



GOODWILL CARES

Building Better Lives Together



Community Impact Report
2024-2025

Goodwill 
Industries of Greater Nebraska, Inc. 

GOODWILL CARES

Building Better Lives Together



It comes as no surprise that Goodwill is well known as a place you can drop off your old “stuff,” and you can shop for the perfectly unique treasure all in the same location. Often, what goes unnoticed is the impactful social enterprise that is fueled by your donations and purchases. As we continue to develop and expand our ability to serve the communities of greater Nebraska, we are drawn to a simple phrase that encompasses our passion to positively impact the world around us, “Goodwill Cares.”

We care about our communities, our partners, our environment, and most importantly, we care about each other. In a time when polarization seems to define the population, the mission of Goodwill endures and unites. We take our commitment seriously, to meet people where they are in life and walk with them on a journey towards a better tomorrow. It’s hard to express the pride we feel when someone we serve shares their promotion at work and you witness their self-worth grow, knowing they finally believe they are good enough after years of doubt.

“Friends of Goodwill, be dissatisfied with your work until every unfortunate person in your community has an opportunity to develop to his fullest usefulness and enjoy a maximum of abundant living.”

– Rev. Edgar J. Helms

The founder of Goodwill, Reverend Edgar J. Helms, saw the good in people who had been cast out and pushed aside, and he wanted to help. We still pursue the meaning of his words today and continue to build a foundation that will carry his message far into the future.

One thing we know about the future is that we cannot bring the words of Rev. Helms to life alone. So, thank you for your partnership with Goodwill and for your continued efforts to walk alongside us to create a positive impact in our communities and the world around us.

God Bless,

A handwritten signature in black ink that reads 'Curtiss Dill'.

Curtiss Dill, CEO



C.A.R.E. *Our Goodwill Values*

COMMUNITY



We create a supportive, inclusive, and connected community to enhance the wellbeing and quality of life for everyone involved.

ACCOUNTABILITY



We act with integrity, transparency, and responsibility; ensuring our actions have a positive impact on our organization, the people we serve, and the community.

RESPECT



We create a positive environment, which fosters trust, builds cooperation, and appreciates the differences in all people.

EMPOWERMENT



We encourage people to utilize their voice, build confidence, and act on opportunities important to them.

CARF Accreditation

CARF Accreditation is a key indicator of quality and accountability for Goodwill, showing it meets high international standards in service delivery and leadership. It builds trust with donors and partners, improves staff training and morale, and strengthens program effectiveness. Accreditation also boosts funding opportunities and community partnerships, helping Goodwill stay competitive through its commitment to evidence-based practices and continuous improvement.



Scan here to learn more about CARF



In April 2025, we were granted accreditation until 2028.



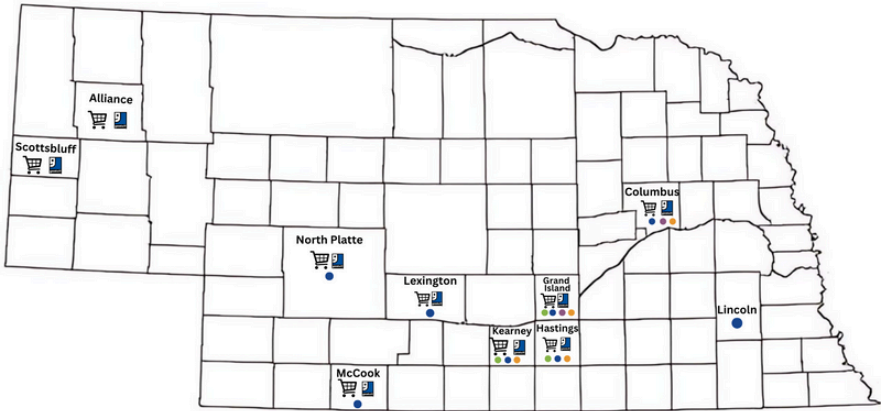
OUR MISSION

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



OUR VISION

Through the work of Goodwill, the people we serve will have the opportunity to improve their quality of life and achieve their greatest potential.



- Retail Store & donation drop-off
- Developmental Disability Services
- Employment and Career Services
(Seward, York, & Fillmore counties and Lincoln city in partnership with Lincoln Goodwill)
- Behavioral Health Services
- Housing Units

2025 -2027

Strategic Plan

PEOPLE

Attract, retain, and develop a team to improve outcomes for them, the organization, and the individuals we serve

ORGANIZATIONAL EXCELLENCE

Foster continuous improvement to ensure financial sustainability, promote growth, and maximize mission impact

EDUCATION AND MARKETING

Communicate our mission impact to create advocates and drive engagement with our Goodwill

MISSION ADVANCEMENT

Evolve our mission programming to enhance mission impact



Read the Full Plan Here

Goodwill 
Industries of Greater Nebraska, Inc. 

Developmental Disability Services

Goodwill Industries of Greater Nebraska provides Developmental Disability Services designed to help individuals with intellectual or developmental disabilities acquire, improve, and retain essential life skills. These services promote independence, empower individuals to make choices, and encourage active participation in their communities.

Delivered across locations in Grand Island, Hastings, and Kearney, the programs offer personalized supports that leverage each person's strengths and talents. Whether through day support services, community integration services, or shared living arrangements, Goodwill's approach fosters dignity, inclusion, and personal growth.

Behavioral Health Services

Goodwill's Behavioral Health Services focus on recovery, wellness, and community integration for individuals living with mental health conditions or substance use disorders. Provided in Grand Island and Columbus, these services include community support, emergency community support, day services, and resource acquisition assistance.

Individuals receive holistic care that addresses both clinical and social needs, with an emphasis on building resilience, fostering healthy relationships, and achieving personal goals. Goodwill's behavioral health team works in partnership with regional health systems and community organizations to ensure accessible, compassionate, and effective support.

Wendy
& David



Employment & Career Services

The Employment and Career Services program supports individuals facing barriers, disabilities, or poverty through employment services and benefits counseling supports.

Operating in communities including Columbus, Grand Island, Kearney, Hastings, Lexington, Lincoln, North Platte, and McCook, Goodwill staff work closely with individuals to identify career goals, build resumes, develop workplace skills, and secure and maintain employment. Through certified benefits counseling, individuals are provided assistance in understanding their disability related benefits and accessing work incentives to help them earn more and achieve career goals.

The program emphasizes empowerment through employment, helping individuals achieve financial independence and long-term stability.



Tiffany

Scan here
to watch
Tiffany's
Story



Goodwill by the Numbers

Individuals Served

Behavioral Health Services (BHS)	660
Employment & Career Services (ECS)	1,034
Developmental Disability Services (DDS)	167
Housing	42

Leadership



Curtiss Dill
Chief Executive Officer



Brent Johnson
Chief Operating Officer



Tamara Snider
Vice President
Mission Services



Brenda Sutherland
Vice President
Organizational Development



Kim Buschkoetter
Vice President
Training & Compliance



Christy Adams
Director of Finance



Team Awards



Nestor Cordero
Production Associate
Lexington Retail Store
Spirit of Goodwill



Scott Dubbs
Manager
Facilities
Leadership Excellence



Tracy Karr-Hansen
Program Manager
BHS Community Support
Employee of the Year



North Platte
Angie Fries
Manager
Store of the Year

Operating Board



Lisa A. Harris
Chair
Home Federal S&L



Kyle Boysen
Vice Chair
Amur Equipment Finance



Justin Pfeil
Secretary/Treasurer
Eakes



Jerad Knot
Past Chair
Lutz

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

Chris Rosacker
Ryder-Rosacker-McCue-Huston Insurance

Vince Ryan
Northwestern Mutual

Sara Seim
AMUR Equipment Finance

Kevin Walsh
Smith, Johnson, Allen, Connick & Hansen

Mitchell Thompson
Live Well Physical Therapy

Sherry Kropatsch
Mental Wellness

Mike Young
GIX Logistics

The Goodwill Industries of Greater Nebraska Operating, Foundation, and Housing Boards consist of volunteer leaders serving without compensation 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

Travis Powell, President
Claudia Fredericks, Vice President
Laurie Buhkle, Secretary
Jordyn Hubbard
Blake Corman
Julie Markvicka
Joan Sabott
Kevin Walsh

Housing Boards

Tracy Babcock, President
Donna Douglass
Kim Hurt
Brian Kort



Distinguished Community Partner



The Distinguished Community Partner Award recognizes a community partner that can be counted on year after year to answer the call when asked to step forward and many times before they're asked. Goodwill Industries of Greater Nebraska has had a long and successful relationship with this year's winner.



Curtiss Dill, Barb Engberg, Serena, Shannon Ackles, and Mitchell Thompson

Barb Engberg, an owner of Live Well Physical Therapy, has been an active member of the Goodwill Operating Board since 2020. During her time on the board, Barb has served on the Finance/Retail and HR/Mission Services/Housing Committees, chairing the latter, and as a member of the Executive Committee. Barb has provided unwavering support for our Goodwill through her board involvement and commitment to supporting meaningful employment opportunities for people living with a disability. Her drive to support a diverse and inclusive workforce makes her an ideal partner and a tremendous asset to our community.

Mitchell Thompson of Live Well joined our board in 2024 and serves on the HR/Mission Services/Housing Committee. Although Mitchell's involvement with Goodwill has just begun, we look forward to his contributions and achievements. In addition to the service provided by Live Well on the operating board, they also employ individuals through the employment and career services program. Jae and Serena, individuals in services, are working at Livewell as part of the Developmental Disabilities Supported Employment Program.

Serena worked with Jen Barker on her employment goal to find a job folding laundry. Knowing Barb through the Goodwill Board, Jen recognized that a physical therapy office would have daily laundry needs. Together, Jen and Barb developed a customized job that includes tasks such as cleaning and folding laundry used in the practice. Serena and Jae were hired to fulfill these needs collectively, with Jae working two days a week and Serena working three days a week. Barb has worked closely with both of them and Jen to ensure that they receive ample support.

Live Well Physical Therapy has proved to be an excellent employer, demonstrating a willingness to work with and support its employees. For 2024-2025, we were pleased to present the Distinguished Community Partner Award to LiveWell Physical Therapy.

Disability Pride Day

Goodwill's first Disability Pride Celebration united people with disabilities, families, staff, and community partners for a day of recognition and joy. Inspired by the Americans with Disabilities Act (ADA), the event included awards, games, and lunch, celebrating milestones and volunteerism. The success of this event has established Disability Pride as a must-have annual tradition, amplifying Goodwill's commitment to building a more inclusive and supportive environment for all.

[Lindsey displays her awards at our first-annual Disability Pride Day Celebration](#)



2024 Partners of the Year

Employers

[Heartland Chevrolet](#)
[Immanuel Lutheran Daycare](#)
[Tabitha at Prairie Commons](#)
[Taco John's - Hastings](#)
[Sodexo - Kearney](#)
[Sodexo - North Platte](#)

Goodwill Industries of Greater Nebraska partners with diverse local employers to create employment and skill-building opportunities for individuals overcoming barriers. These collaborations benefit both employers—who gain dedicated team members and community recognition—and Goodwill clients, who achieve independence. Together, they foster workforce development and inclusive economic growth across central and western Nebraska.

Goodwill Industries of Greater Nebraska partners with local businesses, nonprofits, and team members to advance its mission and strengthen communities. Through initiatives like RAMP UP, paid volunteer days, and Community Spend, these collaborations share resources and expertise to reduce barriers to employment, promote inclusive workforce development, and empower individuals—creating a ripple effect of opportunity and community growth across the region.






Community Partners

[Hanny Arram Center for Success](#)
[Lexington Optimist Club](#)
[Mid Plains Crisis Stabilization Unit](#)
[Region II Human Services](#)
[Westside Lanes](#)

More than a Store

Donated Goods Retail and Recycling



-  188,749 Individual donors giving at stores or donation drives
-  9,437,450 Pounds of donated goods collected
-  478,021 Retail Store Customers
-  62,925 Pounds of e-waste diverted by Dell Reconnect
-  2,423,454 Pounds recycled



Goodwill thrift stores began in 1902 in Boston, founded by Reverend Edgar J. Helms to help people in need through work and donated goods. By repairing and selling used items, Goodwill created jobs and funded community programs. Today, our stores throughout central and western Nebraska continue to provide affordable shopping while supporting job training and sustainability efforts worldwide.



Your purchase or donation supports our Mission

"While I was in treatment, I got introduced to Goodwill's Employment & Career Services. An employment specialist helped me get a job. Because I did not have a good employment track record, I needed somebody to advocate for me, and she did just that. She helped me get a job and the things I would need for that job, like non-slip shoes and a uniform. I was promoted to Hastings Retail Store Manager in 2024."

Tiffany

Hastings Retail Store Manager

DONATE. SHOP. CHANGE LIVES.



In April 2025, the Goodwill Retail (North) Store officially opened its doors at a new location (2130 N. Diers) in Grand Island. It is our largest Retail Store.

Goodwill

Financials

Supporting our Mission

Revenue Sources

Mission Services

\$9,592,406 (42.82%)

Donated Goods Retail

\$10,626,417 (47.44%)

Public Support & Grants

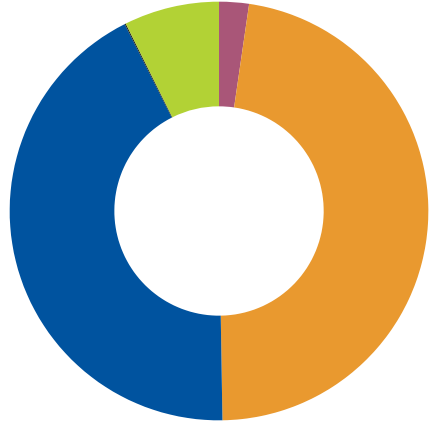
\$515,360 (2.30%)

Miscellaneous

\$20,079 (.09%)

Investment Income

\$1,645,283 (7.35%)



Serving our Mission

Expense Allocation

Mission Services

\$9,625,997 (42.97%)

Donated Goods Retail

\$9,612,270 (42.91%)

Fundraising

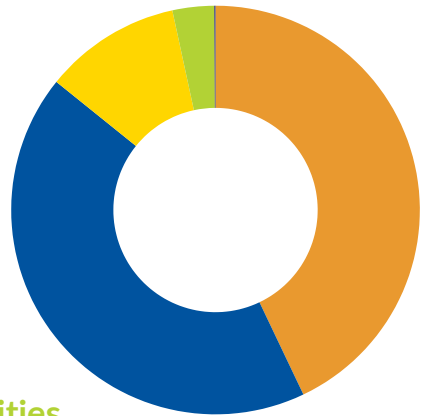
\$19,401 (.10%)

General & Administrative

\$2,426,100 (10.73%)

Investment In Future Opportunities

\$738,178 (3.30%)



Donors & Funders

Thank you!

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

\$5,000 +

John & Gretchen Dinsdale
Charitable Trust

\$1,000 - \$4,999

Tracy & Terry Babcock
Randy & Kimberly Buschkoetter
Kris Nolan Brown
Mike & Dee Garrett
Hastings Building Company
Brent Johnson
Calvin & Jane Johnson
Chris Johnson
JoAnn Kisner
Tom & Sue Pirnie
Mike & Audrey Pitcher
Dee & Jim Price
Robert & Charla Rasmussen
Ryder, Rosacker, McCue & Houston
Janice L Ruhter
Laura Schenk
Tammy & Bill Slater
Tamara Snider
Bruce Smith
Tom & Tami Towne
Helen Tracy
Leon & Patricia Van Winkle
Josh & Nicole Weaver
Chris Woodward

Alan & Mary Anderson
Tracy L. Babcock
David L. Black
Megan Boss
Kyle Boysen
Heather Bradley
Sharon R. Britten
Patrick A. Brock
Duane Burns
Shelli Calhoun
Jim Cannon
Kira Darling
Ken & Audrey DeFrank
Bradley Driml
Barb Engberg
Teresa Estrada
Foote Convenience Plaza
Kurt Haecker
Alicia Haussler
Ellen Hornady
Jordyn Hubbard
Michael & Heidi Isley
Thomas Jamieson
Cindy Jarosz
Kiwanis Club of Grand Island
Klein Insurance, Inc.
Patricia Kneale
Ann Koozer
Brian Kort
David & Susan Kubart
John Lakey
Live Well Counseling Center

\$100 - \$499

Teresa Luther
Ben & Kendra Lutz
Ed Maline
Julie Markvicka
Ann Martin
Dan & Kris McElligott
Paul & Janelle McKinney
John Mehring
Peter L. Morgan
C. Roger Nelson
Darlene Otto
Jolene M. Pfeifer
Quality Sound & Communications
Doris Rempe
J.D. & Joan Sabott
Terry Sheen
Francis Sindelar
Gerald Spencer
Mary St. Germain
Ken & Rosie Staab
Galen & Anna Stehlik
Ruth Steinkruger
Kelly Stevens
Josh & Lindsay Suchanek
Brenda Sutherland
Mitchell Thompson
Anne Turnbull
United Commercial Travelers
of America #134
Norbert Wenzl
Dave & Sharon White
Joel Wiegand

\$500 - \$999

Mark & Jordan Allen
In Loving Memory of Macy Carter
Curtiss & Laura Dill

GIX Logistics - GI Express, Inc
Kevin & Lisa Harris
Jerad & Amy Knott
Gil & Mary Kuntz
The Musil Family
Jo Semm

Judi Sickler
Helen Tracy
Wade R Zersen

Goodwill

Industries of Greater Nebraska, Inc.

1804 South Eddy
Grand Island, NE 68801
(308) 384-7896



Goodwill Industries of Greater Nebraska, a non-profit organization, supports over 1,900 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 have a meaningful impact on individuals and the communities we serve.

Above: Shannon, Retail Associate
Front: Cristian, E-Commerce Team Lead

Scan to
visit our
website!



In 2025, Goodwill projects were funded .06% or \$13,521 by the Block Grants for Community Mental Health Services, CFDA Number 93.958, contracted through the Department of Health and Human Services, Division of Behavioral Health. Additionally, 27.87% or \$5,818,650 of Medicaid HCBS Developmental Disabilities Waiver, 6.6% or \$1,378,576 of Department of Health and Human Services, Division of Behavioral Health, 5.46% or \$1,140,238 of Nebraska VR, 2.75% or \$574,979 of Medicaid, .52% or \$109,139 of Social Security Administration, 1.02% or \$213,152 of US Department of Housing and Urban Development, .35% or \$72,536 of grant, .20% or \$41,442 of Child and Adult Care Food Program, and 53.32% or \$11,130,355 of non-governmental or self-funding is supporting the projects.

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 29, 2028**, 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 19, 2027.



goodwillne.org



marketing@goodwillne.org



308-384-7896