



CHALLENGE
INNOVATION
SUCCESS
2020
ANNUAL REPORT
GOODWILL
INDUSTRIES
OF CENTRAL ILLINOIS

WHAT KEPT US APART BROUGHT US TOGETHER

The year 2020 was a challenge for the entire world. We faced adversity and learned a lot about ourselves. Some good, some bad. The most important thing that we learned at Goodwill of Central Illinois was how to adapt.

Working as a team, along with our board of directors, we made many adjustments, some necessary to survive as an organization.

This annual report is focused on those decisions and the steps we took as our world faced a pandemic. We hope you find it insightful, and we wish you the brightest futures.

Sincerely,



Don E. Johnson
President/CEO

RETAIL LOCATIONS

CANTON

109 N. Main St.
(309) 647-8328

EAST PEORIA

210 S. Main St.
(309) 694-3844

GALESBURG

1338 N. Henderson St.
(309) 344-4717

KEWANEE

137 W. South St., SPC. C
(309) 852-3209

MACOMB

1522 E. Carroll St.
(309) 421-0595

MORRIS

414 Arthur Ave.
(815) 941-2411

PEKIN

3245 Court St.
(309) 347-6201

PERU

1307 N. 38th St.
(815) 220-1003

PIONEER PKWY (PEORIA)

1409 W. Pioneer Pkwy.
(309) 692-1547

UNIVERSITY (PEORIA)

3905 N. University St.
(309) 688-4408

WASHINGTON

301 N. Cummings Ln.
(309) 444-9345

ATTENDED DONATION CENTERS

CHILLICOTHE

607 S. Fourth St., STE. A
(309) 270-4227

GRAND PRAIRIE (PEORIA)

7720 N. Grand Prairie Dr.
(309) 839-0471

MINOOKA

426 W. Mondamin St.
(815) 467-2540

MORTON

888 N. Main St.
(309) 263-4864

PRAIRIE LAKES CROSSING (PEORIA)

9915 N. Knoxville Ave., STE. 1
(309) 240-8534

Each store also has an attended donation center open during regular store hours.

GENERAL WAYNE A. DOWNING HOME FOR VETERANS

403 S. Olive St., Peoria
(309) 676-5541

EMPLOYMENT SERVICE CENTERS

GOODWILL COMMONS

2319 E. War Memorial Dr., Peoria
(309) 682-1113

3245 Court St., Pekin

Located in the Pekin Goodwill Store
(309) 682-1113

GOODWILL LOGISTICS

300 Carver Ln., East Peoria
(309) 694-9060

SHOPGOODWILL.COM

Located at Goodwill Logistics
(309) 694-9060 x107



2020 COMMUNITY IMPACT

SERVING THE COMMUNITY THROUGH A YEAR OF ADVERSITY

Over 1.4 Million Dollars Invested in Community Programs



Youth Services \$231k

Veterans' Services \$308k

Employment Services \$365k

Gen. Wayne A. Downing Home \$440k

Digital Skills Training \$76k



413

Individual Veterans Served



99¢

of Every Dollar Earned Stays in Central Illinois



820

Hours Spent by Mentors with Youth



855

Jobs Provided or Placed

2,601

Persons Served

👤 = 100 People



35,066*

TOTAL SERVICES PROVIDED

5,049

Days of Housing Provided for Homeless Veterans



🏠 = 100 Days



3.7

MILLION

POUNDS RECYCLED

PROGRAM SERVICES

EMPLOYMENT SERVICES

Job Placement Assistance

Job Skills Training

Digital/Computer Skills Training

Soft Skills Training

Forklift OSHA Safety Certification

Job Fairs and Hiring Events

VETERANS' SERVICES

Veterans' Support Services

General Wayne A. Downing Home for Veterans

Annual Stand Down for Homeless and At-Risk Veterans

Referrals for Social Services Not Offered by Goodwill

YOUTH SERVICES

Youth Mentoring

Youth Career Planning

Life Skills Training

All programs are free thanks to the generosity of our donors, shoppers, and friends of Goodwill.

*MULTIPLE SERVICES PROVIDED. ALL OTHER NUMBERS ARE NON DUPLICATED.

COMMUNICATION IN A CRISIS

During a crisis, such as a pandemic, communication is key. The goal of our Marketing/Communications (MarCom) Department was to keep the community aware of our plans and the adjustments we were making. This involved three separate groups: our donors, our shoppers, and our program participants.

Once decisions were made by Goodwill of Central Illinois administration and our Board of Directors, the communication began. Our most effective tools were our website and social media. We operate both Facebook and Instagram pages. As with all of our social media and website posts, we keep the information concise but creative.

While stores were closed by an Illinois executive order, we continued to accept donations. This was done by simply making donation boxes available outside of our donation doors. This proved beneficial as over a 70-day period donations increased by 15%.

On these pages you will see examples of creative used both during lockdown and once services resumed.



THE SHOW MUST GO ON

The truth is, we probably saw too much of it on TV and social media, but the pandemic gripped our world unlike anything before. As with TV and social media, communication about COVID-19 was the order of the day. Communication was our first step with participants, partners, and each other.

First, we had to spread the word about how we planned to handle the state-wide shut down and that we would continue our services, but they would become virtual.

Once our participants and partners knew our plan, we had to decide how things would operate internally. We knew that, again, communication was the key. That's when we invested in Microsoft Teams. This format would allow us to be in constant communication with each other as well as the community we serve.

Virtual communication comes with a big learning curve, and it took time for all of us to get the hang of it. Eventually the "stay-at-home order" was lifted, and we returned to the office. But the pandemic continued, and we continued to serve the community virtually. Job coaching, computer classes, resume building, even forklift operation training all became virtual.

The year is now 2021, and we are slowly getting back to normal, but that is a story for another annual report.

SUCCESSING THROUGH ADVERSITY

March 2020 began a challenge like the world had never seen. While the true struggle was life and death, we all still had jobs and the pandemic threatened our livelihood. Goodwill, like millions of other businesses, faced uncertainty. With a "stay-at-home order" beginning, we faced the possibility that the business would not survive. Our source of income, our stores, were closed and would be for the next 70 days.

The people of Central Illinois showed their generosity as donations poured in during the shutdown, but with stores closed there was no one to buy them. The only way to move merchandise was through Shopgoodwill. Under normal circumstances stores provide our Shopgoodwill department with items, and they list them. However, with a major cut in manpower, the individual stores would now have to take over.

With a skeleton crew in each store, the teams would have to learn how to value, post, and sell on Shopgoodwill. Each store knew the importance of what they were doing and accepted the challenge head on. For the month of May 2020, Goodwill of Central Illinois' Shopgoodwill total was nearly \$117,000. This was, by far, the most profitable month of the entire year. Working together, our 11 stores were able to post 8,404 items!

This success was a testament to teamwork. It was about our employees taking pride in Goodwill, our mission, and each other.



\$1,000,000 Plus

- MacKenzie Scott Gift

\$100,000-\$999,999

- Career Link
- Heart of Illinois United Way, Inc.
- Illinois Department of Human Services
- Round Up-Goodwill Store Customers
- U.S. Department of Housing & Urban Development
- U. S. Department of Labor-Homeless Veterans Reintegration Program

\$50,000-\$99,999

- Caterpillar Foundation
- Illinois Department of Veterans' Affairs

\$10,000-\$24,999

- City of Peoria CDBG COVID-19
- Community Foundation of Central Illinois-Rinkenberger Community Works Fund
- Google
- Helen Hartman Trust
- Illinois Central College-Governor's Education Emergency Relief
- PNC Foundation

\$5,000-\$9,999

- Associated Bank
- ATOL Charitable Trust
- CEFCU
- Community Foundation of Central Illinois-Central Illinois Disaster Recovery Fund
- Peoria Disposal Company (PDC)
- PNC
- RLI Corp.
- U. S. Department Of Labor-Stand Down for Homeless Veterans
- The Wyman Group

\$2,000-\$4,999

- Don and Patti Abel
- Ali Ata
- The Biefeldt Foundation
- Caterpillar, Inc.-Morton Operations
- Centre State International Trucks Inc.

- Community Foundation of Central Illinois-The Yeomans Fund
- Excalibur Seasoning Company, Ltd.
- Heart of Illinois HR Council SHRM Affiliate Chapter #326
- Humana
- Illinois Central College- Workforce Equity Initiative
- JPG Commercial Real Estate, LLC
- Komatsu America Corp.
- Marla Manuel
- Morton Community Foundation
- OSF HealthCare System
- P. J. Hoerr
- Seico, Inc.
- SHARE Foundation
- Sharp Payroll, Inc.
- Joseph & Shelley Sharpe III
- Standard Heating & Cooling, Inc.
- United Way of Knox County
- VA Illiana Health Care System

\$1,000-\$1,999

- Kirk & Debra Anderson
- Caterpillar, Inc.
- Lydia Crilly-Ierulli
- Phil & Teresa Brodeur
- Department of Illinois Disabled American Veterans
- Foresight Automation
- Fortress Bank
- Gordon, Stockman & Waugh P.C.
- John & Annette Heller
- Hickory Point Bank
- Hope Family Charitable Fund
- Steve Hope
- Tom & Maria Hornstein
- Illinois Eye Center
- Illinois Mutual Life Insurance Company
- Don E. & Kim Johnson
- Kert Huber Development
- Kuhl & Company
- Dreu & Angela LaMere
- Lincoln Office LLC

- Military Order of the Purple Heart
- Mutual of America
- Bob & Jenny Parkhurst
- Pearl Technology
- Pilot Club of Peoria
- Quinn, Johnston, Henderson, Pretorius & Cerulo
- Risinger Bros. Transfer
- William P. & Sally Robertson
- Rotary Club of Peoria
- St. Luke Union Church
- Marilyn Skelly
- Unland Companies
- Mr. & Mrs. Kenneth J. Zika Fund

\$500-\$999

- Lara Aaron
- Bartonville VFW Auxiliary Post 3883
- Michael & Julie Bass
- CityLink
- Adam & Ashley Donahoe
- Dundas Law Office
- Robert & Jacquelyn Flint
- Getz Fire Equipment Company
- Honegger Sign Co.
- Illinois National Bank
- Image Potential (Cindy Byrd)
- Craig & Lori Johnson
- Norma Just & Gregory Lawson
- Darin LaHood
- Maloof Commercial Real Estate
- Martin Automotive
- Menold Construction and Restoration
- Alison Morrissey
- Brad & Denise Ogborn
- Keith & Lori Petran
- The PIPCO Companies Ltd.
- Ron's Carpet, Inc.
- RSDAK LLC
- Smart Vent Products, Inc.
- Thrivent Mutual Funds
- Tovar Snow Professionals
- United Facilities, Inc.
- United Security Communications, Inc.

\$250- \$499

- American Legion Auxiliary Spring Bay Unit 1115
- Blunier Builders, Inc.
- Danny Cregger
- F & M Bank
- Friends of Dave Koehler
- Hallmark Corporate Foundation
- Michael & Bonnie Hope
- Huei Chi Hsu
- Brian Itzkowitz
- IWIRC
- David M. Koehler & Nora Sullivan
- Krake Financial
- Ryan Kuhn
- Ladies Ancient Order of Hibernians, Inc.
- Mr. & Mrs. Douglas A. Long
- Members Choice Credit Union
- Mohr & Kerr Engineering & Land Surveying, P.C.
- Stephanie Nicholson-Hassett
- Chiragkumar Patel
- Gretchen Piper
- Prairie Lakes Crossing, LLC
- Sean A. Randleman
- Denise Roach
- Jason and Leslie Vallar
- Robert Yonker

Under \$250

- Barbara Abernethy & Gary Courtright
- Andrea Affeltranger
- Amazon Smile Foundation
- Jennifer Angel
- Craig Armstrong
- ASO-TV (Harry & Cathy Canterbury)
- Darrin & Stephanie Autry
- Lee Baker
- Giovanni Balsamo
- Dr. & Mrs. Stephen Bash
- Brent Bixby
- Judy Branzelle
- Genna Buhr
- Connie M. Burnett

- Canton VFW Post 1984
- Bryant & Cynthia Carter
- Casper Trash Hauling LLC
- Michael & Dianna Colmen
- Congregation Anshai Emeth
- Pamela Connell
- James C. Dillon
- Jonathan Dorrance
- Robert Doucette
- Barbara Duryea
- Scott M. Fisher
- Kari Garman
- Steven & Tamara Geier
- GFWC Livingston County Presidents Club
- George Goldberg
- Brian Hansche
- Heart of Illinois Blue Star Mothers
- Constance Henderson
- Connie Higgins
- Robert Hoffert
- Hannah Hoskins
- Karen Hurst
- Nicole Jewell
- Jolanta Jimenez
- Amy Johnson
- Ariel Johnson
- Rebecca Kaplan-Shank
- Donna King
- Bernard & Teresa Koch
- Jon Neidy, PhD.
- Network for Good
- Sandra O'Donnell
- Monica Padgett
- Angela Parshall
- Phil & Elly Peterson
- Mr. & Mrs. Stephen Peterson
- Carla Phelps
- Donna Pritchard
- Ron Respress
- Morgan Rupert
- Craig Sabey
- Wayne E. Smith
- Dr. Marwin Spiller & Ashley Miller
- Streater Auxiliary VFW Post 1492

- Misty Strode
- Vicky Sturgeon
- Daniel C. Sutton
- Amber Taylor
- Mr. & Mrs. Steven R. Thompson
- Greg & Martha Tiemeier
- Bob & Pam Tomka
- Sierra Tyson
- Johanna Wagner
- Laura Walling
- Randal & Mary Weatherly
- Brenda Wilner
- Thomas Wilson
- Bridget Wood
- Lisa Wood
- Alicia Woodworth

IN MEMORY OF

George Ennis

Barbara Duryea

Dr. Anthony Ierulli & Patrick J. Crilly

Lydia Crilly-Ierulli

Thomas G. Hope

Michael & Bonnie Hope

Mike Gallagher

Brad & Denise Ogborn

IN HONOR OF

Bryant Carter

Hallmark Corporate Foundation

Patti Abel

Associated Bank Fund &
Greater Green Bay Community
Foundation, Inc.

LESSONS LEARNED

The year 2020 taught all of us many lessons. At Goodwill of Central Illinois, the most important lesson learned was that we can accomplish anything. It took a team of dedicated people who focused on their areas of expertise. These are the people who planned for the future, the people who handled the crisis of the day, and the people who never gave up.

The days were challenging and overshadowed by the unknown, but together we got through it. We move into the future with a new sense of trust in each other. We move into the future hoping that we never again face such a challenge, but with confidence in our resolve to overcome.

GOODWILL BOARD OF DIRECTORS

OFFICERS

Jon Neidy, PhD
Board Chairperson
Bradley University

Patti Abel
Board Secretary
Community Volunteer

Mike Bass
Board Vice Chairperson
RSM US, LLP

Adam Donahoe
Board Treasurer
PricewaterhouseCoopers

Phil Brodeur
RLI Corp.

Cindy Byrd
Image Potential

Bryant Carter
Community Volunteer

Scott Fisher
John Graham & Associates

Mark Hoffmire
CEFCU

Steve Hope
OASYS, Ltd.

Tom Hornstein
Excalibur Seasoning Company, Ltd.

Angie LaMere
Caterpillar, Inc.

Ashley Miller
National Labor Relations Board

Alison Morrissey
Bradley University

Capt Samantha Norville
182nd Airlift Wing

Elly Peterson
Bradley University

Sean Randleman
Caterpillar, Inc.

Shelley Sharpe
Risinger Bros. Transfer

Col Steve Thomas
182nd Airlift Wing

Pam Tomka
Community Volunteer

Leslie Vallar
Busey Home Mortgage

Randy Weatherly
F&M Bank

GOODWILL LEADERSHIP TEAM

Don E. Johnson
President & CEO

Bob Parkhurst
Chief Financial Officer

Susan Walker
Director of Retail & Operations

Denise Roach
Director of Human Resources

Lori Johnson
Director of Program Services

2020 FINANCIAL RESULTS

Goodwill Industries of Central Illinois administrative costs kept under 7%.

CONDENSED STATEMENTS OF FINANCIAL POSITION	2020	2019
Cash & Cash Equivalents	6,646,302	1,539,144
Receivables	263,743	236,203
Inventory	1,239,177	1,198,718
Certificates of Deposit	58,880	1,413,335
Prepaid Expenses	34,197	72,850
Property & Equipment, Net	8,508,227	8,855,752
Restricted Certificate of Deposit, Loan Collateral	1,621,198	395,000
Beneficial Interest in Trust	463,176	456,423
TOTAL ASSETS	\$18,834,900	\$14,167,425
Accounts Payable & Accrued Expenses	1,000,898	995,730
Deferred Revenue	126,583	57,103
Debt & Capital Lease Obligations	3,891,203	4,311,051
Interest Rate Swap & Deferred Compensation Liabilities	84,856	26,324
TOTAL LIABILITIES	5,103,540	5,390,208
Without Donor Restrictions	13,034,146	8,080,046
With Donor Restrictions	697,214	697,171
TOTAL NET ASSETS	13,731,360	8,777,217
TOTAL LIABILITIES & NET ASSETS	\$18,834,900	\$14,167,425
CONDENSED STATEMENTS OF ACTIVITIES	2020	2019
Public Support	16,052,210	9,145,142
Revenue, Gains	2,294,097	4,208,574
Total Public Support & Revenue	18,346,307	13,353,716
Program Services Expenses	12,577,409	12,163,062
Management & General Expenses	814,755	800,882
Total Expenses	13,392,164	12,963,944
CHANGE IN NET ASSETS	\$4,954,143	\$389,772
CONDENSED STATEMENTS OF CASH FLOWS	2020	2019
Net Cash Provided by Operating Activities	5,537,224	914,963
Net Cash Used by Investing Activities	(3,325)	(339,945)
Net Cash Used by Financing Activities	(426,741)	(665,356)
NET INCREASE (DECREASE) IN CASH & CASH EQUIVALENTS	\$5,107,158	\$(90,338)

Information above excerpted from financial statements audited by Gordon, Stockman & Waugh, P.C.



Supporting individuals & families who
are working to better their lives.

Goodwill Industries of Central Illinois

2319 E. War Memorial Dr., Peoria, IL 61614
(309) 682-1113 • www.goodwillpeo.org

Produced by Goodwill's Marketing &
Communications Department

Heart of Illinois
United Way



Dell
Reconnect
Technology recycling with Goodwill®

