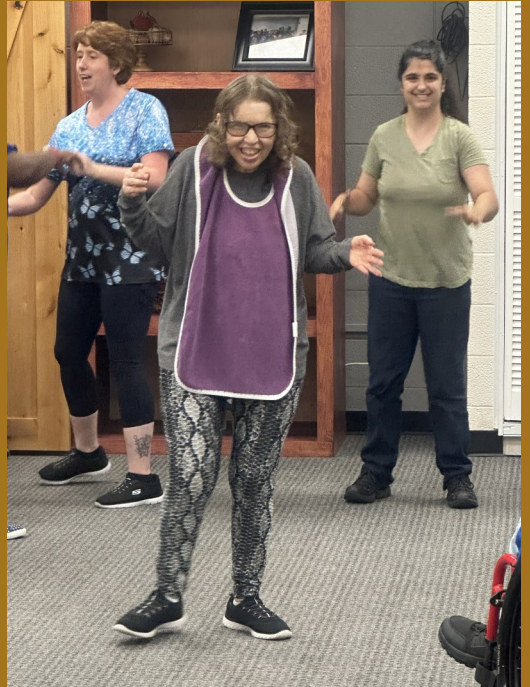


Changing Lives & Improving Communities



2024

ANNUAL REPORT



Over the last 16 YEARS
We have served over
90,600 PEOPLE
Countless
LIVES CHANGED!

Message from the President / CEO and the Chairman of the Board

We are incredibly lucky to live where we do. We have wide-open prairies, stunning mountain ranges, the sound of freedom courtesy of three United States military bases, cycling trails, arts and culture....and the most generous people one could ask for. Even though many struggle, those same many still contribute greatly to our mission.

This past year was one of strengths and flexibility, of learning and growing, and our community is what drives us. We celebrated our 10th year of our annual charity golf tournament, which remains our biggest fundraiser to date. The first full year of our Goodwill BLUEtique is under our belt, and it's expanded incredibly since inception. But more importantly, we rely on the used goods sold in our retail stores to fund our programs. Without these funds, we'd not be able to prepare free income tax returns each tax season, nor grant scholarships to high school seniors who wish to attend college or trade school. Without these funds, we'd not be able to run our Adult Day Services locations in Lawton and Chickasha, where we provide a safe environment for elderly or disabled adults Monday through Friday, so that their caregivers can work, nor would we be able to provide vocational services to individual with disabilities. This seemingly selfless work cannot be done without our supporters – we are forever grateful to our shoppers and donors, our advocates and partners – none of this work is possible without any of you.

As we end this year and venture into the next, we remain committed to sustaining our mission of “helping people with disabilities and disadvantages achieve maximum independence.” And we know we can count on our community to help us continue this vital work.

Thank you!

A handwritten signature in black ink, appearing to read 'Stewart Johnson'.

Stewart Johnson
Chairman of the Board

A handwritten signature in black ink, appearing to read 'Jimmy Crews'.

Jimmy Crews
President/CEO

MISSION STATEMENT

**To help people with disabilities and disadvantages
achieve maximum independence.**



EXECUTIVE STAFF

Jimmy Crews—President/CEO

Rocky Goforth—CFO/Vice President of Support Services

Elizabeth Skulski—Vice President of Program Services

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

Kendall Hurst - Treasurer

Jeffrey Seright - Secretary

Sharon Rogers - Board Member

Angela Christian - Board Member

George Porter - Board Member

PROGRAMS

Adult Day Service

A community-based group program designed to meet the needs of functionally-impaired adults. This is a structured, comprehensive approach that provides a variety of health, social, and other related support services. Regular attendance can give working families the comfort of knowing their loved ones are being cared for by licensed and certified health care staff. We have locations in both Lawton and Chickasha.

Goodwill Housing

A 74-unit apartment complex that provides housing and services specially designed to meet the physical, social, and psychological needs of individuals with developmental disabilities and elderly citizens.

Goodwill “Maximum Independence” Scholarship

Goodwill awards scholarships annually to graduating high school seniors that have a disability or a financial need. Scholarships are in the amount of \$1,000.00 and can be used at a technical/trade school or a 2-year or 4-year college to continue their education.

Non-Profit Donation Partner Program

We partner with various community non-profits to include churches, schools and non-profit organizations to bring in donations as a means of assisting in their fundraising efforts.

VITA (Voluntary Income Tax Assistance)

A free income tax return preparation service provided by IRS Certified Tax Preparers available during tax season at some of our stores.

Voucher Program

Provides participating non-profit organizations with vouchers in exchange for goods donated to Goodwill. Vouchers are given out by our non-profit partners to those in need, and can be redeemed in any of our store locations.

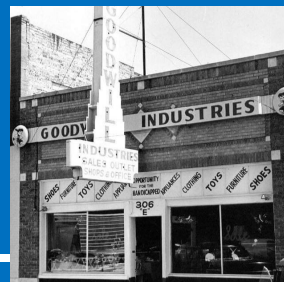
Workforce Development Center

Provides vocational rehabilitation services to people with disabilities as well as those with disadvantaging conditions. Goodwill strives to restore an individual's dignity, self-respect, and self-worth through integrated programs of evaluation, personal adjustment, and skills training, resulting in permanent employment. We have locations in both Lawton and Duncan.

TIMELINE



In 1902, Goodwill was founded in Boston by Rev. Edgar J. Helms, a Methodist minister and early social innovator.



In 1957, J. C. Kennedy had the foresight to bring the much-needed concept of Goodwill to Lawton, Oklahoma.



In 1957, Goodwill established the Workforce Development program providing vocational rehabilitation services to people with disabilities.

SUCCESS STORIES Our Success is...



Corbin Baker

Corbin Baker is a part-time Lawton Adult Day Services client who demonstrates remarkable growth, dedication, and positivity in his daily life. His consistent routine begins with a warm and polite greeting, a small but meaningful gesture that reflects his kindness and respect for others. While naturally quiet, his presence speaks volumes through his strong work ethic and positive attitude. He has found great fulfillment working at a local school cafeteria, where he takes pride in his role and eagerly looks forward to each shift. His commitment to his job, combined with his enthusiasm, showcases his determination to succeed.

With the support and encouragement of his dedicated family, he has steadily developed his skills, confidence, and independence, proving that with the right mindset and support system, great progress is possible. His journey is a testament to his parents, inspiring him to be the best version of himself.

Tonya McClary

Tonya McClary enrolled in our Chickasha Adult Day Services program in 2017. Each day, she demonstrates her dedication and unwavering commitment to ADS to staff and friends. She has attended daily with enthusiasm and a positive spirit, embracing every activity and opportunity with a willing heart. Her consistency, kindness, and joyful presence always bring warmth and laughter to those around her. Because of this cheerful outlook, she is a past recipient of our Consistent Effort Award. Having Tonya in our program has been a blessing; we look forward to seeing her each day.



In 1985 Goodwill opened a 74-unit housing complex that caters to the needs of persons with developmental disabilities and the elderly.



In 1990 the Goodwill Adult Day Service opened, a community based program serving elderly and functionally impaired adults.



In 2010 Goodwill started the VITA Program, a free income tax preparation service by employees that are IRS-certified tax preparers.



In 2011, Goodwill Vouchers were created for people in need that can be redeemed for merchandise in our retail stores.



**...SHOWN
In those we
SERVE!**

Richard Tiblow

When Richard Tiblow first started with our Workforce Development program, he was a quiet and reserved individual who had not previously participated in any work-related programs. To see how far this man has come is truly amazing. He has become a diligent and committed team member who consistently meets his production goals. Beyond his strong work ethic, he shows remarkable growth and dedication, has built meaningful connections with his peers, and maintains open, reliable communication with his supervisor. His inspiring journey is a testament to spirit, personal growth, and the power of achieving his personal goals. It's an honor to have him on our team with us.

Ashley Lee

Ashley Lee's journey is one of determination and progress. Over the past year, she has made incredible strides, transforming into a confident and highly productive individual. In the past, challenges with her hearing created obstacles that affected her focus and interactions. However, once she began consistently wearing her hearing aids, her world opened in new and positive ways. Today, she is not only productive but also engaged with those around her. She has built meaningful friendships, communicates confidently, and approaches her work with focus and determination. Her impressive ability to meet and even exceed production goals reflects her hard work and commitment. She has shown remarkable growth, resilience, and dedication, and we are incredibly proud of her accomplishments.



In 2013, we formed our Non-Profit Donation Partner Program benefitting non-profit organizations throughout our region.



In 2015, the Goodwill Maximum Independence Program was established, helping seniors achieve their academic dreams.

**Each year, we strive to
increase the number of
PEOPLE
Served through
our Programs!**

Through Our Programs, We Served 8,447 Persons In 2024

Basic Services

7,285

Housing

74

Workforce Development Center/

Adult Day Services

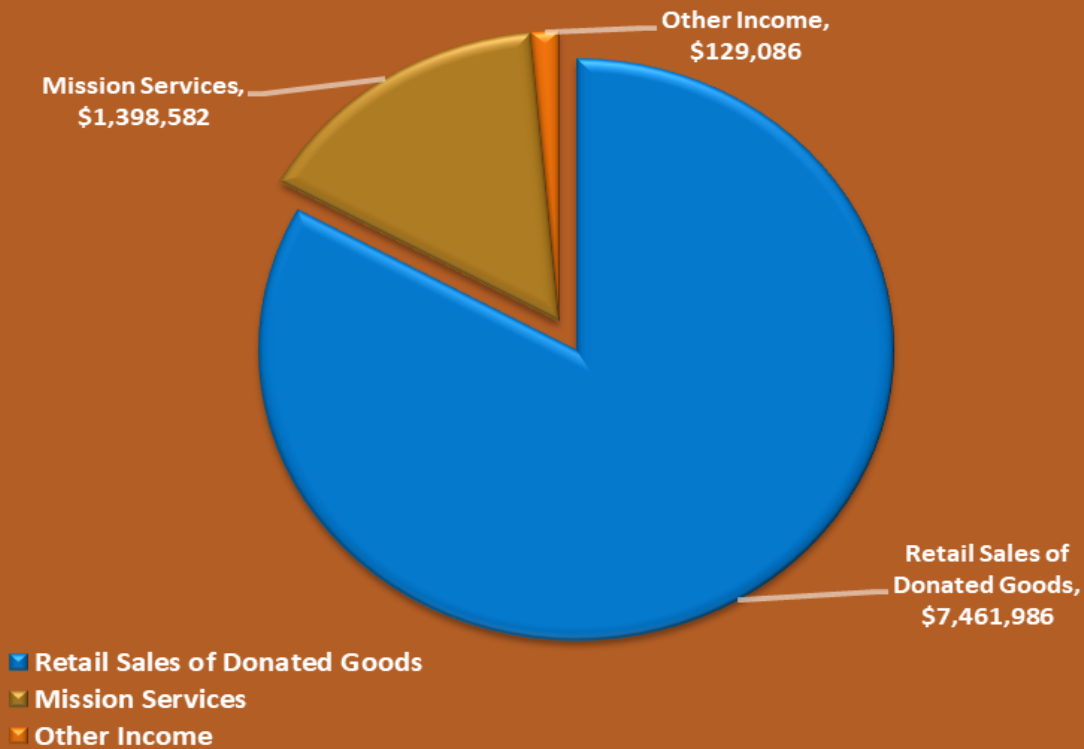
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Tax Returns

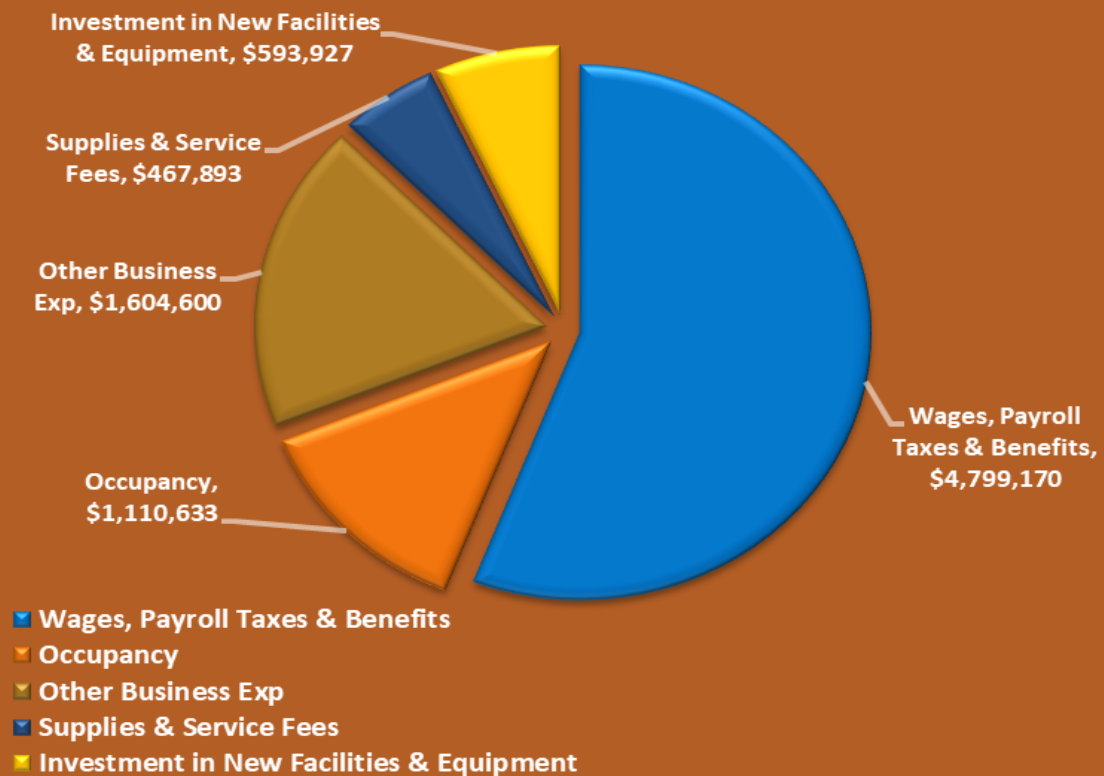
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In 2024, The Community Gave to Goodwill \$8,989,654



In 2024, Goodwill Gave Back to the Community \$8,576,223





Non-Profit Donation Partners

Air Force Sergeant Association	Friends of Stephens County
Almor West Elementary School	Fort Sill Thrift Shop
Altus High School	Gabriel's House
American Cancer Society Burkburnett	Hugh Bish Elementary School
American Cancer Society Lawton	Humane Society of Wichita Falls
American Cancer Society Vernon	Iowa Park Fire Department
American Cancer Society Wichita Falls	John Adams Elementary School
Anadarko Public School Foundation	Lakeside Fire Department
Base Camp Lindsey	Lawton Harmony Church
Bethel Assembly	Lawton Heights United Methodist Church
Boy Scout Troop #4008	Lawton Humane Society
Boy Scout Troop #11	Lawton Kiwanis Club
Boy Scout Troop #163	Lawton YMCA
Boy Scout Troop #185	Leadership Lawton
C. Carter Crane	Leadership Wichita Falls
Cameron University Housing	Lawton Enhancement Trust Authority
Carriage Hills Elementary School	Liberty Baptist Church
Cement Community Association	Lincoln Elementary School
Centenary Methodist Church	MacArthur High School
Central High School	MacArthur High School Band
Central Middle School	MacArthur Middle School
Charis Pregnancy Center	MacArthur Middle School PTSA
Children's Aide Society	MCC Church of Wichita Falls
Church of Christ	McNiel Middle School
Circle K of Cameron	National Multiple Sclerosis
Clay County Imagination Library	Pat Henry Elementary School
Clay County Outreach	Phased-In
Cleveland Elementary School	Pioneer Park Elementary School
Comanche Toys for Tots	Prince of Peace Catholic Church
Crosby Park Elementary School	Ridgecrest Elementary School
Cyril Senior Citizen Center	Shelomi Temple
Daughters of the Nile	Southern Baptist Church
Directorate of Training and Doctrine	Southwest Baptist Church
Edison Elementary School	Southwest OK Animal Rescue
Eisenhower Elementary School	Saint Andrews' Episcopal Church
Eisenhower High School	St. Helen's Catholic Church
Eisenhower Middle School	Stephens County Humane Society
Elgin Global Methodist Church	Sullivan Village Elementary School
Elgin Middle School	Tomlinson Middle School
Faith Bible School	Toy Shop of Duncan
First Baptist Church	Tuttle Special Olympics
First Presbyterian Church	United Methodist Church Lawton
First United Methodist Church Marlow	United Pentecostal Church
First United Methodist Church Texas	Unitarian Universalist Church of Lawton
Fletcher Public Schools	Washington Elementary School
Flowermound School PTO	Whittier Elementary School
Freedom Biker Church	Wichita Falls MCC
Freedom Elementary School	Woodland Hills Elementary School

2024 Golf Tournament Sponsors

PREMIERE SPONSORS

City National Bank
Pepsi Bottling Company

LUNCH/CART SPONSORS

Arvest Bank
Davis Air Conditioning/Heating
Gorman Management Company
Insurica
Shamrock Bank

DRINK SPONSORS

Anheuser-Busch
Pepsi Bottling Company

HOLE SPONSORS

Air Defense Artillery Association
Aaragon Chiropractic

HOLE SPONSORS (Cont.)

Anheuser-Busch
Arvest Bank
City National Bank
Communication Federal Credit Union
Davis Air Conditioning/Heating
Gorman Management Company
Henderhan Recognition & Award Co.
High Tech Office Systems
Insurica
Johnny Owens & Linda Mask
Nissan of Lawton
Pam & Barry REMAX Professionals
Pepsi Bottling Co.
Shamrock Bank
Southwest Oklahoma Federal
Credit Union

