

A Year in Review



Goodwill of the Great Plains
Annual Report 2024



A MESSAGE FROM THE PRESIDENT & CEO

At **Goodwill of the Great Plains**, our mission—to build independence through employment, training, and community support—is more than a statement. It is the heartbeat of everything we do. In 2024, we continued to live out this mission with compassion, innovation, and a deep commitment to the communities we serve.

This past year, we proudly served over **32,000 individuals** through our programs and services. From helping **563 individuals secure employment** through our Job Centers to supporting **668 veterans** through specialized programs like Boots to Suits, our impact is both broad and deeply personal. We provided **store vouchers to nearly 3,000 people**, served over **3,300 children** through our Shoe Program, and welcomed thousands to our **Career Cruiser and Job Centers**—each visit a step toward a brighter future.

In March 2025, we celebrated a major milestone with the opening of our **new net-zero Mission Services Center**. This state-of-the-art facility not only reflects our commitment to sustainability but also expands our capacity to deliver life-changing services in an environment that inspires growth, dignity, and opportunity.

Our work is powered by the generosity of our donors, the dedication of our team, and the belief that everyone deserves the chance to thrive. Every item donated, every purchase made, and every hour volunteered contributes to a cycle of empowerment. In 2024 alone, we diverted over **14 million pounds from landfills**, giving new life to materials and new hope to people.

We are also proud of the vibrant workplace culture we continue to build—one that values everyone, places family first, and fosters personal growth. With over **600 employees and paid persons served**, our team is united by a shared purpose and a passion for service.

As we look ahead, we remain steadfast in our mission and energized by the possibilities. Thank you for being part of this journey. Together, we are transforming lives and strengthening communities—one opportunity at a time.

With gratitude,

President & CEO

LEADERSHIP TEAM



Briget Solomon
President & CEO



Vilay Keokenchanh
Chief Operating Officer



Charlotte Nelson
Chief Growth Officer



Tim Terveer
Chief Financial Officer



Shawn Fick
VP of Mission Advancement



Karen Irwin
VP of Human Resources

ABOUT GOODWILL OF THE GREAT PLAINS

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

TESTIMONIALS



"Hang around with nice people.
Enjoy hanging out with staff."

S H A W N



"They've changed my life.
I make new friends every day."

D A V I D



"It's fun and we do all
kinds of stuff here."

K I M



"I like the different rooms that you
can go in, like the art room and the
game room and all that, you know."

C R Y S T A L

MISSION IN ACTION

563

PLACEMENTS INTO COMMUNITY
JOBS THROUGH SERVICES OFFERED
AT OUR JOB CENTERS.

2,950

PEOPLE WERE HELPED WITH
GOODWILL STORE VOUCHERS.

5,336

PEOPLE VISITED
GOODWILL JOB CENTERS.

2,206

INDIVIDUALS VISITED
GOODWILL'S CAREER CRUISER.

3,372

CHILDREN SERVED BY
OUR SHOE PROGRAM.

668

VETERANS SERVED THROUGH
OUR BOOTS TO SUITS
AND VETERAN STAND DOWNS.

17,570

PEOPLE SERVED IN OTHER
MISSION RELATED SERVICES.

32,695

TOTAL PEOPLE SERVED
BY GOODWILL IN 2024.

Visit www.goodwillgreatplains.org to learn more about our mission programming.

RETAIL IN REVIEW

230,854
DONATIONS

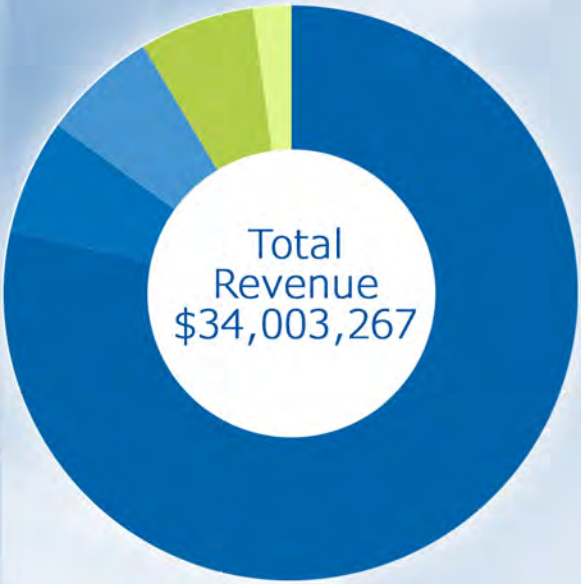
502,785
TRANSACTIONS

14,188,955
POUNDS OF GOODS
DIVERTED FROM LANDFILLS

1,117
TOTAL PEOPLE EMPLOYED
THROUGHOUT 2024



2024 FINANCIALS (AUDITED)



●	Retail	\$25,413,262
●	Salvage	\$2,679,859
●	Mission	\$2,368,872
●	GoodShred	\$550,187
●	Other	\$2,991,087
	(Investments, Contributions, Misc.)	

●	Retail	\$22,200,931
●	Mission	\$3,306,503
●	Admin	\$3,043,004
●	GoodShred	\$476,977
●	Salvage	\$678,155
●	Other	\$2,311,354
	(Depreciation, Occupancy, GII Dues, Misc.)	



90 Cents

of every dollar supports individuals through mission programming.



Goodwill paid out
\$21,297,274
in wages and benefits.



LOCATIONS



Goodwill of the Great Plains has a Support Center office headquartered in Sioux City, IA, and serves a Midwestern territory spanning more than 600 miles from Rapid City to Mason City, 24 retail locations serving communities across northwest Iowa, southwest Minnesota, northeast Nebraska and the entirety of South Dakota.



GOODWILL SUPPORT CENTER | 3100 W. 4TH ST. | 712-258-4511

Outlet

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

GoodShred

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

Job Centers

3011 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

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



1481 2nd Ave.
Sioux Center, IA
712-722-4133

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

South Dakota



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



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



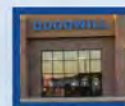
611 Timmons Blvd.
Rapid City, SD
605-791-1071



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



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!



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



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!



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: Monday-Saturday from 10am to 8pm and Sunday 10am to 6pm

MISSION CENTER DONORS

3D Security Inc.
Bill & Kristin Wiebelhaus
Brad & Carol Johnson
Briget & Jarrod Solomon
Bruce Odson
Certified Testing Services, Inc.
Chuck & Lisa Corbett
Church of All Nations
CMBA Architects
D2 Worldwide
Dale & Diane Jans
Dan & Kay Pecaut
Dr. Robert & Jan Dunker
Edward E. & Sharon M. Arshem
empirical
Engineering Design Associates
F&M Bank
Great West Casualty Company
Great West Foundation
Greg Card
Heartland Glass Company
Helluva Container
A Balcon Enterprises Inc. Company
Jerry & Lori Haack
Jim Blenderman
Joe & Michelle Puetz
John & Cheryl Michalsky

John B. & Joy Anderson
JOLLY TIME Pop Corn
Jonathan & Stacy Blum - JB Consulting Firm
Julie Miller-Pranke
Kathryn Johnson & Doyle Estes
Kim Kletschke
Klinger Companies
Melissa Gomez Insurance
Mills-Shellhammer-Puetz & Associates, Inc.
Missouri River Historical Development, Inc.
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Raymond James & Associates
Ronald B. & Joan B Krage Foundation
Security National Bank
Shawn & Shelley Fick
Siouxland Community Foundation
Steve & Darcie Kistner
Terry & Julie Keime
The Gilchrist Foundation
The Lamb Family
Thompson Solutions Group
Tim & Lyndsay Terveer
Treylla Lee
Tri-View Communications Inc.
UnityPoint Health - St. Luke's
W.A. Klinger



BUILDING COMMUNITY CAMPAIGN

HERO

Dan & Kay Pecaut
W.A. Klinger
empirical

CHAMPION

CMBA Architects
The Gilchrist Foundation
Missouri River Historical
Development, Inc.

LEADER

Security National Bank
Briget & Jarrod Solomon
Jerry & Lori Haack
Joe & Michelle Puetz
Great West Casualty Company
Steve & Darcie Kistner
Brad & Carol Johnson
Dale & Diane Jans
D2 Worldwide
JOLLY TIME Pop Corn
John & Cheryl Michalsky

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Renee Heath, CPA
Shawn & Shelley Fick
Jonathan & Stacy Blum
JB Consulting Firm
Mills-Sheilhammer-Puetz &
Associates, Inc.
Thompson Solutions Group
Bruce Odson
Tim & Lyndsay Terveer
Heliuva Container
A Balcon Enterprises Inc. Company

FRIEND

Vilay Keokenchanh
The Lamb Family
Siouxland Community Foundation
Church of All Nations
Terry & Julie Keime
Bill & Kristin Wiebelhaus
Edward E. & Sharon M. Arshem
F&M Bank
John B. & Joy Anderson
UnityPoint Health - St. Luke's
Chuck & Lisa Corbett
Kathryn Johnson & Doyle Estes
Certified Testing Services, Inc.
Heartland Glass Company
Klinger Companies
3D Security Inc
Jim Blenderman
Dr. Robert & Jan Dunker

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Central States Wire Products
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Michael Jacobs

Michael Ohm

Mick Vaughn

Moville United Methodist Women

Nelson Construction

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Roy Wohlert

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Sioux City Police Officer Assn.

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Terri Nation

Terry Girrard

Tim & Lyndsay Terveer

Timothy Brende

Triland Foods

TriView Communications

United Methodist Women

Warren Scholten

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Wayne Pruchniak

William Watts

Wilson Marketing Group LLC

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Bianca Walker
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Dionna Woods
Andrea Wykoff
Phoua Xiong
Marivel Zambrano

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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.



B O A R D M E M B E R S

T H A N K Y O U . . .

Thank you to our 2024 Board of Directors for your support, commitment and dedication to the mission of Goodwill of the Great Plains.

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Steve Kistner - Chairperson of the Board
Anthony Lamb, J.D.- Vice Chairperson of the Board
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Treylla Lee
Carol Johnson
Kathryn Johnson, Ph.D.
Chuck Corbett
Briana Kacmarynski
Wes Hunold





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 23 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