

Letter from Mr. Shelfer, President & CEO, Goodwill Industries - Big Bend

Looking Back and Moving Forward in 2026

Happy New Year to everyone! As we welcome 2026, I want to reflect on the progress we made last year and set our sights on continued growth. While the final numbers for 2025 aren't in yet, I am confident that we had a strong year in both revenue and services. I will share the official results in the February Gazette, but for now, let's look ahead to our priorities for this coming year.

Retail Updates

We're excited to announce a re-grand opening for our Crawfordville store, which will showcase fresh updates and improved customer experiences. Construction is underway for a brand-new store in Crestview, expanding our reach and service capabilities. Donation trailers are being placed in parking lots throughout the territory to make giving more convenient. Our retail teams will be focusing heavily on recruiting, staff training, enhancing store appearances, and delivering top-notch customer service.



Marketing Initiatives

This year, our marketing efforts will prioritize employee retention by making sure every team member understands the positive impact Goodwill has on individuals and communities. We'll weave our mission into all our outreach activities to strengthen engagement and raise awareness.

Human Resources Focus

Our HR department is continuing the rollout of UKG. The emphasis will be on streamlining our processes and improving overall efficiency, ensuring our workforce is well supported.

Contracts and Security

New camera systems are being installed at many locations to enhance safety and accountability. We're also expanding our facilities, with new classrooms being built in Tallahassee and Panama City for construction training programs.

Accounting Updates

The accounting team is growing with the addition of new personnel. We are also making a transition from Brinks to Loomis for our safe management, aiming for greater reliability and service.

Updates Continued on next page

LETTER FROM MR. SHELFER CONTINUED

IT Developments

Our IT department is overseeing the switch to a new cyber protection server, NetCov, to bolster our digital security. They'll also be upgrading network infrastructure in several stores to resolve persistent internet issues and improve operational efficiency.

Mission Services

This year, Mission Services will focus on expanding training opportunities, fostering employee integration, and driving community development. These efforts are designed to better align our programs with workforce and community needs.

Transportation Enhancements

As our organization continues to grow, the transportation team will prioritize efficiency and technological improvements, including deploying cameras and optimizing route management.

Thank you for your dedication and hard work. Together, we will build on last year's achievements and make 2026 another outstanding year for Goodwill!

SAFETY - Responding to Violent or Threatening Situations



Goodwill is dedicated to maintaining a safe and healthy work environment. Report any violent or threatening situation to a manager or Human Resources as soon as possible. Violent or threatening situations include any words or actions with intent to harm. At Goodwill, everyone should feel safe, so these behaviors are not allowed.

If someone is acting threatening or violent:

- Tell your manager or Human Resources right away to keep everyone safe.
- The manager may need to call the police if the person is dangerous.

DIVERSITY, INCLUSION AND BELONGING



HAPPY
NEW YEAR
2026

New Years Day
Thursday, January 1st



Martin Luther King, Jr Day
Monday, November 19th

IMPACT STORY



Carrie Strickland, Lead Associate at our Port Saint Joe store, has faced major challenges throughout her life, including long periods of depression and a battle with addiction. Three years ago, Carrie joined the Port Saint Joe team as a Donation Attendant. She brought skills of service, organization, management and previous Goodwill processing from years earlier. This time, Carrie was sober and embraced the opportunity with renewed focus and commitment. Through her hard work, organization and management skills, she transformed the backroom into a model of efficiency. Her dedication to taking in donations, providing top-notch customer service and pricing items accurately did not go unnoticed. Carrie's efforts led to an invitation for Lead Associate training. As Lead Associate, she has helped increase sales and continues to grow through ongoing training. She continues to contribute, collaborate and inspire, showing us all the value of recognizing potential and celebrating achievements. We are proud to have Carrie as part of our team, and we look forward to seeing her continued growth and success.

MEET ENEYDI RIVERA

VP of Workforce Development and Mission Programs

With a degree in Business Administration, specializing in Non-Profit Management, along with National Workforce Development Accreditation and Lean Six Sigma Certification, Eneydi brings a wealth of expertise in grants acquisition, fundraising strategies and data-driven decision-making. Her experience spans state, federal and private funding, ensuring sustainable growth and impact. Leveraging the strength of the Goodwill Big Bend team, retail resources and community initiatives, she is committed to expanding access, opportunities and long-term stability for our customers and the communities we serve. With a clear vision and dedication, she looks forward to growing our Mission and creating lasting change.





UPCOMING classes

JANUARY 2026

Scan the QR Code to register! Or visit gvirtualcampus.org

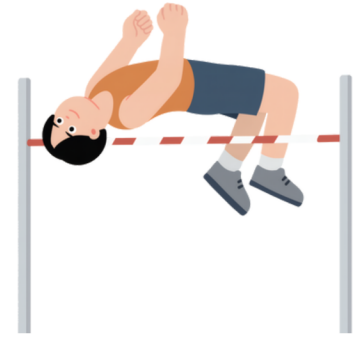
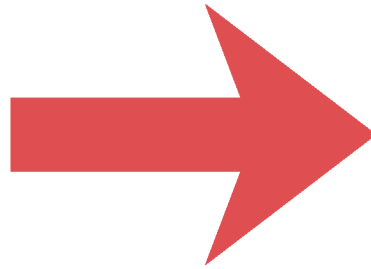


DATE	DAY	CST	EST	TITLE
1/9	Fri	1:00-2:00	2:00-3:00	GED Cram for the Exam: Social Studies
1/13	Tue	9:00-10:00	10:00-11:00	Resume Prep
1/13	Tue	11:00-12:00	12:00-1:00	Interview Skills
1/13	Tue	1:00-2:00	2:00-3:00	Mastering Indeed
1/15	Thu	9:00-10:00	10:00-11:00	Job Search Routine
1/15	Thu	11:00-12:00	12:00-1:00	Chart Your Start On a Job
1/15	Thu	1:00-2:00	2:00-3:00	Online Job Applications
1/16	Fri	1:00-2:00	2:00-3:00	GED Cram for the Exam: Science
1/20	Tue	9:00-10:00	10:00-11:00	Communication Skills
1/20	Tue	11:00-12:00	12:00-1:00	Workplace Conflict
1/20	Tue	12:00-2:00	1:00-3:00	MS365 Word: Part 01
1/20	Tue	1:00-2:00	2:00-3:00	Email Etiquette
1/22	Thu	9:00-10:00	10:00-11:00	Discover Your Career Path
1/22	Thu	11:00-12:00	12:00-1:00	Create Your Personal Brand
1/22	Thu	12:00-2:00	1:00-3:00	MS365 Word: Part 02
1/22	Thu	1:00-2:00	2:00-3:00	Financial Fundamentals
1/23	Fri	1:00-2:00	2:00-3:00	GED Cram for the Exam: Language
1/27	Tue	9:00-10:00	10:00-11:00	Resume Prep
1/27	Tue	11:00-12:00	12:00-1:00	Interview Skills
1/27	Tue	12:00-2:00	1:00-3:00	MS365 PowerPoint: Part 01
1/27	Tue	1:00-2:00	2:00-3:00	Mastering Indeed
1/29	Thu	9:00-10:00	10:00-11:00	Job Search Routine
1/29	Thu	11:00-12:00	12:00-1:00	Chart Your Start On a Job
1/29	Thu	12:00-2:00	1:00-3:00	MS365 PowerPoint: Part 02
1/29	Thu	1:00-2:00	2:00-3:00	Online Job Applications
1/30	Fri	1:00-2:00	2:00-3:00	GED Cram for the Exam: Math



NOW ENROLLING FOR THESE UPCOMING CERTIFICATE CLASSES!

- 5-Week Construction Class
- 6-Week Bookkeeping Class
- 8-Week CNA & BLS Class
- 6-Week QuickBooks Class
- Seven Online Digital Tech Courses from Google, IBM, & Meta



Beat Early-Year Strain

January often brings high expectations from day one. Goal-setting conversations can be energizing, but can also create anxiety when employees feel unprepared or are still transitioning back into their routines. Many begin the year already stretched, which affects their ability to stay focused and engaged.

Burnout doesn't just impact energy, it affects daily performance.

Employees report that burnout diminishes their efficiency (72%), weakens their overall job performance (71%), affects their attendance (56%), reduces their ability to serve clients (65%) and limits their capacity to innovate (64%).

These early-year hurdles can compound quickly when workloads escalate without a clear path forward.

Many employees attribute burnout to heavy workloads and task-related pressures, but they also note that collaboration patterns and team dynamics play a significant role.

When expectations, communication, and support are not aligned, stress can intensify and morale can decline. Addressing burnout early with clear priorities, realistic goals and intentional support can help employees regain focus, strengthen collaboration and begin the year with a greater sense of balance and purpose.



2024 - 2026 Strategic Goals and Objectives



SHOUTOUTS!

Lead Training Completed

Ernestine Martin- E-Commerce
Sobeida Tomes- Santa Rosa Beach
Jessica Walton - Santa Rosa Beach

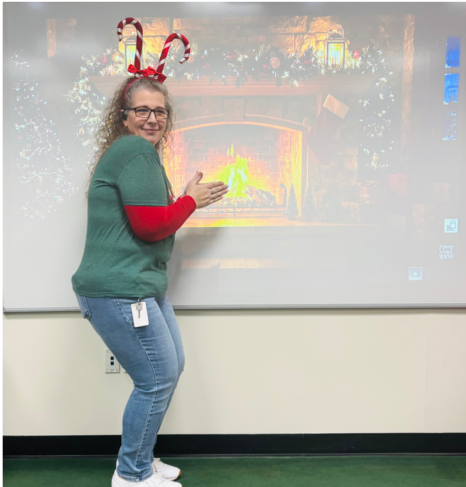
Kadarian Cooper- Crestview Central Processing
Robert Sparks - Crestview Central Processing
Kyle Motiska - Computer Store
Kevin Lee - E-Commerce

Assistant Manager Training Completed

Ernestine Martin - E-Commerce
Kyle Motiska- Computer Store
Kevin Lee - E-Commerce

Retail Manager Training Completed

David Dixon - Computer Store
Ernestine Martin- E-Commerce
Kevin Lee - E-Commerce



During the Christmas season, some people truly light up the workplace—and Marcie (pictured left) is one of them. Your festive spirit, positivity and joy make a real difference for all of us. Thank you for bringing so much warmth and cheer to our company this season. 🎄 ✨

-Layla Jump



Shout to Bryan (above right), Elizabeth and Tina (above left) at the Destin store for faithfully serving our mission and being dedicated to serving their community. - Kim Gay

SHOUTOUTS!

Top 10 Linen Processors 2025

Congratulations
2025 Top 10 YTD Linen Processors
with notable "Average Sales Price" (ASP)

1. Pam Kelly
 2. Meryline Reynolds
 3. Elena Maxon
 4. *Debbie Lathan* Highest ASP
 5. Elise Johnstone
 6. Arlene Cintorino * 2nd Highest ASP
 7. Ann Swenbeck
 8. Loretta Findlay
 9. Willie Anderson
 10. Shawki Williams & Deann Perez
- *Brianna Gray at Port St. Joe* 3rd Highest ASP

Top 10 Stores in Linen Sales for 2025

Congratulations
2025 Top 10 Stores in Linen Sales

1. Santa Rosa
2. Valparaiso
3. Crestview
4. Lynn Haven
5. 23rd Street
6. PCB Parkway
7. Destin
8. Thomasville
9. Apalachee Parkway
10. Capital Circle

Sausage and Kale Soup with Potatoes

Ingredients

- 1 pound linguica or uncured Spanish chorizo, sliced into 1/8-inch-thick coins
- 1 large onion, peeled and chopped
- 2 large baking potatoes, peeled and cut into 1/4-inch cubes
- 1 garlic clove, peeled and minced
- 1 1/2 bunches kale coarsely chopped
- 6 cups low-sodium chicken broth canned
- 1 1/2 tablespoon balsamic vinegar
- 2 teaspoons kosher salt
- Freshly ground black pepper
- 3 plum tomatoes, cored and cut into 1/2-inch dice



Directions

Step 1

- Place the sausage in a large pot over medium-low heat and cook until it begins to render its fat, about 2 minutes. Add the onion, and cook for 2 minutes. Add the potatoes and garlic, and cook for 2 minutes. Add the kale, and cook, stirring constantly, for 5 minutes longer.

Step 2

- Stir in the chicken broth, vinegar and salt. Bring to a boil, reduce heat, cover and simmer for 1 1/2 hours. Season with pepper. Stir in the tomatoes, and cook, uncovered, for 15 minutes. Divide among 4 bowls and serve.

We want to hear your favorite recipes, so email your ideas to mjaap@goodwillbigbend.com!



HAPPY BIRTHDAY!



JJamil Abdallah Aburayyan January 1
 Adam Frost January 1
 Amanda Lashay Fullard January 1
 Barbara Sue Beck January 1
 Dakota French January 2
 Marion B. White January 4
 Debbie Page Lathan January 5
 Charles E. Dotson January 5
 Shirley Johns Learn January 5
 Patrick C. Kelly January 5
 Patrick Dimler January 5
 Ernest Cyphert January 6
 Lorenzo Crump January 6
 Jamirah Harris January 6
 Alana Parker January 7
 Issa Berrou January 7
 Zachary Rose January 7
 Dequita Deon Richardson January 8
 Justin Dionedra Wilson January 8
 Tyler Evans January 8
 Shara Culver January 10
 Zydre Palukaityte January 11
 Eneydi Victoria Rivera January 11
 Matthew Rhody January 12
 Teresa A. Harrison January 12
 James Alexander Alas-Batres January 13

Lucy Kopylov January 13
 Tammy Gay Berry January 14
 Joseph Cam Joyner January 14
 Patrick Watson January 14
 Donovan Camp January 14
 Kayleigh Anne Marie White January 15
 Trevor V. Richard January 15
 Merlita Manga Rancourt January 16
 Havyn Karis Smith January 16
 Kibryonna Shonta King January 16
 Henry Bohler January 16
 LaQwayvion J. Stuckey January 16
 Peyton Lee Cannon January 17
 Shanti Orsini January 18
 Stacy Thyrone Young January 19
 Kelsey Cowin January 20
 Kathryn Kelley January 20
 Christopher Bernard Rushing January 20
 Rhonda Lynn Moore January 20
 Jessica Rodriguez January 20
 Gregory Nathaniel Byrd January 21
 Adam Lampinen January 21
 Brandon Kuhns January 21
 Mikki L. Pulse January 22
 Robert Allen Sparks January 22
 Anthony Campbell January 22

Broderica Jones January 23
 John Lawton Medlock January 24
 Clay Tyler Adams January 24
 Kevin Lee January 24
 Harrison Covington Jr January 24
 Nicholas Girsham January 24
 Jadon Alexander Lee January 25
 Enzo Tafarello Negroao January 25
 Melinda Robinson January 26
 Brandon Jermaine Jenkins January 26
 Debra Laux January 26
 Frederick Holton January 26
 Karlin Brown January 26
 Vicki M. Beaumont January 27
 Elise Rena Johnstone January 27
 Taris Ann Kennedy January 28
 Samari Rashad Gallon January 28
 Malik Regnald Shaw January 29
 Amoy Williams January 29
 Kenneth Marquette Trody January 30
 Kenon Ardasia January 30
 Bruno Sperduti January 31
 Amanda Elizabeth Beaman January 31
 Linnon Wayne Harris II January 31



HAPPY ANNIVERSARY



Melinda Robinson - 20
 Paul Conrad Mcauliffe - 16
 Charles L. Turner - 11
 Daniel Lawson - 11
 William Gaines Rodrigue - 10
 Benjamin Nathan Durrance - 8
 Gloria Harris - 6
 Benjamin Curtis Watson - 5
 Jane E. Duross - 5
 Aaron Michael Mayer - 5
 Malik Regnald Shaw - 4
 Charles Steve Batchelor - 4
 Romilda Loli - 4
 Carlo J. Medina - 4
 Alanyah Faith Medley - 3
 Dequita Deon Richardson - 3
 Jacob Bryce Drennen - 3
 Terrence Rhodes - 2
 Tanya Marshall Thomas - 2

Beverly A. Copes - 2
 Lakeira Seay - 2
 Tonya Watson - 2
 Lawrence Edwin Nobles - 2
 Aceret Alba - 2
 Christina G. Williams - 2
 Brian Leonard Ayers - 2
 Elven Bernard Mckay - 2
 Linda Jean Duffy - 2
 Susan Randolph Morgan - 1
 Yaterica Deandra Lovette - 1
 Samariya N. McBride - 1
 Robert Louis O'Connor - 1
 Grayer Johnson - 1
 Kenneth Marquette Trody - 1
 Tatia Marie Martin - 1
 Aedan James Longen - 1
 enjamin Emanuel Alvarez - 1
 Anthony Height - 1

Mary E. Hughes - 1
 Siena Fayte Parker - 1
 Hector Rivera - 1
 Robert Allen Sparks - 1
 Amanda Marie Gray - 1
 James Alexander Alas-Batres - 1
 Steven Armando Alas-Vasquez - 1
 Arneke Lajuana Jones - 1
 Lovelie Desir - 1
 Henry Alas Garcia - 1
 Hollister Freeman - 1
 Trevor James Garland - 1
 Trevor Roundtree - 1
 Brandie Danyelle Dorsey - 1
 Lindsey Louise Kirkman - 1
 William Robert Leslie - 1