



in the

WORKS

WINTER 2023



Embracing a More Sustainable Future

From the CEO

Your unwavering support has been instrumental in our mission to make a positive impact on people and our communities, and for that, we thank you from the bottom of our hearts.

As we continue to strive for excellence in our operations, we are repeatedly and increasingly drawn to our environmental responsibility. Sustainability is more than just a buzzword; it is the essence of what we stand for and a guiding principle behind every initiative we undertake. I want to take this opportunity to share with you why sustainability is key to our mission as well as our thrift operations and how you can make a significant difference.

Sustainability, placed in the context of thrift stores, means the responsible management of resources, both human and environmental. It involves waste reduction, energy conservation and cultural emphasis on reuse and recycling. In this context, our stores are centers for promoting sustainability in our communities.

By collecting donations of gently used items and offering them to the community at affordable prices, we divert otherwise usable textiles and household goods from local landfills. Your continued support ensures we can maintain and expand these initiatives, offering goods a second life.

But thrift stores are only part of the Goodwill story.

We recently hired a Sustainability Manager to oversee and provide recommendations on how our entire organization can become better stewards of the environment. Working with a dedicated “green team,” the Sustainability Manager will lead our efforts across multiple departments. Articles within this newsletter provide additional details about the critical work this group has begun.

As we look to the future, our commitment to sustainability in our operations and mission is unwavering. We are continually seeking new ways to reduce our environmental impact, empower our community and provide valuable resources to those in need. Your continued generosity plays a pivotal role in making these endeavors possible.

Pat Ainy



Helms Career Centers remain ready to help

The new Virtual Career Center does not replace in-person Helms Career Centers. All career centers remain open and accept walk-ins during regular business hours, which vary by location and may change during the holidays. Clinton, Keokuk, Moline and Muscatine are located inside the Goodwill Store.

Helms Career Centers, organized by city:

Burlington — 165 W Burlington Ave., (319) 208-0285. Open Monday, Wednesday and Friday from 12:30 to 5 p.m. Career Center is located in the same building as the Goodwill Store (separate side entrance).

Clinton — 1015 13th Ave. North, (563) 484-3770. Open Monday through Friday from 1 to 5 p.m.

Cedar Rapids — 1441 Blairs Ferry Rd. NE, (319) 739-5039. Open Monday from noon to 4 p.m., Tuesday from 8 a.m. to noon and 2 to 4 p.m., and Thursday from 8 a.m. to 2 p.m.

Davenport — 320 W. Kimberly Rd. (NorthPark Mall) and 318 E. 7th St. (TMBC at the Lincoln Center), (563) 484-3740. Hours at the mall are Monday through Friday, 10 a.m. to 4 p.m. Hours at TMBC are Monday through Friday, 4 to 6 p.m.

Iowa City — 1025 Wade St., (319) 248-4712. Hours are 10 a.m. to 4 p.m., Monday through Friday.

Keokuk — 1226 Main St., (319) 208-0292. Hours are Tuesday and Thursday from 1 to 5 p.m.

Moline — 4805 22nd Ave., (563) 484-3757. Hours are Monday, Wednesday, Thursday and Friday, 10 a.m. to 6 p.m., Tuesday, 10 a.m. to 3:30 p.m.

Muscatine — 2001 Cedar Plaza Dr., (563) 484-3766. Hours are Monday through Friday from noon to 4:30 p.m.

Because geography should never limit opportunity — Virtual Career Center launches

Begin prepping for a new career, update your resume, launch a job search and get expert assistance without ever leaving your sofa.

Goodwill of the Heartland is proud to announce the launch of its first Virtual Career Center, which allows people throughout our 19-county service area to access programs, services, resources and tools regardless of where they live.

“Some people are simply unable to travel to their closest Helms Career Center for needed assistance,” said Vice President of Mission Services Carmen Heck. “Perhaps they have difficulty accessing transportation or childcare. Busy small business owners may find it difficult to take time for travel. Existing members of the workforce hoping to upskill for promotions may be working when our brick-and-mortar career centers are open.

“We felt such situations shouldn’t

automatically preclude someone from gaining skills, help and experience. Everyone deserves a shot at an enriching career with family-sustaining wages.”

Visiting the Virtual Career Center is easy. Point any internet browser to www.getstartedwithgoodwill.com and use the “sign up” button on the upper right to register for a free account. Those who sign up are connected with a career professional who can assess existing job skills and plan a path toward the person’s short- and long-term career goals.

The Virtual Career Center offers a wealth of tools and resources including professional resume assistance, strategic job searches, opportunities for online skill building and access to professional certification programs.

“This is one more way Goodwill of the Heartland connects with people who need or would benefit from the career services we provide,” added Heck.

“While we continue to explore additional ways to meet the needs of our communities, the Virtual Career Center is a first step that works for everyone, regardless of their current circumstance or location. I encourage everyone, whether just starting out or hoping to improve an existing situation, to take advantage of this free, one-stop resource.”

The Virtual Career Center can be accessed with any internet-enabled computer or handheld device. Goodwill of the Heartland does not share user information or data with third-parties without prior permission.

www.getstartedwithgoodwill.org



Convenient, comprehensive assistance — Meeting Community Needs

Discussions with other nonprofits revealed a gap for the immigrant community that Goodwill could fill

In addition to staffing the Moline Helms Career Center, Mariam Namilinga spends part of each week at community locations, assisting members of the local immigrant community and anyone else who needs a helping hand.

This level of dedicated community outreach began last spring when Namilinga and other Goodwill team members learned some existing assistance programs were time-limited and didn’t always meet the needs of women.

“The local population who can reap the most benefit from Goodwill of the Heartland services are often homeless, low-income, immigrants and refugees,” said Namilinga. “Most do not have access to transportation and are challenged by language barriers. Therefore, meeting them at community locations makes it easier for them to access our services and better their situation.”

In addition to digital literacy classes, assistance with job searches, help completing and submitting job applications and resume development, Namilinga taps into the larger nonprofit community to connect people with the wrap-around services needed to build a better life. This can include transportation, health care, technology and language learning.

“Sometimes, on Fridays, I visit the World Market and let

the people there know about all the services Goodwill offers,” she said. “I know this is a place frequented by immigrants and refugees who could benefit from Helms Career Center programs and services.”

On Tuesday evenings, Namilinga is at the downtown Rock Island Public Library. She has also visited the local Islamic Center, and hopes to continue that relationship.

“The Helms Career Center and its programs are open to everyone,” she said. “I speak Swahili, French and Other African Dialect in addition to English. I am here as an interpreter and Career Services Advisor.”

Career Center participants are from all walks of life. Some are adults needing to transition to a new career after a business shutdown. Some are young people or people new to the area who are just starting out. Our team also works with business owners to ensure we are providing the skills needed for the local workforce.

“*I will do everything I can to help you be successful.*”

Mariam Namilinga
Moline Career Services Advisor



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

* - Donations are not accepted at the Outlet

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	

Goodwill of the Heartland — A Snapshot of Sustainability

Pulling every bit of value from available resources has been at the heart of the Goodwill mission and vision since its founding in 1902 by former Iowan and Cornell College graduate Edgar J. Helms. Through the collection of household goods and clothing, Helms hired and trained the unemployed and improverished. Resale of the goods helped the community access affordable items and kept others employed.

While the now 154 Goodwill organizations across the United States have significantly expanded and adapted since Helms’ founding, our core beliefs haven’t wavered. We believe, as Helms once said, “Goodwill saves the waste in men and things.”

Clearly, sustainability has been a part of Goodwill from the start, but we haven’t always spoken about it with a clear, concise voice. For Goodwill of the Heartland, that situation is already changing for the better.

Last year — 58 years after our organization was founded in Iowa City — our all-volunteer Board of Directors and members of our Senior Leadership Team officially incorporated sustainability into our organization’s current strategic plan with one simple statement: “Enhance and promote our environmental sustainability.”

The fuse was officially lit and sparks began. This year we hired Stacie Rae Johnson as our sustainability manager — a first-of-its-kind position for our organization. A 30-year veteran of solid waste and stormwater management, Johnson is shedding new light on the concept of sustainability from within the organization. Top of her mind is the economic, environmental and social impact possible with zero-waste values.

A longtime Goodwill shopper, Johnson was already knowledgeable about our retail operations and she is quickly absorbing additional facets of our organization’s operations, including mission services, eCommerce, administrative, federal contracts and textile recycling.

She was joined this year by a “green team,” which has been working behind the scenes on our first Sustainability Plan. The group anticipates unveiling the document in December or January.

Included in the plan are key performance targets focused on reducing Goodwill of the Heartland’s carbon footprint and greenhouse gas emissions. While considered a living document that can be adapted and updated as we move forward, our first sustainability plan will target waste to landfill, utility usage, internal communications and community engagement, just to name a few.

“We want to explore increased recycling for any materials that remain after all current avenues to divert from local landfills have been exhausted,” Johnson said. “Are there opportunities for cottage industries that can repurpose these

items? If so, we not only extend the useable life of the item, but we help others find a new thoughtful career.”

While Goodwill has always focused internally on our environmental impact, we are looking forward to this new era of speaking publicly about sustainability efforts. We hope our experiences fuel the journey of others. We know embracing a more sustainable future has benefits for our organization, communities and those we serve.



Sustainability Vision Statement

Goodwill of the Heartland aims to become a zero-waste organization that positively impacts our people and our planet.



Prairie Pollinator Palooza

Visitors to Goodwill of the Heartland’s administrative offices or the Outlet Store may have noticed some changes are underway. Our organization is in the process of converting five of our 25 acres of turf to native landscaping.

During the first three years of this process, pollinators work to establish deep roots, prior to flowers blooming. This happens in conjunction with the eradication of all non-native plants and weeds, such as Canadian Thistle.

Winter planting is currently underway and, once complete, Goodwill of the Heartland will be able to eliminate mowing of turf grass as well as all associated maintenance. Once established, urban prairies provide storage for rainfall and carbon as well as habitat for local pollinators like bees, butterflies and birds.

Meet the ‘Green Team’

- **Jessica Schamberger**, VP of Operations
- **Nick Lindsley**, Board Member
- **Sylvia Moore**, Outlet Manager
- **Al Paxton**, Salvage Manager
- **Michelle Heberling**, Strategic Partnership Specialist
- **Tim Hennick**, E-Commerce
- **Kolbi Jamison**, Retail Project Manager
- **Spencer Williams**, Facilities Manager
- **Rik Throckmorten**, Federal Contracts Manager
- **Stacie Johnson**, Sustainability Manager (Facilitator)

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Goodwill Industries is organized to save material waste and turn it into human well-being.

Rev. Edgar J. Helms
Founder, Goodwill Industries International

Cedar River Haven & Ranch — Recovery with a Side of Purpose

Cedar River Haven and Ranch are the culmination of what sometimes feels like a life-long dream, according to founder Freda Sojka. It's a vision she knows may not have been fully realized without partnerships like the one shared with Goodwill of the Heartland.

The Haven and the Ranch are separate but complimentary initiatives. While the Haven serves as a residential treatment facility for women with substance abuse disorders, the Ranch is a public-facing, full-service hospitality business with rental cabins, a professional kitchen, event center, food truck and, most recently, a cafe. Both are headquartered on beautiful wooded property near Letts, Iowa.

"Goodwill has been an amazing partner," Sojka said. "I know a lot of people just know about their stores, but there is so much more happening behind the scenes that is made possible because of support for the thrift stores."

Sojka is joined in operations by her sister, Denise Ball, a retired school teacher who serves as Program Recovery Director. It's an initiative near and dear to their hearts since the two are now 39 years sober.

"It does make a difference when the women learn we've personally fought similar battles," Ball said. "I just wish we would have had someplace like Cedar River Haven when we went through it."

It's that personal experience that led the two to create a place where women can both recover and better themselves through skill development.

"What Freda and Denise have created is unique and beautiful," said Stephanie Torrance, who serves as a strategic partnership specialist for Goodwill in the Muscatine, Burlington and Clinton areas. "The women leave here not only having battled their addiction, but with vital skills to help them remain sober."

Mario Lebron, a Goodwill career

navigator has worked closely with many of the women at Cedar River Haven. He's helped those who qualify sign up for SNAP Employment and Training and worked with others on basic computer training. Those who work on the hospitality side of things gain food handling certifications through Goodwill's ServSafe program.

"Mario has been wonderful," Sojka said. "He and Stephanie have gone above and beyond to make sure the women at Cedar River Haven have the resources they need during recovery and skills that will help them pursue fulfilling lives once they complete the program."

The Cedar River Haven facility can help up to 24 women at a time. Currently, eight women are in the program and Sojka says she's happy to take it slow.

"This isn't a sprint; it's a marathon and these women deserve the best time and support we can offer. We want to do right by every one of them."

The Power of Second Chances

Just a few months ago, Avarie Smith was on her own recovery journey as the first resident welcomed into Cedar River Haven. Now, however, having completed the program, she happily serves as Recovery Residence Manager.

"I became addicted to methamphetamine when I was 15. I also had issues with alcohol in my past," Smith said, noting she was released from jail and into Cedar River Haven.

"I have accomplished so much since I arrived here. My life has changed drastically, and in a very good way."

Smith completed the ServSafe Food Handler and Manager courses while going through recovery. She also attended Muscatine Community College and received her welding certificate.

"I actually made it onto the Dean's List at MCC and I'm very proud of that," she said.

Serving so closely with those going through recovery is

something that she enjoys, even if the work isn't always easy.

"It's a good reminder of where I came from," she said.

Shannon Brenner and Lisa Delay (left and center in the photo below) had their own substance abuse struggles and legal woes.

"This place means my life to me," Brenner said. "If I hadn't come here, I'd be in prison. Cedar River Haven and the training I've been able to access while here simply saved my life."

Since she hopes to one day open a restaurant, Brenner has taken full advantage of Goodwill's skills training. She completed the ServSafe Food Handler course and is working on the Manager training. She's also exploring the Meta-Coursera social media marketing certificate and has completed several NorthStar Skill Assessments and Digital Literacy trainings.

"This is something I've wanted my entire life, but addiction got in the way," she said. "Now, with Goodwill's support I'm attending class and working toward the future I want."

Delay served a year in state prison before arriving at Haven as part of a diversion program.

"At first I was really resistant to the changes I knew I would need to make," she said. "But this place has changed my life. I am learning so much and repairing relationships with my family."

Delay completed the ServSafe Food Handler course and recently received her ServSafe Manager certification as well.

"Working with Goodwill has provided confidence," she said.

"I'm not as hesitant to try something new."



Once Cedar River Haven program participants have worked with Goodwill of the Heartland to earn their ServSafe Food Handling certification, they're ready to begin working in on-site hospitality enterprises, like this food truck, and earn wages to help pay their own way. The training and work teach valuable skills vital to life after recovery.



— Store Spotlight —

MOLINE

READY, WILLING & ABLE



Communities served by Goodwill of the Heartland have their own personality. It should come as no surprise that each Goodwill Store location provides goods and services developed with the personality of that area in mind.

The Moline Goodwill Store, for example, is home to the organization's most eastern Helms Career Center. In fact, it's our only brick-and-mortar career center in Illinois.

And from rock bands to team celebrations to inter-organizational challenges, the Moline retail team is as fun as it is helpful.

"We love our store, career center, donors and shoppers and we work hard to provide a positive experience," said Store Manager Tami Buckallew. "To keep spirits high, we need to be a true team. That means we reach for fun opportunities to come together."



Building Sustainable Futures —

Program Graduate Finds Opportunity

Goodwill of the Heartland's Custodial Technician Certification program provided Iowa City resident Adam Young with the skills needed for a new career at the University of Iowa.

Young says he had worked an assortment of jobs before learning about the Goodwill training opportunity. He was looking for employment where he could excel and wages that would support his life and computer hobbies. After completing the course, which was held in-person on the University campus, Young found what he was looking for.

"I really enjoy working with computers and gaming," Young said, noting that the hobby can be expensive when his gaming system needs upgrades. "I was very happy to be offered a job at the University and I enjoy the work, my team members and students. And the paycheck has allowed me to indulge my hobby, which has added to my overall quality of life."

Young was able to complete the training course in just a few months, noted Goodwill Career Navigator Santiago Benitez.

"Adam was wonderful to work with because he had decided this is what he wanted to do and he was dedicated to the course work," Benitez said. "It's great to see him thriving in his new career as well as being able to support himself while exploring personal interests."

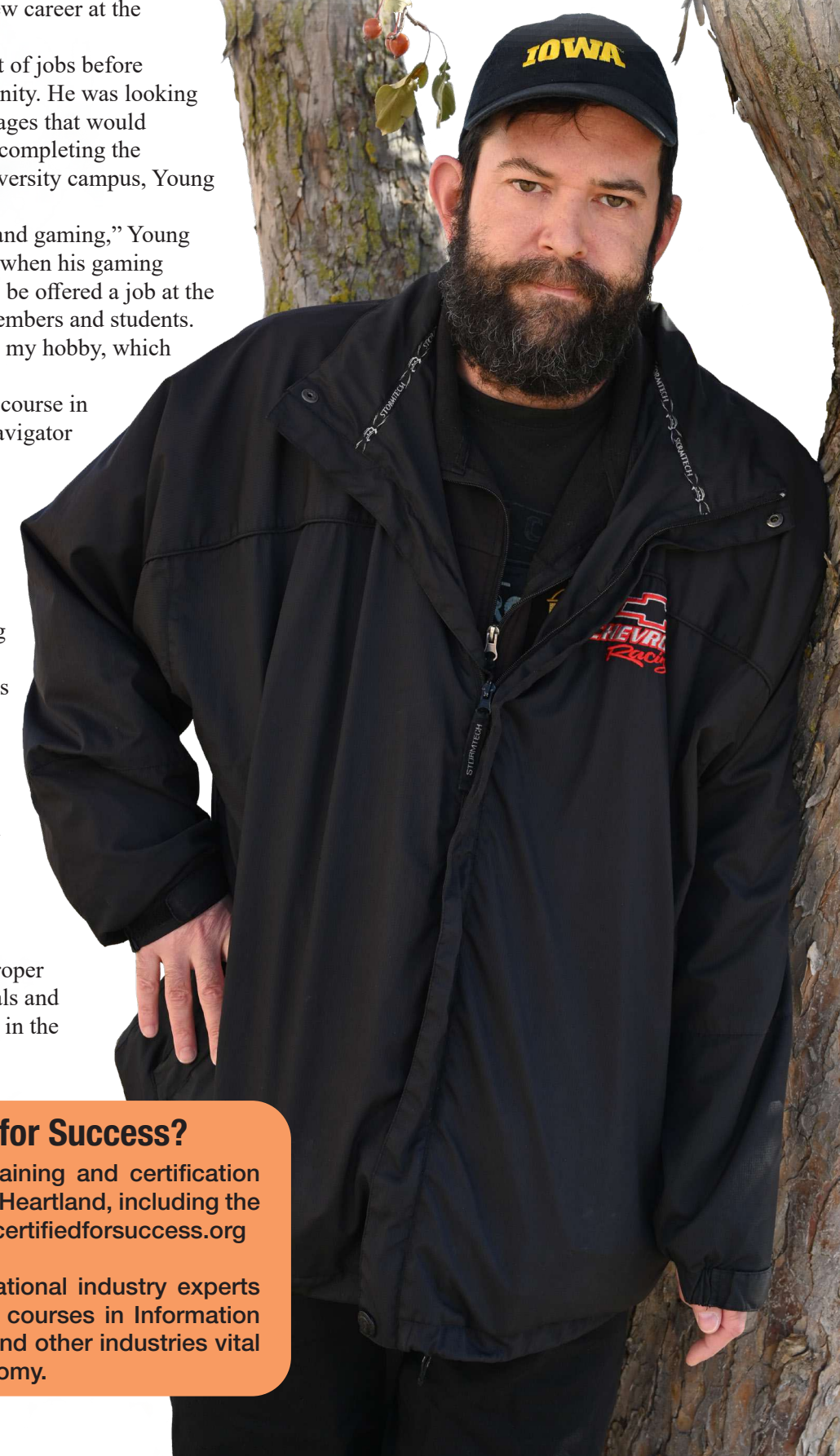
Custodial Technician Certification classes are frequently offered by Goodwill of the Heartland. Learners can attend in-person classes like Young did or virtually. Upon completion, learners are eligible to test for an industry-recognized credential from ISSA Cleaning Management Institute. There are a limited number of earn-as-you-learn seats available where learners complete a 25-hour paid internship with a partner business.

The course explores customer service, proper handling of hazardous chemicals and materials and a variety of cleaning techniques and surfaces in the office, retail, healthcare and home settings.

Ready to Get Certified for Success?

To learn more about the various training and certification programs offered by Goodwill of the Heartland, including the Custodial Technician Course, visit certifiedforsuccess.org

Goodwill partners with local and national industry experts to provide training and certification courses in Information Technology, Marketing, Hospitality and other industries vital to the local economy.





8200 6th Street SW
Cedar Rapids, IA 52404

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

Get free access to career tools & resources

The Virtual Career Center is a free educational initiative providing skills for current job opportunities, wrap-around services to ensure success and lifelong professional learning and insights.



SKILL ASSESSMENT & TRAINING

Learn your current capabilities, compare them to the current job market and train for the sustainable career you want.



JOB SEARCH ASSISTANCE

Be the first to know about emerging opportunities in your community and track your outreach using our online tools.



CAREER ADVANCEMENT PLANS

Have specific career goals? We can help you plan for your future dream job - even if it is in a completely different industry!



RESUME BUILDING & REVIEW

Develop a clean, concise and relevant resume to provide a snapshot of who you are professionally.

