

**SPECIAL  
POINTS OF  
INTEREST:**

- Goodwill El Paso wins Best of El Paso 2024!
- Goodwill El Paso was featured at the 91st Annual Sun Bowl Game!
- A new store opens at 700 N. Zaragoza
- The More You Know with KTSM Channel 9

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## A MESSAGE FROM MELINDA

Dear Goodwill Team members,

As 2024 ends, I want to take a moment to express my deepest appreciation for each one of you. Your hard work, dedication, and commitment to our mission has made this past year an incredible success.

Thanks to your efforts, we have achieved significant milestones, including wage increases for all employees as part of our “compensation go forward plan,” an upgrade to our medical benefits, the opening of GW Boutique, offering name brand, exclusive items to our customers and the opening of our new retail store on Zaragoza. Additionally, we are excited to expand our community presence with a



new Corporate Office, located at 1440 Miracle Way. The Corporate office includes a Job Link Center, which provides us with more opportunities to grow and serve our community.

Looking ahead to 2025, we remain committed to building

on this success. The new year brings fresh challenges, opportunities, and the need for continued motivation from all of us. Together, we will strive to strengthen our impact, support one another, and ensure that Goodwill continues to be a place of opportunity, empowerment, and success.

A special thank you goes out to those who make our Mission a reality every day—providing training, skills, and services to individuals who face challenges. What we do matters, not only for our community but for each other. It is because of you that we continue to change lives and create brighter futures.

## EL PASO, INC.'S BEST OF EL PASO 2024!!!



Goodwill Industries of El Paso has been named El Paso, Inc.'s BEST OF EL PASO 2024 in the Thrift Store Category!

Congratulations to every member of the Goodwill El Paso Team and a special THANK YOU to the El Paso Metroplex for voting us #1.

Our deepest gratitude to El Paso, Inc. magazine for this incredible honor!

## Welcome Aboard Smiling G!!



Introducing.....our BRAND NEW Goodwill Industries of El Paso Mascot.... Smiling G! Smiling G represents all of the incredible things that Goodwill El Paso does for the El Paso and Las Cruces Communities. He will be making his way around all of our stores to visit and for spe-



cial events and recognitions! Be sure to be on the lookout for Smiling G and, when you meet him, get a picture with him and submit it to us so we can recognize you.

Smiling G! Coming soon to a store near you!

## GOODWILL EL PASO PARTNERS WITH THE SUN BOWL ASSOCIATION

Goodwill Industries of El Paso has partnered with the Sun Bowl Association!! This partnership has allowed for our logo and mission messages to be a big part of the the 91st Annual Sun Bowl Game! We even had our 30 second commercial, produced by KVIA, shown on

the jumbotron during the game. Goodwill Industries of El Paso is proud to partner with the Sun Bowl Association!



## KTSM "The More You Know" Expo

Goodwill Industries of El Paso was honored to participate in the 2024 The More You Know Expo presented by KTSM Channel 9. This extremely well-attended event gave Goodwill El Paso staff the opportunity to educate the public as to our mission of provid-

ing training, skills and services to individuals with barriers to employment! Through this event, we were able to meet many El Paso residents and to offer our unique services!



# YWCA Walk a Mile In Her Shoes!

The Gentlemen of Goodwill El Paso were proud to represent Goodwill Industries of El Paso at the 2024 Paso Del Norte YWCA's Walk a Mile in Her Shoes event which highlights a unified effort to stamp out violence against women. This men's march to stand up to domestic violence supports the YWCA El Paso's Sara McKnight Transitional Living Center for survivors of domestic violence

and sexual assault. Goodwill Industries of El Paso is proud to be a Contributing Sponsor of this incredibly impactful event!



# New Store at 700 N. Zaragoza!

In February of 2025, Goodwill Industries of El Paso opened a beautiful new store at 700 N. Zaragoza! This store features incredible inventory and an engaging new appearance and aesthetic which will serve as a model for the rest of the stores in the El Paso market! Congratulations to all who participated in the preparation, staging the opening and operation of this new store!!



# A New Look for Goodwill El Paso Donation Bins!

Goodwill Industries of El Paso...is introducing a new look for our donation bins! This look contains a QR Code for our website as well as contact information and information about our mission so that people know that their treasures and donations go to an excellent cause! This new look also

allows us to differentiate our donation bins from other bins in the El Paso area so that people can be sure of where their donations are going!



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Since its founding in 1948, Goodwill Industries of El Paso has helped individuals with disabilities and vocational disadvantages help themselves. Goodwill Industries of El Paso today continues its original mission as a social service provider, as well as a significant retailer in El Paso and Doña Ana County by providing services to diverse groups of people and equipping them with the training, skills and confidence to begin life on their own through responsibility, independence, and self-sufficiency.

## OUR MISSION

To provide training, skills and services for people with barriers to employment.

## 5150 FAIRBANKS - OUR FEATURED STORE OF THE QUARTER!

Goodwill Industries of El Paso, Inc. is proud to announce that our Fairbanks Thrift Store, located at 5150 Fairbanks is our Featured Store of the Quarter!! This store, serving the Northeast El Paso community, is known for friendly staff whose mission is to provide customers with a great shopping experience. The store is always very presentable and extremely well-stocked which enhances the customer experience! A great store begins with leadership and the leader of the Fairbanks store is Manager Erica Soto. "Erica Soto exemplifies the qualities of a true leader—her unwavering commitment to the mission, her ability to build strong, united teams, and her passion for guiding others towards success. As the store manager at Fairbanks, she inspires excellence in every step, empowering her team to achieve their best," said Vice President for Operations David

Garcia. When asked about the success of her store, Fairbanks Manager Erica Soto said, "I think the first thing is the environment of the store. The people we have right now, no matter whether they are wares or textiles personnel, they help each other. Our mission is to keep our store shelves full because customers are looking for good bargains all the time. Also very important is to appreciate what our team members are doing and to ask for different opinions as well as to allow try new things to make our store the best."

Congratulations to our team at 5150 Fairbanks for the outstanding job you do in

supporting our mission of providing training, skills and services to people with barriers to employment!

