



Rising

The 2008 Goodwill of the Heartland Annual Report to the Community

Advancing the well-being of people who experience barriers to independence

Store customers totaled 1,155,326: an 8.6% increase



Dear Friend of Goodwill,

2008 gave each of us the gift of challenge. We say it is a gift because it is often through struggles that we find our strength. Many in our area were challenged by floods and destruction. Unemployment is increasing and our economy is waning.

At Goodwill of the Heartland, we continue to rise above all of those challenges and to help our clients address the daily challenges they face. That's why the theme of this annual report is "Rising."

Sometimes, we have to fall before we can rise again. That is what Michael Sampson has done. The former Marine served our country with honor, but depression and alcohol stood in the way to his independence. Read his encouraging story on page 9 and you'll understand how important it is to get back up—every time.

For others, one moment in time can change the course of a life. Julie Nelson knows that. A brain injury suffered in an accident forever altered her career and life plans. Read on page 7 about how Goodwill has helped her navigate her new reality.

The challenges faced by our clients are unique. So were the challenges we rose up to face as an organization in 2008: extreme weather, a change in leadership, and a slowing economy. That's in addition to the countless decisions we make every day to serve our clients, strengthen our organization and enhance our retail operations. Yes, they are challenges, but we have the will to rise up to meet them.

Though last year was one of challenge, it was also successful. We served a record number of clients: 1,372. We created more than 500 jobs for our clients. We employed 325. Those are numbers to be proud of, but we also saw a lot of smiles on the faces of our clients and customers.

We will never be without our challenges. But by being good stewards of our resources, engaging our clients and addressing our community needs, we can go a long way in rising above them. And we couldn't rise up to our challenges without the support of our donors and funders. We thank them for providing a solid foundation for our growth.

Best regards,

Jeff Nock
President & CEO



Dick Schwab
Chair, Board of
Directors

We will never be without our challenges. But by being good stewards of our resources, engaging our clients and addressing our community needs, we can go a long way in rising above them.

over last year

Goodwill rising to the challenge:

Served 18 contracts customers

Completed 73 different contracts

192 clients contributed to the successful completion of those contracts

Contracts rises to new levels

In the past, Goodwill of the Heartland didn't have a way to demonstrate Contracts' capacity to deliver quality goods and service on time, every time. With ISO 9001:2000 certification, customers can now be assured Goodwill's performance will meet their quality expectations.

ISO (International Organization for Standardization) is the world's largest developer of international standards with a network of national standard institutes of more than 150 countries. The certification process, the same many for-profit organizations pursue, was a detailed and rigorous one, lasting two years. The Goodwill team embraced the continual improvement process, which is now implemented throughout the agency.

All the work paid off. When the certification was conferred, Goodwill staff were told that the organization performed better than most by achieving zero non-conformances during the September 2008 audit.

Clients worked 55,646 hours on contract work

100% on-time delivery rating for 980 shipments consisting of more than 4 million parts

Achieved ISO 9001:2000 certification, 1 of 19 Goodwill organizations, out of 168, to earn certification

The ISO 9001:2000 certification provides Goodwill of the Heartland with a means to demonstrate its ability to provide products or services that meet customer and regulatory requirements. Goodwill officially celebrated that accomplishment in November with flag-raising ceremonies at the Cedar Rapids and Iowa City Centers, where contract services are performed.

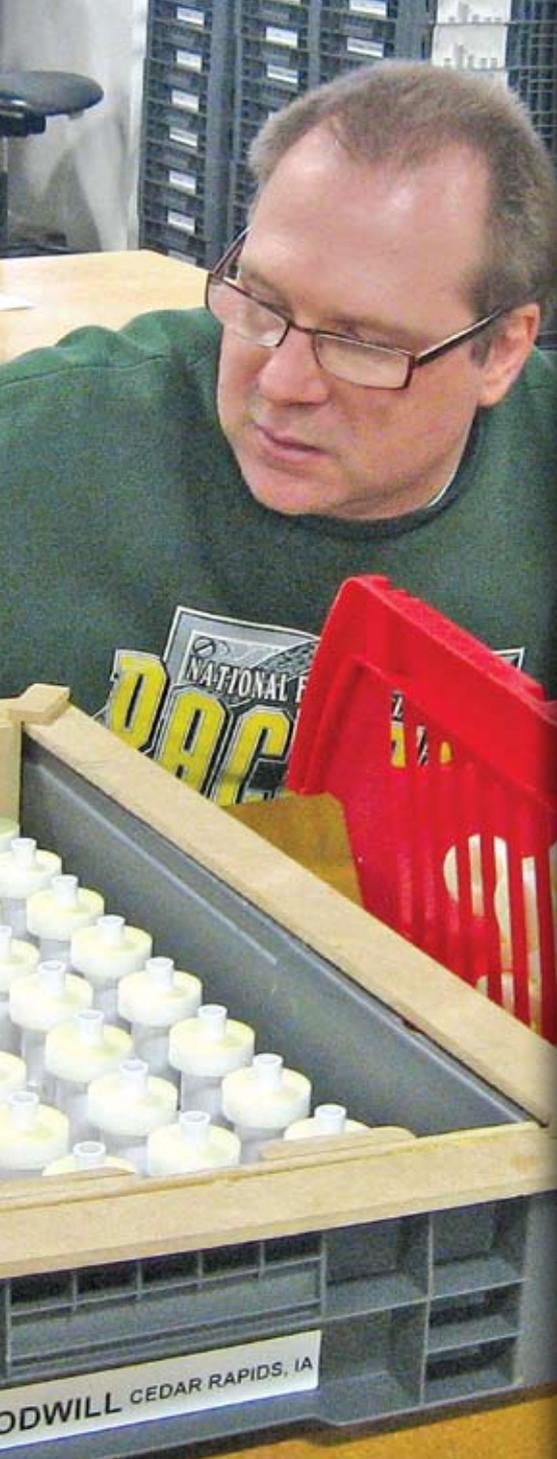
The work performed in Contracts offers income and learning opportunities for our clients. Over the course of the year, 192 trainees worked on tasks for 18 different customers. And 15 of those trainees worked on more than 30 different jobs during the year.

One key statistic highlights Contracts' performance during the year. The team achieved a 100% on-time delivery on 980 shipments consisting of more than 4 million finished products.



“U.S. Corrugated has found Goodwill an innovative and responsive, delivering quality been on time! They are quick to respond projects, often coming up with creative, low-the relationship that we've developed over together with Goodwill

Guy Robertshaw, General Manager,



For Anthony Todd, it's good to be king

Anthony Todd of Marion could be nicknamed the “King of Contracts” at Goodwill of the Heartland. In fact, a few of his work buddies already call him “The King.”

Anthony has earned the moniker because of his work on a diverse roster of jobs in the Contracts area. In 2008 he worked on 45 projects for 11 different Goodwill customers. Anthony's repertoire includes

- packing automotive parts
- assembling large appliance parts
- assembling gift kits
- sorting recycled packaging
- assembling electrical breaker components
- collating water heater instruction sheets
- banding food boxes
- assembling avionics components boxes

Why does Anthony work on so many jobs?

“I can do the different jobs here,” Anthony explained. “I learn them faster than anybody.”

Anthony appreciates what he has learned at Goodwill during the last six years. “Goodwill teaches you more stuff than other places,” he said.

He likes the variety of contract work at Goodwill and the opportunity to “hang out” with his friends at the Cedar Rapids Center. Anthony also understands his role in meeting Goodwill's quality standards for customer satisfaction.

Anthony would like to be considered for a staff position at Goodwill eventually. He continues to work on job skills at Goodwill. Anthony knows that obtaining a staff position will require hard work, modeling appropriate habits and displaying a good attitude.

Over the last year, Anthony has faced a brutal test of his endurance and spirit like many other Cedar Rapids residents. He and his family were displaced in the summer after the Cedar River flooded their home and destroyed many of their possessions.

He missed a significant amount of work in June and July after he temporarily located out of town. Fortunately for Goodwill, Anthony and his family have obtained housing in Cedar Rapids and the King of Contracts is back at work.

d their employees to be
ty work that has always
to opportunities for new
cost solutions. We value
several years of working
on a variety of projects”
U.S. Corrugated, Cedar Rapids



Abby DeDecker finds a perfect fit at Van Meter Industrial

Ask Abby DeDecker of Marion about her job at Van Meter Industrial, and she will share that she is exactly where she wants to be.

More than three years ago, Abby was on a Goodwill work contract, completing office tasks for Van Meter.

Van Meter Industrial in Cedar Rapids is one of America's top 30 electrical and automation distributors. The company is 100 percent employee owned which leads to a sense of pride, commitment, and a closely-knit staff. Van Meter employees treat each other and their customers like family.

Abby liked the environment and work so much at Van Meter that she decided a job at the company would be her ultimate goal. So Goodwill staff set out to help Abby accomplish her goal.

Abby continued her Goodwill contract job at Van Meter—scanning invoices and packing slips and assisting in the marketing department—while attempting to be hired directly by the company. Though she had tried many times, she didn't give up and continued to look for her opportunity to become a member of the Van Meter family.

On November 3, 2008, Abby was asked by her supervisor to attend a meeting to celebrate a new employee. "Could you come with me?" she was asked.

Abby followed her supervisor into a room filled with people, but this celebration was for her. Abby was the new employee, three years to the day after she started working on the Van Meter contract.

After shock subsided came tears of joy. She looked around the room and saw her Van Meter supervisors, her parents who were also crying, friends, her Goodwill counselor, the Van Meter CEO and other Van Meter staff.

Abby's dream job had come true. She officially was a member of the Van Meter family.

Today, Abby glows with Van Meter pride, as she works out of her own pristine office cubicle, and completes a variety of work tasks.

"I am just so glad I worked with Goodwill. They helped me find my dream job," Abby said.

Programs clients, off

Our Programs help people be the best they can be. It is the heart of our mission. Clients' first interaction with Goodwill is with someone in the Programs area when they are referred to Goodwill. Our counselors work with each individual to tailor a set of services to meet that individual's specific goals and needs. Those individual goals come together to paint a picture of the people we serve.

We set records in two key areas. We served 1,372 individuals, an increase of 6 percent over 2007. And we supported 360 individuals on their jobs, also an increase over our 2007 record. During the year, we developed 513 new jobs for our clients.

As mentioned, each client is unique. You'll find some unexpected faces in the group.

We have worked with high school students through Career Connections for several years. Now, we're expanding that service to the eastern part of our territory. We are providing work experience for students in special education classes at Pleasant Valley High School in Bettendorf. Pleasant Valley contracts with Goodwill to provide this valuable service rather than employing its own work experience coordinator.

Another group in our eastern region is growing. Building on our services for veterans, we exceeded our performance targets and earned a third year of funding for our Department of Labor program working with disadvantaged and homeless Veterans. Our retail stores in Davenport, Moline, Rock Island, Bettendorf and Muscatine play a critical role in the success of this program, offering workers practical job experience.

Continued on page 6

serves record number of ers new services



Goodwill rising to the challenge:

Served 1,372 clients—a
record

Created 513 jobs for
clients

Partnered with 23 high
schools to offer students
a transition year to the
world of work

Some of our clients have graduated to become regular full-time staff members while others have transferred the skills and experience gained in the stores to other gainful employment.

In Iowa City, a new service provided opportunities for some current and new clients. Traditionally, we have focused on employment-related skills building, but we also discovered an unmet need for more social skills development opportunities and day programming. So, we opened a new Dayhabilitation program to meet the socialization and recreational needs of people with a wide range of disabilities. Because of its tremendous success, the program offers growth possibilities for our organization and those who need the service.

We continue seeking ways to grow services for clients, and our partnership with Walgreens is just one example. By working together, we offer our clients opportunities to explore careers in retail services. Supported initially with funding from the Staples Foundation for

Learning, the program offers hands-on retail skills training at local Walgreens stores for persons with disabilities.

At the close of 2008, 32 participants had graduated from the program. Nine graduates were offered jobs at Walgreens. Other graduates used the skills gained through the training in jobs at nursing homes, in food service, at other retailers and at Goodwill.

Through it all, we continue to invest in our staff and resources in order to provide the best services to our clients, funders and supporters. By implementing a continuous improvement process we utilize staff input to help enhance the effectiveness and efficiency of our organization. In this era of limited resources, we work daily to maintain our financial viability so we can positively affect as many lives as possible.

Because of the combined efforts of Goodwill staff, our clients, funders, employers and others, many individuals with barriers to independence have been able to advance their quality of life.

Julie Nelson p

A few minutes with Julie Nelson of Cedar Rapids demonstrates that perseverance comes in many sizes.

Julie, a petite blond woman with a genuine and gentle smile, acknowledged how her life changed after she suffered a head injury in an accident five years ago.

The injury interrupted plans to pursue a degree in elementary education and left her to sort out how she could be gainfully employed and contribute to the community. That was a dramatic change for someone with career plans mapped out from an early age.

For years, Julie knew she wanted to work with children as a teacher. At the time of her accident, she was attending Kirkwood Community College and planned to enroll at Mt. Mercy to get her bachelor's degree. Because of the extent of her injuries, Julie had to put her plan to attend Mount Mercy on hold.

A referral from the Iowa Vocational Rehabilitation Services enabled Goodwill staff to work with Julie to determine what she wanted to do with her life.

"I was uncertain of myself after my accident," Julie shared.

It was obvious to staff and to Julie that she still wanted to work with children, even if her injury had handed her a whole "new normal." Working with Goodwill Employment Specialist Kim Burlage, Julie found an opportunity to work with children again. Now, Julie works as a teacher's associate at Children's Corner Child Development Center in Cedar Rapids.

Material donors gave Goodwill 35.6



perseveres

Since Julie is now employed again, she lives in her own apartment, pays her own bills and drives her own car. She graduated from Goodwill job services in November 2008.

Julie receives follow-up assistance from Allison Walker, a Supported Community Living Specialist, to ensure her continued success. Allison and Julie meet weekly to discuss plans that enhance Julie's quality of life. For example, Julie would like a larger apartment and she talks about wanting a different car. Working together, the two women sort out what is possible. Sometimes, their discussions are more emotional, such as coming to grips with the many challenges that Julie has faced.

"Who am I now? What is my purpose in life?" Julie quizzed. "Goodwill staff members have helped me be able to accept where I am at now and to be able to grow so much more."

Gentle prompts from Allison help Julie recall some of her many accomplishments. For example, Julie was right handed prior to her accident. After the accident, she is left handed, so she taught herself how to write again. Of her handwriting, she said with a smile, "It's not beautiful, but it's not chicken scratches."

Those accomplishments continue to pile up. And Julie hopes that an education degree from Mt. Mercy one day is included in that list.



Tina Henderson finds joy, pride in new challenge

Tina Henderson of Cedar Rapids is a valued team member at the Marion Culver's Restaurant after just a few months of employment. That's a pretty major accomplishment since Culver's is Tina's first job outside the home in many years.

Because of a health condition, Tina participated in special education. She worked briefly following high school sorting beverage containers but then made a decision to stay at home and take care of her daughter. And for the past 25 years, the single mother devoted herself to the hard work of raising her daughter. Now that her daughter is grown and married, Tina sought help to obtain a job in the community.

Tina came to Goodwill for guidance. Staff members suggested she contact the Iowa Vocational Rehabilitation Services to see if she qualified for funding for services. That visit set the wheels in motion. She was then referred back to Goodwill for assistance.

Employment Specialist Kelly Murphy worked with Tina in sorting out her interests and skills and exploring possible jobs. Her limited job experience made the task a challenging one. During the job search process, Tina had a brief job experience at an area fast food restaurant, and from that she was able to gain basic skills that ultimately helped her get the food prep job at Culver's Restaurant.

Due to Tina's hard work and critical job coaching, the job evolved as Tina gained experience and confidence. Today, Tina prepares food, collects money from customers, prepares drinks and delivers orders to customers in the dining room.

"I did not know too much when I started here, but I have learned a lot," Tina said. "Coming to work is exciting."

Additionally, Tina has formed friendships at the restaurant. "There are some good people who work here," she said.

Now, Tina has sage advice to offer others starting their careers. "I want people to know that you can do anything if you put your mind to it. Just because you are handicapped, you still can do a lot of things," said Tina.

Retail sales rise; drive opportunities

The Goodwill Store offers so much more than great value on merchandise. In our stores, you can find tools to lift the barriers to independence and people rising to their potential. Some find great bargains and others, a little dignity and warmth.

One of our shoppers got more than just a coat for \$5.64, according to the sister who anonymously wrote to share her gratitude.

“To the person who gave the extra-large down coat to Goodwill, my brother bought your down coat yesterday for \$5.64. He was in town to help me out by house sitting . . . Last winter he did have a coat that was warm enough for December dog walking, but he’s put on some weight since he broke his elbow in Sept., so now he can’t zip it up anymore . . .”

She went on to explain the difficult year that her brother has faced with health issues. She concludes with, “Here’s what I really wanted to say. When my bother took my dogs out in 7 degree weather this morning he looked good—the long tan coat looks like it’s barely been worn. But what’s far more important, he felt like a man who could take care of himself. And that is a marvelous gift.”

Signed by “A loving sister.”

What a reminder of the diverse people we serve! And serving them well is a priority for our Retail team.

In November Goodwill of the Heartland launched a new initiative to train every retail staff member. New employees spend one full week at Heartland University to assure that they have a working knowledge and understanding of procedures before they begin working on the retail sales floor or in the production area.

Heartland University gives employees a chance to hone their skills in a training environment, well before they are under pressure to respond in a real customer situation. Heartland University improves consistency throughout the organization and enhances customer service.

And that service extends well beyond the retail environment. Last summer, weather wreaked havoc on several

areas of our state. Goodwill offered help to many of those communities.

Donors in southeast Iowa were anxious to help fellow Iowans who lost everything when an F-5 tornado struck Parkersburg on May 26. Without prompting, our generous donors gave merchandise to help those in need. Six semi-trailer trucks were filled with merchandise and were shared with our neighbor, Goodwill of Northeast Iowa in Waterloo, to distribute to the residents of Parkersburg.

Then floodwater rolled through many of the communities in our territory. As part of the recovery efforts, Goodwill offered vouchers to flood victims through area partner agencies. Within a matter of days, we made \$25,000 in vouchers available.

Key to being able to offer vouchers and all of the merchandise in our stores is growing our donation base. One way we are able to have such quality offerings is through partnerships. The bi-annual Goodwill Sale with Younkers and BonTon offered a triple benefit for everyone involved: Goodwill gains thousands of pounds of quality donations, Younkers netted customers, and Younkers shoppers earned valuable discounts for cleaning out their closets. In 2008 donors gave 113,178 pounds of goods to Goodwill through the event.

Have you ever thought about what might have happened to those items if they hadn’t come to Goodwill? We diverted more than 21 million pounds of goods from the landfill in 2008. Most of those goods were sold in our retail stores—the ultimate re-use—and other items were sold to recyclers.

So when the Goodwill Guy in our television ads ponders whether we’re a retail store with a social mission or a social mission with a retail store, we can say, “Yes, definitely.”

Goodwill rising to the challenge:

Conducted 1,154,672 in-store transactions

Greeted 538,653 donors

Provided \$77,455.46 in clothing vouchers to individuals in need through territory-wide partnerships

Sold 9,626 items on ShopGoodwill.com

Diverted more than 21 million pounds of goods from area landfills

Employed 432 clients in our stores

Michael Sampson stands tall with retail experience



Sometimes, a person has to fall back more than once in order to rise above the challenges. Michael Sampson has lived and breathed that experience.

Michael Sampson's story showcases how a determined United States Marine Veteran can overcome the challenges before him and regain pride and self-respect in the process.

After working at the Rock Island Arsenal for 20 years, Michael made a life-changing decision and left his job for personal reasons. But he had little success in finding stable, permanent employment. Michael could not understand why he was not able to find a suitable full-time job. He was a dependable and hard-working employee. It was a step back. Compounding the situation, Michael struggled with depression and other minor health issues.

To start getting his life back together, Michael sought food and rent assistance from the Veterans Administration. VA staff recommended Michael get employment assistance and other support from Goodwill.

In August 2007 Michael began working in Goodwill's program for disadvantaged and homeless veterans, which helps vets find employment. He gained job experience at our Rock Island Goodwill Store, working 12 hours each week while searching for permanent employment. A couple of steps forward.

Then a setback. Michael began drinking. With Goodwill staff support and encouragement, Michael made appointments with the Veteran's Affairs outreach clinic. Goodwill staff made sure he kept those appointments.

He began taking additional steps toward success. Michael curbed his drinking and took medications for depression, and he proved himself while working at the Goodwill store. He was offered a part-time temporary position at the store. He continued working hard and eventually was offered a permanent part-time job.

Meanwhile, he began searching for additional work to achieve the self-sufficiency he craved. He had other interviews but soon learned that a full-time store clerk position was opening at the Rock Island Goodwill Store. Michael applied for the job and was hired. A giant leap forward, finally.

Today, it's still a daily struggle, but Michael continues rising up to the challenges in front of him. Michael has proven himself a real asset to the operation. He no longer drinks, he takes his medication regularly, and he is able to pay his rent on time every month. He even was interviewed by Quad Cities area television stations for a story about the veteran's program.

Employers and part

Employers of the Year

Cedar Rapids: Walgreens

The Walgreens corporate website features a tagline that says “Diversity Works Here.” And in the Cedar Rapids and Iowa City area, the company has demonstrated that commitment. The company has worked with Goodwill on a training program at two store locations—one in Cedar Rapids and one in Iowa City—and the company has hired eight Goodwill trainees. The company also has offered workers with disabilities the opportunity complete worksite assessments at the store.

Walgreens has locations in all 50 states and Puerto Rico, and the company is hopeful that the plan to hire workers with disabilities will expand to all states.

Goodwill trainees thrive under the Walgreens model. As one worker explains, “The best parts of my job at Walgreens are the work environment and belonging. Everyone is very nice to me here.”

Community contracts employed 153 clients at an average wage of \$7.34 per hour

Iowa City/Coralville: Iowa City Community School District

Each school day, workers placed by Goodwill help feed hundreds of children in the Iowa City School District (ICCSD). Since 2000, the district has hired at least 16 people through various Goodwill programs.

Diane Duncan-Goldsmith, director of food service, has worked with Goodwill staff to make good job matches and to determine any accommodations to make the match successful. The schools provide supportive and positive working environments for all workers.

The district worked closely with Goodwill during 2008 to ensure three Goodwill clients returned to their roles, two at the Lemme Elementary School and one as a floater in a lead position wherever needed throughout the district.

Though one of the Goodwill-placed team members is unable to read, food service staffers have worked to accommodate those needs. Her colleagues are satisfied with her performance despite the barrier and she is able to maintain her job. For the lead floater, ICCSD staff provided extensive training at each work location and offered an accommodation.

Diane works to ensure that each new employee is offered every chance at success. Without such strong support, these individuals would not thrive.

ners of the year

Muscatine: AllSteel

In 2004, Allsteel in Muscatine partnered with Goodwill to hire workers who clean the interior and exterior of their 15-acre production plant. The relationship has grown and in 2008, Goodwill of the Heartland employed and/or assessed the work skills of 34 people with barriers to independence at the Allsteel plant.

Twenty-five Goodwill clients work at the facility and are integrated throughout AllSteel's various departments and shifts. Goodwill provides two full-time and one part-time job coach to provide support for clients. Goodwill employees are proud to be a part of the Allsteel family, where they are treated with respect and dignity.

Quad Cities/ Clinton: Greystone Manufacturing, LLC

At Greystone Manufacturing, LLC in Bettendorf, Goodwill workers are helping to preserve our environment, one pharmaceutical bottle at a time.

One Goodwill-placed client assists with janitorial work, while others sort plastic pharmaceutical bottles according to size and color, and remove labels from the bottles. Greystone then grinds the bottles into chips and uses to make recycled shipping pallets.

Over approximately two years, Greystone has hired workers from all three of our programs in the Quad Cities—Veterans Program, Career Connections and Employment Services.

Goodwill workers at Greystone are treated with dignity and respect. Staff members go out of their way to make them feel a part of the company family by ensuring they have necessary information and instructions, and that they received the invitation to the company potluck.

The inclusive environment at Greystone has made a difference in many lives by offering opportunity to individuals with barriers to independence.

Contracts Partner of the Year

Whirlpool

Goodwill began its partnership with the Amana division of Whirlpool in 2007 by sub-assembling refrigerator components. To date 129 individuals have worked more than 12,000 hours to meet their production needs. Whirlpool is an exceptional collaborator. The Amana team has invested both their manufacturing expertise and equipment resources into Goodwill's success.

In addition to creating valuable jobs and adding diversity to our training programs, Whirlpool has imparted the use of lean tools and techniques that continue to make our contract operations more efficient, competitive and positioned for mission growth.

Whirlpool's commitment to Goodwill and clients is deeply appreciated.

Financial report

Financial Highlights

In 2008 Goodwill of the Heartland saw its retail and services operations rise to new heights.

On the retail side, the number of store customers increased by 8.6% over 2007 to 1,155,326. Our goods donations grew to feed that demand. Donors contributed more than 35.6 million pounds of items in 2008. That is an average of 66 pounds per donor.

Our customers liked what the donors gave. Retail sales grew by 13.5%. Ten of our 12 stores exceeded \$1 million in sales, including the Clinton store which has only been open since March 2007. Of the stores to achieve this high mark, five have done so for the past three years.

Goodwill Stores not only provide much of the financial support for our programs, they provide training and employment opportunities for clients. Retail stores employed 432 clients.

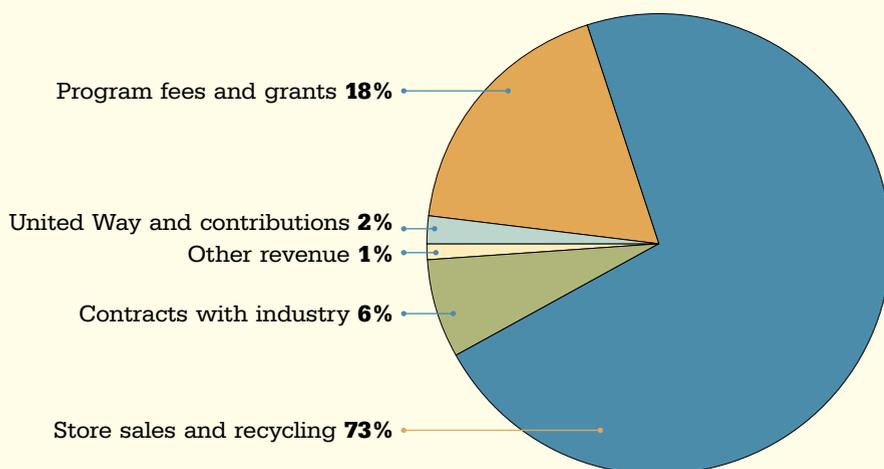
The Programs area also had a record year, serving 1,372 clients, the most ever. Our growth in this area came in the Quad Cities, where we serve a large population of disadvantaged veterans. Additionally, community contracts employed 153 clients with an average wage of \$7.34 per hour. Clients on Goodwill payroll increased by 6% to 825.

Administratively, we continue to manage expenses well. Operating revenue grew by 10% and overall revenue grew by 9%. Overall, our net worth increased by 9.5% to \$5.8 million. Much of that can be attributed to our facilities investments over the last few years. We will continue to purchase our facilities when and where it makes sense. We also continue improving our locations. The Iowa City Center completed a \$900,000 renovation in late 2008.

	2008	2007
Revenue		
United Way and contributions ¹	363,055	444,553
Program fees and grants ²	3,707,047	3,615,082
Store sales and recycling	14,586,275	12,984,423
Contracts with industry	1,315,506	1,176,236
Other revenue	77,027	99,547
Total Revenue	20,048,910	18,319,841
Expenses		
Payroll expenses	13,153,814	12,267,048
Supplies and services purchased	733,615	799,982
Facilities and equipment	3,314,411	3,123,953
Travel and vehicles	949,988	605,707
Depreciation and other expenses	1,396,454	1,321,484
Total Expenses	19,548,282	18,118,174
Change in Net Assets	500,628	201,667

¹Includes capital campaign and other temporarily restricted revenue of \$106,702 for 2008 and \$67,880 for 2007.

²Includes temporarily restricted grant revenue of \$30,000 for 2008 and \$10,000 for 2007.



Balance Sheet

December 31, 2008, with comparative information for 2007

	2008	2007
Assets		
Cash and investments	1,757,797	1,856,081
Accounts receivable	503,552	386,500
Other current assets	560,813	495,139
Property and equipment	8,442,183	7,555,684
Other assets	102,634	156,044
Total Assets	11,366,979	10,449,448

Liabilities and Net Assets

Accounts payable	279,045	322,888
Accrued payroll and benefits	1,065,579	1,017,107
Other current liabilities	299,591	232,257
Long-term debt	3,947,597	3,602,657
Total Liabilities	5,591,812	5,174,909
Net Assets	5,775,167	5,274,539
Total Liabilities and Net Assets	11,366,979	10,449,448

Goodwill rising to the challenge:

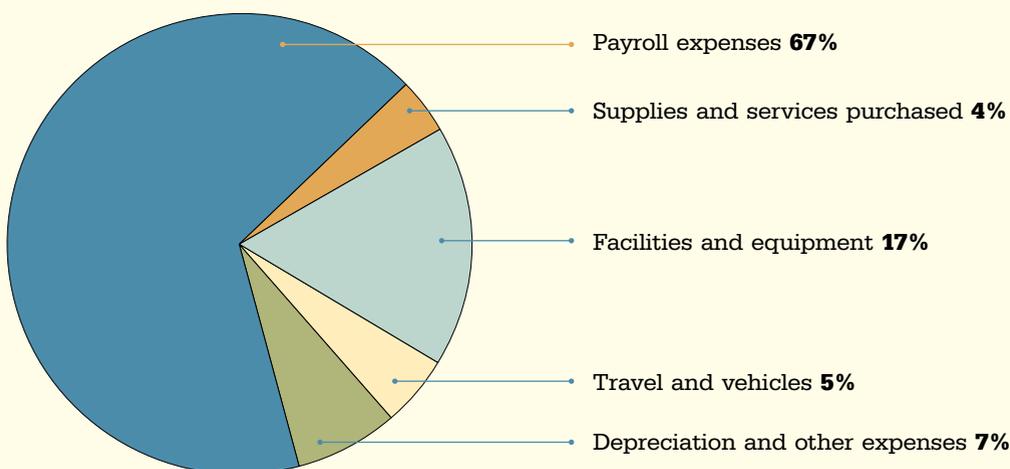
Completed a \$900,000 renovation of the ICC

Net worth increased 9.5% to \$5.8 million

825 clients on Goodwill's payroll, up 6% over 2007

Operating revenue grew 10%, revenue overall by 9%

Clifton Gunderson, LLP, an independent auditor with offices in Cedar Rapids, Iowa, completed the audit of Goodwill's 2008 financial statements. A complete copy of Goodwill's audited financial statements is available upon request.



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Administrative Offices

1410 S. 1st Ave.
Iowa City, IA 52240
319-337-4158

1441 Blairs Ferry Rd. NE
Cedar Rapids, IA 52402
319-393-3434

Employment Services

Professional Arts Building
121 W. Locust St.
Suite 300
Davenport, IA 52803
563-327-0150

1700 S. 1st Ave.
Suite 11A
Iowa City, IA 52240
319-337-4889

2001 Cedar Plaza Dr.
Muscatine, IA 52761
563-263-2826

309 1/2 S. K. Ave.
Suite A
Vinton, IA 52349
319-472-3540

Snackers2 Restaurant

206 E. 2nd St.
Muscatine, IA 52761



Goodwill of the Heartland is accredited by CARF, the rehabilitation accreditation commission, and is a member of United Way of East Central Iowa, United Way of Johnson County and United Way of Muscatine.

Goodwill of the Heartland is an Affirmative Action/Equal Opportunity Employer.

Goodwill Stores and Retail Support

Bettendorf Store
2333 Cumberland Sq. Dr.
Bettendorf, IA 52722

Cedar Rapids East Store
5520 Council St. NE
Cedar Rapids, IA 52402

Cedar Rapids West Store
2000 Scotty Dr. SW
Cedar Rapids, IA 52404

Clinton Store
1015 13th Ave. N
Clinton, IA 52732

Coralville Store
2551 Heartland Pl.
Coralville, IA 52241

Davenport Store
5360 Villa Dr.
Davenport, IA 52806

Iowa City Store
985 Hwy. 6 E.
Iowa City, IA 52240

Marion Store
3202 7th Ave.
Marion, IA 52302

Moline Store
4241 Ave. of the Cities
Moline, IL 61265

Muscatine Store
2001 Cedar Plaza Dr.
Muscatine, IA 52761

Rock Island Store

4664 44th St.
Rock Island, IL 61201

Washington Store

312 E.
Washington St.
Washington, IA 52353

Cedar Rapids Donation Center

802 34th St. SE
Cedar Rapids, IA 52403

Retail Support Center

3825 Liberty Dr.
Iowa City, IA 52240

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