

Vegetable Oil Project Moves Forward



Pictured L-R: Jonathan Olson, Plant Director. The selected site for the packaging operation, an existing food grade facility with rail access near the I-80/I-380 interchange in

Jonathan Olson has joined Goodwill as Plant Director for its new vegetable oil packaging operation. Olson has a degree in biology and over 20 years of management experience in the food industry. He also has experience working with soybean oil and start-up projects. Olson is excited to be a part of the Goodwill organization. He said, "We will be making a product used to help people all around the world. In addition, we will be training and developing people to work in the food industry that would normally not be granted this opportunity. I get to help people, help the community and manage an exciting new start-up."

The oil packaging operation is projected to create 40 jobs, both for people with and without disabilities. Goodwill will hire a Quality Director and a Maintenance Manager in early 2020 and begin hiring supervisors, quality technicians, oil receivers, material handlers and production workers soon after. Open positions and descriptions will be posted on www.workatgoodwill.com

Goodwill's Vice President of Operations Jessica Schamberger said, "I'm most excited about creating jobs and watching people learn new skills on our automated line. I have a vision for the future of our packaging business, but it all starts when that initial steel can goes down the line and the first truckload of humanitarian food aid pulls away from our dock."

Miron Construction was contracted to do needed facility improvements with oversight from Power Engineers. Exterior work is expected to be complete yet this year. Interior work will be done by late winter/early spring and will be followed by equipment installation. The goal is to begin packaging by next summer.

For more information, and to donate to this exciting new initiative with local and global impact, please visit www.heartlandgoodwillenterprises.com You can also make a gift using the enclosed envelope. Please specify that your donation is for the vegetable oil project.

Tours Showcase Area Manufacturers



More than 70 people participated in tours at Goodwill including these two students from Harding Middle School in Cedar Rapids.

Goodwill of the Heartland hosted Advancing the Future Tours in partnership with Kirkwood Community College in October. Students interested in manufacturing, as well as the public, were able to tour Goodwill's Contracts operation in Cedar Rapids. People had the chance to see first-hand how Goodwill performs manufacturing and packaging work for area businesses like Nordstrom, Whirlpool Corporation and Rockwell Collins.

Attendees also learned about Goodwill's Light Manufacturing Training Program, which uses a mix of on-the-job and classroom-based training to prepare participants for manufacturing employment. Advancing the Future tours took place over the course of one week at participating manufacturers throughout the Iowa City/Cedar Rapids Corridor.

Goodwill Production Manager Tom Cavanagh said, "These tours are a chance for members of the public and students to be amazed by our local manufacturers and the things that are made here. We also hope to get young people excited about the career opportunities available in manufacturing right here in the corridor." Cavanagh is currently serving as Chair of the Advanced Manufacturing Sector Board.



Goodwill of the Heartland continues to break records with its Halloween sales. The organization has been effective in positioning itself as a one-stop shop for unique and affordable Halloween costumes. Our Halloween Headquarters merchandising and branding initiative launched in 2016. For the fourth straight year, our stores have posted double-digit sales growth. This costume-shopping season, Goodwill saw a 27% increase in sales over the same period in 2018, and we believe we still have room to grow.

New Program Reaches Youth



CAREER AHEAD Program Graduate Francine Pace poses proudly with her certificate of completion.

Goodwill of the Heartland piloted a new summer work experience program for youth in 2019 called CAREER AHEAD. It was targeted to high school students with and without disabilities in the Cedar Rapids, Davenport, Iowa City and Burlington/Mt Pleasant communities. Forty students participated this first year. They explored high demand career paths while learning transferable job skills. They also covered building a resume, interviewing techniques and workplace expectations to help them get a jump start on their future.

Tara Rommel, Employment Specialist at Goodwill, said, "This program is great because it gives kids work exposure to decide what they do and don't like so they better know what employment path to follow." CAREER AHEAD consists of two to three hours of in-class experience three times a week, plus 20 hours of job shadow/internship experience. Goodwill partnered with area businesses to provide job shadows/internships and financial literacy education for the students.

"A lot of employers may not have given these kids a chance at all, if it had not been for this pilot program," said Doug Poston, Coordinator at Goodwill's Moline Helms Career Center.

Students also had the opportunity to work at a Goodwill store, which many are still doing today. Thirteen students gained employment at Goodwill because of this program. Ten are in seasonal positions with Goodwill stores and three are in temporary positions with Goodwill's Contract Services Division. Francine Pace, one of the participants hired at Goodwill, had been looking for a job for two years. She said the program not only helped her find a job, but also showed her what she is capable of doing. "I would totally recommend it," said Pace.

Goodwill's CAREER AHEAD was funded as part of the state's Future Ready Iowa Summer Youth Intern Pilot Program for low-income students at risk of not graduating from high school. Goodwill received \$53,737 for its program. Five projects in all received support in the first funding round with a combined total of \$248,367 in awards.

Check out our new website launching in early January 2020!

www.goodwillheartland.org

Goodwill Helps Team Members THRIVE



Maria Gilbraith was recently promoted to an Assistant Manager position at the Rock Island store. "I never would have thought about trying to move up within the company if it wasn't for the THRIVE program and my Career Navigator making the suggestion and encouraging me," she said.

Goodwill introduced a new employee development program this year called THRIVE. THRIVE is designed to assist retail store team members in reaching personal and professional goals. Focus areas of the program include:

- Resource Navigation: Understanding what community supports exist and how to access them.
- Financial Security: Working on budgeting and reaching financial goals.
- 21st Century Skill Development: Connecting with training, certification and educational opportunities to improve skills and employment success in today's workforce.
- Workplace Growth & Career Development: Exploring personal potential and advancement opportunities.
- Support System & Relationships: Identifying ways to improve personal relationships and strengthen support systems; learning strategies for dealing with life issues and how to enhance problem-solving skills.

Goodwill hired two Career Navigators, Dustin Schubert and Nathanael Sprott, to provide direction to the program. THRIVE started with 48 participants located in 10 of our retail stores in the Quad Cities and Cedar Rapids. In the first six months of program operation, our retail team members were successful in accomplishing 213 individual goals.

Schubert shared, "As a Career Navigator, I have witnessed a steady growth in self-efficacy among our participants over the first six months. It has been a pleasure to work alongside our retail team members to carefully mold a personalized plan to help them attain their work and life goals. Seeing their willingness to take ownership of their finances, taking steps to gain certain skills and moving into desired roles within Goodwill have been the best rewards."

Goodwill is committed to investing in our greatest asset – our team members. THRIVE will continue to increase its reach to include more stores and participants as the program grows and develops.

Clinton Welcomes Goodwill Expansion



Clinton Goodwill shoppers waited for weeks in anticipation and were eager to check out the expanded retail space (pictured above prior to opening).

Goodwill of the Heartland held an open house and ribbon cutting event in October for its newly expanded Clinton store and service site. Goodwill Store Manager Ashley Whalen is excited about the additional 700 feet of retail space which employees and local shoppers have coined as the “Book Nook.” Whalen said that the added space offers more room for books, records, DVDs and other media and has a cozy, coffee house feel.

Goodwill also used the opportunity to showcase new programming space adjacent to the store. This space is home to Goodwill’s Day Habilitation program and is also used for a range of employment services providing assistance to both the general public and to specific populations of people facing employment challenges. A new training room also doubles as a community room and is available for public use.

Mindy Kayser, Goodwill’s Vice President of Marketing, shared that the nonprofit organization is able to expand its presence and impact in Clinton because of the support and generosity of the local community. She said, “Goodwill relies on donated goods and retail sales to support its mission of helping people move toward greater independence.”



Day Hab Participants are “On the Move”

Goodwill of the Heartland offers Day Habilitation services to help people with disabilities and other barriers to more fully experience their community and increase their independence. Our program helps participants to:

- Develop and maintain social skills
- Learn positive behavioral management strategies
- Engage in activities that promote positive physical and emotional health
- Build important daily living skills



Day Habilitation participants enjoy a sunny afternoon of chalking at Rock the Chalk in Iowa City. Community engagement is an important component of programming for those that choose our “On the Move” option.

Goodwill provides opportunities to participate in many different kinds of meaningful activities including gardening, art, music, volunteering and recreational and cultural experiences. Programming is tailored to each person’s expressed preferences and interests.

Participants attend on a full or part time basis Monday through Friday depending on their needs. Participant choice is an important part of planning program schedules. They can choose a schedule where all activities are community-based, referred to as “On the Move,” or one with a combination of activities in both the community and at one of our centers.

Goodwill offers Day Habilitation services in Burlington, Cedar Rapids, Clinton, Iowa City and the Quad Cities. For more information, call 866-466-7881.

For the Love of Hotdogs...and Goodwill!

One of Goodwill of the Heartland’s Cedar Rapids stores received a visit from the Oscar Mayer Wienermobile this November. Goodwill collected donations while Oscar Mayer “Hotdoggers” passed out whistles, stickers and coupons and also let fans take a peek inside the iconic wiener on wheels. Pictured L - R: Store Manager Marie Bean, Regional Manager Susan Balta, Retail Service Specialist Robin Rettig (Smiling G), VP of Marketing Mindy Kayser and Multimedia Communications Specialist Jacob Hannon.

Souvenir Wienermobile whistle



1410 S First Avenue
Iowa City, IA 52240
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A United Way Agency

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Players from the Cedar Rapids RoughRiders hockey team joined Goodwill Day Habilitation participants in November for a morning of crafting ridiculous holiday sweaters. The sweaters and all of the festive supplies came from our Goodwill stores. Goodwill is a great place to find a ready-to-wear outrageously merry sweater or everything you need to make your own!



in the
WORKS



Winter 2019



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