



Dear Friends,

I often get asked about how people can support our mission above and beyond donating goods to our stores. I'd like to share some of those opportunities with you here.

Make a personal financial gift when you receive our

In the Works newsletter in the mail. This newsletter is published twice a year and includes an envelope for your convenience. You can also give online at any time at www.goodwillheartland.org Make your financial gifts go further. Check and see if your employer offers a matching gift program. You can also give financially to one of our endowment funds at the Greater Cedar Rapids Community Foundation. Also remember Goodwill of the Heartland in your estate plans.

Personally sponsor client attendance at The Edgars Annual Achievement Awards and encourage your employer and other business contacts to also support this event. We begin soliciting financial sponsorships early in the year. Next year's event will be Friday, May 3rd at the DoubleTree in downtown Cedar Rapids. Attend The Edgars and bring others with you. This is a great way to share the impact of what we do.

Consider Goodwill Reboot when you or your company are looking to upgrade computers and related technology. We accept these items and refurbish and sell what we can in our Iowa City store. We responsibly recycle what we can't sell in partnership with Dell Reconnect.

Host a donation drive event in your neighborhood or community, at your workplace or church or through your service club or other membership group. Work with us to schedule a tour at one of our sites for your business or other group affiliation, or host a speaker from Goodwill.

Be an advocate for those we serve and challenge others within your professional networks to partner with Goodwill. This can include providing workplace assessments and job training opportunities for Goodwill clients and hiring people with barriers to independence. This can also include contracting with Goodwill for your business needs in light assembly, packaging and inspection work.

Donate in-kind services like roofing, plumbing or electrical work, lawn care, printing or legal or financial services. Volunteer your time helping job seekers at one of our career centers or service sites. Stay connected with us on Facebook and through other social media channels. Share our posts and

your support of Goodwill within your social networks.

Shop our 17 stores and online at www.shopgoodwill.com or www.restitch.com and encourage others to do the same. And of course, donate your personal household goods and clothing. We depend on these donated items to stock our stores and fund our mission. Nearly 70% of our income is generated through our retail operations.

If you have questions or would like more information on any of these opportunities, please feel free to reach out to me personally at 866-466-7881 or pairy@goodwillheartland.org. From all of us at Goodwill of the Heartland, have a joyous holiday season and best wishes for the New Year!

Goodwill Receives Top Workplaces Recognition



Goodwill of the Heartland is on the Iowa list of Top Workplaces for 2018. In September, The Des Moines Register announced a total of 150 companies and organizations that made the cut based solely on surveys about workplace satisfaction completed by their employees. Pat Airy, Goodwill President and CEO said, "The survey shows that Iowa employees put the highest importance on believing that the work they do makes a difference, that their managers care about their workplace success and growth and that their company has a clear and well-articulated vision. We have a lot to be proud of here at Goodwill. We have strong and supportive leadership at all levels and team members that believe in our strategic direction. They are truly passionate about our mission and dedicated to the people we serve."



Goodwill team member Anna Schneider made Smiling G logo cookies to help our Quad Cities office celebrate the Top Workplaces honor.



Halloween Promotions Attract Costume Shoppers, Create Community Awareness

Goodwill is definitely capturing the attention of costume shoppers and increasing its market share in the Halloween sales arena. In addition to continued sales growth, Goodwill also had an exceptional season with Halloween publicity and community engagement. Goodwill sponsored three Halloween events, two in the Quad Cities and one in Cedar Rapids. This was our first year as a sponsor of the iHeartMedia Halloween Costume Walk in Davenport, Iowa and Fright Night at Schwiebert Riverfront Park in Rock Island, Illinois organized by Rock Island Parks and Recreation. These family-friendly events each attracted over 2,000 trick-or-treaters. Goodwill team members were onsite passing out candy, stickers and coupons and also hugs and high fives from our Smiling G mascot.

For the second year in a row, Goodwill sponsored the Haunted Halloween Ball at the DoubleTree in downtown Cedar Rapids. Now in its fourth year, this concert event has grown to be the largest Halloween party in Iowa for adults with attendance topping 1,800. The Pork Tornadoes, an Iowa cover band, headline and organize the event. Goodwill team members participated in the event as judges of the costume contest.



Unlike most zombies, the Monsters of Mayhem seem to attract a crowd wherever they go instead of frightening people away.

Goodwill also welcomed the Monsters of Mayhem dancers to its four Quad Cities area stores on the Saturday before Halloween. This group of women celebrate the Halloween season each year by dressing in zombie costumes and dancing to classic Halloween songs like Thriller and Ghostbusters at venues across the Quad Cities. Group member Michelle Vetter said, "We absolutely love Goodwill. Our whole costume wardrobes are from Goodwill." Vetter added that they see themselves as Goodwill zombie ambassadors.

Mindy Kayser, Vice President of Marketing for Goodwill of the Heartland, said, "The dancers help create awareness of



Our retail team members promoted costume shopping at Goodwill with several TV appearances including a segment on WHBF's Living Local, which airs in the Quad Cities market area.

our stores as a Halloween costume shopping destination, which in turn supports our mission. The weeks leading up to Halloween mark the largest seasonal sales opportunity of the year for our nonprofit organization. The Halloween shopping season is essentially our biggest annual fundraiser."

In addition to these events, Goodwill team members made appearances in the Quad Cities market on KWQC's Paula Sands Live show and WHBF's Living Local promoting the costume possibilities available at Goodwill stores. Also in the Quad Cities viewing area, Goodwill costume shopping was featured on a WQAD Coffee Break segment. In the Cedar Rapids market, Halloween costume finds from Goodwill made the morning news on KGAN/KFXA with a live TV broadcast from one of our stores. Store teams also participated in live radio remote events with WLLR in the Quad Cities and KZIA in Cedar Rapids.

Kayser shared that through all of Goodwill's Halloween promotions and messaging, "We are not only encouraging people to shop Goodwill for their Halloween looks, but to also donate their used costumes to us after Halloween." She said, "Remember that giving to Goodwill supports recycling and sustainability, so why not let someone else enjoy that great costume find when you're done with it?"



Trick-or-treaters at Rock Island's Fright Night enjoyed posing for pictures with our Smiling G mascot.

Program Encourages Young Adults to Consider Manufacturing



Carley Milbrath received paid hands-on training at Goodwill as a participant in the Light Manufacturing Certificate Program. She's pictured here working on a project for Nordstrom Direct, a long-time customer of Goodwill's Contract Services Division.

Goodwill's Light Manufacturing Training (LMT) Program is helping people of all backgrounds, including young adults, to establish a path to gainful employment in the manufacturing field. Established in early 2017, the program provides paid training to people as they build skills to succeed in area manufacturing jobs.

"We started learning that there was a need to help fill the skill gap with individuals that might have an interest in manufacturing, so we worked with business partners to develop training specific to skilling people up and making people aware of careers in manufacturing," Goodwill Production Manager Tom Cavanagh said.

During the program, participants do manufacturing and packing work in Goodwill's Contracts Division for area businesses like Nordstrom, Whirlpool Corporation Amana and Rockwell Collins. They are paid for 200 hours of on-the-job training, receive classroom instruction in soft skills and take courses for credit that they can use to build their resume or to continue their education.

Goodwill is working closely with manufacturing sector partners to help promote opportunities in the manufacturing field to job-seekers. The Advanced Manufacturing Sector Board's Advancing the Future Tours help attract high schoolers to the program by showing them what working at Goodwill's Contract Services site in Cedar Rapids is like. In October, Goodwill hosted tours for

about 100 young people. Goodwill also hosts job shadows for area students at its Cedar Rapids location.

Carley Milbrath, a recent graduate of Kennedy High School, completed the LMT program in August and has since gotten her first job in manufacturing. Her mother and a counselor suggested that the program may be a good opportunity for her. Carley has trouble focusing, but when she got to work with her hands, she felt like it was a great fit. Before being exposed to manufacturing, Carley had held part-time jobs, but didn't know what she would do as a career.

"I needed something bigger and better," Carley said, "So that's why I went to manufacturing, because it pays better and I would be able to afford to live on my own someday."

At the end of the program, Carley's Goodwill Employment Specialist, Karey Hagerman, helped Carley set up an interview at Midwest Metal Products, a metal fabrication company in Cedar Rapids. Shortly after, Midwest Metal Products offered Carley a job opportunity, which she accepted.



Another
Way to Shop
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apparel at:
www.restitch.com

New items
added daily!



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Goodwill
OF THE
Heartland

1410 S First Avenue
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A United Way Agency

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On the cover: Why not spread a little Goodwill this season? Whether you're looking for warm outerwear, a merry holiday sweater or to deck the halls with festive décor, Goodwill has great buys in store. So come join us in celebrating the holidays with savings at Goodwill. You'll also discover amazing finds and incredible value throughout the new year! And remember, your purchases and donations create jobs and other opportunities for people with barriers to independence.

STORES AND DONATION SITES:

- Phone: 866-466-7881
- Bettendorf Store:** 2333 Cumberland Square Drive
- Burlington Store:** 165 W Burlington Avenue
- Cedar Rapids East Store:** 5520 Council Street NE
- Cedar Rapids West Store:** 2000 Scotty Drive SW
- Cedar Rapids South Store:** 2405 Mt Vernon Road SE
- Clinton Store:** 1015 13th Avenue N
- Coralville Store:** 2551 Heartland Place
- Davenport Store:** 5360 Villa Drive
- Fairfield Store:** 2005 W Burlington Avenue
- Geneseo Store:** 465 E Highway 6
- Iowa City Goodwill Reboot:** 445 Highway 6
- Iowa City Store:** 445 Highway 6
- Keokuk Store:** 1226 Main Street
- Marion Store:** 3202 7th Avenue
- Moline Store:** 4805 22nd Avenue
- Muscatine Store:** 2001 Cedar Plaza Drive
- Rock Island Store:** 4664 44th Street
- Washington Store:** 312 E Washington Street



in the
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