



# Goodwill OF THE Heartland

2022 ANNUAL  
REPORT



*Opportunities for All*



Pat Airy, President & CEO

Lisa Shileny, Board Chair

Dear Friends,

We believe in the dignity of work. We believe a starting point in life – or mistakes along the way – shouldn't dictate where people end up. We believe in the power of working together to spark positive change. Above all, Goodwill of the Heartland believes in and stands for an opportunity for each person to thrive.

Each day we have the privilege of seeing these beliefs in action.

With dedication and hard work our residential support services ensure people with disabilities can live independently in their home. Day programming helps others fully experience their community and increase self-sufficiency. Both programs build a solid foundation of life skills, social understanding and self-advocacy that promotes physical and emotional health. Training and employment programs focus on job skills, career advancement and sustainable employment with a goal of increased self-sufficiency and improved quality of life.

In 2022, your generosity made it possible for Goodwill of the Heartland to implement new, innovative ways to invest in our neighbors and communities. We redesigned our career services and launched the Opportunity Accelerator™, a best-in-class wholistic approach to helping people find family-sustaining careers.

Because of you, our targeted, evidence-based programming now includes access to wrap-around services and financial assistance. Life challenges, such as transportation, housing and childcare, are no longer insurmountable barriers to job training and successful careers.

Your support made it possible for us to forge new partnerships through the development of four more Helms Career Centers and provide more skill-building, resume preparation and job placement services than ever before. What's more is these opportunities for professional and personal development are offered without cost to people from all walks of life. Our capacity to serve will increase again this year when our first virtual career center launches, providing people throughout our 19-county service area the opportunity of fresh paths forward.

As this report shows, we have accomplished much together. Yet there is more to do. Our mission remains as clear and critical as ever: help people reach their full potential through education, training and the power of work. We are so grateful and excited to have you join us in creating relevant and accessible opportunities for all.

Pat Airy, CEO

Lisa Shileny, Board Chair

# FINANCIAL STATEMENT

## Statement of Activities

For the Year Ended December 31, 2022 with comparative totals for 2021

Revenue	2022	2021
United Way and Contributions*	133,657	1,183,887
Program Fees and Grants	5,032,645	9,792,897
Store Sales and Recycling	30,824,259	27,459,830
Contracts with Businesses	4,366,206	3,540,839
Other Revenue	222,325	508,924
<b>Total Revenue</b>	<b>40,579,092</b>	<b>42,486,377</b>

Expenses		
Payroll Expenses	24,028,081	22,680,709
Supplies and Services Purchased	2,328,236	2,360,458
Facilities and Equipment	7,129,699	6,513,913
Travel and Vehicles	1,012,283	1,040,476
Depreciation and Other Expenses	2,538,960	2,345,688
<b>Total Expenses</b>	<b>37,037,259</b>	<b>34,941,244</b>

<b>Change in Net Assets</b>	<b>3,541,833</b>	<b>7,545,133</b>
-----------------------------	------------------	------------------

\*Includes donor restricted United Way funds of \$57,125 for 2022 and \$41,625 for 2021.

## Balance Sheet

December 31, 2022 with comparative totals for 2021

Assets	2022	2021
Cash and Investments	10,892,689	5,926,555
Accounts Receivable	1,101,264	1,073,024
Other Current Assets	2,634,212	3,212,558
Property and Equipment	15,617,487	16,679,231
Other Assets	23,904,630	17,681,205
<b>Total Assets</b>	<b>54,150,282</b>	<b>44,572,573</b>

Liabilities and Net Assets		
Accounts Payable	633,258	1,292,079
Accrued Payroll and Benefits	1,948,735	1,969,095
Other Current Liabilities	3,233,654	614,860
Long-Term Debt	10,972,187	6,875,924
<b>Total Liabilities</b>	<b>16,787,834</b>	<b>10,751,958</b>
<b>Net Assets</b>	<b>37,362,448</b>	<b>33,820,615</b>
<b>Total Liabilities and Net Assets</b>	<b>54,150,282</b>	<b>44,572,573</b>

CliftonLarsonAllen, LLP, an independent auditor with offices in Cedar Rapids, Iowa, completed the audit of Goodwill's 2022 financial statements. A complete copy of Goodwill's audited financial statements is available upon request.



# 2022 the edgars ACHIEVEMENT AWARDS

*Congratulations to all 2023 Edgars Achievers!*



**Dakota Cummins**  
Training Achiever  
of the Year  
East Regional Winner



**Tonya Glover**  
Townsend Employment  
Achiever of the Year  
East Regional Winner



**Roy Hoskins**  
Townsend Employment  
Achiever of the Year  
Iowa City Regional Winner



**Karen Hotz**  
Supported Community Living  
Achiever of the Year  
Cedar Rapids Regional Winner



**Eugene Tate**  
Townsend Employment  
Achiever of the Year  
South Regional Winner



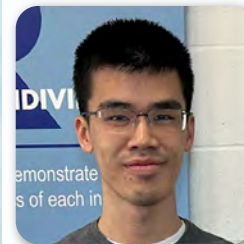
**Tyler Waychoff**  
Training Achiever  
of the Year  
Iowa City Regional Winner



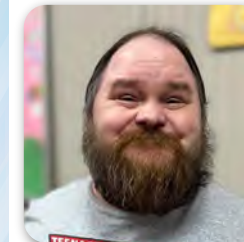
**Devon Boyd**  
Townsend Employment  
Achiever of the Year  
Cedar Rapids Regional Winner



**Ann Greenstein**  
Day Habilitation  
Achiever of the Year  
South Regional Winner



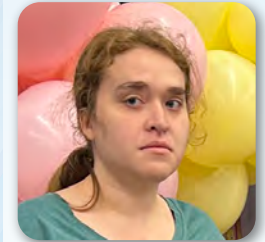
**Nicolas Luongvan**  
Training Achiever  
of the Year  
Cedar Rapids Regional Winner



**Larry Wilson**  
Day Habilitation  
Achiever of the Year  
Cedar Rapids Regional Winner



**Lisa Collins**  
Training Achiever  
of the Year  
South Regional Winner



**Kalya Harris**  
Day Habilitation  
Achiever of the Year  
East Regional Winner



**Tanna Quisley**  
Supported Community Living  
Achiever of the Year  
Iowa City Regional Winner

Every day we have the privilege and joy of celebrating success with the people we serve. Find the stories of our top achievers of 2022 at:  
[www.goodwillheartland.org/what-we-do/people-services/success-stories-2](http://www.goodwillheartland.org/what-we-do/people-services/success-stories-2)

For more inspiring videos from Goodwill visit our YouTube channel:  
[www.youtube.com/goodwillheartland](http://www.youtube.com/goodwillheartland)



Donors

Anonymous  
Louis & Julie Banker  
Jeff & Sara Braverman  
David & Angie Bywater  
Collins Aerospace  
Derek Cornette  
DNE Caplan Family Foundation  
Richard Dyson  
Daniel & Carol Eicher  
Michael & Cora Engelken  
Susan Enzle  
Frank & Dona Ditri  
Carol Hagen-Ibrik  
Daniel & Amber Hardin  
Kimverly Harks  
Palmer J. Holden  
Evan & Julie Hupp  
Keith & Connie Jones  
Tika Kadariya  
Deb & Tracy & Josh Klein  
Jeff & Audrey Knox  
Kaye & Nick Lindsley  
Laura Lovell  
Jennifer Lund

Victoria McBrien  
James & Mary McCue  
McIntyre Foundation  
Thomas Muller  
John & Christine North  
Scott & Penny Olson  
Charles & Sally Orr  
The Perry Foundation  
Andrew Piro  
Erica Prussing  
Lisa Reese  
Ruth Kellems  
John & Jan Schneider  
Aaron & Lisa Shileny  
Shuttleworth & Ingersoll PLC  
Michael Sinram  
Leland & Peggy Smithson  
Carol Spaziani  
Ang Taake  
Grege & Metti Thomopulos  
Ken & Julie Urmie  
Estate of Dean Weih  
Widows Sons Craftsmen  
Charisa Wotherspoon

In-Honor/Memorials

**In Honor of Freeman Brenner**  
GreenState Credit Union

**In Memory of Carolyna Page**  
Fred Page & Elayne Sexsmith

**In Honor of Jennifer Frank**  
Dean & Deb Spina

**In Memory of Matthew Watson**  
John & Judy Watson

Grants

Department of Labor  
Department of Veterans Affairs  
Goodwill Industries International  
Iowa Workforce Development -  
Future Ready Iowa

Johnson County -  
Mental Health Disability Services  
Mental Health/Disability Services  
of the East Central Region  
United Way of East Central Iowa  
United Way of Johnson &  
Washington Counties

HGE Capital Campaign

Kemin Industries

Board of Directors

Lisa Shileny, Board Chair  
Hills Bank & Trust Company  
Hills, IA

Julie Banker, Secretary  
Cedar Rapids, IA

Keith Carter, MD, FACS  
Department of Ophthalmology  
University of Iowa  
Iowa City, IA

Frank A. Ditri  
Cedar Rapids, IA

Gabriel Hansen  
Stuart Spencer  
Chicago, IL

Daniel Hardin  
Bozeman, Neighbour, Patton & Noe LLP  
Moline, IL

Scott Hauser  
Strategy Solutions, Inc.  
Cedar Rapids, IA

Desiree Kilburg  
Bradley & Riley PC  
Cedar Rapids, IA

Nick Lindsley  
Neumann Monson Architects  
Iowa City, IA

Jodi Schafer, Vice Chair  
Cornell College  
Mt. Vernon, IA

Todd Helle, Treasurer  
Terry Lockridge & Dunn Inc.  
Iowa City, IA

Colin Mahoney  
Collins Aerospace  
Cedar Rapids, IA

Jose Mainardi  
General Mills  
Cedar Rapids, IA

Dave Murray  
Nelson Electric Co.  
Cedar Rapids, IA

John Schneider  
Iowa City, IA

Gary Sims  
MidWestOne Bank  
Iowa City, IA

Derrick Willis  
Center for Disabilities & Development  
University of Iowa  
Iowa City, IA

Senior Leadership Team

Pat Airy  
President & CEO

Kris Lehman  
Vice President of Human Resources

Rich Eckstein  
CIO

Tamera Erb  
Senior Vice President & CFO

Carmen Heck  
Vice President of Mission Services

Jessica Schamberger  
Vice President of Operations

Jason Toms  
Vice President of Retail



Steve Anderson

2022 Helms Family Award Nominee

Steve's Success Journey

Steve Anderson has always been fascinated by how things work. His disassembly of household appliances, including the family VCR and television, frustrated his parents. Even so, Steve never lost his interest in fixing things. He continued to tinker with broken objects and, one day, he managed to fix the family lawn mower. This small victory was a turning point in Steve's life.

After Steve was diagnosed with Pervasive Development Disorder,

a condition that makes it difficult to communicate and interact with others, he didn't stop pursuing his passion. Steve was introduced to Goodwill of the Heartland as a job training program participant. He showed incredible aptitude for repairing machines and was quickly hired to do maintenance on riveting machines in Goodwill's Contract Services operation.

Steve continued to hone his skills and, eventually, became the Plant Maintenance Lead for our Vegetable Oil Packaging

Plant. His expertise in repairing and maintaining complex machinery was invaluable, and his hard work and dedication earned him the respect of his colleagues.

Despite his initial struggles, Steve refused to let his condition define him. Instead, he focused on his strengths and pursued his passion for fixing things. Today, Steve is an inspiration to others, proving that with hard work and determination, anything is possible.

## GOODWILL AT A GLANCE



**COUNTY SERVICE AREA** (INCLUDING CEDAR RAPIDS, IOWA CITY & QUAD CITIES)



**HELMS CAREER CENTERS**



E-COMMERCE SITE **SHOPGOODWILL.COM**



**REBOOT** COMPUTER RECYCLING/SALES



**RETAIL SUPPORT CENTER**



**MISSION SERVICE OFFICES**



**SKILLS** DAY HABILITATION CENTERS



**RETAIL STORES** AND GROWING



**TEAM MEMBERS**

## 2022 QUICK FACTS



**2,416**

SERVICES  
PROVIDED TO  
INDIVIDUALS  
WITH BARRIERS



**250**

PEOPLE  
PLACED IN  
COMMUNITY  
JOBS



**405**

PEOPLE USED  
OUR 4 HELMS  
CAREER CENTERS  
FOR JOB  
ASSISTANCE



**71**

PEOPLE  
GAINED  
INDUSTRY - BASED  
CREDENTIALS



**12.8**

MILLION  
POUNDS  
OF GOODS  
RECYCLED



**36**

MILLION  
POUNDS OF  
DONATIONS  
COLLECTED



**22,675**

ITEMS SOLD ON  
SHOPGOODWILL.COM



**8,179**

METRIC TONS  
OF OIL  
PACKAGED BY  
HEARTLAND  
GOODWILL  
ENTERPRISES



**\$113,195**

IN CLOTHING  
VOUCHERS  
DISTRIBUTED TO  
PEOPLE IN NEED



**\$.87**

OF EACH  
REVENUE DOLLAR  
REINVESTED IN  
MISSION



**\$19,599,442**

IN WAGES PAID TO  
PROGRAM PARTICIPANTS  
& TEAM MEMBERS

**\$25,311,715**

TOTAL ABILITYONE  
CONTRACT REVENUE  
(PRODUCTS & SERVICES)





8200 6th Street SW  
Cedar Rapids, IA 52404



## 2022 ANNUAL REPORT

***The mission of Goodwill of the Heartland is to help people reach their full potential through education, training and the power of work.***

Goodwill offers life and job skill development, work experience, job placement assistance, day habilitation, supported community living, workforce services to employers and contract food packaging.