

# Goodwill

Industries of Greater Nebraska, Inc.

## Community Impact Report



*Changing Lives  
in Greater  
Nebraska*

# 2023

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# ***“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, and 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!*



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.

130

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.

527

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
<b>OPERATING PROFIT</b>	\$410,776	\$273,355

**Fiscal Year Change:** Our fiscal year changes in 2024 from calendar year, to a 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 Stille  
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

Ashley Hermesch  
CHI Health St. Francis

Charla Rasmussen  
Veterans Hospital

Sara Seim  
AMUR Equipment Finance

Barb Engberg  
Live Well Physical Therapy

Heidi Isley  
Associated Staffing, Inc.

Justin Pfeil  
Eakes Office Solutions

Matt Valentine  
Dinsdale's Automotive

Beth Frerichs  
Chief Industries

Ashley Kool  
Equitable Bank

Vince Ryan  
Northwestern Mutual

Mike Young  
GIX Logistics

Kevin Walsh  
Smith, Johnson, Allen, Connick & Hansen

Chris Rosacker  
Ryder-Rosacker-McCue-Huston Insurance

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 Huismann, Vice President
- Robin Dexter, Secretary
- Laurie Buhkle
- Blake Corman
- Robin Dexter
- Claudia Fredericks
- Travis Powell



## Housing Boards

- Tracy Babcock, President
- Donna Douglass
- Kim Hurt
- Brian Kort

**Goodwill**  
Foundation of Greater Nebraska Inc.

# Donors and Funders

\$5,000 plus

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



\$1,000 - \$4,999

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  
CHI 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 Krolikowski  
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!*

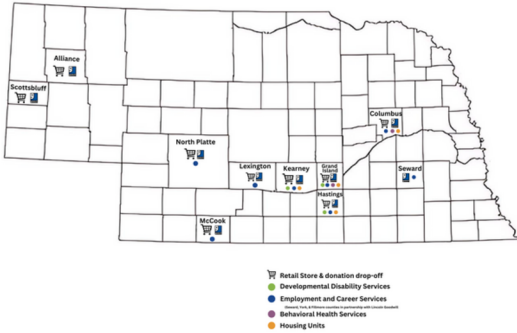
# Goodwill

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.