



in the

WORKS

WINTER 2022



1st Year for Outlet Store



A Second Chance
At a Great Life



Serving More People



Not just living
Learning to Thrive



From the CEO

There has never been a more exciting time to be part of the Goodwill of the Heartland family.

You may think that after spending more than 35 years as part of this organization I've seen, experienced and heard it all. In some ways, perhaps that is true.

Our nonprofit has never wavered from its social enterprise roots or the values established by our founder, Edgar J. Helms. We remain steadfast in his calling to offer a hand up and not a hand out. But the day-to-day and month-to-month details of how we work to fulfill our mission are ever-changing as we strive to provide the best possible outcomes for program participants, be the best stewards possible for our partners and donors, offer unprecedented growth opportunities for our team members and, of course, provide incredible value to our shoppers.

We are always learning and evolving — never more so than during this moment in time.

Through facility consolidation, we've become more efficient, which allows us to earmark more for our mission. We've added specialized team members, partnered with more agencies and businesses and embarked on a comprehensive service delivery model that will positively impact lives, neighborhoods and communities. Whatever the needs of people throughout our 19-county service area, we are prepared to go the distance and offer a more sustainable path forward.

Our retail services are growing, not only in terms of new shopping experiences, but in the realm of technology and convenience. New point-of-sale systems provided the foundation for our first shopper loyalty program. Our eCommerce and Reboot programs introduced us to the next generation of shoppers and kept thousands of pounds of textiles and consumer goods out of local landfills.

We are on the cusp of transformational change, and we embrace all it has to offer. The best is truly yet to come for our mission, team and those we serve.

Pat Ainy



Goodwill Stores & Donation Sites

- **Bettendorf**
2333 Cumberland Square Dr • 563-484-3745
- **Burlington**
165 W Burlington Ave • 319-208-0290
- **Cedar Rapids East**
5520 Council St NE • 319-739-5055
- **Cedar Rapids South**
2405 Mt Vernon Rd SE • 319-739-5080
- **Cedar Rapids West**
2000 Scotty Dr SW • 319-739-5044
- **Clinton**
1015 13th Ave North • 563-484-3744
- **Coralville**
2551 Heartland Pl • 319-248-4729
- **Davenport**
5360 Villa Dr • 563-484-3732
- **Fairfield**
2005 W Burlington Ave • 641-472-7529
- **Geneseo**
465 E Highway 6 • 563-484-3765
- **Iowa City**
445 Highway 6 East • 319-248-4705
- **Keokuk**
1226 Main St • 319-524-2525
- **Marion**
3202 7th Ave • 319-739-5045
- **Moline**
4805 22nd Ave • 309-736-3039
- **Muscatine**
2001 Cedar Plaza Dr • 563-484-3731
- **Rock Island**
4664 44th St • 563-484-3733
- **Washington**
312 E Washington St • 563-484-3747

When you need an OUTLET



Start a new business venture during the pandemic? Don't mind if we do!

In the summer of 2021, Goodwill of the Heartland opened its first Outlet Store in southwest Cedar Rapids near the Eastern Iowa Airport.

The Outlet Store offers Goodwill merchandise at deeply discounted prices. In fact, few items at the Outlet are individually priced and most sell at \$1.49 per pound. Paperback books are 25 cents each and hardcovers are 50 cents each. Furniture, when available, is individually priced.

The shopping experience also varies greatly from what is found in a traditional Goodwill Store. That is, most merchandise is placed in large, shallow blue bins. Shoppers dig through the bins to make their selections. Because Outlet Store shopping is such a hands-on experience, all shoppers are required to wear gloves and children must be supervised at all times.

At intervals throughout the day, bins of merchandise are rotated, bringing new items to the sales floor. Shoppers are required to move out of the way when new bins are wheeled out and no one is allowed to shop the new merchandise until black covers are removed.

Midway through its first year of operation, the Outlet Store became plastic-free. That is, no plastic shopping bags are available to shoppers. Goodwill provides a supply of

8200 6th St SW • Cedar Rapids

reusable bags and boxes. And, of course, shoppers are encouraged to bring their own totes or containers.

"Shoppers looking for bargains know they can always find plenty at the Outlet," said Manager Chris Canfield.

"Throughout our first year — and even now — we continue to make adjustments to meet the expectations of shoppers. Most recently, we decide to provide more frequent bin rotations. That's something all shoppers have enjoyed."

In the first year of operation ...

- Diverted nearly 750,000 pounds of goods from local landfills
- Had 58,735 shoppers pass through the cash registers
- Contributed \$7,600 in round-up (earmarked for the Goodwill mission)
- Sold nearly 145,000 books

Serving Those Who Served — Jobs for today and tomorrow

Military Veteran Ryan “Magic” McDaniel became part of the Goodwill family just a few years ago. When he began this leg of his journey, he wasn’t sure working at Goodwill was for him, or if his placement through the Retail Training Program would be a stop-gap job or a career.

But his future came into sharper focus this summer, when he was offered and accepted a full-time position with the Davenport Goodwill Store.

“I knew I needed a hand up and Goodwill Veterans Services could help,” said Magic, who battled substance abuse and homelessness. “I fought for this opportunity and I am so glad that I did.”

The 12-week Retail Training Program provides immediate relief to veterans who are homeless or near-homeless by offering temporary

employment in participating Goodwill Stores. The veterans work 12 hours each week and often receive the first paychecks they’ve seen in awhile.

“Some of our veteran participants need to build up their resume, or need to reintegrate into the civilian workforce,” said Dustin Schubert, who leads Goodwill Veterans Services. “This program provides for that while also allowing veterans to work on the soft and hard workplace skills that help them be successful.”

Case management is part of the mix as well, helping veterans with referrals to community agencies and wrap around services related to transportation, health and wellness, substance abuse counseling, professional skill development, job searches and assessments and, of course, housing.

More than 25 veterans have been partnered with a job coach and participated in the program this year. Most graduate and find permanent placements with other employers but a few, like Magic, choose to explore careers with Goodwill.

“I enjoy seeing what comes through the donation doors, and I like working for an organization that helps people,” he said. “I’m proud of my service and I’m proud of what I’m accomplishing now. I’m working toward something and that is a good feeling.”

Goodwill of the Heartland is committed to serving those who served. To learn more about Veterans Services, review program eligibility, reach out to team members or sign up for the department’s monthly newsletter, visit: www.goodwillheartland.org.

“*I have this second chance and I’m going to take it as far as possible. Thanks to Goodwill Veterans Services and my own dedication, I’ve gotten my life back on track and I’m looking forward to the future.*”

Magic McDaniel
Davenport Retail Service Specialist

Goodwill of the Heartland Achieves Excellence – Again

Challenges associated with the ongoing pandemic have forced many organizations to adapt. Goodwill of the Heartland is no different. We’ve changed how we interact with program participants as well as how we interact with one another and community partners.

What the pandemic didn’t change was the commitment of our team members or their determination to provide for the people we serve.

We’re proud to report that, once again, our team has received the highest standards in care as highlighted by a CARF survey held earlier this year.

The survey team, which represents the international accrediting body, was impressed with our organization and services. Areas of strength noted by the survey team include our high number of long-tenured team members at all levels of the organization, having an active and involved Board of Directors, strong strategic planning, robust team member training program, ongoing Diversity, Equity & Inclusion efforts, quick implementation of virtual supports during the pandemic and the ever-present theme of health and safety throughout our organization.

In all, Goodwill of the Heartland was surveyed against 1,127 standards. The organization received one recommendation, which is required for future compliance, and two consultations, which are non-required suggestions for improvement. There were no consultations or recommendations for 99.7 percent of the survey standards, and another three-year accreditation was granted.

“The pandemic caused us to really re-evaluate how we provide our services. It gave us the opportunity to see not only how we can serve our participants during a public health crisis, but also gave us some insight into what the future of service delivery could look like,” said Aaron Derby, quality assurance specialist for Goodwill of the Heartland.

“This was also the first time that our agency had undergone a virtual CARF survey, so even though we have a lot of CARF veterans, this was a first for everyone at Goodwill. This recognition of our team members’ hard work and dedication is a true testament to what a great team we have at Goodwill.”



Career & Service Center Locations

Burlington — 165 W Burlington Ave
Employment Services • Job Readiness Training • Occupational Skills Training • SNAP Employment & Training

Cedar Rapids — 8200 6th St SW
Administrative Headquarters • Warehouse
— 1441 Blairs Ferry Rd NE
Employment Services • Day Habilitation • Supported Community Living • Occupational Skills Training • World of Work Job Readiness • Helms Career Center • SNAP Employment & Training

Clinton — 1015 13th Ave North
Helms Career Center • SNAP Employment & Training

Davenport — 805 W 35th St
Employment Services • Day Habilitation • Veterans Services • Occupational Skills Training • Digital Skills Training • Job Readiness Training

Iowa City — 1025 Wade St
Employment Services • Supported Community Living • Occupational Skills Training • Job Readiness Training • SNAP Employment & Training • Helms Career Center
— 1470 S 1st Ave
Day Habilitation

Keokuk — 1226 Main St
Helms Career Center • SNAP Employment & Training

Moline — 4805 22nd Ave
Helms Career Center • SNAP Employment & Training

Muscatine — 427 Lake Park Blvd
Employment Services
— 2001 Cedar Plaza Dr
Helms Career Center • SNAP Employment & Training

Richard Bideaux

Trainee Achiever of the Year



After the death of a father-figure, Rich remained in the residence left behind to continue to provide care for the friend's animals. He needed a hand up so he could access stable housing, life-saving utilities and employment.

After visiting with Goodwill Veteran Services, Rich began the work necessary to obtain his driver's license, completed the Retail Training Program at the Rock Island Store and applied for permanent employment. Although the process was lengthy, Rich was patient and obtained housing through a federal program for military veterans.

Bianca Clark

Supported Community Living Achiever of the Year



During the past year, Bianca met or exceeded a number of goals she'd been working on for several years. For instance, she is now effectively managing her own finances after previously experiencing a rights restriction in this area. Working with Supported Community Living team members, Bianca opened communication with the third-party representative payee overseeing her finances. She not only learned more about how her money was spent but understood what expectations should be met so she could resume control.

Because she wanted more community engagement, Bianca learned to use public transit and now can travel independently to where she needs to go. She also is more diligent in managing a medical condition, focusing on exercise, quitting smoking and consistently taking her medications.

David Colborn

Townsend Achiever of the Year



Since 2011, Dave has been a valuable part of the All-steel team. His original goals of adapting to work-place culture, communication and routine flexibility have been realized.

Dave, who is an incredibly reliable worker, openly accepts changes to his routine and added responsibilities. Whether or not he is accompanied by a job coach, Dave is able to complete his duties as well as those of his peers who need to call out. In addition, Dave has a proven track record of consistency, making him a role model for his peers.



Each year Goodwill of the Heartland celebrates the exceptional achievements of a select group of program participants and team members through the Edgar Awards – named after Goodwill Industries International founder and former Iowan Edgar J. Helms.

We are proud to introduce you to our most recent batch of award winners and honored to share their stories of hard work, determination and self-discovery.

Regional Winners

Trainee Achiever

Brandon Burke • Amanda Sutton

Supported Community Living Achiever

Victoria Aarhus

Townsend Achiever

Serena Buelow • Magic McDaniel • Danielle Morgan

Day Habilitation Achiever

Ashley Buresh • Sam Tibbetts

Josh Klein

Day Habilitation Achiever of the Year

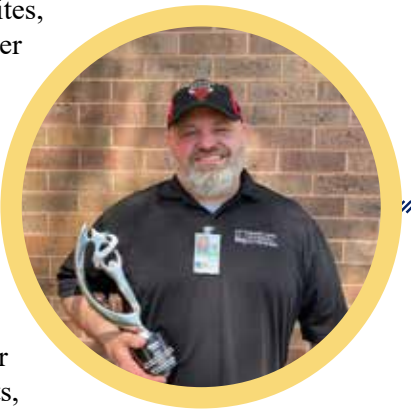


As a full time participant in the Day Habilitation program in Iowa City, Josh is rarely seen without a smile upon his face. His positivity and kindness have truly bloomed as he has tackled his long-term goal of increasing his ability and comfort with communication.

Josh no longer needs to rely on staff to communicate his wants and needs when in a community setting. This increased confidence has made his time in day habilitation more enjoyable and educational, as well as increased his overall daily living independence.

Rif Throckmorton

Helms Family Award



Federal Contracts Manager Rif Throckmorton oversees federal custodial contracts and often pitches in at work sites, including the Coralville Reservoir, Herbert Hoover Presidential Library and Museum, Davenport Corp of Engineers office, Davenport U.S. Courthouse and the Iowa City Federal Building. He develops bids and negotiates contract pricing as well as hires and trains people with disabilities to perform valuable work.

During the recent pandemic, Rif's job was made significantly more difficult. Not only did cleaning and sanitation crews need to switch their routines to adapt to additional safety requirements, but some locations closed, creating scheduling challenges. Regardless of the road bumps Rif has encountered, he has remained steadfast in support of his team and the necessary work they provide.

Cedar Rapids East

Retail Mission Integration Award



The team at the Cedar Rapids East Store earned the Retail Mission Integration Award for the second consecutive year, proving that diversity and inclusion are core values they practice daily. Integrating mission in our stores helps our team members feel a part of something meaningful that extends beyond their own retail location. It also helps them realize what they do every day has the power to change lives. The Cedar Rapids East team is a family — you feel it the moment you walk in. They arrive each day and work toward the Goodwill mission.

Accelerating Opportunity for All

Helping people reach their full potential has long been the core of Goodwill of the Heartland’s values and mission. A new service delivery model aims to bring even more opportunities to the forefront. Goodwill mission services is implementing the new model — Opportunity Accelerator — for its employment program participants. It provides comprehensive assessment and support to help people find a job with a living wage and plan for a career that will help them meet their full potential.

Residents throughout the organization’s 19-county service area will have access to new opportunities. In counties without a Goodwill facility, virtual services provide connections to learning and skill development. A new web-based portal is being developed so participants can more easily find and understand what options are available in their geographic area.

In most instances, a Career Navigator provides case management. They work to identify all services a participant may need to become and remain successful. To do this, the career navigator builds a strong relationship with the participant, searching for unmet needs throughout the participant’s journey.

Individual Service Plans

are comprehensive guides to help participants set and meet personal and professional goals. “With our new service model, training opportunities play a vital role in helping our participants advance their careers,” said Vice President of Mission Services Carmen Heck. “These opportunities range from soft-skill workshops to industry-recognized professional credentials.”

World of Work Workshops focus on customer service, workplace attitude, conflict resolution, motivation, dependability and more. Specialized training allows program participants to gain in-demand skills and credentials in several industries, including information technology, marketing and hospitality.

Goodwill has partnered with Google to offer the Grow with Google suite of courses and certifications that includes IT support, UX design, Python automation and more. Through a partnership with Meta (Facebook), Goodwill program participants can earn a social media marketing professional certificate.

Industry-specific training is offered through the American Hotel and Lodging Educational Institute, National Retail Federation and National Restaurant Federation.

In short, the training and credentials offered by Goodwill are developed by industry professionals and result in a nationally-recognized credential. Career Services Instructors assist Goodwill program participants. Not only does this help keep learners on target, but provides another opportunity to identify vital support services needed for success.

As part of the switch to Opportunity Accelerator, Helms Career Centers have been added in Iowa City, Cedar Rapids and Davenport. A new strategic partnership with Together Making a Better Community (TMBC) means a Helms Career Center will be part of the Lincoln Center in Davenport.

Advisors working in these locations help with digital skills training, job applications and connect participants to additional resources as needed.

In addition, Goodwill anticipates training at least 60 team members on motivational interviewing techniques that can help participants weather unexpected life changes. Team members also will learn more about the availability of local resources, since the new model will likely require additional collaboration with other human service agencies and social organizations.

A new role of Strategic Partnership Specialist has been developed to organize outreach to local agencies and businesses.

“These partnerships are important to our long-term plan to increase services to new people in need as well as help existing participants access resources key to their ongoing success,” Heck said.

Because some barriers are difficult to escape through training alone, Goodwill will provide assistance to participants in relation to housing, transportation and technology.

“Funding generated through the Round Up initiative in our stores has been instrumental in our ability to provide this extra assistance,” Heck said. “We can’t thank our Goodwill shoppers enough for their contributions.”

More than living — Learning to Thrive

Every Goodwill of the Heartland team member has access to a Success Coach through the Thrive Program. Coaches exist to help team members develop a plan of action for a brighter future.

Not too long ago, Washington Store Manager Dylan Siegrist had a vision of how he wanted his life to look, but he struggled with the motivation to reach his goals. That changed, he says, when he was introduced to the Thrive Program, a support service offered without cost to every Goodwill of the Heartland team member. “I knew where I wanted to go, and Thrive helped me get there,” Dylan said, noting how his program coach eased the way and kept him motivated to earn his GED and gather the skills needed for professional advancement. Dylan was promoted to manager earlier this year.

The Thrive Program has itself been a long-term goal for CEO Pat Airy.

“I’ve dreamed about offering free support and assistance to our team members as they navigate life. I am so excited this has become a reality,” she said.

Success Coaches are determined to help team members reach their goals and become the best possible versions of themselves. They can help with professional goals such as skill development to earn a promotion, interview practice sessions, resume assistance and soft skills, such as workplace conflict management. They are also available to help with

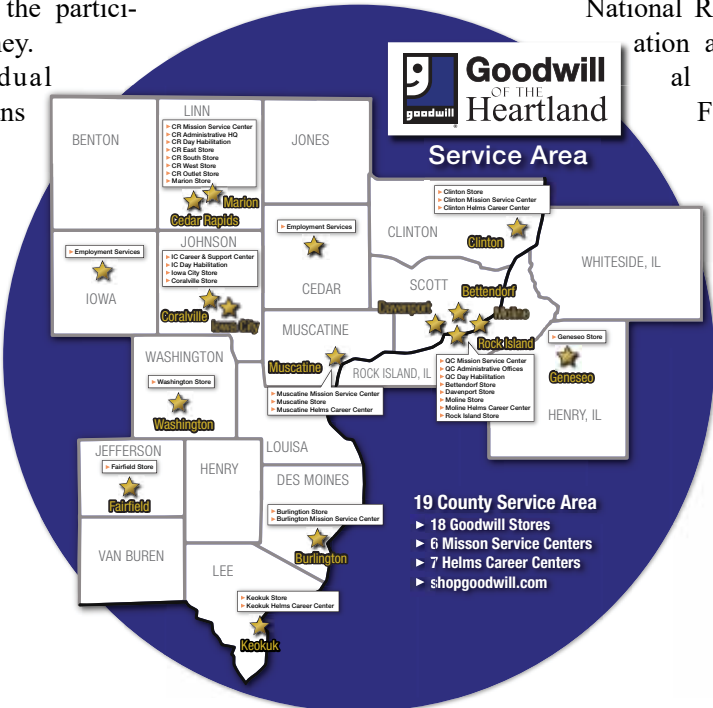
personal goals, such as financial plans to end debt or purchase a home. They can help team members with transportation or child care issues, and can make referrals to additional resources in times of stress, grief or mental fatigue.

His success coach “was interested in what I truly wanted for myself,” Dylan said, and provided the extra boost he needed to focus on each individual step.

“I still had to do the work,” he added. “That’s why it is important that I was reaching for the goals I had set for myself.”

“Goodwill wants me to go as far as I want to go, personally and professionally. Thrive exists to make the steps to get there just a little bit easier.”

Dylan Siegrist
Washington Store Manager



— *Store Spotlight* — CLINTON BOOK NOOK



Each community served by a Goodwill of the Heartland retail store has its own personality. It should come as no surprise that each Goodwill location provides goods and services — and sometimes spaces — developed to especially fit the community.

The Clinton Goodwill Store, for example, is home to the organization’s only “Book Nook.” It’s a unique space within the store where visitors and shoppers can browse the shelves for books, movies and music.

“We opened the Book Nook more than two years ago,” Clinton Store Manager Kris Hardison said. “Our goal is to provide a peaceful, home-like environment where shoppers can relax.”

The space also serves as the entrance to the local Helms Career Center, where community members can find out about jobs, get help with their resume or take various professional development classes.

“If it were up to me, every store would have a space like this,” Hardison said. “Nearly every person who walks into the space comments about how comfortable and nice the area is. It’s a great place to find and sample your next wonderful read.”



The Book Nook, located inside the Clinton Goodwill Store offers a quiet, home-like space where shoppers can relax or browse the bookshelves. The space also includes the entrance to the Helms Career Center, which offers services to job seekers and local employers.



Certified for Success — Forging a New Career Path



Zach Atwater

A graduate of the Grow with Google initiative at Goodwill, Zach has successfully transitioned from a high-risk job in corrections to a new career in information technology.

My journey into the Information Technology industry began after I was assaulted on the job while working as a correctional officer.

I was about to undergo back surgery and had concerns about not being able to return to work. Because of that, I had begun researching different career paths.

It was actually my mother who reached out with information about Goodwill programs that could help with such a transition. She knew I had an interest in IT and explained how Goodwill had partnered with Google as part of the Grow with Google initiative and that I could take the Google IT Support Professional certification course at no cost to me.

I was excited about the possibility, reached out to Goodwill for more information, and soon began my coursework.

While learning, I struggled at times. My motivation waned and some areas of study were particularly difficult for me. Jodi Sands, my career mentor with Goodwill, was a great support system during those times.

Her support also came into play after I finished the course and began my job search. I had applied for a few local and remote IT positions, but nothing was panning out and I was becoming discouraged. I had begun to wonder if a career in IT was going to happen for me.

Jodi connected me with a leader at Great America. She

said the person led IT within Great America and she wanted me to join an online meeting to discuss possibilities.

The first thing I noticed during that meeting was how this person spoke about Great America. He said it is a tremendous place to work and the culture is second to none. He said everyone there is extremely nice, easy going and dedicated to each other and the betterment of the organization.

I felt both excited and apprehensive. Because of a speech impediment I get anxious when asked to speak by phone. I wasn’t sure I could manage a remote position that required multiple phone conversations. But I shouldn’t have worried. Great America was open to having an IT support person via chat and messaging.

I applied for the position — Service Desk Triage Specialist — and just a few days later received a call for a formal interview with their human resources department. It was the first of many since Great America is committed to finding people who are the right fit for their company and its culture. In total, I interviewed three different times before I was offered the job, which I began in June.

My success can largely be attributed to the help and support I received through Goodwill. Without the great career specialists at Goodwill, I doubt I would be in the position I am. I am truly grateful for the opportunity and look forward to seeing many more success stories like mine from Goodwill participants.

Certified for Success: Professional Skill Development and More

Goodwill of the Heartland offers a variety of classes, certification programs and skill development courses through Certified for Success. Because of grant funding and partnerships, all opportunities are provided to participants with no out-of-pocket cost. And, in some instances, Goodwill can provide wrap-around ser-

vices such as transportation or child care to ensure participant success.

National collaborations provide participants from underserved populations unique access to employers committed to hiring from those groups.

Whether you are an older worker needing to increase computer skills,

a small business owner needing to learn about social media marketing, a young person seeking a sustainable career path or a worker transitioning to a new industry, Goodwill can help.

To learn more about all Goodwill has to offer, visit us online and enroll in a course by visiting:

www.certifiedforsuccess.org



8200 6th Street SW
Cedar Rapids, IA 52404

We help people reach their full potential
through education, training and
the power of work.

Shop Goodwill — Earn Points — Get Rewarded

Goodwill launches first-ever shopper loyalty program

The Rewards Card, Goodwill of the Heartland's new shopper loyalty program, launched on May 2.

Members earn 5 points for every \$1 spent at any Goodwill of the Heartland location, plus points for engaging with Goodwill, and unlock a reward after every 500 points earned.

The program is free to join and includes exclusive notifications on store manager promotions and individual saving events, including birthday surprises.

Visit any Goodwill of the Heartland store location to sign up. A valid email address is required. Shoppers begin earning points immediately, but must verify their email address and complete their profile prior to redemption. Goodwill does not share loyalty card participant information.

Points are not earned on purchases made with vouchers or gift certificates. Program points do not expire.

In the first six months ...

- ▶ 33,000 shoppers have a Rewards Card
- ▶ More than 185,000 transactions included a Rewards Card
- ▶ On average, shoppers redeem \$625 each day in loyalty rewards

