



Goodwill
of the Great Plains



Goodwill
of the Great Plains

www.goodwillgreatplains.org

2013

Annual Report

Board of Directors

Bruce Odson, Chairman
 Jan Poulson, Vice Chairman
 Terry Keime, Secretary/Treasurer
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 Cindy Schubert
 Ed Arshem
 Pam Miller
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 Mark Puetz
 Dale Jans
 Col. Brian Miller
 Sandra Runde

Emeritus Board Members

Dr. Robert Dunker
 Glen LeGrand
 Fred Wells

Financial Highlights

Revenue \$19.7M
Expenses \$19.3M
Mission Investment \$474K



| Location | Street Address | City, State, Zip | Phone |
|--|----------------------------------|----------------------------|------------------------------|
| Aberdeen | 424 S. Brown County Hwy 19 | Aberdeen, SD 57401 | 605-225-0822 |
| Brookings | 625 Main Street | Brookings, SD 57005 | 605-692-2085 |
| Fort Dodge | 2735 5 th Ave South | Fort Dodge, IA 50501 | 515-955-4688 |
| Le Mars | 1116 Holton Drive | Le Mars, IA 51031 | 712-546-1438 |
| Marshall | 1200 East Main Street | Marshall, MN 56258 | 507-929-0276 |
| Mason City | 3575 4 th Street SW | Mason City, IA 50401 | 641-424-8338 |
| Mitchell | 1415 West Haven #6 | Mitchell, SD 57301 | 605-996-3640 |
| Norfolk | 1804 Center Drive | Norfolk, NE 68701 | 402-371-6275 |
| Pierre | 1902 Eastgate Ave | Pierre, SD 57501 | 605-494-3033 |
| Rapid City | 611 Lindberg Ave | Rapid City, SD 57701 | 605-737-3955 |
| Sioux City | 5931 Gordon Drive | Sioux City, IA 51106 | 712-274-4380 |
| Sioux City Store and Administration | 3100 West 4 th Street | Sioux City, IA 51103 | 712-258-4511 877-608-7775 |
| Sioux Falls | 4701 E. 41 st Street, | Sioux Falls, SD 57110 | 605-338-2431 |
| Sioux Falls | 120 N. Kiwanis Ave | Sioux Falls, SD 57104 | 605-334-2028 |
| Sioux Falls | 3400 S. Norton Ave | Sioux Falls, SD 57105 | 605-731-1930 |
| Sioux Falls Administrative Location | 3401 S Duluth Ave | Sioux Falls, SD 57105 | 605-731-1932 855-348-5352 |
| South Sioux City | 2321 Dakota Ave | South Sioux City, NE 68776 | 402-494-6972 |
| Spencer | 1108 4 th Ave SW | Spencer, IA 51301 | 712-264-1175 |
| Storm Lake | 229 W Milwaukee | Storm Lake, IA 50588 | 712-749-5146 |
| Watertown | 2318 9 th Ave SE | Watertown, SD 57201 | 605-886-6379 |
| Worthington | 1122 Ryans Road | Worthington, SD 56187 | 507-376-6687 |
| Yankton | 2508 Fox Run Parkway | Yankton, SD 57078 | 605-665-8847 |
| Camp Goodwill | 570 152 nd Street | South Sioux City, NE 68776 | 402-494-4872 |





Message from the CEO



2013 was a transformative year for Goodwill. With a 90-year history of providing services to persons with disabilities and barriers, the time had come for a new name; a name that reflects the size and depth of services we provide across our territory.

Spanning portions of Iowa, Nebraska, Minnesota and all of South Dakota, we are 600 miles from Mason City, Iowa to the Wyoming border. We are Goodwill of the Great Plains.

Goodwill is good for people. Our mission is building independence, quality of life and work opportunities. Our vision is creating a world of dignity and compassion by putting people to work. Our core values are compassion, achievement, potential, integrity and dignity.

Connection Centers were opened in Rapid City, Storm Lake and Worthington, growing our capacity to serve people. In 2013, 3,710 people accessed free employment services in our Connection Centers, resulting in 1,051 people finding employment with the help of Goodwill. That is an increase of 148% from 2012.

Our Youth Services programs include Camp Goodwill, GoodGuides mentoring program, YouthBuild alternative high school and Youth Employment Services. Over 600 youth were served in these programs. 1,523 vouchers for emergency need in our stores were given at no charge to individuals and families. 50 adults were served each day in our Adult Day and Habilitation program. Those 50 adults were given community support services in order to keep families intact and avoid costly nursing home care.

Goodwill is good for the planet. Almost 17 million pounds of used goods were kept out of the landfills, to be sold or recycled, including computers. GoodShred, our document destruction business, diverted 1.3 million pounds of paper from the landfill through 40 businesses.

Goodwill is a unique social enterprise with a mission of helping people help themselves. When you donate stuff, you create jobs!


John Hantla
President/CEO

Anthony Hinners Tanya Sharton

Building His Future through Work Training

Anthony is a young man navigating his way from school to work with help from Goodwill. Sharing his story, Anthony says:

"I go to High School and came to Goodwill as part of my Individualized Education Plan. At Goodwill I started working in the backroom sorting clothes and now I am on the cookie line. I learned how to apply for jobs and other skills like how to keep your cool on the job and having patience with customers. Goodwill has been good. I got work experience, made friends and it has been a confidence builder."

Since training at Goodwill, Anthony feels ready to enter the working world. "I graduate this year and next year I am going to Iowa Lakes Community College. I want to be a CNA or work in cold storage."

With training and support from Goodwill, Anthony is well on his way to achieving his goals. And in the mean time, he is picking up important life lessons. "The most important thing I have learned at Goodwill is that hard work will keep you busy and out of trouble."

Achieving Her American Dream

Escaping the oppression of Ukraine under the Soviet Union, Tanya and her family immigrated to the United States in the 1990s. In her long struggle to create a stable life, Tanya thanks her friends at Goodwill for helping her land what she calls her best job yet.

While attending English classes and studying into the night, Tanya began volunteering and then working a series of demanding jobs in the personal care industry. When employers exploited her without fair compensation, she continued searching for better opportunities.

One day Tanya saw an ad for Goodwill's Connection Center free job search and resource room. Upon arriving, she learned about a Job Fair Goodwill was hosting. Goodwill helped Tanya prepare a resume, and after she interviewed with employers, Goodwill helped Tanya apply for jobs. All turned out for the best, and Tanya was hired by Sanford Hospital at what Tanya calls "the best job I ever had."

"Goodwill really helped me and I tell my story to thank them. They are good people."



Changing Lives in 2013

Power of Work

- Goodwill operates **Connection Centers** across our territory. Located inside retail stores, they link job seekers to staff and technology to search and apply for jobs, improve computer skills and access community resources. Goodwill helped 1,051 individuals find employment, opened 3 new Connection Centers, and had 3,710 individuals come in for employment assistance.
- Goodwill **Homeless Veterans Reintegration Program** in Sioux Falls, SD provides work experience and teaches skills needed for competitive employment. Professional staff coach individuals on employment skills while they earn a paycheck. Goodwill served 86 veterans last year, 44 of which found employment.

Quality of Life Care

- Goodwill's **Adult Day Program** offers a safe, fun atmosphere with a high staff-to-participant ratio focused on quality of life.
- **Supported Community Living, Habilitation and Day Habilitation** programs offer support focused on successful home living, community integration, and socialization. Individuals with a goal of competitive employment spend time working for a paycheck at Goodwill as they transition to independent community employment. Offered in Sioux City, IA and South Sioux City, NE 109 individuals were served.

Youth Services

- **Camp Goodwill** offers year round programs serving 5,128 individuals and summer camps having served 466 campers.
- Goodwill's **YouthBuild** program offers an alternative education setting for at-risk high school students to earn a diploma or equivalency degree. In 2013, 39 students were enrolled.
- **Youth Employment Services** help special education students make the difficult transition to adulthood and employment while gaining paid work experience.

Joe Onnen

Moving from Homelessness to Happiness

Joe's long history in the military gives him a wealth of knowledge and experience, a respect for his fellow man, and an appreciation of the value of a hard day's work.

So when an unfortunate situation left him homeless, Joe turned to the Gospel Mission for help. They connected him with Goodwill's Homeless Veterans Reintegration Programs, and Joe naturally excelled. "It really helped me get back on track with my life." Joe began temporary work training at Goodwill, earned a steady paycheck, and attained stable housing.

Joe's determination and hard work paid off when he applied for a part-time position with Goodwill, was hired, and got the job. It has since worked into a full time job.

"I've got a yo-yo string attached to me, and I believe you get back what you give out. Goodwill is full of heart."

Eraldo Calderon

Growing Up with a Mentor's Help

Suffering from turmoil and mistreatment during his childhood, Eraldo sought help to turn his life around. A chance encounter with mentors through Goodwill's GoodGuides youth mentoring program gave Eraldo the stability he needed at a critical time.

"I look at every situation for the lesson in it. When I knew I was being mistreated at home, I went to church elders and school counselors." Eraldo's home life stayed on shaky ground, though, as he connected with support services through his school.

One of those services was Goodwill's GoodGuides youth mentoring program. "GoodGuides pairs troubled kids who can't find someone to talk to with a mentor. It teaches moral lessons and is really helpful to kids."

Through personal difficulty and support from his mentor, Eraldo is working to build a better life. "I signed up for the Army National Guard, and will go to Western Iowa Tech Community College when I graduate. When I am confronted with a situation, I always stop and think about the consequences. Doing that has served me well."