



Goodwill Industries of Arkansas, Inc.
2022 Annual Report | JULY 2021-JUNE 2022

**Changing lives through education,
training and employment.**

**LOOK
FOR THE
GOOD**





MESSAGE FROM THE PRESIDENT & CEO

Dear Friends of Goodwill,

Our last fiscal year was an exciting period of growth for Goodwill Industries of Arkansas, Inc.® Because of you, our generous donors and shoppers, revenues continued to rise which means we were able to expand our services and change more lives through education, training and employment across Arkansas.

With your support, we served 6,027 people through our mission services programs. We helped find job placements for 498 individuals with an average annual wage of \$28,475.20. Goodwill's transformative process is achieved through the various services we are able to provide.

Since we opened The Excel Center,® the state's first-and-only tuition-free high school for adults 19 or older in 2017, we have seen 89 total graduates earn a high school diploma. We saw a record 31 individuals graduate in the 2021-22 school year. Of those 31 graduates, 16 are gainfully employed and 13 are pursuing college or post-secondary placements.

We secured approval from the Arkansas State Board of Education to add up to two additional education and training centers in the state, which would increase our potential enrollment to 1,050. Our goal is to open our second Excel Center® location in Northwest Arkansas, in the spring of 2023.

Coupled with The Excel Center,® our state-licensed trade school, The Academy at Goodwill, continues to make a significant impact to local economies in Arkansas by providing 15 certifications focused on job training in the top business sectors in the state. We enrolled 972 students and awarded a record 624 credentials and certifications, and those students are helping fill the gap in the state's workforce shortage.

Goodwill's program for individuals reentering the workforce and reacclimating back into the community after a period of incarceration continues to expand. Our Transitional Employment Opportunity, or TEO program, had a total of 245 participants in our last

A portrait of Brian F. Marsh, the President & CEO of Goodwill Industries of Arkansas, Inc. He is a middle-aged man with short brown hair, wearing glasses, a dark suit jacket, a white shirt, and a blue patterned tie. He is smiling slightly and looking towards the camera. The background is a soft, out-of-focus blue.

Brian F. Marsh

Goodwill Industries of Arkansas, Inc.
President & CEO

fiscal year and we expanded to 12 locations with more communities on the horizon. The recidivism rate of our program maintains at less than 6%, compared to the Arkansas average of 46.1% of those who will return to prison after being released.

When we consider new opportunities for growth, the kind of growth that allows us to have greater impact, it starts with the lifeblood of our mission—donations, both tangible and monetary. Last year, we accepted 872,490 donations from generous Arkansans, which accounted for 95 percent of our revenue.

To Goodwill, sustainability is more than just recycling and diverting an estimated 36.4 million pounds from Arkansas landfills. Sustainability is the mindset that influences our mission. Recycling used goods breaks the cycle of individuals who find themselves trapped by life's barriers preventing them from succeeding. Or, from our point of view, our generous donors and shoppers contribute to removing those barriers and provide an avenue for success.

As we look ahead, we want the mission of Goodwill to resonate and become a lifestyle. The mission is a lifestyle that adopts sustainability, has a positive outlook on frugality, and most importantly embraces the hope of transformation in people. Goodwill, simply put, creates “good” through the transformation of people, products, and our planet.

Thank you for changing lives!



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



PEOPLE

PRODUCTS

PLANET



BOARD OF DIRECTORS

Goodwill

Industries of Arkansas



Troy Wells
Baptist Health
Board Chair



Miguel Lopez
Vice Chair
Encore Bank



Chuck Welch
ASU System
Secretary



Jay Meador
Iberia Bank
Treasurer



Ted Darragh, III
Darragh Company
Past Chair



Chris Amsler
Commercial Mail Service



Patricia Nunn Brown
AR Econ. Dev. Comm.
Retired



Mitch Chandler
AR Econ. Dev. Comm.



Danny Games
Entergy



Douglas Jackson
Merrill Lynch



Denise Luft
Artist



Mark McClelland
Mainstream Technologies



Fred M. Perkins III
Wright, Lindsey & Jennings



Elizabeth Small
UALR College of Business



Carrie Harper Smith
Sterling Seacrest Partners



Jay Stanley
Stone Ward



Brad Walker
Catlett Law Firm



WHO WE SERVE

CLIENTS

57%
Female

43%
Male

BARRIERS

66%
Multiple Barriers

34%
Single Barrier

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

RACE

52%
White

29%
Black

6%
Other/Multi-Racial

6%
Hispanic

5%
American Indian

2%
Pacific Islander

<1%
Asian



FINANCIAL HIGHLIGHTS

REVENUE = \$55,907,040

95%

Sale of Donated
Goods
\$52,932,344

3%

Public
Support
\$1,708,881

2%

Other
Revenue
\$1,265,815

EXPENSES = \$55,907,040

91%

Programs,
Mission Dev. &
Expansion Funds
\$51,042,176

8%

Management
General
Expenses
\$4,635,417

1%

Other
Expenses
\$229,447



The Academy



PROGRAMS

The Academy at Goodwill, licensed by the Arkansas State Board of Private Career Education, provides training needed to secure employment and advance careers. Our programs provide opportunities for adults to earn industry credentials and certifications that lead directly to employment in jobs that guarantee a living wage.

Business & Administration:

- Google Project Management
- Microsoft Office Specialist

Health Care:

- Certified Clinical Medical Assistant (CCMA)
- Certified Health Environmental Svcs. Tech.
- CPR, AED & First Aid
- Mental Health First Aid
- Certified Pharmacy Technician

Information Technology:

- Goodwill Digital Career AcceleratorSM
- Google Data Analytics
- Google IT Support Professional

Skilled Trades:

- Certified Logistics Technician (CLT)
- Industrial Truck Operator
- OSHA 10
- OSHA 30
- Welding



The Academy



STATS

- 972 enrolled in The Academy at Goodwill programs.
- 624 completed a course and gained a certification or credential.
- 361 industry recognized credentials earned.
- 98 Goodwill employees earned a certification or credential.

EMPLOYEE SCHOLARSHIP

The Academy at Goodwill Employee Scholarship provides financial assistance for enrollment into one of the certification programs. Full-time Goodwill employees who are in good standing and who have been with #TeamBlueAR for at least 90 days are eligible to apply. Scholarship covers the cost of the employee's certification.



The Academy



Zetori Long had a day job as a Class A truck driver for Goodwill Industries of Arkansas transporting donated goods across the state; however, he wanted to expand his horizons and create a new opportunity for himself. The Academy at Goodwill welding program provided just that for Long. “I never thought I’d make it this far,” he said. “I didn’t think 10 years ago I’d be driving trucks and I didn’t think 10 years ago I’d be getting my welding certificate. It’s just one more accomplishment. Many more to come.” Long also became the first recipient of The Academy at Goodwill Employee Scholarship and did not need to have class fees withheld from his paycheck.

I didn’t think ... I’d be driving trucks ..
[or] I’d be getting my welding
certificate. It’s just one more
accomplishment. Many more to come.

—Zetori Long
Employee Scholarship Recipient
The Academy at Goodwill Graduate



Scan to watch Long’s story or visit
[GoodwillAR.org/academy](https://www.GoodwillAR.org/academy).

CAREER SERVICES



SERVICES

Goodwill's Career Services are free and can help you build your future. Services are available through our career portal or in person at 27 locations. Services include:

- Career assessment.
- Career counseling and coaching.
- Career readiness certification.
- Interview preparation.
- Job search assistance.
- Job readiness training.
- Resume assistance.



LOCATIONS

BATESVILLE

3209 HARRISON STREET
501.517.1120

BENTON

1716 MILITARY ROAD
501.297.2896

BLYTHEVILLE

125 CHICKASAW PLAZA
501.503.8496

BRYANT

5914 AR-5
501.297.2896

CABOT

204 S. ROCKWOOD
501.412.6294

CONWAY

245 OAK STREET
501.413.0775

EL DORADO

1403 N.W. AVENUE
501.551.3866

FAYETTEVILLE

705 E. APPLEBY ROAD
501.517.1327

3105 M.L.K. BOULEVARD
501.517.1327

FORT SMITH

3225 S. 74TH STREET
501.478.5147

HARRISON

814 US-62 65 NORTH
501.413.9040

HOT SPRINGS

205 GARRISON ROAD
501.412.5439

JACKSONVILLE

1309 T.P. WHITE DRIVE
501.551.2546

JONESBORO

1515 S. CARAWAY ROAD
501.541.2749

LITTLE ROCK

7400 SCOTT HAMILTON
501.372.5100 x1250
or 501.554.2026

MARKHAM PARK DRIVE

501.563.4121

2516 CANTRELL ROAD

501.454.3893

MOUNTAIN HOME

759 HWY 62 EAST
501.413.9040

NEWPORT

2500 MALCOLM AVENUE
501.517.1120

NORTH LITTLE ROCK

6929 J.F.K. BOULEVARD
501.551.2546

PARAGOULD

2808 W. KINGSHIGHWAY
501.503.8496

PINE BLUFF

2514 W. 28TH AVENUE
501.563.5127

ROGERS

1301 N. DIXIELAND ROAD
501.413.4034

4301 S. DIXIELAND ROAD

501.413.4034

RUSSELLVILLE

2100 N. AR AVENUE
501.454.4315

SILOAM SPRINGS

1001 S. MT. OLIVE STREET
501.413.2974

SPRINGDALE

5252 W. SUNSET AVENUE
501.413.2974



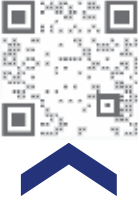
CAREER SERVICES



In 2016, Cassy Swindle was a week away from returning to a homeless shelter with her son when she decided to visit Goodwill Career Services. Swindle needed to find employment to avoid a return to the shelter. After talking about her situation, Career Services helped Swindle land a cashier position at Goodwill. She was promoted to keyholder in May 2020 and to assistant manager in September 2020. After six years with Goodwill, Swindle decided she wanted to share with others the opportunity that Goodwill provided her. She applied for, and accepted, a full-time position as a career navigator. “The services and opportunity Goodwill provided me changed my life and my family’s,” said Swindle. “How could I not want to share that with others?”

The services and opportunity Goodwill provided me changed my life and my family’s.

—Cassy Swindle
Career Navigator



Scan to find out more or visit GoodwillAR.org/services.



The Excel Center® at Goodwill is Arkansas' first and only adult high school. It provides students ages 19 and older the opportunity to earn a high school diploma at no cost.

RACE



STATS

- 300,000+ Arkansans lack a high school diploma.
- 89 adults graduated since opening.
- 31 adults graduated this past year.
- 31% are first-generation high school graduates.
- 84% go on to college or post-secondary training.
- 34 years old is the average age of participants.
- 82% of graduates are female.
- 18% of graduates are male.
- \$3,777 is the average income of pregraduates.
- \$27,746 is the average income of postgraduates.

BOARD MEMBERS

- | | | | |
|--------------------------------|---------------------------------------|-----------------------------------|--------------------------------------|
| • Miguel Lopez,
Board Chair | • Chris Amsler
• Jonathan Crossley | • Sajni Kumpuris
• Brian Marsh | • Edie Stewart
• Charles L. Welch |
|--------------------------------|---------------------------------------|-----------------------------------|--------------------------------------|



The Excel
Center®



Markeisha Johnson is incredibly thankful for second chances. She did not finish high school the first time around, but at the age of 31 she was proud of her courageous decision to return and receive her high school diploma from The Excel Center®. Education was extremely important to her father, and she is grateful to have had the opportunity to fulfill his wish. “My dad was big on school, and he always wanted me to get my high school diploma. I really was doing it for him [and also] for myself.”

My dad was big on school, and he always wanted me to get my high school diploma. I really was doing it for him [and also] for myself.

—Markeisha Johnson
Excel Center® Graduate



Scan or visit
[GoodwillAR.org/excel](https://www.GoodwillAR.org/excel).



REENTRY SERVICES



OPPORTUNITIES

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

Opportunities include:

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

STATS

- <6% recidivism rate compared to state average of >46%.
- 245 TEO participants.
- Expanded to 12 locations.

LOCATIONS

BATESVILLE
3209 HARRISON STREET

CONWAY
245 OAK STREET

EL DORADO
1403 N.W. AVENUE

FAYETTEVILLE
705 E. APPLEBY ROAD

FORT SMITH
3225 S. 74TH STREET

HOT SPRINGS
205 GARRISON ROAD

JACKSONVILLE
1309 T.P. WHITE DRIVE

JONESBORO
1515 S. CARAWAY ROAD

LITTLE ROCK
7400 SCOTT HAMILTON DRIVE
109 MARKHAM PARK DRIVE

PINE BLUFF
2514 W. 28TH AVENUE

ROGERS
4301 S. DIXIELAND

SPRINGDALE
5252 W. SUNSET AVENUE

To make an appointment, contact us at TEO@GoodwillAR.org or call 877-372-5151



REENTRY SERVICES



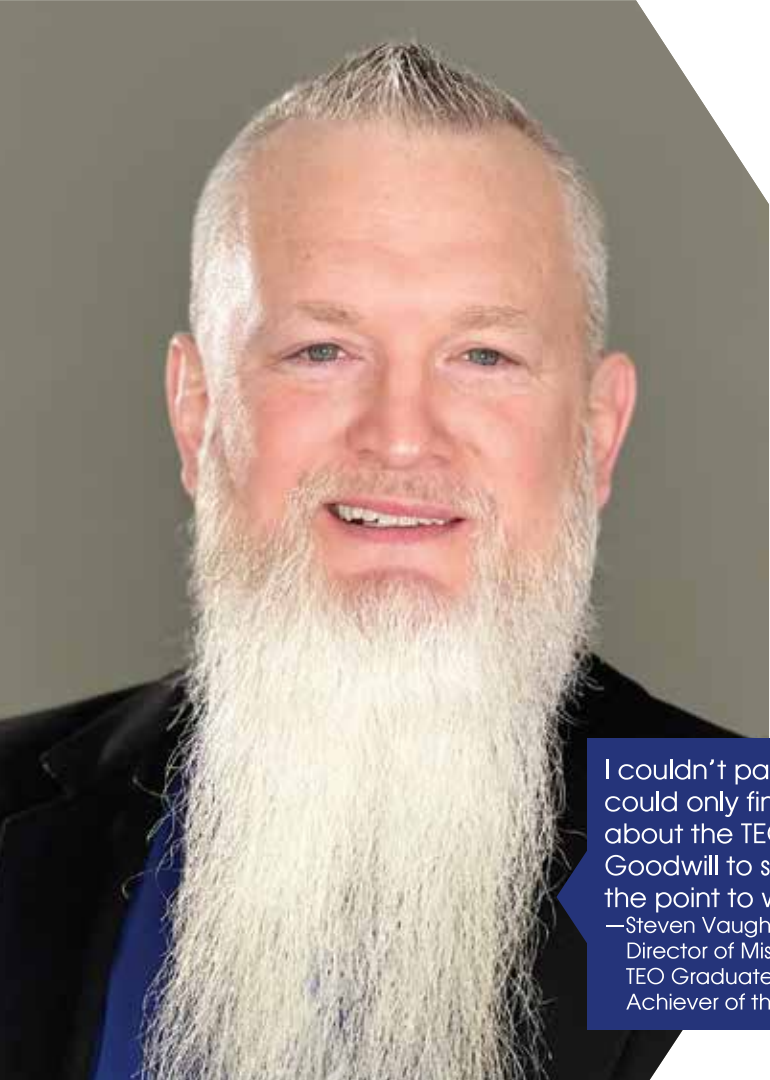
Theodore “Ted” Wright received his first criminal charge at the age of 18 and was incarcerated and sent to state prison. After a short stint, he was released but could not evade the lifestyle and found himself back in prison. This time he was sent to federal prison for a 120-month sentence. Upon his release, he was introduced to Goodwill’s Transitional Employment Opportunity (TEO) program. “I thought [Goodwill] was just a thrift store where they sell clothes,” said Wright. “I didn’t know they had a school. I didn’t know they had forklift training. I didn’t know they even gave felons a chance to work. [Goodwill] is way more than a thrift store.” After going through the TEO program, Wright was hired by Goodwill Industries of Arkansas, Inc. and serves as a maintenance technician.

I didn’t know they had a school ... [or] training. I didn’t know they even gave felons a chance to work. [Goodwill] is way more than a thrift store.

—Theodore Wright
TEO Graduate
Maintenance Technician at Goodwill



Scan to watch Wright’s story or visit
GoodwillAR.org/reentry.



ACHIEVER OF THE YEAR

The Frank Lyon, Jr. Achiever of the Year recipient is awarded to an individual employed by Goodwill and serves as a role model and inspiration for recipients of services in the Goodwill family. They must also show determination toward overcoming the barriers in their employment. Steven Vaughn serves as Goodwill's director of mission integration and is someone that looks for good in every person and every situation.

“I was raised in a family where you didn't talk about your feelings and emotions and how to deal with them. As an adult I put alcohol and prescription pills on top of that and it worked until it didn't. I got into a situation where I got into some trouble; a battery charge and spent some time in prison. I couldn't pass a background check and could only find a minimum wage job. I heard about the TEO program and came to Goodwill to see what that was about. I was to the point to where I didn't know what kind of help I needed, but I knew I needed help.”

I couldn't pass a background check and could only find a minimum wage job. I heard about the TEO program and came to Goodwill to see what that was about. I was to the point to where ... I knew I needed help.”

—Steven Vaughn
Director of Mission Integration
TEO Graduate
Achiever of the Year



Scan to watch Vaughn's story or visit
GoodwillAR.org/success.



GRADUATE OF THE YEAR

The Graduate of the Year is awarded to an outstanding person who has completed a Goodwill program, is competitively employed outside of Goodwill, and has had to overcome barriers to attain and maintain employment. After 20 years, Reuah Hilton was determined to honor a promise she made to her dad. Seeing an ad on the internet, Hilton thought it could not be a real, but it was a legitimate opportunity for her to finally earn a diploma.

“My dad had passed several years prior (to enrolling) and my oldest and youngest children encouraged me to not give up on my dream,” said Hilton. “After seeing the ad, I immediately called The Excel Center® and was there the very next day. I didn’t give up on my dream of getting my high school diploma.”

She is what The Excel Center® stands for – providing second chances for individuals who, for whatever reason, just need an opportunity to change their lives.

After seeing the ad, I immediately called The Excel Center® and was there the very next day. I didn’t give up on my dream of getting my high school diploma.

—Reuah Hilton
Excel Center® Graduate
Graduate of the Year



Scan to watch Hilton's story or visit
GoodwillAR.org/success.



EMPLOYER OF THE YEAR

ABM Industries Inc. is a facility management provider and has partnered with many Goodwill organizations across the nation because they love our mission of “Changing lives through education, training and employment.” When Goodwill began hosting for hiring events again, after COVID, ABM was the first employer to host a hiring event. Goodwill clients who were hired on with ABM received an average wage of \$14.66 an hour. Last year, ABM hired approximately 50 Goodwill clients.



Scan or visit
GoodwillAR.org/success
to watch ABM's story.





COMMUNITY PARTNER OF THE YEAR

Crowley's Ridge Development Council's (CRDC) works intensively with low-income families and individuals to help them set goals, learn how to utilize resources and complete goals all in an effort to support them in becoming more self sufficient. CRDC's work aligns Goodwill mission. They have a heart for serving Arkansans and provide services, resources, information sharing opportunities and other benefits to Goodwill and the people we serve.



Scan or visit
GoodwillAR.org/success
to watch CRDC's story.





PEOPLE



2,948,293
CUSTOMER TRANSACTIONS.



1,111
EMPLOYED BY GOODWILL.



498
FOUND
WORK
STATEWIDE
\$10,635,487
IN PROJECTED WAGES.



\$61,855,976
ECONOMIC IMPACT.



624
CERTIFICATIONS AND
CREDENTIALS AWARDED.



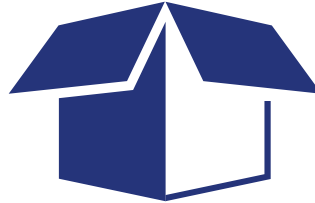
6,027
PEOPLE WERE
PROVIDED
EDUCATION,
TRAINING OR
EMPLOYMENT.



PRODUCTS

872,490

NUMBER OF DONATIONS.



Goodwill



36

STORES STOCKED.

24,163,577

POUNDS OF RETAIL
ITEMS SOLD.



\$55,907,040

REVENUE GENERATED.



PLANET

36,414,995

POUNDS OF
PRODUCTS
KEPT OUT OF
LANDFILLS.



9,729,327

POUNDS OF
TEXTILES
RECYCLED.



452,020

POUNDS
OF METAL
RECYCLED.



141,462

POUNDS OF
CARDBOARD
RECYCLED.



59,611

POUNDS OF
E-WASTE
RECYCLED.



1,719,230

POUNDS OF
BOOKS
RECYCLED.



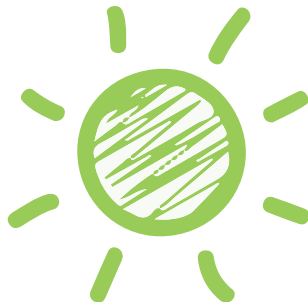
149,768

POUNDS OF
TOYS
RECYCLED.





GOODWILL GREEN



SUSTAINABILITY

STEP 1 | RECOVER

We actively promote donating as a form of recycling, giving Arkansans an easy, environmentally friendly recycling option instead of landfilling their unwanted items. In the last year, we have expanded our donation process to include home pick up options.

STEP 2 | REUSE

The resale of donated items gives unwanted items a second life. These affordable items directly benefit local communities and the environment by reducing material consumption. This step has been a key component to our mission.

STEP 3 | RECYCLE

When reuse is no longer an option, we recycle. We are continually exploring ways to further expand our recycling options to include new categories not previously processed.

STEP 4 | REINVEST

The revenue generated through our reuse and recycling program is reinvested directly into the local communities across the state. This added fourth step sets us apart from what others in our industry are doing in recycling. We have expanded our reinvestment step in the past two years with the objective of greater impact on Arkansas communities.



LOCATIONS

STORE & DONATION CENTER

DONATION EXPRESS

OUTLET STORE

COMPUTER STORE

BATESVILLE

Store & Donation Center
3209 Harrison St.
870.569.4028

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
Donation Express
1221 AR-35
501-340-0024

BENTONVILLE

Store & Donation Center
1400 S.E. 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
Donation Express
3900 Dave Ward Dr.
501.358.6605

EL DORADO

Store & Donation Center
1430 N.W. Ave.
870.444.6820

FAYETTEVILLE

Store & Donation Center
3105 M.L.K., Jr. Blvd.
479.575.9587
Store & Donation Center
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

Store & Donation Center
4600 Towson Ave. #7
479.784.9840
Store & Donation Center
3225 S. 74th St.
479.434.4717

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

JACKSONVILLE

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

JONESBORO

Store & Donation Center
1515 S. Caraway Rd.
870.931.1374

LITTLE ROCK

Store & Donation Center
2516 Cantrell Road
501.454.3893
Store & Donation Center
16924 Cantrell Rd.
501.673.1550
Store & Donation Center
109 Markham Park Dr.
501.221.1018
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
Computer Store
7400 Scott Hamilton Dr.
501.492.8497

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

ROGERS

Store & Donation Center
4301 S. Dixieland Rd.
479.631.0822
Outlet Center
1301 N. Dixieland Rd.
479.335.5600

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

TEXARKANA

Store & Donation Center
1916 State Line Ave.
870.772.5543

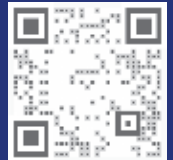


**LOOK
FOR THE
GOOD**



FIND SERVICES NEAR YOU:

1. Scan the QR code.
2. Visit GoodwillAR.org.
3. Call 877-372-5151.



Goodwill Industries of Arkansas, Inc.
Changing lives through education, training and employment.
7400 Scott Hamilton Drive | Suite 50 | Little Rock | AR | 72209
Tel: 501-372-5100 | Toll Free: 877-372-5151 | GoodwillAR.org