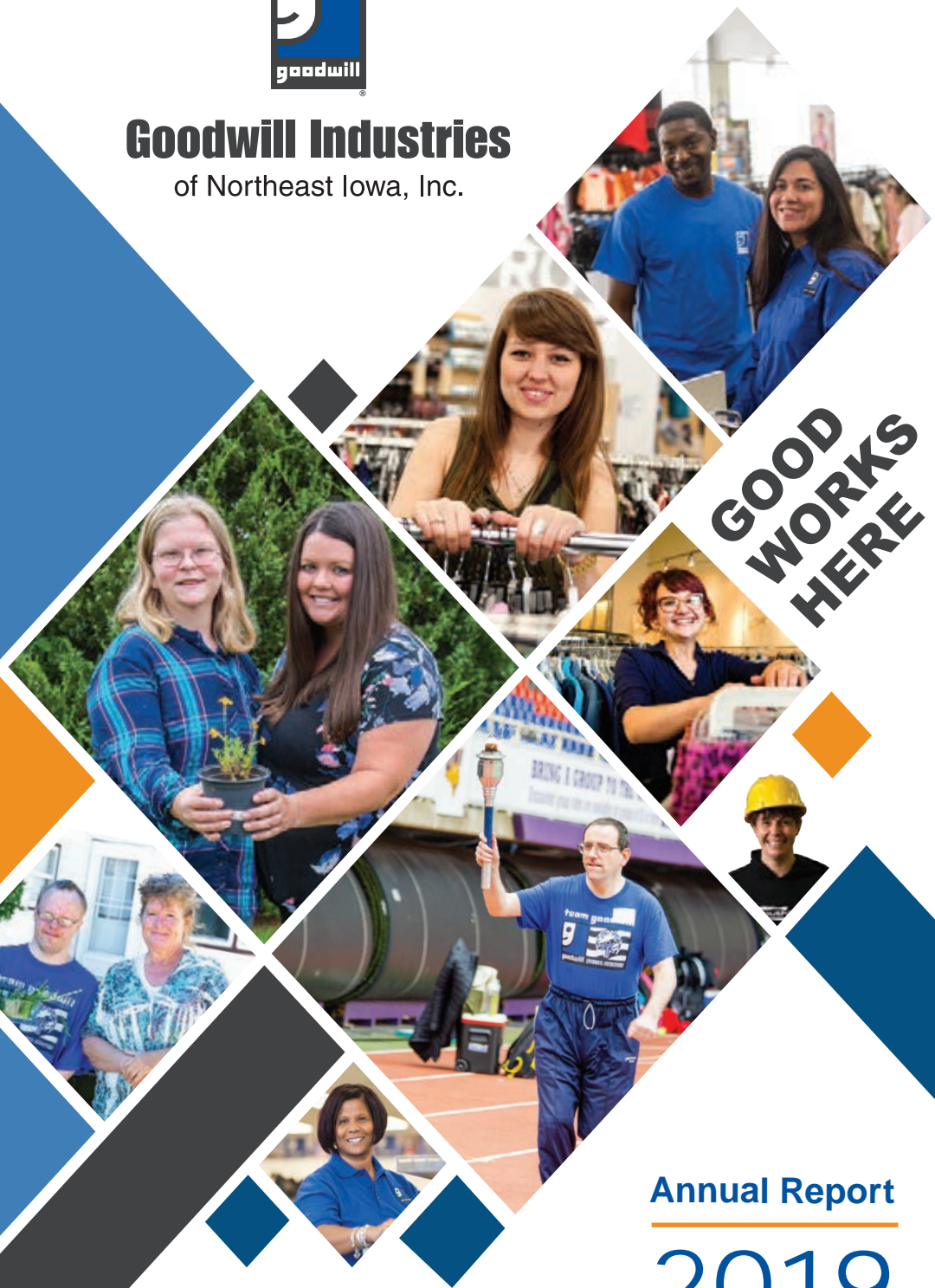




# Goodwill Industries

of Northeast Iowa, Inc.

**GOOD  
WORKS  
HERE**



**Annual Report**

**2019**



## Making an **IMPACT** in our Communities

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Dear Friends:

As I reflect upon the growth and accomplishments of 2019, it is clear that Goodwill Industries of Northeast Iowa, Inc. continued to “live its mission” by providing programs and services to over 1,700

people throughout our 20 county territory. We provided new opportunities for individuals to live more independently through our residential support services, job training, and life skills preparation, which resulted in a substantial increase in the number of people served. We established new partnerships and built on existing ones to enhance and expand the services and programs we offer to individuals and families who are working toward a better life.

Because of the hard work and dedication of our team, partners, and the Goodwill Board of Directors, I am proud of the impact our organization continues to make through our mission for people and our communities.

As we prepare to meet the challenges of the future, we are ever grateful for our donors and shoppers. Those generous donations and retail store purchases provide the fuel that enables us to offer essential services and employment opportunities throughout northeast Iowa.

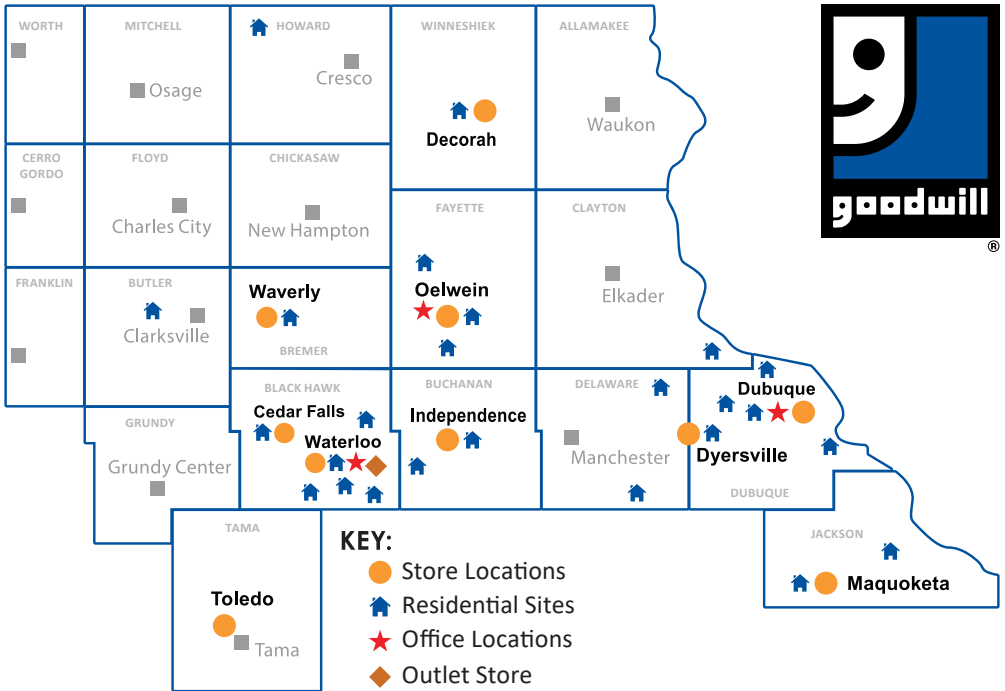
Goodwill Industries of Northeast Iowa, Inc. is proud of our long history of transforming lives in partnership with our local communities, and remains steadfast in our commitment to provide more jobs and supportive services to those in need for generations to come.

Thank you for helping us have an impact in Northeast Iowa!  
Good Works Here!

A stylized, handwritten signature in black ink.

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

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**Goodwill® is an impactful organization focused on our mission, people and community.**

# 65

communities supported us  
through **DONATIONS!**

Goodwill Industries of Northeast Iowa Inc. employed  
**467 PEOPLE** and returned **\$12.4 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.



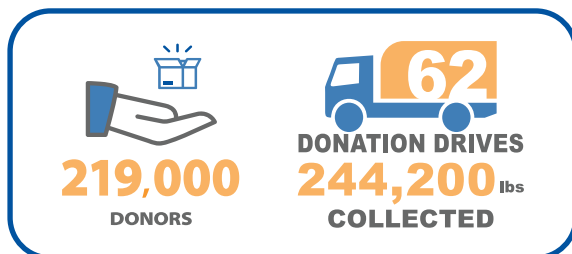
**\$9 MILLION**

**GENERATED IN ANNUAL REVENUE**

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

**11 RETAIL LOCATIONS**

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



**Visit [Goodwill.com/shop](https://www.goodwill.com/shop)**

1 Online Store and Shipping Center

**1 OUTLET STORE**

**1 POP UP! HOLIDAY STORE**

**2**  
ATTENDED  
DONATION  
CENTERS

**MORE THAN**  
**500,000**  
**RETAIL CUSTOMERS**



**RECYCLING**

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**OVER**  
**5.5**  
**MILLION POUNDS**



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Over 5.5 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 right here in Northeast Iowa and throughout the world. When you donate or shop at your local Goodwill, you not only help people in your community - you also help protect the planet.

# MISSION SERVICES

From classroom learning to on-the-job experiences, Goodwill programs help people realize their potential — while earning wages during these learning opportunities. Residential support 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.**

## OUR MISSION:

To help People Overcome Barriers to Independence

Goodwill is a CARF accredited provider of rehab services and our Direct Support Professionals are certified with training in CPR, First Aid, Dependent Adult/Child Abuse Reporting, HIPPA and Certified Residential Medication Management. This service is provided on an hourly or daily basis and can cover 24 hours a day, 7 days a week.



**1726** people were served through our mission services

**A 230% INCREASE FROM 2018**

Hours of  
Service Provided

**259,365**



# 76

**INDIVIDUALS  
RECEIVED**

# 24

**HOUR CARE**



# 1003

**Books Provided**

## **LITERACY PROGRAM**

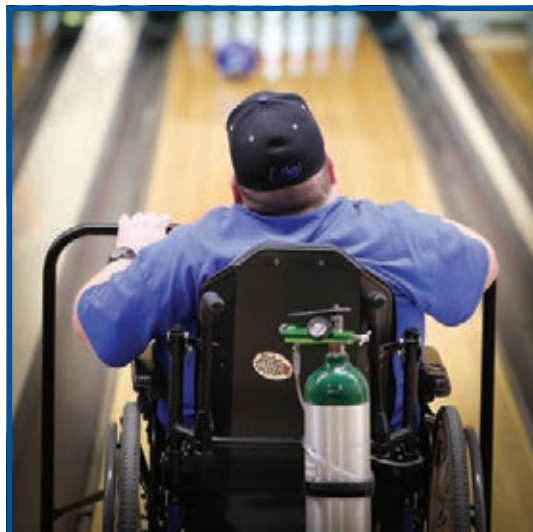
A child's reading skills are important to their success in school and opens doors to all kinds of new worlds for them. Goodwill's partnership with community organizations, allows us to provide quality childrens books for the Cedar Valley Readers,' Little Free Libraries, Booking Brighter Futures, Reach 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.



 **236**  
ATHLETES COMPETED

**314**   
MEDALS / RIBBONS AWARDED

**23**  
OLYMPIC-TYPE  
SPORTS  

  
**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!

# OUR INVESTMENT

2018 Financial Statement

## COMMUNITY GAVE TO GOODWILL®

Sales (Clothing, Furniture, and Other Items)	\$ 9,092,520
Rehabilitation Services	7,702,811
Public Support	11,347
Other Income	37,486
<b>Total</b>	<b>\$ 16,844,164</b>

## GOODWILL® GAVE TO THE COMMUNITY

Wages	\$ 10,373,901
Payroll Taxes and Benefits	2,043,166
Sub-Total Payroll Expenses	12,417,067
Supplies and Services Purchased	753,681
Telephone and Postage	375,132
Occupancy (Rent, Utilities, Insurance, Etc.)	1,055,511
Advertising and Other Printing	76,892
Transportation (Agency Vehicles, Travel, Etc.)	289,467
Specific Assistance to Individuals	28,177
Membership Dues / Misc. /Other	438,898
Sub-Total Other Expenses	3,017,758
Depreciation	528,956
<b>Total</b>	<b>\$ 15,963,781</b>

# GOODWILL® BOARD OF DIRECTORS

## OFFICERS

**KEITH MESCH**  
*Chairperson*

**AMY HOYER**  
*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*

**RACHEL HESSE**  
*Executive Assistant*

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

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

**ANDREW MAUER**  
*Vice President, Marketing*



# Goodwill Industries of Northeast Iowa, Inc.

2640 Falls Avenue | Waterloo, Iowa 50703

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

