

2021
*Annual
Report*



Years of Service





Heart of Texas Goodwill Industries, Inc.



OUR MISSION

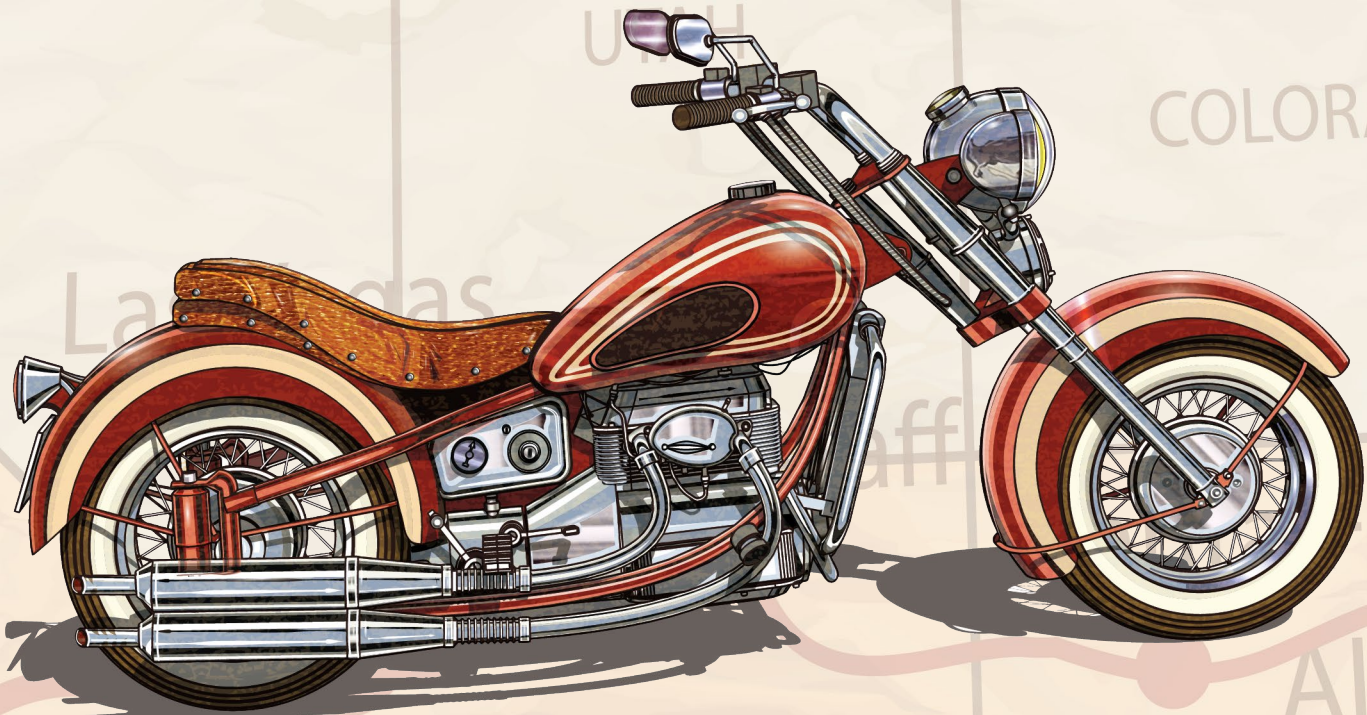
The Heart of Texas Goodwill's mission is to facilitate change through skills training and work opportunities.

OUR VISION

All people are living their full potential and capable of contributing to their community.

OUR VALUES

Integrity ~ Respect ~ Accountability
Innovation ~ Service ~ Empowerment



www.hotgoodwill.org





Shannon Wittmer
PRESIDENT & CEO

Heart of Texas Goodwill has served the community in Central Texas and the Brazos Valley for 66 years. What started in one small converted warehouse in East Waco has expanded to include twelve retail stores, two outlet centers, an e-commerce division, and four Job Connections.

Over the years, we encountered challenges, but none that tested our determination and resilience as much as COVID. Much like the iconic Route 66, our journey navigating 2021 had many twists and turns, detours and delays as we worked to overcome the impact of a global pandemic.

The strength of our team and the loyalty of our customers helped us not only prevail but triumph. Together, we exceeded many goals, sustained our competitive edge, and launched new community initiatives. With this report, we invite you to follow along our journey and prepare for everything yet to come. We appreciate your support along this beautiful ride changing lives through the power of work.

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EXECUTIVE LEADERSHIP

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JJ Banister
Vice President, Organizational Excellence

Christina Swanson
Vice President, Marketing & Communications

Denise Whitsel
Vice President, Mission Advancement

Sabina Solouki
Vice President, Finance

Mission Menu

4 Locations Served!

Participant Impact

People Served	2,655
Virtual Services Participants	700
Certifications/Diploma Recipients	35

Classroom Instruction

Participants Served Through Classes	815
Class Sessions Held	839
Participant Hours in Class	7,632

Bryan

2710 Boonville Rd

Killeen

4004 E Stan Schlueter Loop

Temple

4108 S. 31st St.

Waco

1700 S. New Road

Job Placements

People Placed into Jobs	213
Average Starting Wage	\$12.65
Average Starting Hour/Week	36

Job Fairs

Number of Hosted Job Fairs	23
Number of Job Fair Participants	109
Companies Participated	11

Goodwill's 2021 Hits!

Click on a participant's picture to view their Goodwill Story.



FINANCIALS

TOTAL ASSETS

Cash & Equivalents	\$10,344,145
Investments	13,410,301
Trade Accounts Receivables	184,067
Inventories	2,266,648
Prepaid Expenses	292,880
TOTAL CURRENT ASSETS	26,498,041
Land, Building & Equipment	27,022,721
Other Long-Term Assets	64,044
TOTAL ASSETS	53,584,806

\$41,058,434

Total Net Assets

\$53,584,806

Total Net Assets & Liabilities

TOTAL LIABILITIES

Accounts Payable & Accrued Expenses	\$	709,760
Notes Payable, Current Portion		453,144
Unearned Revenue		3,822
TOTAL CURRENT LIABILITIES		1,166,726
Notes Payable		11,359,646
TOTAL LIABILITIES		12,526,372

	REVENUE	EXPENSES
Retail	\$16,881,728	\$10,910,392
E-Comm	\$257,093	\$526,522
Salvage	\$982,549	\$106,122
Mission Services	\$210,524	\$837,693
Tempary Services	\$298,527	\$211,780
Contracts	\$630,532	\$590,505
Other	\$7,277,289	\$2,366,825
TOTAL EXPENSES	\$26,538,242	\$15,549,839



RETAIL
TRANSACTIONS

848,364

POUNDS SAVED
FROM LANDFILL

4,432,394

DONATIONS

269,234

New Adventures



Store 17 - Bryan, TX - Old Store



Store 19 Grand Opening



Store 6 - Waco, TX - Before Remodel



Store 6 Grand Re-Opening

Heart of Texas Goodwill Industries' First Annual Gala

A Night AMONGST THE *Stars*

