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Goodwill Industries of Arkansas, Inc.  
2021 Annual Report | JULY 2020-JUNE 2021

# Changing lives through education, training and employment.



**GOODWILL  
GREEN**  
POUNDS OF PRODUCTS  
KEPT OUT OF LANDFILLS  
**35,784,370**



*Brian F. Marsh  
President and CEO*



*Goodwill helps distribute  
132,162 meals in Arkansas.*

Dear Friends of Goodwill,

First and foremost, I want to thank you for your continued support as we weather the storm of this global pandemic. Your donations and financial support made it possible to employ over 950 Goodwill employees and serve the people who need us most.

Challenges can become opportunities, and we were proud to provide some unexpected services to our neighbors in need. For example, in partnership with the Arkansas Foodbank, we distributed 132,162 meals to those who needed help putting food on the table. In collaboration with Baptist Health Medical Center, Arkansas Department of Health and Arkansas Foundation for Medical Care (AFMC), more than 1,000 COVID-19 vaccines were administered to Goodwill employees and people in our community.

With your support, we served 4,346 people in the state through our mission services programs. Despite obstacles from the pandemic, we increased the number of quality credentials offered in The Academy, including Goodwill Digital Career Accelerator skills training. Our much-anticipated welding certification program opened in May with nine students. Students enjoyed working with the welding machines we purchased, supported in part by a Caterpillar Foundation grant.

Although we had to curtail many of our career services for several months, our staff again offers in-person services and hiring events at nine locations throughout the state. Through a combination of virtual and in-person career coaching, we placed 458 people into employment this year, with an average wage of \$12.38.

Since October 2017, Goodwill has operated The Excel Center®, the only tuition-free adult high school in the state. During the early months of the pandemic, the Excel Center staff pivoted to a blend of virtual and in-person learning and experienced a record number of students enrolling to work towards earning their high school diplomas. Twenty-six students graduated during the fiscal year.

Our Transitional Employment Opportunity (TEO) program is a prime example of how Goodwill achieves its mission of changing lives through education, training and employment. Over the past year, Goodwill staff worked with 70 people recently released from incarceration as they reentered society. TEO trainees learn vital new skills during a 16-week paid job training program. As a result, the recidivism rate of program graduates is impressive at less than 6%.

Your donations of gently used items are our lifeblood as over 96% of Goodwill revenue comes from the sale of donated goods. Throughout the last year, Arkansans have been very generous with their donations which we appreciate very much. We focused on becoming more effective and efficient in our operations through the implementation of KAIZEN, a mindset focused on “Continuous Improvement.”

We invite you to take a few moments to read through this annual report as we share the story of our hard-earned success. We are proud of what our team has accomplished. Goodwill is sincerely grateful for your support.

Thank you for changing lives!



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



*The Academy at Goodwill begins its welding certification program.*



*The Excel Center enrolls a new record of students.*



**Ted Darragh, III**  
Darragh Company  
Board Chair

# Goodwill

Industries of Arkansas



**Troy Wells**  
Baptist Health  
Vice Chair



**Carrie Harper Smith**  
Sterling Seacrest Partners  
Secretary



**Douglas Jackson**  
Merrill Lynch  
Treasurer



**Mitch Chandler**  
AR Econ. Devt. Comm.  
Past Chair



**Chris Amsler**  
Commercial Mail Service, Inc.



**Danny Games**  
Entergy



**Miguel Lopez**  
Encore Bank



**Denise Luft**  
Artist



**Mark McClelland**  
Mainstream Technologies



**Jay Meador**  
Iberia Bank



**Fred M. Perkins III**  
Wright, Lindsey & Jennings



**Elizabeth Small**  
UALR College of Business



**Jay Stanley**  
Stone Ward



**Brad Walker**  
Catlett Law Firm



**Chuck Welch**  
ASU System



**Pat Brown**  
AR Econ. Devt. Comm., Retired



\$37,000  
Caterpillar Foundation  
grant for the for  
welding program.



Grow with  
Google

\$50,000  
Goodwill Industries  
International (GII)  
and Google grant for  
Grow with Google.



\$31,400  
Anthem Foundation  
program grant for  
healthcare training.



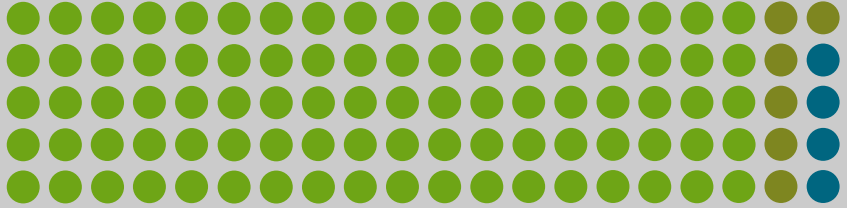
\$20,000  
GII & Google grant  
for Python training  
certificate.



\$8,000  
GII grant for Goodwill  
Digital Career  
Accelerator.

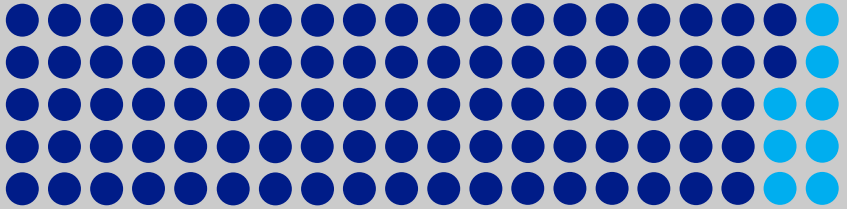
Grants total \$146,400.

## GRANTS



90%	6%	4%	Total
Sale of Donated Goods	Other Revenue	Public Support	\$54,894,552
\$49,142,783	\$3,624,230	\$2,127,538	

## REVENUE



92%	8%	Total
Programs, Mission Dev. & Expansion Funds	Management General Expenses	\$54,894,552
\$50,262,341	\$4,632,211	

## EXPENSES



YOU  
GAVE  
GOODWILL

**46,406,745**

POUNDS OF DONATIONS.

**Goodwill**



STORES STOCKED.



**928**

EMPLOYED  
BY

GOODWILL.

**2,706,623**

CUSTOMERS  
WELCOMED.



**\$54,894,552**

REVENUE GENERATED.



**4,346**

PROVIDED  
EDUCATION,  
TRAINING OR  
EMPLOYMENT.



**458**

FOUND WORK  
STATEWIDE

**\$15,383,065**

PROJECTED WAGES.



**519**

CERTIFICATIONS AND  
CREDENTIALS AWARDED.

**\$53,939,000**

ECONOMIC  
IMPACT.



COMMUNITY IMPACT IN ARKANSAS

501.372.5100  
GoodwillArk.org

**35,784,370**

POUNDS OF  
PRODUCTS  
KEPT OUT  
OF LANDFILLS.



**22,789,007**

POUNDS OF  
RETAIL  
ITEMS SOLD.



**10,024,153**

POUNDS OF  
TEXTILES  
RECYCLED.



**1,801,661**

POUNDS OF  
BOOKS  
RECYCLED.



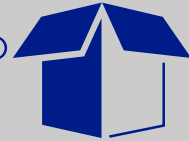
**619,063**

POUNDS OF  
METAL  
RECYCLED.



**295,815**

POUNDS OF  
CARDBOARD  
RECYCLED.



**176,873**

POUNDS OF  
TOYS  
RECYCLED.



**38,000**

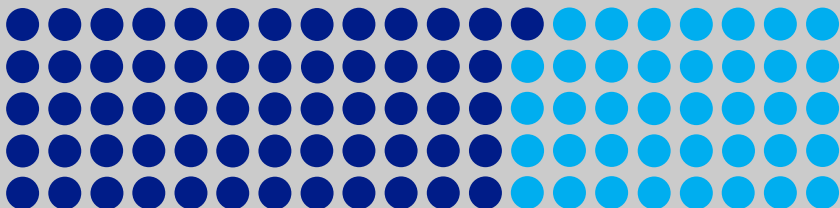
POUNDS OF  
PLASTIC  
RECYCLED.



**37,572**

POUNDS OF  
E-WASTE  
RECYCLED.





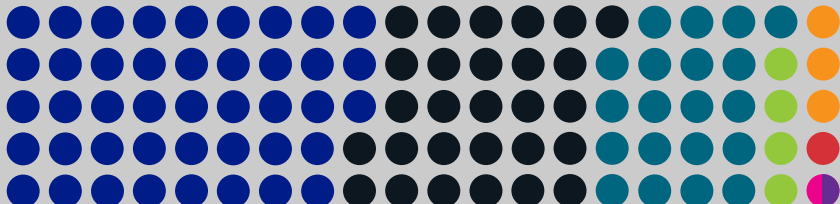
61% Multiple Barriers

49% Single Barrier

Barriers include:

- At-risk youth.
- Low literacy.
- No medical insurance.
- Substance abuse.
- Criminal record.
- No child care.
- Older worker 55+.
- Unemployed.
- Disabled.
- No HS diploma/GED.
- Second language English.
- Homeless.
- No identification.
- SNAP recipient.

## BARRIERS



43% White

20% Unknown

3% Hispanic

<1% Asian

28% Black

4% Pacific Islander

1% Other/Multi-Racial

<1% Native American

## RACE



51% Female

49% Male

## GENDER



When the COVID-19 pandemic began, Kent Noyes was like many Arkansas workers. He was a chef at a Little Rock hotel. As cases increased, tourism and conventions came to a screeching halt. COVID all but paralyzed the hospitality industry, and Kent was furloughed. He has had several careers and gained a lot of experience. This time, he wanted to capitalize on his other job skills. The question was where to start. Ken was driving one day and saw a sign for Goodwill career services. He went in and spoke with a program specialist to learn the kind of services he might receive. Kent received help with email setup, resume development, job search and application completion. A few weeks later, and despite the impact of COVID on the job market, Kent was hired by a security firm contracted by the state. Kent said, “They helped me find a job ... and I have a sense of security again. I’m extremely grateful for Goodwill — Not only the work they do everyday, but for the things they are doing for the population in general. It’s a great organization.”



*Kent Noyes  
Career Services Client  
AMRK Security*

Goodwill career services are free and can help you build your future. Services are available through our career portal, in person and at nine Goodwill computer labs. Services include:

- Career assessment.
- Interview preparation.
- Job search assistance.
- Career guidance.
- Job readiness training.
- Resume assistance.

SERVICES



CAREER SERVICES | goodwill

CAREER SERVICES

501.372.5100  
GoodwillAR.org/services



*Vincent Tate  
 TEO Graduate  
 Goodwill Key Holder*

Vincent Tate grew up in the small town of Minden, Louisiana, where sports was the focus of every young boy. Vincent excelled at basketball, and the court became his second home. He was an all-state athlete, and received a full college scholarship. He later moved to Houston to work for a Fortune 500 company. There, at age 22, his roommate introduced him to crack cocaine. An acquaintance suggested he go back to Minden to begin selling the drug. He made \$100,000 within a month. The lure of money prompted Vincent to quit his job to sell drugs full time. After 15 years, he was arrested on serious charges, which resulted in a 20-year prison sentence. After release, he moved to a transitional housing facility in Arkansas. He says his life changed when a Goodwill reentry specialist visited the residents. Vincent jumped at the opportunity to join the Goodwill Transitional Employment Opportunity (TEO) program. After graduating from the TEO program eight years ago, he began work at Goodwill in El Dorado and is now a key holder. Vincent says, “The mission statement is so true. Goodwill does change lives.”



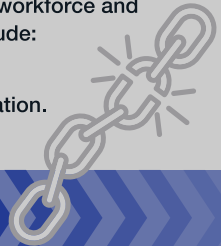
- 70 Transitional Employment Opportunity (TEO) participants.
- 35 TEO graduates.
- <6% recidivism rate.

**REENTRY SERVICES**



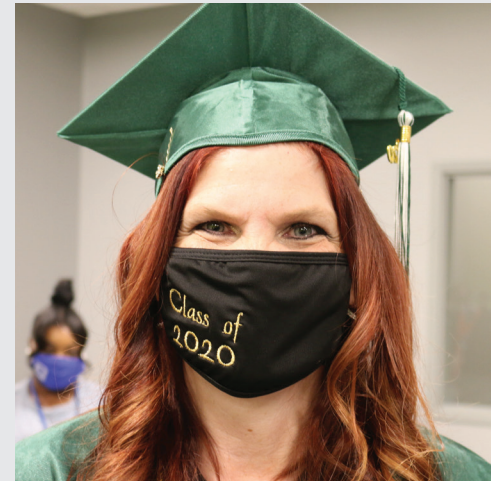
Goodwill’s reentry services are for individuals reentering the workforce and community after a period of incarceration. Opportunities include:

- 16-week paid job training.
- Job search assistance.
- Career planning.
- Resume and letter of explanation.
- Employability assessment.
- Soft skills training.

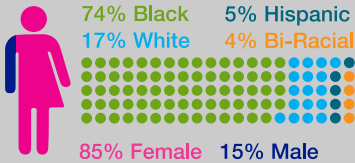


**OPPORTUNITIES**

The 2020-2021 school year was anything but normal. In addition to the challenges any adult would face returning to high school, COVID would take things one step further with virtual learning and social distancing. Reuah Hilton's dad always told her, to never give up. When Reuah learned she was pregnant, she left high school just a half credit short of graduation. More than 20 years later, after raising her children and making sure they got the education they needed, they told her it was HER time. She enrolled in The Excel Center at Goodwill, the only high school for adults in Arkansas. She received her diploma in December of 2020. Her father had passed away, but she says he was looking down on her graduation day. Less than a year later, with her diploma in hand, Reuah began a new career. She is an assistant for Goodwill's mission services department and a mentor for other Excel students.



*Reuah Hilton  
Graduate of The Excel Center  
Goodwill Mission Services Asst.*



- 58 adults graduated since opening.
- 320,000+ Arkansans lack a high school diploma.
- 31% first-generation high school graduates.
- 84% go on to college or post-secondary training.

## STATS

## DEMOGRAPHICS

### Board Members:

- Miguel Lopez  
**Board Chair.**
- Elroy Willoughby  
**Vice Chair.**
- Chris Amsler.
- Brian Marsh.
- Jonathan Crossley.
- Edie Stewart.
- Margaret Ellibee.
- Charles Welch.
- Sajni Kumpuris.
- Kristen Wilkinson.



*Chase Richards  
 The Academy at Goodwill  
 Welding Certification*

Chase Richards could not easily find a job, so he went to the Department of Workforce Services for help. He learned about The Academy at Goodwill, a licensed career training school.

Instead of pursuing immediate employment, Chase decided to learn skills to build a career. He admits he knew nothing about welding before joining The Academy's first class of welding students, but he wanted to learn.

Chase set a goal for himself and found employment with the skills he learned at The Academy. Chase said, "I'm really excited. I'm really proud of myself. The opportunity is very appreciated."

After completing the 20-week training program, Chase graduated on a Friday, received three job offers, and began his first welding job the following Monday.

- Certified Health Environmental Services Tech.
- CPR & First Aid
- Goodwill Data Analytics.
- Goodwill Digital Career Accelerator.
- Google IT Support.
- Google Project Management.
- Industrial Truck Operator.
- Mental Health First Aid.
- Microsoft Office Specialist.
- OSHA 10.
- OSHA 30.
- Pharmacy Technician.
- Welding.

The Academy



- 876 students enrolled in Academy at Goodwill programs.
- 413 students completed a training course gaining a certification/credential.
- 337 industry recognized credentials earned.
- 216 Goodwill Industries of Arkansas employees earned a certification or credential at The Academy at Goodwill.

STATS

**BATESVILLE**

Store & Donation Center  
3209 Harrison St.  
870.569.4028  
**Career Center**  
3209 Harrison St.  
870.569.4030

**BELLA VISTA**

Store & Donation Center  
210 Town Center S.E.  
479.295.7345  
**Donation Express**  
20 Sugar Creek Center  
479.855.8770

**BENTON**

Store & Donation Center  
1716 Military Rd.  
501.776.1189

**BENTONVILLE**

Store & Donation Center  
1400 SE Walton Blvd.  
479.876.8055

**BLYTHEVILLE**

Store & Donation Center  
125 Chickasaw Plaza  
870.776.5356

**BRYANT**

Store & Donation Center  
5914 Hwy. 5 N.  
501.653.2209

**CABOT**

Store & Donation Center  
204 S. Rockwood Dr.  
501.941.2623

**CENTERTON**

**Donation Express**  
292 E. Centerton Blvd.  
479.335.5656

**CONWAY**

Store & Donation Center  
2425 Sanders St.  
501.329.6501  
**Store & Donation Center**  
245 Oak St.  
501.340.0006  
**Career Center**  
245 Oak St.  
501.340.0038  
**Donation Express**  
3900 Dave Ward Dr.  
501.358.6605

**EL DORADO**

Store & Donation Center  
1430 N. West Ave.  
870.444.6820  
**Career Center**  
1430 N. West Ave.  
870.444.6820

**FAYETTEVILLE**

Store & Donation Center  
3105 MLK Jr. Blvd.  
479.575.9587  
**Store & Donation Center**  
705 E. Appleby Rd.  
479.695.0048  
**Reentry Services**  
705 E. Appleby Rd.  
479.575.9592  
**Donation Express**  
1189 N. Steamboat Dr.  
479.287.4770  
**Donation Express**  
2615 E. Mission Blvd. #2  
479.502.9262

**FORT SMITH**

Store & Donation Center  
4600 Towson Ave. #7  
479.784.9840  
**Store & Donation Center**  
3225 S. 74th St.  
479.434.4717  
**Career Center**  
3225 S. 74th St.  
479.434.4739  
**Reentry Services**  
3225 S. 74th St.  
501.517.7765

**HARRISON**

Store & Donation Center  
814 Hwy. 62-65 N. Ste. 9  
870.330.4868

**HOT SPRINGS**

Store & Donation Center  
631 E. Grand Ave.  
501.321.0275  
**Store & Donation Center**  
205 Garrison St.  
501.525.4473  
**Career Center**  
205 Garrison St.  
501.525.4447

**JACKSONVILLE**

Store & Donation Center  
1309 T.P. White Dr.  
501.985.2645

**JONESBORO**

Store & Donation Center  
1515 S. Caraway Rd.  
870.931.1374  
**Career Center**  
1515 S. Caraway Rd.  
870.268.0443  
**Reentry Services**  
1515 S. Caraway Rd.  
870.268.0443

**LITTLE ROCK**

Store & Donation Center  
16924 Cantrell Rd.  
501.673.1550  
**Store & Donation Center**  
109 Markham Park Dr.  
501.221.1018  
**Reentry Services**  
109 Markham Park Dr.  
501.372.5100  
**Donation Express**  
1208 Bowman Rd.  
501.492.8905  
**Donation Express**  
7001 Cantrell Rd.  
501.280.0863  
**Donation Express**  
1801 Green Mtn. Dr.  
501.224.6408  
**Outlet Center**  
7400 Scott Hamilton Dr.  
501.372.5100  
**Career Center**  
7400 Scott Hamilton Dr.  
501.372.5100 x1250  
**Computer Store**  
7400 Scott Hamilton Dr.  
501.492.8497  
**The Excel Center**  
7400 Scott Hamilton Dr.  
501.372.5100  
**The Academy**  
7400 Scott Hamilton Dr.  
501.372.5100  
**Reentry Services**  
7400 Scott Hamilton Dr.  
501.372.5100 x1183

**MAUMELLE**

**Donation Express**  
1900 Club Manor Dr.  
501.803.0194

**MOUNTAIN HOME**

Store & Donation Center  
759 Hwy. 62 E. Ste. 102  
870.508.0040

**NEWPORT**

Store & Donation Center  
2500 Malcolm Ave.  
870.495.3320

**NORTH LITTLE ROCK**

Store & Donation Center  
6929 J.F.K. Blvd., Ste. 112  
501.835.5286

**PARAGOULD**

Store & Donation Center  
2808 W. Kingshighway  
870.215.0780

**PINE BLUFF**

Store & Donation Center  
2514 W. 28th St.  
870.850.2355  
**Reentry Services**  
2514 W. 28th St.  
870.850.0211

**ROGERS**

Store & Donation Center  
4301 S. Dixieland Rd.  
479.631.0822  
**Outlet Center**  
1301 N. Dixieland Rd.  
479.335.5600  
**Career Center**  
1301 N. Dixieland Rd.  
479-335-5595  
**The Academy**  
1301 N. Dixieland Rd.  
877.372.5151  
**Reentry Services**  
1301 N. Dixieland Rd.  
501.351.8016

**RUSSELLVILLE**

Store & Donation Center  
2100 N. Arkansas Ave.  
479.967.6319

**SEARCY**

Store & Donation Center  
2009 E. Race Ave.  
501.268.2047

**SILOAM SPRINGS**

Store & Donation Center  
1001 S. Mt. Olive St.  
479.373.6137

**SPRINGDALE**

Store & Donation Center  
5252 W. Sunset Ave.  
479.927.2023  
**Career Center**  
5252 W. Sunset Ave.  
479.927.0114  
**Reentry Services**  
5252 W. Sunset Ave.  
479.287.5870

**TEXARKANA**

Store & Donation Center  
1916 State Line Ave.  
870.772.5543



**ARKANSAS**