



2022 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

Dear Friends of Goodwill,

As we enter 2023, we proudly reflect on Goodwill's impact and the opportunities that lie before us! We are excited for the future we all share, building upon strong foundations to expand our impact and increase our offerings. Goodwill's training and employment programs help people in our communities build a better future, which improves our communities overall. In 2022, we provided over 25,000 services and placed nearly 150 participants into community jobs outside of Goodwill. Through the support of our 14 retail stores, three specialty stores, and our entire retail staff, we contributed nearly \$1.7 million towards our mission programs.

All of this work takes every single one of the more than 700 Goodwill employees, from donation door attendants to the leadership team. Everyone plays a role in carrying out our mission, which is why caring for our employees remains a priority. This year we made a significant financial decision to increase our wages for those in hourly paid positions by \$2.00 per hour to support our employees struggling with growing inflation costs. Goodwill also covered the increased costs in healthcare benefits without passing those to employees.

Another one of our operational priorities is sustainability and keeping items out of landfills. We accomplish this by exploring aftermarket opportunities, improving building efficiencies, and finding environmentally friendly solutions for our buildings. In 2022 we kept 6.7 million pounds of materials out of landfills and are committed to increasing this number!

As we move forward with mission growth, we started planning a new training center in the heart of South Omaha. We knew we needed community input. Through 13 focus groups, we acquired feedback from our customers, mission program participants, community non-profits, potential program participants, community leaders, chambers, and more. We are proud to invest in our communities with a new retail store and training center that opens in early 2023. We are privileged to lead Goodwill Omaha, an iconic, purpose-driven, diverse organization focused on a community-impactful mission.

Whether you are a shopper, donor, or employee, Goodwill is proud to have had the opportunity to impact your life. You are our purpose and are a great source of pride for all of us!



A handwritten signature in black ink, appearing to read 'Tobi Mathouser'.

Tobi Mathouser
President and CEO
Goodwill Omaha



A handwritten signature in black ink, appearing to read 'Doug R. Anderson'.

Doug Anderson
Chairman
Goodwill Omaha Board of Trustees



Programs

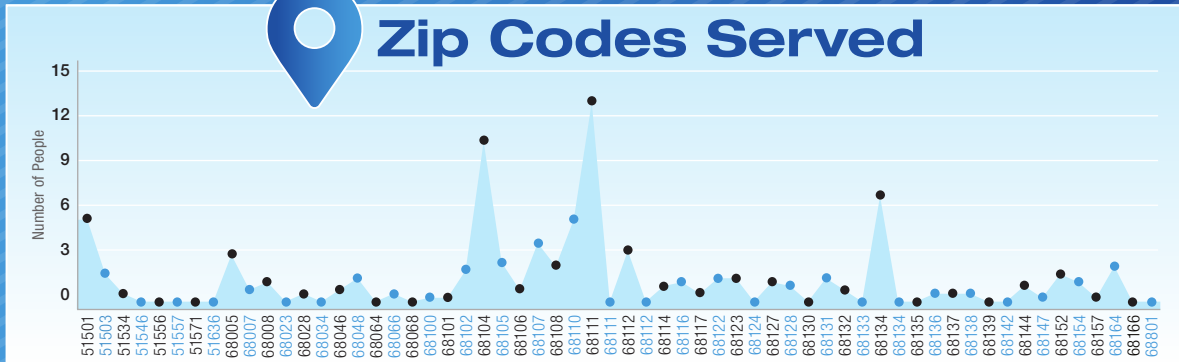


Meaningful Employment

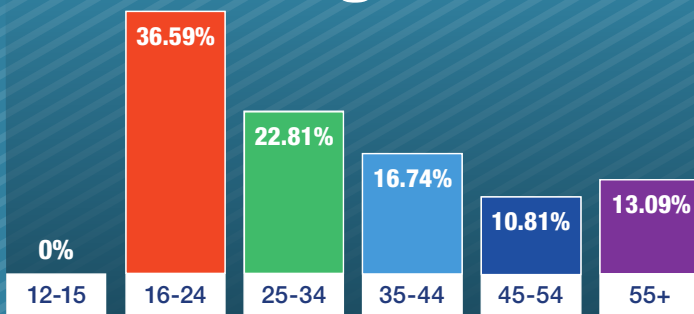
Our job training and placement programs pave the way for people with disabilities, disadvantages, and other barriers to discover their maximum potential. Each program has its own unique advantages – from helping participants gain hands-on work experience to teaching soft skills and collaboration. Here is a snapshot of the people we served in 2022



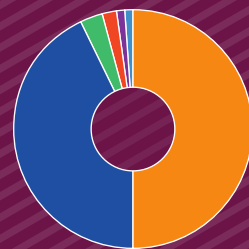
Zip Codes Served



Age

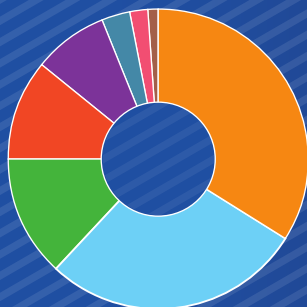


Gender



- Male – 50.74%
- Female – 48.21%
- Opted Out – .45%
- Non-Binary – .30%
- Gender Neutral – .15%
- Transgender – .15%

Ethnicity



- Black or African American – 35.57%
- White – 28.57%
- Hispanic – 13.69%
- Opted Out – 10.86%
- More Than One – 8.48%
- Native American – 1.64%
- Asian – .74%
- Native Hawaiian or Pacific Islander – .45%

Barriers

Low Income	77.49%
Justice Involved	33.19%
Disability	31.48%



Program Impact



Goodwill Omaha's **Employment Solutions** program is designed to help people get the job training, certification, and skills they need to find independence and success through work.



Tony

"The staff and instructors at YouthBuild were incredibly supportive and believed in my potential even when I doubted myself."

Goodwill Omaha's **YouthBuild** AmeriCorps program is a national, community-based skills-training program, designed to prepare opportunity youth for apprenticeships in the construction trades. YouthBuild students participate in required construction or rehabilitation of affordable housing for low-income or homeless families in our community.



MARRISA

"My job with Goodwill has inspired me to be better."

Goodwill's **AbilityOne** program provides part-time job opportunities for individuals with severe disabilities. All AbilityOne positions help employees build skills both independently and in team settings. All positions provide accommodations to help ensure long-term employment, and AbilityOne employees work with Goodwill Omaha's team to ensure successful, long-term job placements.



For 60 years Goodwill Omaha's **Work Experience** program has offered students with disabilities, who are nearing the completion of school opportunities to gain exposure to work situations in supportive, situations in a supportive and safe environment.



25,464
Services
Provided



147
Community Job
Placements



\$15.32
Average Hourly
Rate at Placement



57
Buildings Serviced

AbilityOne

314,905,200
Approximate Square Feet
Cleaned Annually

84,366
Hours Worked by Goodwill
Employees with Disabilities



Work Experience

108
Students

15
Districts Served

\$176,940
Wages Paid to Students
Through Payroll



Slade

"I am so lucky to work somewhere with such a supportive work environment... Goodwill is my family, and I am Goodwill."

After completing the **Work Experience** program, Slade started working for Goodwill at the Benson Park and Bellevue locations and has recently been given more responsibility and will move to the new Stockyard location.

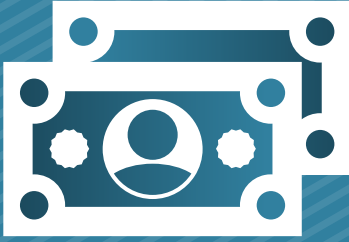
Slade is known for his hard work and dedication. He takes pride in helping others, including assisting customers with furniture and putting clothes racks away. He views Goodwill as an opportunity to work hard, earn money, and contribute to an equal-opportunity employer.

When asked about his long-term plans, Slade expresses his desire to stay at Goodwill and train as a processor.



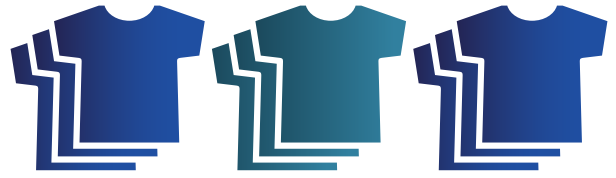
Retail





\$1,692,294

Retail dollars to support mission programs



5,743,055 lbs.

Clothing and Textiles Recycled



Many people know Goodwill as a place to donate used clothing and household items or find great bargains. When people support Goodwill they support recycling and our mission to provide job training and placement services to people in our communities.



445,567

Donation Transactions

Sustainability

20,815 lbs.

Collected at Community Drives

848,062 lbs.

Sold at Outlet Store

486,981 lbs.

Metal Recycled

446,643 lbs.

Computers and Electronics Recycled

117,121 lbs.

Shoes Recycled





Employees



Goodwill is an equal-opportunity employer, and we believe in giving people a chance to achieve their full potential. We encourage a culture of caring, respect, and dignity. Employees are recognized for their outstanding service and exceptional support. These employees are celebrated for their achievements.

2022 Employees of the Month



January
Kenny Broom



February
Chris Heppermann



March
Laura Thomason



April
Homer McPherson



May
Euwanda Jennings



June
Nicole "Nikki" Raymer



July
Brenda Powell



August
Hannah Ertley



September
Paul Janulewicz



October
Bart Alban



November
Joe Bain

2022 Managers of the Quarter



1st Quarter
Vicky Kopias



2nd Quarter
Seidi Chizek



3rd Quarter
Loutissia Yarborough



4th Quarter
Angela Houser



Connecting

Goodwill believes in giving back to the community. We hold campaigns throughout the year to benefit other nonprofits in our communities through our Round it Up program, and we participate in community events and hold job fairs to help connect job seekers to employers. We envision a community where equitable access to career opportunities is available for all.



Latino Center for
Midlands Siembra Interns



YouthBuild Cleanup



SAFE



Omaha Fashion Camp

with the Community



ICAN (Do Good DAYS)



Bike for Kids



Focus Group



Earth Day



Job Fair



Cinco de Mayo



Supporting Non-Profits in Our Community

Goodwill Industries, Inc. (Goodwill) runs “**Round It Up**” campaigns on a quarterly* basis to support local non-profits in our communities. During a “**Round It Up**” campaign, customers can round their purchase amounts to the next dollar or higher. The campaigns run for a one-month period then Goodwill rounds it up a bit more and donates all of the proceeds to an eligible nonprofit. In 2022, we contributed \$29,500 to support the following causes:

April	May	July	October	December
Autism Action Partnership	International Rescue Committee	Intercultural Senior Center	Benson First Friday	Omaha Bridges Out of Poverty
\$8,000	\$6,500	\$4,000	\$5,500	\$5,500

* In 2022, we added an additional “**Round It Up**”, to help provide basic needs to Ukrainian Families and Refugees.

2023 Executive Team

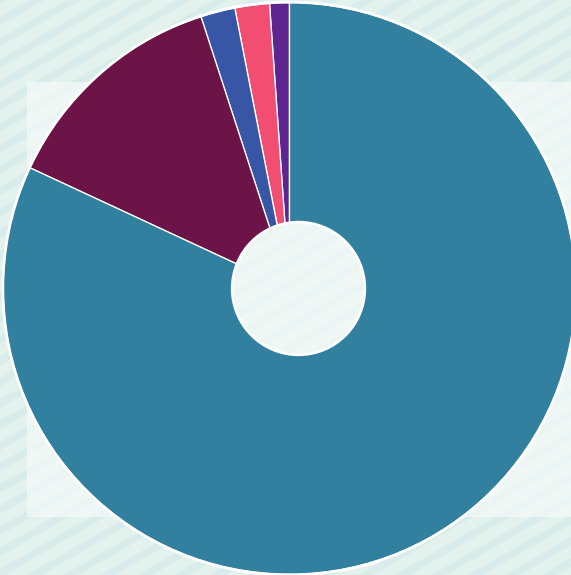
- Tobi Mathouser**
President & CEO
- Elaine Leibert**
Senior Vice President of Mission Advancement
- Janelle Peterson**
Senior Vice President of Retail Advancement
- Erin Blackledge**
Vice President of Administration
- Sarah Alba**
Director of Mission Programs – South
- Shantel Featherson**
Director of Retail Operations
- Paco Fuentes**
Director of Community Outreach
- Deb Hermann**
Director of Development & Marketing
- Ryan McCarthy**
Director of Finance
- Tina McGaugh**
Director of Human Resources
- Marilyn Sims**
Director of Mission Programs – North
- Gary Utz**
Director of Contracts

2022 Board of Trustees

- Doug Anderson** – *Chair*
Vice President of Operations, Percipio Partners
COO, Harvest Development
- Joel Dougherty** – *Vice-Chair*
COO, OneWorld Community Health Centers
- James H. Rich** – *Chair Ameritus*
COO, Percipio Partners
- Leah Vetter** – *Secretary*
President, Heartland Branch,
Gallagher Benefit Services, Inc.
- Bob Bertsch, Jr.** – *Trustee*
Senior Vice President Wealth Advisor,
Union Bank & Trust (UBT)
- Robyn Burnett** – *Trustee*
Partner, Baird Holm
- Aaron Johnson** – *Trustee*
Partner, Baird Holm
- Paul Lamphier** – *Trustee*
Arise-Ventures
- Juan Padilla** – *Trustee*
Community Development Manager,
Canopy South

2022 Revenue

\$35,539,400

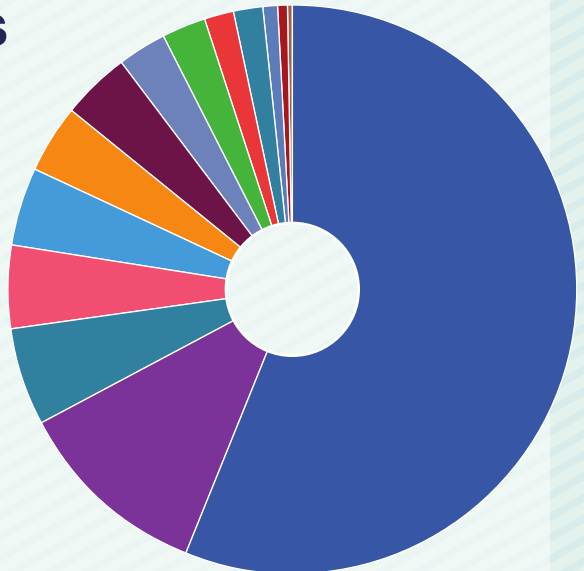


- Retail & Salvage
\$30,153,712
- Contract Services
\$4,631,163
- Net Contributions
\$727,606
- Employment & Training
\$596,488
- Miscellaneous
\$267,195
- Investment Income Loss
<\$336,764>

2022 Expenses

\$31,198,612

- Salaries & Benefits
\$20,121,653
- Dues
\$4,000,382
- Miscellaneous
\$1,997,578
- Rent
\$1,712,519
- Depreciation
\$1,555,258
- Supplies
\$1,413,840
- Utilities
\$1,380,898
- Maintenance & Repairs
\$1,011,462
- Professional Services
\$876,990
- Insurance
\$613,765
- Interest
\$525,976
- Travel & Vehicles
\$278,448
- Advertising & PR
\$230,900
- Student Incentives
\$76,230



Administrative Expense

7.57%

Services & Programs

92.42%

Thank you.

On behalf of the Board of Trustees and the Goodwill Omaha staff we thank all of our donors for your generous gifts.

Stores

Harris Center
2221 N 109th St
Omaha, NE 68164

Bellevue
2303 Towne Centre Dr
Bellevue, NE 68123

Fremont
3175 Elk Ln
Fremont, NE 68025

Papillion
8507 Giles Rd
Papillion, NE 68046

Southwest
14227 Hillsdale Cir
Omaha, NE 68137

Madison Avenue
1850 Madison Ave
Council Bluffs, IA 51503

156th & West Maple
15455 Ruggles St
Omaha, NE 68116

180th & Q
18125 R Plaza
Omaha, NE 68135

Benson Park Plaza
4805 N 72nd St
Omaha, NE 68134

78th & Dodge
201 N 78th St
Omaha, NE 68114

Blair
1364 Washington St
Blair, NE 68008

Gretna
11722 Standing Stone Dr.
Gretna, NE 68028

South Papillion
704 Gold Coast Dr
Papillion, NE 68046

84th & West Center
8457 W Center Rd
Omaha, NE 68124

Specialty Stores

ShopGoodwill.com
E-commerce

Goodwill Outlet
4115 S 72nd St
Omaha, NE 68127

Goodbytes
8457 W Center Rd
Omaha, NE 68124

Attended Donation Sites

**96th & Q
Donation Center**
5411 S 96th St
Omaha, NE 68127

50th & Grover
5018 Grover St.
Omaha, NE 68106

Elkorn
1056 N 204th St
Elkorn, NE 68022

Training Center

Benson Park Plaza
4805 N 72nd St
Omaha, NE 68134



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

