



2019

ANNUAL
REPORT



About Goodwill Industries, Inc.

Many people know Goodwill Industries, Inc., Serving Eastern Nebraska and Southwest Iowa, as a place to donate used clothing and household items or find great bargains. But you might not know the mission at the heart of our organization: We transform lives by providing job training and placement services to people with disabilities and other disadvantages.

The sale of donated items sold in Goodwill retail stores supports our mission programs. Here's how: People in the community donate gently used items to Goodwill. We sell those donated items in Goodwill retail stores. The proceeds from those sales subsidize our mission programs, giving thousands of individuals in the Omaha area the chance to earn a living, discover independence and succeed in life.

Goodwill provides opportunities through a variety of employment programs, including YouthBuild AmeriCorps, Employment Solutions and Work Experience. We also are affiliated with the federal AbilityOne program, which provides jobs at federal facilities to people with severe disabilities.

Goodwill is a private, 501(c)(3) not-for-profit agency governed by a local board of trustees. We are a member agency of Goodwill Industries International of Gaithersburg, Maryland, and accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF).

For more information about Goodwill's programs and our 18 convenient locations in Omaha, Bellevue, Papillion, Fremont, Blair, Gretna and Council Bluffs, please visit GoodwillOmaha.org.





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Our Mission, Vision & Values

MISSION

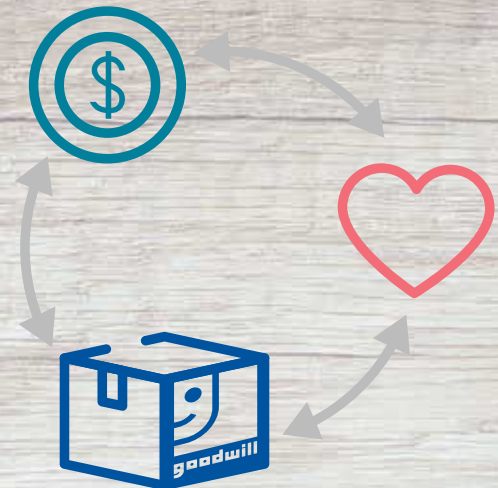
Goodwill changes lives and strengthens communities through education, training and work.

VISION

Empowering individuals to realize their maximum potential through the power of work.

VALUES

- Customer focused
- Integrity
- Accountability
- Responsible stewardship
- Respect
- Dignity



A letter from leadership

Greetings Goodwill Supporters, Friends and Employees,

For 87 years, Goodwill Omaha has worked to fulfill our mission of changing lives and strengthening communities through education, training and work. Because of our employees' hard work and the generosity of our customers, our donors and the community, we are grateful that 2019 allowed us to continue to live our mission and accomplish the following:

- **Goodwill Omaha provided more than 16,000 services to nearly 3,000 individuals in need of employment, community service opportunities, skills training, job readiness and job placement services.**
- United Way of the Midlands awarded Goodwill Omaha a \$36,000 grant to purchase the equipment to expand our YouthBuild program to include 3D printing and computer-aided design (CAD) training for participants.
- **We recycled more than 5.8 million pounds of clothing and textiles, and 983,000 pounds of electronics and metals, keeping all those materials out of landfills.**
- Goodwill Omaha's financial contributions to mission were \$676,704 in 2019.
- **In March, Goodwill Omaha launched a three-pronged flood-relief effort to help those displaced and otherwise affected by major flooding in areas surrounding Omaha (*read more on Page 6*).**
- A two-month round-it-up campaign in November and December raised \$15,000 for United Way of the Midlands' Opportunity Youth initiative, a collective group that works to connect youth to basic-needs services, educational opportunities and employment prospects.
- **In December, we purchased the former Canfield's building near 84th and West Center Road to house our 83rd and Spring Street location and the GoodBytes Recycled Computer Store, as well as mission programming and a training room.**

Building on these successes, we continue to focus on integrating our mission programs into all of our retail stores, improving the community's awareness of our programs and working hand in hand with the communities we serve to expand our mission programming based on their needs. We are committed to providing exceptional client and customer service, as well as maintaining open communication and organizational transparency with the community and our participants, customers and stakeholders.

Whether you're a community partner, a financial donor, a material goods donor, a shopper in our stores, or other supporter of Goodwill Omaha, we offer you our sincerest gratitude for all you did in 2019 to help Goodwill Omaha advance the mission at the heart of our organization: employment programs and services that give people with disabilities and other disadvantages a chance to discover their own success through work.

Without the support of the communities we serve, we cannot accomplish our goals. We hope you will continue to support Goodwill Omaha in our future endeavors, and we thank you for helping us serve those in need.

Sincerely,



Tobi Mathouser
President & CEO
Goodwill Omaha



Jim Rich
Chairman
Goodwill Omaha Board of Trustees

Stories of

Paul: AbilityOne Participant Becomes Full-Time Goodwill Employee

Paul walks 10 to 15 miles a day, five days a week. He's not training for a walkathon; rather, he's a production associate at the Goodwill Omaha Wearhouse on 72nd and F streets in Omaha. The Wearhouse is where you'll find Goodwill Omaha's last-chance items and overflow furniture. Most items are placed in large blue bins, which Paul and the other production associates wheel from the retail operations center out to the Wearhouse sales floor and switch out at specific intervals throughout the day. Enthusiastic bargain hunters fill their carts with the day's treasures, which they purchase by the pound (except for furniture).

After high school, Paul became a groundskeeper in AbilityOne, Goodwill Omaha's federally funded program that provides part-time job opportunities for people with disabilities. Paul held this position for nearly 11 years. In 2019, when Goodwill Wearhouse manager Dakota, who knew Paul and his strong work ethic, heard that the grounds contract was ending, she told him she wanted to hire him. Paul was excited at the opportunity and the chance to learn new things at the Wearhouse.



In Goodwill Omaha's Retail Operations Center, or, as we affectionately call it, the ROC, Paul is constantly on the move sorting last-chance items into large blue bins, which he wheels to the Wearhouse, and moving pallets of furniture from the ROC to the Wearhouse sales floor. He also salvages items and furniture that are broken, torn and otherwise too damaged to sell in the Wearhouse.

Although he noted, "I'm not outside anymore. I'm used to being outside all the time," Paul said he's getting more accustomed to being indoors now and he likes working at the ROC. Dakota is even cross-training him to work in the Wearhouse store, giving Paul a chance to learn the customer service aspect of Goodwill.

Paul said he enjoys his new responsibilities and tasks — as long as he still gets to do his favorite part of his job at the Wearhouse: operating the trash compactor. He animatedly talks of how he relishes the way it smashes everything inside the hopper. And, when the compactor is too full and excess items fall out as the driver empties the hopper, Paul grabs a shovel, scoops everything back inside the hopper and goes about his other tasks, always looking forward to the next time he can run the compactor.



Geraud: Employment Solutions/ Participant Lands Two Jobs

"I came to Goodwill for a new start in my career. I found that Goodwill has a program for CNA [certification]. I graduated in March. I was so happy to start my new career in health care! I found two jobs — one at Bergen Mercy and the other at Nebraska Medicine. I thank the Goodwill program for my new life."

— Geraud, Employment Solutions Participant

Success

Victoria: Youthbuild Helped Her Find a Purpose

Victoria stayed home most days, dreading getting out of bed. She had no structure in place. Most days, she couldn't find the motivation to be productive.

Like many at-risk and disadvantaged youth, Victoria also lacked the support system she needed to help her overcome difficult times. An aspiring artist, she had taken classes for about a year at Metropolitan Community College but realized she was looking for something different.

Around that time, Victoria learned about Goodwill's YouthBuild AmeriCorps program, a national educational, leadership, development and occupational skills-training program for young adults, ages 16 to 24. Victoria recognized that YouthBuild could be a chance to increase her employment opportunities, so she committed to the program's nine months of construction-related training and development.

YouthBuild gave Victoria the support and structure she needed and taught her how to overcome her barriers and obstacles. She's working to become the independent person she wants to be and exploring a range of opportunities for her future.

*"I felt like I didn't have a purpose," Victoria said. "I would probably be dead or doing a lot of unhealthy stuff if it wasn't for some of the training and support that Goodwill has provided."
— Victoria, YouthBuild AmeriCorps program participant*

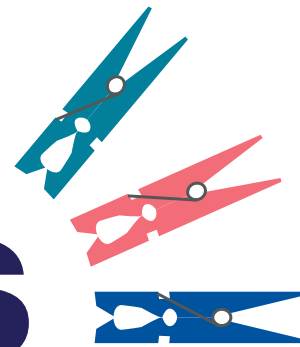


Dan: AbilityOne Helped Him Find Independence and Success

Dan appreciates structure and routine, and with Goodwill Omaha's AbilityOne program, he has those things. AbilityOne is an employment program that provides job opportunities for individuals with disabilities in supportive, team-oriented work environments at select federal properties, including U.S. Strategic Command, where Dan has been a custodian for the past 15 years.

Dan learned of Goodwill's AbilityOne opportunities when his brother told him Goodwill Omaha had an opening. Before that, he was a seasonal employee with the City of Omaha Parks & Recreation. Dan said he sometimes had trouble finding consistent employment—but not since he became part of our AbilityOne program. Now, he said, Goodwill has given him the training he needed to perform his job well, and it offers the structure and routine he needs.

Story behind the **STORES**



In 2019, Goodwill Omaha retail stores focused on three goals: improving customer service, integrating mission services at all store locations, and expanding the number of people who received our services across our territory.

We began placing more emphasis on the customer experience in our stores, as well as ways to incorporate mission messaging into our retail messaging. We also added one-touch pricing in our 14 regular retail stores and our GoodBytes store. The key goals of this change were to improve the customer experience, reduce the amount of time donation center production employees spend pricing items and keep the inventory on the store shelves rotating by moving newly donated items to the shelves faster.

In October, we launched a pilot program for one-touch pricing at three Goodwill Omaha stores — South Papillion, 180th and Q, and Council Bluffs. This allowed us to work out all the logistics so we could implement one-touch pricing throughout all our stores on Jan. 17, 2020, an effort that will reduce labor costs, as well as reduce our costs spent on tags.

2019 Trends at Goodwill Omaha Locations

- 439,209 retail donation transactions, a 1.21% increase over 2018
- 1,481,060 retail transactions, a 4% increase over 2018
- 20,050 items posted for sale on Goodwill Omaha's e-commerce sites

Other Retail Highlights

- In March, Goodwill Omaha retail locations began accepting donated items for flood-relief efforts and transported the donations to the Salvation Army, which coordinated the donation drive.
- Goodwill Omaha partnered with the American Red Cross to launch a round-it-up campaign with in our retail stores and raised \$25,000 for flood victims.
- Goodwill donated \$25,000 in store vouchers to agencies providing relief to flood victims.
- We collected 43,875 lbs. of donations at the SpartanNash donation drive (new in 2019).
- Goodwill Omaha won Omaha Magazine's award for Best Thrift Store.
- The Southwest retail location became our first to reach \$2 million in annual sales.
- Our stores ran a "Round It Up for United Way of the Midlands" campaign from Nov. 1 through Dec. 31 and collected \$15,000 for the United Way's Opportunity Youth initiative.
- Goodwill Omaha finalized the purchase of the Canfield's building at 8457 West Center Road as the future location of the retail store and donation center located at 83rd and Spring Street. The building also had space for us to move the GoodBytes store. We continue to bring our mission into our stores, and in 2020, we'll bring our Work Experience program to the new West Center location.



OUR IMPACT

2019

MISSION

Employment Services Provided	16,409
Counties Served by Our Programs	15 (NE), 14 (IA)
People Served by Goodwill Omaha Programs	3,473
AbilityOne Contract Employees.....	113
Metro Buses Cleaned	29,240
Goodwill Program Participants Who Found Jobs.....	306
Average Hourly Wage of Goodwill Program Participants Placed in Jobs	\$12.69
Local School Districts Served by Work Experience	12
People Who Attended Employment Solutions Career Fairs	770

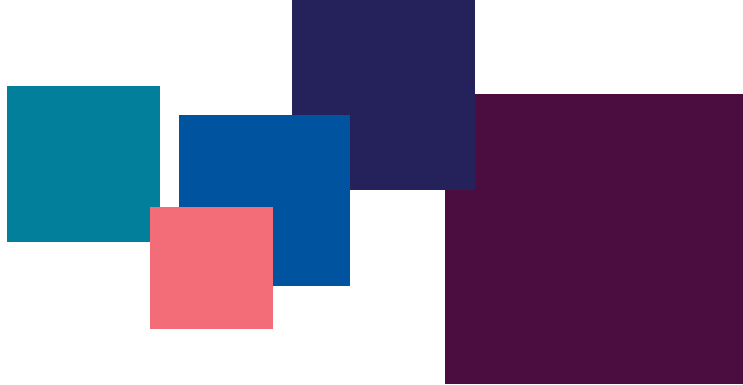
RECYCLING

Total Materials Recycled	3,235 tons
Metal	196.6 tons (2.3 million hours of electricity)
Computers & Electronics.....	145 tons (11.5 million hours of electricity)
Clothing & Textiles	2,906.7 tons
	(equivalent to taking 1,163 cars off the road)

RETAIL

Attended Donation Centers in Our Communities.....	3
Community Service Opportunities at Our Retail Stores	660
Retail Stores (With Donation Centers).....	14
Specialty Stores	3
Items Posted in Online Storefronts (ShopGoodwill, eBay, Amazon)	20,050
Retail Donation Transactions	439,209
Retail Sales Transactions.....	1,481,060
Retail Revenue Toward Mission Programming.....	\$676,704

Leadership



EXECUTIVE TEAM

Tobi Mathouser | President & CEO

Linda Kizzier | Director of Mission Programs

Janelle Ellis | Director of Retail Operations

Erin Blackledge | Director of Human Resources

Michael Sachar | Director of Information Technology

Amy Goldyn | Director of Marketing & Public Relations

Elaine Leibert | Director of Finance

Tara Sandle | Director of Contracts

BOARD OF TRUSTEES

James H. Rich | Chairman
Founder of Percipio Partners

Scott D. Semrad | Chairman Emeritus
Principal at the Urban Village Development

Erin Limas | Secretary
CFO, Borsheim's Jewelry Company

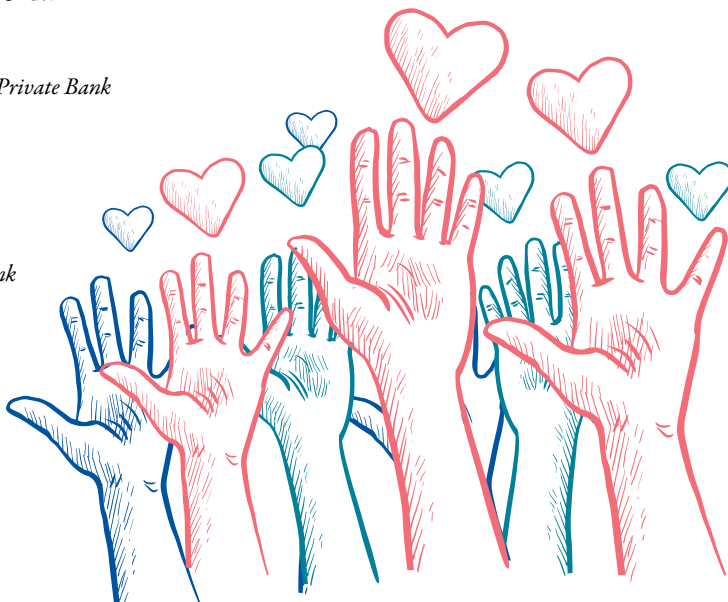
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Area Executive Vice President, Arthur J. Gallagher & Co.

Bob Bertsch, Jr. | Board Trustee
Senior Vice President Wealth Advisor, Wells Fargo Private Bank

Joel Dougherty | Board Trustee
COO, OneWorld Community Health Centers

Doug Anderson | Board Trustee
Commercial Market Manager, Great Southern Bank

Anna Nolette | Board Trustee
Assistant Professor, Creighton University



Consolidated Statement of Activities

	2019	2018
Revenue, Support, and Gains		
Retail	\$20,702,283	\$19,513,839
Salvage	\$905,263	\$1,043,925
Contracts	\$4,760,710	\$4,363,574
Employment and Training	\$1,282,497	\$1,733,831
Investment Income (Loss)	\$762,536	(\$158,636)
Contributions	\$161,867	\$214,050
Miscellaneous	\$259,478	\$27,677
Total Revenue	\$28,834,634	\$26,738,260
Expenses & Losses		
Salaries/Wages	\$13,154,817	\$12,692,987
Payroll Taxes	\$971,472	\$915,432
Employee Benefits	\$2,375,252	\$1,961,186
Insurance	\$556,558	\$585,499
Property & Equipment Rental	\$1,537,388	\$1,414,696
Utilities	\$963,475	\$1,018,698
Maintenance & Repair	\$1,513,875	\$1,180,004
Marketing	\$18,244	\$130,531
Supplies & IT Support	\$1,381,541	\$1,342,348
National Dues	\$304,589	\$271,363
Professional Fees	\$132,153	\$268,905
Interest	\$482,958	\$479,080
Bank & Credit Card Fees	\$313,197	\$349,084
Depreciation	\$1,491,515	\$1,620,161
Other	\$526,530	\$694,975
Total Expense	\$25,723,564	\$24,924,949
Net Increase (decrease) in net assets	\$3,111,070	\$1,813,311
Net Assets at beginning of year	\$26,229,964	\$24,416,653
Net assets at end of year	\$29,341,034	\$26,229,964



Goodwill Industries, Inc.

Serving Eastern Nebraska and Southwest Iowa

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