



# MORE THAN A THRIFT STORE

2018 ANNUAL REPORT



# WELCOME LETTER

In 2018, we asked the community to Rethink Goodwill as we reimagined our future. We took major steps forward through exciting new endeavors and are proud of all that we were able to accomplish during the year.

We expanded our employment programs to three new counties: Story, Marshall and Tama. We saw a need in these counties to provide personalized assistance to individuals with disabilities, helping job seekers get the skills necessary to find and maintain employment in the community while focusing on individual strengths. We are proud that our supported employment program is one of the top performing in Polk County, with Polk County Health Services citing us as the leading provider in placements, with our participants working the most average weekly hours and receiving the highest average hourly wage.

Our Day Services community integration program made an intentional focus on advocacy and helping participants exercise their voice. Through activities such as experiencing how to cast an election ballot, meeting with their local legislators and development of a Participant Council to influence future curriculum, our program

participants are learning that their opinion matters in every aspect of life.

In retail, we looked at new ways to attract customers and unveiled the Styled by Goodwill concept, a curated shopping experience with high-quality items, designer labels, collectibles plus items in line with current home and fashion trends selected from our donated inventory. The first pop up shop kicked off in January 2018 with the dsm Magazine unveiling at our headquarters, and the retail strategy continued to evolve through partnerships with influencers, in-store special events and a pop-up boutique in Valley Junction through the holiday season. We were able to attract new audiences to the quality of products that are available in our stores every day, and we look forward to continuing to pop up in the community.

Our financials in 2018 demonstrate a challenging year. Our expenses exceeded our revenue due to impact from Managed Care Organizations (MCOs) unpaid debts, resulting in \$119,000 written off. On the positive side, we made significant technology investments in 2018 to improve our customer experience, the most critical being

the expansion of our internet bandwidth in our stores. These upfront investments will enable us to provide best-in-class customer service to our customers at our registers. Ultimately, the organization is in good financial health and has strong financial governance in place.

Most important, in 2018, we proved that we are so much more than a store by helping 528 individuals secure employment and serving more than 6,700 Central Iowans. Thank you for helping us accomplish so much. Together, we are changing lives.



**JACKIE NORRIS**  
**PRESIDENT & CEO**  
GOODWILL OF  
CENTRAL IOWA



**SUSAN RATHJEN**  
**BOARD CHAIR**  
BANKERS TRUST





## MAKING STRIDES ANDY'S GOODWILL STORY

Upon graduating from high school, Andy worked with Goodwill's mission team members to secure employment. He was hired as a production assistant at our Urbandale retail store, where he works to clean and organize inventory. With support from his Goodwill job coach, he has made great strides with improving his time management skills and communication with coworkers. Andy recently gained the responsibility of taking and sorting donations at the back of the store. In 2019, he is celebrating six years of employment with Goodwill of Central Iowa.

## HOPE IN UNCERTAINTY BRANDON'S GOODWILL STORY

Brandon came to Goodwill of Central Iowa at a point when uncertainty ruled his life. In 2017, management sold the store he was working at, and Brandon found himself unemployed and scrambling for options. At Goodwill, Brandon received skills training to increase his employability and supported employment to help him find his next step. With his newfound skills and a dedicated team at his back, he applied for and received a job in Goodwill of Central Iowa's warehouse. In 2019, Brandon will celebrate two years of successful employment as a dock assistant.







Caramel Latte	4.19	390	4.19	430
Caffe Mocha	4.19	370	4.19	400
Chai Tea Latte	4.19	290	4.19	290
Madagascar Vanilla Latte	4.19	260	4.19	290
Cappuccino	3.69	130		
Espresso	1.79	5		
Signature Hot Chocolate	3.39	510		
Hot Teas	2.19	0		

--- Cream Cheese Spread Flavors ---	
Plain Cream Cheese (170-180 Cal) or reduced-fat cream cheese	
Plain (25/20 Cal), Garden of Eatin' (20/10 Cal)	
Chive & Onion (30/20 Cal), Honey Mustard (30/140 Cal)	
Bagel Pack (1 bagel with 2 tubes of cream cheese spread)	13.99
Dozen & a Half (18 bagels)	12.99
Baker's Dozen (12 bagels)	9.99
Only 6.99 per 1/2 dozen!	
Half Dozen Bagels	6.29
2 Tubes of Cream Cheese Spread	3.39
1 Tube of Cream Cheese Spread	2.99





# FINDING HIS PURPOSE

## CRAIG'S GOODWILL STORY

Craig used to spend a lot of his time at home, not doing much of anything. He was looking for a purpose in life and struggling to find it. After conversations with his family and supports, he decided a job would be the best thing for it. The only problem was that his only work experience was at his family's food stand at the state fair. With limited experience and a set of barriers to overcome, what was he to do? That's where Goodwill of Central Iowa came into the picture.

Craig was referred to Goodwill's job development program, where he worked with Career Specialist Heather Wittrock to achieve his goal. With Heather, he received resume and application assistance, job search support and interview tips. His enthusiasm and joy quickly won her over.

"He has an infectious smile and laugh," said Heather. "He is kind of like a big kid, and I love working with him."

While Craig was getting job-ready, a

Goodwill of Central Iowa team member was having conversations with a Panera district manager about the positions they offered. Many Panera locations were looking to fill restaurant associate and dedicated custodial positions. They knew individuals with barriers had so much to offer their workforce culture, so they collaborated with Goodwill to create a custodial associate position.

This scenario is a great example of the customized employment that Goodwill can create to provide work opportunities for program participants.

Craig applied for the position with Heather's help, and when he received a job offer, he happily accepted, proud of finally achieving his goal of employment.

Craig was excited about getting his first job. When he found out what his wage was going to be, he said, "You're telling me they want to pay me \$10 dollars a week?!"

His career specialist replied, "No, they want to pay you \$10 dollars an HOUR!" He was astounded.

The job is a perfect fit for Craig. He now has a customized position where he can use the strengths he has to keep the store spotless. Along with this new role came dedicated support from his Goodwill job coach, Karin Carver. She does more than just coach him on how to do the individual tasks. She has worked with him to learn different social cues and tips for interacting with customers, coworkers and managers and has helped him overcome his shyness.

"When he first started here, he was quiet and unsure of himself," said Karin. "Now, he brings a determination to work, and his enthusiasm makes him a joy to work with."

At Panera, Craig has found his sense of purpose. The store is a place where he can feel needed and be productive.

"Craig has been a reliable asset to help out at our cafe," said Panera General Manager Todd Berkey. "He always comes in with a great attitude and a friendly smile on his face."

When you donate and shop at Goodwill, you make stories like Craig's a reality.

# HELPING CENTRAL IOWANS

## SKILLS TRAINING PROGRAMS

### FOOD SERVICE SKILLS TRAINING

- Paid training operated within our Smilin' G Cafe in Johnston and Good Beginnings Cafe in Des Moines.
- Participants learn food preparation, customer service, cash register, safety and sanitation skills.
- Trainees have the opportunity to earn a nationally recognized food handling certification (ServSafe).

### RETAIL SKILLS TRAINING

- Paid, hands-on retail training includes customer service, stocking, inventory, cash register and pricing skills.
- Trainees have the opportunity to earn a nationally recognized retail certification (RISE Up).

### WAREHOUSE, PACKAGING AND LOGISTICS SKILLS TRAINING

- Participants are trained on warehouse and dock operations and e-commerce competencies.
- Paid training includes warehouse equipment usage, shipping and receiving, order fulfillment, assembly and material handling.
- Trainees have the opportunity to earn a nationally recognized logistics credential (MSSC Certified Logistics Associate).

### PROJECT SEARCH


- Paid internship program serving adults with a diagnosed disability in partnership with Hy-Vee.
- Interns receive training in retail sales, food preparation, customer service, inventory and merchandising.

### CREATING EXCELLENCE IN RE-ENTRY

- Paid training opportunity designed to strengthen good work habits and attitudes as participants prepare to re-enter their communities after incarceration.
- Participants explore topics related to work readiness, workforce stability, healthy relationships, emotional intelligence and parenthood.
- Partnership with Evelyn K. Davis Center, Fifth Judicial District, Iowa Employment Solutions and St. Vincent De Paul.

### DIGITAL SKILLS TRAINING

- Participants are trained on digital skills competencies including computer basics, internet use, Microsoft Office, social media and information literacy.
- Participants have the opportunity to earn certifications for G Suite and Microsoft programs.



Goodwill of Central Iowa's Career Connection Centers are free and open to the public. Anyone can walk in for help with resumes, job applications, interview tips and more.

# PREPARE FOR CAREER SUCCESS.

## DAY SERVICES

- Day Services provides structured, community-integrated programming for adults with a diagnosed disability and/or mental illness.
- Trainees develop and maximize independence in areas of self-advocacy, socialization, communication and life skills.

## EMPLOYMENT SERVICES GOODWILL CAREER CONNECTION CENTERS

- Career Connection Centers are located in Des Moines, Johnston and Newton.
- Career connectors provide free one-on-one assistance for job seekers, including resume help, mock interviews, digital literacy training, workshops and hiring events.

## SUPPORTED EMPLOYMENT PROGRAM

- Provides personalized assistance to adults with a diagnosed disability and/or mental illness. The goal of this program is to help participants obtain and maintain employment in the community.
- Goodwill career specialists assist job seekers in finding a job that fits their goals, needs and current skills.
- A job coach may be assigned to work alongside individuals in their new position.

## BUILDING A BETTER LIFE SYLVIE'S GOODWILL STORY

When Sylvie moved to the United States from Cameroon, she spent years struggling to find her footing. A chance encounter with a Goodwill program participant led her to the Johnston Career Connection Center where things started to turn around.

Sylvie received one-on-one job application and resume assistance and engaged in classes that taught her essential soft skills. She also completed Goodwill's Warehouse, Packaging and Logistics Skills Training program. She is now excelling as part of the staff at our Johnston retail store, and when she asks customers to round up the total payment to the nearest dollar to support our mission programming, it's a very personal ask on her part.

"I have lived it. I used that money to pay my bills and to improve my life to where I am currently," said Sylvie. "It's not an obligation to round up, but know that when you do, you never know whose life you're touching."

Through training and employment, Sylvie has found a stability that will allow her to build a better life for herself.



# 2018 BY THE NUMBERS

## STATEMENT OF FINANCIAL POSITION

ASSETS	2018	2017
CASH AND CASH EQUIVALENTS	\$2,912,000	\$3,252,000
ACCOUNTS RECEIVABLE	\$444,000	\$534,000
INVENTORIES	\$1,148,000	\$1,079,000
PREPAID AND OTHER EXPENSES	\$193,000	\$213,000
PROPERTY, PLANT AND EQUIPMENT	\$22,711,000	\$23,469,000
<b>TOTAL ASSETS</b>	<b>\$27,409,000</b>	<b>\$28,547,000</b>
<b>FOUNDATION ASSETS (UNAUDITED)</b>	<b>\$1,994,000</b>	<b>\$2,108,000</b>

LIABILITIES	2018	2017
ACCOUNTS PAYABLE	\$287,000	\$296,000
ACCRUED EXPENSES	\$1,195,000	\$1,049,000
DEFERRED REVENUE	\$0	\$23,000
BONDS AND DEBT PAYABLE	\$9,832,000	\$10,534,000
<b>TOTAL LIABILITIES</b>	<b>\$11,314,000</b>	<b>\$11,901,000</b>
<b>NET ASSETS</b>	<b>\$16,094,000</b>	<b>\$16,646,000</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$27,408,000</b>	<b>\$28,547,000</b>



**16,791**  
AUCTIONS  
SOLD ON  
SHOPGOODWILL

WE RECYCLED  
**272,782**  
POUNDS OF



WE RECEIVED  
**449,738**  
DONATIONS



**1,557,293** PIECES  
COMPLETED BY  
CONTRACT SERVICES

**20.7 MILLION POUNDS**  
OF ITEMS KEPT OUT OF  
LOCAL LANDFILLS

OUR RETAIL STORES  
**PROCESSED**

**1,137,336**  
TRANSACTIONS



**528 INDIVIDUALS WITH BARRIERS** EARNED  
COMMUNITY EMPLOYMENT.

**6,790 INDIVIDUALS WITH BARRIERS** RECEIVED  
SERVICES FROM GOODWILL.



# LEADERSHIP TEAM

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Vice President, Operations

**Katherine Riley Harrington**  
Director of Mission Services

**Eric Prosperi**  
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**Justin Ruegg**  
HR Director



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## CORPORATE DONORS

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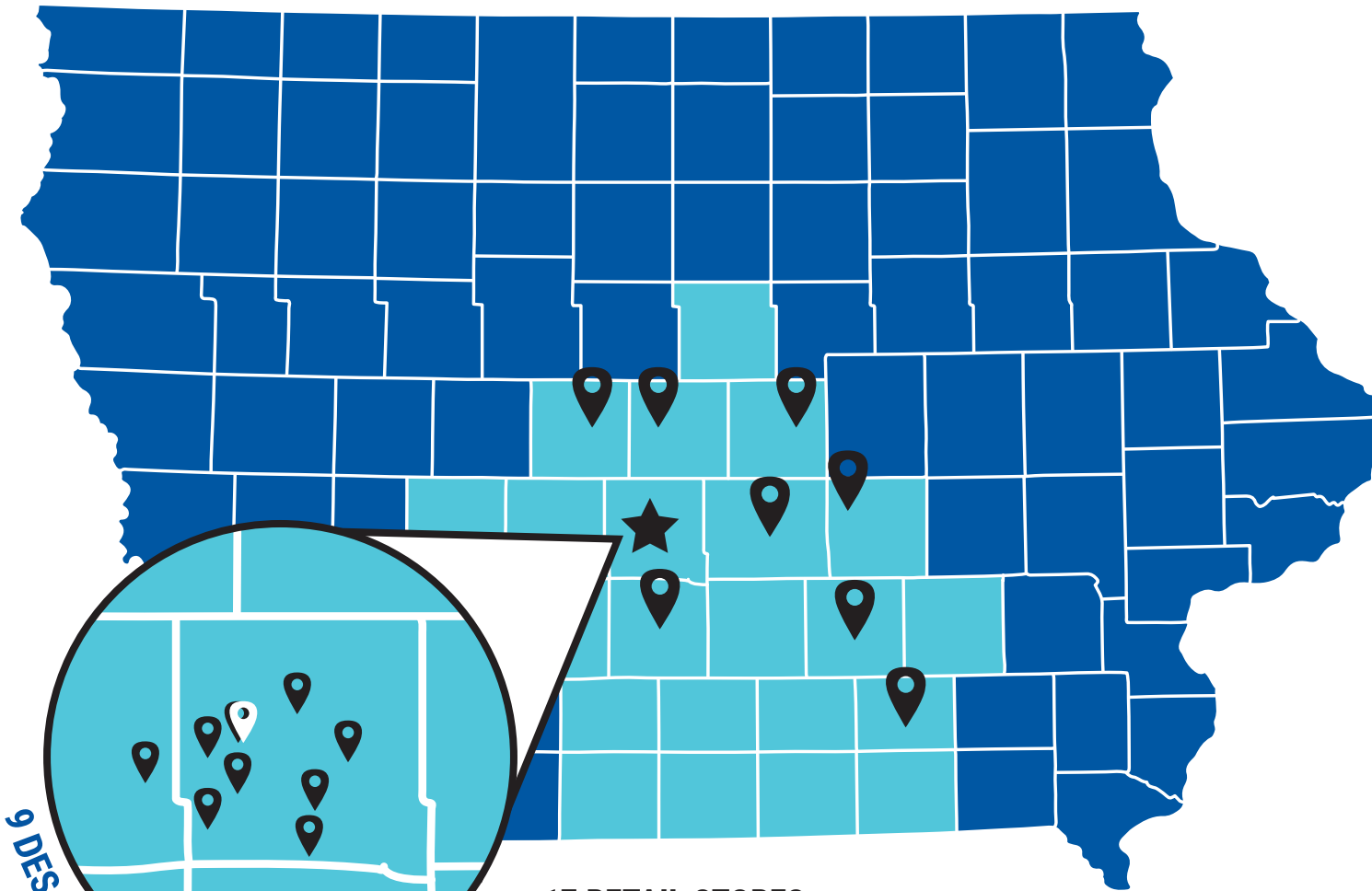
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9 DES MOINES METRO AREA STORES

**17 RETAIL STORES**

- AMES
- ANKENY
- BOONE
- DES MOINES EAST
- DES MOINES SOUTH
- DES MOINES OUTLET

- GRINNELL
- INDIANOLA
- JOHNSTON
- MARSHALLTOWN
- NEWTON
- OSKALOOSA

- OTTUMWA
- URBANDALE
- WAUKEE
- WEST DES MOINES (VALLEY WEST)
- WEST DES MOINES (JORDAN CREEK)

**\$169,308**

**TOTAL DONATIONS FROM ROUNDING UP IN STORES IN 2018**

**\$.83**

**OF EACH REVENUE DOLLAR SUPPORTS OUR MISSION**



**COUNTLESS LIVES CHANGED IN CENTRAL IOWA**

5355 NW 86TH ST  
JOHNSTON, IA 50131



**GOODWILL OF CENTRAL IOWA**

515-265-5323  
WWW.DMGOODWILL.ORG