

# HEART OF A CHAMPION

2024 COMMUNITY REPORT



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

## OUR VALUES:

### STEWARDSHIP

Promote environmental and financial responsibility while using resources efficiently.

### ENGAGEMENT

Celebrate individuality, uphold accountability, foster teamwork and embody integrity.

### RESPECT

Respect each other, our donors, shoppers and those we support.

### VISIBILITY

Cultivate strong partnerships and enhance community awareness.

### ELEVATION

Provide opportunities that strengthen individuals and communities.

# OUR MISSION

We strengthen communities by helping individuals overcome barriers to employment, offering work opportunities and skills development, and leading environmental sustainability.

## OUR VISION:

*Elevate people through the power of work and continue to be a leader in environmental sustainability.*

## MISSION PROGRAMS:



## Dear Friends and Supporters

As we reflect on the past year, we celebrate a journey marked by perseverance, dedication, and the unwavering spirit of those we serve. At Land of Lincoln Goodwill Industries, we embody the “Heart of a Champion”—the theme of our Annual Reward & Recognition Event—where we honored our top performers and recognized the incredible achievements of our Mission participants.

Throughout 2024, our mission programs continued to flourish, providing life-changing opportunities for individuals across our communities. From workforce development initiatives to career training and support services, we remained steadfast in our commitment to empowering individuals through the power of work. The stories shared by our Goodwill Ambassador from International Special Olympics at our event reminded us of the profound impact we make every day.

As we look ahead to 2025, we stand poised for even greater success. With the support of our dedicated team, community partners, and generous donors, we will continue to break barriers, create opportunities, and uplift lives. Together, we are

not just transforming individual futures—we are building a stronger, more inclusive community for all.

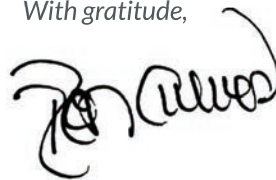
*This year, we will strengthen our new 2025 strategic pillars:*

- **Organizational Excellence**
- **Mission Impact**
- **Environmental Commitment**
- **People Focus**
- **Community Engagement**

Through these guiding principles, we will enhance our services, expand our reach, and reinforce our role as a community leader in workforce development and sustainability.

Thank you for being part of our mission. Your commitment fuels our impact, and we are grateful for your continued support.

*With gratitude,*



A message from:



**RON CULVES**

President & CEO

## Youth Program Highlights & Enrichment Trips

Our Youth Services Program has provided services to the Springfield, Illinois, community, and District 186 students ages 12 to 17 who have experienced difficulties while attending school and in their homes. The school district and community partners have requested Youth Services Programs to provide a safe place for youth to grow and become productive citizens. Our Youth Services Program allows youth to be mentored by a positive role model in a safe environment while having the opportunity to complete their homework, receive a healthy snack, and participate in health and wellness activities. The Land of Lincoln Goodwill Industries Youth Mentoring Program believes in providing underserved individuals from all walks of life with opportunities to achieve their goals.

Many youth in our program are ages 12-17 and potential first-generation college students. Furthermore, although these youth lack a history of going to college and a job readiness tradition within their family, they want to improve their lives through the power of work and education.

Our Youth Mentoring program allows these underserved youth to set goals, dream, and make those dreams come true. The staff and mentors of the program focus on connecting youth to the appropriate resources to ensure they are working toward their goals.

Activities of the Land of Lincoln Goodwill After School Program include mentors and the City of

Springfield AmeriCorps volunteers mentored in Springfield and Jacksonville.



YOUTH AT THE UNIVERSITY OF OKLAHOMA

This year, youth were introduced to the trades, visited colleges in and outside the state, met with school officials and first-generation college students, participated in athletics, and learned what it means to be a student-athlete. Our program allowed youth to compete in organized athletics outside of school. The primary purpose was to give each youth the values and skill sets of teamwork, responsibility, and dedication in a competitive environment.

Athletes were mentored on achieving academic success while focusing on graduating high school and preparing themselves for a future career or attending college.

For example, this year, due to receiving Community Development Block Grant funds from the City of Springfield, mentees participating in athletics were able to visit a former youth program participant at the University of Notre Dame who grew up on the impoverished east side of Springfield, Illinois.

She expressed to the youth that despite growing up without her parents in an impoverished environment, staying focused and listening to mentors helped her pursue her dreams and understand the importance of experiencing life outside the Springfield area.

Our partnership with Lincoln Land Community College Workforce Equity Initiative provides 150 low-income students free resources for short-term education/training programs to help participants gain employment in high-wage and in-demand occupations. Many of our youth and their family members have taken advantage of this program to improve their lives. For example, a youth went down the wrong path this year, and staff connected him with the Lincoln Land Community College Workforce Equity Initiative. He graduated from high school ahead of schedule and is now pursuing a career in welding through the program.

Our AmeriCorps volunteers provided by the City of Springfield have led our youth on a journey to greatness, in and outside the classroom, by providing mentoring, tutoring, and career readiness throughout the year with their mentees. O’Shea Builders, the Rotary Sunrise Club,

2024 YOUTH GRADUATES



and Loretta Meeks were instrumental in providing funds for our youth to visit Black Wall Street in Tulsa, Oklahoma, where they visited colleges and were inspired by visiting the National Monument. Our program has found that the best practice is forging a relationship with a youth, which takes at least a year of commitment to help their growth and development.

“Mentorship is the ripple effect of greatness, spreading from one soul to countless others.”

DR. RICHARD A. CROSS

## 2024 YOUTH SERVICES PROGRAM HIGHLIGHTS:

**100% of the youth** were safe from violence for the reporting year.

**100% of youth participated in STEM classes** and completed at least 2 hours of STEM programming a week for a minimum of 4 or more consecutive weeks for the reporting period.

**100% of seniors** in the 12-month program graduated.

**5 Lanphier seniors** served by the mentoring program graduated on time.

**89% of the youth demonstrated improved anger management/conflict resolution skills.**

**90% of youth improved school attendance** in one or more periods during the reporting year.

**80% of youth tracked improved their grades** in one or more periods during the reporting year.

**90% of youth were promoted** to the next grade level for the reporting period.

**80% of youth participated** in at least one service learning activity for the program year.

**95% of youth participated** in health and wellness activities during after-school hours for the program year.

**5 youths participated** in our Goodwill Summer Employment program.

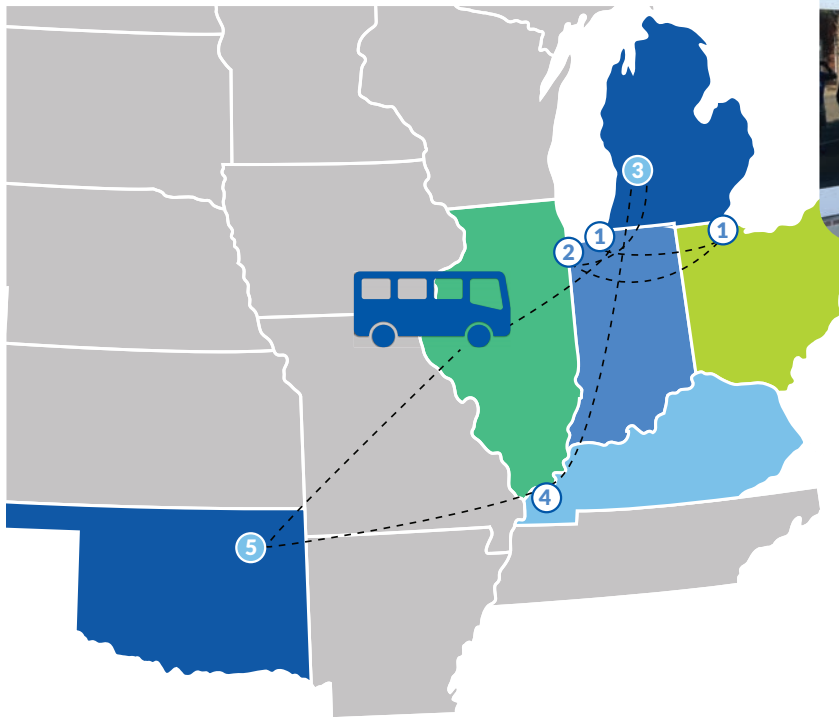
The program had **16 high school graduates** who enrolled in a trade program, post-secondary education, workforce, or military serving their country.

**136 youths** were served.

*Also, the Land of Lincoln Goodwill Industries Youth Mentoring Program FY 24 Community Needs Based Assessment revealed that the mentoring program meets the community's needs and gives underserved youth a safe place to learn and be nurtured. Lastly, we would like to thank all of our community partners who provided funding and resources to make our Youth Services program a success.*



ENRICHMENT TRIPS



①

**Perrysburg, Ohio**  
Owens Community College and **South Bend, Indiana**  
Notre Dame



②

**Hammond, Indiana**  
Purdue Northwest



③

**Grand Rapids, Michigan**  
Davenport University and Grand Valley State University

④

**Paducah, Kentucky**  
UT-Martin. Campus and athletic facilities tour provided by former GoodGuides youth and student-athletes in football.

⑤

**Tulsa, Oklahoma**  
Black Wall Street, University of Oklahoma, Oklahoma Baptist, and The Basketball League Back-to-Back Champions Potawatomi Fire basketball facilities.



STORIES FROM OUR YOUTH

HEAR FROM CARLOS, JAMES & MARTEL. VIEW THEIR STORIES ONLINE:



[www.youtube.com/watch?v=TVh5mk0gv-0](https://www.youtube.com/watch?v=TVh5mk0gv-0)

# MISSION ADULT SERVICES

Providing training, skills, and employment opportunities for 30 individuals with intellectual and developmental disabilities is a mainstay of our Mission at Land of Lincoln Goodwill. During the last fiscal year, a few of these individuals were able to expand positions within the retail store and e-commerce department and one participant was promoted to a material handler. This has proven to be extremely successful allowing several adult service participants the opportunity to gain new skills and perform different job tasks. The goal is to carry this concept into several more stores throughout the LLGI territory. Goodwill has remained committed to providing quality vocational skills training and job development skills for the individuals we serve.

## SPOTLIGHT FROM THIS PAST YEAR

We have a few exciting highlights from this past year, as new job opportunities are always exciting. We continue to work closely with E-commerce to explore additional job opportunities along with continuing to sort legos and sports cards when available. We also continue to have the opportunity to work with jewelry, sorting earrings, necklaces and bracelets. And we can't forget the integration of The Adult Services Program into retail. All of the participants look forward to working out in the retail store.

Two Special Olympics participants earned their way to the State Games this year by winning medals at the local level. Richard Woodrum and Jeff Castleman both earned gold medals and advanced to the state games that were held in Bloomington.

Richard came away with a Gold medal in the softball throw and Jeff came home with a 6th and 7th place ribbon in the 200 meter dash and the softball throw. Goodwill is proud of both athletes and the coaches for their hard work, dedication and representation of Land of Lincoln Goodwill Industries.



**Special  
Olympics**



**Bringing home the medals!**



BIRTHDAY CELEBRATIONS!



“I always say if there’s a reason  
to celebrate we’ll do it!”



VIEW WILLIAM'S  
STORY ONLINE!



[www.youtube.com/  
watch?v=074EJ2zn3bA](https://www.youtube.com/watch?v=074EJ2zn3bA)

## Empowering Futures: Goodwill Partners with Schools for Vocational Success!

What do Bloomington High School, Eugene Field Professional Training Center, Bridgeway, and Land of Lincoln Goodwill Industries have in common?

### *A similar MISSION!*

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

The Illinois Department of Human Services has a transitional program called the Secondary Transitional Experience Program (STEP). STEP is a work experience program that helps students with disabilities prepare to transition to employment and community participation during and after high school. DHS encourages employer participation with schools to present opportunities for these students. The Vocational Rehabilitation Counselors work with students to individualize their STEP services to meet their specific needs. Work-based learning experiences occur both in school and in the community. They can include volunteer experiences, internships, and employer-paid positions intending to attain competitive integrated employment.

In the fall of 2023, Land of Lincoln Goodwill Industries reached out to these organizations with the dream of forming a strong partnership to assist in transitioning high school vocational students and graduates, up to 22 years old, needing a little extra help preparing for the real world after high school. Through Goodwill's

Volunteer Program, we encourage vocational programs to send us students ready to sharpen their skills and practice working in the “real world”. So, when students leave our employability skill training program, they have the necessary skills and increased confidence to interview and work in the “real world”. In some cases, they come and work for Goodwill.



URSULA, MALACHI, TAMMY, CALEB & DAWN

This new Land of Lincoln Goodwill/Bloomington transition program has been enriched through the efforts of Goodwill Career Coach, Ursula Tone-Loercher from Bloomington. She understood the Goodwill Mission and realized that high school vocational students were living our Mission as well and striving to be independent through the power

of work. She recognized a natural partnership and wanted to bring it to life!

Goodwill is excited to announce that Hannah, who has been working hard the last few months through STEP & VTAP, has recently been hired as a part-time employee in our Goodwill Bloomington store at a competitive starting salary. Hannah is a very hard worker. She has spent many hours at the Eugene School practicing in the demonstrational area her Vocational Coordinator designed for her so she could practice hanging clothes with Goodwill-type hangers, size separator rings, and match and display shoes just like at Goodwill. "I love putting clothes out on the floor," states Hannah. When asked what advice she would give others thinking about joining the Goodwill Volunteer Program, she explains, "This job is so fun. Just give your time and energy and you will see your self-confidence grow!"

Dawn Sheppelman, Vocational Coordinator at Eugene Field shares the gratitude she has for Goodwill. "It allows the students to work in 'real-life' situations. We have some students that it would be difficult to work outside of school but at Goodwill, the students and I both feel they are safe and in good hands. The students need to feel they can make mistakes while learning and not be scolded. Goodwill moves at a pace that our students can handle. One of her students, Madison, loves to hang up clothes.

"We jokingly call her the Hanger Queen, now of course, she wants a "Hanger Queen" t-shirt. We have seen Madison's confidence soar and watched her intrapersonal skills blossom through this program. These skills will not only help Madison in a working environment but will assist her out in the community. More time spent in this program will increase her chance of attending camps this summer with her friends.

## Hannah and Madison

*Secondary Transitional Experience Program (STEP) members.*



*continued on the next page...*

Tammy Heffernan, a Job Coach from School District #87, shared her thoughts on working with three young men in this program; Caleb, DJ, and Malachi. Each one of these students has grown and learned to adapt to the Goodwill real-life environment. “One of my students is extremely talkative and at times can be disruptive. So, with him, we play the ‘Quiet game’ and it works beautifully. They have all shown improvement since the first day. DJ is a perfectionist so he needs little supervision and Caleb has shown how detail-oriented he has become and is perfect in buttoning shirts and watching for stains. They all bring some magic to the office. I am so proud of their growth in just a few short months.” states Tammy. She sees their time at Goodwill as an opportunity to grow and later move into a permanent position with Goodwill or another company. When you ask them what they are doing, the students reply with their shoulders back and a big grin on their face, “I work at Goodwill!” They are so proud and so are we!

**Each one of these students has grown and learned to adapt to the Goodwill real-life environment.**



**URSULA, HANNAH & DAWN**

The success stories of students like Hannah, Caleb, DJ, and Malachi demonstrate the positive impact of these programs. Through their dedication and hard work, they have been able to secure employment and thrive in their roles at Goodwill and other companies. Additionally, the collaborative efforts of educators, vocational coordinators, job coaches, and employers have contributed to the growth and success of these programs.

Looking ahead, there are plans to expand these initiatives to more communities and schools, with the goal of providing support and opportunities to even more vocational students across the region. These efforts are driven by a commitment to creating inclusive and supportive environments where all individuals have the opportunity to reach their full potential.

Ursula Tone-Loercher has already been planning for the fall 2025 school year. Her goal is to have all 14 Land of Lincoln Goodwill Stores matched with a local vocational transitioning program in their community. Besides the schools mentioned above, Ursula has matched Chatham (Auburn High School under Sangamon Area Special Education), Jacksonville (Illinois School for the Deaf), Quincy (Quincy High Schools), and Clinton (Clinton High School). The Goodwill team is well on their way to having all stores matched in the coming months.

Madison loves to hang up clothes. “We jokingly call her the Hanger Queen, now of course, she wants a “Hanger Queen” t-shirt.”

**DAWN SHEPPELMAN, VOCATIONAL COORDINATOR AT EUGENE FIELD**

*A big thanks to the following superheroes who shared their students and their time in collaborating with us on this article:*

**DAWN SHEPPELMAN**

*Vocational Coordinator at Eugene Field*

**STEPHANIE WELCH**

*Employment Specialists at Bridgeway Inc.*

**DAWN DUFF**

*Vocational Coordinator at Bloomington High School*

**TAMMY HEFFERNAN**

*Job Coach at Bloomington High School and their students:*

**Hannah, Madison, Petra, Joe, Caleb, DJ and Malachi!**

**FOR THE FULL STORY, VISIT:**

**[www.llgi.org/empowering-futures-good-will-partners-with-schools-for-vocational-success/](http://www.llgi.org/empowering-futures-good-will-partners-with-schools-for-vocational-success/)**



**VIEW HANNAH'S STORY ONLINE!**



**[www.youtube.com/watch?v=\\_va7zoDitMw](https://www.youtube.com/watch?v=_va7zoDitMw)**

*If you are interested in learning more about our transitional programs, reach out to Ursula Tone-Loercher at [ursula.loercher@llgi.org](mailto:ursula.loercher@llgi.org) or contact our Administrative Office at 217-789-0400.*

KEY FINDINGS:

**Almost 50%** of our customers come to our stores 3x or more per month to shop!

RETAIL STORES & DONATIONS

2024 Land of Lincoln Goodwill Retail Shopper Survey

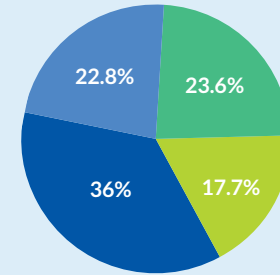
Recently we conducted a customer shopping survey in all 14 stores with two goals in mind:

1. To gather insights into customer shopping habits, experiences and perceptions of Goodwill’s customer service and mission
2. To create new LLGI strategies to address any found issues or opportunities from these results.

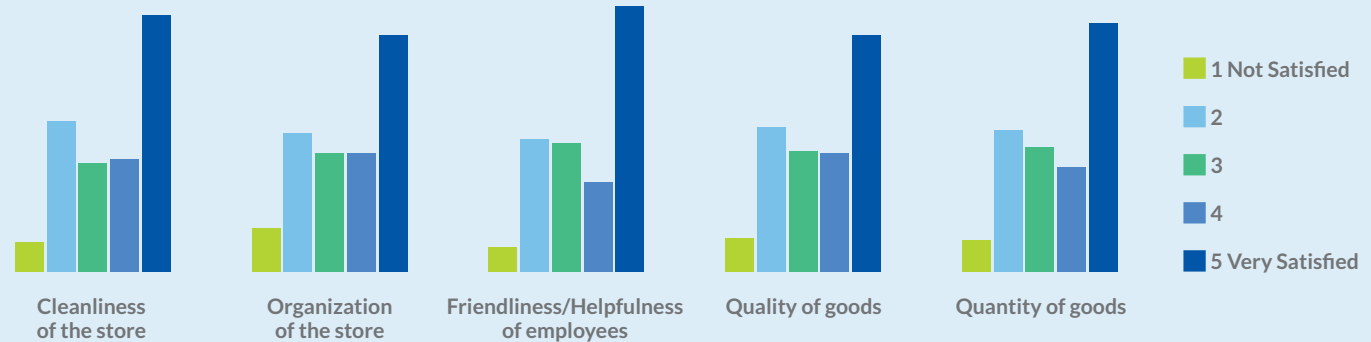
We surveyed 763 shoppers in August & September of 2024 across all LLGI stores. All participating customers received a 20% off coupon.

Number of times our customers came to our stores each month:

- Less than once
- 1-2 times
- 3-4 times
- 5 or more



LLGI received very high satisfaction ratings in the following aspects of our stores:



We will continue to listen to our customers and offer the best product at the best possible price. We appreciate our donations and aspire to be a good steward of those gifts.

## New Sustainability Program

Our new Sustainability Program kicked off in 2024. LLGI implemented the *Reusable Bags Program*, which gives our shoppers the option to choose a free donated reusable bag, purchase a new one, or bring their own bag. This is helping eliminate thousands of plastic bags per year from the cycle which impacts the reduction of greenhouse gases and helps have a greener planet for our community.

**LET'S SAVE THE PLANET TOGETHER!**

NEW Reusable Bags are now being offered! We are excited to share our sustainability and recycling strategies with you for the years ahead. Goodwill has been environmentally and socially responsible, adhering to the triple bottom line of people, planet, and performance (prosperity), since before the term existed. Goodwill was founded on sustainability principles. Over the last few months, we have offered “free” used, reusable shopping bags to our customers at our checkout counter. Presently, customers have the choice of bringing bags from home, using one of the “free” used reusable shopping bags or purchasing a new Goodwill branded reusable bag for only \$1.29.

Customers can choose from multiple design options. We look forward to joining other retail plastic bag-free providers such as Aldi, Costco, and soon-to-be Kroger in the months ahead. Now, keep in mind, that every customer has a choice. Customers may bring bags from home and we are fine with that choice. Again, that’s a recycling commitment and we love it.





IN THE COMMUNITY





## 2024 Financials

### REVENUES FY2024

Total Retail & Salvage	\$ 16,451,036
Total Ecommerce	\$ 1,326,462
Contract Revenue	\$ 137,520
Contracted Services for People Served	\$ 329,902
Monetary Donations	\$ 152,547
Non-Monetary Donated Goods	\$ 11,020,167
Grants-Unrestricted	\$ 360,832
Grants-Restricted	\$ -
Other Revenue	\$ 179,006
<b>Total Revenue</b>	<b>\$ 29,957,472</b>

### EXPENSES FY2024

Mission Programs & Services	\$ 27,860,148
Support Services (Management, General, Fundraising)	\$ 2,692,012
<b>Total Expenses</b>	<b>\$ 30,552,160</b>

**91%** of expenses are mission and program

### MONETARY DONATIONS

#### \$4,000 +

Michael & Beth O’Shea  
First Bankers Trust Company  
Matt O’ Shea  
PNC Bank

#### \$2,500 - \$3,999

Wilson Marketing Group

#### \$2,000 - \$2,499

Sunrise Rotary Club

#### \$1,000 - \$1,999

Kerber, Eck, Braeckel, LLP  
Hickory Point Bank  
Henry Stafford  
Peacock Foundation

#### \$500 - \$999

James Timberlake  
Wendall & Loretta Meeks  
Sorling Northrup Attorneys  
Cissna LLC  
Living Word Fellowship  
Ministry  
Curtis Deramus  
Gary Fultheim

#### \$250 - \$499

Pat Gill  
Simply Good Solutions  
The Gardens, Inc.  
Dixon’s Heating &  
Air Conditioning  
Uline Products  
United Way of Central Illinois  
Michael Aiello

### VEHICLE DONATIONS

Cheri Plummer

Kari Brummond

Aileen Vasquez

Robert Emerson

Casey Ricketts (Ms Ricketts)

Patrick Anderson

Ralph Schubert

Shaun Cave

Maya Vira

Brett Springer

Nilay Jayswal

Patrick Cunningham

Douglas Moles

Ben Schaefer

Ian Kernan

Beverly London

Tomas Kohl

Cornelius Allen

Christine Schaller

Thank you to the City of Springfield for the AmeriCorps volunteers and CBG grants to assist with Adult and Youth Services’ Programs. Also, thank you to the State of Illinois for the large Title grant, Teen Reach Grant and ROCS funding to assist with supporting these two missions as well.

# ANNUAL EVENT & AWARDS

EMPLOYEE OF THE YEAR



SAMANTHA HAGAMAN

SAFETY CAPTAIN OF THE YEAR



KATHY WILSON

SAFETY STAR



WILLIAM SKAGGS

THE \$2 MILLION CLUB



WABASH

(Exceeded \$2M in revenue for the first time in 2024)

MOST IMPROVED STORE



LITCHFIELD

STORE OF THE YEAR



THE OUTLET STORE

**LEADERSHIP**



**LAUREN  
MILLIGAN-TURNER**



**IVIEL DE  
LA VEGA**



**ALLISON  
POORMAN**



**TIFFANY  
NORTHCUTT**



**ELIZABETH  
SHAVER**



**TINA  
KLOPFER**

**INNOVATION**



**ANGEL  
SHOOP**



**ANDREW  
REYNOLDS**

NOT PICTURED: MIKE GERNARD

**QUALITY**



**TAUNA  
WATSON**



**HANNA  
ROBINSON**



**YVETTE  
SCHAEFER**



**TODD  
WHITE**



**AMANDA  
PIERCE**



**SINCERE  
BOOKER**



**DAVID  
CARTER III**



**GLADYS LORENA  
ANTONIO**



**ANDREW  
HENDRICKS**

NOT PICTURED: DAVID COOK AND ANIYA BRYANT

ONE MISSION ONE TEAM

THE MAINTENANCE TEAM



RYAN GENTRY



FLOYD TURNER

DIVERSITY



KATHLEEN SHERIDAN

MISSION FOCUS



JENNIFER MARKLEY



WILL SMITH



KATHY GOEBEL



TIM WOODSON

EXCEEDED THE SHOPGOODWILL BUDGET BY 5% OR MORE



JACKSONVILLE



CHATHAM



SAVOY



QUINCY



DIRKSEN

NOT PICTURED: LINCOLN

**4.3% increase in donations** from our communities – a BIG thank you!

**Diverted 13M lbs. of goods** from the landfill. This past year our Diversion Rate was 88% which put us close to the 90% goal to become a zero-waste organization.

Our Bloomington/Normal Career Center continues to be ranked **#2 in the nation** among users of the “Skills to Succeed” employability platform!

Vocational Step Program volunteers completed **2,224 hours of employment training** learning and preparing for employment. Skills range from soft skills to direct employment duties. The students were from five different Goodwill locations and from seven different high schools in the Bloomington/Normal area.

**Over 1,240** high school and college students received employment skill building from the Bloomington/Normal Career Office.

We provided career program services to **1,168 impacted individuals** while working with the Illinois Department of Corrections.

Provided **30 individuals** with ongoing intellectual and developmental disabilities training skills and employment.

**136 individuals** were served through our Youth Services Program with 22 mentors and volunteers providing love and support along the way.

A new record of over **200 community members**, donors, and sponsors attended the Youth Thanksgiving Appreciation Dinner.

**13 youth graduated** from high school, **11 enrolled** in college and **2 are working** in trades.

**Recycled 89,238 lbs.** (4% over last year) of computer and IT-related electronics thanks to our partnership with the Dell-Reconnect Program.

**Two gold medals** were won at the local Region H Special Olympics Event and two of our Adult Services super athletes went to State to win one more GOLD!

# 2024 KEY METRICS



# YOUTH SERVICES AWARDS

BASKETBALL TEAM



COMMUNITY SUPPORTERS



LEADERSHIP



LANPHIER GIRLS BASKETBALL

YOUTH SERVICES DIRECTOR



DR. IKENNA  
MARTIN



JERSEY  
HOWELL



AMIYA  
BROWNLEE



SINCERE  
BOOKER

## Executive Leadership Team



**RON CULVES**  
President & CEO



**AMANDA SANDNER**  
Chief People Officer  
& Corporate  
Compliance Officer



**WALLY PROENZA**  
Chief Operating Officer



**JASON GOODMAN**  
Vice President,  
Finance



**SHELLEY F. SINGLETON**  
Vice President,  
Marketing, Public Relations  
& Fund Development



**ANGIE CLARK**  
Vice President,  
Health, Safety, Security  
& Environment

## Board of Directors

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**CONNOR ETHERIDGE**  
*Hickory Point Bank*

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**CHERI PLUMMER**  
*CLP Insurance Solutions, LLP*

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*Administrative Office of the Illinois Courts*

**KATIE DAVISON**  
*Northern Illinois University*

**KINSER WARGEL**  
*Field Level Agriculture*

**MISTY SHAW**  
*Illinois National Bank*

**IAN HANDLEY**  
*Mervis Industries*

**STEVE GNUSE**  
*First Bankers Trust Company*



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