



DECEMBER 2019



Digital News, Views & Events

DEAR FRIENDS OF GOODWILL:

It's hard to believe that we are already in our final days of 2019! The pages of this December edition of our newsletter capture just some of the energy, excitement and success our team experienced in the fourth quarter this year.

Education, outreach and positive transitions into the community are the themes that jump out at me as I reflect not only on the last few months, but really, on the entirety of the 2019. We are so grateful for the engagement and support of our customers, donors, staff, volunteers, family and friends of Goodwill. Without each of you, our efforts to remove barriers to independence for people and families would not be the same.

As we look ahead to 2020, our vision becomes even more clear, and we are excited about the opportunities that lie ahead for our organization and the people we are privileged to serve. The Goodwill Board of Directors has recently adopted new agency values, and we are looking forward to being an organization that is constantly driven to fulfill our mission by the guidance of these values. Using our new IMPACT values of **INSPIRING OTHERS**, putting **MISSION FIRST**, making sure to always showcase that **PEOPLE MATTER**, **ALIGNING WITH OUR COMMUNITY**, **CREATING OPPORTUNITY** and **TELLING OUR STORIES**, we know that we have the recipe for success! Our focus for 2020 is on mission growth, enhancing the employment experience and integrating even further into our communities.

THANK YOU FOR BEING PART OF OUR STORY IN 2019 AND FOR JOINING US AS
WE EMBARK ON OUR JOURNEY FOR THE NEW YEAR!

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

STAR RUPE
President / CEO

OUTSTANDING ACHIEVEMENTS

We are proud to announce that the following Goodwill individuals have recently secured community employment following graduation from Goodwill's Occupational Skills training programs. During this eight-week program, participants learn work-ready skills such as fork truck operation, inventory rotation, cooking, customer service and warehouse safety. These students also spend time in a classroom going through "soft skills" training, which includes: problem solving, attendance expectations, workplace appropriateness and much more. Congratulations to these folks on their new jobs!



- Alyce - *Hampton Inn, Dubuque*
- Lance - *Hy-Vee Stores, Waterloo*
- Melody - *McDonald's, Waterloo*
- Chelsea - *Holy Family Schools System, Dubuque*
- Kaitlyn - *St. Joe's pre-school cafeteria, Dubuque*
- Casey - *Inspire Cafe in Dubuque's millwork district*

WHAT AN ACCOMPLISHMENT!

Congratulations to our very own Sonal Patel on receiving the Governor's Volunteer Award at the Gallagher Bluedorn Performing Arts Center on November 24! Sonal was honored with a 20-Year Length of Service award for volunteering at the Iowa State University Extension Black Hawk County Outreach office.

Sonal said it was "wonderful" to receive the award and "when you help people... it makes you feel good!" Sonal has also been part of our Goodwill family for over 20 years!



STAND DOWN TO END HOMELESSNESS

October 24th - Goodwill participated in the 3rd annual Dubuque, Delaware and Jackson counties' Homeless Stand Down event at the Boys & Girls Club in Dubuque. The Stand Down event provided a warm, safe and welcoming environment where individuals were able to meet with a number of community-based organizations that provide services to remove the obstacles and barriers that keep people homeless. Goodwill provided resources and services to 98 people that are homeless, or at risk of being homeless; this included 34 homeless veterans. ALL veterans and individuals who do not have a permanent or stable residence were invited to attend.



GET THE PICTURE?

BIGGER PICTURE DAY

Tuesday, November 12th - Another great group participated in our fourth quarter 'Bigger Picture Day'. Goodwill team members from all over Northeast Iowa had an opportunity to learn more about the many facets of their organization, meet new friends and make a number of meaningful connections. The half-day collaborative session encompasses a series of presentations, activities and discussions designed to introduce and educate employees on the overall operation, mission and values of Goodwill.



44 YEARS OF SERVICE!

October 4th - James Barnes retired after 44 years of employment with Goodwill Industries of Northeast, Iowa! James has been valued Goodwill employee and a familiar face at our retail store in Cedar Falls for many years. He will be greatly missed by the staff and store customers. We all extend our best wishes for a happy retirement!



UNITED WAY DAY OF CARING

OUR MISSION AT WORK

September 11 - As part of Waverly's United Way Day of Caring, Michele Peters, Vice President Retail, and Paula TePaske, Executive Assistant, helped Shell Rock grade schoolers make creative playdough crafts at the Benny Gambaiani Public Library! "We had a blast volunteering and it was amazing to hear the youngsters talk about and demonstrate teamwork!"



UNITED WAY DAY OF CARING E-CYCLING EVENT

September 11, 2019

9:00 AM - 8:00 PM

Drop off your computers & computer accessories,
cell phones, tablets & printers.
(No TVs please)



Goodwill Industries
of Northeast Iowa, Inc.
400 Technology Place, Waverly



Our Goodwill store in Waverly also hosted an E-Cycling Awareness Event. Did you know that all of our Goodwill locations accept computers & accessories, cell phones, tablets, and printers EVERY DAY to help reduce the amount of e-waste going into our landfills?

YOU CAN CHANGE A LIFE!

YOUR SMALL CHANGE MAKES A BIG IMPACT

When shopping at any of our 10 Goodwill stores throughout northeast Iowa, customers have the option to round up their purchases to the nearest dollar to make a donation to a local charity. It may not seem like a lot, but this small change goes directly back to the communities where we live and work and makes a big IMPACT on the lives of others.

Each month, a different charity in northeast Iowa receives the generous proceeds from Goodwill's Round-Up to nearest dollar program! Through October, our retail stores have collected a total of over \$17,174 in donations!

- **August - Northeast Iowa Food Bank received \$2,493**

Northeast Iowa Food Bank serves an average of 118,600 people per month, and distributed 24.8 million pounds or 20.6 million meals last year!

- **September - Maquoketa Community Cupboard received \$2,309**

The Maquoketa Community Cupboard serves 135 families (374 individuals) weekly, and 540 families (1,496 individuals) monthly.

- **October - Rural Community Food Pantry & Angel Tree Program in Dyersville received \$2,072**

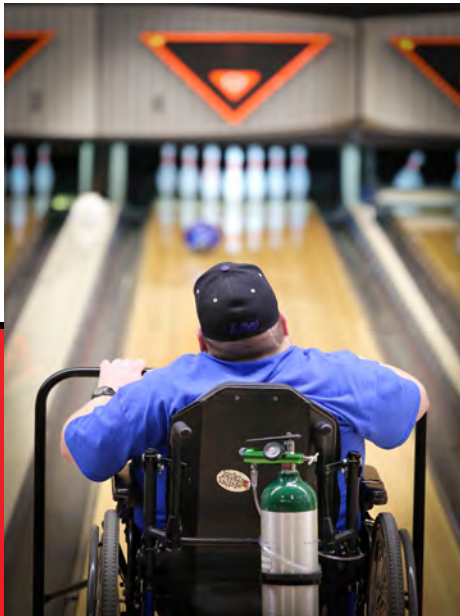
The Rural Community Food Pantry & Angel Tree Program provides food and gifts to nearly 5,000 people annually in the Western Dubuque area. Their Angel Tree Program will provide Christmas gifts to over 400 needy children!



*Goodwill is using your **SMALL CHANGE** donations to make a **BIG IMPACT** in our communities.*

Digital News, Views & Events

LET THE GAMES BEGIN!



October 5th - Team Goodwill Special Olympics was represented by 66 bowlers who competed in the Special Olympics Iowa Area Bowling Tournament at Maple Lanes in Waterloo.

Out of the 66 bowlers who competed, 21 bowlers earned blue ribbons and moved on to compete at the Special Olympics Iowa State Bowling Tournament on Saturday, November 23rd at Westdale Bowling Center in Cedar Rapids.

STATE BOWLING RESULTS!

Gold - 6 | Silver - 3 | Bronze - 7 | 4th - 1 | 5th - 2 | 6th - 1

Again, a huge thank you to Maple Lanes Bowling Center in Waterloo for their continued support of our athletes as they prepare for State Competition.



Mon/Tues, January 13th & 14th

The Special Olympics Iowa Winter Games will be held in Dubuque, events include a parade of athletes and opening ceremonies on the 13th at Grand Harbor Resort, competition in alpine and cross country skiing at Sundown Ski Resort, figure and speed skating at the Mystic Community Ice Center, and snow shoeing at Albrecht Acres. The entire schedule of events can be found at www.soiowa.org.



Saturday, February 8th

East Central Iowa Conference Team Basketball Competition will take place at Cedar Rapids Jefferson High School, Saturday February 8th from 9AM to 4PM. Team Goodwill will be represented by 4 teams, with one team competing in a 5 on 5 full-court tournament, and the other athletes playing 3 on 3.



Saturday, February 15th

Special Olympics N.E. Iowa Basketball Skills Competition at the UNI WRC from 9:45AM to noon.



Sunday, March 8th

Special Olympics N.E. Iowa Spring Games will be held at the UNI-Dome and WRC (Aquatics) beginning at 10:45AM with a parade of athletes and opening ceremonies, followed by competition in track and field and aquatics. Competition runs until 4:30PM.



Saturday, March 14th

Special Olympics Iowa Mid-Winter Games (Basketball Skills and Team Basketball), will be held at the University of Iowa and local schools in Iowa City. Competitors at these games advanced from local competitions.



GOOD FRIENDS, GOOD FOOD, GOOD TIMES!



OCTOBER 10

Fall Pizza Party at Mables' Pizza in Decorah.

NOVEMBER 12

Annual Goodwill Thanksgiving Dinner in Waterloo. Over 185 people were served by Goodwill staff, volunteers and family members.

NOVEMBER 18

Oelwein Thanksgiving meal was a great success!

DECEMBER 17

Dubuque Christmas Party and Dance at the Hotel Julien.

DECEMBER 19

Waterloo Christmas Party & Karaoke Sing-along.



THANK YOU ALL!

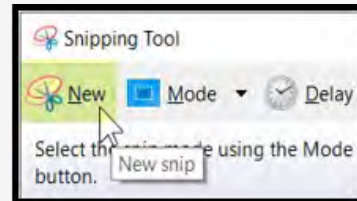
A huge shout out to our dedicated Goodwill staff, family, and friends, for coordinating and serving our consumers and their families at these special events. Events like these are funded by the many local residents who have donated gently used items to us this year. None of this is possible without YOU. Thank you very much!

DO YOU NEED TO CAPTURE PART OF YOUR SCREEN?



1. Select the **Start** button, type **Snipping Tool** in the search box and then select Snipping Tool from the list of results.

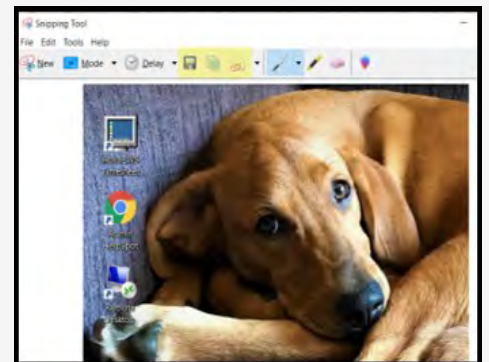
2. Click on **New**



3. The screen will fade and your cursor will turn into a +. **Position the + to start at the top left** of what you want to capture, then **click and drag it to highlight what you want to copy.**

4. It will then display your snipped selection in the Snipping Tool program.

5. Within the program, you can **save, email, copy, highlight or draw on the Screenshot.**



Did you know that you can shop on Amazon with the added benefit of selecting Goodwill Industries of Northeast Iowa, Inc. as your charity of choice?

AmazonSmile is the same Amazon you know. Same products, same prices, same service. When users shop on AmazonSmile, the AmazonSmile Foundation contributes 0.5 percent of eligible purchases to the charity of your choice; this additional perk is a great way to donate effortlessly!

**LOG ON TO [SMILE.AMAZON.COM](https://smile.amazon.com) AND SUPPORT
GOODWILL INDUSTRIES OF NORTHEAST IOWA, INC. EVERY TIME YOU SHOP!**



\$2.00

SNOW DAY SALE!

If school is cancelled all day due
to weather, we honor our customers with a
\$2.00 SALE FOR THE ENTIRE DAY!

DECEMBER 1, 2019 - MARCH 31, 2020

Watch and listen for announcements
and please travel safely!

**Excludes furniture, new goods, Pop-Up Holiday
Store & Outlet Store purchases.*



VisitGoodwill.com





My Journey Through Goodwill's Senior Leader Program - December 2019

By Shawn Zweibohmer

As you may recall from my previous articles, Goodwill Industries International offers an excellent opportunity to develop higher-level leadership skills required for performance excellence through the Senior Leader Program (SLP). This program is a fast-paced, intensive six-month learning experience that provides opportunities to enhance organizational and team work skills. The SLP program is a blend of classroom, online and applied learning. Since my last update, I can proudly say that I am a graduate of GII's Senior Leader Program Cohort XXII! Over the last six months, I have enjoyed a series of weekly "virtual" meetings with my project team; monthly leadership-coaching with peers and an advisor; provided formal project updates; completion of a mid-term self-reflection paper; formal Capstone presentation, and a final reflection paper, to name a few! This month, I want to share with you more about my journey, and what next – after all, the "formal" part of the journey has ended; but, the real excitement is just beginning! I felt really good about the direction my SLP journey was headed as I boarded the plane to Washington D.C. in mid-October and Week 2 of my in-residence!

My Capstone project team polished our presentation on Professional Development/Micro Learning, and looked forward to Tuesday's presentation day! If you recall, the team has 30 minutes to present our findings to a panel of CEOs. The presentation is followed by a 60-minute question and answer session. We are then critiqued by the panel in a private session with the CEOs. My comfort level with our project would be tested during the feedback from the panel – we flat out missed a lot of things in our research, and did not present a compelling argument! As such, the panel provided the necessary, and deserved, constructive feedback letting us know we needed to do better. Thankfully, my leadership journey through SLP allowed me to take the feedback knowing it was given to better each of us. SLP allowed me to know the feedback should push me to an even higher place in becoming a leader, and it has! Boy, has it! I had enjoyed so many self-discoveries over the past 6 months, and it only felt like these discoveries were continually opening door after door for me.



I had suddenly found myself approaching my responsibilities as a leader with a completely new lens! I was finally transforming into the leader the organization, and my team, needed and wanted me to be! I was becoming a leader and not a doer! I was going to have a tremendous IMPACT on those we serve! I was able to realize the humility of knowing many people were taking a chance on me because they saw something good; it was finally time for me to become the leader they saw in me so long ago! I will close this month by sharing my leadership legacy statement:

"As a leader, I want to instill trust; be flexible; contribute to the growth of others; be empathetic; take ownership in, and communicate, my vision to others; foster teamwork; never stop learning; and let my actions be a role model for others to follow!"

I have had the distinct honor of having been chosen to represent Goodwill Industries of Northeast Iowa in the Senior Leader Program! I am extremely thankful to have been a part of this SLP journey, and excited for others to witness my leadership growth! I have to thank Star Rupe for this investment in my development to better the organization. In addition, I thank my team for the patience and understanding as I juggled this added work, and everyone that encouraged, and supported, me along the journey. If you have any questions, please do reach out to me – I would love to share more of the story with you!

HAPPY HOLIDAYS!

HALLOWEEN CAME ALIVE!



During the last week of October, the Goodwill executive team dressed up as the Addams Family and visited all 10 of our retail stores to deliver faBOOlous treats and spread the word that Goodwill is THE place to find and build unique costume creations. With 82 percent of the U.S. population living within 10 miles of a Goodwill store, Goodwill is a treasure trove and the #1 Halloween destination for costume shoppers.

12 DAYS OF CHRISTMAS SWEATERS



We were excited to partner with KWWL - TV and provide festive holiday sweaters for their news team to wear during their 12 Sweaters of Christmas promotion. The sweaters were featured on daily Facebook posts and television commercials leading up to Christmas day. Each post featured this message, "You can find sweaters like these and much more at your local Goodwill Store! Plus, you'll be helping people find jobs, grow their careers, and change their lives! KWWL Cares"

Thank you KWWL for supporting our mission!

LAUNCH OF THE OUTLET & HOLIDAY STORES

GRAND OPENINGS!

October 1- Goodwill announced the grand opening of 2 new concept stores at our Falls Avenue location in Waterloo. The Goodwill Outlet provides shoppers with a “last chance” opportunity to purchase material by the pound at a great discount. The Goodwill Pop-Up Holiday Store is a temporary store that features new goods and specialty holiday items that were generously donated by a closing retailer this past year.



2620 FALLS AVENUE, WATERLOO
OPEN TUESDAY - THURSDAY, 11AM - 6PM

How is the outlet different from other Goodwill® retail stores? *YOU PAY BY THE POUND!* That's right... fill up your cart and pay by the pound. It's extreme thrifting and it's fun! You never know what you may find... just load a cart full of the items you want, weigh the cart and pay by the pound. Anyone who likes a bargain will love the outlet.



2640 FALLS AVENUE, WATERLOO
OPEN TUESDAY - SATURDAY, 11AM - 6PM
FINAL DAY: DECEMBER 31, 2019

Goodwill®'s Pop-up Holiday Store is the place to go for holiday decor and gifts...all at ***UNBEATABLE PRICES!*** From seasonal decorations to Christmas collectibles... you'll find it all at the Goodwill® Holiday Store.

These additions to our retail business line have enabled us to maximize the value of your donations for the growth of our mission service programs!