

ANNUAL REPORT 2024

Goodwill

Industries Serving Southeast Nebraska, Inc.



WELCOME

Since 1932, Goodwill Industries Serving Southeast Nebraska, Inc. has been proudly strengthening the community through the power of work. In 2024 alone, over 5,700 Southeast Nebraskans received assistance from Goodwill's employment-related programs. These programs included our Job Connection Center, Community Partners and Retail Organizational Employment (ROE).

In August, Goodwill's ROE program received its eleventh consecutive three-year accreditation from the Commission on Accreditation of Rehabilitative Facilities (CARF). This outcome is the highest possible level of accreditation and demonstrates that the Goodwill's programs and services are of the highest quality, measurable and accountable. CARF surveyors were particularly impressed with Goodwill's welcoming atmosphere, mission-driven team and genuine respect for program participants. One participant stated that she wished she had found employment sooner, because her co-workers have become her second family.

Goodwill also continued recycling efforts through donation drives, unattended donation bins and over 700 free home pickups. In total, Goodwill diverted over 3.3 million pounds of recyclable materials from the local landfill in 2024 alone.

This impact would not be possible without the generous support from members of the Southeast Nebraska community. Our shoppers, donors and employees have kept our mission alive for 93 years, as the revenue from our thrift stores is our greatest source of funding for our employment programs. Thank you for helping us change lives.

Joanne Pickrel,
Chief Executive Officer



MISSION

“Willing workers employed and community resources maximized.”

At Goodwill Industries in Lincoln, we are committed to empowering those with barriers to employment in our communities. Those barriers to employment can look different to each person we employ, train, and assist in obtaining employment. These can include physical and intellectual disabilities, mental health, demographic and skill-related factors and more. From our skills training programs to employment services, we are dedicated to assisting anyone who faces a barrier to employment.

Goodwill recognizes that services provided by peer agencies prepare people served by Goodwill to better succeed in Goodwill’s employment programs. It is with this understanding that Goodwill provides funding to colleague agencies to help with their own programs that align with Goodwill’s mission.

Goodwill is a private, 501(c)(3) not-for-profit agency governed by a local board of trustees. We are a member agency of Goodwill Industries International of Gaithersburg, Maryland, and accredited by the Commission of Accreditation of Rehabilitation Facilities (CARF).

The sale of donated goods in our Lincoln and York retail locations remains the greatest source of funding for programs Goodwill provides. When people in the community donate used items to Goodwill, those donated items are sold in Goodwill’s retail stores. The proceeds from those sales subsidize our mission programs, giving thousands of individuals in the Lincoln area the chance to earn a living.

EMPLOYMENT PROGRAMS

Job Connection Center

Located at 1731 O Street, the purpose of Job Connection is to maximize the employability of job seekers in a market that requires some computer knowledge in nearly all jobs. Staff members are available to help guide guests through applications, resume creation, and more. Classes or tutorials for basic computer skills are also available. Many of the tutorials are available in both English and Spanish. Job Connection also provides access to online learning and a virtual skills academy. Goodwill Works Employment and "Soft Skills" training focuses on job readiness by improving skills, abilities and traits that pertain to personality, attitude and behavior.



Easy place to apply for jobs
and great atmosphere.

Excellent help with placing
people in the right job!

The two here are the best.
They take the time to help
you all the time.

Thank you for being so
patient!

EMPLOYMENT PROGRAMS

Meet Julius: Job Connection Client

In 2020, Julius came to Job Connection for help with unemployment and job searching. At first, Julius didn't understand how to use the computer or the ins and outs of applications, but with the help of Goodwill's Employment Specialists, he was able to improve his skills and land a job that he had been working toward for a couple of years.

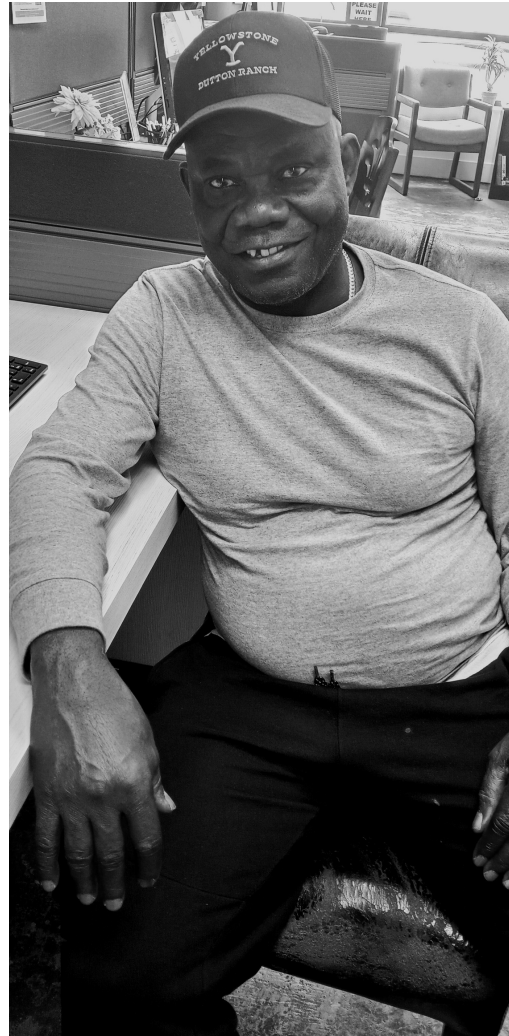
Like many Job Connection clients, Julius returns off and on as needed. Every time he comes back, Julius is greeted with a warm welcome from our Employment Specialists.

"Job Connection is a great place for me, because from the time I started coming here, I [got] help," he said. "They are always friendly and help with all the things I need."

Julius also recommends Job Connection to his friends and relatives who are looking for work in the Lincoln community.

"They have also used Job Connection and had good experiences," he said. "I tell them it is a good place to go, always ready to help you. They are good."

Julius would like to give a big thank you to Employment Specialists Aubry and Kate for always helping and supporting him throughout the last few years.



EMPLOYMENT PROGRAMS

Retail Organizational Employment

Retail Organizational Employment (ROE) provides work opportunities to individuals whom meet admission requirements and have sufficient skills to operate independently in a retail setting. The program is intended to help participants gain the skills necessary to obtain competitive employment. Individual Program Plans are developed and reviewed to help the participant work towards achieving the long-term goal of competitive employment.



In 2024, ROE earned its eleventh-consecutive three-year accreditation outcome from the Commission on Accreditation of Rehabilitative Facilities (CARF). This outcome demonstrates that Goodwill's programs and services are of the highest quality, measurable and accountable. Among its areas of strength, Goodwill received high praise from CARF surveyors for its welcoming atmosphere, mission-driven team and genuine respect for program participants.

Retail Organizational Employment is a non-fee program that is currently fully funded by store revenue, thanks to the generosity of Goodwill's shoppers and donors.

COMMUNITY PARTNERS



"The impact is phenomenal. We are so thankful and incredibly grateful for the partnership with Goodwill."

-Amber Nore, Director of Community Engagement at Big Brothers Big Sisters



The Community Justice Center's work heals victims, communities, and offenders through the transformative process of restorative justice. With funding support from Goodwill, the agency provides restorative justice classes in prisons and probation districts across Nebraska. Upon release, individuals are invited to meet with a Goodwill Employment Specialist for assistance navigating resources and employment opportunities.

Big Brothers Big Brothers Big Sisters exists to bring awareness to the importance of mentoring and to change young people's lives. They create one-to-one mentoring relationships that ignite the power and promise of youth. Through funding support from Goodwill, the agency offers extended employment preparation and career exploration in its one-to-one mentoring program. Bigs and Littles can further explore careers and employment skills at Goodwill's Job Connection Center.

"Goodwill has created a tremendous impact. It is just instrumental in elevating us to a level where we can [serve] more institutions, more jails and more prisons. If it wasn't for Goodwill's financial support over the years, I know we wouldn't be where we're at."

-Jim Jones, Executive Director of Community Justice Center

COMMUNITY PARTNERS



Lincoln Literacy's mission is to strengthen our community by teaching the English language and a variety of literacy skills to people of all cultures. With funding support from Goodwill, the agency offers online and in-person instruction, including one-on-one English language tutoring and basic literacy classes. Students also have access to resources available at Goodwill's Job Connection.

"When I think about the impact of Goodwill's funding with Lincoln Literacy, not only are you improving people's literacy so they can talk to their teacher, so they can talk to law enforcement, so they can talk to their landlord.

You're also impacting people's future [career] trajectory."

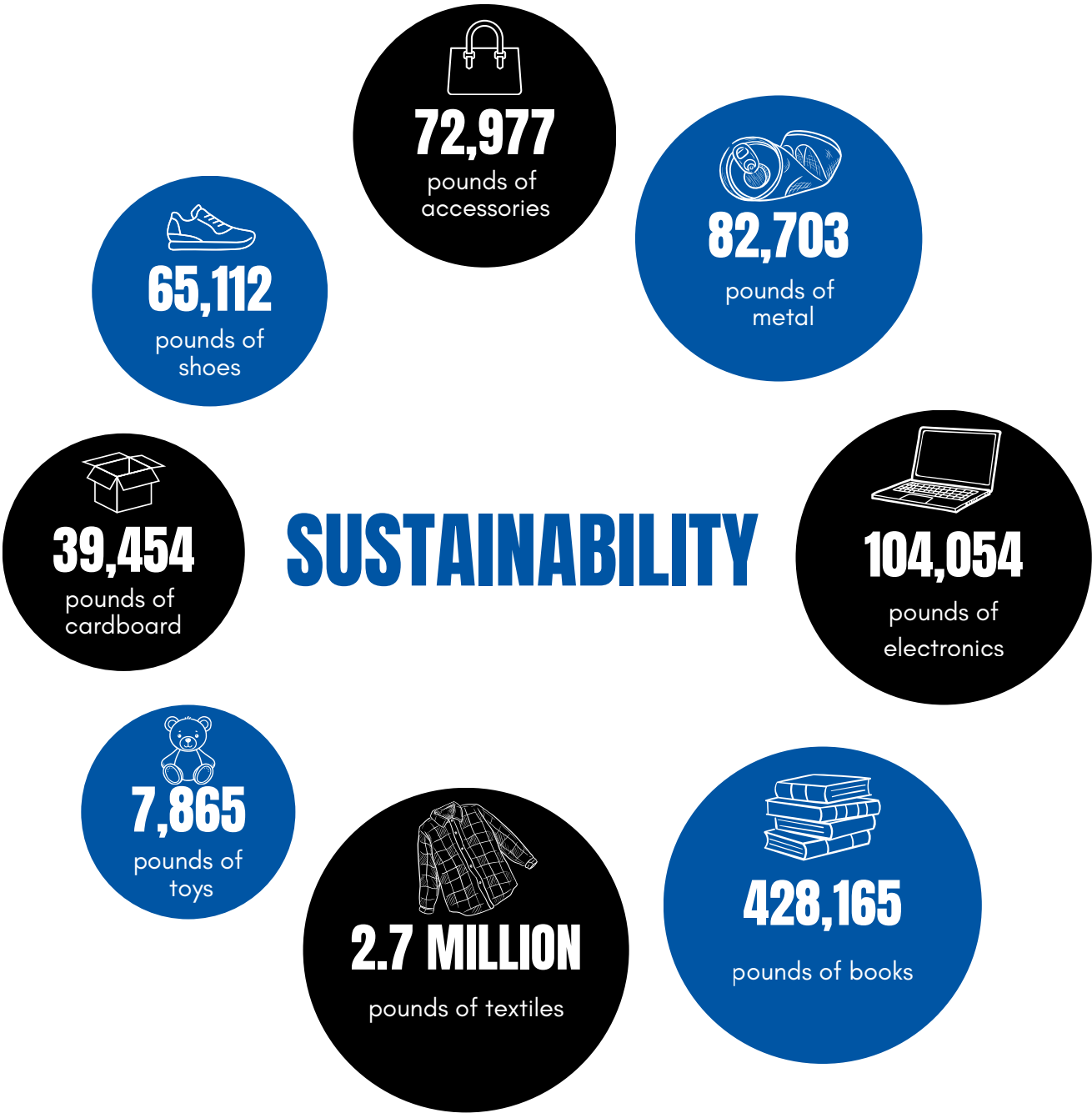
-Bryan Seck, Executive Director of Lincoln Literacy

"This partnership means that more residents have the assistance that they would need to get business clothing for interviewing, to get budgeting information, how to manage their families and just some general life skills and work habits information."

-Karen Bell-Dancy, Executive Director of YWCA Lincoln



Job Outfitters offers women and men in our community career clothing, hope, and encouragement. Participants are given vouchers to shop for interview and work apparel at Goodwill retail stores. Additional services and resources are available based on each individual's need.



When items don't pass Goodwill's quality tests, we make every effort to recycle them by selling the items to third-party vendors who refurbish them or turn them into new products. We take these funds and pour them back into our employment programs.

OUR IMPACT

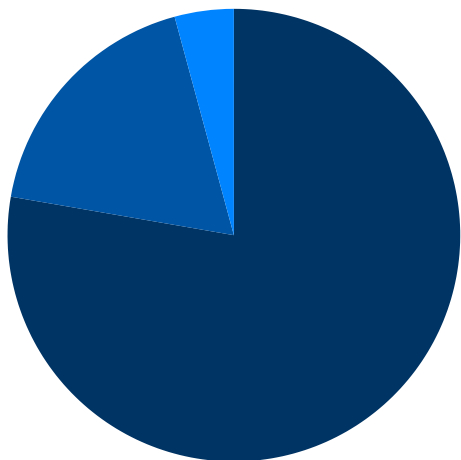
Total Individuals Served	5,788 people
Employment Services Provided	77,698 units of service
Community Service Recipients	13 people
Retail Organizational Employment Participants	9 people
Goodwill Academy	95 people
YWCA Job Outfitters Recipients	111 people
Community Support	5,055 people
Job Connection Units of Service	2,545 units of service
Job Connection Clients	505 people

\$ Spent on YWCA Job Outfitters Vouchers	\$2,980
Hours of Volunteer Service	41.5 hours
Goodwill Employees	244 people
\$ Earned Through Round Up	\$19,054.50
Retail Store Customers	315,853 people

Total Diverted from the Landfill	3,336,512 pounds
Electronics	104,054 pounds
Cardboard	39,454 pounds
Toys	7,865 pounds
Shoes	65,112 pounds
Accessories	72,977 pounds
Metal	82,703 pounds
Books	428,165 pounds
Textiles	2,663,050 pounds

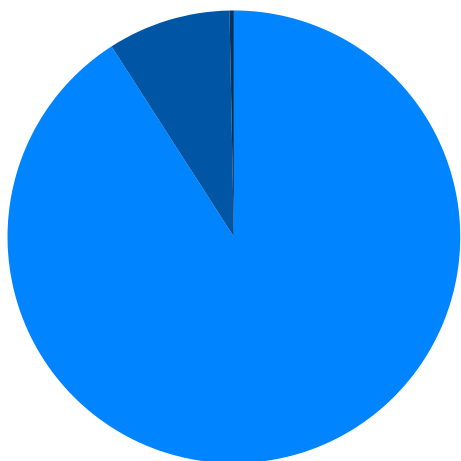
Number of Material Donors	122,679 people
Collected from Donation Bins	22,680 pounds
Collected from Donation Drives	54,544 pounds
Number of Home Pickups	705 pickups

FINANCIALS



EXPENSES

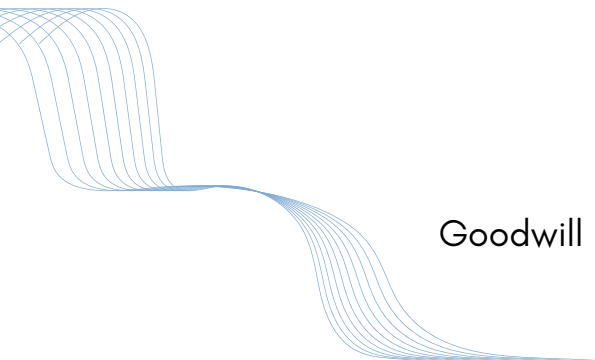
- Retail and Salvage - \$4,559,057
- Management and General - \$1,059,209
- Employment Services - \$247,552



REVENUE

- Retail and Salvage Sales - \$6,956,791
- Other Income - \$671,986
- Contributions - \$23,444

*Numbers reflect the Statement of Activities through December 31, 2024 as presented by Lutz & Company, PC.



LEADERSHIP

Executive Staff

Joanne Pickrel	CEO
Aubry Hoegemeyer	Employment Services Director
Denise Luke	Retail Director
Rafael Meza Vidales	COO

Board of Directors

Scott Vyskocil, Board Chair	NAI FMA Realty
Chad Becwar	Gateway Mall
Sally DeLair	NAI FMA Realty
Sue Dewitt	Celerion, Inc.
Kenda Fink	Landscapes Unlimited, LLC
Steve Hawkins	Mutual of Omaha
Tyler Hunt	Union Bank & Trust Company
Daprese Madlock	FORVIS
Harrison Stark	Frontier Bank

CONNECT WITH US



info@lincolngoodwill.org



402-438-2022



www.lincolngoodwill.org



@LincolnGoodwill



@LincolnGoodwill



@lincoln_goodwill

VISIT US



Retail and Donation Centers

4555 Vine Street
Lincoln, NE 68503
402-466-3223

1700 S 17th Street
Lincoln, NE 68502
402-438-1109

6300 Apples Way
Lincoln, NE 68516
402-421-2669

3910 N 27th Street
Lincoln, NE 68521
402-465-4663

512 Grant Avenue
York, NE 68467
402-362-6206

Job Connection Center

1731 O Street
Lincoln, NE 68508
402-477-0436

Administrative Office

2100 Judson Street
Lincoln, NE 68521
402-438-2022