



Goodwill Industries

of Northeast Iowa, Inc.

2640 Falls Avenue | Waterloo, Iowa 50703

ANNUAL REPORT 2020



VisitGoodwill.com



Striving and Thriving with **GRATITUDE.**

Dear Friends:

2020 was a year like no other, and when I think about all of the obstacles we faced, I am so grateful for how our Goodwill family and our Board of Directors handled each challenge without losing sight of our mission and the people we serve.

We were all impacted in so many ways when COVID-19 shut down our world. Here at Goodwill, we closely monitored information from local health officials and news reports and developed processes and protocols to reduce the risk of illness, with the health and safety of our employees, donors, customers, and program participants as our top priority.

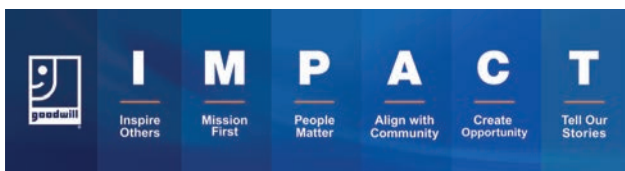
Our response to the pandemic is a point of pride for Goodwill Industries. We remained agile, informed, thoughtful, and diligent throughout the year. The innovations and processes created that enabled us to continue providing our services to each community will lead us to a stronger future moving ahead. Our maxim was: "We are in this together, and through it all, good will come."

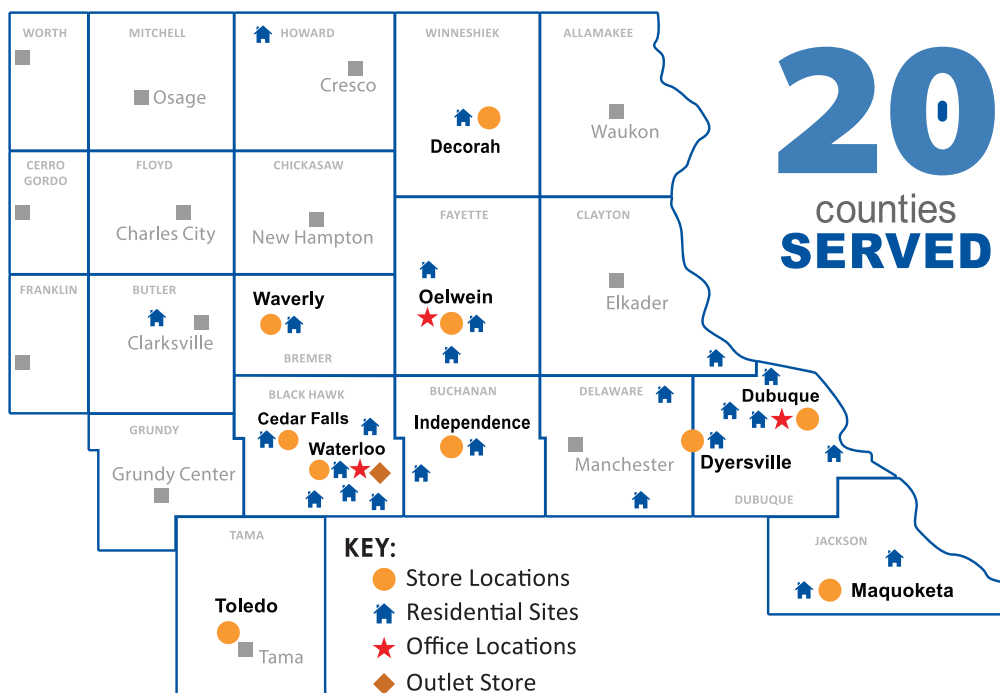
As we move forward, Goodwill will continue to make a significant impact in our local communities in these three areas: residential services, vocational training, and retail and recycling. This triple bottom line of people, prosperity, and planet will be apparent in all that Goodwill does.

I want to personally thank our Goodwill staff, Board of Directors, generous donors and shoppers for your steadfast loyalty and commitment to Goodwill Industries of Northeast Iowa and the people we serve. Together we will continue to strive and thrive with gratitude!



STAR RUPE
President / CEO





65 communities supported us through **DONATIONS!**

Goodwill Industries of Northeast Iowa Inc. employed

444 PEOPLE and returned **\$11.7 MILLION**

to the community in benefits and wages.

**GOOD
WORKS
HERE**

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



Residential Services



Vocational Training



Retail and Recycling



\$7.7 MILLION

GENERATED IN ANNUAL REVENUE

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


10 RETAIL STORE LOCATIONS


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


2
ATTENDED
DONATION
CENTERS

1
Online Store & Shipping Center
VisitGoodwill.com/shop

1
OUTLET STORE


235,683
DONORS


DONATION DRIVES
124,200 lbs
COLLECTED

MORE THAN

396,339

RETAIL CUSTOMERS





RECYCLING

OVER
4



Million Pounds
of Material

was kept out of local
landfills by Goodwill.

**OUR
SALVAGE
& RECYCLING
OPERATIONS
CREATE JOBS
& GENERATE
REVENUE
TO SUPPORT
OUR MISSION.**



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.



975

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 children's 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.

MISSION SERVICES

1378 people were served through our mission services

"Goodwill has a long and successful history of serving people of all abilities. Our mission services are accessible across Northeast Iowa. We provide valuable job skills training and placement of people in jobs that are mutually beneficial to local businesses and the individuals we serve."

**Hours of
Service Provided**

259,365

Goodwill provides a wide range of services such as; supportive community housing services, vocational training and evaluation, respite services and contracted business services throughout Northeast Iowa!



24
HOUR CARE



78
INDIVIDUALS
RECEIVED

Goodwill's supportive housing services help people with disabilities live in their own homes with up to four roommates in 25 houses across Northeast Iowa. Our Community Trainers / Direct Support Professionals support the roommates by providing instruction and guidance in budgeting, cooking, grocery shopping, personal care, problem-solving, navigating bus routes, housekeeping, relationship building and more!

Goodwill has become an essential part of the community and the lives of individuals and families we serve.



GOODWILL BOARD OF DIRECTORS

OFFICERS

KEITH MESCH
Chairperson

AMY HOYER
Board Secretary

JOHN VAUGHAN
Vice Chairperson

JEANNE MILLER
Board Treasurer

AMY HOYER
Retired

LORI DAVIS
Bankers Trust

BRUCE COLEMAN
Retired; SSA

JOHN VAUGHAN
Retired; Broker

WILL FROST
Grow Cedar Valley

ELMON TATROE
Retired; Tatroe Electric

KEITH MESCH
CFO, Veridian Credit Union

JAKE BYERS
Community Foundation of NE Iowa

JEANNE MILLER
Community Relations, US Bank

NANCY DUNN
Retired

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

STAR RUPE
President / CEO

STEVEN BROWN, CPA
Vice President, Finance / CFO

MICHELE PETERS
Vice President, Retail & Operations

ANDREW MAUER
Vice President, Marketing

SHARON SAMEC
Vice President, Human Resources

RACHEL HESSE
Executive Assistant

STEVE TISUE
Vice President, Human Services

SHAWN ZWEIBOHMER
Vice President, Infrastructure

OUR INVESTMENT

2020 Financial Statement

COMMUNITY GAVE TO GOODWILL

Sales (Clothing, Furniture, and Other Items)	\$ 7,722,857
Rehabilitation Services	7,569,388
Public Support	22,998
Other Income	47,234
Total	\$ 15,362,477

GOODWILL GAVE TO THE COMMUNITY

Wages	\$ 9,644,971
Payroll Taxes and Benefits	2,142,096
Sub-Total Payroll Expenses	11,787,067
Supplies and Services Purchased	749,635
Telephone and Postage	379,046
Occupancy (Rent, Utilities, Insurance, Etc.)	955,774
Advertising and Other Printing	26,270
Transportation (Agency Vehicles, Travel, Etc.)	200,318
Specific Assistance to Individuals	16,549
Membership Dues / Misc. /Other	386,366
Sub-Total Other Expenses	2,713,958
Depreciation	542,798
Total	\$ 15,043,823