



# Goodwill Industries

of Northeast Iowa, Inc.



2018 ANNUAL REPORT



# Making an **IMPACT** in our Communities

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Dear Friends:

2018 was a record year for Goodwill Industries of Northeast Iowa, Inc. Our efforts to help individuals live more independently through residential support, job training and life skills preparation expanded to new populations throughout our 20 county territory resulting in a significant increase in the number of people served. Between the talents of our 461 team members and our partnerships with other area agencies and businesses, Goodwill was able to help people reach their full potential in more ways than ever before.

Last year, Goodwill increased vocational opportunities by opening a new store in Toledo, Iowa, added new training sites throughout our communities, increased classroom time for skills building, and continued to grow the investment in our teams. We remain ever-grateful to the hundreds of thousands of northeast Iowans that support Goodwill services by donating clothes and household items, shopping in our retail stores or online, partnering with our contracted work department, or hiring a Goodwill program graduate. And while we are excited about the progress we've made, we are even more excited about the opportunities that lie ahead. Our journey in mission growth and enhancement is far from over and we look forward to connecting with more Goodwill friends along the way.

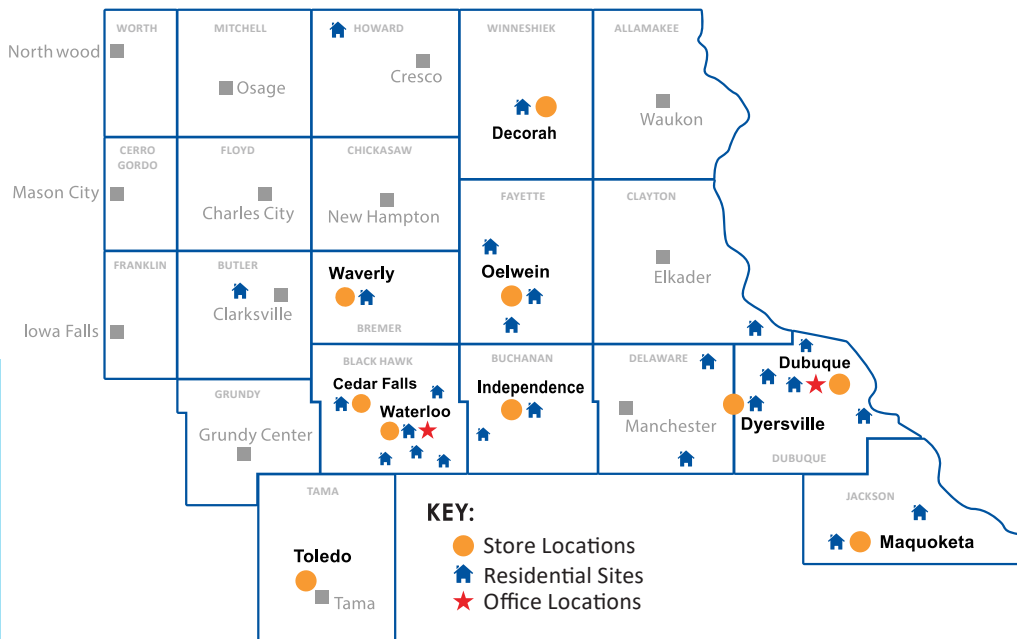
Goodwill's volunteer Board of Directors have set a strategic direction that points to creative expansion prospects, intentional community collaboration, and a focus on our internal opportunities to enhance the team member experience with Goodwill.

Staff, volunteers, families, friends and neighbors of Goodwill Industries of Northeast Iowa, Inc. came together in 2018 to make an IMPACT in the areas of people, planet, and prosperity for our communities. We thank you for your unique contribution to these efforts; we appreciate you!

A handwritten signature in black ink, appearing to read 'Star Rupe'.

**STAR RUPE**  
President / CEO

**We believe that every person has the opportunity to achieve  
his or her fullest potential to participate in and  
contribute to all aspects of life.**



20  
counties  
SERVED

*"Goodwill has made such an impact on my life.  
They've given me a second chance to  
**write my future by providing  
me with opportunities."***

-Lisa P.

# 65

communities supported us  
through **DONATIONS!**

Goodwill Industries of Northeast Iowa Inc. employed  
**461 PEOPLE** and returned **\$11.7 MILLION**  
to the community in benefits and wages.

## **GOODWILL MAKES A SIGNIFICANT IMPACT IN THREE AREAS:**

Residential Services  
Vocational Training  
Retail and Recycling

**PEOPLE**

**PLANET**

**PROSPERITY**

This triple bottom line of

**PEOPLE, PLANET  
and PROSPERITY**

is apparent in all that Goodwill does.



**\$7.5 MILLION GENERATED IN ANNUAL REVENUE**

through the brick-and-mortar and online sales of donated and new goods.

## 10 RETAIL LOCATIONS

Cedar Falls | Waterloo | Dubuque | Waverly | Maquoketa  
Decorah | Independence | Oelwein | Dyersville | Toledo

**2**  
  
**ATTENDED  
DONATION  
CENTERS**

  
**219,000**  
**DONORS**

  
**DONATION DRIVES**  
**244,200** lbs  
**COLLECTED**



1 Online Store and Shipping Center

MORE THAN  
**500,000**  
RETAIL CUSTOMERS



# RECYCLING

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OVER  
**5**  
MILLION  
POUNDS

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Over 5 million pounds of material was kept out of local landfills, creating jobs and putting valuable material in the hands of those who desperately need it in developing nations of the world. Goodwill's retail and recycling efforts have a positive economic impact throughout our communities and worldwide. When you donate to and/or shop at your local Goodwill, you not only help people in your community - you also help protect the planet.

# MISSION SERVICES

The goal of Mission Services is to help individuals increase skills with their daily living activities so they can live as independently as possible. From classroom learning to on-the-job experiences, Goodwill programs help people realize their potential — while earning wages during these learning opportunities. Residential services are designed to help people with disabilities live in their own home or with up to three roommates. Direct service workers provide instruction and support in everything from budgeting to housekeeping for more than 250 people in northeast Iowa.



**752** people were served through our mission services  
**A 62% INCREASE FROM 2017**

Hours of  
Service Provided

**262,428**



# 81

**INDIVIDUALS  
RECEIVED**

# 24

**HOUR CARE**



# 300

**Books Provided**



## **LITERACY PROGRAM**

Developing an interest in reading at an early age can make a huge difference in a child's life. Goodwill's partnership with Cedar Valley Readers and other community organizations, allows us to provide quality childrens books for the Cedar Valley Readers,' Little Free Libraries, Booking Brighter Futures, Reach Out & Read programs and much more. Goodwill also provides cookbooks to the Northeast Iowa Food Bank that are distributed along with pantry items to the food insecure of our community.



# JOBS SKILLS TRAINING EXPANSION

We have partnered with the Northeast Iowa Food Bank to expand our mission through a job skills certification training program that ensures trainees acquire the essential skills needed to obtain a job upon graduation. Goodwill secured a contract with the Clean Environment Products Company as their national fulfillment center for various environmentally-friendly cleaning products. Goodwill workers packaged, processed and shipped the cleaning products.



The Clean  
Environment  
Company



**Special  
Olympics**  
iowa

## For over **40 YEARS**,

Goodwill has sponsored Special Olympic Teams in the Cedar Valley. Our teams participate in numerous sports throughout the year including: bowling, basketball, track and field, swimming, cycling, Winter Games and more. As part of our outreach to the community, we invite athletes of all ages and abilities (who meet Special Olympics Eligibility Requirements) to be part of our Goodwill Team!



**244**  
ATHLETES COMPETED

**321**  
MEDALS / RIBBONS AWARDED

**23**  
OLYMPIC-TYPE  
SPORTS



# OUR INVESTMENT

2018 Financial Statement

## COMMUNITY GAVE TO GOODWILL

Sales (Clothing, Furniture, and Other Items)	8,238,585
Rehabilitation Services	7,551,284
Public Support	16,017
Other Income	20,226
<b>Total</b>	<b>\$15,826,112</b>

## GOODWILL GAVE TO THE COMMUNITY

Wages	\$9,729,732
Payroll Taxes and Benefits	1,969,794
Sub-Total Payroll Expenses	11,699,526
Supplies and Services Purchased	598,811
Telephone and Postage	415,767
Occupancy (Rent, Utilities, Insurance, Etc.)	1,019,185
Advertising and Other Printing	147,315
Transportation	289,467
Specific Assistance to Individuals	25,627
Membership Dues / Misc. /Other	370,490
Sub-Total Other Expenses	2,866,662
Depreciation	504,553
<b>Total</b>	<b>\$15,070,741</b>

# GOODWILL BOARD OF DIRECTORS

## OFFICERS

**KEITH MESCH**  
*Chairperson*

**MITZI TANN**  
*Board Secretary*

**JOHN VAUGHAN**  
*Vice Chairperson*

**JEANNE MILLER**  
*Board Treasurer*

**AMY HOYER**  
*Retired*

**JIM RAATZ**  
*Retired; Retail*

**BRUCE COLEMAN**  
*Retired; SSA*

**JOHN VAUGHAN**  
*Retired; Broker*

**BRYAN BURTON**  
*Boys & Girls Club*

**ELMON TATROE**  
*Retired; Tatroe Electric*

**KEITH MESCH**  
*CFO, Veridian Credit Union*

**SHERI PURDY**  
*Rehab Manager; Mercy One*

**JEANNE MILLER**  
*Community Relations, US Bank*

**MITZI TANN**  
*Human Resources; Bertch Cabinets*

**SUSAN ABERNATHY**  
*General Counsel, Cedar Falls Utilities*

**DUSKY STEELE**  
*Program Coordinator, House of Hope*

**STEFANIE HARTEL**  
*Director, Occupational Health  
Unity Point Health - Allen Hospital*

**THIS IS A VOLUNTEER BOARD OF DIRECTORS. THEY RECEIVE NO COMPENSATION.**

# GOODWILL LEADERSHIP TEAM

## EXECUTIVES

**STEVEN BROWN, CPA**  
*Vice President, Finance / CFO*

**MICHELE PETERS**  
*Vice President, Retail*

**STAR RUPE**  
*President / CEO*

**SHARON SAMEC**  
*Vice President, Human Resources*

**PAULA TEPASKE**  
*Executive Assistant*

**STEVE TISUE**  
*Vice President, Human Services*

**SHAWN ZWEIBOHMER**  
*Vice President, Infrastructure*



# Goodwill Industries of Northeast Iowa, Inc.

2640 Falls Avenue | Waterloo, Iowa 50701

**Visit**[Goodwill.com](http://Goodwill.com)

