



in the

SUMMER 2026

WORKS



Re-Makers Market
offers upcycled finds



Costume Shops coming soon



Career & Job Training
for brighter futures



From the CEO

As our unique communities continue to evolve, so do the opportunities to make a meaningful difference. At Goodwill of the Heartland, we remain focused on helping people build brighter futures while continually exploring new ways to strengthen our mission, expand partnerships, and respond to the changing needs of those we serve.

During the past several months, we’ve seen firsthand how innovation and collaboration can create a lasting impact. From developing new sustainability initiatives that extend the life of donated goods to expanding career training opportunities and strengthening community partnerships, we are finding new ways to connect people with the resources, skills and support they need to succeed. These efforts reflect our belief that meaningful change happens when organizations, businesses, and communities work together toward a common purpose.

This issue highlights several examples of that work in action. You’ll read about the continued growth of our Re-Makers Market, which gives donated materials new life while supporting local creativity and sustainability. We also celebrate this year’s Edgar Award recipients, whose achievements remind us that every success begins with opportunity, first steps and determination. Across our career services programs, we continue to expand training opportunities that prepare people for meaningful employment while helping employers meet the workforce needs of today and tomorrow.

Of course, none of this would be possible without the generosity of our donors, the loyalty of our shoppers, the dedication of our team members and the support of our community partners. Every donation, every purchase and every partnership helps create opportunities that change lives and bolster our communities.

Thank you for being an important part of the Goodwill story. Together, we will continue building opportunities, embracing innovation, and creating brighter futures.

As always, the best is yet to come.

Pat Ainy



Rewards Card members cash in on everyday savings

35,000 new members added in the last year

Goodwill of the Heartland shoppers continue to embrace the Rewards Card, with 40 percent of all transactions now linked to the loyalty program. With the Rewards Card in hand, shoppers make their selections as always, but earn points for every dollar spent. On average across our 19 Goodwill Stores, shoppers are redeeming \$2,500 in rewards each day. That’s nearly \$1 million in savings returned to shoppers each year – and another way Goodwill helps stretch household budgets while supporting programs that strengthen our communities.



By the numbers –

- 40% of store transactions use a Rewards Card
- 34,786 new members joined in the past year
- \$2,510 redeemed in rewards each day
- Nearly \$1 million returned to shoppers each year

Since the program’s launch in 2022, more than 150,000 Goodwill shoppers have signed up for a Rewards Card. In addition to earning points on every purchase at all Goodwill of the Heartland store locations, Rewards Card members enjoy special savings promotions and periodic double points events throughout the year.



Career & Support Services Directory



Burlington	165 W Burlington Ave • 319-208-0293 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training • World of Work Job Readiness Classes</i>	Iowa City	1025 Wade St • 319-248-4671 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training • World of Work Job Readiness Classes Supported Community Living</i>
Cedar Rapids	1441 Blairs Ferry Rd NE • 319-393-3434 <i>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</i>	Keokuk	1226 Main St • 319-208-0291 <i>Helms Career Center • Digital Skills Training • Occupational Skills Training • Employment Assistance • SNAP Employment & Training World of Work Job Readiness Classes</i>
Clinton	1015 13th Ave North • 563-484-3744 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training • World of Work Job Readiness Classes</i>	Moline	4805 22nd Ave • 563-484-3757 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training • World of Work Job Readiness Classes</i>
Davenport	320 W Kimberly Rd • 563-327-0150 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training • World of Work Job Readiness Classes Day Habilitation • Veterans Services</i>	Mount Pleasant	700 N Grand Ave • 319-759-5018 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training, World of Work Job Readiness Classes</i>
Davenport	318 E 7th St • 563-279-4357 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training • World of Work Job Readiness Classes</i>	Muscatine	427 Lake Park Blvd • 563-263-2826 <i>Occupational Skills Training • Employment Assistance SNAP Employment & Training</i>
Iowa City	1470 S 1st Ave • 319-338-7389 <i>Day Habilitation</i>	Muscatine	2001 Cedar Plaza Dr • 563-484-3766 <i>Helms Career Center • Digital Skills Training Occupational Skills Training • Employment Assistance SNAP Employment & Training • World of Work Job Readiness Classes</i>

Creativity, Upcycling and Second Chances **Welcome to the Re-Makers Market**

The Re-Makers Market was held for a second year at the Goodwill Store in Burlington on June 13. It is a free community event featuring local artists, creators and vendors who offer a variety of recycled and upcycled items.

Creativity, upcycling and second chances came together in Burlington on June 13 as the Goodwill Store hosted its second annual Re-Makers Market. The free community event featured local artists and creators selling recycled, repurposed and upcycled goods.

While every vendor brought a unique perspective, many shared a common goal: finding new life for materials that might otherwise be discarded.

"It's great to see so many local artists in one spot," said Andrea Stineman, store manager. "The Re-Makers Market is a natural fit for Goodwill because it brings together creativity, sustainability and community. We're excited to provide a space where people can share their work and connect with others."

The event also highlighted the growing movement toward creative reuse. Many vendors incorporated secondhand, recycled or reclaimed materials into their work, demonstrating how everyday items can be transformed into something entirely new.

For Dawn Schilling, a team member at the Burlington Goodwill Store and one of the event's participating creators, the market is about more than selling handmade goods.

"We need places for people to come together, show what they are creating and perhaps share some of their work," she said. "Not only is it good for the local economy, but it is great for the environment. And the people who come and browse have an opportunity to see creations and think about textiles and household goods from a different perspective."

Organizers hope the Re-Makers Market continues to grow as more creators, shoppers and community members discover the possibilities of creative reuse.



Bernard Donahoe

Training Achiever of the Year



Since beginning services in October 2024, Bernard has demonstrated exceptional dedication to achieving his career goals in information technology. He successfully completed several courses, often finishing coursework ahead of schedule. And while pursuing these trainings, Bernard maintained employment, balanced competing responsibilities, and never missed a class. His strong work ethic allowed him to make steady progress toward a career. His positive attitude, determination, and passion for learning make him a truly deserving Training Achiever of the Year.

Sheli Jubeck

Supported Community Living Achiever of the Year



Through hard work and determination, Sheli has made significant progress toward greater independence and an improved quality of life. She has become more engaged in daily living activities, assisting with meal prep, ordering groceries online, and using technology to manage her health and schedule. She planned outings and participated in activities offered through her apartment complex. Her growth in organization, decision-making, self-advocacy, and community engagement reflects a strong commitment to personal development. Sheli's accomplishments make her an outstanding SCL Achiever of the Year.

Mickey Musser

Townsend Employment Achiever of the Year



For more than 15 years, Mickey has demonstrated an extraordinary dedication to work, earning the respect of supervisors and coworkers through his reliability, strong work ethic, and commitment to doing every task well. Following closure of Iowa House Hotel, Mickey successfully transitioned to a new role at Burge Hall, adapting to significant change while continuing to thrive. And, despite facing personal loss and challenges, he has remained focused and resilient. His perseverance, determination, and positive example helped him earn the Townsend Employment Achiever award for this year.

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

Training Achiever

Symphorose Badibanga • Austin Lee • Corey Smith

Supported Community Living Achiever

Seth McNeish

Townsend Employment Achiever

Athen Carrington-Parker • Julie Ronnfeldt • Katie Weller

Day Habilitation Achiever

Kizzy Bryant • Brenda Walkner

Renee Humphreys

Day Habilitation Achiever of the Year



Renee made remarkable progress this year in the Day Habilitation program. She improved her physical health by setting and achieving ambitious activity goals, gradually building the confidence to complete independent mall walks. Renee also expanded her involvement in the community through volunteer work and equine activities, which strengthened her social skills and led to more meaningful community connections. Most importantly, she embraced self-advocacy, taking an active role in creating a more independent future for herself. Congratulations, Renee!

Donna Warhover

Helms Family Award



Through her dedication, professionalism, and unwavering commitment to supporting others, Donna has become an essential part of Goodwill of the Heartland. As Executive Assistant, she provides critical support to leadership, the Board of Directors, and team members throughout the organization while helping ensure daily operations run smoothly. Known for her kindness, reliability, and ability to find solutions to complex challenges, Donna consistently goes above and beyond to support people and workplace culture. Her collaborative spirit, attention to detail, and commitment to mission make her a truly deserving recipient of the Helms Family Award.

Iowa City

Retail Mission IMPACT Award



The Iowa City Store exemplifies Goodwill's mission by creating an inclusive workplace where people of all abilities are empowered to learn, contribute and succeed. Through meaningful employment, hands-on training, and supportive coaching, team members build confidence, develop valuable job skills, and expand their independence. The location demonstrates how mission and retail can come together to impact the community and create lasting change.

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 • 319-248-4711
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

Spooky season is scary good for Goodwill programs and services

Halloween Headquarters opens Tuesday, Sept. 1

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, 89 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.



Goodwill, textile repurposing focus of Tippie Sustainability Case Study

This past April, interdisciplinary student teams at the University of Iowa Tippie College of Business tackled a real-world sustainability challenge facing Goodwill of the Heartland: How can the organization simultaneously support its mission programming while reclaiming donated textiles and diverting more material from local landfills?

As part of the 2026 Sustainability Case Study, organized by Tippie Senate and Tippie Social Impact Community, ten teams presented their strategies to a juried panel that included representatives of Goodwill.

“The students conducted thoughtful research, evaluated industry trends, and presented creative yet practical solutions that aligned with our mission of transforming lives through education, training, and employment while reducing waste,” said Brooke Butler, Goodwill Sustainability Manager.

The teams were told to develop a textile sorting and grading process, assuming a \$200,000 working budget. Currently, the organization is evaluating the ideas for a pilot program to address clothing and other textiles that either didn’t sell in stores or were unsuitable for resale. Ideas included AI-enabled sorting technology, innovative partnerships and pre-processing workflows, among other approaches.

Jessica Schamberger, Vice President of Operations, said the competition was an enriching experience. “It provided us with actionable ideas, strengthened community connections and advanced conversations around sustainability and innovation.”

Textile challenges are faced by Goodwill organizations around the country. Those organizations share information as solutions are identified.

FIRST PLACE
Spenny and the Jets
Sean Strand, Spencer Timmerman,
Eric English, Landon Kort



SECOND PLACE
Vantage Consulting
Andrew Polgreen, Torin Brown,
Rawad Al Souki, Avi Malde



THIRD PLACE
commUNITY
Josh Schrader, Andrew Elliot,
Samantha Berman





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 with people from all walks of life, ensuring personalized support that meets you where you are.

Our focus is on the skills you need to find employment, start your own business, switch industries, or advance an existing career. From navigating artificial intelligence to accessing state-mandated food safety training, Goodwill provides a variety of services all at no cost to you.

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!

[GETSTARTEDWITHGOODWILL.ORG](https://www.getstartedwithgoodwill.org)

[CERTIFIEDFORSUCCESS.ORG](https://www.certifiedforsuccess.org)

[HELMSCAREERCENTER.ORG](https://www.helmscareercenter.org)

[GOODWILLHEARTLAND.ORG](https://www.goodwillheartland.org)

Upcoming Courses

Open/Rolling Enrollment

Google AI Essentials
ServSafe Food Handler
ServSafe Food Manager

July 2026

Google UX Design
Guest Service Professional
Maintenance Technician
Customer Service/Sales

August 2026

Google IT Professional
Project Management
Data Analytics
Cybersecurity



Stop by the Goodwill Store in Iowa City, 445 Highway 6 East, when you're ready to experience more than great finds.

Each day, team members work side by side to create a welcoming environment while building skills, confidence and independence through meaningful employment. From the sales floor to book sorting and customer service, every role contributes to Goodwill's mission. Team members are empowered to learn and grow while shoppers and donors see our mission in action with every visit.

And if you're a sports fan or alum, you'll also find one of the area's best selections of black-and-gold gear when school spirit shops open each year in late summer.

This is a place where every bargain has a bigger purpose.





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.



\$180,066

VALUE OF SHOPPING
VOUCHERS PROVIDED TO
PEOPLE IN NEED

2025

IN REVIEW



10,387,652

TOTAL POUNDS OF GOODS
RECYCLED



1,750

HELMS CAREER CENTER
PARTICIPANTS



19,833

SERVICES PROVIDED TO
PEOPLE WITH BARRIERS



415

JOB PLACEMENT SERVICES