MISSION STATEMENT
To help people with disabilities and disadvantages achieve maximum independence.

EXECUTIVE STAFF
Jimmy Crews - President/CEO
Rocky Goforth - CFO/Vice President of Finance
Krishella Day - Vice President of Administrative Services
Elizabeth Skulski - Vice President of Adult Day & Youth Services
Jesseca McDonald - Vice President of Workforce Development
Missy Beets - Vice President of Marketing & Public Relations
Tim Sammons - Vice President of Retail Operations

BOARD OF DIRECTORS
Stewart Johnson - Board Chair
Sheri Leroux - Vice Chair
Jarrod McLaughlin - Treasurer
Jeffery Seright - Secretary
Joel Lindsey Stafford - Board Member
Karol Zea - Board Member
Sharon Rogers - Board Member
In 1957, a visionary and entrepreneur named JC Kennedy founded the Goodwill now called Goodwill Industries of Southwest Oklahoma and North Texas, Incorporated (GISONT). JC and the Board of Directors (people of our community) never quit looking at the needs of their community and how Goodwill could help meet those needs. For instance, GISONT started a housing program for the disabled and elderly in 1985. A few years later an Adult Day Services program was created, and the list goes on.

Today, our Board continues this legacy of entrepreneurship and vision by focusing on the challenges of identifying community needs through evolving technology, governmental legislation, education, social media, growing unemployment, and many other factors. These variables are constantly changing the needs within our communities, which makes analyzing our programs against our mission statement ("to help people with disabilities and disadvantages achieve maximum independence") a must.

One program is our Career Development Center (CDC). Our CDCs offer the following services to our customers: Dress for Success, Interviewing Techniques, On-line Job Search, Resume Building, and One-on-One training. These services focus primarily on our disadvantaged and hard-to-serve populations. Last year, we helped 1,749 people prepare for jobs and provided almost 8,000 services. Another program is our Voluntary Income Tax Assistance (VITA) program. We provided FREE tax preparation to 1,919 individuals last year which resulted in $383,800 of cash returns that could be put back into our communities. An additional program we have is our Voucher Program. We work with local nonprofits (including churches), so they can help their people who are in need of clothes, shoes, kitchen ware, etc. We provide them with $20 vouchers to be used in our stores. Last year, 2,176 vouchers were given to individuals on behalf of their nonprofit/church organization. We also have a scholarship program that helps seniors who have disabilities or disadvantages with part of their tuition costs. We were able to provide 15 seniors with scholarships last year. All in all, YOUR Goodwill provided opportunities, services, and scholarships to 6,179 disabled and disadvantaged individuals in 2015.

While it does not necessarily paint the whole picture, it does provide a glimpse of what YOUR Goodwill is doing with the funds provided by your generosity and donations. None of what we accomplish would be possible without YOU!!! Therefore, as we state every year, we state again:

Thank You!

Stewart Johnson - Chairman of the Board

Jimmy L. Crews - President/CEO
**Success Stories**

**Patra Reed**
Patra is currently the Store Manager of the Wichita Falls retail store of Goodwill Industries of Southwest Oklahoma and North Texas, Inc., but her career here didn’t start in management. After coming through the Career Development Center Patra was hired full time as an associate on the production team. Even though she enjoyed her work as an associate she had a personal goal to make her way into management. Patra’s performance was exemplary, which gained the attention of her management team and she was promoted to Supervisor in early 2015. Patra performed very well in her new role and was promoted to Assistant Manager in late 2015 and then to Store Manager in early 2016. Her dream is to continue her career into upper management. She is using the resources available to her through Goodwill to continue developing her skillset. The Career Development Center has assisted her in taking workshops, building her resume and other specific training. She is currently enrolled in the Management Development Program through Goodwill; this program helps to unearth and develop strong management and leadership skills. This also opens the door for Patra to follow through with the Social Enterprise Program, which upon completion gives each participant 18 college credit hours in Business Management. Patra is also part of our Goodwill’s mentoring program where she receives guidance and training from a member of our Senior Executive Team. With Patra’s dedication, motivation and continued growth and development, there is no doubt that her dreams will come to fruition.

**Keith Byrum**
Keith came to the Adult Day Service with health issues and needed assistance with his medication management. Throughout the 4 years that Keith attended the Adult Day Service, he learned basic life skills through their vocational program. Over time Keith’s health improved, and with a managed medication and health program, he was ready to move onto his next challenge in life. Keith moved over to the Workforce Development Program at Goodwill where he stated that it was his “calling to hang clothes and sort toys”. Under the direction of an Employee Training Specialist, Keith has been trained on the proper way to hang clothes and now works 5 days a week in our Goodwill stores rotating to different stores when needed. Keith enjoys his job immensely and has come a long way from the days when his health prevented him from being able to do what he truly loves and aspires to do. One of Keith’s main goals everyday is to keep his hanging teams morale up, he is constantly telling jokes, making the time they work together each day enjoyable. Keith has accomplished one of the goals he set in his life, and the job he performs daily is the proof.

**Maurina Maxwell**
Ms. Maxwell’s life consisted of full-time hospice care, in the privacy of her own home. Being home full-time meant that her social life was virtually non-existent. Upon recommendation by her hospice physician, Ms. Maxell started attending the Goodwill Adult Day Services program four times a week. This change in her schedule brought about a much bigger change in her life. Ms. Maxwell’s disability does not define her – while she still has occasional pain and difficulty breathing, and she still needs her oxygen machine, she now has friends, a social life, and a purpose for living. She has a wonderfully friendly and “can do” attitude, and loves to help others, be it other clients or Goodwill employees.
Machelle Lane
At 2pm on a Thursday, Machelle came into the Career Development Center with a bright smile on her face. She beams as she walks in “My bus leaves in 30 min,” she announces. She came to the career center to say goodbye and thank the center for being there for her. She’s traveling to Baton Rouge, Louisiana via bus, where she will live and start a new chapter of her life as a Red Cross volunteer. She admits it’s quite a change for a small town girl, but because no one in her family believed and supported her, she vowed to do whatever it took to change her environment by taking a chance at this opportunity for a new life and new job.

Machelle has been an active participant at the career center since September of last year. She’s lived around the Southwest Oklahoma & North Texas area for decades. She frequently moved to places she thought offered better jobs and affordable housing. After a few medical issues, she found herself unemployed and living with friends and relatives. She enrolled herself at the center and took career development workshops to prepare herself for a job. She was successful in securing several jobs, at one time holding down three jobs. She worked for Burger King, Pizza Hut and had a side job clearing trees with the loggers out at Fort Sill. She was also living with a friend, and sharing the cost of the rent. Machelle dreamt of having her own place. She wanted to make enough money to purchase a small house with a big yard, where her grandkids could visit and be safe. When her plans to purchase a small two bedroom home didn’t work out, she decided she needed better opportunities outside of Lawton and even outside of Oklahoma.

Mycaela Brown
Mycaela Brown is one of our 2015-2016 Maximum Independence Scholarship recipients. In her personal statement submitted for the scholarship, Mycaela strives for higher education because a large part of her family did not have the opportunity to further their education. Mycaela is interested in psychology and neuroscience and is now attending Midwestern State University, due in part to the assistance that winning this scholarship has provided. Mycaela stated that “I wish to be the example of how tribulations in life and monetary stumbling blocks do not necessarily need to stop a person from striving for their goals.” Mycaela has personally seen what Goodwill does through her mother’s position as a Goodwill employee, which is what inspired her to apply for the Maximum Independence scholarship.

Chris Chambers
Chris Chambers has been working with Goodwill for over 5 years. Chris started on the hanging team. He came to Goodwill unsure of what “work” really was. He faced several struggles right from the beginning: he didn’t like being in one place all day, which caused him to walk off the job, he had a hard time taking direction from others and he simply did not like change. The first year was an uphill battle. Through several coping mechanisms and continual work, Chris found a working rhythm! Not only did his work behavior change, but his overall behavior turned for the better. Because of his effort, in 2015, Chris started working on the janitorial crew working towards mastering a new set of skills. He has become diverse in his knowledge of vocational skills. He looks back and laughs about the times he would “run away from work,” and now states that he “likes working and making money.” Chris is a living, breathing testament to Goodwill’s mission. Goodwill has helped Chris achieve a new level of independence. Chris, we here at Workforce Development are proud of the growth you have made in your vocational journey! We look forward to your next chapter.

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Goodwill Industries offers career development services to help people gain and maintain employment at their highest level of ability. Participants receive a paycheck, vocational skills, on-going training and support from Employment Training Specialists (ETS) all in preparation for competitive employment.

**Support Services** - In an effort to develop the vocational skills needed for competitive employment Goodwill provides the following:

- **Vocational Assessments:** Assessments are conducted to determine abilities, aptitudes, and interests. Goal setting, career exploration, and individual program services are also done.
- **Job Coaching:** On-site job training to assist with adaptation, specific skills, and adjustment to employment.

**Vocational Training** - The very heart of Goodwill’s mission is to help each individual learn skills to help them find a job to ensure their continued success.

- **Workshop:** Program includes sorting toys, bagging, labeling and stuffing letters, assembly work, sewing, and much more.
- **Document Destruction (Shredding):** Participants learn how to shred and bail paper products. With the ETS, the participant is also learning the value of recycling and protecting the environment.

Goodwill Industries’ Janitorial Services offers a wide range of services to meet the individual needs of the company and are available 5 days a week. Our staff is trained and monitored to ensure the job is done right the first time. From daily maintenance (dusting, cleaning windows, emptying trash) to major clean up jobs, Goodwill does it all! We specialize in stripping and waxing floors and carpet shampooing.

By utilizing Goodwill’s Janitorial Services, companies eliminate the day to day cleaning task while providing a job to an individual with a disability or disadvantage. It’s a win-win situation!

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Goodwill Housing

A 74-apartment unit that provides housing and services specially designed to meet the physical, social and psychological needs of elderly citizens and individuals with disabilities. Our goal is the health, security, and independent living of our residents.
Goodwill Adult Day Care Center is a community-based group program designed to meet the needs of functionally impaired adults in the Southwest Oklahoma and North Texas Region. It is a structured, comprehensive program that provides a variety of health, social, and other related support services. Caring for a loved one requires both time and energy. It can be an exhausting, full-time job. Regular day care attendance can give families time to meet their own needs, while having the comfort of knowing that their loved one is being cared for by licensed or certified professional care staff.

Goodwill Adult Day Services offer:

- **Medical Help:** We utilize prevention programs designed to avoid problems before they start, such as monitoring existing medical conditions, assistance with self-care, diet recommendations, and rehabilitation assistance from professionals.

- **Social Opportunities:** Adults have a chance to meet with others of about the same age and/or circumstance, enjoy organized activities designed for their age group or special needs, and work together on group projects.

- **Emotional Support:** We can help support those who feel inadequate or incapable, remind people that they are not alone in their problems or fears, and encourage participants to try new activities and continue those they have always enjoyed.

- **Renewed Interest in Life:** We provide a schedule for each day of activities and encourage participation in these activities. We promote focusing on the future, not the past. We even help some find the desire to go on living their life to the fullest and enjoying each new day.

- **Social and Medical Evaluations:** Performed by on-staff Social Worker and LPN to determine special needs and monitor progress.

- **Assistance with activities of daily living:** Certified and trained staff members will assist with ambulating, transferring, eating, and toileting.

- **Transportation:** Provided in the Lawton-Fort Sill and surrounding area.

- **Therapy:** To assist people in recovering emotionally and physically from a loss, illness, or injury.

- **Exercise:** Everyday activity, individualized for each participant’s need.

- **Medication Administration:** Administered by certified and licensed staff Activity Staff: Provides recreational activities including games, BINGO, music therapy, arts and crafts, and field trips.

- **A warm and caring environment to help the participant feel comfortable, secure, and safe.**
You Earned It—You Keep It. Goodwill offers FREE income tax preparation during tax season at some of our retail stores for those who qualify. Goodwill’s IRS Certified tax preparers are trained to ensure that taxpayers receive all the tax credits to which they are entitled. Through the VITA program, we prepare basic tax returns for tax payers and file the returns electronically for FREE.

Youth Service (for Youth with Special Needs)

Goodwill Industries of Southwest Oklahoma and North Texas offers a program designed to meet the unique needs of a very special population of Youth in the Lawton-Fort Sill Community.

The program was originally designed as a summer camp for children with special needs but has developed into a Youth Center which provides services year round. Goodwill provides a safe place for youth with special needs in a DHS Licensed Center with certified staff. Each youth has an individual plan of service to meet his or her needs to help reach their full potential. Snacks are provided with special diets as required. Activities are designed to meet the needs of your youth.

Before & After School Care
- Individual Plan of Service
- Arts & Crafts
- Exercise Program
- Field Trips
- Movies
- Computer Lab
- Snacks
- Medical staff on site

Full Day Care & Summer Program
- Individual Plan of Service
- Arts & Crafts
- Exercise Program
- Field Trips
- Reading
- Computer Lab
- Music Appreciation
- Special projects/events
- Medical staff on site

Maximum Independence Scholarship

Recognizing the ever-increasing need for financial assistance to help defray the cost of higher education, we have implemented a scholarship program to help select seniors in our territory attend college. Our mission is to help people with disabilities and disadvantages achieve maximum independence; it is our hope that with our financial assistance, a few select high school seniors who aspire to continue their education can indeed achieve that dream.

VITA (Volunteer Income Tax Assistance)

‘You Earned It—You Keep It’. Goodwill offers FREE income tax preparation during tax season at some of our retail stores for those who qualify. Goodwill’s IRS Certified tax preparers are trained to ensure that taxpayers receive all the tax credits to which they are entitled. Through the VITA program, we prepare basic tax returns for tax payers and file the returns electronically for FREE.
**Goodwill Industries of Southwest Oklahoma and North Texas** strives to restore an individual's dignity, self-respect, and self-worth through integrated programs of evaluation, personal adjustment, and skills training. With this in mind, Goodwill Industries has created the Career Development Center, which helps people gain and maintain employment at their highest level of ability, by learning various life skills through services such as career assessment and exploration, interviewing skills, and online job search techniques, just to name a few. Our Career Development services are offered in our Lawton, OK and Wichita Falls, TX locations.

**Lawton, Oklahoma**

At our Lawton, OK location, we offer several services, including:
- Resume Building
- Interview Techniques
- Career Assessments
- Basic Computer Skills
- One-on-One Help
- On-line job Searching

**Wichita Falls, Texas**

At our Wichita Falls, TX location, we offer several services, including:
- Dress for Success
- Interview Techniques
- Online Job Search
- Resume Building
- One-on-One Help

We also offer help with local social programs, such as food assistance, housing and shelter needs, child care, mental health services, and more.

**Through our Programs we Served 6,179 Persons in 2015**

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<th>Service</th>
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In 2015, The Community Gave to Goodwill
$7,953,943

- Contract Services, $98,102
- Mission Services, $1,196,513
- Other Income, $66,637
- Retail Sales of Donated Goods, $6,590,691

In 2015, Goodwill Gave Back to the Community
$7,774,220

- Wages, Payroll Taxes & Benefits, 4,755,057
- Investment in New Facilities & Equipment, 401,237
- Supplies & Service Fees, 484,608
- Occupancy, 646,337
- Other Business Exp, 1,517,081

Colors correspond to the following categories:
- Contract Services
- Retail Sales of Donated Goods
- Mission Services
- Other Income
- Wages, Payroll Taxes & Benefits
- Occupancy
- Other Business Expenses
- Supplies & Service Fees
- Investment in New Facilities & Equipment
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<th>Hole Sponsor</th>
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**2015 Golf Tournament Sponsors**

**Presenting Sponsor**
- Pepsi Bottling Company

**Tournament Sponsors**
- Arvest Bank
- City National Bank

**Hole in One Sponsors**
- Nissan of Lawton
- Wind River Harley Davidson

**Cart Sponsors**
- Insurica
- Liberty National Bank

**Drink Sponsors**
- Anheuser-Busch
- Pepsi Bottling Company

**Hole Sponsors**
- Anheuser-Busch
- Arvest Bank
- Balcon Enterprises
- Ben E. Keith
- Byford Auto Group
- City National Bank
- Communications Federal Credit Union
- Complete Alarm Technology Systems
- Crown Lift Trucks
- Davis Air Conditioning, Inc.

**2015 Golf Tournament Sponsors**

- Denham Group at Merrill Lynch
- EZ GO
- Fidelity Communications Co.
- Fort Sill National Bank
- Henderhan Recognition & Awards
- High Tech Office Systems
- Insurica
- Liberty National Bank
- Nissan of Lawton
- Pam & Barry’s REMAX Professionals
- Pepsi Bottling Company
- Shamrock Bank
- Southwest Ready Mix
- T & G Construction, Inc.
- Vic’s Telecommunications
- Wind River Harley Davidson
Thank You for Another Successful Year!

GOODWILL
Industries of Southwest Oklahoma & North Texas, Inc.