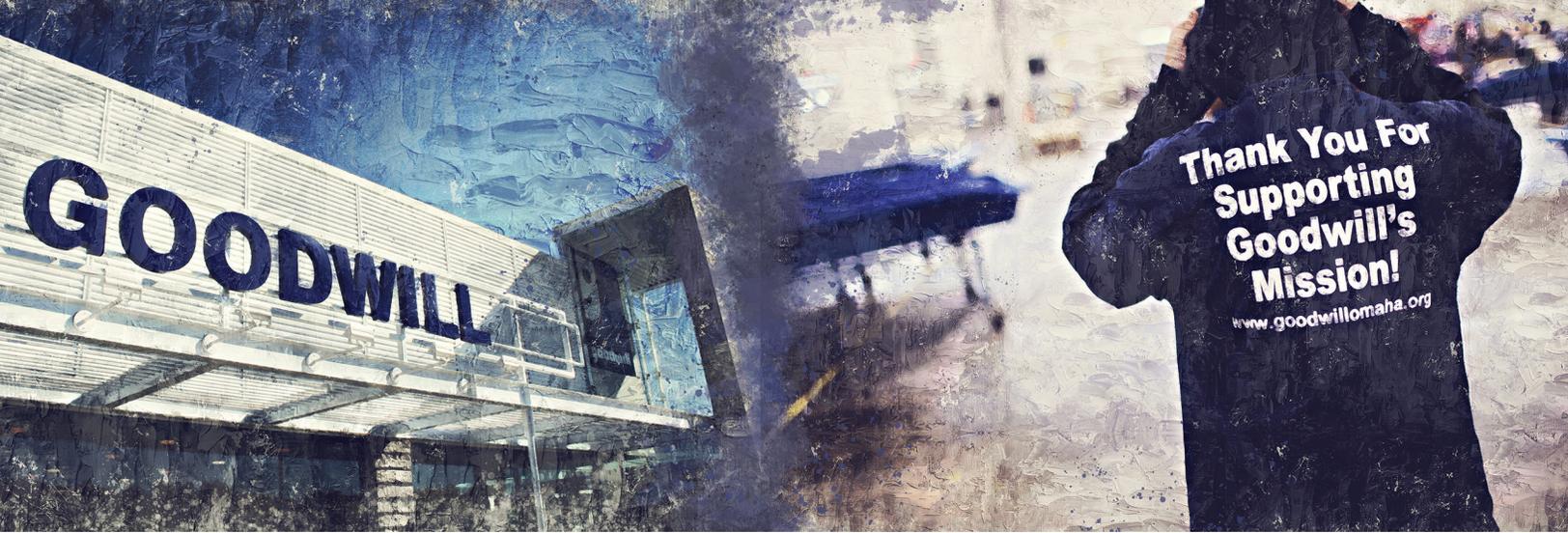


2021 Annual Report



MISSION

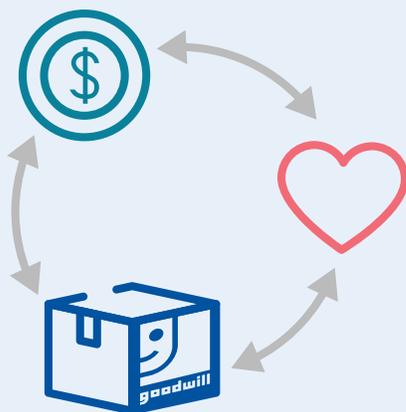
Goodwill changes lives and strengthens communities through education, training and work.

VISION

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

VALUES

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



About the Cover

The cover artwork was created by Jesus Mendoza, a participant in Goodwill Omaha's Work Experience Program. A talented, versatile artist, Jesus has incorporated his artwork into his program work at Goodwill, and he has graciously donated his talents in support of our mission programs.

Table of Contents

Retail	2
Mission Programs:	
Work Experience	3
YouthBuild AmeriCorps	4
Employment Solutions	5
AbilityOne	6
Financials	7
Thank You	8
Leadership	9

A Letter from Leadership

Dear Friends of Goodwill,

What a year for Goodwill Omaha! We would like to express how proud we are of our employees' resiliency and determination in the face of a lingering pandemic, workforce shortages, and stress caused by trying times in our world! If it weren't for our amazing workforce and loyal supporters, we wouldn't be where we are today. Thank you for calling Goodwill home! I am excited to share the amazing things we accomplished this year.

In 2021, Goodwill Omaha served nearly 2,800 individuals through our Employment Solutions, Work Experience, and YouthBuild programs. We provided 13,610 employment services, leading to 243 program participants finding jobs in the community. We are also proud to provide 637 jobs at Goodwill locations across our community.

As laid out in our strategic plan, growth is necessary in order to increase the number of people we serve. With the needs of the community being greater than ever, we set out to gather input and plan for an expansion to serve those with the greatest needs. We began conducting focus groups with both internal and external stakeholders, guiding our mission plans and community partnerships. We are now planning an expansion of retail and programs in South Omaha to better serve the neighborhoods with the highest needs.

In 2021, Goodwill Omaha was able to **contribute more than one million dollars toward our mission programming** through the support of our loyal customers, donors, and dedicated retail team. We anticipate doubling both the financial contribution and the number of people served with the opening of our South Omaha location which will open in late 2022.

Our mission includes a statement that we take very seriously – to help strengthen our community. That leads us on a path of philanthropic engagement! We participate in community events and we help other non-profits be successful in their mission to serve our community. Throughout the year, our retail customers and Goodwill rounded up purchases to the tune of **\$24,645 to support thirteen organizations.**

We welcomed two new members to the Goodwill Omaha Board of Trustees in 2021: Aaron Johnson, partner at Baird Holm LLP and chair of the firm's Corporate Section, and Juan Padilla, community development manager at Canopy South. In addition, board trustee Mark Stokes completed his third term of service and was initiated into the Goodwill Omaha Hall of Fame.

We are excited about the future! Along with our board of trustees and employees, please know that Goodwill Omaha is forever grateful for the generosity and loyalty of our amazing customers, donors, and supporters!



Tobi Mathhouser
President and CEO
Goodwill Omaha



James H. Rich
Chairman
Goodwill Omaha Board of Trustees



Retail: The Mission

At the heart of our mission to serve others are our 14 retail stores, 3 specialty stores, and our 3 attended donation centers. After you bring your donations to Goodwill, our employees are the engine that turns your generosity into an opportunity that helps thousands of people with disabilities and other barriers discover independence.

While 2021 proved to be a challenging year for retail all over the country, Goodwill Omaha remained open. While we operated on shortened hours, the majority of our workforce remained engaged. We had to pivot and adapt as we strived toward some normalcy.

Our employees rallied together like a family, to cover shifts, and create new efficiencies in our operations – saving time and money. We figured out a new intake

process that would allow us to display a majority of our donated items without tagging them. Customers simply walk down any aisle and see pricing on display without having to pick up an item to see a price tag. This process proved to be very popular with customers.

While operating hours changed, we adapted, and kept up with taking donations while creating a new shopping experience.

“Our employees consistently demonstrated what they’re made of and because of them, Goodwill is still able to help thousands of underserved, unemployed, and underemployed people gain new skills and find employment in our community,” said Shantel Featherson, director of retail operations.

Our Dedicated Employees Bring Us Success



Jacob, Shantel, and Rudy

Jacob, a lead generalist at Goodwill Omaha’s Retail Operations Center (ROC) and a former Goodwill Work Experience program participant, said cross-training was essential to the success of staffing and reduced store hours also provided fewer shifts to cover.

Rudy, district manager, said recruiting employees was difficult in 2021. “For months, I would have a position open and no one would apply,” he said. He added that a sense of community and teamwork helped Goodwill Omaha retain many of its retail employees, even when short-staffing increased workloads.

Shantel said, “We value our employees and have such a positive workplace culture. Their loyalty is what supported Goodwill Omaha through the pandemic and the hiring shortages.” And, it’s what will ensure that we endure whatever challenges Goodwill, our community, and the world may face in the future. ■

Impact



Mission Programs

Work Experience

Goodwill Omaha's Work Experience program gives students with disabilities exposure to work situations in supportive environments. The program helps students make a smooth transition from high school to the working world.



Goodwill's Work Experience program helped Jesus manage his ADHD

Jesus had a tough childhood and was the target of bullying in school. Art became therapeutic for him, and Jesus began drawing and writing stories in his journal as a way to overcome the emotional damage of bullying. Jesus was diagnosed with ADHD, and, when he was first diagnosed, he didn't understand the condition. He said it was frustrating when some of his teachers didn't have the patience to understand attention-deficit hyperactivity disorder, or when they didn't have the time to work with him one-on-one.

In high school, Jesus entered Goodwill Omaha's Work Experience program and began the transition from an educational setting to the working world. "Work Experience has been really good for me," Jesus said. "I approach each day in Work Experience by taking one step at a time, not fearing the future, and only focusing on the events of the day," Jesus said. His story continues to be written, and Goodwill Omaha's Work Experience program has provided the experiences and skills that will help him in his future work endeavors. ■



Impact



YouthBuild AmeriCorps

YouthBuild program is a national educational, leadership, development, and occupational skill-training program for disadvantaged young adults ages 16-24.



Impact



YouthBuild Changes Lives



Often, young adults seeking positive change in their lives can do incredible things when they have access to the fundamental elements for success – like a chance to complete their high school education, the potential for positive opportunities, the choices to make healthy decisions, and

the additional support they need to improve their lives.

Meet **Brandon**, a YouthBuild graduate who demonstrated the key ingredients to success are having a positive attitude, mentors, and classmates that work together toward a common goal.

Brandon came from a low-income family and began his YouthBuild journey when he dropped out of high

school at age 17. He looked for work but quickly found that, whether due to his age or lack of a high school diploma, most employers wouldn't hire him. Brandon believed he had a solid work ethic and realized that if he was going to change the trajectory of his life, he needed to complete high school

Brandon enrolled in the YouthBuild program in July 2020. "I needed the program because YouthBuild changes people's lives positively, and I want to earn my high school diploma and learn skills that will improve my life," said Brandon. The YouthBuild program includes significant support systems, such as mentoring, follow-up education, employment, and personal counseling services; community service opportunities; and civic engagement.

During his time in the program, Brandon immersed himself in community service activities, and, although not yet 18, he did extra work to earn his high school diploma. Brandon remains active in the YouthBuild program and is employed to earn money for his post-secondary education. ■

Employment Solutions

Goodwill Omaha offers programming to help people with disabilities and other disadvantages get the job training and certifications they need to succeed. Then, we connect participants with our local business clients to place them in jobs and provide ongoing support.

Impact



Pursuing More Opportunities

Chris is familiar with Goodwill programs and has utilized services since he was a young adult. So it is no surprise that he returned to Goodwill for assistance in mapping out a plan to get his Certified Nursing Assistant (CNA) license. Chris was providing home health care to a family member when the home health provider suggested he get his CNA license. When he



talked to Goodwill's Employment Specialist, Chris learned about the CNA training offered at Goodwill and administered by Quality Career Pathways. Grant funding pays tuition for individuals wanting to pursue a career in health care. By offering these classes at Goodwill, individuals also have

on-site access to their Employment Specialist who can assist them in overcoming any obstacles that get in the way of completing the training. Chris was interested in pursuing a career path with more opportunities for advancement and since he had an interest in helping others, this seemed like the perfect fit. Chris enrolled in the CNA program at Goodwill and received his CNA license. He was the recipient of the Regina Bell Award for exemplary classroom achievement and used his monetary award to obtain his medication aide license. At the completion of this training in September 2021, he found employment as a home health aide. He received a raise for his initiative and remains currently employed with this provider. Chris stated, "Goodwill has opened doors and improved the quality of life for my family."

Chris wants to position himself to provide his children with a good life. He is definitely on track to do that. Chris' supervisor stated; "Chris is absolutely amazing. As an employee, he checks all the boxes. He's dependable and communicates well." ■



AbilityOne



Goodwill's AbilityOne program provides part-time job opportunities for individuals with disabilities in supportive, team-oriented work environments at several federal properties.

All AbilityOne participants work with Goodwill Omaha's team to help ensure successful placements. AbilityOne jobs include custodial and postal services for our federal government partners: the Zorinsky Federal Building in Omaha; the Denney Federal Building in Lincoln; U.S. Strategic Command in Bellevue; and Offutt Air Force Base. AbilityOne participants are paid according to the federal wage determination, which starts at more than \$11 an hour. In 2021, we employed 113 people in the program.

Impact

97,907

Hours paid to employees on AbilityOne contracts

80,973

Hours paid to employees with disabilities

4,893

Hours paid to veterans with disabilities

\$13.53

Average hourly wage paid to employees with disabilities

James Meets the Challenge



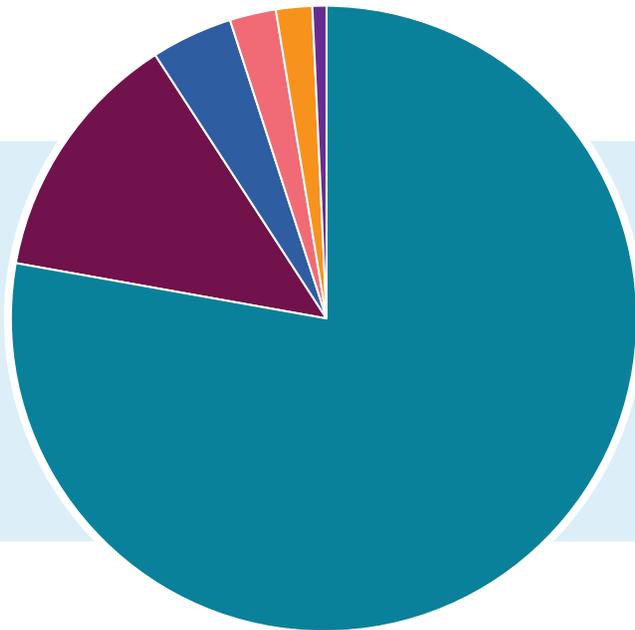
Meet **James**, a 24-year-old with ASD - autism spectrum disorder. ASD refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech, and nonverbal

communication. Despite ASD, James said, he tries his hardest to fit in, though it can be challenging for him.

James held an internship before turning to Goodwill. He was not treated well by others in his internship and he struggled with feelings of depression because he felt he did not fit in. Nearly a year later, James was still unemployed. He found filling out applications online to be complicated. After filling out eight job applications with no results, James applied to Goodwill.

James was hired as a custodian at US STRATCOM at Offutt Air Force Base. Initially, he cleaned floors with the night crew, but now he works around children, which he enjoys tremendously. "Kids are very amusing," he said. "Plus, they are nice to me." James is now one of the custodians that provides services at Offutt's Child Development Center. He said that since he started working at Goodwill, he has been doing much better. James even won Employee of the Quarter for his hard work and dedication. Steve Plourde, Project Manager at Offutt, supervises James. "James has can-do attitude," holds himself and team members accountable for high cleaning standards, said Plourde. "He's a great asset to the crews he works with." James said he finds his job very enjoyable because it keeps him busy. "I don't know what I would be doing if it wasn't for Goodwill – probably unemployed still," James said. "Goodwill hired me and gave me a chance when no one else would." ■

Financials • 2021



2021 Revenue

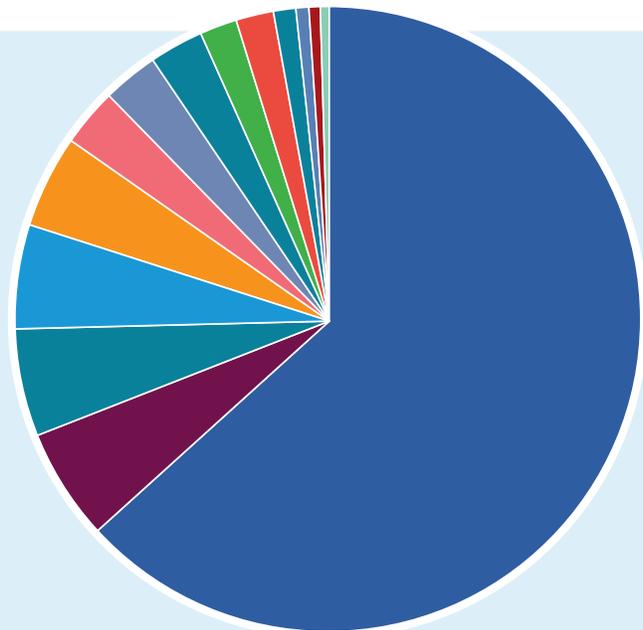
\$34,696,544

■ Retail & Salvage \$26,899,573	■ Employment & Training \$791,440
■ Contract Services \$4,487,724	■ Investment \$728,330
■ Net Contributions \$1,476,979	■ Miscellaneous \$212,498

2021 Expenses

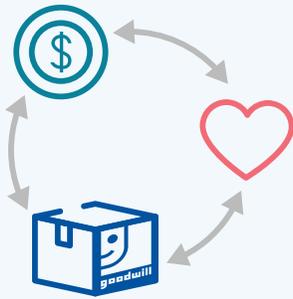
\$28,061,868

■ Salaries & Benefits \$17,755,225	■ Miscellaneous \$765,829
■ Depreciation \$1,613,450	■ Interest \$557,348
■ Rent \$1,572,333	■ Insurance \$553,870
■ Supplies \$1,503,534	■ Dues \$306,643
■ Utilities \$1,340,312	■ Travel & Vehicles \$179,863
■ Maintenance & Repairs \$840,163	■ Advertising & PR \$174,945
■ Professional Services \$806,715	■ Student Incentives \$91,648



Thank You

Your Donations Help Neighbors



Many people know Goodwill as a place to donate used clothing and household items or find great bargains. But the mission at the heart of our organization is to provide job training and placement services to people with disabilities and others who face employment challenges. The sale of donated items sold in Goodwill retail stores supports our mission programs.

When you donate to Goodwill Omaha, you're helping people like Brandon, Chris, James, and Jesus gain access to the valuable job training and placement programs that we provide. Additionally, with the help of our shoppers we supported thirteen organizations (American Red Cross, Blair Family YMCA, Boys & Girls Club, Civic Nebraska, Collective for Youth, Completely Kids, CUES, DREAM, Fremont Family Coalition, Henry Doorly Zoo, Iowa School for the Deaf, Kids Can, Urban League of Nebraska) in our community with \$24,645.

YouthBuild AmeriCorps

Thank you to the **Department of Labor, Mutual of Omaha, United Way of the Midlands, AmeriCorps,** and **First National Bank of Omaha** for allowing us to expand career options.

Employment Solutions

Thank you to **Goodwill Industries International, Facebook Meta,** and **United Way of the Midlands** for supporting our program and thanks to **Immanuel Vision Foundation** for supporting CNA Classes.

Work Experience

Thank you to **Nebraska Vocational Rehabilitation** for supporting our program and a special thanks to **Karnett Trust** who made Virtual Learning possible.

2021 Goodwill Golf Classic

2021 Goodwill Golf Classic was supported by many sponsors including our presenting sponsor **UMB**, and our top-level sponsors **Egan Supply, Arthur J. Gallagher & Associates, Olsson & Associates,** and **Vincentini Plumbing**, along with 156 golfers to raise funds and awareness of our programs.

Goodwill Celebrate Good Gala

For the first ever Goodwill Celebrate Good Gala brought 248 people together. Thank you to our platinum sponsor **Vincentini Plumbing**, and our top-level sponsors **Arthur J Gallagher & Company, Union Bank & Trust,** and **UMB Bank**. This fundraiser was a "friend-raiser" to increase awareness about our mission and spread the word about our program offerings.

On behalf of the board of directors and Goodwill Omaha staff we thank all of our donors for your generous gifts!

Leadership

2022 Executive Team

Tobi Mathouser

– President & CEO

Elaine Leibert

– Senior Vice President of Mission Advancement

Janelle Ellis

– Senior Vice President of Retail Advancement

Erin Blackledge

– Vice President of Administration

Sarah Alba

– Director of Mission Programs South

Shantel Featherson

– Director of Retail Operations

Paco Fuentes

– Director of Community Outreach

Deb Hermann

– Director of Development & Marketing

Linda Kizzier

– Director of Mission Programs North

Ryan McCarthy

– Director of Finance

Tina McGaugh

– Director of Human Resources

Tara Sandle

– Director of Contracts

2021 Board of Trustees

James H. Rich

Chair

– Founder, Percipio Partners

Doug Anderson

Vice Chair & Secretary

– Manager, Commercial Lending, Great Southern Bank

Bob Bertsch, Jr.

Trustee & Treasurer

– Senior Vice President Wealth Advisor, Union Bank & Trust (UBT)

Robyn Burnett

Trustee

– Manager, Accounts and Education Services, CHI Health Partners

Joel Dougherty

Trustee

– COO, OneWorld Community Health Centers

Aaron Johnson

Trustee

– Partner, Baird Holm LLP

Paul Lanphier

Trustee

– CEO, Arise Ventures

Anna Nolette

Trustee

– Assistant Professor, Creighton University

Mark L. Stokes

Trustee

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

Goodwill

Serving Eastern Nebraska and Southwest Iowa



4805 North 72nd Street
Omaha, Nebraska 68134-2304
GoodwillOmaha.org
402.341.4609

