



in the

# WORKS

SUMMER 2023



Virtual Learning



Meeting people  
where they are



Mount Pleasant Now Open



Expanding the Goodwill  
footprint with AbilityOne





From the CEO

Goodwill of the Heartland is committed to the people and communities we serve. This includes efficient use of local resources and collaborations that lift us up and propel us toward a brighter and more sustainable future.

In our vibrant and interconnected world, community collaboration acts as a catalyst for positive change and unlocks new possibilities. It illuminates our collective path and forges a strong sense of purpose and unity.

Perhaps most important, collaboration amplifies our impact by combining our collective resources, skills and knowledge. Together, we possess a wealth of assets that allow us to attain so much more than we ever could alone. By pooling our strengths, we optimize our potential to bring about meaningful and lasting change.

The challenges our communities face are not one dimensional. We know, for instance, that family-sustaining jobs are linked to lowered crime rates. When our children have shoes that fit and food to eat, they perform better in school. Opportunities for professional development lead to better career options and a ready, qualified workforce for local businesses.

This is why Goodwill is actively pursuing authentic relationships at all levels of our organization. From participation in local events to business-to-business and nonprofit-to-nonprofit partnerships, we understand and embrace the tapestry of interconnectedness vital to our collective success. Each new link brings added efficiency, innovation and, best of all, possibilities.

By pooling our collective wisdom, we can address the root causes of societal, environmental and economic issues. Working together, we can shape policies, create initiatives and drive systemic change.

Thank you for your unwavering dedication to Goodwill's mission and to our community. I am excited about the incredible transformations we will achieve by working together.



Pat Ainy

Virtual Career Center provides resources and training 24/7

Remote learning is a real game-changer for adults living in rural areas or without access to reliable transportation. Because these residents often face unique challenges to upskilling for promotions or accessing required professional certifications for industry changes, Goodwill of the Heartland is launching a Virtual Career Center to bridge the gap and help those living in more rural areas access the educational and career support they need from their own homes.

Upon logging into the Virtual Career Center participants are connected with a career professional, a Goodwill team member who helps assess existing skills and set a path toward the participant's short- and long-term professional goals. Participants can sign up for remote learning opportunities, work toward specific certificates, launch a job search and develop cover letters and resumes for new opportunities.

"This is one more way Goodwill of the Heartland can connect with people who need or would benefit from the career services we provide," said, Vice President of Mission Services Carmen Heck.

"While we continue to explore additional ways to meet the needs of our communities, the Virtual Career Center is a proven first step that works for everyone, regardless of their current circumstance or location."

The Virtual Career Center is undergoing final internal testing and should be open to the public later this year. Those interested should keep an eye on the Goodwill of the Heartland blog and social media feeds for an exact launch date.

"Goodwill is leveraging the best technology in partnership with CaseWorthy to give our participants a world-class job-finding and career reskilling tool completely free of charge," added Heck. "I encourage everyone, whether just starting out or hoping to improve an existing situation, to take advantage of this resource.

"Geography or a lack of access to transportation or childcare should not dictate who receives an opportunity to attain family-sustaining, economy-boosting jobs."



Stores and Donation Sites

Bettendorf –	2333 Cumberland Square Dr • 563-484-3745
Burlington –	165 W Burlington Ave • 319-208-0290
CR East –	5520 Council St NE • 319-739-5055
CR Outlet –	8200 6th St SW • 866-466-7881
CR South –	2405 Mt Vernon Rd SE • 319-739-5080
CR 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
Mt Pleasant –	700 N Grand Ave • 319-739-5084
Muscatine –	2001 Cedar Plaza Dr • 563-484-3731
Rock Island –	4664 44th St • 563-484-3733
Washington –	312 E Washington St • 563-484-3747

Career and Support Services

Burlington	165 W Burlington Ave
Employment Services • Job Readiness • Occupational Skills • Digital Skills • SNAP Employment & Training	
Cedar Rapids	1441 Blairs Ferry Rd NE
Employment Services • Day Habilitation • Supported Community Living • Occupational Skills • Digital Skills • World of Work Job Readiness • Helms Career Center • SNAP Employment & Training	
Clinton	1015 13th Ave North
Helms Career Center • SNAP Employment & Training	
Davenport	320 W Kimberly Rd
Employment Services • Day Habilitation • Veterans Services • Occupational Skills • Digital Skills • Job Readiness	
Iowa City	1025 Wade St
Employment Services • Supported Community Living • Digital Skills • Occupational Skills • Job Readiness • SNAP Employment & Training • Helms Career Center	
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	
Muscatine	2001 Cedar Plaza Dr
Helms Career Center • SNAP Employment & Training	



# Skills that come to you — Learning for *Life*

From basic computer skills to specialized certificates, Goodwill team members are meeting community needs in innovative ways.

Thousands of people in our communities do not yet have the essential digital skills our technology-driven society demands, but Goodwill of the Heartland aims to change the statistics one person at a time by meeting people where they are and providing training tailored to individual needs.

“Not everyone is in the same place,” explained Career Services and Development Manager Amy Winslow. “Some residents need to learn how to electronically pay their bills. Others want to set up a personal email account or need help launching a job search. Goodwill is a no-cost resource in all of those situations and more.”

Helms Career Centers have been a longstanding educational tool for Goodwill of the Heartland. Located within re-

tail stores or office facilities, the career centers serve the public on a walk-in basis, providing a variety of resources from internet access for job searches to specialized professional certification programs.

As technology becomes a key aspect of everyday life, people in a broader range of circumstances are discovering an urgent need for basic computer skills. And, as more community services and businesses are relying on technology to interact with the public, those organizations need a reliable local partner who can provide on-the-spot skills training.

“The Marion Public Library noticed several patrons were asking their staff members for assistance with digital skills. So they reached out to Goodwill to see if we could help,” said Cedar

Rapids Career Services Advisor and Strategic Partnership Specialist Danielle Priebe.

As a result, Goodwill hosted summer hours at the library, offering walk-in computer training and assistance to anyone who stopped by.

“It’s an excellent partnership that fulfills a real need in our community,” Priebe said.

Those who want to continue learning can sign up for classes held at existing career centers, online or in other community facilities.

“We believe in the power of work and the energy of opportunity,” Winslow said. “When people are empowered to seek out new opportunities, easily communicate with local officials, or simply understand how to use existing services, we all benefit.”

“*It’s important we meet people where they are because, when we are successful, learning becomes a part of everyday life.*”

**Danielle Priebe**

Cedar Rapids Career Services Advisor/  
Strategic Partnership Specialist



## Finding the good in Mount Pleasant



Goodwill of the Heartland launched its 19th retail location in Mount Pleasant this month. The grand opening of the new Goodwill Store, 700 N. Grand Ave., was held on Aug. 4.

New team members were hired after special recruiting events in June, with many traveling to neighboring stores for hands-on training. In addition to a traditional Goodwill Store, offering a variety of new and donated merchandise, donations are accepted during regular business hours — 10 a.m. to 7 p.m., Monday through Saturday, and 11 a.m. to 5 p.m. on Sunday. Team members are on hand to assist with donation unloading.

Goodwill anticipates the future addition on an onsite career center.

“The Mount Pleasant community has been incredibly welcoming,” said CEO Pat Airy, “and we’re excited about the ways we can give back.”





## Lisa Collins

### Trainee Achiever of the Year



During her first visit to the local Goodwill offices, Lisa was unable to cross the threshold. A previous traumatic incident sparked dual challenges of anxiety and low self-worth, which narrowed her world. Despite apprehension and anxiety, Lisa returned, began taking computer classes and training courses.

Soon, Lisa expressed an interest in finding a job. It was a huge step forward.

Lisa has been able to maintain employment by using coping mechanisms to quiet negative self-talk. She no longer requires on-site coaching and relies on her career navigator when life gets overwhelming.

## Tanna Quisley

### Supported Community Living Achiever of the Year



Tanna has recently overcome anxiety to independently travel to appointments and connect with her community. She has learned to summarize medical appointments for her family and staff members.

Using lists and timers, Tanna successfully plans meals, shops for food and prepares dishes based on her nutritional best practices.

Tanna maintains a monthly events calendar, welcomes new ideas from her support team and remains eager to establish and achieve short- and long-term goals. Her dedication has resulted in newfound independence and life balance.

## Tonya Glover

### Townsend Achiever of the Year



In 2022, Tonya moved from nearly full time job coaching to one hour of support each week. Because of her determination, she has maintained a community-based job for the past few years. In fact, Lisa now assists with training new team members at her job.

Communication with her job coach, co-workers and employer has increased, allowing Tonya to regulate emotion and better perform job duties. This newfound confidence is bolstering Tonya to compete for employer-based rewards, earn high marks on customer satisfaction surveys and take real joy in community employment.

## Larry Wilson

### Day Habilitation Achiever of the Year



Larry has made significant progress in multiple areas during 2022, including added dedication to personal needs such as hygiene and grooming. He also realized the ambitious goal he set for himself to quit smoking. These wins have built Larry's confidence and have made him more willing to take on self-improvement projects and goals. Larry is always willing to participate in a variety of group outings, and is learning new ways to engage with others. With each step forward, Larry is better integrating with his broader community.

## Stephen Andersen

### Helms Family Award



In addition to an already significant workload at Heartland Goodwill Enterprises oil packaging plant, Stephen regularly takes on tasks and projects outside of his typical duties. He focuses on continuous improvement, including collaboration with others to ensure efficient processes. When Stephen discovers a problem or inefficiency, he searches for and implements a solution. Stephen, who began his journey with Goodwill of the Heartland as a program participant and is now our Plant Maintenance Lead, is a good example for all team members and exemplifies what is possible if we try to reach our potential.

## Burlington

### Retail Mission Integration Award



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. This past year no team hit that mark more consistently or routinely than Burlington. Team members at all levels understand the importance of Goodwill's work and interact with the public through that lens. They are always on the lookout for opportunities to share.

# the edgars ACHIEVEMENT AWARDS

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

Dakota Cummins • Nicolas Luongvan • Tyler Waychoff

### Supported Community Living Achiever

Karen Hotz

### Townsend Achiever

Devon Boyd • Roy Hoskins • Eugene Tate

### Day Habilitation Achiever

Ann Greenstein • Kayla Harris





Stephanie Torrance



Danielle Priebe



Michelle Heberling

## Collaborating for a Brighter Future

When most people think of Goodwill the first thing that springs to mind are our thrift stores. The second is how Goodwill has historically helped people with disabilities join the workforce, often through jobs within our stores.

But the reality is Goodwill of the Heartland (and the hundreds of other Goodwill organizations around the globe) offers community and individual resources well beyond our thrift stores. It's a message that's key for a new strategic partnership team tasked with developing new community and private sector collaborations.

"We've not abandoned our roots as a social enterprise that connects people with disabilities to meaningful employment, but we've definitely expanded our scope," said Stephanie Torrance, who serves as a strategic partnership specialist in the Muscatine, Burlington and Clinton areas. "Combining revenue from our thrift stores with grant funding, we now can provide no-cost training and support to anyone, including those who previously fell through the cracks due to a lack of designated funding."

The strategic partnership team has spent most of this year approaching other organizations to provide information on Goodwill programs and services. They're also developing key contacts to facilitate referrals for services Goodwill does not provide.

"In most instances, there isn't one big reason someone has left or not entered the local workforce," said Michelle Heberling, who serves the Quad Cities area. "There are often multiple barriers such as limited access to technology or transportation, lack of child care or workplace skills. By working with local organizations that specialize in these other areas, we can provide comprehensive guidance to the job seekers who rely on our services — and ultimately provide

a more stable and work-ready pool of applicants to local employers."

Comprehensive workforce solutions, for local employers and individual job seekers, are at Goodwill's core. These include an extensive network of job training programs and employment services that equip people with the skills, knowledge and confidence to succeed in their chosen profession. A future goal of the team is to connect the dots between local job market needs and specialized training of local applicants, creating a seamless pool of talent.

"By partnering with like-minded organizations, Goodwill can play a vital role in strengthening the workforce by offering tailored solutions to employers who, in turn, foster inclusive and supportive workplaces," said Danielle Priebe, who serves the Cedar Rapids and Iowa City area. "When we work together with a common goal of helping people reach their full potential, we not only help families and businesses thrive but also contribute to building stronger communities by promoting diversity and equity in the workforce."

Community connections established by the strategic partnership team this year alone have already resulted in more than 100 people learning about Goodwill programs and services. Each one was a referral from a partnering organization.

The team is actively seeking additional community collaborations. Partnerships are already underway with the University of Iowa, Eastern Iowa Community Colleges, Clinton Community College, Lee County Public Health, Scott County Public Health, South Iowa Area Detention Service Agency, Clinton County Sheriff's Office, Montrose Health Center, To Make a Better Community, World Relief Quad Cities, Safer Foundation, Cedar River Haven, Cedar River Ranch, Alcohol Drug Dependency Services of Southeast Iowa, Domestic Violence Intervention Program-South and others.

## All in the Goodwill family — HGE expands into Polk County

Heartland Goodwill Enterprises, a separate nonprofit established by Goodwill of the Heartland to create jobs for people with significant disabilities through the federal AbilityOne program, is proud to announce an expansion of its custodial contracts into Polk County, Iowa.

"The Goodwill in Central Iowa decided to end their federal cleaning contracts and reached out to gauge our interest," explained Vice President of Operations Jessica Schamberger. "So not only did we have an opportunity to expand our existing footprint, but to maintain employment of the Des Moines team members already in place."

With a current annual value of just over \$1 million, the contract includes cleaning services for more than 300,000 square feet in the Neal Smith Federal Building and U.S. Courthouse in Des Moines. HGE launched services on March 1.

"Because of our positive experiences with similar contracts at federal facilities in Iowa City and Davenport as well as the Hoover Presidential Museum in West Branch, we knew our team could welcome these new properties as well as the new teams and be successful," she said.

Because HGE's proposal was accepted, all 17 employees at the Des Moines site remained employed and part of the Goodwill family. This includes nine team members at the Neal Smith Federal Building and eight at the Federal Courthouse.

In addition to its federal custodial contracts, HGE operates a vegetable oil packaging plant in Coralville. The plant partners with the U.S. Department of Agriculture through the AbilityOne program to package and nutritionally enriched vegetable oil around the globe.

AbilityOne is the nation's largest source of employment for people with disabilities by providing products and services to the federal government.



**When Heartland Goodwill Enterprises submitted a proposal to clean two federal facilities in Des Moines, the nonprofit expanded its footprint and made sure 17 team members remained employed and part of the Goodwill family.**







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 special events — developed especially for the area.

The Fairfield Goodwill Store, for example, developed a close relationship with business organizations and the community. The team participates in various activities throughout the year, including holiday celebrations.

“The Fairfield team appreciates this community and has a great deal of fun planning special events. When there is an opportunity give back, we’re ready,” said former store manager Mary Barton.



## Seizing New Opportunities — IT Courses Help Learners Advance



Since Goodwill of the Heartland partnered with Coursera and Google.org to provide information technology certifications through the Grow With Google program, an eclectic group of learners have taken advantage of this no-cost option for professional development and career advancement.

The Google suite of courses encompasses several learning options in the technology field including Automation with Python, IT Support Professional and User Experience (UX) Design. Goodwill anticipates adding a cybersecurity unit this fall. A combination of course flexibility and industry demand have made the program popular for a wide variety of people.

Dakota Holthaus, for example, is a 26-year-old who already earned a bachelor’s of science in anthropology. He began working after achieving his degree, but the work was only part-time and his family encouraged him to explore doing more with computers. He enrolled in and completed the Google IT Support Professional course.

“The class was my first formal experience in technology learning,” he said. “I knew I liked helping people with their technology issues, and I wanted to learn more skills.”

Dakota completed the course in about 16 weeks and applied for a support position at Goodwill’s Iowa City offices. With references from his career navigator and IT Support course instructor, Dakota was hired for the position. Among other tasks, he helps program participants and team members learn basic computer skills and troubleshoots their computer issues. He also enters data into our Case Records Management system.

“The IT Support Professional course gave me more and broader IT experience — broader knowledge, better confidence. I know I can help people when they come into the lab,” he said.

Others who recently completed the IT Support Professional course include 20-year-old James and 53-year-old Lawrence.

James, who had no previous IT experience, completed the course and began a new career with Microsoft. He now earns \$26 per hour.

Lawrence had no formal IT experience, but enjoyed technology and computers. After completing the course, he interviewed and was hired for a full-time, remote support position.

Other learners, like 21-year-old Kelly, complete one course, want to learn more and enroll in a second Google class.

“Here are my words of wisdom,” said Dakota, “it is never too late to start learning about information technology. Even as someone who grew up with technology, it is always evolving and there are always opportunities to learn more.”

### By the Numbers —

Google Course Enrollment	72
Completed Full Course	35
Secured New Employment	14
Some learners enrolled in another course; others receiving job search assistance	
Male Learners	65%
Female Learners	30%
Non-Binary/Other Learners	5%
Age 18-24	27%
Age 25-34	31%
Age 35-49	25%
Age 50-64	16%
Age 65+	1%
White/Caucasian	72%
Black/African American	10%
Hispanic/LatinX	11%
Other/Unknown Heritage	7%
Reported Income	69
Of those reporting income, percentage below 200% of fed poverty guidelines	70%

### Get Started With Goodwill

Not all job seekers or career advancers know exactly what they want to do or where they want to land. That’s OK!

Career professionals at Goodwill can help you navigate your next steps — including assessment of your existing skills.

Visit [www.goodwillheartland.org](http://www.goodwillheartland.org) and submit the Get Start With Goodwill form to learn more.





**Goodwill**  
OF THE  
**Heartland**

8200 6th Street SW  
Cedar Rapids, IA 52404

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

## ***Goodwill: Where Your Things Start New Lives***

### **Goodwill of the Heartland participating in national advocacy campaign**

“New Lives” is a national collaborative effort by Goodwill Industries International in partnership with many local Goodwill organizations, including Goodwill of the Heartland. The campaign draws a solid line between donations to the organizations and their ability to provide career training, workforce solutions and other services.

“Consumers know about Goodwill retail stores but too few are aware of the role the stores pay in funding our mission of helping people reach their full potential through education, training and the power of work,” said Goodwill of the Heartland CEO Pat Airy.

The campaign features the many faces and stories of Goodwill job seekers, what they have overcome, and how donations have been key to their continued success. Donations allow Goodwill to offer free services to those who may not qualify for or be able to afford conventional job support services. Last year alone, Goodwill of the Heartland provided 514 job placement services.

**THANKS TO  
A DONATED  
BLAZER  
I LEARNED  
NEW SKILLS.**

