

2022 Annual Report



Goodwill Industries
of Northeast Iowa, Inc.

**We Are
Goodwill**



2640 Falls Avenue Waterloo, Iowa 50701
VisitGoodwill.com

Good Works Here!



Dear Friends of Goodwill:

As I reflect on the past year, it brings me immense pride to share our remarkable accomplishments and positive impact as an organization. Our journey has been nothing short of inspiring, and I want to take a moment to celebrate our collective achievements.

Over the past year, our Goodwill family has remained committed to our mission of providing opportunities and removing barriers for people with disabilities and disadvantages. I am thrilled to report that our Mission Services Team has gone above and beyond to create a brighter future for those facing barriers and other challenges. Through their dedication, we have sustained and expanded our outreach programs, ensuring more individuals can access the support and resources they require to thrive.

A heartfelt thank you goes out to our Volunteer Board of Directors for their invaluable guidance and unwavering dedication to our cause. Your wisdom, strategic insights, and commitment to our mission have been instrumental in shaping our success. I must also recognize the extraordinary contributions of our entire staff. Your commitment to living our IMPACT values every day is at the core of our achievements; you are Goodwill.

We are excited about the future and will continue to build bridges and create more opportunities for those in need by deepening our connections with the communities we serve. We will continue to explore innovative ways to minimize waste and make eco-conscious choices in every facet of our operations.

Together, we are making a difference, and I am confident that the future holds even greater promise for us. Thank you for being an integral part of the Goodwill family, and I look forward to our continued journey together.

With gratitude and warm regards,

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

Star Rupe - President /CEO

I

Inspire
Others

M

Mission
First

P

People
Matter

A

Align with
Community

C

Create
Opportunity

T

Tell Our
Stories



50

COMMUNITIES SUPPORTED US THROUGH THEIR GENEROUS DONATIONS



We Employed **473 People** and Returned **\$19.8 Million** to the Community in Benefits and Wages.

OUR MISSION AT WORK



People Served

939

*People were served through
our Mission Services*



78

 Individuals
Recieved

24

 Hour
Care

Goodwill Industries of Northeast Iowa's **Mission Services Team** is a vital support system for people with different abilities living in **25 Residential Houses** across Northeast Iowa. Each of these houses accommodates up to four roommates and receives around the clock care and support from the Mission Services Team's **Direct Support Professionals (DSPs)**.

Our DSPs not only meet the residents' basic needs but also provide valuable training in life skills, helping them become more independent and self-reliant. They plan and take residents on fun outings in the community, promoting social interaction and a sense of belonging. Their dedication and compassion truly make a **positive impact on the lives of the people they serve**.





51 Athletes
Competed

For over 40 years, we've witnessed the incredible growth and success of our **Special Olympics programs**, and it's a source of great pride for us to have played a part in these athletes' remarkable journeys.

**Special
Olympics**
Iowa



Good Guide Program

86 Individuals
Served

Our **Good Guide Program** was established in 2021 and continues to expand its reach by **offering valuable resources** to our **entire staff** to support them in key areas such as **careers, finances, housing, health, goal setting**, and any other areas of personal importance.





Goodwill's Kiwanis Aktion Club in Dubuque, IA, is a dedicated **community service organization** that actively engages individuals with disabilities in volunteer work and community projects. **This inclusive club** fosters personal growth, leadership skills, and a sense of belonging among its members while they work together to make a positive **impact in the community**.



CARF accreditation is a vital part of our commitment to supporting individuals with disabilities. It means that **we consistently meet rigorous quality standards in our programs and services**, ensuring that we provide effective and comprehensive assistance to those who rely on us. Upholding CARF standards reflects our dedication to **empowering and enhancing the lives of the individuals we serve**, and it underscores our ongoing commitment to professionalism and excellence in our work.

We actively participate in our local communities and collaborate with other nonprofits. **Our commitment to Community Engagement** goes beyond mere involvement; we strive to leave a lasting impact on the people in the communities we serve.



TRAINING & DEVELOPMENT



105 Individuals Served

The Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Worker, Youth, and Young Adult Service Program Contracts are programs run by **Goodwill Industries of Northeast Iowa** through **IowaWorks**. WIOA is an important federal law to improve our country's public workforce system. The program focuses on assisting displaced workers and individuals struggling to find jobs, including young people and those facing employment challenges. Its goal is to help them secure good job opportunities and build stable careers. Additionally, the program aids employers in finding and retaining skilled workers.

Our staff on the IowaWorks WIOA Team works closely with business leaders, supervisors, human resources teams, and company owners. They create plans to help individuals learn the skills and get the education they need to find a new job or advance their career.



In 2022, we embarked on the second year of our two-year **Employee-Centric Strategic Plan Initiatives**, directing our full commitment towards improving the well-being of our dedicated staff.

A pivotal aspect of this initiative involves dedicating resources to **enhance the training and professional growth of our employees** through a number of training programs and initiatives, including:

- **Employee Recognition Breakfast**
- **Mental Health First Aid**
- **Bigger Picture Day - An Organizational Overview**
- **Design Your Success Program**
- **Leadership Development Program**

Your Generosity Allowed For

\$10.8 Million

Annual Donated Goods Revenue

\$ 8.2 Million in Retail Store Value

\$ 1.1 Million in Online Revenue

\$ 1.5 Million in Salvage Revenue



10 Retail Store Locations

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

1- OULET STORE - 2 ATTENDED DONATION CENTERS



 **SHOPGOODWILL.COM**
Over **27,000** Items Sold Online



42 Donation Drives

488,116

Retail Store Customers

244,196

Donors



THANK YOU!



S



5.2

MILLION POUNDS OF MATERIAL KEPT OUT OF LOCAL LANDFILLS

Round Up Program



Our Round-Up Program is a way for shoppers to help enhance **Goodwill's Mission in our local communities** 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.**

\$18,234

Was **DONATED** to the following **NONPROFITS**:

- Northeast Iowa Foodbank
- Saint Stephan's Foodbank – Dubuque
- Independence Area Food Pantry
- Maquoketa Food Cupboard
- Rural Community Food Pantry - Dyersville
- Tama/Toledo Food Pantry
- Oelwein Area Kitchen Cupboard
- Decorah Community Food Pantry
- Cedar Valley Angels - Waterloo
- Camp Courageous - Manchester
- Retrieving Freedom - Waverly
- Veteran's Freedom Center- Dubuque
- Cedar Bend Humane Society
- Humane Society of Northeast Iowa
- Dubuque Regional Humane Society
- Jackson County Humane Society
- Boys & Girls Club of Greater Dubuque
- Boys & Girls Clubs of the Cedar Valley
- Goodwill Special Olympics Team
- Goodwill Good Guide Program



Our Mission:

***To Help People Overcome
Barriers to Independence***

Board of Directors

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

JEANNE MILLER *Chair*

AMY HOYER *Vice Chair*

LORIE DAVIS *Treasurer*

BRUCE COLEMAN *Secretary*

- **BRYAN BURTON**
- **JAKE BYERS**
- **BRUCE COLEMAN**
- **LORIE DAVIS**
- **NANCY DUNN**
- **DUSKY STEELE**
- **CHRISTINA GEWEKE**
- **ERIC GIDDENS**
- **AMY HOYER**
- **JEANNE MILLER**
- **BAILEY MOORE**

Goodwill Leadership Team

Star Rupe

President / CEO

Steven Brown

Vice President of Finance / CFO

Andrew Mauer

Vice President of Marketing

Rachel Hesse

Executive Assistant

Shawn Zweibohmer

Vice President of Infrastructure

Crystal Aneweer

Director of Retail

Nancy Harkin

Director of Retail

Sherri Seegers

Director of Mission Services

Margee Woywood

Director of Mission Services

Michele Peters

Vice President of Retail & Operations

Sharon Samec

Vice President of Human Resources

Steve Tissue

Vice President of Mission Services

Jeff Schaefer

Director of Human Resources

Emily Smith

Director of WIOA Title I Program

Valerie Weber

Controller

Alicia Rogers

Director of Training and Development

OUR INVESTMENT

2022 Financial Statement

COMMUNITY GAVE TO GOODWILL

Sales (Clothing, Furniture, and Other Items)	\$ 10,811,299
Rehabilitation Services	9,951,198
Public Support	125,497
Other Income	67,853
Total	\$ 20,955,847

GOODWILL GAVE TO THE COMMUNITY

Wages	\$ 12,454,754
Payroll Taxes and Benefits	2,636,352
Sub-Total Payroll Expenses	15,091,106
Supplies and Services Purchased	1,078,196
Telephone and Postage	436,499
Occupancy (Rent, Utilities, Insurance, Etc.)	1,125,170
Advertising and Other Printing	262,803
Agency Vehicles	155,378
Travel, Etc.	285,647
Specific Assistance to Individuals	338,934
Membership Dues / Misc. /Other	518,206
Sub-Total Other Expenses	4,200,833
Depreciation	551,485
Total	\$ 19,843,424