



Goodwill Industries of Arkansas | 2020 Annual Report  
**CHANGING LIVES THROUGH EDUCATION,  
TRAINING AND EMPLOYMENT**



*Brian F. Marsh  
President and CEO*

## A Letter From the President and CEO

Dear Friends of Goodwill,

Thank you for your financial support and the gift of your donations! This year has presented us all with unprecedented challenges. Because of you, we have been able to manage through the pandemic and renew our mission focus. We are continuing to do what we do best: changing lives through education, training and employment by operating a tuition-free high school for adults, The Excel Center,<sup>®</sup> offering training through The Academy at Goodwill and providing job skills training and support to citizens returning from incarceration.

Through the health crisis we grew stronger as a team. We helped solve problems and lent a helping hand to whomever needed it, like Arkansas's frontline healthcare workers. Through a partnership with the Arkansas Department of Health, Governor Asa Hutchinson's office and Battelle, Goodwill's headquarters was selected as the only site in Arkansas for a Battelle Critical Care Decontamination System™. The system uses hydrogen peroxide vapor to sanitize N95 masks. This allows masks to be safely worn multiple times. The system can process up to 80,000 masks each day.

Our Springdale store was relocated in September 2019, our Siloam Springs store was damaged in an EF2 tornado in October 2019 and the store was closed for two months for repairs. Fortunately, we were able to temporarily reassign employees to other stores and the store reopened in December 2019. We opened a second Conway store in January 2020, and we added a new attended donation center in Fayetteville in March 2020. We relocated our Fort Smith store on Towson Avenue to a better, larger, more convenient location in May 2020. —*continued on next page*

## Letter—Continued

In early 2020, before the coronavirus erupted, we started a home pickup donation program to handle large donations. The demand for this service has increased during the pandemic.

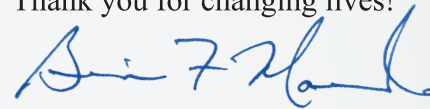
Goodwill Arkansas scored in the top 3 percent in the world among accredited organizations with our 2020 CARF® survey results. CARF auditors noted that Goodwill has created a supportive environment that encourages growth, maximizes every donation received, and that the staff of Goodwill is its greatest strength.

Since October 2017, Goodwill has operated The Excel Center, which is the only adult high school in the state—and it's tuition-free! We began an expansion to The Excel Center in January to allow us to accommodate 350 students. The Excel Center has learned to adapt quickly to the pandemic and its effect on education. The Coronavirus forced us to move from a 100% in class curriculum to a remote learning model that has enabled our students to continue their education during these challenging times.

Please take a few minutes and peruse the story of our

mission delivery success over the last 12 months. 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 Excel Center's  
student use computer lab.*

# Who We Serve | Disadvantages Our Program Participants Face

## Race



1% Native American  
1% Other/Multi-Racial  
5% Asian/Pacific Islander  
6% Hispnic  
20% Black  
25% Unknown  
42% White

## Gender



48% Female  
52% Male

## Disadvantages



0.4% Low Literacy/Welfare  
0.7% Substance Abuse  
1.1% Dislocated Worker  
1.3% No Identification  
2.3% Unknown  
2.7% At-Risk Youth  
3.1% Homelessness  
3.7% Older Worker 55+  
5.1% Non-English Speaking  
6.4% No Medical Insurance  
7.5% Disabled  
7.8% No HS Diploma/GED  
7.9% SNAP Recipient  
16.7% Criminal Record  
33.3% Unemployed

*Participants may face more than one disadvantage.*

# Board of Directors

# Financial Highlights FY20

## Officers

### Board Chair

Ted Darragh, III

### Vice Chair

Troy Wells

### Secretary

Carrie Harper Smith

### Treasurer

Douglas Jackson

### Past Chair

Mitch Chandler

## Directors

Chris Amsler

Pat Nunn Brown

Miguel Lopez

Denise Luft

Jay Meador

Fred M. Perkins, III

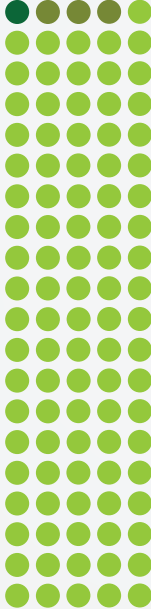
Jay Stanley

Brad Walker

Chuck Welch

Kristen Wilkinson

## Revenue



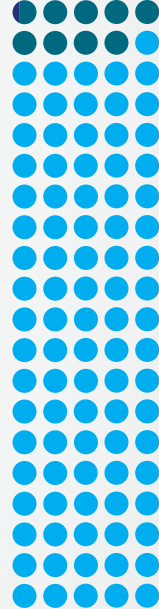
**1%**  
**Public Support**  
**\$568,388**

**3%**  
**Other Revenue**  
**\$1,386,700**

**96%**  
**Sale of Donated Goods**  
**\$44,020,480**

**\$45,975,568 Total**

## Expenses



**<1%**  
**Other Expenses**  
**\$66,111**

**9%**  
**Management**  
**General Expenses**  
**\$4,018,655**

**91%**  
**Programs**  
**Mission Development**  
**Expansion Funds**  
**\$41,890,802**

**\$45,975,568 Total**

## Emeritus Directors

William Gaddy

Fred Penick, Jr.





## Community Impact in Arkansas



YOU GAVE US

**41,190,550**

POUNDS OF DONATIONS



CUSTOMERS  
WELCOMED

**2,601,677**



REVENUE  
GENERATED

**\$45,975,568**



**36**  
STORES  
STOCKED



**13,611**

PROVIDED EDUCATION,  
TRAINING OR EMPLOYMENT



**1,016**

EMPLOYED BY  
GOODWILL



PROJECTED  
WAGES

**4,812** FOUND WORK  
STATEWIDE  
**\$93,540,730**



ECONOMIC IMPACT

**\$132,692,330**



CAREER CENTERS

**25**



**28,881**  
SERVICES PROVIDED



*Elizabeth Blaty  
Achiever of the Year*

Elizabeth excelled growing up. A car wreck, however, set her on a new course. Prescribed opioids to ease her pain, Elizabeth became addicted and eventually went to prison. When she was released, she was determined to start a new life. She joined Goodwill's Transitional Employment Opportunity program to receive job training, get help finding employment and build a new life for herself and her son. Her skills and work ethic were remarkable. After graduating, she was hired as an assistant in Goodwill's workforce development department and was later promoted to office manager at The Excel Center®. She mentors women who are returning from incarceration,

## Achiever of the Year

providing them encouragement and acting as a role model for what they can accomplish.



Reentry Services are for individuals who are reentering the workforce and community after a period of incarceration.

- Receive job leads
- Gain job readiness skills
- Receive referrals to community support services
- Acquire a Career Readiness Certification
- Build a resume
- Obtain interview skills

### **Transitional Employment Opportunity (TEO)**

The 16-week TEO program provides a paid, work-based learning opportunity.

**Learn more about Reentry Services at [GoodwillAR.org/reentry](http://GoodwillAR.org/reentry) or call 501.372.5100.**



*Trenton Thomas  
Graduate of the Year*

In 2018 when he came to Goodwill, it had been more than 10 years since he'd held a job. His internal struggles prevented him from living the life he wanted. But Trent wanted to work through it, to face his challenges. Working with Goodwill's Disability Services, he joined the Employment First program. He took part in community-based training to gain skills and self-confidence. Upon completion, with the help of his job coach and job developer, he was hired part-time at Pride Industries, an environmental services contractor at the Little Rock Federal Building. From there, Trent continued to grow, and his opportunities grew as well.

## Graduate of the Year

Over the past two years, he has become a full-time employee and was promoted to team leader.



The Commission on Accreditation of Rehabilitation Facilities (CARF) applauded the efforts of Goodwill Industries of Arkansas. CARF is an independent, nonprofit accreditation for health and human services programs.

Among many strengths, the organization says Goodwill has created a supportive environment that encourages growth, maximizes every donation received, and that its greatest strength is its staff members. Goodwill's evaluation was among the top 3 percent of entities surveyed worldwide.





# Baptist Health



*Environmental Services Technicians  
Baptist Health*

Environmental services technicians provide a vital cleaning service at hospitals, preventing patients from contracting potentially dangerous, even deadly, infections. Baptist Health, like many hospitals, found it difficult at times to stay fully staffed with well-trained employees. From that, a partnership was formed in 2016. Goodwill created a specialized training program for environmental services technicians. Goodwill provides training for job candidates, and after completion, Baptist Health is able to hire them—a team of specialists ready to work. In the last 4 years, Baptist Health hired more than 280 graduates of Goodwill’s program.

## Employer of the Year

The  
Academy



Goodwill provides training needed to secure new employment and advance your career. Earn certificates in the following high-demand fields:

- Digital skills
- Welding
- Forklift operator training
- CPR
- Mental Health First Aid
- Environmental services technician

**Learn more about The Academy at  
[GoodwillAR.org/academy](http://GoodwillAR.org/academy) or call  
Phone: 501.372.5100  
Toll-Free: 877.372.5151**



*Nick Robbins  
Executive Director  
Returning Home*

When someone is released from incarceration, it's not what many imagine. It can be a time of uncertainty, self-doubt and feels like the odds are stacked against you. These men and women often have no money, no transportation, no job, no extra clothes, nowhere to live—all while trying to abide by the terms of their release and making regular visits to court. The resources available to live a better life can be hard to find. That's where the idea of Returning Home was born. The nonprofit in Springdale houses multiple organizations, establishing a hub where men and women coming out of prison can receive help and guidance in rebuilding their

## Community Partner of the Year

lives. From clothing, to job search assistance, to food, to housing, help is just a few steps away. Goodwill's reentry team in Springdale has worked out of the Returning Home facility for the last three years.

AFTER *the*  
ARREST  
SUMMIT



The United States has the highest imprisoned population in the world. Many of those prisoners will one day face the challenge of reentering society.

After the Arrest Summit showcases national and local professionals teaching best practices for advocating and embracing individuals upon release from incarceration. Goodwill has been a longtime participant at the After the Arrest Summit, held by Returning Home, Inc.

## New Stores and a Donation Express

Goodwill Industries of Arkansas continues to grow throughout the state—providing programs in more locations, making donating more convenient and providing shoppers an easy and enjoyable shopping experience.

**SPRINGDALE** | 5252 W SUNSET AVE  
IMPROVED STORE RELOCATION



2019

SEP

2020

JAN

MAR

MAY

**CONWAY** | 245 OAK ST  
SECOND LOCATION OPENED



**FAYETTEVILLE** | 2615 E MISSION RD  
NEW DONATION EXPRESS



**FORT SMITH** | 4600 TOWSON AVE  
IMPROVED STORE RELOCATION



We now offer

# HOME PICKUP

Donating to Goodwill is easier than ever before. Goodwill has more than 40 locations across Arkansas where residents can donate. But now, many also have the option of donating without ever leaving home. Goodwill now offers home pickup in many locations. This makes donating large items a breeze.

The process is easy. You request a pickup by filling out an online form at [GoodwillAR.org/pickup](https://www.goodwillar.org/pickup). Then, just leave your donation by the curb or in your garage. Our team will pick up the items and leave you a receipt.



*Siloam Springs location hit by a tornado.*

On an eerie night in October 2019, the winds in Siloam Springs picked up. Sirens began to sound. A storm had set its sights on the Northwest Arkansas town. The storm spawned an EF2 tornado, and after it subsided, the damage to the Goodwill store on Mount Olive Road revealed itself. Parts of the roof were missing. Water puddled on the floor. Department signs hung sideways; some lay on the ground. The store was closed for two months, and employees were temporarily reassigned to other stores. On December 20, the damage was a memory, the community rallied around the comeback and the store reopened.

## The Storm Cannot Stop Goodwill



In June 2020, Goodwill launched our Round Up campaign. Now when you shop at our stores, you can round up to the nearest dollar. Your funds help Goodwill provide training and job opportunities for Arkansans. So, round up and change lives one dime at a time!





*Mission Services Manager, Kaylee Hinson  
sews masks for staff members.*

2020 brought unique challenges for all of us. While the spread of COVID-19 had a financial impact on the organization, we were able to keep almost every location open. It gave birth to innovation, creative problem solving and more demand for our services than ever before. Protective barriers were installed, team members sewed masks for fellow employees, social distancing guidelines were established and new sanitizing procedures were implemented. More than 100,000 Arkansans lost their jobs statewide due to the economic impact of the pandemic. While our training programs had to be postponed, classes at The Excel Center continued online and career services

## COVID-19

remotely provided resources to those looking for work.



The Salt Bowl is Arkansas's largest high school football game. Leading up to the event, Benton and Bryant Goodwill locations compete for the most donated goods. A total of 46,350 lbs. were collected. The district with the most donations received a \$1,500 check and \$500 in Goodwill gift cards to give to families in need. The runner-up received a \$1,000 check and \$500 in Goodwill gift cards to give to families in need.





*Battelle's Critical Care Decontamination System is located at Goodwill's headquarters in Little Rock.*

The federal government awarded Ohio-based Battelle a \$415 million contract for the purchase of 60 Battelle Critical Care Decontamination Systems™. Battelle is a nonprofit research and development laboratory. A group of federal, state and healthcare leaders selected Goodwill Industries of Arkansas to host the critical care decontamination program, designed to ease the shortage of PPE in Arkansas caused by the COVID-19 pandemic. The Goodwill location is the only site in Arkansas. The system uses a hydrogen peroxide vapor to sanitize N95 masks, allowing them to be worn multiple times. At full capacity, the system can process up to 80,000 masks per day.

## Goodwill Partners with Battelle



Goodwill Industries of Arkansas was the recipient recently of a grant that will go a long way toward helping us change lives through education, training and employment.

The Arkansas Department of Environmental Quality awarded Goodwill \$55,000 to help support our e-waste program. Specifically, the money will be used to support statewide e-waste collection and transportation. A portion of the money will also be used to buy equipment and hire staff for e-waste processing at the GRC, as well as purchase promotional materials to raise awareness.

**Learn more about recycling e-waste at [GoodwillAR.org/ewaste](http://GoodwillAR.org/ewaste) or call 501.372.5100.**

## The Excel Center® Expansion



*The Excel Center's student break area*

Since The Excel Center® opened in 2017, over 40 students have earned their high school diplomas. More than 300,000 adults over age 25 in Arkansas do not have a high school diploma. In early 2020, construction began to expand The Excel Center on the campus of Goodwill's headquarters. The new 33,430 square foot facility can accommodate 350 students, nearly tripling its size. Goodwill's long-range goal includes opening several more Excel Centers around the state. We are providing individuals with an opportunity to overcome educational barriers and pursue their career goals.



A tuition-free school for people who want to earn a high school diploma and gain career opportunities.

- Adult students 19+
- Transportation assistance
- Personal attention and support
- No cost to attend
- Free drop-in child care

**Learn more about The Excel Center at [GoodwillAR.org/excel](https://GoodwillAR.org/excel) or call 501.372.5100.**

### The Excel Center's Board of Directors

Board Chair

Miguel Lopez

Jonathan Crossley

Brian Marsh

Vice Chair

Elroy Willoughby

Margaret Ellibee

Edie Stewart

Chris Amsler

Sajni Kumpuris

Kristen Wilkinson

# Locations

## Key/Legend

**Store & Donation Center**  
**Career Center**  
**Donation Express**  
**Outlet & Donation Center**  
**Computer Store**  
**Reentry Services**  
**The Academy**  
**The Excel Center**

### BATESVILLE

3209 Harrison St  
870.569.4028

### BELLA VISTA

210 Town Center SE  
479.295.7345

**Donation Express**  
**20 Sugar Creek Center**  
479.855.8770

### BENTON

1716 Military Rd  
501.776.1189

### BENTONVILLE

1400 SE Walton Blvd  
479.876.8055

### BLYTHEVILLE

125 Chickasaw Plaza  
870.776.5356

### BRYANT

5914 Hwy 5 N  
501.653.2209

### CABOT

204 S Rockwood Dr  
501.941.2623

### CENTERTON

**Donation Express**  
**292 E Centerton Blvd**  
479-335-5656

### CONWAY

2425 Sanders St  
501.329.6501

245 Oak St  
501.340.0006

**Donation Express**  
**3900 Dave Ward Dr**  
501.358.6605

### EL DORADO

2016 N West Ave  
870.863.4454

### FAYETTEVILLE

3105 W MLK Blvd  
479.575.9587

**Reentry Services**  
479.575.9592

705 E Appleby Rd  
479.695.0048

**Donation Express**  
**1189 N Steamboat Dr**  
479.287.4770

**Donation Express**  
**2615 E. Mission Blvd #2**  
479.502.9262

### FORT SMITH

3225 S 74th St  
479.434.4717

4600 Towson Ave #7  
479.784.9840

### HARRISON

814 Hwy 62-65N Ste 9  
870.330.4868

### HOT SPRINGS

205 Garrison St  
501.525.4473

631 E Grand Ave  
501.321.0275

### JACKSONVILLE

1309 TP White Dr  
501.985.2645

### 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

**Donation Express**  
**1208 Bowman Road**  
501.492.8905

**Donation Express**  
**7001 Cantrell Rd**  
501.280.0863

**Donation Express**  
**1801 Green Mt Dr**  
501.224.6408

**Donation Express**  
**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  
**The Excel Center**  
501.372.5100  
**The Academy**  
501.372.5100

### MAUMELLE

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

### MOUNTAIN HOME

759 Hwy 62 E Ste 102  
870.508.0040

### NEWPORT

2500 Malcolm Ave  
870.495.3320

### NORTH LITTLE ROCK

6929 JFK Blvd, Ste 112  
501.835.5286

### PARAGOULD

2808 W Kingshighway  
870.215.0780

### PINE BLUFF

2514 W 28th St  
870.850.2355

**Reentry Services**  
870.850.0711

### ROGERS

4301 S Dixieland Rd  
479.631.0822

**Career Center**  
479.631.0833

**Outlet Center**  
**1301 N Dixieland Rd**  
479.335.5600

**The Academy**  
877.372.5151

### RUSSELLVILLE

2100 N Arkansas Blvd  
479.967.6319

### SEARCY

2009 E Race Ave  
501.268.2047

### SILOAM SPRINGS

1001 S Mt Olive St  
479.373.6137

### SPRINGDALE

5252 W Sunset Ave  
479.927.2023

**Career Center**  
479.927.0114

### TEXARKANA

1916 State Line Ave  
870.772.5543

