



FACES OF  
**Good**   
goodwill®



**2018** annual report

LAND OF LINCOLN GOODWILL INDUSTRIES, INC



# Faces



In late 2017, we began constructing a communication platform to inform and educate audiences about the real mission of our Goodwill organization. We have known that to most, Goodwill represents a place to donate and shop for bargains and treasures. In truth, the donations we receive are only a tool we utilize to do the work of helping others help themselves – our Mission. Without those donations and the revenue it creates, we could not offer the free programs and services that help so many in central Illinois.

# of Good

Faces of Good was developed as a comprehensive theme under which we would communicate our Mission and focus on the people we support, as well as our own employees who provide the

Mission programs. Our Faces of Good campaign effort is just beginning and you'll discover a few of the hundreds of stories of people supported by Goodwill in this publication.

# From the President & CEO

2018 was another solid year for Land of Lincoln Goodwill. We increased our reach to those we serve and support, our operations grew stronger, our expenses remained under control, our revenues grew in line with our forecast and our strategic planning process continued to elevate the organization and set the stage for our future. The teamwork exhibited by our Board of Directors and Executive Leadership has led to many successes and the prioritizing of goals that will make our organization and our mission outreach stronger in the coming years.

Teamwork is something everyone talks about, but at Goodwill it is a way of life. There is no part of our organization that doesn't rely on the cooperative and mission-focused actions of many. The positive outcomes of this passionate, team approach are many and are most evident in our mission programs and services.

One such team effort that stood out last year was within our youth mentoring mission program, GoodGuides®. Many of the youth in our program are from underserved areas of our community or have at-risk backgrounds. The goal of the GoodGuides program is to keep these youth in school, focused

on their education and to demonstrate how the rewards of a good education can lead to a successful career. This program is hugely successful at Land of Lincoln Goodwill and it relies on the teamwork of our program staff, the mentors who volunteer their efforts to support the youth, and on the youth themselves. One particular success story involves four young men who, when first entering the GoodGuides program, were individually on the wrong path. It was through our team approach of support and mentoring, combined with the teambuilding attributes of participating in sports, that these four young men finished high school and went on to attend college TOGETHER! Not only did these youth decide to stay together and attend the same college, but three out of the four are the first in their family to go to college. This is just one example of the many success stories that come out of our mission programs each year, but it is the teamwork behind the scenes that truly makes the difference.

In this year's annual report we share other success stories in the Faces of Good features. This is what Goodwill is about and it is the teams behind each of these stories that make dreams come true for those who need a hand-up.



A handwritten signature in black ink that reads "Sharon Durbin".

Sharon Durbin, CE | PRESIDENT & CEO

## 2018 FINANCIAL HIGHLIGHTS

TOTAL RETAIL & SALVAGE SALES	\$15,402,144	
TOTAL SHOPGOODWILL (E-COMMERCE) SALES	\$ 1,170,394	
CONTRACT REVENUE	\$ 135,820	
CONTRACTED SERVICES FOR PEOPLE SERVED	\$ 511,338	
PUBLIC SUPPORT	\$ 9,055,887	
GRANTS	\$ 200,522	
OTHER REVENUE	\$ 208,129	
<b>Total</b>	<b>\$26,684,234</b>	

# Financial Highlights

## WHERE WE INVEST OUR REVENUE

SUPPORT SERVICES EXPENSES  
(Management & General and Fundraising)

**\$2,321,015**

PROGRAM SERVICES EXPENSES

**\$24,105,933**



THE NUMBERS: LANDFILL DIVERSIONS

246

tons of  
metal  
recycled



118

tons of  
electronics  
recycled



350

tons of  
linen  
salvaged



4,265

total tons of  
material diverted  
from local landfills



THE NUMBERS: RETAIL STORES & EMPLOYMENT

343

retail  
employees



14

retail store  
locations



# The Numbers



# Mission

## VOCATIONAL REHAB PROGRAM

Every day, our dedicated Voc Rehab staff support more than 50 individuals with intellectual disabilities by providing life skills training, employment training, job supervision and a lot of love and caring. Several of our program participants have earned paying jobs in our Springfield and Chatham Goodwill stores

while others are working their way towards the same goal. This year, several of our participants were honored for their dedication and improvement at our employee recognition banquet. Congratulations to all of our participants for their work and effort to improve themselves!

## THE NUMBERS: 2018 PEOPLE WITH INTELLECTUAL DISABILITIES

52

individuals  
served



14

individuals  
in Supportive  
Employment



6

individuals  
in Title XX  
program





# Programs

## GOODGUIDES YOUTH MENTORING PROGRAM

The GoodGuides program, which began in Springfield in 2009, now has more than 100 youth enrolled with 22 mentors and an active Student-Athlete-Program. The singular focus of the Student-Athlete-Program (SAP) is to help youth graduate high school successfully and to enroll in a college or university of their choice. During 2018, youth in the SAP program learned to become role models in their schools, worked through SAT and ACT prep courses, received guidance in

completing FAFSA forms and visited more than 120 colleges and universities. They also participated in numerous basketball tournaments in Iowa, Illinois, Indiana and Kentucky winning their fair share of awards and reaching the AYPT National Championship. To date, 39 of the youth that participated in the GoodGuides program are now enrolled in college, with more having directly entered the workforce or military.



### PHOTOS LEFT TO RIGHT:

Vocational Rehab Program Participants John Miller, Richard Woodrum, Lindsey Mitchell (L to R). Members of GoodGuides Student-Athlete-Program visiting Clark Atlanta University and Morehouse College in Atlanta, GA.

**THE NUMBERS:** 2018 GOODGUIDES

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**104**

youth  
served



**22**

volunteer  
mentors



**42**

youth  
CPR/First-Aid  
certified



**120**

colleges &  
universities  
visited



**39**

youth in  
post secondary  
education



## CAREER DEVELOPMENT PROGRAM

Our five Career Centers in Bloomington/Normal, Danville, Jacksonville, Quincy and Springfield help individuals with most every aspect of employment, from how to search for jobs online, how to assess their own skills, preparing resumes, how to interview,

even what to wear professionally. In 2018, our outstanding coaches saw and supported more than 700 people in various capacities. The Career Development program also introduced a new partnership with Google.com, the Goodwill Digital

## THE NUMBERS: CAREER DEVELOPMENT

# 500

veterans  
served

# 1050

ex-offenders  
coached &  
counseled

# 7,800

persons  
served in  
Career  
Centers

Career Accelerator<sup>SM</sup>. This unique program is designed to help individuals gain valuable computer skills to be better prepared to enter the online workforce. Land of Lincoln Goodwill was also only one of 10 Goodwill enterprises in the country to receive a grant to launch the "Skills to Succeed Academy." The Academy, targeted primarily to high school

students, is a new online tool that can build employability skills, self-assessments and allows people to work at their own pace using videos, gaming techniques and real life scenarios. To date, our Career Centers have introduced the program to learners at 22 high schools, community colleges and adult education organizations in central Illinois.



Vermilion County Inside magazine featured Goodwill's Career Center and the Skills to Succeed Academy Center (September 2018).

# Executive Leadership



**SHARON DURBIN CE, BS, MBA**  
President & CEO



**ADAM JEFFERY BA**  
Vice President,  
Loss Prevention & Safety



**PATRICK ANDERSON BS, MA**  
Vice President,  
Marketing & Communications



**DENNIS MABERRY BSW, MA**  
Vice President,  
Vocational Rehab



**RON CULVES BA, MA**  
Vice President,  
Finance



**MICHELLE SANDIDGE**  
Vice President,  
Support Services



**BRIAN DURBIN BSM, MBA**  
Vice President,  
Retail Operations



**KIM WONNELL, SPHR,  
SHRM-CP, BS, MBA**  
Vice President,  
Human Resources



**COREY EDENS BS, M.M**  
Vice President,  
Information Technology



**SHANNON JONES**  
President & Board Chairperson  
Bank of Springfield



**DAN HOLDEN**  
Director  
State of Illinois



**JANET KIRBY, Ph.D.**  
Vice Chair



**ROGER HUEBNER**  
Director & Past Board Chair  
Central Illinois Builders



**KEVIN SCHULTZ**  
Treasurer  
Hickory Point Bank



**JAKE SALADINO**  
Director  
United Community Bank



**CHANDRA ROBERTS**  
Secretary  
BRANDT Consolidated



**ROBERT F. SCOTT**  
Director  
Memorial Health System



**JOHN BRUBAKER**  
Director



**JOHN GEYSTON**  
Director  
Troxell Insurance



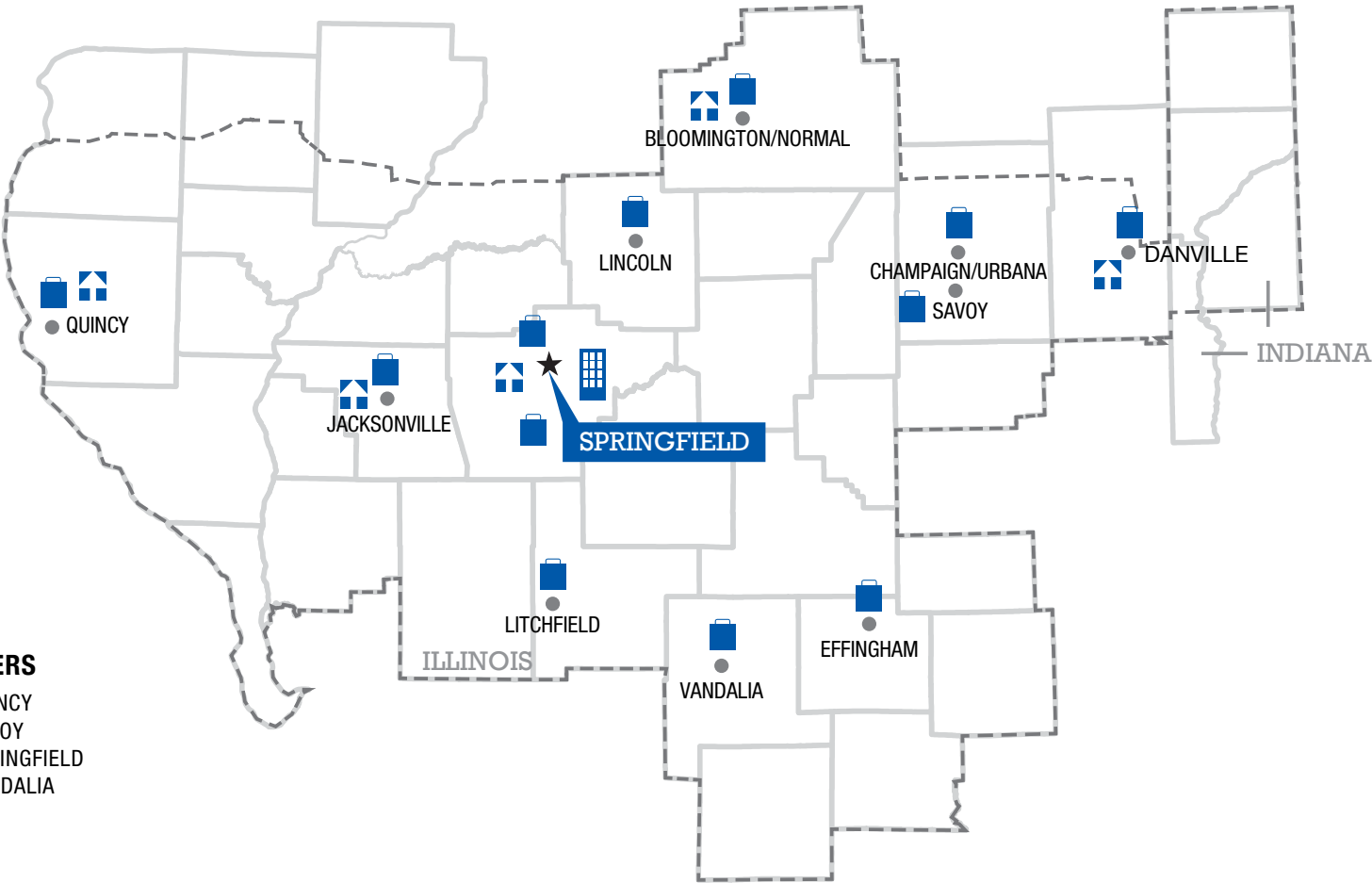
**JON FEEKES**  
Director  
O'SHEA Builders



**FREDERICK NETTLES**  
Director  
State of Illinois

# Board of Directors

# Territory Map



**RETAIL STORES & DONATION CENTERS**



BLOOMINGTON	EFFINGHAM	QUINCY
CHAMPAIGN	JACKSONVILLE	SAVOY
CHATHAM	LINCOLN	SPRINGFIELD
DANVILLE	LITCHFIELD	VANDALIA

**CAREER DEVELOPMENT CENTERS**



BLOOMINGTON	DANVILLE
JACKSONVILLE	QUINCY
SPRINGFIELD	

**ADMINISTRATIVE OFFICE & GOODGUIDES MENTORING PROGRAM**



SPRINGFIELD



On September 23, 2018 over 300 Goodwill employees, local board members, sponsors and service participants gathered for the annual banquet and awards presentation in Springfield. Each year the event recognizes all Land of Lincoln Goodwill employees and participants for their hard work, loyalty and mission focus and to rekindle old friendships while meeting other new employees.

Highlights of this year's event include the selection of the Savoy Retail Store as 2018 Store of the Year; Lori Klein, GM at the Effingham store as the 2018 Employee of the Year; and Amy Hill, LLGI Accounting Technician as the 2018 Safety Captain of the Year. Of special note was the first ever Life Saver Award that went to Lori Klein and Jason DeLong for saving the life of a fellow Goodwill employee in January 2018.



# Annual Employee Recognition Dinner

## CLOCKWISE LEFT TO RIGHT:

2018 Employee of the Year – Lori Klein. 2018 Safety Captain of the Year – Amy Hill (L). A silent auction of gift baskets was a big hit among banquet attendees. GoodGuides Basketball team members recognized with team coaches Ikenna Martin (center) and Faraji Martin (R). Jason Delong and Lori Klein received the first-ever Life Saver Award. The 2018 Annual Dinner was attended by more than 300 members of the Goodwill family. CEO Sharon Durbin (L) and Board President Shannon Jones (R) share a laugh prior to dinner. 2018 Store of the Year – Savoy Store team.





FEATURE STORIES

# Faces of Good

**Meet Dylan Prevost,  
one of the many  
Faces of Good.**





Dylan is wheelchair bound, but his spirit and sense of self worth are the keys to his success. But it wasn't always that way. When his father passed away, Dylan had to relocate from his hometown to be closer to other family members. And he had to find a job. Dylan had not been employed in more than 14 years and was finding it difficult to get on board anywhere. "I had been without employment for 14 years. I had learned some job skills, but I did not have any real job experience," said Dylan. Eventually a friend

suggested he look into employment with Land of Lincoln Goodwill. He did just that and in a matter of a few weeks, Dylan landed his first paid job as a donation processor at a Springfield, IL based Goodwill store. "Land of Lincoln Goodwill has a special place in my heart," says Dylan. "They gave me an opportunity to live a normal life, not to struggle or cut corners. Goodwill gave me a step-up and my co-workers are my friends and now they are my family."

“

Goodwill gave me a step-up and my co-workers are my friends and now they are my family.

”

Watch Dylan's complete story at [www.LLGI.org/Faces-of-Good](http://www.LLGI.org/Faces-of-Good)

**Tom King never  
dreamed that  
becoming a part  
of Land of Lincoln  
Goodwill would  
change his life.**

**But it did.**





As a former Navy veteran, Tom found himself in a downward spiral of alcohol addiction at the age of 45. His addiction had emptied his drive to achieve, caused a sporadic work history, and disrupted his family life. Tom sought help from family and soon entered a 12-step program to help him deal with his illness. After completing that program he began searching for employment, but because of his past and the large gaps in his work history, he found future employment prospects sketchy at best. "I saw the Land of Lincoln Goodwill was hiring truck drivers, so I took a shot and submitted my application,"

said Tom. Eventually, Tom was called for an interview with Goodwill and when asked about his many gaps in his employment history, Tom took a chance and told the truth. Goodwill decided to take a chance on Tom and offered him the position he was seeking. It wasn't long before Tom's determination, work ethic and passion for the Goodwill mission elevated him to a permanent position as the Director of Logistics and Transportation. "Never, in my wildest dreams, did I ever think I would have a position like this," says Tom. "I can't imagine what my life would be without Goodwill and I don't know where I would be."

“

I can't imagine what my life would be without Goodwill and I don't know where I would be.

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Watch Tom's complete story at [www.LLGI.org/Faces-of-Good](http://www.LLGI.org/Faces-of-Good)



## **LAND OF LINCOLN GOODWILL INDUSTRIES, INC**

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[www.llgi.org](http://www.llgi.org)