

Goodwill

Industries of Greater Nebraska, Inc.

Community Impact Report



*Changing Lives
in Greater
Nebraska*

2023

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✉ marketing@goodwillne.org

☎ 308-384-7896

“It’s not about charity...it’s about a chance” - Dr. Calvin Mackie, Founder of STEM NOLA

As I reflect upon the words of Dr. Mackie, they ring true when we think about the impact Goodwill has in our local communities. Whether it’s the donation of that kitchen griddle that has made so many pancakes over the years or the purchase of those “vintage” jeans that are back in style, every donation and purchase helps tell a story of someone who was given a chance because someone else chose Goodwill. Dropping off that box of “stuff” that has been sitting in the car for a month doesn’t always seem like much and it certainly doesn’t feel like it holds value outside of just getting rid of the clutter, but I want to thank you, because when you have taken the time to donate or stop into one of our stores, you have become part of someone else’s success story.

During the past year, we have continued to put our commitment to serving others in our communities at the center of what we do. It has been an exciting year, with expansions in our Hastings and Kearney Developmental Disability Services locations, new dedicated space for our Hastings Employment and Career Services location, and a newly remodeled and expanded Developmental Disability Services space in Grand Island, each developed with the needs of the people we serve in mind.

Our teams are hard at work, continuing to build upon our strong foundations, so we may continue to provide vital services to people who aren’t necessarily looking for charity, but looking for that chance to succeed.

Thank you,

Curtiss Dill



Mission

WHAT IS OUR ROLE?

"Goodwill Industries of Greater Nebraska, Inc., is dedicated to helping people with disabilities or barriers reach their goals and improve their quality of life."

Vision

WHAT ARE WE WORKING TOWARD?

"Through Goodwill's work, individuals served will have the opportunity to improve their quality of life and achieve their greatest potential."

Values

WHAT IS IMPORTANT TO US?

- | | |
|------------|------------------------|
| Integrity | Stewardship |
| Respect | Learning |
| Teamwork | Entrepreneurial Spirit |
| Compassion | |

Our Strategic Plan 2024-2028



Mission

- Diversification of Funding
- Role Clarity
- Advocacy
- Accreditation



Sustainability

- Leadership Development
- Development & Fundraising
- Compensation
- Fleet Management
- Capital Structure



Recruitment & Retention

- Reduce Open Positions
- Reduce Turnover
- Revamp Onboarding & Training



Engagement & Integration

- Marketing & Development Plans
- Brand Management
- Community Engagement
- Opportunity Accelerator

Impact - The Power of Work

“You kind of lose yourself sometimes...Goodwill helped me find myself in a new way”

Nichole overcame a history of job instability by working with an Employment Specialist to build confidence, problem solve, and create a skills-focused resume. Nichole has Bipolar Disorder, a mental illness that can cause shifts in a person's mood, energy, activity levels, and concentration. These shifts can make it difficult to carry out day-to-day tasks. She realized that working outside the home helps her manage her illness. Nicole now works at Cornerstone Caregiving, excelling in her role and was named employee of the quarter in 2023.



*Scan the QR code to
watch Nichole tell her
story*

Nichole



Employment & Career Services

Goodwill employees work with individuals to help them build skills, become competitively employed, and maintain employment in the community. We also work with employers to ensure a match between qualified candidates and job openings, maintain a strong, responsive working relationship with employers to address ongoing needs. Our services help individuals living with a behavioral health diagnosis or substance use disorder, intellectual or developmental disability, acquired brain injury, autism spectrum disorder, or other barriers to employment to develop skills to successfully obtain and maintain employment.

876

People
served
in 2023

- Supported Employment
- Ticket To Work
- Benefits Planning
- Reporting Center

*Michael Benson named Buffalo
Wild Wings of Grand Island
H.O.H (Heart of the House)
Blazin' Team Member of the year
for 2023!*

Way to Go!

Michael



Impact - Empowerment

“At day services, I get to do things like volunteering in the community.”



Ray

Ray has been connected with Goodwill Industries of Greater Nebraska for nearly 25 years. When Ray began services, individuals with developmental disabilities did contract work at the Goodwill site. In 2024, those with disabilities work in community jobs. Ray received support from a Goodwill Employment & Career Specialist to create a resume, prepare for interviews, and on-the-job coaching. Ray successfully transitioned to competitive employment. He is currently employed at Harbor Freight, earning recognition as employee of the month and receiving pay raises. He completed Goodwill's supported employment program in May 2024.



Scan the QR code to watch Ray tell his story

Developmental Disability Services

Goodwill works with individuals to help them acquire, improve, and retain the skills needed to increase independence. Our services help people living with an intellectual or developmental disability use their strengths and talents to accomplish their goals, learn to make choices, and participate in and contribute to their community.

527

People
served
in 2023

- Day Services
- Employment Services
- Residential Services
- Shared Living Providers

*Empowering individuals for independence
through skill development and community engagement*



2023 brought expansion and improvements to many of our Mission services spaces. All three Developmental Disability Service (DDS) spaces in Grand Island, Kearney, and Hastings were improved and expanded.

The Grand Island DDS space was completely transformed with a remodel funded by two American Rescue Plan grants. The former warehouse space gained two ADA restroom stalls, additional storage, and increased the social and learning space. It is now a welcoming and comfortable space for day services classes and leisure activities.

Impact - Recovery

“My transformation has led me to see a little bit brighter future, that light that was so dim is now getting brighter.”

Tim initially sought help from Goodwill due to concerns from family and friends about his life direction. He felt unworthy and lacked purpose. Attending Goodwill's Behavioral Health Program, he learned skills, built relationships, and reframed mistakes as learning experiences. Tim now works part-time while continuing day service classes. Goodwill helped him gain confidence, find worth, and live authentically.



*Scan the QR code to
watch Tim tell his story*

Tim



Behavioral Health Services

Goodwill offers a variety of programs to meet recovery needs of individuals diagnosed with a substance use disorder or a serious and persistent mental illness such as schizophrenia, schizoaffective disorder, bipolar disorder, or major depression.

130

People served in 2023

- Day Rehabilitation Program
- Emergency Community Support
- Community Support Services

Goodwill by the Numbers

People Served

Behavioral Health Services (BHS)	527
Employment & Career Services (ECS)	876
Developmental Disability Services (DDS)	130
Housing	44
Shared Living Program	36

Financial Summary

REVENUE	2022	2023
Retail		
Mission Services	\$10,775,124	\$11,058,207
Public Support	\$10,274,157	\$10,230,112
Housing	\$256,611	\$668,865
Other Income*	\$95,762	\$97,879
	\$140,180	\$43,078
Total Revenue	\$21,541,834	\$22,098,141
Expenses	\$21,131,058	\$21,824,786
OPERATING PROFIT	\$410,776	\$273,355

Fiscal Year Change: Our fiscal year changes in 2024 from calendar year, to July - June fiscal year for 2024-2025

Impact - Environment & Sustainability

Donation Lifecycle



189,677 Individual donors giving at stores or donation drives



10,656,261 Pounds of donated goods collected



455,911 Retail Store Shoppers



33,114 Pounds of e-waste diverted by Dell Reconnect



3,668,787 Pounds recycled

Impact - Our Communities



Goodwill Industries of Greater Nebraska is committed to give back to the communities that support our Mission through monetary and physical donations as well as shopping our retail stores.

- **Assistance Certificate Program**- 562 store vouchers issued to help community members get needed clothing
- **Margaret Mullin Fund** - 108 approvals for \$8,586 in assistance to help our participants with unexpected expenses
- **Maggie Thompson Scholarships** - \$2,000 awarded to three graduating high schools students with a disability
- **Platte River Charity Shoot Student Scholarships** - Ten scholarships to student athletes totaling \$8,500

Distinguished Community Partner

Goodwill relies on community support for various projects and events. The Distinguished Community Partner Award recognizes partners who proactively enhance services. Goodwill's partnership with Hornady dates back to the 1980s, evolving from packaging ammunition to supporting behavioral health services. The annual Platte River charity shoot, now in its 31st year, is a crucial fundraiser fueled by Hornady. The partnership continues to thrive under the leadership of Steve and Jason Hornady, providing valuable support and guidance to Goodwill.



Curtiss Dill, CEO
and Michelle Fitzke, Hornady

*Scan the QR code
to read more
on our website*



Leadership



Curtiss Dill
Chief Executive Officer



Brent Johnson
Chief Operating Officer



John Stilley
Chief Financial Officer
Vice President of Finance



Brenda Sutherland
Vice President
Organizational Development



Kim Buschkoetter
Vice President
Training & Compliance



Tamara Snider
Vice President
Mission Services

250
Goodwill Team
Members

150
Team Members
donated over 200,000
items to our retail
stores in July 2023

62
Team Members
promoted

Team Awards



Jo Semm
Facility Director
Administrative Services
Spirit of Goodwill



Jennifer Barker
Manager
Employment &
Career Services
Leadership Excellence



Troy Perkins
Billing & Reporting Specialist
Developmental
Disability Services
Employee of the Year



Jazmin Vera
Manager
Lexington
Store of the Year

Operating Board



Jerad Knott
Chair
Lutz



Kyle Boysen
Vice Chair
TimePayment



Lisa A. Harris
Secretary/Treasurer
Home Federal S&L



Kevin Werner
Past Chair
Five Points Bank

Robin Dexter
Grand Island Public Schools

Barb Engberg
Live Well Physical Therapy

Beth Frerichs
Chief Industries

Ashley Hermesch
CHI Health St. Francis

Heidi Isley
Associated Staffing, Inc.

Ashley Kool
Equitable Bank

Justin Pfeil
Eakes Office Solutions

Charla Rasmussen
Veterans Hospital

Chris Rosacker
Ryder-Rosacker-McCue-Huston Insurance

Vince Ryan
Northwestern Mutual

Sara Seim
AMUR Equipment Finance

Matt Valentine
Dinsdale's Automotive

Kevin Walsh
Smith, Johnson, Allen, Connick & Hansen

Mike Young
GIX Logistics

The Goodwill Industries of Greater Nebraska Operating, Foundation, and Housing Boards consist of volunteer leaders serving without pay for three year terms. These community leaders offer a broad range of knowledge and skills and a deep desire to help individuals with disabilities or barriers improve their lives. Their hours of service allow Goodwill Industries of Greater Nebraska to fulfill its mission and make positive changes in the greater Nebraska area.

Foundation Board

Lissa Moeller, President
Jerry Huisman, Vice President
Robin Dexter, Secretary
Laurie Buhkle
Blake Corman
Robin Dexter
Claudia Fredericks
Travis Powell



Goodwill
Foundation of Greater Nebraska Inc.

Housing Boards

Tracy Babcock, President
Donna Douglass
Kim Hurt
Brian Kort

Donors and Funders

\$5,000 plus

Five Points Bank - Grand Island
Hornady Mfg Co
John & Gretchen Dinsdale
Charitable Trust



\$1,000 - \$4999

Associated Staffing, Inc.
Audrey and Mike Pitcher
BluePrint Engines
Brent Johnson
Bruce and Judy Smith
Calvin and Jane Johnson
Central Nebraska Rifle Association
Chief Industries
Chris and Dana Rosacker
Cline, Williams, Wright, Johnson
& Oldfather, L.L.P.
Coffin's Corner, Inc
Equitable Bank
Essential Personnel, Inc
Gary Thompson Agency
GIX Logistics, Inc.- GI Express, Inc.
Greater Grand Island Community
Foundation
Hastings Building Company
Home Federal Bank - Grand Island
Intellicom Computer Consulting
JoAnn Kisner
Johnson Imperial Homes - Hastings
Kearney Area Community Foundation
Kris Nolan Brown
Lutz Financial
Mark and Jordan Allen
Mid-Nebraska Disposal, Inc
Principal Financial Group
Randy and Kim Buschkoetter
Ryder Rosacker McCue & Huston
Secure Retail
Tammy and Bill Slater
Tom and Sue Pirnie
Tom Dinsdale
Willie and Joe Kovarik

***THANK YOU to the following businesses, organizations,
and individuals who gave financial gifts to support our
Mission. We are grateful for your generosity!***

\$500 - \$999

Agricultural Services, Inc
David and Aileen Gruendel
David and Susan Kubart
Dr. William and Marcia Lawton
Ed Maline
First National Bank- Grand Island
FNIC - Trusted Insurance Advisors
Gary Carter
Gil and Mary Kuntz
Hastings Irrigation Pipe Co
Heartland United Way - Donor Choice
Jean Fisher
Jerry and Lisa Huismann
Josh and Nicole Weaver
Kathleen and James Duval
Kent McMullen
Marguerite Semm
National Financial Services
Nova-Tech Inc
Quality Sound & Communications
Steven F Anderson DDS
Tamara Snider
Universal Builders
Wade R Zersen, DDS

\$100 - \$499

Barb Engberg
Bill and Renae Keenan
Bob Stahla Mobile Home Service, Inc
Bosselman Energy
Brenda Sutherland
Chad and Kara Hudnall
HI Health Saint Francis Medical Center
Contryman Associates, P.C.
Curtiss and Laura Dill
Dan and Kris McElligott
David and Kathy Murman
Eakes Office Solutions
Foote Convenience Plaza
General Collections
Howard's Jewelry
Jerry and Jenny Pohlmeier
Jillian Boss
Ken and Rosie Staab
Kevin and Lisa Harris
Laura Schenk
Live Well Counseling Center
Live Well Physical Therapy
Mark Young
Megan Boss
Nebraska Truck Center, Inc
Paul and Janelle McKinney
Pete Krolkowski
Raymond G Fye
Richard and Sandra Fruehling
Robert and Charla Rasmussen
Robin Dexter
Robin Suitts
Scott D Davison
Teresa Estrada
Tim and Renea Rush
Tom and Tami Towne
Tracy Karr

*Thank you
for being a part
of The
Goodwill Story!*

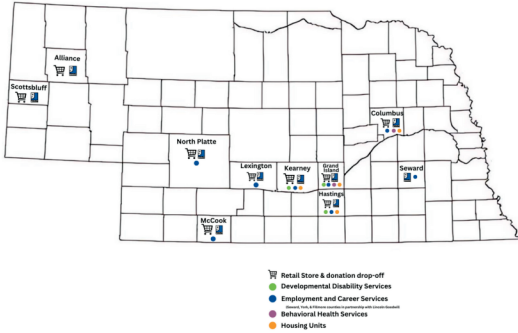
Goodwill

Industries of Greater Nebraska, Inc.

1804 South Eddy Street
Grand Island, NE 68801



Scan to visit our new website!



Goodwill Industries of Greater Nebraska, a non-profit organization, supports over 2,000 individuals facing disabilities and barriers through various programs promoting independence, employment, wellness, and housing. We serve 55 counties in central and western Nebraska. Governed by an operating board comprised of local leaders, we are part of Goodwill Industries International. For over 50 years, we have been striving to make positive changes and meaningful impact on individuals and the communities we serve.

Follow us on Social Media



Goodwill Industries of Greater Nebraska, Inc. is committed to delivering high quality services to persons served. We are equally committed to maintaining a high level of quality standards for business practice.



We are proud to demonstrate this commitment by achieving CARF accreditation through February 28, 2025 for the following programs/services:

Case Management/Services Coordination: Psychosocial Rehabilitation (Adults)
Community Integration: Psychosocial Rehabilitation (Adults)
Community Employment Services: Employment Supports
Community Employment Services: Job Development
Governance Standards Applied

State of Nebraska Department of Health and Human Services Division of Public Health certifies that Goodwill Industries of Greater Nebraska, Inc. meets the provisions of Title 404 NAC, "Community-Based Services for Individuals with Developmental Disabilities" through October 18, 2025.

Services funded in whole or in part from Region II Human Services, Region 3 Behavioral Health Services (93.958 Department of Health & Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services), Region 4 Behavioral Health System (CFDA 93.958 Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services), Regional Behavioral Health Authority/Region V, Nebraska Department of Health and Human Services, Nebraska VR, and Social Security Administration.