



®

CHANGING TO MEET THE FUTURE

GOODWILL OF CENTRAL ILLINOIS
2021 ANNUAL REPORT

CHANGE IS NECESSARY

Our world has changed, and change can be viewed as a challenge or an opportunity. At Goodwill of Central Illinois, we have chosen to take advantage of change. This annual report will showcase what we are doing to grow as an organization. We updated our mission statement. While our mission has not changed, we further defined its meaning.

“We help communities prosper by transforming donations into life and job skills training and employment services.”

Most Goodwills have missions that mirror each other. We all serve our communities by selling donated goods. It's a circle of support that begins with our communities and benefits our communities.

As we move forward in an uncertain world, we have hope. Goodwill of Central Illinois thrives because we work as a team. From our team to yours, we wish you a healthy and prosperous future.

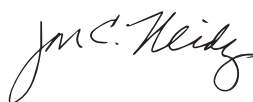
Sincerely,



Don E. Johnson
President/CEO



Jon C. Neidy, Ph.D.



Goodwill of Central Illinois
Board Chairperson



PARTNERSHIPS PROVIDE JOBS

As with most Goodwills, and the services that they provide, partnerships are a crucial component. Different organizations working side by side to support and provide for their community.

Goodwill of Central Illinois works with nearly 500 local employers, agencies and organizations and each relationship is different. We offer services as simple as providing resumes for our jobs program participants, to holding job fairs for individual employers. Agencies and employers are also welcome to attend job fairs with multiple employers.

Another option for partner employers and organizations is to “up skill” their employees. Goodwill offers training in a wide range of topics. These are private classes for up to 10 employees. This option is also offered virtually.

Putting people to work is part of our mission. Partnering with employers, organizations and other social service agencies serves to strengthen our commitment to the community.

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

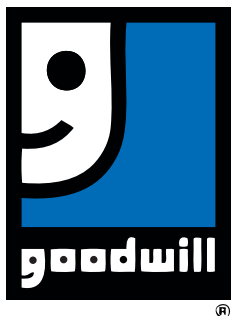
Youth Career Planning

Life Skills Training

After School Programing

2021 COMMUNITY IMPACT

SERVING OUR COMMUNITY




35,066*
TOTAL SERVICES
PROVIDED

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

 **2,461**
Persons Served

 **732**
Jobs Provided
or Placed

 **475**
Individual
Veterans
Served

 **5,276**
Days of Housing
Provided for
Homeless Veterans

 **756**
Hours Spent by
Mentors with Youth

 **4.5**
MILLION
POUNDS RECYCLED

MOVING DONATIONS INTO THE FUTURE

1,146
PICKUPS in 2021



For Goodwill, donations are our lifeblood. We rely on our community to support what we do by donating. As our world becomes more complicated, the onus is on Goodwill to make donating easy. We strategically place our stores and donation centers in places where donating is quick and convenient.

But what if we could do more? At Goodwill of Central Illinois, we have done more, with our **GoodMoves** program. Home picks are part of the future of donating, and we are embracing it.

Donors can log onto our website and schedule a pickup. The donation must qualify for the pickup service, some restrictions apply. The program has been a tremendous success.



BIG 
DONATION?
WE'LL PICK IT UP!
GOODMOVES

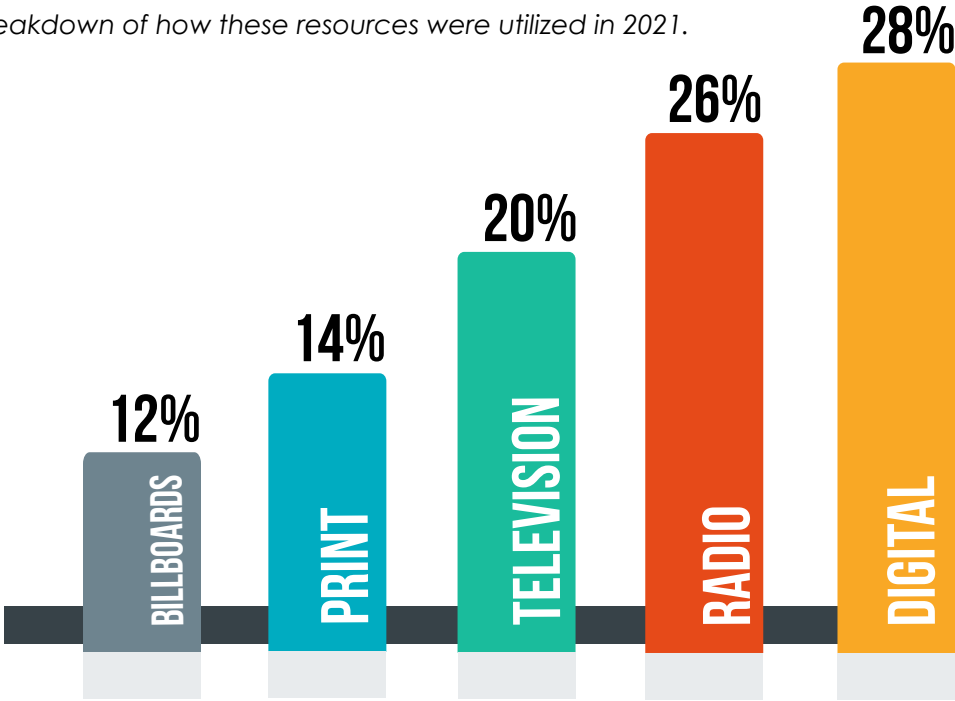
THE EVOLVING MARKETING LANDSCAPE

Marketing Goodwill is a unique challenge because it involves many different aspects of the business. At Goodwill of Central Illinois, we break it down by 3 categories: Retail Sales, Donations and Program Services.

Each area is marketed using different resources. The most effective resources today are different from those of the past. For instance, traditional marketing/advertising is not truly effective for Program Services. To be effective, Program Services must be marketed with a grass roots approach. While our MarCom (marketing and communications) department provides support in the form of collateral and social media awareness, it's the relationships formed with participants, employers and other non-profit organizations that really create awareness.

One advantage that Goodwills all share is that the Goodwill brand is known world-wide. When people see the "Smiling G" they know what it means. With that in mind, our job is to keep reminding them of the free services we provide, because they shop and donate. It sounds easy but it can be a challenge to keep the message fresh, engaging and pushed out using the most effective resource.

Here is a breakdown of how these resources were utilized in 2021.



KEEPING THE
MESSAGE
CLEVER



LEARN EXCEL
IT'S NOT
AS BAD AS A
**ROOT
CANAL**
AND IT'S FREE!
309.339.7326



CAN'T AFFORD
NAME BRAND
FASHION?
SURE YOU CAN!



DRIVE UP



DROP OFF

DONATE! 

WWW.GOODWILLPEO.ORG

SPRING

INTO CLEANING!

DONATE

TODAY! 



GOT A BIG DONATION?
WE'LL PICK IT UP!

GOODWILLPEO.ORG/GOODMOVES



NOBODY DOES

THRIFT

LIKE GOODWILL!

BUILD A NAME BRAND

OUTFIT FOR **\$20!**



FOLLOW US ON FACEBOOK TO FIND OUT HOW!

DO LESS LAUNDRY.
DONATE.



THANK YOU, FRIENDS OF GOODWILL 2021

\$100,000-\$999,999

- CareerLink/WIOA
- Google
- Heart of Illinois United Way, Inc.
- Illinois Department of Human Services
- Illinois Department of Veterans' Affairs
- Round-Up-Goodwill Store Customers
- U.S. Dept. of Housing & Urban Development

\$50,000-\$99,999

- Caterpillar Foundation

\$10,000-\$24,999

- City of Peoria CDBG
- Community Foundation of Central Illinois CommunityWorks Endowment Fund
- Goodwill Industries International
- Helen Hartman Trust
- Humana
- Illinois Central College
- PNC
- Tee It Up for the Troops, Inc.
- Teen REACH

\$5,000-\$9,999

- ATOL Charitable Trust
- Caterpillar, Inc. Morton Operations
- CEFCU
- CFC Properties/Cook Medical
- Illinois Joining Forces
- JPG Commercial Real Estate, LLC
- Mutual of America Financial Group
- Peoria Disposal Company (PDC)
- Risinger
- U.S. Department Of Labor Stand Down for Homeless and
- At-Risk Veterans
- United Way of Knox County
- The Wyman Group

\$2,000-\$4,999

- Ameren Cares
- Ali Ata
- Sheila V. Brewster
- CAVU/HCM

- Centre State International Trucks Inc.
- Community Foundation of Central Illinois
The Yeomans Fund
- Excalibur Seasoning Company, Ltd.
- Foresight Automation
- Fortress Bank
- Don and Kim Johnson
- Komatsu America Corp.
- Marla Manuel
- Military Order of the Purple Heart
- Operation St. Nick Laus, Inc.
- OSF HealthCare System
- PJ Hoerr
- Terry Poertner
- SEICO Security
- SHARE Foundation
- Joseph & Shelley Sharpe III
- Standard Heating & Cooling, Inc.
- Vonachen Group
- Mr. & Mrs. Kenneth J. Zika Fund

\$1,000-\$1,999

- William and Sharen Altenberger
- Dr. Stephen and Patricia Bash
- Phil and Teresa Brodeur
- Caterpillar Inc.
- Lydia Ierulli-Crilly
- Department of Illinois Disabled American Veterans
- Adam and Ashley Donahoe
- Gordon, Stockman & Waugh P.C.
- John and Annette Heller
- Michael and Bonnie Hope
- Steve Hope
- Tom and Maria Hornstein
- Illinois Eye Center
- Illinois Mutual
- Craig and Lori Johnson
- Kert Huber Development
- Kuhl & Company
- Dreu and Angela LaMere
- Pearl Technology
- Quinn, Johnston, Henderson, Pretorious & Cerulo
- RLI Insurance

- Marilyn Skelly
- Smart Vent Products, Inc.
- St. Luke Union Church
- Kathleen A. Turpin
- Unland Companies
- VA Illiana Health Care System

\$500-\$999

- Don and Patti Abel
- Kirk and Debra Anderson
- Bartonville VFW Auxiliary Post 3883
- Mike and Julie Bass
- BluSky (Menold) Restoration Contractors, LLC
- Cindy Byrd
- Casey's General Stores
- CityLink
- Davis & Campbell, LLC
- Dundas Law Office, LLC
- Mr. & Mrs. Kenneth Eathington
- Getz Fire Equipment Company
- Hickory Point Bank
- Mark Hoffmire
- Honegger Sign Co.
- Hy-Vee
- Darin and Kristen LaHood
- Lincoln Office, LLC
- Maloof Commercial Real Estate
- Martin Automotive
- Alison Morrissey
- Navy Club of Peoria Ship 34 NAMAC Inc.
- Conrad S. & Julie Ozog
- Par-A-Dice Hotel Casino
- Mr. & Mrs. Robert Parkhurst
- Keith and Lori Petran
- The PIPCO Companies Ltd.
- William P. & Sally J. Robertson
- Ron's Carpet, Inc.
- RSDAK, LLC
- United Facilities, Inc.
- United Security Communications Inc.

• \$250- \$499

- 182nd APF
- American Legion Aux. Spring Bay Unit 1115
- Ancient Order of Hibernians in America
- Blunier Builders Inc.
- Cohen Development Co.
- F & M Bank
- Friends of Dave Koehler
- Martha Fugate
- William & Laurie Hahn
- IWIRC
- Robert Maier III
- Marine Vets MC Bloodstripe Chapter
- Members Choice Credit Union
- MLHC, LLC
- Mohr & Kerr Engineering & Land Surveying, P.C.
- Samantha Norville
- Phil and Elly Peterson
- Gretchen Piper
- Denise Roach
- Amy Seiwel
- Rebecca Kaplan-Shank
- Thrivent Mutual Funds
- Greg and Martha Tiemeier
- Bob and Pamela Tomka

Under \$250

- Russ Ahrens
- Amazon Smile Foundation
- American Legion Auxiliary Unit 445
- American Legion Auxiliary Metamora
- Craig Armstrong
- ASO-TV (Harry and Cathy Canterbury)
- Darrin & Stephanie Autry
- Heather H. Berkley
- Boss Holdings, Inc
- Brewers Distributing Co.
- David and Connie M. Burnett
- Busey Bank
- Bryant and Cynthia Carter
- Casper Trash Hauling, LLC
- Daughters of the American Revolution
- Mary Davis

- James C. Dillon
- Ellen L. Dingledeine
- Barbara Duryea
- Terry and Angela Errion
- Scott M. Fisher
- Brii Gerrard
- Lyndsie Gravemier
- Brian Hansche
- Adam Harris
- Heart of Illinois Blue Star Mothers
- David and Connie Higgins
- Cindy Holloway
- John C. Graham Rev Living Trust
- John Graham & Associates
- Ethyl Johnson
- Norma Just and Gregory Lawson
- Linda Kelm
- Donna King
- Michael & Virginia Kolze
- Kriegsman Transfer Co.
- Carol Krohn
- Mack's Amendment 21 LLC
- Conny Madsen
- Faye McMullen
- Stuart and Shirley Nack
- Michael and Jackie Nauth
- Alma D. Neidy
- Jon C. Neidy, Ph.D.
- Lucy Noonon
- North Pekin Amvets Riders Chapter
- Caleb Oriade
- Angela Parshall
- Mr. & Mrs. Stephen Peterson
- Donna Pritchard
- Demetrius Randle
- Sean A. and Melanie Randleman
- Katie Ropp
- Craig Sabey
- Dale Sabo
- Christopher and Eileen Setti
- Nanci Smilie
- Sons of the American Legion Squadron 1078
- Rich Tarkowski

- Stefanie Tarr
- Faith Tittle
- Jason and Leslie Vallar
- Johanna Wagner
- Randal and Mary Weatherly
- Web Design 309
- Brenda Wilner
- Thomas Wilson
- Bridget Wood
- Lisa Wood
- Bob Woolsey
- Eric Worner
- Robert Yonker
- Young Professionals of Greater Peoria

IN MEMORY OF

Patrick J. Crilly

Lydia Ierulli-Crilly

Thomas G. Hope

Michael & Bonnie Hope

Dr. Anthony J. Ierulli

Lydia Ierulli-Crilly

Gary Johnson

Dr. Stephen & Patricia Bash

IN HONOR OF

Patti Abel

Ellen L. Dingleline

Mike Frampton

Carol Krohn

David Johnson

Eric Worner



FUNDRAISING FOR OUR VETERANS

Each year Goodwill of Central Illinois holds Patriot Weekend. The event consists of the Reception of Honor and the Stand Down for Homeless and At-Risk Veterans.

The Reception honors veterans, active military and the people who support them. The Stand Down supplies veterans in need with winter clothing and supplies, a hot meal and access to the resources of other social service agencies.

The weekend is Goodwill's signature event of the year and has received major community support and funding. After purchasing new items, remaining funds are used by Goodwill's Veterans' Support Services and the General Wayne A. Downing Home for Veterans.

GOODWILL BOARD OF DIRECTORS

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Bradley University

Phil Brodeur

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Shelley Sharpe

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Risinger

Adam Donahoe

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RSM US LLP

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Image Potential

Bryant Carter

Community Volunteer

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CEFCU

Tom Hornstein

Community Volunteer

Angela LaMere

Community Volunteer

Ashley Miller

National Labor Relations Board

Alison Morrissey

Bradley University

G. Edward Murphy

Murphy & Dunn, P.C.

Capt Samantha Norville

182nd Airlift Wing

Elly Peterson

Community Volunteer

Sean A. Randleman

Caterpillar, Inc.

Col Steve Thomas

USAF (retired)

Pam Tomka

Community Volunteer

Leslie Vallar

Busey Home Mortgage

Asya Washum

Tri-County Urban League, Inc.

Randy Weatherly

F&M Bank

Don E. Johnson (Ex-Officio)

Goodwill Industries of Central Illinois

GOODWILL LEADERSHIP TEAM

Don E. Johnson

President & CEO

Melanie Riley

Director of Human Resources

Bob Parkhurst

Chief Financial Officer

Lori Johnson

Director of Program Services

Susan Walker

Director of Retail & Operations

2021 FINANCIAL RESULTS

| CONDENSED STATEMENTS OF FINANCIAL POSITION | 2021 | 2020 |
|--|----------------------|---------------------|
| Cash and cash equivalents | 3,429,292 | 6,646,302 |
| Cash and cash equivalents, restricted- loan collateral | 395,000 | |
| Receivables | 372,296 | 263,743 |
| Inventory | 1,297,164 | 1,239,177 |
| Certificates of deposit | 1,378,656 | 58,880 |
| Prepaid Expenses | 67,056 | 34,197 |
| Property and equipment, net | 10,738,913 | 8,508,227 |
| Restricted certificate of deposit, loan collateral | | 1,621,198 |
| Deposits with Community Foundation, <i>board designated endowment</i> | 2,996,834 | |
| Beneficial interest in trust | 502,604 | 463,176 |
| TOTAL ASSETS | \$21,177,815 | \$18,834,900 |
| Accounts payable and accrued expenses | 1,151,478 | 1,000,898 |
| Deferred Revenue | 56,618 | 126,583 |
| Debt and capital lease obligations | 5,201,315 | 3,891,203 |
| Interest rate swap and deferred compensation liabilities | 31,184 | 84,856 |
| TOTAL LIABILITIES | \$6,440,595 | \$5,103,540 |
| Without donor restriction | 13,771,276 | 13,034,146 |
| With donor restriction | 965,944 | 697,214 |
| TOTAL NET ASSETS | \$14,737,220 | \$13,731,360 |
| TOTAL LIABILITIES AND NET ASSETS | \$21,177,815 | \$18,834,900 |
| CONDENSED STATEMENTS OF ACTIVITIES | 2021 | 2020 |
| Public support | 11,592,667 | 16,052,210 |
| Revenue, gains | 5,353,395 | 2,294,097 |
| Total public support and revenue | 16,946,062 | 18,346,307 |
| Program services expenses | 15,172,864 | 12,577,409 |
| Management and general expenses | 767,338 | 814,755 |
| Total expenses | 15,940,202 | 13,392,164 |
| CHANGE IN NET ASSETS | \$1,005,860 | \$4,954,143 |
| CONDENSED STATEMENTS OF CASH FLOW | 2021 | 2020 |
| Net cash provided by operating activities | 1,244,161 | 5,537,224 |
| Net cash used by investing activities | (5,163,390) | (3,325) |
| Net cash provided (used) by financing activities | 1,097,219 | (426,741) |
| NET INCREASE (DECREASE) IN CASH & CASH EQUIVALENTS | \$(2,822,010) | \$5,107,158 |

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



We help communities prosper by transforming donations
into life and job skills training and employment services.

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®

