



in the

WORKS

WINTER 2025



Goodbye Plastic Bags



Sustainability for
People & Planet



Future Focused & Ready



More Opportunities
to Make a Difference



From the CEO

As we celebrate our 60th anniversary

this year, I am reminded of the strong foundation on which Goodwill was built. For six decades our organization has shown an exceptional ability to evolve and respond to the changing needs of our communities. That spirit of adaptability continues to guide our work today.

I am proud to share Goodwill has earned another three-year CARF accreditation, a recognition of our commitment to delivering high-quality programs and services. This achievement reflects the dedication of our team and the ongoing focus on excellence in every aspect of our work.

Across our service area, we are embracing new ways to innovate and operate more efficiently while maintaining our commitment to meaningful programs and services. In this issue, you will find a Q&A with one of our newest team members, Sustainability Manager Brooke Butler, who is helping us expand efforts that benefit both people and planet. This work reflects our belief that responsible stewardship and community impact go hand in hand.

We are also strengthening our engagement with younger members of our communities. One example is Future Builders, a collaboration between Goodwill of the Heartland and LiUNA Local 43. This initiative introduces high school students and young adults to a variety of careers and helps them take the first steps toward long-term success.

Partnerships remain an essential part of our ability to serve. Recently, we teamed up with veteran-founded Re-Supply to offer donation pick-up services. Although service availability is currently limited to a portion of our territory, we look forward to expanding this service in the coming months so more donors can participate with ease.

As always, our work is made possible by the donors, shoppers and supporters who choose Goodwill. Your generosity fuels opportunities, strengthens our communities, and helps us carry our mission forward.

Thank you for being part of the Goodwill story during this milestone year.

Pat Airy



Plastic bags phased out at all Goodwill of the Heartland stores

Goodwill of the Heartland is leading the way in sustainability. As of mid-August, all 19 of our retail locations have phased out single-use plastic bags — achieving this milestone more than four months ahead of the original end-of-year target.

By making this change, the organization is taking a bold step forward in reducing waste, saving money, and setting an example for the community.

“By eliminating single-use plastic bags in our retail operations, we’re making a positive change for the environment and for our customers,” said President and CEO Pat Airy.

This change is the result of a full year of planning, customer communication, and collaboration across Goodwill’s retail team. The initiative is expected to prevent more than 2 million such bags from entering local landfills each year, while also saving our organization nearly \$75,000 annually.

Shoppers have three options at checkout:

- Bring and use their own bag
- Reuse a donated box or bag, if available
- Purchase a Goodwill branded reusable bag

“This is a simple but important step in how we care for the environment,” Airy said.

Goodwill of the Heartland provides job training, employment placement services, professional certifications, community programs and more by using funding from its retail stores. By aligning sustainability efforts with its mission, the organization sets an example for the community while reducing waste and promoting environmentally conscious shopping habits.

“I want to thank our retail team for their role in making this possible,” Airy added. “Whether you’ve helped educate customers, reorganized processes, or simply embraced this change with positivity, you have been vital to this success. Together, we’ve taken another big step toward reaching our sustainability goals — and I could not be prouder.”

Goodwill recognized for excellence

Goodwill of the Heartland is proud to announce it has once again earned CARF accreditation, receiving the maximum three-year term. The recognition reflects the organization’s commitment to high-quality, person-centered programs and services and underscores our dedication to excellence. Goodwill has been CARF accredited since 1977, demonstrating decades of continuous improvement and achievement.

CARF, the Commission on Accreditation of Rehabilitation Facilities, is an independent, nonprofit organization that evaluates service providers worldwide to ensure they meet rigorous standards of quality and accountability. Accreditation signals to participants, families, and the community that an organization not only meets internationally recognized standards but strives for ongoing excellence in its services.

The CARF survey, conducted in July, assessed Goodwill against 1,235 standards across its programs and operations. Our survey resulted in 98.8 percent compliance in the required standards, highlighting the organization’s strong compliance and dedication to best practices.

Surveyors noted numerous areas of strength, including leadership stability, a dynamic CEO who embodies the organization’s values, thorough and comprehensive strategic planning, well-organized employment skills training services, and a culture that promotes teamwork, trust, and open communication.

“As the survey team noted, we have a great wealth of experience with CARF surveys at our organization,” said Quality Assurance Specialist Aaron Derby.

“We did have several team members experiencing their first CARF survey, and some work in areas involving a large number of standards or complex compliance ac-

tivity. For us to achieve such a good outcome highlights our organization’s commitment to our participants, stakeholders, and to each other.”

The Day Habilitation program was praised for its well-planned activity calendar, developed with direct participant input. Surveyors also recognized Goodwill’s remarkable adaptability and growth, citing initiatives such as the launch of a Virtual Career Center, the addition of custodial contracts, observance of a cultural holiday, and our internal team member assistance and improvement program, THRIVE. These initiatives demonstrate Goodwill’s responsiveness to community needs and its focus on creating opportunities for all participants to succeed.

Carmen Heck, Vice President of Mission Services, emphasized the impact of CARF on service quality: “CARF provides a really good framework for agencies to provide quality person-centered services. Our team members do a great job of putting the participants first every day, which in the end leads to a strong outcome when accreditation time arrives.”

CEO and President Pat Airy expressed her gratitude to the team, saying, “Thanks to all of you for the hard work that you did to prepare for this CARF accreditation, but more importantly for the consistently excellent work that you do each day. We can be very proud of this report.”

This latest accreditation builds on a legacy of excellence at Goodwill of the Heartland. It demonstrates the organization’s sustained focus on participant-centered services, rigorous standards, and leadership that prioritizes quality. By achieving CARF accreditation, Goodwill ensures that the people it serves, as well as their families and the community, can trust in programs that foster independence, skill development, and meaningful engagement.



Oh, the possibilities

Finding First Jobs & Exploring Dreams

At Goodwill of the Heartland, Youth Services is more than a program — it’s a pathway. It’s where young people discover their strengths, build confidence, and take meaningful steps toward adulthood. For Mara Bundy, a bright and determined Cedar Rapids student, that pathway began earlier than most.

Mara was referred to Goodwill at just 15 years old. Exceptionally driven and academically gifted, she completed high school at the same young age — an incredible achievement that came with a dilemma: how do you land a first job when most employers won’t hire anyone under 16? That’s where Goodwill Career Navigator Karey Hagerman stepped in, helping Mara build the skills

and confidence she needed to secure employment before graduation. “We were only able to meet for a few months before she graduated ... but Mara was willing to meet with me weekly,” Karey said. With busy school schedules, a short timeline, and even a few weather cancellations, their time was limited — but Mara always showed up ready to work.

Each week, they met in a small office or quiet corner of the school library. With support from Goodwill and Iowa Vocational Rehabilitation Services, Mara practiced the skills she’d need for her next steps.

“They helped me develop my social skills and interpersonal skills,” she said. “And overall, they just prepared me to have a job.”

The biggest challenge wasn’t Mara’s qualifications — it was her age. “You’re so well-qualified,” Karey often told her. “You’re a great student. How are they not hiring you?” Mara knew why: “It was always just my age.” Most employers hire only at 16, and those that hire younger have very few openings.

Still, she didn’t give up. “The most valuable skill was persistence,” she said. Even when she felt nervous — “I tend to be kind of anxious and overthink” — she kept practicing interview questions until she felt ready. Karey encouraged her every step of the way, reminding

her, “You got this” and “You’re doing great.”

Her persistence paid off when the City of Marion offered her a job as a pool cashier. It was an ideal first role: friendly, flexible, and supportive, giving her the chance to build time-management skills and grow more comfortable interacting with customers. The schedule also left room for her favorite hobby — crocheting.

“I started crocheting as a hobby in seventh grade,” Mara said. “Now that I’ve just graduated, it’s also graduated to more of a passion.”

Today, Mara creates complex pieces in everything from bright color palettes to rich earth tones — and she’s dreaming bigger.

“I would love to start a crochet business,” she said.

She imagines building inventory, selling at markets, and even taking custom orders. She recently discovered that Goodwill can help her explore the marketing side of her dream as well.

“I would love to get better at making a noticeable social media presence,” she said. “I want to make something that people know me and my work.”

Mara’s gratitude is clear. “I’m really grateful for all the opportunities Goodwill provides ... to help me not only find my first job, but also develop my passion.” Her story shows what’s possible when talent meets support — and when a young person is encouraged to believe, “You got this.”



Burlington 165 W Burlington Ave • 563-484-3703

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes

Cedar Rapids 1441 Blairs Ferry Rd NE • 319-393-3434

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes
Day Habilitation • Supported Community Living

Clinton 1015 13th Ave North • 563-484-3744

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes

Davenport 320 W Kimberly Rd • 563-327-0150

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes
Day Habilitation • Veterans Services

Davenport 318 E 7th St • 563-279-4357

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes

Iowa City 1470 S 1st Ave • 319-338-7389

Day Habilitation

Iowa City 1025 Wade St • 319-248-4671

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes
Supported Community Living

Keokuk 1226 Main St • 319-208-0291

Helms Career Center • Digital Skills Training • Occupational Skills Training • Employment Assistance • SNAP Employment & Training
World of Work Job Readiness Classes

Moline 4805 22nd Ave • 309-736-3039

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes

Mount Pleasant 700 N Grand Ave • 319-759-5018

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training, World of Work Job Readiness Classes

Muscatine 427 Lake Park Blvd • 563-263-2826

Occupational Skills Training • Employment Assistance
SNAP Employment & Training

Muscatine 2001 Cedar Plaza Dr • 563-484-3766

Helms Career Center • Digital Skills Training
Occupational Skills Training • Employment Assistance
SNAP Employment & Training • World of Work Job Readiness Classes

Caring for people & planet

Caring for the environment isn't just a collection of initiatives at Goodwill of the Heartland – it's a core priority that shapes our mission and amplifies our influence throughout the region. Over the past year, we continued to advance long-term environmental, social, and economic progress through thoughtful innovation and strong collaboration across our retail stores, warehouse operation, and mission services.

With the dedication of our Team Members and the support of community partners, we kept millions of pounds of usable or recyclable material out of local landfills through reuse, recycling, and responsible handling. Every donation, every purchase, and each operational enhancement strengthens our promise to create a healthier, more resilient region while staying true to our mission.

In 2025, we reached an exciting milestone with the launch of a new partnership focused on recovering rigid plastics. Working with a national recycling leader, we can now process hard-to-handle items – like storage totes, toys, and other durable plastics – that previously had limited options for recovery. This effort will keep an estimated 280,000 additional pounds of material each year from entering local landfills.

This expansion reflects our mission-driven approach: putting people and the planet first while supporting local economies by extending the life of donated items. These efforts reduce the demand for new resources, ease pressure on landfills, and create meaningful job opportunities. As we look to the future, Goodwill of the Heartland remains focused on pursuing innovative environmental solutions that uplift families, cut waste, and strengthen the regional economy.

With your continued partnership and leadership, we are making a lasting difference – and helping shape a cleaner, more sustainable future for everyone.

Q&A with Goodwill's Sustainability Manager

Brooke Butler joined Goodwill of the Heartland as Sustainability Manager in June 2025. She brings 15 years of experience in the solid waste and recycling industries, and holds a Master's Degree in Natural Science and Environmental Education. She currently lives in Lisbon with her partner, Scott, and their 5-year-old daughter.



What inspired your sustainability career?

From an early age, I knew I wanted a career where I could make meaningful, positive change. My passion for sustainability grew from a curiosity about how systems function, a deep love for the natural world, and a desire to support thriving communities. What began as curiosity evolved into a commitment to reducing waste, protecting resources, and creating solutions that serve both people and the planet.

My experience showed me just how powerful everyday choices can be – and how much opportunity we have to do better. That perspective continues to inspire me.

What attracted you to Goodwill?

This is where where sustainability and community impact naturally come together. Goodwill's mission creates real, lasting change. Combining that work with efforts to reduce waste, extend the life of goods, and promote a circular economy feels like a the perfect match for my values and passions.

What are some goals you hope the organization will reach in the next few years?

In the coming years, I hope to see us continue moving toward a long-term vision of zero waste – where materials are reused, recycled, or repurposed to their highest potential and little ends up in the landfill. Reaching that goal will take time, but each improvement in our processes, operations, and partnerships brings us closer.

I also want to help create a workplace culture where sustainability becomes second nature – where people are thinking about how their choices impact our environment and mission. When sustainable thinking becomes part of who we are, not just what we do, meaningful change happens.

Finally, I'm excited to share more of our sustainability story. Goodwill is already

doing incredible work to reduce waste, extend the life of usable goods, and support a circular economy. By communicating these efforts more widely, we can strengthen community support, inspire action, and show the impact we make.

Are there any sustainability misconceptions you'd like to correct?

A common one is that sustainability is only about recycling or environmental initiatives. While those are important, true sustainability is much broader. It's about creating systems to support environmental health and community well-being.

Another is that sustainable choices have to be big, complicated, or expensive. In reality, small, consistent actions – turning off lights, reducing contamination in recycling, rethinking purchases, finding ways to reuse materials – add up quickly, especially across an organization as large as ours.

Finally, there's a belief that sustainability is the responsibility of just one department or one person. In truth, it works best when everyone plays a part.

How can supporters help strengthen Goodwill's sustainability work?

Supporters play a huge role in advancing our sustainability efforts. One of the most impactful ways to help is by continuing to share ideas – fresh perspectives and creative suggestions often spark meaningful improvements. Collaboration is essential, and when we work together across teams, departments, and communities, we're able to build stronger, more sustainable systems.

Spreading the word is just as important. When supporters talk about the work Goodwill is doing, it helps raise awareness and inspires others. The more people who understand and champion our sustainability goals, the greater our impact will be.

To me, sustainability isn't only about caring for the environment; it's about shaping a healthier, more resilient future for everyone.

Brooke Butler
Sustainability Manager

Sustainability is key

Neighbors Helping Neighbors ~

Keokuk Community Cafe: a place for food and fellowship

On the first Tuesday of each month, the Keokuk Community Cafe serves free meals from 6 to 7 p.m. at the Lake Cooper Foundation, 810 Main Street. All are welcome – no questions asked. The effort was created by Jared Jinkens, a longtime resident and Career Services Advisor at Goodwill's local Helms Career Center.

On the first Tuesday of every month, a warm meal and a welcoming smile await anyone in need at the Keokuk Community Cafe. Located at the Lake Cooper Foundation, 810 Main Street, this initiative is about more than food—it's about fostering community, offering support, and spreading compassion.

The cafe was founded by Jared Jinkens, a Career Services Advisor at the Keokuk Helms Career Center inside the Keokuk Goodwill Store. Although relatively new to Goodwill, having joined earlier this year, Jared has long been committed to helping others. "I've grown up in Keokuk my whole life, and I just like to help people," he says. "I think it's important to be involved in your community and help those in need."

The idea for the cafe grew from a need Jared noticed in the community. "We have several meals that are similar to this, but they're all offered during the day at lunch," he explains. "There's nothing in the evening, so I wanted to provide one then." His passion for social service is clear—he's currently studying to become a social worker and has previously served on the board of the Keokuk Homeless Alliance, a group building a local homeless shelter.

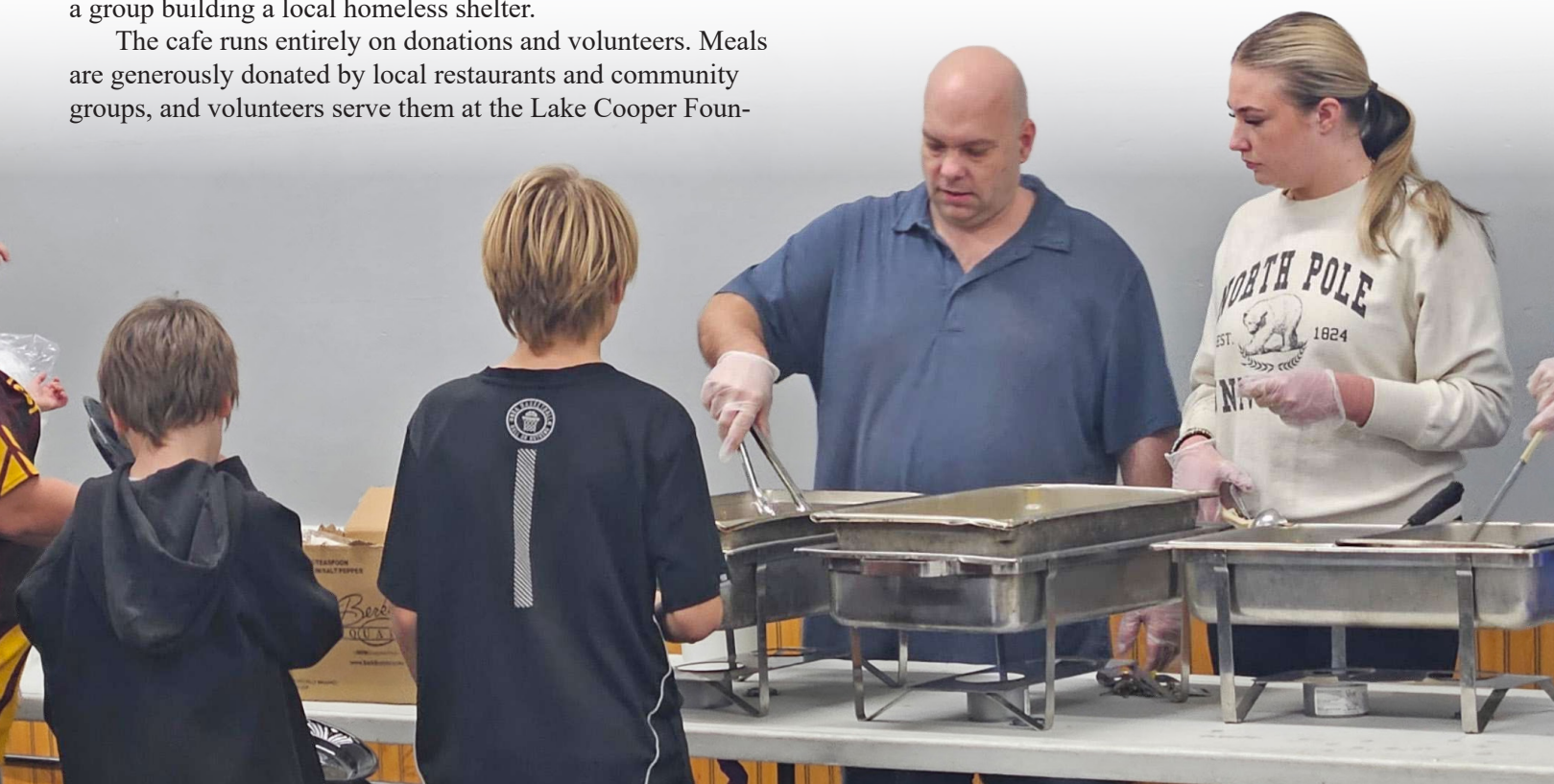
The cafe runs entirely on donations and volunteers. Meals are generously donated by local restaurants and community groups, and volunteers serve them at the Lake Cooper Foun-

dation space. "It's all donations—donations and volunteers," Jared emphasizes.

Since the first meal in October 2025, which welcomed 28 guests and involved 17 volunteers, the Keokuk Community Cafe has been steadily growing. It serves anyone in need—whether it's someone experiencing homelessness, a single parent making ends meet, or an elderly neighbor facing tough times. "It's for anybody who could use a free meal," Jared says.

The cafe is still in its early stages, and there are many ways for people and organizations to get involved. Volunteers are always welcome, and local nonprofits have the opportunity to do outreach at the dinners by setting up informational tables. Those interested in supporting or learning more can contact Jared at (319) 520-9525 or message the Keokuk Community Cafe via Facebook.

Through simple acts of kindness, the Keokuk Community Cafe is proving that even a small monthly gathering can make a big difference. In Jared's words, "It was just a need I saw in the community—and I wanted to help."



How You Can Get Started With Goodwill Today

Not all job seekers or career advancers know exactly what they want to do or where they want to land — and that's OK! Career professionals at Goodwill are here to help you navigate your next steps, including assessing your existing skills.

Along with our 24/7 Virtual Career Center and regular office hours at our in-person Helms Career Centers, our employment experts often visit community events and other public locations.

Goodwill also partners with a variety of organizations to offer support tailored to their members' or clients' needs. We collaborate with treatment centers, corrections facilities, senior centers and immigrant support organizations throughout our 19-county service area in southeastern Iowa and west-central Illinois.

If you work with a group that serves individuals who could benefit from Goodwill of the Heartland's programs or services, please visit our website and complete the contact form.

Goodwill has a fresh slate of certification courses and job training programs launching in the new year. These classes fill quickly, so reach out as soon as you see an opportunity that interests you.

In 2026, we are offering ServSafe food safety courses — including food handler and manager certifications — and Google AI Essentials as independent study options that you can start and finish on your own schedule.

If you want to build new skills or receive job-search assistance but aren't sure how to begin, we encourage you to visit one of our Helms Career Centers or goodwillheartland.org and submit the Get Started With Goodwill form.

New Course Offerings Begin in January

Goodwill of the Heartland offers several training courses and certification programs throughout the year. We also partner with industry associations and corporate entities to provide the most current training and credentialing.

In some industries we offer a 25-hour paid internship with one of our business partners. It is a great way to build connections and practice the skills and knowledge from your coursework.

Many courses are offered in-person and virtually. You can attend class from your home or use a computer at one of our Helms Career Centers.

Beginning in January

Google IT Professional

January 12 – April 29 • Mondays & Wednesdays, 5:30-7 p.m.
Build a foundation in IT support, troubleshooting, and system administration.

Google Cybersecurity Certificate

January 13 – May 21 • Tuesdays & Thursdays, 5:30-7 p.m.
Gain skills related to cybersecurity tools, risk management, and incident response.

Google Data Analytics

January 13 – May 21 • Tuesdays & Thursdays, 3:30-5 p.m.
Learn to collect, organize, and analyze data to support business decisions.

Custodial Technician

January 5 – February 20 • Monday-Friday, 1-3 p.m.
Hands-on training in safe, effective, and professional custodial procedures.

Guest Service Professional

January 5 – January 9 • Monday-Friday, 9-11 a.m.
Develop customer service and communication skills for hospitality and retail roles.

Hospitality Maintenance Technician

January 12 – February 13 • Monday-Friday, 9-11 a.m.
Learn essential property maintenance skills for jobs in hotels and commercial facilities.

View the full schedule and sign up at goodwillheartland.org



Store Spotlight - MUSCATINE



At the Muscatine Goodwill Store, a sense of community isn't just something you feel. It's something you see every day. Store Manager Kaylah Tobias sums it up like this:

"What makes our Goodwill Store so special is not only our close relationships with each other as team members, but also the relationships we build and actively nurture with shoppers and donors."

Whether facing the loss of a loved one or celebrating exciting milestones, Tobias says the love in their store is unmatched.

That warmth extends to the community as well. Many team members greet shoppers by name, and shoppers often remember small details about workers' lives such as hobbies and family milestones.

"There is so much laughing, engagement and inclusion going on at our store, and we make sure everyone feels included in everything we do," Tobias added.

The Muscatine location, 2001 Cedar Plaza Dr., also hosts a Helms Career Center and actively participates in community events. Mission Services and retail team members work together to organize an annual trunk-or-treat event outside of store hours, welcoming families for a safe, fun-filled celebration. They also piloted an initiative to distribute donated children's books to local Free Little Libraries.

Whether through meaningful connections with customers, supporting local initiatives, or fostering a workplace where everyone contributes, the Muscatine Goodwill Store embodies the spirit of the Goodwill mission and vision every day.



New partnership makes donation pickup possible

Donating to Goodwill of the Heartland is now easier than ever. A new partnership with ReSupply, a veteran-founded logistics company, allows donors to schedule home pickups for furniture, clothing and household items.

ReSupply's licensed and insured crews handle disassembly, lifting and transport from any part of the home. Most pickups are completed within 24 to 48 hours, providing a fast and convenient way for donors to give.

"If you have items to donate but no way to get them to us, this makes it simple," said President and CEO Pat Airy. "It removes barriers to giving and turns generosity into opportunity."

Donors using this paid service do not need to worry about what Goodwill accepts. Items Goodwill cannot take are redirected to other nonprofits or responsibly recycled. This keeps more usable goods out of local landfills and helps more people in the community.

Founded by military veterans, ReSupply also creates jobs and career paths for service members transitioning into civilian life. Their mission closely aligns with Goodwill's focus on work, training and opportunity.

Those interested can visit goodwillheartland.org or call (319) 281-0418 to schedule a pickup. A tax receipt will be provided for accepted items.

Currently this service is available in the Cedar Rapids and Iowa City areas. Additional communities will be added in the coming weeks.



Retail Directory



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 |



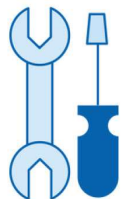
Goodwill OF THE Heartland

Goodwill Industries of the Heartland
8200 6th Street SW
Cedar Rapids, IA 52404

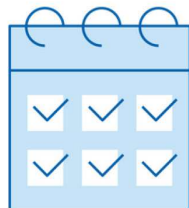
We help people reach their full potential
through education, training and
the power of work.



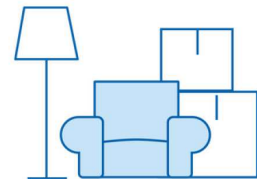
PRIORITY DONATION PICKUPS



**White-glove service
and disassembly**



**Pickups within
24-48 Hours**



**All items, anywhere
in the home**

To schedule visit goodwillheartland.org or call (319) 281-0418