



Goodwill
of the Great Plains



2023 A YEAR IN REVIEW

About Goodwill

Goodwill of the Great Plains is a 501(c)3 non-profit with a mission to provide job training, education and employment to individuals with barriers to employment.

Our goal is to provide as many people as possible the opportunity to achieve their fullest potential and thrive in all aspects of life. Our retail stores fund our mission programs to help improve lives through the power of work.



Mission Statement

Goodwill of the Great Plains builds independence through employment, training, and community support.



Vision Statement

We envision a community where individuals thrive and reach their fullest potential, while being a leader in environmental sustainability.

Core Values

Compassion, Achievement, Potential, Integrity and Dignity



Sometimes I drag my feet and then when I see one of my good friends, then I say, "Okay, I'm going to have a good day!"

Jordan

Pre-Vocational Training Program

It's a good place to work and the people are really friendly.

Derek

Work Adjustment Training Program



I feel like I'm bigger, like I've grown a lot from the last three years of my life.

Tantania

Pre-Vocational Training Program

Leadership Team



Briget Solomon
President & CEO



Vilay Keokenchanh
Chief Operating Officer



Charlotte Nelson
Chief Growth Officer



Shawn Fick
VP of Mission Advancement

**The best way to find yourself is to lose yourself
in the service of others. - Mahatma Gandhi**

Message from the CEO

As we reflect on another impactful year at Goodwill of the Great Plains, let us celebrate the power of collective action and community support. Together, we have transformed lives, empowered individuals, and inspired hope. As we continue our journey, let's reaffirm our commitment to serving with compassion, creating opportunities, and uplifting every member of our community. Thank you for being part of our mission to build independence through employment, training, and community support.

Looking ahead to 2024, we envision a year of great achievements and milestones. With a resolute commitment to improving our mission and environmental sustainability, we will expand our reach, deepen our impact, and pioneer new pathways to prosperity. Together, we will continue to build a stronger, more resilient community where every individual can thrive.

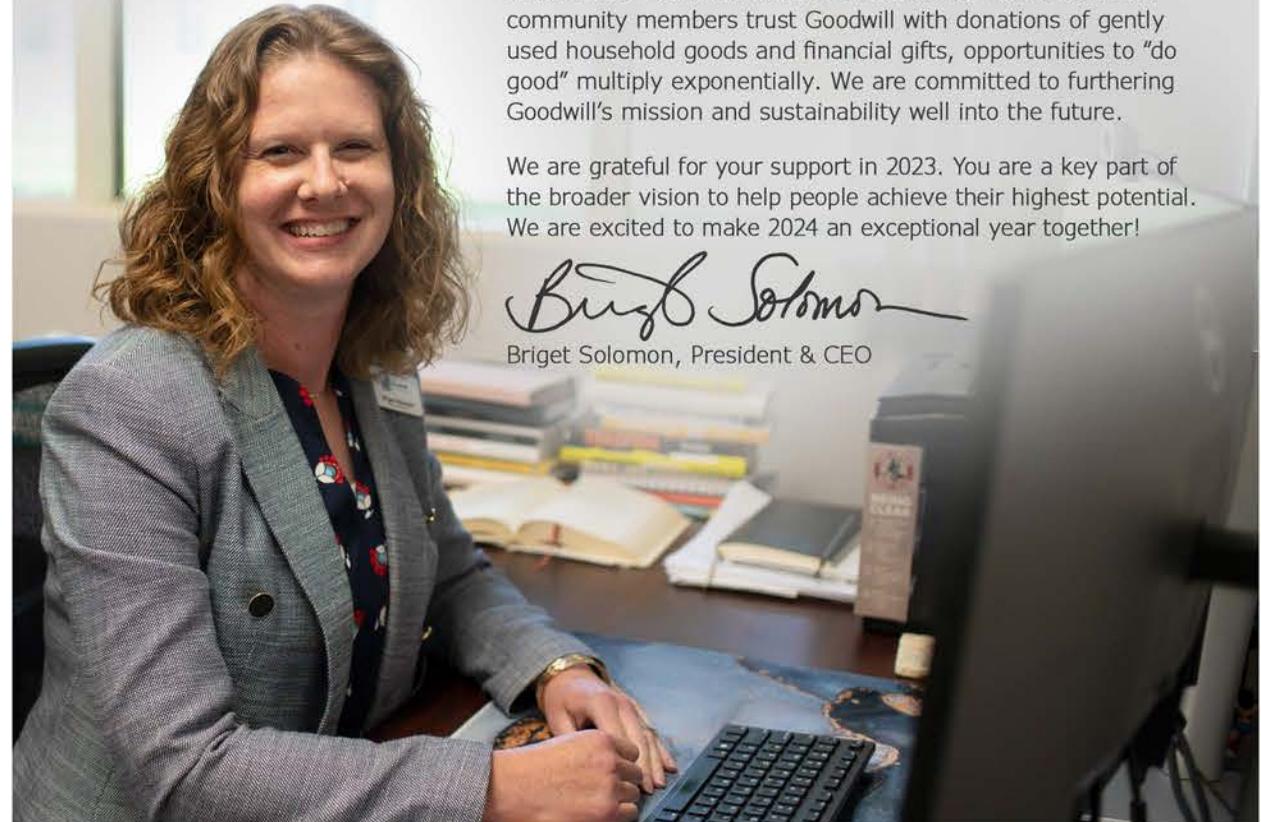
Spearheaded by generous philanthropic individuals' gifts, the new Mission Center construction will be complete by the end of 2024. The Mission Center will house Integrated Day Services (Adult Day and Day Habilitation), a Job Center, community event and meeting spaces, and staff offices. A first for the region, this building will operate at net-zero energy consumption, utilizing solar and geothermal energy sources. Goodwill is also expanding its retail footprint by adding locations in Vermillion, SD, and Sioux Center, IA. These retail stores create jobs, help fund Goodwill's mission, and play a significant role in giving gently used items a second life or an opportunity to be recycled.

Guided by its dedicated Board of Directors, Goodwill of the Great Plains is devoted to the communities we serve. When community members trust Goodwill with donations of gently used household goods and financial gifts, opportunities to "do good" multiply exponentially. We are committed to furthering Goodwill's mission and sustainability well into the future.

We are grateful for your support in 2023. You are a key part of the broader vision to help people achieve their highest potential. We are excited to make 2024 an exceptional year together!



Briget Solomon, President & CEO



Our Mission in Action

512

Placements into community jobs through services offered at our four Job Centers.

2,231

People were helped with Goodwill store vouchers.



909

Veterans served through our Boots to Suits and Veterans Stand downs.

3,461

People visited Goodwill Job Centers.



2,844

Children served by our Shoe and Mitten Program.

23,092

People served in other mission related services.

33,049

Total people served by Goodwill programs and services in 2023.

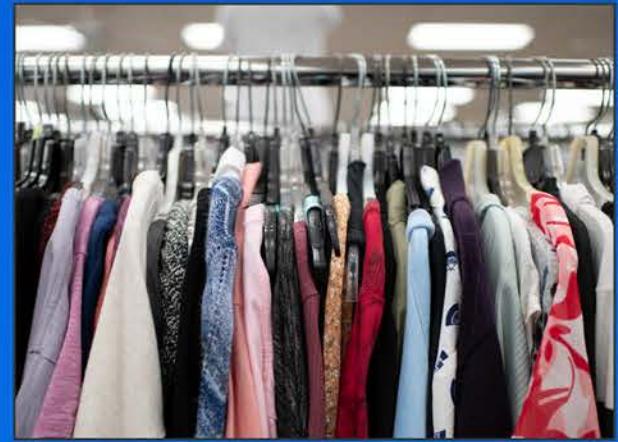
12,450,330

Pounds of Goods Diverted from Landfills



999

Total people employed throughout 2023.



1,224,281

Shopper Transactions

623,073

Donation Drop Offs



Retail in Review

Locations

Goodwill of the Great Plains has a Support Center office headquartered in Sioux City, IA, and serves a Midwestern territory spanning more than 500 miles from Rapid City to Mason City, with more than 22 retail locations serving communities across northwest Iowa, southwest Minnesota, northeast Nebraska and the entirety of South Dakota.



Iowa



2735 5th Ave S.
Fort Dodge, IA
515-955-4688



1116 Holton Dr.
Le Mars, IA
712-546-1438



1108 4th Ave. SW
Spencer, IA
712-264-1175



5931 Gordon Dr.
Sioux City, IA
712-274-4380



3100 W. 4th St.
Sioux City, IA
712-258-0579



3575 4th St. SW
Mason City, IA
641-424-8338



229 W. Milwaukee Ave.
Storm Lake, IA
712-749-5146



Support Center

3100 W. 4th St.
Sioux City, IA
712-258-4511
www.goodwillgreatplains.org

Nebraska



1804 Center Dr.
Norfolk, NE
402-371-6275

Minnesota



1200 E. Main St.
Marshall, MN
507-929-0276



1122 Ryans Road
Worthington, MN
507-376-6687

Outlet

3100 W. 4th St.
Sioux City, IA
712-258-4511

GoodShred

3401 S. Duluth Ave.
Sioux Falls, SD
605-357-6151

South Dakota



1902 Eastgate Ave.
Pierre, SD
605-494-3033



424 South Brown County
Hwy 19, Aberdeen, SD
605-225-0822



611 Timmons Blvd.
Rapid City, SD
605-791-1071



611 Lindbergh Ave.
Rapid City, SD
605-737-3955



2318 9th Avenue SE.
Watertown, SD
605-886-6379



1415 West Havens
Mitchell, SD
605-996-3640



4701 E. 41st.
Sioux Falls, SD
605-338-2431



3400 S. Norton Ave.
Sioux Falls, SD
605-731-1930



120 N. Kiwanis Ave.
Sioux Falls, SD
605-334-2028



625 Main St.
Brookings, SD
605-692-2085



2508 Fox Run Pkwy
Yankton, SD
605-665-8847



700 Bower St.
Vermillion, SD
605-658-3131

Job Centers

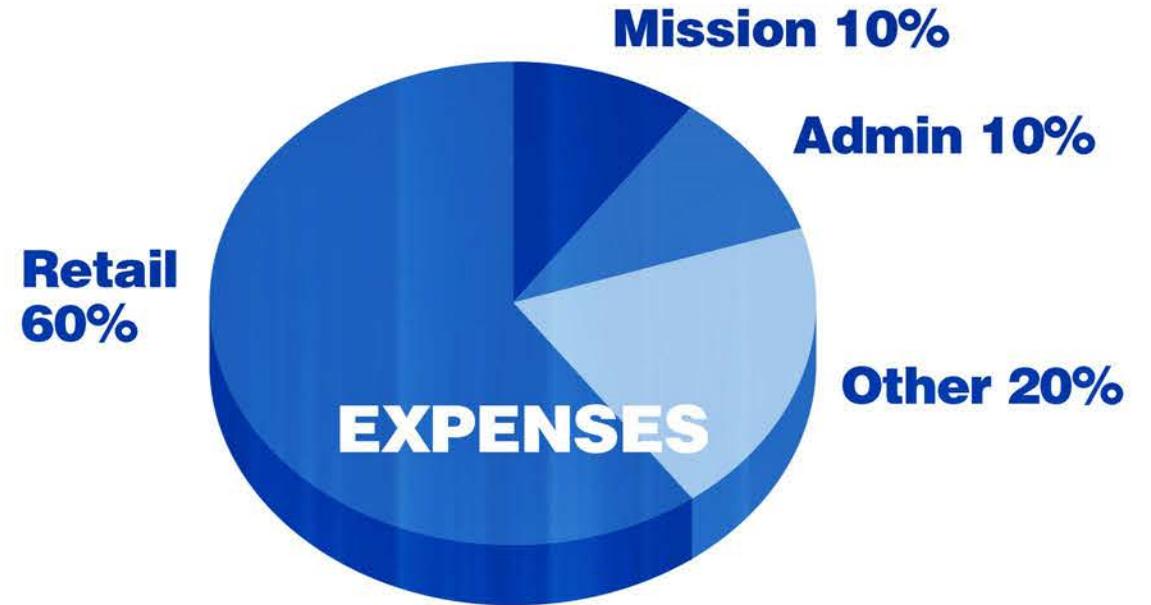
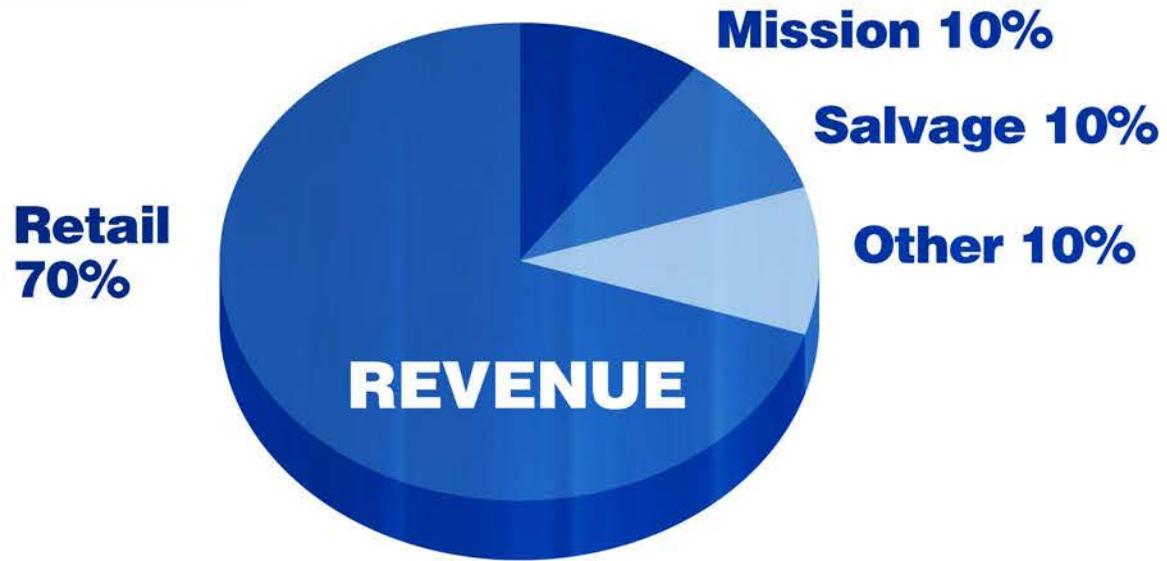
3100 W. 4th St.
Sioux City, IA
712-224-1390

229 W. Milwaukee Ave.
Storm Lake, IA
712-732-0912

611 Lindbergh Ave.
Rapid City, SD
605-341-3581

3401 S. Duluth Ave.
Sioux Falls, SD
605-357-6171

2023 Financials *(audited)*



Revenue	Total
Retail	22,805,374
Salvage	3,128,984
Mission	2,099,313
Goodshred	558,887
Other (Investments, Contributions, Misc.)	3,155,868
Total Revenue	31,748,446

Expenses	Total
Retail	19,832,173
Salvage	455,016
Mission	3,492,559
Goodshred	538,658
Admin	2,847,712
Other (Depreciation, Occupancy, GII Dues, Misc.)	2,516,224
Total Expenses	29,682,342



88 Cents

of every dollar supports individuals through mission programming.



Of the above expenses, Goodwill paid out

\$19,561,347

in wages and benefits.

Goodwill supports mission programming by developing compatible business lines to increase financial stability and job creation long term.



GoodShred
Secure Document Destruction

GoodShred invests in our community by offering Secure Document and Hard Drive Destruction and recycling thousands of pounds of paper each year to keep it out of landfills.

Goodwill believes in creating a world of dignity and compassion by helping people gain valuable job skills to find employment. The average collection container diverts 200 pounds of paper from landfills and provides two hours of job coaching for individuals in Goodwill programs.

Call 605-357-6151 or visit www.goodwillgreatplains.org/goodshred more information or to schedule an appointment!



Goodwill
Outlet Center

The outlet store is priced by the pound and allows Goodwill to give a second chance to items that do not sell in our stores. This helps Goodwill further decrease contribution to landfills and maximizes every donation. Goodwill makes every effort to recycle items that do not sell through our retail program.

Located at: 3100 West 4th Street, Sioux City, IA

Hours: Wednesday-Saturday from 10am to 8pm



Goodwill
CAREER CRUISER

Job Training, Education and Employment Services

Goodwill's Career Cruiser is the latest addition to our mission programming. It offers resume assistance, job search resources, education and training directly to your community at no charge to the public. The Career Cruiser is equipped with 8 workstations, internet and Career Representatives ready to help you explore job opportunities in your community and surrounding area!

For more information call 712-203-7907 or visit www.goodwillgreatplains.org/careercruiser today!

Scan me!
→



 **SHOPGOODWILL**.COM

Now you can shop Goodwill without leaving the comfort of your home 24/7/365. Browse through our wide array of books, antiques, jewelry, collectibles, vintage treasures and unique buys specially selected from Goodwill's inventory of donated goods.

Shop online at:

www.shopgoodwill.com/scia

www.shopgoodwill.com/sfsd

**At Goodwill, our primary partner is our community!
Your donations and purchases at our Goodwill stores
provide us with the resources to fund our mission.**

Board Members

Thank you...

Thank you to our 2023 Board of Directors for your support, commitment and dedication to the mission of Goodwill of the Great Plains.

Board Members

Steve Kistner - Chairperson of the Board
Kathryn Johnson - Vice Chairperson of the Board
Chuck Corbett - Secretary/Treasurer

Terry Keime
Dan Pecaut
Ed Arshem
Dale Jans
Will Poulson
Rebecca Chief Eagle
Bill Wiebelhaus
Anthony Lamb
Treylla Lee
Carol Johnson

YOU'LL LOVE WORKING HERE

**Looking for your next career
opportunity or a change of pace?**

**Consider applying and joining a
fun and dynamic culture!**



**Scan the QR code above or visit
www.goodwillgreatplains.org/apply
to see current job openings.**





Goodwill
of the Great Plains

Our History

Goodwill of the Great Plains, based in Sioux City, IA, started as Wall Street Mission in 1890 and joined the Goodwill movement in 1923. Over the years, our territory has expanded to serve northwest Iowa, northeast Nebraska, southwest Minnesota and all of South Dakota. We have locations from Mason City, IA, to Rapid City, SD and currently operate 22 retail stores and donation centers, two online stores and an Outlet Center. We also operate mission programming through various services, programs and special events throughout our territory.

Goodwill of the Great Plains

3100 W. 4th St, Sioux City, IA | 712-258-4511

www.goodwillgreatplains.org