eugenio says. "More skills can improve your life in this country. From now on, I am part of Goodwill's mission."

John's path began closer to home. Raised in Dallas by a single mother alongside four siblings, he learned early the value of responsibility and perseverance. Through Career Services, he completed forklift training and strengthened his digital skills along the way. Today, he is focused on building a future in logistics and hopes to move into warehouse management.

Together, their journeys show how Career Services helps people build skills, confidence, and lasting career opportunities.

“*More skills can improve your life in this country. From now on, I am part of Goodwill's mission. This is just the first step.*”

Eugenio
Goodwill employee and Career Services participant



Richard working his shift as a sorter in Goodwill's Centralized Processing Center



When Richard joined Goodwill in 1989, he found more than a job. He found a place where he belonged. Through Goodwill's Empowerment Works program, adults with intellectual and developmental disabilities build confidence, connection, and lifelong skills through learning, community engagement, and vocational opportunities.

Over the years, Richard worked in many roles across Goodwill, bringing a positive spirit and an easy connection with the people around him. His dedication earned him a nomination for Employee of the Year. "Goodwill wants me here," he says, reflecting the trust and belonging he has experienced.

After retiring, Richard realized how much he missed the community Goodwill provided. When Empowerment Works launched its next chapter, he returned eager to keep learning and contributing in a place that feels like home. "I love my job. I love what I do," Richard says.



Shirleen during her shift as a cashier at the Goodwill Outlet



When Shirleen moved to Dallas in 2022, she was ready for a fresh start. After stepping away from work to care for her mother and sister, returning to the workforce later in life brought challenges, and finding employment often felt discouraging as age seemed like a barrier.

Through the AARP Pathways program, Shirleen discovered a new opportunity that led her back to Goodwill—an organization she already knew and trusted from her time in Abilene. "At Goodwill, they don't see your age or barriers as limitations," she says. "They see you for who you are."

Through GoodLife, Goodwill's employee support program, Shirleen strengthened her digital skills through computer classes and built new confidence along the way. Today, she works in several roles at Goodwill's Retail Operations Center and continues building new skills while moving forward with confidence.

GOODWILL AT WORK In Our Community



Cenikor Foundation volunteers



Home Tax Solutions volunteers



Through our Goods for Good Volunteer Program, Goodwill transforms donated items into meaningful support for neighbors across North Texas. By partnering with local nonprofit organizations, we deliver mission-critical goods to adults, children, and pets, ensuring donations reach those who need them most. This collaborative approach strengthens our community, builds more resilient families, and amplifies the impact of every item entrusted to Goodwill.

In 2025, Goodwill welcomed more than 150 volunteers who contributed nearly 300 hours, working hands-on to sort, select, and prepare donated goods for delivery. Volunteer groups—including Home Tax Solutions, Oak Hill Academy's senior class, Workforce Solutions Greater Dallas, and Siemens—brought energy, care, and purpose to each volunteer day, helping ensure that every nonprofit partner received donations throughout the year.

Last year also marked the expansion of our community partnerships with the addition of Cenikor Foundation, Dwell with Dignity, and Voice of Hope, joining longstanding

partners SPCA of Texas, Heart House, and New Friends New Life. These partnerships demonstrate what is possible when businesses, nonprofits, and volunteers come together, turning donated goods into opportunity for our entire community.

“Our partnership helps ensure Cenikor clients entering substance use disorder treatment have clean clothing and basic necessities at intake, helping them focus on recovery.”

Tiffany Randle, MPA
MAC Facility Director, Cenikor Foundation

“Goods for Good allows us to provide essential home goods for the families we serve at no cost, enabling us to serve more families and support stable, dignified living environments.”

Teresa Charnock
Executive Director, Dwell with Dignity



Lauren Holloway and Katrina Bolin with generous donations from the Hyer Elementary Kindness Club



Hyer Elementary students learn about Goodwill during their planning meeting

Hyer Elementary Kindness Club

Highland Park ISD's Hyer Elementary Kindness Club spread some goodwill with a special clothing drive for our neighbors in need! The Kindness Club is a student-led group that encourages empathy, respect, and compassion by providing a space for students to conduct service projects and learn that small actions can make a big difference.

Goodwill had the honor of sharing our mission with some of the youngest members of our community as they kicked off their winter clothing drive. Hyer students learned about the power of donations and how they fuel opportunities for individuals with barriers to employment in North Texas. They then collected donations from their community and celebrated with a visit to the Westmoreland Donation Center to drop off their collections. We are grateful to Hyer Elementary and Katrina and Houston Bolin for supporting this effort!



Goodwill Team at SMU Move-Out

Southern Methodist University Move-Out

Each spring, Goodwill partners with Southern Methodist University to turn end-of-semester move-outs into an opportunity for both environmental and community good. Donation trailers placed across campus during move-out week make it easy for students to pass along gently used clothing, shoes, and household items—keeping usable goods out of landfills and giving them a meaningful second life.

In 2025, the SMU Move-Out partnership reached new heights, engaging 1,048 student donors and collecting 32,212 pounds of donated goods. This effort shows how a simple campus tradition can translate into real community benefit through thoughtful collaboration.

Community Partners Spotlight

No single organization can meet the workforce needs of a community alone.

That's why Goodwill is proud to work alongside trusted community partners to expand access to training, remove barriers to employment, and connect individuals to opportunity. Together, we combine expertise, resources, and a shared purpose—closing opportunity gaps and expanding economic mobility.

Through these partnerships, Goodwill strengthens career pathways, scales impact, and helps ensure that job seekers across North Texas have the support and guidance they need to succeed.

UNITED WAY OF METROPOLITAN DALLAS



More than 90 years ago, United Way of Metropolitan Dallas made a grant to Goodwill Dallas to support workforce development—planting the seeds of a partnership that continues to transform lives. While the workforce has evolved dramatically over the past century, our shared commitment to expanding opportunity has remained constant.

United Way's Aspire United 2030 goal—to increase the number of living-wage earners and strengthen pathways to work—deepens our alignment and amplifies our collective impact. Together, we are creating meaningful pathways to economic mobility and strengthening communities across North Texas. We are deeply grateful for this enduring partnership and shared vision.

WORKFORCE DALLAS – POWERED BY GOODWILL



Left: Lynn McBee speaking at press conference; Right: Connecting with our community at the MLK Job Fair

In October 2025, Goodwill partnered with Workforce Dallas to expand workforce pathways across the city. Together, we align job training with employer needs and address barriers to employment. Goodwill supports participants from training to job placement, while Workforce Dallas leads regional coordination and strategy. Working with other workforce providers, the collaboration focuses on industry-aligned credentials in high-demand fields, creating clear paths to meaningful employment for Dallas residents.

This partnership reflects a shared commitment to equity, access, and measurable outcomes, and positions both organizations to scale solutions that help individuals, families, and the regional workforce thrive.

DALLAS COLLEGE & WORKFORCE SOLUTIONS



Ricky Barrow instructs a student learning the forklift

Goodwill is proud to partner with Workforce Solutions and Dallas College to deliver industry-recognized training and career exploration opportunities that respond directly to workforce demand.

In September 2025, we launched a dedicated logistics training pathway, funded by Workforce Solutions, where Dallas College provides expert instruction and curriculum for Certified Forklift Operator with OSHA 10. *Together, we connect job seekers to practical credentials that lead to in-demand jobs and career advancement.*

AUSTIN STREET CENTER



Goodwill Digital Skills Training at Austin Street Center

In partnership with Austin Street Center (ASC), Goodwill brings Career Services programming into the community to support individuals transitioning out of homelessness as they work toward employment and independence.

On-site at ASC, a Goodwill Success Coach and Digital Skills Instructor offer digital skills training, employment referrals, and tailored workforce support. *Together, we help remove barriers to employment and create pathways to stability and dignity.*

METROCREST SERVICES



Antonio Suadre with Mary Giannuzzi; she graduated the cohort at age 96 and is now 97

Goodwill launched its first virtual partnership with Metrocrest Services to help job seekers build essential digital skills.

Once a week, Metrocrest clients tune in from their Carrollton classroom for digital literacy classes with a Goodwill Digital Skills Instructor, focusing on Microsoft Word certification prep and technology skill-building. *Together, we help job seekers grow their confidence and opportunity.*

ALL COMMUNITY OUTREACH



Digital Skills Instructor, Antonio Suadre, with graduating cohort

For more than two years, Goodwill has partnered with All Community Outreach (ACO) in Allen, Texas, to provide digital literacy training for individuals transitioning out of crisis, primarily older adults. Through weekly courses led by Goodwill Digital Skills Instructors, participants build foundational technology skills that increase confidence, independence, and access to employment. ACO identifies participants and Goodwill provides intake and instruction. *Together, we are helping graduates take their next step toward continued learning and employment.*



THE LUNCH 2025 raised \$1.4 million for Workforce Development programs

THE LUNCH, sponsored by J.P. Morgan Chase, gathered nearly 800 supporters on October 15th to welcome two extraordinary voices—renowned sportscaster Joe Buck and #1 national bestselling author and speaker John O’Leary—as keynote speakers for our signature fundraising event of the year.

Chaired by Tana and Tim Roberts, the 10th annual event celebrated the theme “**Spark Goodwill. Inspire Hope.**” When goodwill sparks, hope follows—opening doors, creating opportunities, and transforming lives. Those sparks take many forms: career services that lead to a first paycheck, training that builds momentum toward a lasting career, or

individualized support that helps a person with an intellectual or developmental disability to step into meaningful work.

Together, we raised more than \$1.4M to fund our person-centered mission programs, which directly supported more than 1,800 individuals with barriers last year.

Thank you to all our donors and supporters who celebrated and supported our clients and employees through this special event.



THE LUNCH 2025 COMMITTEE

Tana & Tim Roberts, Chairs

- JB Askew
- Dylan Bramhall
- Collin Comer
- Monroe Lacerte
- Jay Liese
- Jason Matthews
- Jill McMillan-Melott
- Trey Rome
- Jill & Trey Santa Maria
- Aimee Williams-Ramey
- Katherine Wyker
- Erik Yohe



Thank You to Our Donors

\$100,000+

- JP Morgan Chase & Co.
- The David B. Miller Family Foundation
- The Katy and Kyle Miller Family Foundation
- The Estate of John Spencer Page
- Texas Mutual Insurance Foundation
- United Way of Metropolitan Dallas

\$25,000–\$99,999

- Dian Graves Owen Foundation
- Durham Family Foundation
- Energy Transfer
- Goodwill Industries International, Inc.
- Kathy and Larry Helm
- Hilti, Inc.
- Lyda Hill Philanthropies
- Pauline and Austin Neuhoff
- The Rosewood Corporation
- Marcy and Stephen Sands
- Julie Silcock
- Robert S. Williams
- Katherine and Austin Wyker

\$10,000–\$24,999

- A&O Shearman
- Kamela and Kenneth Aboussie
- Akin
- Alliant Insurance Services
- Altair Global
- Amegy Bank
- ARCOSA
- Ben E. Keith Company
- Belle and Donald Berg
- Katrina and Houston Bolin
- Jane and Pat Bolin

- The Bramhall Family
- Kristin and Jeff Brockette
- Brousseau Naftis Erick & Massingill PC
- Sarah and Collin Comer
- Corgan
- Dallas Capital Bank / Jason Matthews
- Melinda and John Dickerson
- ExponentHR / Monroe Lacerte
- First Horizon Bank
- Sharon and Steve Folsom
- Frost Bank
- GDA Speakers
- Mary and Scott Hager
- The Hegi Family
- Melissa and Jeb Hensarling
- The Hogle Foundation
- Holland & Knight LLP
- B.R. and Denny Holman / Brooke and John West
- Home Tax Solutions
- Innovative-IDM
- Iron Horse Midstream
- Kennington Family Philanthropic Fund
- Kirkland & Ellis
- The Langley Family
- Chamlee and Campbell Lewis
- Jay Liese and Mark Mobley
- The Light Foundation, Inc.
- Luther King Capital Management
- M. Terry Enterprises (MTE)
- Ashley and Mike Meece
- Meg and Alan Miller
- JoAnne and Eddy Moore
- Tracey Nash-Huntley and David S. Huntley
- NGP
- PlainsCapital Bank
- Natalie and Doug Prieto

- PwC
- Tana and Tim Roberts
- Betsy and Marc Rosen
- RWR Investments
- The Ryan Foundation
- Jill and Trey Santa Maria
- Scovell Family Foundation of the Dallas Foundation
- Skadden
- Southwest Petroleum Company
- Marilyn and Donald Spence
- The Stallings Foundation
- Maria and Michael Stamolis
- Stemmons Foundation Fund
- Texas Capital
- Tolleson Wealth Management
- UnitedHealthcare
- Mimi and Bill Vanderstraaten
- Veritiv Pollock
- Vinson & Elkins, LLP

\$1,000–\$9,999

- Anonymous (5)
- David Alexander
- JB Askew
- Bank of America
- Ben E. Keith Foundation
- A. Wood Brookshire
- Cardinal Midstream Partners, LLC
- R. Brock Compton
- Kathleen B. Cooper
- The Dawson Family
- Einstein Printing
- Dana and Karl Fricke
- Julia and Jeremy Harman
- Paul Hastings LLP
- Jody Hawn
- Ashley and Tim Heis
- Forest Heis

UP TO \$999

- Anonymous (19)
- Brian K. Abbey
- Maryam Aboudan
- Susy Alba
- Juan G. Arias

- Frank Houseman
- King Scovell Fund at The Dallas Foundation
- Kane Russell Coleman Logan PC
- Leslie and Andrew Levy
- Peter Lodwick
- Tara and Kris Lowe
- Frank Mihalopoulos / Corinth Properties
- Frost Brown Todd
- Carlin and Charles Morris
- MUFG
- Erle Nye
- Jana and Garold Oberlender
- Heather and Michael Rapkoch
- Brent Ratliff
- The Retail Connection
- Nancy Shutt
- Simmons Bank
- Jessica and Dan Slaven
- B.K. and Mark Sloan
- Andy and Patty Smith
- Lenore Sullivan and Barry Henry
- Sam Susser
- Turner Construction Company
- Turtle Creek Wealth Advisors
- Wells Fargo
- Lorena and Ray Wilkins
- Giulia and Erec Winandy
- Woodbine Development Corporation
- Zirtue

- Arthur J. Gallagher Risk Management Services, Inc.
- Jeff Axley
- Minator Azemi
- David Bader
- Virginia Bailey
- Krissy Barker
- Patrick Barry
- Angie Barton
- Darcie Bergman
- Anne Billings
- Leon Blevins
- Jared Boynton
- Madeline Brawner
- Pam Brewster
- Teerosh Briefki
- Lynn Brooks
- Robert Buckner
- Kambria Caldwell
- Wanda Caquias
- Christopher Carmona
- Mike Chou
- Kelley Christian
- Ford Clemons
- Collin Creek
- Communities Foundation of Texas
- ConnectIDD
- Sam Cook
- Daniel Coronado
- Roberta Cowin
- Kate Cox
- Mark Cullum
- Helen Davis
- David Dienes
- Anthony Dona
- Terry A. Douglas
- Steven Dupuis
- Oscar Durham
- Donald Eichenberger
- Delfina Enriquez
- Abigail Escobar
- Mario Evans

- John Ferguson
- Russ Foster
- Tracy Fulton
- JD Garcia
- Stephanie Garcia
- Laura Gatins
- JoSusan Gekiere
- Cathy and Craig Glick
- Josh Goldman
- Richard Goode
- Patsy Goodman
- William P. Gregory Jr.
- Maria Gutierrez
- Steve Hamilton
- Addie Hare
- Delmer Harris
- Cheryl Hastings
- Glen Hinckley
- Lauren and Wes Holloway
- William Hood
- Ashlee Hueston
- Lorayne Hunsicker
- Kim Hutt
- Joel Ibanez
- Brooks Igo
- Frances and Donald Jackson
- Lynn Jea
- Cornelius Jennings
- William Jessiman
- Cele Johnsen
- Ashley Johnson
- Doug Jones
- John W. Joyce
- Carmen Joyner
- Hamida Khan
- Maheen Khan
- Mason D. King
- Kroger, Dallas Division Office
- Quincy Lacerte
- Nelson Leung
- Jason Lim

- Jeff Lockhart
- Sherry Lundberg
- Caio Machado
- Fernanda Maciel
- Laura Marable
- Maclaine Marcum
- Mackenzi Marinovich
- Rick Martin
- Karen Miller
- David Milton
- Ola Murphy
- Muse Communications LLC
- Susan Myers
- Abby Neblett
- Jeffrey Netzer
- Quan Nguyen
- Daniel Oberlender
- Helen O'Connor
- Maricarmen Olivas
- Maria Olivo
- Deborah Owens
- Shanda Owens
- Terah Paolini
- Hasmukhrai Bhawanidas Parekh
- Christina Payne
- Burt Pearlman
- Janet Peery
- Dominik Peyton
- Bailey Pham
- Jeanne Phillips
- The Plauche Family
- Linda and Gary Potthoff
- Priscila Rangel
- The Rich Family
- Rob Richmond
- Marcos Rivera
- Christy and Clay Robinson
- Randolph Robinson
- Netta Roblaw
- Angel Rogers
- Michael Romo
- Ronald Roundtree

- Christina Roy
- Walker Royall
- Casey Rucker
- Madeline Russell
- Evelyn Salazar
- Alma Sanchez
- Scott Saucier
- Nicholas Saucier
- Audrey Schmit
- Jonna and Brian Seline
- Michael Shtofman
- Steve Slezak
- Kokaleah Smith
- Dorian Stratford
- Robert Strong
- Jonathan Taylor
- Texas Legends Care
- William Thelen
- Joe Thompson
- Dennis Topletz
- Carol Tripodi
- Kevin Tucker
- Michael Turner
- United Way of Southwestern Pennsylvania
- John Unthank
- Jocelyn Ventura
- Cynthia Villafuerte
- Elizabeth Villafuerte
- Cheryl and Rod Washington
- Jane Wasoff
- Andrea Watson
- Duralie Watson
- Brenda and Mark Welch
- Yvonne White
- Carol Wilson
- Billy Wood
- Curtis Wright
- James Wright
- Kyle and Erik Yohe
- Larry Zamora
- Rongwei Zhang

Oda's Story

Spark Goodwill, Inspire Hope.



When Oda left Ethiopia for Dallas, he carried with him a deep hope: to build a better life for his wife and two children still back home. The path was not easy. He spoke little English, and every day brought new challenges. But like so many before him, Oda found Goodwill—a place that doesn't offer charity, but a chance.

That vision reaches back more than a century to Rev. Edgar Helms, a Methodist minister serving immigrants from 26 nations on Boston's Beacon Hill. He saw their struggles and believed what they needed most was not handouts, but opportunity. His vision became Goodwill—a movement to spark possibility and inspire hope.

Oda's journey is living proof of that mission today. He began on Goodwill's maintenance team, learning tirelessly—even carrying his metric tools from Ethiopia to convert U.S. measurements. Six years later, he is now the Maintenance Supervisor. His smile brightens every room, and his determination reminds us of what is possible when barriers are met with opportunity.



Goodwill employee, Shemles Oda, at THE LUNCH 2025

Your generosity continues Rev. Helms' legacy. Because of you, Goodwill can Spark Goodwill and Inspire Hope—giving people like Oda the chance to discover their potential, build independence, and create a brighter future.

Watch Oda's Story here! 

Create a Legacy of Opportunity



1923 SOCIETY

Since 1923, Goodwill has been dedicated to helping North Texans overcome barriers to employment and build lives of purpose, accomplishment, and self-sufficiency. For more than a century, our mission has remained rooted in the belief that work is a powerful pathway to dignity, stability, and hope.

Planned giving offers a meaningful way to extend that impact beyond your lifetime. By including Goodwill Dallas in your estate or financial plans, you help ensure that individuals facing obstacles to employment—whether due to disability, economic hardship, or life circumstances—have access to the skills, training, and support they need to succeed.

Your legacy gift helps sustain innovative job training programs, personalized coaching, and employer partnerships that connect people to meaningful work and long-term opportunity. It is an investment not only in individuals, but in families, neighborhoods, and the future of our North Texas workforce.

When you choose to make a planned gift, you join a community of supporters who believe in lasting change. Together, we are carrying forward a mission that has strengthened our community for generations—and will continue to do so for generations to come.



Goodwill gives people opportunity and hope... I want its great work to continue after I am gone.

Robert S. Williams

Chairman of the Board | 1981-1982 | 1923 Society Member

Membership in the 1923 Society is extended to those who:

- Include Goodwill Dallas in their will or living trust;
- Name Goodwill Dallas as a beneficiary of a life insurance policy or retirement plan; or
- Name Goodwill Dallas as a beneficiary from a Donor-Advised Fund or gifts of appreciated stock.

Please contact Lauren Holloway, Vice President of Mission & Advancement, to learn more today. 469.872.0469 | lauren.holloway@goodwilldallas.org

Good Times at Goodwill

- A:** Spring Cookout
- B:** Milestone Recognition Awards
- C:** Fall Cookout
- D:** Empowerment Works July 4th Celebration
- E:** THE LUNCH 2025
- F:** Halloween Party
- G:** Holiday Party, made possible by The Hoglund Foundation



GOODWILL AT WORK for the Future



Donated Goods Retail Team Leads receive award for record-breaking sales in 2025 across all stores

Building Toward Our 2030 Vision

As part of Goodwill's bold 2030 vision, our goals include:

- **(4) Quadrupling** the impact of our mission services
- **(3) Tripling** donated goods revenue
- **(2) Doubling** our number of stores

Together, these goals move us toward becoming the **(1) number one organization in North Texas supporting individuals with barriers to employment.** In 2025, we continued expanding our footprint across the region to bring that vision to life.

In 2025, Goodwill opened five new locations, including retail stores in North Carrollton and Rockwall and three Donation Express sites in Frisco, Lantana, and Parker & Independence. Each new location increases access for shoppers and donors while strengthening the engine that funds job training and career services. By meeting

donors where they are, we are fueling opportunity where it's needed most.

Our growth has been both intentional and measurable. For the second consecutive year, Goodwill Dallas was the fastest-growing Goodwill in same-store sales, achieving 26.3% growth compared to the network average of 6.2% across 148 territories. All 20 stores, including our outlet, achieved record annual sales. In just two years, we went from having no stores surpass \$2 million in annual revenue to ten exceeding \$2 million and six surpassing \$3 million.

Because of this growth—and because of our dedicated team—we are reinvesting in higher starting wages, expanding operations, and increasing the reach of our mission services across North Texas. Together, we are building Goodwill for the future.

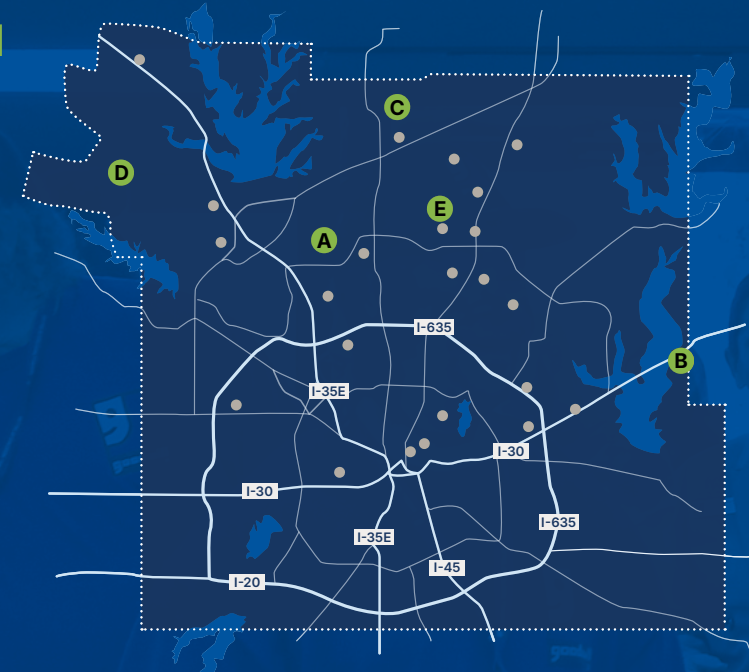
New Stores and Attended Donation Centers

NEW STORES

- A. North Carrollton
Opened June 5, 2025
- B. Rockwall
Opened August 7, 2025

NEWS ADCs

- C. Preston (Frisco)
Opened October 10, 2025
- D. Lantana
Opened November 18, 2025
- E. Parker & Independence -
Opened December 27, 2025



Goodwill Dallas

Board of Directors

Chair

Kathryn Cassidy
President & COO
Altair Global

Vice Chair

Tim Roberts
CEO and Partner
Iron Horse Midstream

Treasurer

Douglas Prieto
CEO
Tailwater E&P

Secretary

Dylan Bramhall
Group CFO
Energy Transfer

Immediate Past Chair

Kyle D. Miller
Founder & CEO
Silver Hill Energy Partners LLC

President & CEO

Tim Heis
President & CEO
Goodwill Industries of Dallas, Inc.

JB Askew

Senior Vice President,
Energy Lending
Amegy Bank

P. Houston Bolin

Partner
Sterling Family Partners

Douglas C. Bracken

Director
Kane Russell Coleman Logan PC

Tucker Bridwell

President
Mansefeldt Investment
Corporation

Jeff Brockette

CEO
Texas Retina Associates

Dennis Cail

CEO & Co-Founder
Zirtue

Peter C. Chilian

Chief Investment Officer
Tolleson Wealth Management

Peter F. Clark

Head of Warehouse
Management
Hilti, Inc.

Collin Comer

President
Gaedeke Group

Jerry Crawford

Senior Vice President
Turner Construction Company

John F. Dickerson

President
Hank Dickerson and Company

Elayna Naftis Erick

Managing Shareholder
Brousseau Naftis Erick &
Massingill PC

Steve Gruber

Managing Partner
Blumenthal & Gruber

Mary Hager

Executive Director, Global
Investment Management
Greystar

Julia Paige Harman

Founder
Harman Leadership LLC

Peter Hegi

Chief Commercial Officer
BrainMatterZ, Inc.

Larry L. Helm

Retired, Former Chairman
Texas Capital Bancshares, Inc.

Jeb Hensarling

Retired
Former U.S. Congressman

Frank Houseman

President
Houseman Properties, Inc.

Doug Jackson

Managing Director
JPMorgan Private Bank

Clayton Kennington

Principal
Kennington Commercial

Monroe Lacerte

Deployable Emergency
Response Manager
Plan International

Rob Langley

Co-Founder & Managing Partner
Align Capital Partners

Andrew S. Levy

Managing Principal
Endeavor Real Estate Group

Campbell C. Lewis

President
Coronado Resources

Jay Liese

Retired COO
Corgan

Kris Lowe

Vice Chairman
CBRE

Tim Maiden

Senior Vice President and Group
Manager
Comerica Bank

Jason K. Matthews

President & Chief Banking
Officer
Dallas Capital Bank

John C. McGowan

Partner
Haynes and Boone, LLP

Jill McMillan-Melott

Managing Director, Head of
Comms & Public Affairs
Tailwater Capital LLC

Michael E. Meece

Managing Partner
Milton Endeavors, LLC

Alan Miller

Chief Executive Officer
Turtle Creek Wealth Advisors

Edward W. Moore Jr.

Office Partner-in-Charge
Frost Brown Todd LLC

Matthew B. Myers

David B. Miller Endowed
Professor of Business
Cox School of Business, SMU

Douglas C. Nash

Chief Financial Officer
The Retail Connection

Tracey Nash-Huntley

Community Leader

Julie Durham Rado

Real Estate Agent
Compass Real Estate

Trey Rome

Founder and CEO
Home Tax Solutions

Betsy Rosen

Retired Social Worker

R. Willing Ryan, III

Founder, President, & CIO
RWR Investments

Trey Santa Maria

Executive Vice President
Oryx Midstream Services

Julie E. Silcock

Managing Partner
Silcock Advisors, LLC

Dan Slaven

Co-Founding Partner
Silverado Interests, LLC

Mark M. Sloan

Partner and Vice Chair, Practice
and Operations Committee
Holland & Knight LLP

Maria Stamolis

Clinical Professor of Real Estate
Cox School of Business, SMU

Rod Washington

Dallas Regional President
Frost Bank

Brooke Holman West

Development Coordinator
Folsom Properties, Inc.

Aimee Williams-Ramey

Chief Legal Officer
Versant Capital Management

Erik Yohe

Chief Strategy Officer
PlainsCapital Bank

Goodwill Dallas Foundation

Board of Directors

Chair

Lowell Sands
Business Development
Rosewood Corporation

Secretary-Treasurer

Rowland K. Robinson
Strategic Advisor
2 R Group, LLC

Immediate Past Chair

William H. Vanderstraaten
President
Chief Partners LP

President

Tim Heis
President & CEO
Goodwill Industries of Dallas, Inc.

Donald A. Berg

Owner
Donald A. Berg Inc.

Susan M. Hicks

Retired
J.P. Morgan Private Bank

Charles W. Morris

Of Counsel
Husch Blackwell LLP

Antonio Carrillo Rule

President and CEO
Arcosa Inc.

Frank Mihalopoulos

President
Corinth Properties



Financial Summary

Goodwill Industries of Dallas, Inc. and Goodwill Industries of Dallas Foundation, Inc. combined Statement of Revenue and Expenses* for the twelve months ending December 31, 2025.

Revenue

Retail Sales	\$	52,028,947
Investment Income	\$	5,550,988
Contributions - Annual Giving	\$	2,017,478
Contributions - Capital Campaign	\$	3,945,011
United Way	\$	310,000
Service Fees and Other Grants	\$	362,550
Miscellaneous	\$	283,287
Total Revenue	\$	64,498,261

Expenses

Wages	\$	29,453,698
Payroll Taxes & Benefits	\$	4,859,964
Professional Fees	\$	1,089,480
Supplies	\$	2,629,942
Telephone	\$	234,566
Bank/Credit Card Fees	\$	1,273,370
Occupancy	\$	4,522,040
Equipment Maintenance & Rental	\$	276,678
Print, Advertising & Publications	\$	154,766
Travel & Vehicles	\$	923,785
Dues & Support Payments	\$	257,220
Other	\$	102,522
Depreciation	\$	3,243,371
Designated for Capital and Programs	\$	15,476,859
Total Expenses	\$	64,498,261

*To be audited by Sutton Frost Cary, LLP



Ashley Brooks
General Manager,
La La Land Kind Café

JPMorgan Chase Bank, N.A. Member FDIC
©2026 JPMorgan Chase & Co.
All rights reserved.

With more than 150 years of serving Dallas-Fort Worth, we know that Texas means business. We've backed nearly 270,000 small businesses with tools, resources, and capital—such as La La Land Kind Café, which has since expanded—because we believe that entrepreneurship fuels the economy, and growing the economy is our business.

JPMorganChase
jpmorganchase.com/dfw



Goodwill
Industries
of Dallas, Inc.



Scan the QR code to sign up for
the Goodwill Dallas Newsletter

GoodwillDallas.org | (214) 638-2800 | Give@GoodwillDallas.org

3020 N. Westmoreland Road, Dallas, Texas 75212

© 2026 Goodwill Industries of Dallas, Inc. All rights reserved. This document and all related materials, including text, graphics, photography, and design elements, are the property of Goodwill Industries of Dallas, Inc. Content may not be reproduced, distributed, or adapted without prior written permission. These materials are provided for authorized use to support consistent, accurate, and mission aligned communications across Goodwill Dallas.