



in the

WORKS

SUMMER 2025



Prepping for Halloween



Exploring the Trades
in Hands-On Ways



Reimagining eWaste



Training Hands-On Skills
to Power Manufacturing



From the CEO

As the world around us continues to change, so does the way we carry out our mission at Goodwill of the Heartland. We remain deeply committed to helping local people move forward and build new lives, but we also recognize the need for our organization to grow, adapt and evolve along the way.

The way people look for work is shifting. So are the skills employers need and the ways supporters engage with nonprofits. These changes challenge us to think differently and act with intention.

In recent months, we’ve taken meaningful steps to respond. Partnering with other community organizations, we launched a new manufacturing career pathway to help people train for in-demand jobs with sustainable wages. We opened a Helms Career Center inside our Mount Pleasant Goodwill Store, making it easier for people in that community to access job services. And we’ve expanded youth programs that offer career exploration and guidance, giving young people a stronger start.

These efforts reflect our ongoing commitment to staying relevant, effective and responsive in a changing environment. We’re building on our existing strengths while exploring new ways to serve. By remaining flexible and focused, we’re best positioned to help people find their footing in today’s workforce.

Progress often comes one person at a time, through small but powerful moments, such as completing a training program, landing a job or discovering a new path forward. These moments are signs of real growth, both for the person involved and for our organization.

Thank you for being part of this work. Together, we are creating opportunities, strengthening communities and shaping a brighter future for everyone. Because of generous donors and loyal shoppers, Goodwill can continue its mission to help people reach their full potential through education, training and the power of work.

As always, the best is yet to come.

Pat Ainy



Spooky season is scary good for Goodwill programs and services

Halloween Headquarters opens Tuesday, Sept. 2

When you visit Halloween Headquarters at your local Goodwill Store you find the latest costumes, trends, home decor and accessories at a fraction of retail costs. This is because we blend the best of donated and new goods to provide shoppers ultimate variety.

We do this because spooky season is vital for our organization’s mission and financial health.

By nearly any measure, Halloween is our nonprofit’s largest annual fundraiser. Sales support our mission of providing job training, employment placement services, and other community-based programs. In fact, 88 cents of every dollar spent at our stores is reinvested in the local community through such programs and services.

Donating and purchasing used costumes and accessories also aligns with our focus on sustainability and a circular economy. Working with consumers, Goodwill of the Heartland has diverted millions of pounds of goods from local landfills and reduced the environmental impact of new production.

So, Halloween is a perfect fit for us, combining seasonal demand for affordable and unique goods with our mission of providing opportunities and supporting communities.



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	

A Summer of New Professional Experiences

Learning About Career Possibilities

Thanks to a special five-week summer program led by Iowa Labor Education Training Fund Instructor Dan Ness, high school students and young adults in the Cedar Rapids area have an opportunity to test drive a career in the trades.

In addition to classroom instruction and group discussion, the students try out a variety of tools, gain a small glimpse into the work life of construction site laborers and learn about possibilities for future career progression.

Those who like what they see can apply for apprenticeships to earn while they continue to learn and, once fully trained, could land a starting wage of more than \$40,000 per year.



Dan Ness has made a good life working in the trades. It's knowledge he passes on to the next generation as a training instructor with Iowa Labor Education Training Fund. It's also one of many possibilities presented to young people enrolled in Goodwill of the Heartlands' expanded youth career exploration program.

"I ask young people if they'd rather start out their career with \$40,000 in debt or making \$40,000 a year," Ness said, discussing the time and cost discrepancies between pursuing higher education or learning a trade.

"What many young people don't realize is where they begin isn't necessarily where they will wind up. There are opportunities throughout your career to specialize or advance into new roles."

Summer exploration classes are held at Laborers' International Union of North America (LIUNA) Local #43 in Cedar Rapids and provide foundational skills. Ness began the program three years ago and recently partnered with Goodwill of the Heartland to teach basic site safety, proper use of personal protective equipment and construction math and measuring. Learners gain hands-on experience by completing projects Ness has prepared for them.

At the end of the summer program, learners can decide if they want to pursue an apprenticeship. For those who decide to take another step, the summer work contributes training credits toward their goal.

Exploring a Wealth of Options

Goodwill of the Heartland utilizes a General Motors Skilled Trades Grant to facilitate such career exploration and foundational skill development. In addition to traditional instruction, a portion of the grant funds personal protective equipment for learners, including steel-toed boots and hard hats.

Goodwill Youth Career Navigators, also supported by the grant, provide added insight into a variety of skilled trades through job shadows. Heavy equipment operation, carpentry, electrical, masonry, plumbing, manufacturing and more can be part of the process.

Employment-related workshops are provided by Youth Career Navigators at the end of each class. These offer career planning and support for entering apprenticeships, trade programs at community colleges, or community-based employment.



Ramon Rentas

Training Achiever of the Year



Driven by a shared dream with his wife to open a restaurant, Ramon took decisive steps to bring their vision to life by completing the ServSafe Food Handler and Food Protection Manager certifications through Goodwill. His commitment to training and skill-building led to the successful launch of Jibaro de Puerto Rico, Iowa's first authentic Puerto Rican restaurant, which opened its doors in Muscatine in October 2024. Ramon's inspiring journey from training to entrepreneurship made a meaningful impact on his community and exemplifies what it means to be a Training Achiever of the Year.

Hope Dade

Supported Community Living Achiever of the Year



Through years of perseverance and determination, Hope overcame significant financial and systemic obstacles to create a safe, stable, and nurturing home for herself and her two children. With the support of Goodwill team members, she built vital budgeting and advocacy skills, resolved a long-standing child support issue, and secured housing assistance — culminating in her move to a new, affordable home in 2024. Hope's resilience, openness to support, and unwavering commitment to her family's well-being truly make her a remarkable and inspiring Supported Community Living Achiever of the Year.

Jesse Stelken

Townsend Employment Achiever of the Year



Jesse's dedication and strong work ethic shine through in his long-term employment at Carlos O' Kellys and Burge Marketplace, where he consistently performs his duties with care, reliability, and pride. Over the past decade, he has grown in independence by improving his communication and soft skills, all while maintaining two jobs with a positive attitude, admirable resilience, and a willingness to learn and grow. Jesse's commitment, consistency, and uplifting spirit make him a truly deserving and inspirational Townsend Employment Achiever of the Year.



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

Training Achiever
Darian Coleman • Brian Lee

Supported Community Living Achiever
Kevin Naholi

Townsend Employment Achiever
Hunter Borslien • Angela Collins • Travis Thomas

Day Habilitation Achiever
Caleb Carstens • Nathan Mouglin

Joe Atherton

Day Habilitation Achiever of the Year



Joe has made remarkable progress in his communication and daily living skills through his active participation in Goodwill's Day Habilitation program. He now confidently interacts with community members, asks for help appropriately, assists others when needed, and makes thoughtful, independent choices during outings and volunteer work. Joe has also improved in areas like money management, personal safety, cooking, and dressing for the weather. His kindness, positivity, and determination make him a role model and a truly deserving Day Habilitation Achiever of the Year.

Mario Lebron

Helms Family Award



Career Navigator and SNAP E&T Case Manager Mario has been a dedicated and impactful team member since 2009. He has consistently gone above and beyond to empower participants, build community partnerships, and champion opportunities for those he serves. His outreach has helped women in recovery gain vital skills, certifications, and employment pathways. Whether staffing events outside business hours, mentoring new team members, or finding creative solutions to remove barriers, Mario's dedication to service is unmatched. He is not only a leader in his field but a cornerstone of the Muscatine community and our organization.

Davenport

Retail Mission IMPACT Award



The Davenport Goodwill Store has transformed its leadership, staffing, and customer experience, creating an inclusive and supportive environment for all team members. The team fully embraces Goodwill's mission and demonstrates strong accountability and teamwork. These improvements have boosted staff retention, operational efficiency, and overall morale, positioning the store for greater community engagement and continued success in the future.

Goodwill: Where your things start new lives



A SET OF DONATED GLASSES HELPED MY KIDS SEE ME SHINE.



Every item donated to or purchased from Goodwill of the Heartland means opportunity for local people and communities.

Money generated from reselling donated items in our thrift stores fuels free community programs like job training, career placement services and classes for people with disabilities or otherwise challenged by traditional employment.

While Goodwill has specific programs and services for certain groups, such as homeless or near-homeless veterans or adults with severe disabilities, we serve people from all walks of life. We help local people gain the skills they need to find a job with family-sustaining wages, launch new businesses or advance an existing career.

Likewise, we partner with local businesses to address specific workforce needs by connecting employers to people with desired talents and skills. Our ongoing partnerships with government agencies, industry experts, and organizations (local and national) mean your donations experience a second life while jumpstarting a new one.

Visit our website to learn more about what we do. And, if you need a hand up, you can get started with Goodwill.

Tri-City Group partnership turns waste into opportunity

Sustainability isn't only about policy. It's about seeing opportunity, collaboration and finding creative ways to reduce waste while helping people reach their full potential. A recent partnership with Iowa's Tri-City Group illustrates one path toward a more sustainable future.

The initiative began when team members at Tri-City Technologies – one of several specialized departments that comprise Tri-City Group – noticed functional but outdated laptops were routinely discarded as waste. They wondered if there was a better way, reached out to Tri-City's Community Outreach Coordinator Sarah Potter, and found a solution with Goodwill.

The collaboration diverts usable tech from local landfills and into the hands of Goodwill. Through a secondary partnership with Dell Technologies, Goodwill secures and refurbishes what it can and responsibly recycles the rest, ultimately providing key source material for new devices and career services for local people from all walks of life.

"Tri-City Group's commitment to renewable energy and environmental sustainability is driving transformative change, thanks to our continued partnership with Goodwill of the Heartland," Potter said. "Our community directly benefits from cleaner air, job creation and a healthier environment. We hope more businesses will join us in these efforts to build a more sustainable future."

Goodwill is proud to partner with organizations like Tri-City Group who not only recognize problems, but actively seek out solutions that make a positive difference. It's a reminder that change often begins with one team, one question and a willingness to do things differently.

To learn more about partnerships for sustainability and workforce impact, reach out to Goodwill's Strategic Partnership Team.



Tri-City Group
Since 1895

Sustainable Futures — Tri-City Group team members, from left, Sarah Potter, Stella Depuydt, and Colton Minch pose during a handoff of outdated tech to Goodwill Strategic Partnership Specialist Stacy Jones.



Built to Work —

Training that keeps manufacturing running strong

“

It's not just about training for a job – it's about building a future in a career that keeps our regional manufacturing strong and stable.”

Goodwill of the Heartland and Eastern Iowa Community Colleges have teamed up to expand access to hands-on, fast-track training for people ready to step into high-demand roles in local manufacturing.

The focus: Real skills, self-paced learning, and an entry point to strong, sustainable careers.

At the center of this partnership is EICC's Manufacturing Maintenance Technician certificate, a short-term, non-credit program offered through the college's Continuing Education division.

Participants complete six eight-week courses at the Blong Technology Center in Davenport. They graduate with practical skills in mechanical systems, industrial safety, fluid power, electrical systems, and more. The program is designed for people who want to get to work, not spend years in the classroom.

"If you are someone who likes solving problems with your hands and working with technology that keeps things running, our Manufacturing Maintenance Technician program is the perfect launchpad," said Kendra Schaapveld, EICC's director of economic development.

"You gain practical skills, work with real equipment, and are ready for a high-demand career in months, rather than years," she added.

Instructors bring years of industry experience and guide students through practical, real-world applications. Graduates are prepared for entry-level maintenance roles in industrial settings, including manufacturing facilities, warehouses, and

distribution centers. According to the U.S. Bureau of Labor Statistics, the median annual pay of a machinery maintenance worker in 2024 was \$63,510.

This kind of opportunity is especially critical for individuals who may have faced barriers to traditional education or long-term employment—those reentering the workforce, changing careers, or seeking stability after economic disruption. With flexible, short-term training and no need for prior college experience, the program is intentionally designed to remove common obstacles that prevent people from getting ahead.

"The Manufacturing Maintenance Technician program equips students with experience and skills that local industries truly value," said Karri Frank, EICC's interim director of continuing education.

"It's not just about training for a job—it's about building a future in a career that keeps our regional manufacturing strong and sustainable," she added.

While the Goodwill-EICC partnership does not directly place participants into jobs, it does set them up for success with skills employers are highly seeking.

This training pathway is part of Goodwill of the Heartland's efforts to reduce barriers to education and employment. Together, the organizations are offering accessible, skills-based programs that empower people to build better futures.

For more information on the Manufacturing Maintenance Tech program, go to eicc.edu/manufacturingtech.





— Store Spotlight — **DAVENPORT**



If you’ve visited the Goodwill Store at 5360 Villa Drive in Davenport recently, you may have noticed something special in the air. Over the past year, the store has undergone a major transformation from the team and leadership to training and customer service. This has been accomplished with a renewed focus on our organization’s mission and the larger community.

“What stands out most is how united the team is,” said Regional Manager Sarah Richards. “They’ve created a culture where people feel welcome and supported.”

The store emphasizes accountability and growth, with leadership regularly mentoring and celebrating progress. As a result, retention is up, morale is high and customers are taking notice.

The team is building momentum for even more community engagement in the months ahead. If you haven’t stopped in lately — now’s the time.



Find your path forward with Goodwill

Discover free career services designed to help you gain skills, build your resume, and confidently step into your next opportunity.
Whether in-person or virtual, expert support is just a click or visit away.

Goodwill of the Heartland can expand your job pool or ease your career transition through our Helms Career Centers, conveniently located throughout our service area as well as online. The centers offer free services such as skill assessment, resume development, interview preparation, and professional certification programs — all tailored to help you succeed.

Our experienced team members work closely with people from all walks of life, ensuring personalized support for every career journey.

To explore certification opportunities, visit our Certified for Success page. Or, if you’re unsure where to begin, simply fill out the Get Started With Goodwill contact form to schedule a brief virtual information session. We’ll meet you where you are and work on goals you select.

Goodwill of the Heartland is committed to making career resources and advancement accessible to all, no matter where you live or what your background may be. Start your path today!

GOODWILLHEARTLAND.ORG

CERTIFIEDFORSUCCESS.ORG

HELMSCAREERCENTER.ORG



New Helms Career Center opens in Mount Pleasant

Community celebration planned for Friday, August 8

We’re excited to announce the opening of a new Helms Career Center inside our Mount Pleasant Goodwill Store — an opportunity made possible thanks to requests from members of the local community. Hearing directly from

local residents about the need for accessible career services inspired us to bring these resources closer to home.

This convenient, community-based location offers personalized support for job seekers at all stages. We can help with resumes and interview preparation as well as connections with local employers.

The career center is a welcoming space where local residents can easily access an assortment of vital employment services while visiting Goodwill. We’re proud to respond to the community’s voice and look forward to seeing the positive impact this new location will have.

Stop by and discover how the Helms Career Center can help you take a step toward your career goals.





Goodwill OF THE Heartland

Goodwill Industries 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.



\$145,904

VALUE OF SHOPPING
VOUCHERS PROVIDED TO
PEOPLE IN NEED

2024

IN REVIEW



8,914,564

TOTAL POUNDS OF GOODS
RECYCLED



1,138

HELMS CAREER CENTER
PARTICIPANTS



16,366

SERVICES PROVIDED TO
PEOPLE WITH BARRIERS



716

JOB PLACEMENT SERVICES