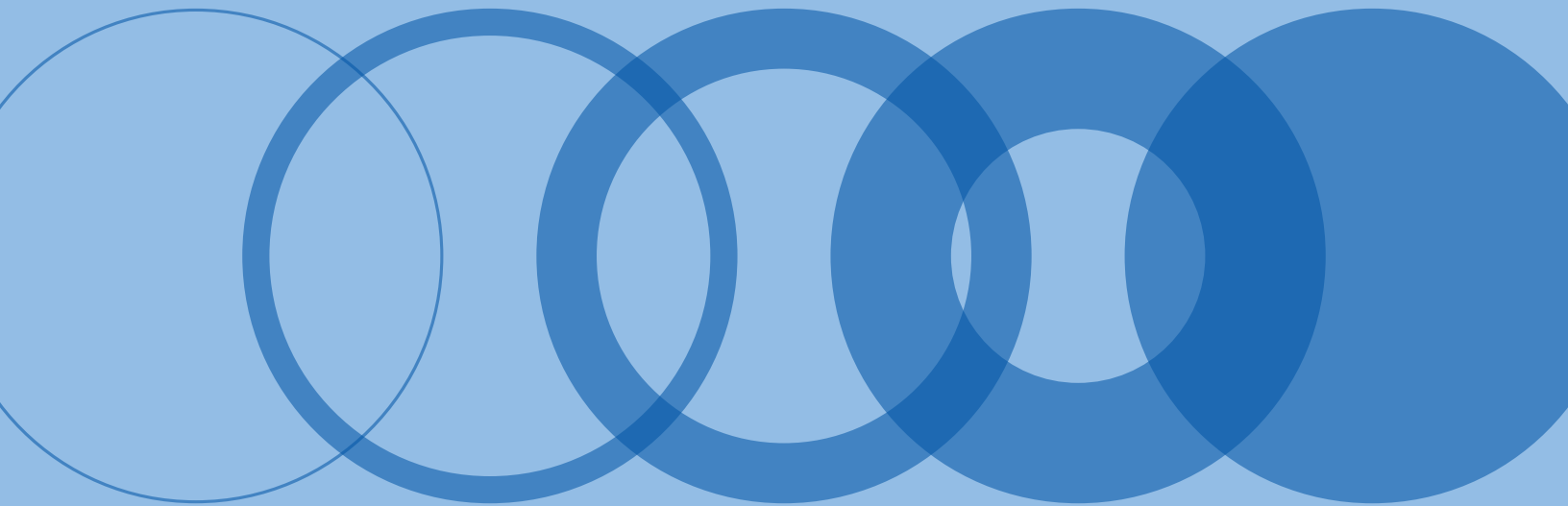
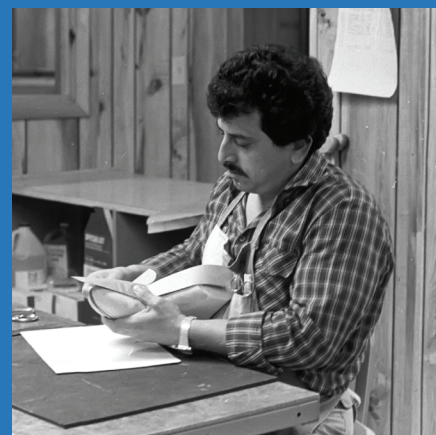


TRANSFORMATION



Goodwill Houston Annual Report 2024



TRANSFORMATION

is a journey built on the foundation of resilience, the triumphs of today, and the limitless potential of tomorrow. At Goodwill Houston, we honor the past—where perseverance and purpose laid the groundwork for impact.

Every challenge overcome has shaped the success we celebrate now, as we empower individuals through free education, employment, and opportunity. Yet, we know transformation is never stagnant. It is fueled by the unwavering commitment to push forward, innovate, and uplift our community toward a brighter future. With passion and purpose, we continue to evolve, ensuring that every step taken today paves the way for even greater possibilities ahead.



Dear Friends,

Looking back on my first year, I am so proud of our associates and leadership team as they seamlessly transitioned through two significant leadership changes. After 37 years as our CEO, Steve Lufburrow retired in early 2024. Then at mid-year, our COO, Bob Dugas also retired. We are grateful to Steve for his steady leadership, many accomplishments, and a legacy of service to the community as our CEO. During Bob's tenure, we saw significant improvements in our operational effectiveness and great revenue growth. In August, we welcomed Adel Karam as he stepped into the COO role and closed out the year exceeding budget. 2024 was indeed a year of transformation and one of gratitude to Steve and Bob for their many years of dedicated service to our mission. Their success has set the stage for our future growth.

Our team spent the year focused on our growth plans and the mission impact on the communities we serve. I am pleased to report that Goodwill Houston finished 2024 better than the budget and with a strong balance sheet to support our mission services. We continue to transform our organization as we lay the groundwork for tremendous growth in both service to our communities and our donated goods presence in the greater Houston area.

Thanks to the generous support of our donors, shoppers, friends, and volunteer Board of Directors, we were able to serve over 21,525 people through Workforce Development programs and placed 4,281 people into sustainable employment. Through our business of selling gently used household goods, we generated \$130,114,498 in revenue and kept 92.5 million pounds of material out of local landfills.

In my first year as President and CEO, I learned so much about our organization, and the communities we serve. I also worked closely with our team and our partners to understand Houston's unique workforce needs. As we enter 2025, I am excited about our growth potential in all facets of our operations. Together we will continue to serve thousands of community members utilizing the power of work and collaboration.

Warm regards,

Michael J. Winckler
President & CEO



Dear Friends of Goodwill,

My compliments to the Goodwill Houston team for a successful 2024! Through your dedication, thousands of people received free job training, started new jobs, and began their journey to a better future. Your expertise, empathy, and commitment to excellence continue to change the lives of individuals and families throughout the greater Houston area.

Additionally, I would like to show my gratitude to the volunteers who serve on the Board of Directors, Board of Trustees, Foundation Board, and the Business Advisory Council. Your contributions are critical to the success of Goodwill's mission. It is an honor and privilege to serve with you in support of Goodwill Houston.

On behalf of the Goodwill family, I thank you again for your support of this tremendous organization.

Thank you,

Craig Nunez
Chairman of the Board

A Vision for Growth and Impact

Goodwill Houston Welcomes New President and CEO, Michael Winckler

WHAT INSPIRED YOU TO JOIN THIS ORGANIZATION?

A: What really inspired me to join Goodwill Houston was the solid financial foundation and organizational stability that had been put in place by my predecessor. The groundwork for growth had already been laid, and there's immense potential to expand in the Houston community. The previous leadership focused on stabilizing and strengthening the organization, which has positioned us for significant growth.

WHAT ARE THE BARRIERS PREVENTING PEOPLE FROM IMPROVING THEIR PROFESSIONAL CAREERS, AND HOW ARE YOU ADDRESSING THEM?

A: The main obstacles are childcare and transportation. These are often the primary reasons individuals can't pursue education or employment opportunities. To address this, we're offering free childcare and transportation assistance. This is part of our commitment to removing barriers that keep people in poverty and help them improve their lives.

HOW DO YOU ENSURE THAT INDIVIDUALS ARE MOTIVATED AND COMMITTED TO IMPROVING THEIR SITUATION?

A: We ensure individuals are committed by requiring them to actively pursue their education or credentials in exchange for support. For example, if they need help with childcare or transportation, they must be committed to attending school or training programs. There's no shame in asking for help, and we provide that support to people who are genuinely working to improve their lives.



Strength in Collaboration and Partnerships

Transformation is more than just change—it’s growth, evolution, and the power of coming together to create lasting impact. In 2024, we have embodied this spirit through meaningful social media storytelling and strategic partnerships, amplifying voices of those whose lives have been profoundly changed.

Through collaborations with mission-driven organizations and businesses, we continue to break barriers and build brighter futures. Together, we are proving that transformation isn’t just possible—it’s unstoppable.
#GoodwillHouston2024
#TransformationInAction



Dedicated to Serving the Community

17,129

PEOPLE SERVED BY
WORKFORCE DEVELOPMENT

4,287

PLACED

145

PLACED BY **GOODWILL**
TEMPORARY SERVICES (GTS)

17,192

CONNECTED THROUGH
COMMUNITY MISSION
INTEGRATION

2,995

VOLUNTEERS

34,321

TOTAL LIVES
TOUCHED

1,796

TOTAL TEAM MEMBERS

282

PROMOTIONS

254

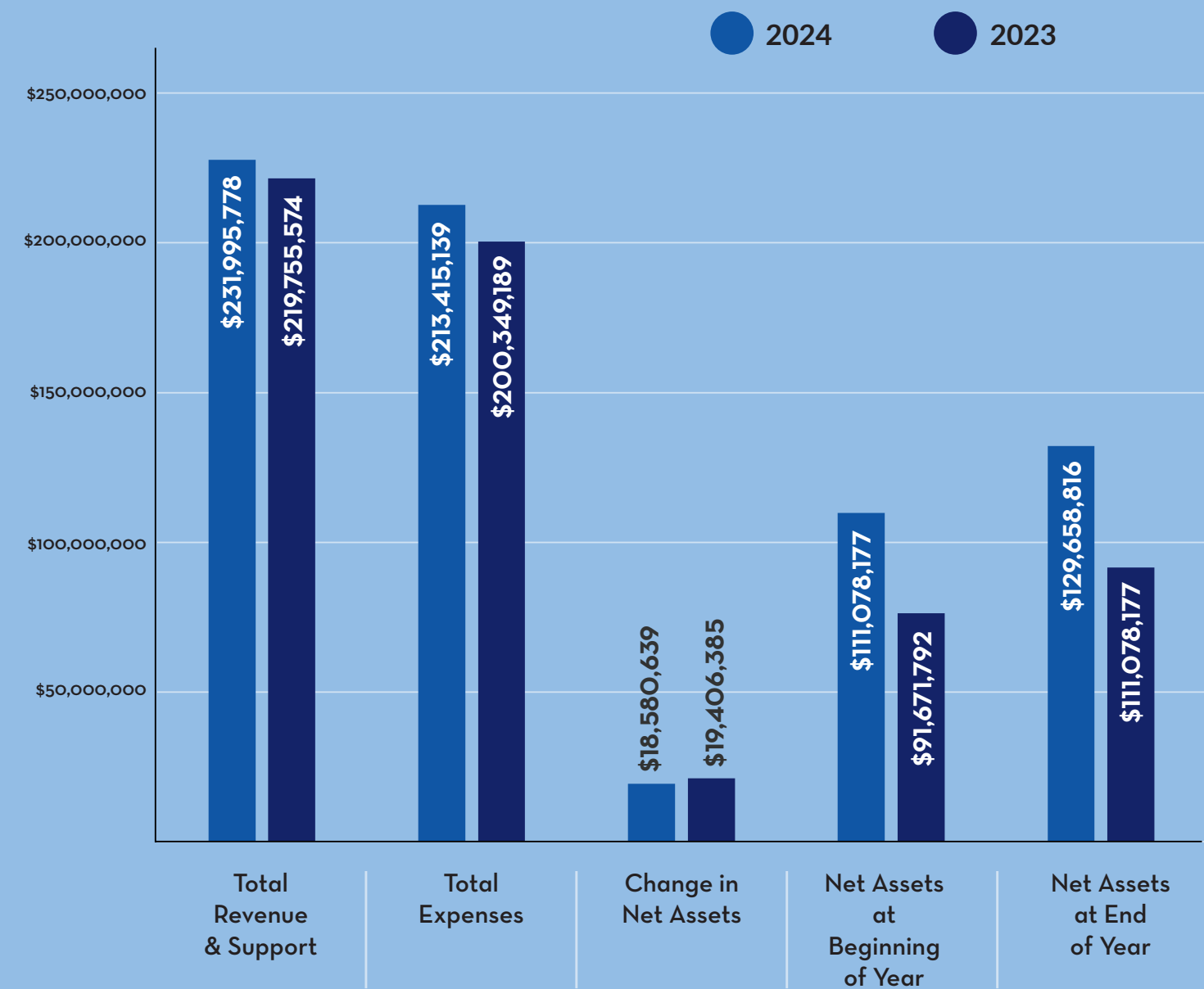
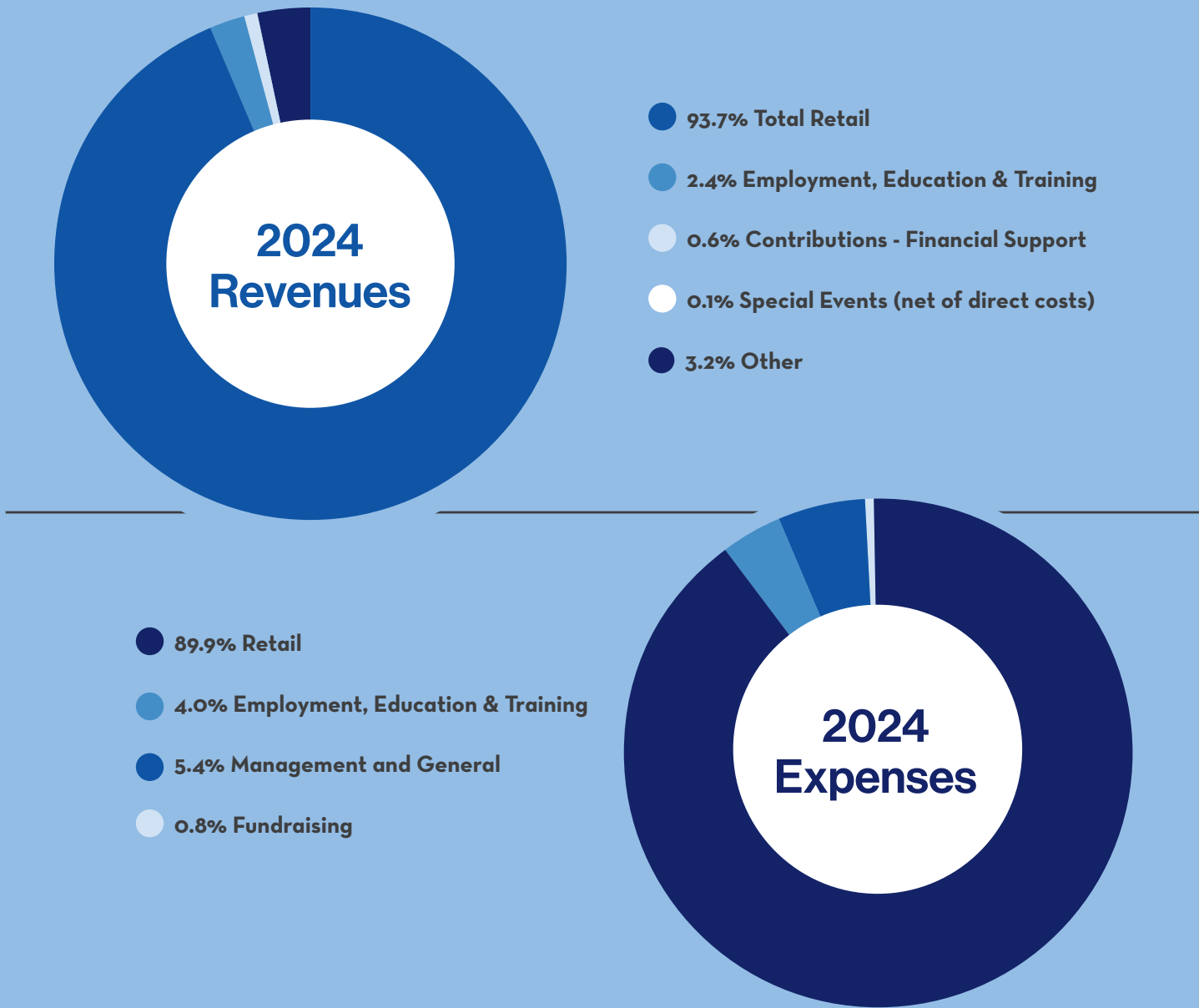
GRADUATES EARNED A
RECOGNIZED CREDENTIAL

34,496

TRAINING MODULES
COMPLETED



Financial Stewardship and Growth



Powering Change Through Generous Donors

\$20,000 - \$499,000

The Ellwood Foundation
The Houck Foundation
The John P. McGovern Foundation
PepsiCo
Dawn and Richard Rawson
Second Baptist Church
Smithco Development
The Spartanburg County Foundation
Texas Capital

\$5,000 - \$19,999

Better Business Bureau of Metropolitan Houston & Southeast Texas
BSI
Sue & Rusty Burnett
Cadence Bank
John C. Cook
The Estate of Helen Bloxsom Davis
Missy & John Duffie
Douglas Erwin
Meg Hayward
KPRC2
Cindy & Keith Kreuer
George Lindahl III
Allene Lucas
Lynn, Kiecke, Lackey, Eason Insurance Group
Carol & Tommy Moore
Craig Nunez
Kimberly Rawson

SCI/Dignity Memorial Fund
Gerry & Sandy Scott
Marsha & Mark Soper
Meredith & Marcus Soper
The Estate of Scott Matthew Souba
Texas Methodist Foundation
Barbara & Arv Vilutis
Wellcare
Leslie & Bob Woods

\$1,000 - \$4,999

Rebecca & Bill Adler
Alonzo, Bacarisse, Irvine, & Palmer,PC
Amegy Bank
Anonymous Donors
Sean Armistead
Lisa Baldon
Stacey & Gil Beer
Bohreer Law Firm, PLLC
Terry Boles
Scott C. Brooks
Forrest R. Bugge
Rose Chen & David Webster
Deloitte & Touche LLP
Michael A. Eason
Fi Technology Group
Janet & Brian Franklin
Molly & Terry Gage
Laura Gibson
Gormen Linen Service
Deanna E. Grimes
David Hanson
Kendra Scott LLC

Knapp Chevrolet
Andi Kreuer
The Kurisky Family
Analyn & Mark Lee
Virginia & Larry Li
Emily Long
Sherri & Rick Lowe
Joan & Steve Lufburrow
Metwall Design Solutions Inc.
MaryAnn Montoya & Heath Butler

Kathleen & Derek S. Munger
Brock Niezgoda
Trevor Norris
Adam Nunez
David Ostendorf
Barbie & Coe Parker
Leland Putterman
RAM Investment Group
Regent Products Corp.
Casey & Coleman Rowland
Andrew Sarofim
Shelly & Matt Scholin
Margaret Mauel Schwartz
Sarah & Robert Shaw
Shell Oil Co. Foundation Employee Match
Catherine Sullivan
Dina & Salvatore Thomas
Valerie & Wayne Toalson
Trinity Legacy Partners
Lynne & Jim Vanderhider
Lori & Barkley Wedemeyer
Belinda & Doug Wilson

Renee & Michael J. Winckler
Alma & Al Ybarra

\$100-\$999

1 Voice 1 Blanket Corporation
ABC13
Leigha Alexander
Douglas R. Angevine
Sharad Annaldasula
Nour Awad
Eva Barcelo
Richard Bays
Silvia & John Bethke
Blue Scorpion Property Preservation Management Group
Robert L. Bowden
Juanita Brandon
Juliet & Scott Breeze
Carol Brown
James W. Bryson
William F. Buckingham
Brandon Buras
Pamela Campbell
Larry E. Carreker
Allison Chaberg
Marla & Bob Chick
John R. Contrady
H. Talbot Cooley
Michael Cordone
Ryan Cunningham
Ghassan Dagher
Dr. Ali Daneshy
Harold Delhommer
Stephanie Donaho

Robert L. Dorries
Nickie & Chris Dupuis
Laura Durbin
Kelly & Marcus Eason
Randall Evans
Andrew Falcon
Florida Wholesale
Joshua French
Laura Gallegos
Chanele & Jeremy Galtier
Janice & Alvin Gee
Catherine & Dr. Richard C. Geis
Alicia & Winston Gilpin
Hart Goodrich
Andrew Hailes
Rolf Halverson
Amy & Charles Hampton
Guy Harley
Michael & Carla Harrington
Heights Builders
Jessi & Josh Hendon
Julie Ho
Leisa Holland-Bowman
Roger J. Holzman Estate
John S. Huntington
Shoni Howell
William C. Irick
Gary Johnson
Melinda & William M. Kacal
Adel Karam
Phylis Karas
Eamon Kelly
Scott Kelm
KHOU+
Cade Killingsworth
Cheryl & Bill King
Crista Kisinger
William J. Knight
Mackenzie & Brian Laine
Cristina Landau
Brenda M. Landry
The Lee Group
Lizette Lobpries
Norman Loewenstern

Robert J. Lorio
Michael Loup
Larry L. Loyd
Tatiana Lutomski
Camryn Mann
Roland Manzano
Aly McCarthy
John McNerney
Janelle & Robert D. Meyer
Susan Miller
Vispi Mistry
Theodore Moore
Saray Navas
Marc Oleshansky
Alexa Orrange-Allen
Stephen Palmerton
Lisa Parkhill
Maya Pendleton
Christina & Jason Petrossi
Carroll W. Phillips
Shelly & Danny Pitts
Anne Powers
Kimberly Reiff
Ressling & Raish, PLLC
Michelle & Roland Reyna
Lesley & Robert Rice
Fred Robertson
Alyssa Rodriguez
Regina Rogers
Susan Rogers
Lloyd Rude
Diane Sanders
Richard Sarabia
Allison Schaberg
Kelly Scheps
Natalie & Russell J. Scott
Roy G. Shaw
Arthur Sherman
Simply Good Solutions
Elizabeth M. Singh
Corey V. Smith
Janyisia Smith
W.A. Smith
Matthew Staton

Bryna D. Stryker
William Taylor
Howard T. Tellepsen
Stephen G. Tipps
Andrae L. Turner
United Airlines
Cynthia Urquhart
Tatiana Vazquez
Nestor T. Vicknair
Craig D. Voss
WalMart
Ewing Werlein, Jr.
George Westsik
Gordon B. White
Matthew Wilkinson
James E. Winn
Ronald W. Woliver
Ann Woods
Michael Wroblewski
Eleanor Young

\$1-\$99

Abayomi Adegunlehin
Thomas C. Altman
LaKisha & Alphonso Anderson
Leilani P. Ayvaz
Melissa Barnes
Sarah Barnes
John W. Bebout
Robert S. Benjamin
Boy Scouts Troop 212
McKenna & Anthony Brown
Cyrus Cama
Chevron Humankind Employee Match
Gail Culberson
Michael Del Giudice
Rose Delphin
Suzanne Dupuis
John P. Durham
Leslie Ferguson
Dennis Fikac
Formentera Operations LLC
Chad Fuqua
Rita Fyfe

Ramesh Gajraj
Troy Garner
Marilu Garza
Harry Gee
Ellis Gerall
Chinae Gonzales
Barry H. Goodfriend
Marc Graham
Devonte Hill
Angie & Jaime Ibanez
Alberto Jimenez
Rebecca Johnson
Allison Kaiser
Scott Keller
Anthony Kobak
Bennie Lambert
Marc Leonard
Chase Letsos
John Lopez
Jon P. Lorence
Ali Lotfy
Yvonne M. Louviere
Janet Maccubbin
John C. Modesette
James W. Mueller
Randy Mulholland
Kerick Pierre
Carl Plager
Ziera Pollard
Kendahl Quimby
Marcelo Robert
Rick Routzon
Lindsey Sarabia
Schneider & Associates, Atty at Law, PC
Charles T. Seay
Stephen T. Turman
Raul Villa
Daniel Watkins
Clarence A.Welsh
Trey Wilkinson
Ben Wilson

Transformation Starts with Leadership

OFFICERS OF THE CORPORATION

Board Chairman Craig Nunez**	Chairman Emeritus Bill Kacal* Jim Smith*
Vice Chair Sandy Scott**	President/CEO Michael J. Winckler**
Treasurer Coleman Rowland**	
Secretary Virginia Li**	* <i>Life Member</i> ** <i>Executive Committee Member</i>
Board Sr. Chairman Tommy Moore* **	

BOARD OF DIRECTORS

Gil Beer	Phil Lane
Scott Brooks	George Lindahl*
Sue Burnett	Allene Lucas*
Richard Cain	Valerie Toolson
Alvin Gee	Andrae Turner
Laura Gibson	
David Hanson	* <i>Life Member</i>
Katrina Johnson	** <i>Executive Committee Member</i>
Keith Kreuer	

FOUNDATION BOARD

President Jim Vanderhider	Director Rachel Morico
Secretary Margaret Mauel Schwartz	Director Matt Scholin
Treasurer Brett Baucum	Director David Webster
Director Gil Beer	Executive Director Michael J. Winckler

BOARD OF TRUSTEES

Chair David Webster, Terri Ammerman† Lisa Baldon Nancy Battle† Sharon Birkman KC Carmody Ted Caryl Mike Conway† Carlton Cook Meredith Crockett Soper Parker Duffie Nickie Dupuis Mike Eason Brian Franklin Richard Geis, M.D. David Hand Richard Hightower (Emeritus) Dick Hite John Holstead† Preston Kamin Mark Kidd George Kurisky, Jr.	Haley Kurisky Mark Lee Rick Lowe Sherri Lowe Steve Lufburrow, Jr. Ben Martins Mitra Miller Derek Munger Trevor A. Norris Elexa Orrange-Allen Dr. Tom Pace† Carl Schumacher, Jr.† Robert N. Shaw Jerry Simon† Marcus Soper II Mark Soper Michael Stryker Cynthia Urquhart Barbara Vilutis Symone White Bill Williams† Candice Williams Doug Wilson†
--	--

BUSINESS ADVISORY COUNCIL (BAC)

Diane Aguilar Nour Awad Lisa Baldon Terrence Black Pam Campbell Eliza Charles Michael Collins Carlton Cook Kelli Diserens Roanyela Espinosa Manya Jindal Lance Jones, Secretary Keith Kreuer	George Kurisky, Jr. Roland Manzano, President Misha McClure Elexa Orrange-Allen Stephen Palmerton Marissa Perez, Vice-Chair Janyisia Smith Moises Solis Angela Taylor Erica Tirado Kenyya Thomas Marcelo Vilches-Robert
--	--

“

Transformation in the world happens when people are healed and start investing in other people.

MICHAEL W. SMITH

”

VISION

Leading change. Connecting people.
Improving potential for the future of work.

PURPOSE

We change lives through the power of work. We educate, train, and hire individuals with barriers to employment to help them thrive. We connect people, families, and communities to improve lives and to meet the workforce needs of today and tomorrow.



1140 WEST LOOP NORTH
HOUSTON, TEXAS 77055
GOODWILLHOUSTON.ORG