

2019

# Report to the Community



OUR MISSION PROGRAMS



## Our Mission

Providing people the skills and resources to become self-sufficient through the power of work.



### ABOUT THE COVER:

"Faces of Good" focuses on our primary work of helping people and also represents those individuals we support as well as the Goodwill employees that make it all happen. When we all work together, good things happen.





## 2019: A Year of Continued Stewardship

Land of Lincoln Goodwill continued our growth in many areas during 2019. Our financial position strengthened as retail revenues climbed and donations from our local communities remained steady and strong. Ninety cents of every dollar earned was returned to our mission during 2019, strengthening our programs and positively impacting more than 8,000 lives in central Illinois.

Our mission of providing resources and skills to those looking for a hand-up in life remains at the forefront of everything we do. Our Board, our leadership and our 400 employees work together as one to create a difference in each community we serve. The proof is in the success achieved by those we serve.

In 2019 we remained good stewards of the donations entrusted to us, as well as the financial gifts and revenues we received. We held the line on expenses, did more with less and increased our operating efficiencies so that more resources could be devoted to the mission programs. We also remained good

stewards of our environment. As the leading recycler in central Illinois, we diverted more than seven million pounds of material from local landfills in 2019.

No organization is immune to the challenges inherent in day-to-day business decision-making and the scrutiny of the public. Land of Lincoln Goodwill experienced such a challenge in 2019, but that experience has made our organization stronger and more focused. Our employees, leadership and Board of Directors never stopped moving forward and never stopped its focus on our mission and to helping those we serve.

We look forward to another year of stewardship, growth and ever increasing mission presence in 2020. To our customers, our generous donors, to the families and guardians of those we serve, we thank you for your continued support. It has always been and always will be our mission to serve you and those who need a hand up.

Shannon Jones  
BOARD CHAIR

Ron Culves  
INTERIM CEO / VP FINANCE





### Adult Services

Formerly known as our Vocational Rehab program, Goodwill's Adult Services Division provides programs specifically for adults with intellectual disabilities. Many of our "participants" in the program live in group homes, special care facilities or at home with a guardian or parent. During the weekdays they arrive at our Goodwill program to work and earn a paycheck, learn life, teamwork and employable skills and socialize with their peers. In 2019 Goodwill's Adult Services Division supported 59 participants in our program throughout the year.

Each October participants in the Adult Services program enjoy a Halloween party and luncheon.



Lindsey Mitchell was honored at the Goodwill Annual Dinner for 40 years in the Adult Services program.





Five young men and women graduated from our Career Services' Code.org computer science fundamentals program. L to R: Henry Berry, James Rucker, Wanya Hughes, Jeremiel Hemingway, Andréa Cunningham



Cynthia Williams (left) battled addiction, unemployment and homelessness before receiving guidance and support from her Career Coach, Laura Kuhl (right). Through the help of Goodwill's Career Services she now has a job and her own apartment.

## Career Services

More than 8,000 individuals in central Illinois were seen in our Career Centers in 2019 seeking assistance related to employment. Our Career Services Division employs numerous hands on and digital tools to aid those looking to improve computer skills, search for employment online, attend computer training classes, help to apply for benefits, resume writing and much more. Of the 8,000 individuals we supported, 5,000 utilized our online Digital Career Accelerator to improve their computer skills and better assess their career opportunities. 558 military veterans sought help with employment advice and skill building as did 1,687 ex-offenders looking for a hand up in their employment search.

# Mission Focus

## Youth Services

Our Youth Services division, once known as the GoodGuides® program, has grown in size and scope during 2019. Youth Services engages both junior and senior high school students who are in need of educational and life skill development. Generally these young men and women come from diverse background or settings where parental guidance is not readily available. Our Youth Services staff and volunteers provide one-on-one and group-mentoring tactics to keep youth focused on schoolwork to achieve graduation and entrance into college or the workforce.

The GoodGuides mentoring program, AmeriCorps, Student Athlete Program and Teen REACH comprise the Youth Services Division who in 2019, served over 100 young people, 15 of whom are currently enrolled in post-secondary education programs.



Youth in our program are taught the importance of giving back. Members of the GoodGuides program serve breakfast to over 100 homeless and underserved individuals during Martin Luther King, Jr. Day.



Robert Sims (left) joined the GoodGuides program while in 8<sup>th</sup> grade and with the help and guidance of his mentor, Youth Services Manager Faraji Martin (right), he graduated high school on time and became the first member of his family to go to college.

# Recognizing Our Own

The work of our mission cannot begin or succeed without the efforts of our 400 employees in our administrative, retail, logistical, warehouse and mission service programs. Each year we gather at our Employee Recognition Dinner to recognize the shinning stars within our organization and to thank them for their continued focus on that mission.

## THIS YEARS AWARDEES INCLUDED:

EMPLOYEE OF THE YEAR

**Laura Kuhl**  
Career Coach, Springfield

INNOVATION AWARD

**Madison Chaney**  
Champaign

LEADERSHIP AWARD

**Brandi Upchurch**  
Jacksonville Warehouse

QUALITY SERVICE AWARD

**Gene Dennis**  
Truck Driver, Springfield  
&  
**Mike Bogusz**  
IT Technician, Springfield

MISSION FOCUS AWARD

**Tim Woodson**  
Adult Services Job Coach, Springfield

CLIENT SAFETY AWARD

**Jeff Castleman**  
Adult Services, Springfield

TRUCK DRIVER SAFETY

**Andrew Louderman**  
Truck Driver

SAFETY CAPTAIN OF THE YEAR

**Jason Delong**  
Team Lead, Effingham

PAM SCHONE AWARD

**Karen Woods**  
Store Manager, Jacksonville

## STORE OF THE YEAR:

BLOOMINGTON





CLOCKWISE FROM RIGHT:

Pat Anderson presents award to outgoing Board Chair Shannon Jones.

10-year service awardee Kaye Miller & Tom King.

Pam Schone award winner Karen Woods & Brian Durbin.

Left to right, Ron Culves, Employee of the Year Laura Kuhl, Shannon Jones.

Springfield Mayor Jim Langfelder attended the banquet. Shown with Service Participant, Beth Garrett.



# Funding the Mission

Land of Lincoln Goodwill relies nearly 100% on the revenues generated by our retail outlets and our salvage operation to fund all of the mission programs and services so vitally needed in our communities. The strength of our retail operation is also dependent on the generous donations received from our community, which has been overwhelming in recent years.

In 2019 we added to our retail store presence with the addition of a new retail center in Clinton, Illinois and the relocation of our Litchfield store to a larger location with higher traffic count. These additions bring our total retail store presence to 15 in central Illinois and over 400 employees overall in our organization.



LEFT:  
Goodwill Litchfield team members  
cut the ribbon on the new location,  
October 4, 2019

RIGHT:  
The new Clinton, IL store opened  
on July 12, 2019







**In addition to the revenues generated by our retail teams, our warehouse salvage and recycling operation continues to contribute to our mission both financially as well as to our stewardship of protecting our natural resources. In fiscal year 2019, we diverted more than 7.6 million pounds of material from landfills. This includes more than 4.6 million pounds of recycled textiles, metal and electronics.**



## Financial Highlights

### REVENUES

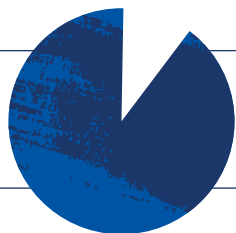
|                                       |               |
|---------------------------------------|---------------|
| TOTAL RETAIL & SALVAGE                | \$ 16,235,512 |
| TOTAL E-COMMERCE (SHOPGOODWILL.COM)   | \$ 1,308,115  |
| CONTRACTS 2019                        | \$ 139,500    |
| CONTRACTED SERVICES FOR PEOPLE SERVED | \$ 460,037    |
| PUBLIC SUPPORT                        | \$ 9,816,064  |
| GRANTS                                | \$ 190,282    |
| OTHER REVENUE                         | \$ 141,460    |

|              |                     |
|--------------|---------------------|
| <b>TOTAL</b> | <b>\$28,290,970</b> |
|--------------|---------------------|

### EXPENSES

|  |               |
|--|---------------|
| MISSION PROGRAM SERVICES                             | \$ 25,287,078 |
| SUPPORT SERVICES (MANAGEMENT, GENERAL & FUNDRAISING) | \$ 2,453,035  |

|              |                     |
|--------------|---------------------|
| <b>TOTAL</b> | <b>\$27,740,113</b> |
|--------------|---------------------|



# 90%

OF REVENUES RETURNED DIRECTLY  
TO MISSION PROGRAMS



# Land of Lincoln Goodwill Leadership

## BOARD OF DIRECTORS

### **Shannon Jones**

President & Board Chairperson  
Bank of Springfield

### **Chandra Roberts**

Secretary  
BRANDT Consolidated

### **Dan Holden**

Director  
State of Illinois

### **Janet Kirby, Ph.D.**

Vice Chair  
Millikin University

### **John Brubaker**

Director

### **Frederick Nettles**

Director  
State of Illinois

### **Kevin Schultz**

Treasurer  
Hickory Point Bank

### **Jon Feekes**

Director  
O'SHEA Builders

### **Robert F. Scott**

Director  
Memorial Health System

### **John Geyston**

Director  
TROXELL Insurance

## EXECUTIVE LEADERSHIP TEAM



### **Ron Culves**

Interim CEO / Vice President  
Finance



### **Adam Jeffery**

Vice President  
Loss Prevention & Safety



### **Dennis Maberry**

Vice President  
Vocational Rehab



### **Patrick Anderson**

Vice President  
Marketing & Communications



### **Andrea Jenkins**

Vice President  
Information Technology



### **Michelle Sandidge**

Vice President  
Support Services



### **Brain Durbin**

Vice President  
Retail Operations



### **Kim Wonnell, SPHR, SHRM-CP**

Vice President  
Human Resources



**Land of Lincoln**  
**Goodwill Industries, Inc.**

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