

ANNUAL REPORT



Goodwill Industries 2021

of Northeast Iowa, Inc.



2640 Falls Avenue Waterloo, Iowa 50701 | Visit [Goodwill.com](https://www.Goodwill.com)



When people who face challenges are empowered, their communities are strengthened, too!

Dear Friends of Goodwill:

It felt great to begin the process of healing and reemerging from isolation brought on by COVID-19 in 2020. While we are a long way from the old “normal,” 2021 allowed us to begin to see the opportunities created by a new “normal”. Goodwill Industries of Northeast Iowa, Inc remained committed to its unwavering service to people and community. It’s true that we must remain agile and innovative in a constantly changing world; However, Goodwill’s devotion to our mission of “helping people remove barriers to independence” is not.

In this Annual Report, you will learn how Goodwill Industries showed up to make an impact across northeast Iowa. Sometimes we partnered with other organizations to get the job done, and sometimes we led the way; but always, we supported programs and endeavors designed to help individuals and families improve their lives and to strengthen their communities.

Our strategic plan for 2021 was focused on investing in and developing Goodwill’s greatest asset: our people. We approached each day with a concerted effort to attract and hire more employees to help serve our communities, to retain the team members that chose to work at Goodwill, and to develop people to their next place in life...whether at work or at home. With 442 employees and their families across 23 counties, this is an impact that comes with an incredible multiplier effect! In these pages, you’ll see some of the great things that have happened as a result of hard work. But there is more hard work to be done.

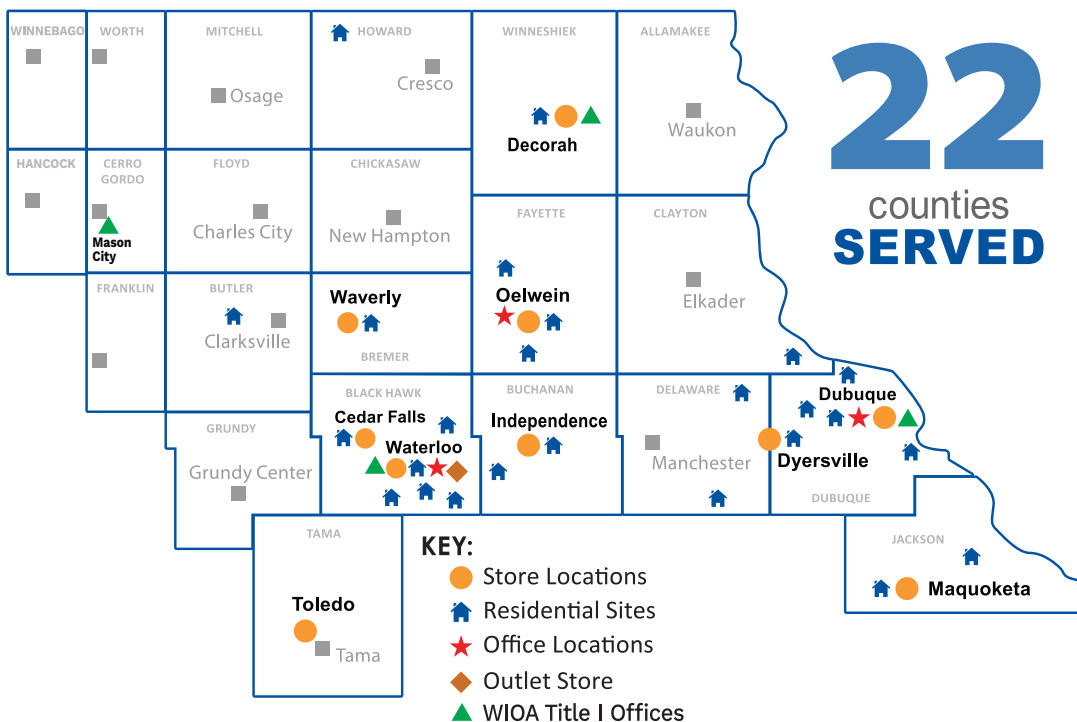
The workforce shortage continues to affect businesses and industries across the country. As we head into 2022, we will continue on our quest to connect the right people to the right jobs and to provide supports outside of work that help people to be successful with the same energy that we expended in 2021.

As we move forward, our IMPACT values will be our guiding light, and we will find new ways to expand the reach of our mission services- to support more people in more ways in northeast Iowa. We are thankful for your support as donors, shoppers, volunteers, cheerleaders, and friends. In all of the ways that you connect with Goodwill, we are thankful for the partnership.

Sincerely,

STAR RUPE
President / CEO





50 communities supported us through **DONATIONS!**

Goodwill Industries of Northeast Iowa Inc. employed

442 PEOPLE and returned **\$17.2 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



\$7.5 Million in Retail Store Value
\$1.1 Million in Online Revenue

\$8.6 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



Online Store & Shipping Center

Visit Goodwill.com/shop

Over 30,000 items sold



**ATTENDED
DONATION
CENTERS**



261,267
DONORS



DONATION DRIVES

497,984

RETAIL STORE CUSTOMERS





Goodwill is a CARF accredited provider of rehabilitation 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 be provided to an individual 24 hours a day, 7 days a week.



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.**

ROUND UP PROGRAM

Goodwill's Round Up Program is a way for shoppers to help enhance our mission in the local communities we serve by providing support to other non-profit organizations. Shoppers are asked to round up their purchases to the nearest dollar, and 100% of the proceeds are donated.

\$22,980.00 was donated to the following non-profits:

- The American Red Cross – Eastern Iowa Chapter
- Independence Area Food Pantry – Independence
- Rural Community Food Pantry – Dyersville
- South Tama Food Pantry – Tama/Toledo
- Saint Stephan's Food Bank – Dubuque
- Oelwein Area Kitchen Cupboard
- Maquoketa Food Cupboard
- Northeast Iowa Food Bank
- Decorah Community Food Pantry
- House of Hope - Waterloo/CF
- Opening Doors - Dubuque
- Camp Courageous Iowa
- Special Olympics Iowa
- Goodwill Good Guide Program



ROUND UP
YOUR PURCHASE

MISSION SERVICES

*"Goodwill has a long and successful history of serving people of all abilities.
Our mission services are accessible across northeast Iowa."*

939 people were served through our mission services

**Hours of
Service Provided**

217,395

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!



78
**INDIVIDUALS
RECEIVED**

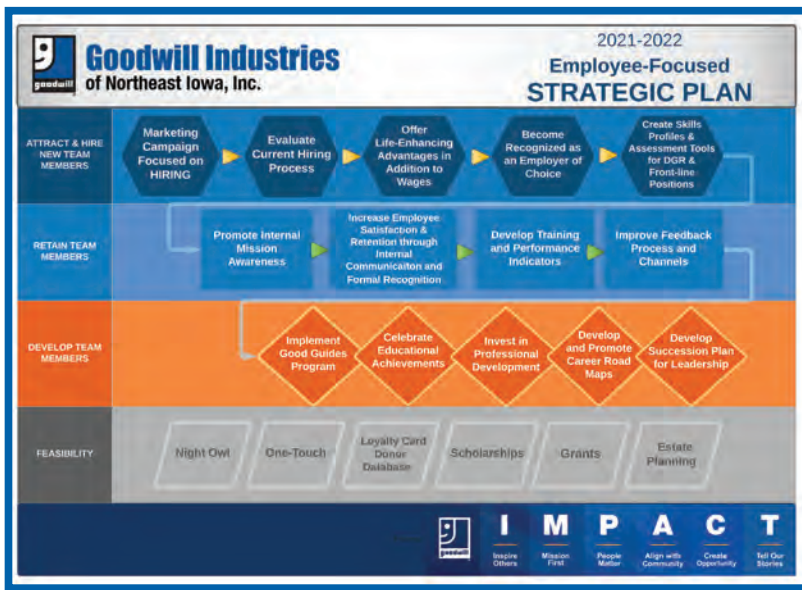


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HOUR CARE

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.**





TRAINING AND DEVELOPMENT

2021 marked the launch of our Employee-Focused Strategic Plan, with all efforts pointed to enhancing the lives of our employees and the individuals we serve while strengthening families and communities.

A critical part of the plan is to invest in the training and professional development of our employees, and the following training programs were implemented:

- **Dementia-Friendly Business Training – Entire Organization**
- **Disabilities Overview Training – Entire Organization**
- **Conflict De-Escalation – Entire Organization**
- **Certified Trainers - Retail Store Team Members**
- **One-Touch Training - Retail Store Team Members**

Goodwill Industries of Northeast Iowa, Inc., was awarded the Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Worker, Youth, and Young Adult Service Program Contracts through IowaWorks.

WIOA is landmark federal legislation designed to strengthen and improve our nation's public workforce system and help get Americans, including youth and those with significant barriers to employment, into high-quality jobs and careers in addition to assisting employers in hiring and retaining skilled workers.

Under the direction of Goodwill Industries of Northeast Iowa, Inc., the IowaWorks WIOA staff works directly with business managers, supervisors, human resources offices, and company owners to determine their individual needs for prospective employees, then develop plans for individuals to acquire the skills and education needed to fill the position.



105
INDIVIDUALS
SERVED

2021 EMPLOYERS OF CHOICE

We were honored to be named one of The Waterloo Courier's 2021 Employers of Choice! Each year the recipients are chosen from many businesses across northeast Iowa based on votes from current employees.

The Employers of Choice Award recognizes organizations who care about quality-of-life issues, encourage strong families, and keep their team members and families at the forefront of their decisions. Award winners are also recognized for providing their employees with opportunities to grow in their jobs, offering regular feedback and recognition.



GOOD GUIDE PROGRAM

Our Good Guide Program was established in June 2021 to assist Goodwill team members in reaching their full potential, both personally and professionally, in the areas of job skills, finance, health, education, or anything else that may be important to the team member.

- The Good Guide is available to all staff from the start of their employment.



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INDIVIDUALS
SERVED

GOODWILL BOARD OF DIRECTORS

THIS IS A VOLUNTEER BOARD OF DIRECTORS. THEY RECEIVE NO COMPENSATION FOR THEIR
TIRELESS GIVING OF TIME AND TALENT.

OFFICERS

JOHN VAUGHAN

Chairperson

AMY HOYER

Board Secretary

JEANNE MILLER

Vice Chairperson

LORIE DAVIS

Board Treasurer

AMY HOYER

Retired

LORIE DAVIS

Bankers Trust

BRUCE COLEMAN

Retired; SSA

JOHN VAUGHAN

Retired; Broker

WILL FROST

Grow Cedar Valley

JOEL FITZGERALD

Waterloo Police Chief

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

ERIC GIDDENS

Iowa State Senator

BRYAN BURTON

Boys and Girls Club

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

2021 Financial Statement

COMMUNITY GAVE TO GOODWILL

Sales (Clothing, Furniture, and Other Items)	\$ 10,094,077
Rehabilitation Services	8,422,586
Public Support	6,384
Other Income	2,314,729
Total	\$ 20,837,776

GOODWILL GAVE TO THE COMMUNITY

Wages	\$ 10,981,166
Payroll Taxes and Benefits	2,323,432
Sub-Total Payroll Expenses	13,304,598
Supplies and Services Purchased	809,767
Telephone and Postage	415,112
Occupancy (Rent, Utilities, Insurance, Etc.)	1,159,770
Advertising and Other Printing	81,502
Transportation (Agency Vehicles, Travel, Etc.)	334,248
Specific Assistance to Individuals	90,559
Membership Dues / Misc. /Other	509,501
Sub-Total Other Expenses	3,400,459
Depreciation	517,824
Total	\$ 17,222,881