



Goodwill
Industries of Arkansas
2019 Annual Report



A Letter From the President and CEO

to 350 students by summer of 2020, and our long-term strategic plan is to have five schools statewide by 2027.

To grow our mission, we are focused on controlled expansion and operational efficiencies. Kaizen is a collaborative, continuous improvement method harnessing our team's know-how to improve processes and set standards, so employees work more efficiently. A dozen stores went through Kaizen last year, and store sales at those locations increased more than 6%. But even more importantly, the impact on morale and employee retention has improved greatly.

Your support funds the power of work and encourages shoppers to #BringGoodHome.

Thank you for changing lives!

Brian F. Marsh, President and CEO
Goodwill Industries of Arkansas

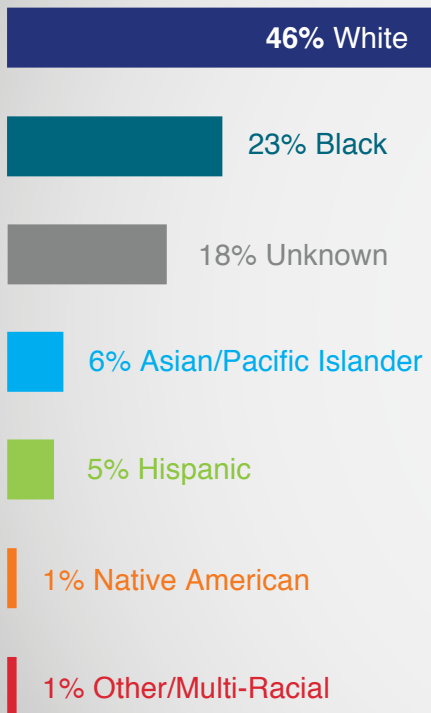
Dear Friends,

Goodwill changes lives through education, training and employment. We believe in the power of work! Because of you, Goodwill provided services to 18,635 people and helped 7,598 Arkansans find employment during this last fiscal year.

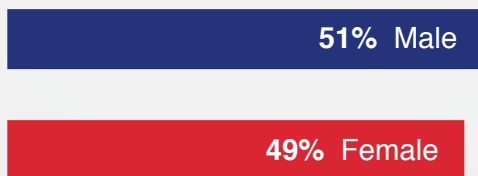
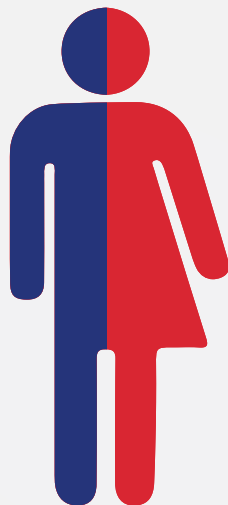
The Excel Center® at Goodwill, Arkansas's first tuition-free high school for adults age 19 and older, had its inaugural graduation in December 2018. Six Arkansans received diplomas. In June 2019, 18 more adults graduated. We will expand our school from 125

Who We Serve | Disadvantages Our Program Participants Face

Race

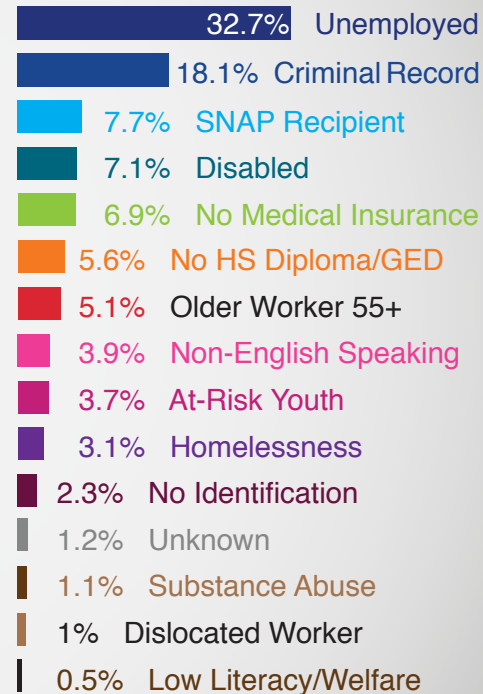


Gender



Disadvantages Key/Legend

Participants may face more than one disadvantage.



Board of Directors

OFFICERS

Board Chair
Ted Darragh, III
Vice Chair
William Gaddy
Secretary
Carrie Harper Smith
Treasurer
Douglas Jackson
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Chris Amsler
Kristen Wilkinson
Denise Luft
Fred M. Perkins, III
Troy Wells
Brad Walker
Jay Stanley
Miguel Lopez
Pat Nunn Brown

EMERITUS DIRECTORS

Fred Penick, Jr.
William Gaddy

Financial Highlights FY19



Revenue	FY19	% Total
Sale of Donated Goods	\$41,551,965	95%
Public Support	\$818,986	2%
Other Revenue	\$1,414,126	3%
Total	\$43,785,077	100%



Expense	FY19	% Total
Programs, Mission Development, & Expansion Funds	\$39,644,733	91%
Management & General	\$ 3,964,507	9%
Other Expenses	\$175,837	<1%
Total	\$43,785,077	100%

Community Impact

You generously gave us
37,067,550
pounds of donations.
Because of you...

we operated
25 
career centers

we hosted
1,019
hiring events

with
 **14,084**
attendees

35 
stores
stocked

2,746,627
customers
welcomed 

\$43,785,077
was generated
in total revenue 



1,000+
Arkansans were
employed at Goodwill

\$200,000,000
in economic
impact created
in Arkansas 

7,598 Arkansans got jobs with
\$140,000,000+
in projected annual wages 

Goodwill
provided
services to
18,635
Arkansans.



Photo courtesy of Dero Sanford.

The Excel Center® Meets Students Where They Are in Life

The Excel Center provides adults age 19 and older an opportunity to earn a high school diploma. Students also develop career paths offering greater employment and growth opportunities.

Avery graduated in June 2019 and is working in Goodwill's IT department. He plans to attend college to study web design. His experience was difficult – like many of the more than 300,000 adults in Arkansas who don't have a high school diploma.

After the death of his sister when Avery was a teen, he turned to gangs. He was later shot in a parking lot and left paralyzed. He believes, "It's part of the journey that brought me back to reality and my family's values."

While Avery learned to live life as a paraplegic, his girlfriend Gina told him about The Excel Center. Avery remembered a promise to his mother, "I told her I would finish high school."

He considers his life coach Courtney "the Band-Aid and Neosporin of life." He adds, "I can text her anytime. Her advice and support really helped get me through the tough and rough days."

Expanding Our Footprint and Improving Our Service

Goodwill will expand The Excel Center, offering adults outside Central Arkansas access to education and better jobs. Brian F. Marsh, President and CEO notes, “Operational costs for The Excel Center are currently funded 100% by the sale of donated merchandise at our stores.”

Last year, 217 students enrolled in the adult high school. The school opened in October 2017, and since then 24 students have graduated. Individuals who graduate from high school can expect to make an average of \$10,000 more annually than those who do not graduate.



Learn more about The Excel Center at Excel@GoodwillAR.org or call 501.372.5100.



We added a Goodwill Resource Center (GRC) in Rogers, an Attended Donation Center (ADC) in Centerton and relocated our El Dorado store. This was part of our strategic plan to better serve donors with convenient locations, shoppers with a better shopping experience and expand programs and services in underserved areas. The Rogers GRC, like the GRC in Little Rock, houses an outlet where shoppers can buy textiles by the pound. A free career center helps anyone, especially those with barriers to employment, find good jobs to support themselves and their families. Our ADC in Centerton has quickly proven to be convenient for our donors. Our former El Dorado Goodwill store moved to a larger location which now includes a career center.



Learn more about Goodwill's Reentry Program:
Central Arkansas 501-372-5100
Northwest Arkansas 501-295-8179
Northeast Arkansas 870-268-0443
Fort Smith 501-517-7765

Reentry Program Provides Second Chances

In 2008, while in an abusive relationship, Brenda started using Oxycodone. Her addiction escalated. She dealt the drugs she used. After multiple arrests, she began residential treatment. She ran away, broke into a home and stole a gun. Brenda stole medication and was arrested again. She was incarcerated, with release to Washington County Drug Court, and then detoxed in county jail.

During this time, Brenda met several women who changed her life path. Goodwill's Reentry Manager Marty Hausam, the women of Narcotics Anonymous and Washington County Drug Court Judge Cristi Beaumont helped Brenda on the road to her recovery.

She was released and accepted into Goodwill's Reentry Program. The path wasn't easy. She completed 30 days of inpatient treatment, changing her people, places and things. She worked hard and found her passion; helping people returning from incarceration.

Brenda has regained her life, family, home, a new car, and is at peace. Her recovery requires daily maintenance. She says, "It takes an army to help even one addict stay clean. Thank you Goodwill for my second chance."

The Academy at Goodwill

The Academy at Goodwill helps Arkansans obtain employment, advance their careers and learn valuable skills. The Academy added a welding program in partnership with the Metropolitan Career-Technical Center, First Aid, CPR, AED and Mental Health First Aid certification.

According to the National Alliance on Mental Illness, each year one in five Americans will experience mental illness. Recognizing the impact on Arkansans, Goodwill Industries of Arkansas began offering a Mental Health First Aid class in May 2019. The course helps participants recognize the signs of mental illness and substance abuse, learn how to interact with someone in a mental health crisis and help connect them with resources.

“So many struggle in silence because they don’t feel they can reach out for help,” said Goodwill’s Brandi Alcacio. “On average, people delay getting treatment for 10 years. Mental Health First Aid training should be as common as CPR.”

Alcacio is the third Arkansan certified by the National Council for Behavioral Health.

Learn more about the classes The Academy has to offer by contacting Academy@GoodwillAR.org or calling 501-372-5100.





Kaizen: Streamlining Processes Helps Us Work Smarter

Kaizen training—from the Japanese word meaning “change for the better,” provides a clean, organized work environment for our employees. It streamlines the production process, helping employees get product to the retail floor more quickly. Kaizen is a data-based methodology that improves efficiency through the streamlining of storage, in store processes and transportation. Kaizen works because frontline employees who are closest to the process provide real-life, real-time solutions and sustainable changes.

“This process has made me feel very proud,” Ruh Quaye, Retail Associate at our Markham Park store says, “I no longer feel like I work in a warehouse. Now it is like an office to me! Kaizen changes will make good money for us and help us move forward with our mission!”

Kaizen has increased average daily sales by 6.24%. The true impact, is reduced employee turnover, improved employee satisfaction and better donor and shopper experiences!



#BringGoodHome

Last year Goodwill processed more than 756,000 donations and rang up more than 2.7 million transactions. Thank you, Arkansas! Goodwill shoppers love the thrill of the hunt and great values. They should feel even better about their purchases, since they help fund on-the-job training, resume and interview preparation and career coaching! When you #BringGoodHome you're strengthening families and communities through the power of work.

Makayla Lowrance Smith knows firsthand about bringing good home. She recently found her wedding dress at our Bryant store. "I wanted a big dress even if I couldn't afford a big wedding. I found a really big ball gown, with a long train. I had the sleeves cut off to create an off-the-shoulder design."

"My wedding day was the best day of my life. When Andrew proposed, I worried we'd have to elope since we barely had enough money for groceries. But when I found my dress, everything else just fell into place!"

Congratulations, Mr. & Mrs. Smith! Thanks for sharing your #BringGoodHome story.



Locations

Key/Legend

Store & Donation Center
 Career Center
 Donation Center
 Outlet & Donation Center
 Computer Store

BATESVILLE

3209 Harrison St
 870.569.4028
 Career Center
 870.569.4030

BELLA VISTA

210 Town Center SE
 479.295.7345

Donation Center
 20 Sugar Creek Center
 479.855.8770

BENTON

1716 Military Rd
 501.776.1189
 Career Center
 501.776.1267

BENTONVILLE

1400 SE Walton Blvd
 479.876.8055

BLYTHEVILLE

125 Chickasaw Plaza
 870.776.5356
 Career Center
 870.776.5367

BRYANT

5914 Hwy 5 N
 501.653.2209
 Career Center
 501.847.6660

CABOT

204 S Rockwood Dr
 501.941.2623
 Career Center
 501.941.2643

CENTERTON

292 E Centerton Blvd
 479-335-5656

CONWAY

2425 Sanders St
 501.329.6501

Donation Center
 3900 Dave Ward Dr
 501.358.6605

EL DORADO

2016 N West Ave
 870.863.4454
 Career Center
 870.444.6820

FAYETTEVILLE

3105 W MLK Blvd
 479.575.9587
 Career Center
 479.575.9592

705 E Appleby Rd
 479.695.0048
 Career Center
 479.695.0049

Donation Center

1189 N Steamboat Dr
 479.287.4770

FORT SMITH

3225 S 74th St
 479.434.4717
 Career Center
 479.434.4739

3610 Towson Ave #7
 479.784.9840

HARRISON

814 Hwy 62-65N Ste 9
 870.330.4868
 Career Center
 870.330.7077

HOT SPRINGS

205 Garrison St
 501.525.4473
 Career Center
 501.525.4447

631 E Grand Ave
 501.321.0275

JACKSONVILLE

1309 TP White Dr
 501.985.2645
 Career Center
 501.415.2989

JONESBORO

1515 S Caraway Rd
 870.931.1374
 Career Center
 870.268.0443

LITTLE ROCK

2904 S University Ave
 501.568.5313

16924 Cantrell Rd
 501.673.1550

109 Markham Park Dr
 501.221.1018
 Career Center
 501.221.1748

Donation Center

1208 Bowman Road
 501.492.8905

Donation Center
 7001 Cantrell Rd
 501.280.0863

Donation Center
 1801 Green Mt Dr
 501.224.6408

Donation Center
 9700 N Rodney Parham Rd
 Phone: 501.224.6221

Outlet Center
 7400 Scott Hamilton Dr
 501.372.5100

Career Center
 501.372.5100
 Computer Store
 501.492.8497

MAUMELLE

Donation Center
 1900 Club Manor Dr
 501.803.0194

MOUNTAIN HOME

759 Hwy 62 E Ste 102
 870.508.0040
 Career Center
 870.508.0042

NEWPORT

2500 Malcolm Ave
 870.495.3320
 Career Center
 870.495.3318

NORTH LITTLE ROCK

6929 JFK Blvd, Ste 112
 501.835.5286

Career Center
 UA Pulaski Tech
 3000 West Scenic Dr
 Office: 501.812.2826
 Cell: 501.291.2312

PARAGOULD

2808 W Kingshighway
 870.215.0780
 Career Center
 870.236.2636

PINE BLUFF

2514 W 28th St
 870.850.2355
 Career Center
 870.850.0711

ROGERS

4301 S Dixieland Rd
 479.631.082
 Career Center
 479.631.0822

Outlet Center
 1301 N Dixieland Rd
 479.335.5600
 Career Center
 479.335.5595

RUSSELLVILLE

2100 N Arkansas Blvd
 479.967.6319

SEARCY

2009 E Race Ave
 501.268.2047

SILAM SPRINGS

1001 S Mt Olive St
 479.373.6137
 Career Center
 479.373.6120

SPRINGDALE

5252 W Sunset Ave
 479.927.2023
 Career Center
 479.927.0114

TEXARKANA

1916 State Line Ave
 870.772.5543