

ANNUAL REPORT



2020



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 provide 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 Omaha 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 Rockville, Maryland, and accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF).

For more information about Goodwill's programs and our 17 convenient locations in Omaha, Bellevue, Papillion, Fremont, Blair, Gretna and Council Bluffs, please visit GoodwillOmaha.org.



GOODWILL

Thank You For
Supporting
Goodwill's
Mission!

www.goodwillomaha.org

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

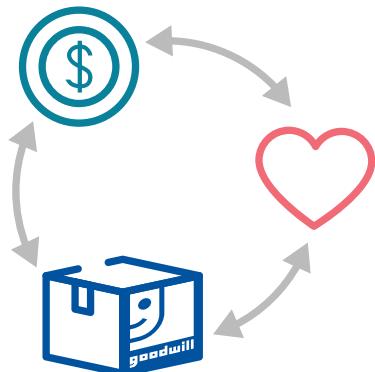


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A letter from Leadership

Dear Friends and Supporters of Goodwill Omaha,

Looking back, 2020 was a year that both challenged and strengthened Goodwill Omaha in ways we could never have imagined. Over the past year, we have identified new operational efficiencies, figured out new ways of doing things, and uncovered better ways to serve our participants. We've built stronger relationships with our fellow employees, community partners, and customers because of the challenges we've weathered together.

Although we closed Goodwill Omaha's retail and mission program operations for eight weeks due to COVID-19, we guaranteed our employees four weeks of their regular pay during the closure, and we still contributed \$696,306 to our mission programs throughout the year.

Through Goodwill Omaha's 2020 round-it-up campaigns, our generous customers helped us raise \$26,500 for local nonprofits whose services have been critical to those struggling from the effects of the pandemic. We also partnered with Max I. Walker to deliver scrubs for front-line health care workers and sleepers for NICU babies.

In 2020, our mission programs teams provided 9,853 services to individuals seeking employment, community service opportunities, job and skills training, certifications, job readiness, and employment placement services.

We've also remained focused on our sustainability efforts and preserving the planet for future generations. Last year, Goodwill Omaha kept nearly 5.3 million pounds, or 2,647 tons, of waste out of local landfills.

I want to thank our partners, donors, customers, participants, and more than 600 employees. Without each and every single one of you, the Goodwill Omaha organization could not continue fulfilling our mission of transforming lives and strengthening the communities we live in by providing employment education, training, and opportunities.

Here's to 2021, a year of stability, steady growth, and continued stewardship of our community's generosity.

Sincerely,

A handwritten signature in blue ink that appears to read "Tobi".

Tobi Mathouser
President & CEO
Goodwill Omaha

A handwritten signature in blue ink that appears to read "Jim Rich".

Jim Rich
Chairman
Goodwill Omaha Board of Trustees

2020 BOARD OF TRUSTEES

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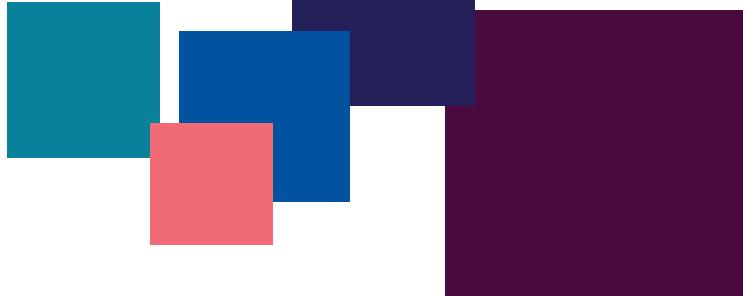
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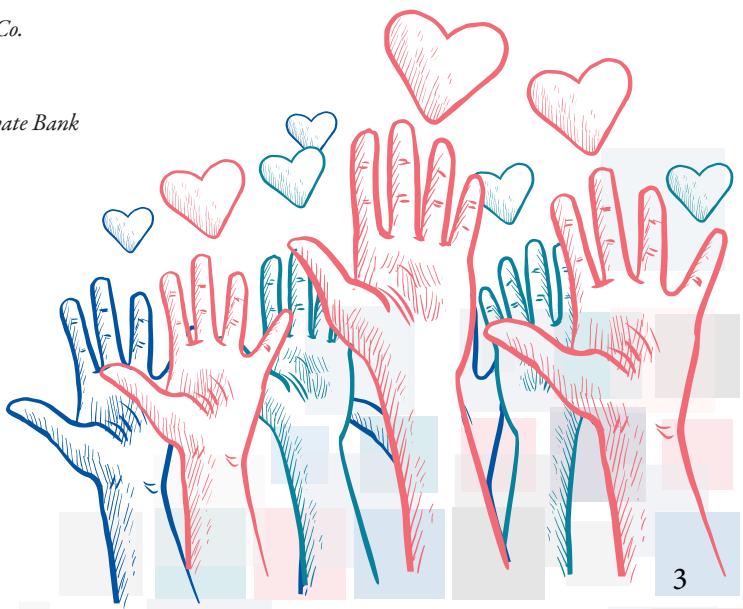
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leadership



Work Experience

For 55 years, Goodwill Omaha's Work Experience program has helped thousands of high school students with disabilities find a path to career success. The program exposes students nearing the completion of high school to work situations, in supportive environments. Students are referred to Work Experience by their school districts and have the opportunity to train in a variety of jobs.

In 2020, Goodwill's Work Experience program evolved to engage and motivate participants in new ways during times with limited or no face-to-face interactions. Goodwill Omaha began developing virtual learning curricula for our programs in response to the COVID-19 pandemic. We didn't have a cohesive platform for virtual learning, and the pandemic showed us how necessary it is to maintain a consistent pace and scope in our traditional programs.

As soon as Goodwill Omaha reopened, the Work Experience program team built a needs assessment to determine how they could effectively provide services while students were learning from home.

Thanks to a grant from the United Way of the Midlands Karnett Trust, the Work Experience training team can continue developing more virtual learning curricula, tools, and materials. An example of this is new lesson plans as well as videos that demonstrate tasks and then present students with questions to gauge their understanding of tasks.

"We created a virtual learning platform that aligns closely with the traditional program that, going forward, allows students to continue with as little interruption as possible," said Steve Andrews, Work Experience manager.

"This grant helps ensure that Work Experience students have access to everything they need on their journey to finding success," Andrews said. "We are so grateful to the Karnett Trust — with their help and this virtual platform, we can help students stay connected to their trainers and peers."



11
Training Locations

181
Students in
Work Experience

11
School Districts
Served

Graci: How Goodwill's Work Experience Helped Me on My Journey

My name is Elizabeth Grace, but I go by Grace or Graci. As a junior at Tekamah-Herman High School, I was a typical teenage girl: I was in FBLA [Future Business Leaders of America], I played basketball, volleyball, and softball, and I ran track. I played tenor sax in marching and concert band and sang alto in the school choir. I was a devoted student who enjoyed school very much.

My life changed drastically on the night of Jan. 25, 2017, when my car hit a patch of black ice, flipped, and landed on its top. I don't remember it, but after, I was told the details of my injuries, and seeing me today, you would never believe my story.

When rescuers found me, I was bleeding, my nose was broken, I had a broken pelvis, and I had bruises everywhere. My temporal bone got fractured, causing brain fluid that was building up to drain out through my ear, which most likely saved my life while I was waiting for help.

I was hanging upside down inside the car by my seat belt, which caused me to have a stroke, and I had a traumatic brain injury from the impact. When the rescue squad arrived, they had to cut me out of the vehicle.

I arrived at the ICU at UNMC and was in a coma for 17 days. When I woke up, no one knew what to expect. The next several months were a blur. Doctors, nurses, and therapists all worked together to save my life. I was at UNMC until Feb. 14, and then I went to Madonna Rehabilitation Hospital in Omaha. My therapists at Madonna pushed me hard. They motivated me to walk and improve.

Finally, I got to go home. After some transition time, I went back to school with my senior class. I couldn't go full time yet because of outpatient therapy, and the stimulation was hard on me at first. As the year went on, I did less therapy and more school. I was blessed to receive services at school, such as speech and occupational and physical therapy. I was glad to be able to keep working hard academically and physically.

For a long time, no one thought I would ever walk, talk, eat on my own, or graduate from high school. On May 12, 2018, I received my diploma at my school's graduation ceremony! I am a real-life example that if you set goals and work hard, you can get the job done.

I continued to attend school after graduation so I could transition into my new "normal." I finished some classes I hadn't completed because of the accident, and I worked on job and life skills to prepare for my future. Part of my transition is Goodwill Omaha's Work Experience program.

I love my Work Experience trainer, Aubrey Gutierrez. She never fails to put a smile on my face with her upbeat, happy-go-lucky personality!

In Work Experience, I've continued learning new job and life skills. The program has helped me with customer, employee relations, and peer engagement. Work Experience has also given me time management skills and taught me attention to detail, which are important job skills. I'm learning and performing skills that will teach me how to utilize my personal skillset in work environments.

Goodwill's Work Experience program has also helped me become marketable in the workforce.

One of my future goals is to become a motivational speaker so I can share my story with others. My hope is that they will learn from it and use it to help overcome their obstacles!



YouthBuild AmeriCorps

Funded in part by the U.S. Department of Labor, YouthBuild AmeriCorps* is a program that enables disadvantaged and at-risk youth ages 16 to 24 to receive construction education and training, earn their GED certificates, and receive ongoing support from Goodwill Omaha's YouthBuild team.

YouthBuild typically serves a class of 30 young adults over the course of 10 months, creating the foundation and support they need for success. In the program, youth become part of a team and split their days between classroom learning and construction training on active work sites. Along the way, other important activities are included, such as mentoring, life skills, leadership activities, and job readiness.

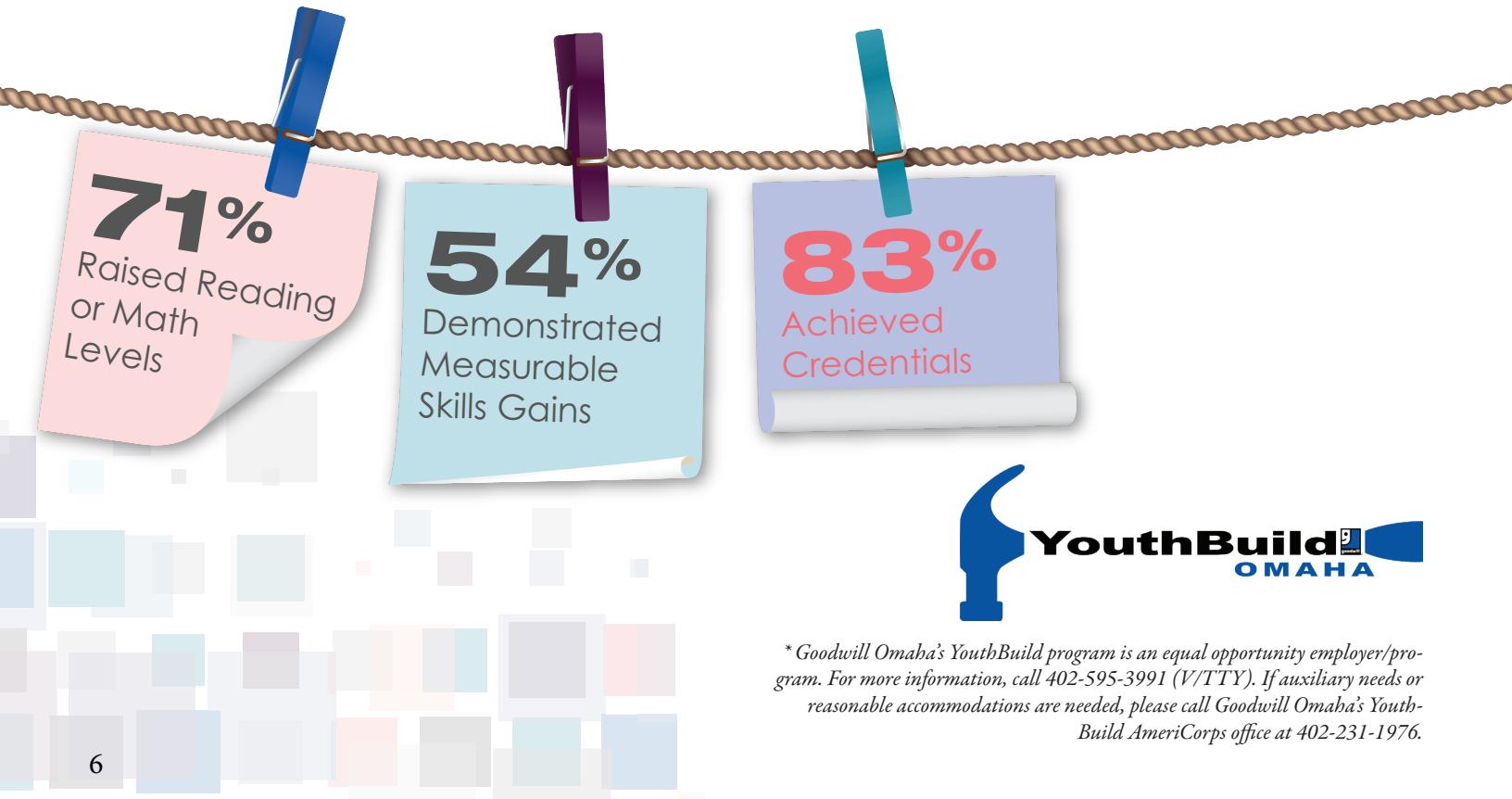
The young men and women in Goodwill Omaha's YouthBuild program often rely on the YouthBuild team at first; however, during their training, they learn to depend on each other and themselves.

"We faced a lot of challenges over the shutdown because of COVID-19," said Michael Anderson, YouthBuild program manager. "A lot of it had to do with learning and [students'] fear of us not opening back up and not knowing what was happening."

Goodwill Omaha's COVID-19 shutdown disrupted students' school routines, which can derail any student's learning. That's especially true for these students, many of whom struggled with school in the past. Keeping students on track means keeping them learning and engaged with the YouthBuild program.

YouthBuild students often lack supportive peer groups and family members, typically finding the support they need within the program. The YouthBuild program team used phone check-ins and longer conversations to offer support to their students.

"We were fortunate that we had already signed them up in Khan Academy and some distance-learning programs that they could do on their own," Anderson said. "This enabled them to continue studying, even though we were not able to meet or have classes."



Therese:

YouthBuild Changed the Trajectory of Her Life

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 support they need to improve their lives. As Therese has demonstrated, these are the key ingredients for any successful YouthBuild participant.

Therese began her YouthBuild journey in March 2019. A refugee from central Africa, she was a low-income single parent who had dropped out of high school. Goodwill's YouthBuild program is a community-based program that prepares disadvantaged and at-risk youth ages 16 to 24 for apprenticeships. Often, YouthBuild participants have struggled in school. In YouthBuild, they receive vocational skills training and community service opportunities in the construction trade through the required construction or rehabilitation of affordable housing for low-income or homeless families in their own communities.

Therese remembers what family members told her before she came to America: "Life is good in the United States." She would see how good once she arrived, they said. Once in the United States, Therese came to Omaha and immediately found work doing basic housekeeping. Everything in her life centered on work and the care of her daughter, and, with no friends, she felt lonely. She looked for other types of jobs but quickly learned that most employers wouldn't hire her without a high school diploma.

Therese believed she had a solid work ethic and recognized that if she was going to change the trajectory of her life, she needed to complete high school. She enrolled in the YouthBuild program because "the program changes people's lives positively," she said, "and I wanted my high school diploma, along with learning skills and techniques that would assist me to have a better quality of life."

During the 10 months Therese immersed herself in the program, community service activities, and certification programs, she earned her high school diploma, Home Builders Institute (HBI) Pre-Apprenticeship Certificate Training (PACT), first aid and CPR certification, OSHA 10 certification, Boys Town's Boundaries Workshop certification, Serve Nebraska's volunteerism certificate, and YouthBuild's participation certificate.

Therese also earned certified nursing assistant (CNA) certification through Goodwill Omaha's Employment Solutions program, which offers an accelerated CNA course that participants complete in only three weeks. Today, Therese is a U.S. citizen, and she's employed as a CNA. She's also enrolled in a post-secondary-education nursing program.

"A positive attitude, YouthBuild mentors, and my fellow classmates provided the drive for me to be successful," Therese said when asked how the YouthBuild program improved her life. "I am looking forward to my follow-up year as a YouthBuild alumni!"



Employment Solutions

Goodwill Omaha's Employment Solutions team is available to help anyone in the community find additional job training, skills coaching, and certifications right at our headquarters location. Ultimately, the Employment Solutions team connects program participants with our more than 200 business partners to place participants in jobs. After that, Goodwill provides ongoing support and retention services for both participants and business partners.

Employment Solutions is primarily funded by Goodwill Omaha. In 2020, Employment Solutions entered into agreements with the Douglas and Sarpy County probation offices to provide much-needed job readiness and financial literacy training to recently released parolees.

We also offer sector training in retail, custodial, and grounds maintenance, which is funded primarily through referrals and agreements from both Iowa and Nebraska Vocational Rehabilitation. Sector trainings also appear on the eligible training provider list through Workforce Innovations and Opportunity Act (WIOA).

A grant from Immanuel Vision Foundation provided scholarships that enabled Goodwill's Employment Solutions team to continue its partnership with Quality Career Pathways through 2020. This provides opportunities for participants to earn their certified nursing assistant (CNA) certificates. Once participants receive CNA certification, they may continue working with our Employment Solutions team as they seek out employment opportunities.



Lee: Goodwill's Employment Solutions Program Helped Him Find His Voice

Lee McCormick first came to Goodwill Omaha back in March 2019, as a participant in our Employment Solutions Retail Sector Training program, which teaches job skills for retail environments. After he'd finished the program, Lee applied for a production job at Goodwill Omaha's Benson Park Plaza location and has worked there since August 2019.

Before he came to Goodwill Omaha, Lee was a quiet young man. He'd always had trouble being around a lot of people and talking to them. He also struggled when he couldn't have his hood up or a hat on — he considered covering his head a form of protection, sort of a shield from the harsh world.

"With Goodwill, I can wear a head covering of some kind," Lee said. "It helps me stay calm when I talk to people, as the hood in high school was a coping mechanism [for me] and still is."

When Lee came to Goodwill, he worried that he would be asked to remove his hood, taking away his protection. He was wrong! In fact, he found that, rather than discouraging him, Goodwill Omaha's team encouraged him to do what made him feel comfortable. That's when Lee knew he had found a workplace and people that made him feel cared about.

Lee has struggled with talking to people all his life. It was something he had been working on for a long time but never really seemed to improve at as much as he would have liked. The day Lee realized he was becoming better at talking to people was a great day for him. And, he realized, it was because of his work at Goodwill Omaha.

"I've used a couple of things I learned when I talked to customers to help when I see someone struggling," Lee said. "I felt like I was getting better at talking to people outside of my job, which is what I strive to do."

Lee remembered his interactions with customers and how he had helped them. He thought about the way they seemed happy when he did a good job. Finally, he realized that he could do the same thing with strangers outside of Goodwill. If he looked at them as customers, he could talk to them just like he does at work. When he saw a woman outside struggling with her purchases, he even had the courage to speak to her.



Lee realized that Goodwill was helping him with what used to feel like an impossible challenge. He was finding his voice. He did not want to be silent his entire life, and soon he wouldn't have to be. Goodwill motivated and prepared him to take the first step.

AbilityOne and Commercial Contracts

Through Goodwill Omaha's AbilityOne program, individuals with disabilities can find part-time job opportunities in supportive, team-oriented work environments at several federal properties, including Offutt Air Force Base, U.S. Strategic Command (USSTRATCOM), the Zorinsky Federal Building, and the Denney Federal Building.

When Goodwill Omaha temporarily closed all retail and program locations in March 2020, our federal contract sites remained open, so our AbilityOne employees were essential to the continued operations of the nation's military and government personnel at those sites.

On the commercial contract side, Goodwill Omaha's employees clean the Metro Area Transit (MAT) buses, and they also continued working throughout the pandemic. For those in our community who rely on the buses for transportation, these critical operations employees kept them moving during difficult times.

"At Goodwill, it was important for us to provide the proper training and tools for employees when disinfecting work sites of COVID-19," said Tara Sandle, director of contracts at Goodwill Omaha.

With a network of more than 1,000 member businesses throughout the United States and 15 countries, the Building Service Contractors Association International (BSCAI) is a trusted authority in cleaning education and certification. The rapid spread of the novel coronavirus became the impetus for Goodwill Omaha to seek BSCAI COVID-19 Disinfection & Safety Course certification.

After we reopened, essential AbilityOne employees received certification in worker safety and routine disinfection techniques, with a specific focus on COVID-19. They also completed the rigorous BSCAI COVID-19 Disinfection & Safety Course and received certification that they demonstrated the required technical accuracy.

Today, 37 Goodwill Omaha employees hold COVID-19 Disinfection & Safety Course certificates, assuring our contract clients that our employees can meet even the most demanding cleaning protocols.



113
Contract
Employees at
6 Locations

82%
of Hours Worked
by People With
Disabilities

30,230
MAT Buses
Cleaned

OUR IMPACT 2020

MISSION

Employment services provided,	9,853
People served by our programs.....	1,340
Participants who found jobs	175
Average Hourly Wage of those jobs	\$12.98

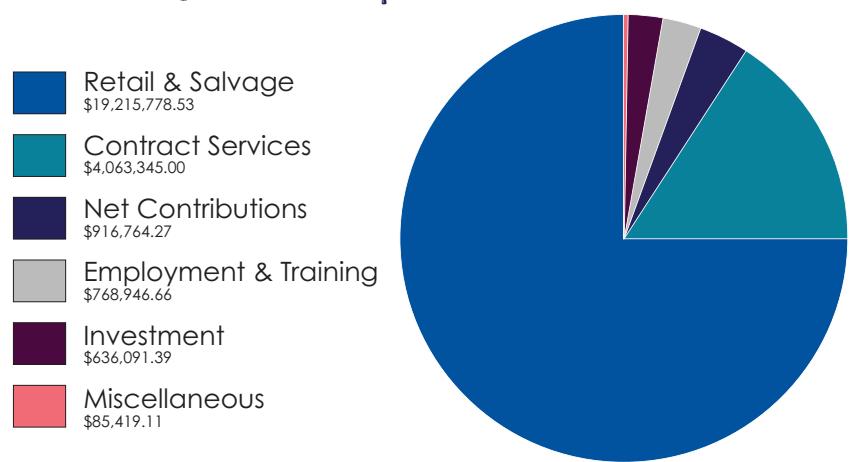
RETAIL

Retail stores & donation centers	17
Specialty stores.....	3
Items posted online.....	12,880
Donation transactions	433,765
Sales transactions.....	1,147,760
Revenue for mission programs	\$696,306



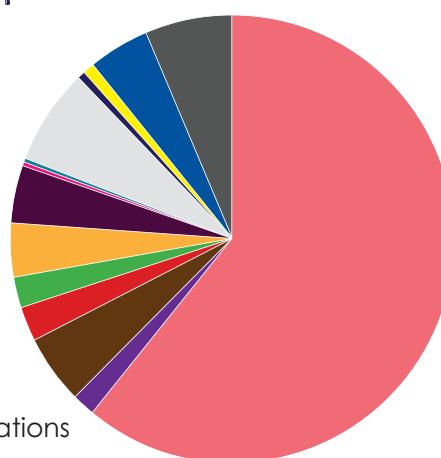
To view Goodwill Omaha's finances online, visit <https://www.goodwillomaha.org/annual-report/2020-annual-report>.

2020 Revenue | Total Income



2020 Expense | Total Expense

Depreciation	\$1,541,613.85
Miscellaneous	\$1,063,256.05
Dues	\$257,176.41
Student Incentives	\$94,013.06
Rent	\$1,686,259.42
Travel & Vehicles	\$128,015.69
Advertising & Public Relations	\$11,967.73



Maintenence & Repairs	\$1,027,578.18
Utilities	\$963,818.21
Interest	\$581,551.32
Insurance	\$597,089.93
Supplies	\$1,258,059.41
Professional Services	\$403,225.05
Salaries & Benefits	\$14,951,054.04

2020 Net Income..... **\$1,121,666.61**

Story behind the STORES



Goodwill Omaha's donation centers and retail stores support our mission programs, so it was a good sign when our retail sales were off to a strong start in early 2020. Then murmurs of a potentially lethal "novel coronavirus" began, along with reports that it had reached the United States. When health experts predicted in late February that it could rapidly turn into a pandemic, Goodwill's executive team discussed potential action plans, reviewed the organization's risk management procedures, and evaluated its financial health, which was strong.

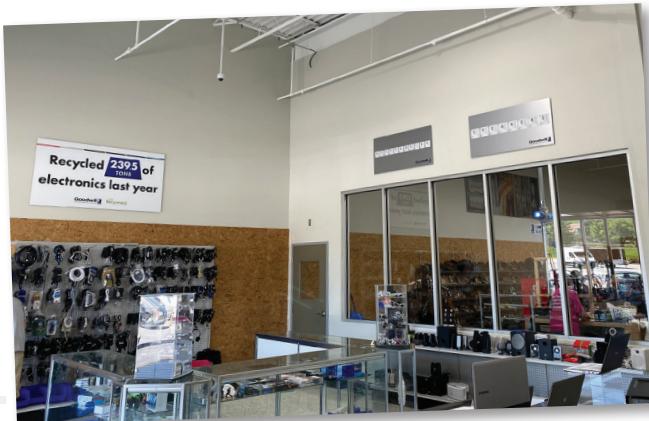
By mid-March, lockdowns were in place in several countries, as well as in U.S. coast cities. We realized we could have to temporarily close all locations to help reduce the spread of the coronavirus in our communities and protect our employees, participants, and customers. On March 23, that's precisely what happened.

Closing, Reopening, and a Not-So-Grand Opening

Goodwill Omaha's executive team had projects in progress, so our information technology team ensured that they had the equipment and tools to work remotely during the shutdown. The most significant project underway was construction on the building we'd purchased in Canfield's Plaza in December 2019, which would replace our retail store at 8310 Spring Street.

"We wanted to stay in the area," said Janelle Ellis, director of retail operations. "We have generous donors and loyal customers who support Goodwill's mission. When this location came available, we knew it was right."

"We encountered some obstacles receiving materials during the pandemic, but our retail operations and facilities teams remained positive and flexible," Ellis said. "And our construction team provided us with options to stay on timeline and on budget."



To help Goodwill Omaha's retail sales recover stronger and more rapidly, it was important from a strategic standpoint to keep our audiences engaged and informed. Goodwill's marketing and PR team took the lead with our online audiences, posting informative, entertaining, and engaging social media content throughout the shutdown. They also promoted our e-commerce sites, and our online sales were strong during the shutdown, which helped generate revenue, and e-commerce sales ended the year up 18% over 2019.

Another opportunity to keep our audiences engaged came in April, when





Creighton University medical students organizing a scrubs drive for front-line health care workers asked if we could spare any from our stores. Goodwill Omaha donated more than 350 pairs of scrubs from our stores to help our health care heroes, and we struck up a partnership with Max I. Walker to launder and bundle them.

The executive team started planning Goodwill Omaha's reopening almost as soon as we closed, considering procedures like reduced hours, maximum occupancy limits, fitting room closures, one-way entrances and exits, contactless donations, hand-sanitizing stations, and more.

Goodwill Omaha officially reopened eight weeks later, on May 18, with 99% of our workforce and to lines of loyal customers waiting outside some locations. The pandemic remained prevalent, so we strictly adhered to state-directed health measures and monitored the daily numbers of new cases in the counties we serve.

Adjusting to the New Normal

Our stores and training centers looked very different in May 2020. Retail employees wore face masks and gloves at all times, and employees and participants at our headquarters and training centers wore masks in all common areas.

Our facilities team built Plexiglas dividers at the store checkouts and jewelry counters, and we followed National Retail Federation (NRF) recommendations and closed all dressing rooms, posted social distancing reminders, implemented contactless donations, assigned employees to sanitize shopping carts between customers, and increased cleaning rotations at every location.

As fall arrived, we found new ways to reengage the community. Our marketing team worked with our community partners to find an innovative way to hold our Halloween Trunk or Treat event safely by creating a drive-thru event with a map of partners' candy stations.

Our south Papillion store hosted a scaled-down Merry Thriftmas, where Girl Scout Madison Eisert decorated windows at the store. Eisert created Merry Thriftmas in 2019 as the project for her Girl Scout Gold Award, and she received a grant to purchase the items in the window, which were given to families in need.

Most importantly, employees throughout Goodwill Omaha worked hard to minimize costs for the remainder of 2020, and, by the end of the year, our organization's finances were back on track, sales were strong, and we were well-poised for success in 2021.



Goodwill 

Serving Eastern Nebraska and Southwest Iowa

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AbilityOne

