

We

# EMPOWER

people to discover  
their potential and adapt  
for the future through  
the power of work.



# 2018 IMPACT REPORT

## A LETTER FROM OUR PRESIDENT & CEO AND CHAIRMAN OF THE BOARD



**Edward Lada, Jr.**



**Rick Otis**

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*Dear Friends of Goodwill,*

*Thank you for changing a life.*

*Whether you recycled clothes or home goods, made a financial contribution, volunteered, worked or shopped at one of our 14 Goodwill retail stores throughout the region, you made a positive impact on the lives of others.*

*Our Impact Report provides our partners with detailed information about our programs, services and financials in 2018. We would like to take just a moment here to call out a few of the outstanding highlights from the past year:*

*Thanks to your support in 2018, Goodwill of Western Missouri and Eastern Kansas:*

- *Achieved a 96% satisfaction rate from those we have served*
- *Assisted nearly 1 million shoppers and more than a half million donors*
- *Provided more than 14,000 services to courageous individuals through our innovative programs*
- *Diverted an estimated 17 million pounds of donated materials from our local landfills*

*Without you, none of these achievements are possible. It's our job to empower YOU to maximize the impact you can make in our community. When WE do this, we create the "US" that is such a powerful force. It is through this "US" that we are able to uphold our vision to build sustainable and prosperous communities. It's how, together, we change lives.*

*While we are proud to share the accomplishments from the past year, there is still much work to do. As we look to the future, we know that we must work together to embrace technology in ethically responsible ways that augment human potential. We must build an ever inclusive, diverse and highly productive workforce. And we must continue to launch recycling programs and divert millions of pounds of waste from landfills while providing affordable, gently used goods to tens of thousands in the community who need it.*

*Goodwill is uniquely positioned in the community to lead these efforts. Together, with your continued support, we are confident that we can meet each and every new goal that we set forth. Your contribution is and always will be a powerful one. We will always be grateful for it.*

*Thank you again for changing a life; our lives as well as the thousands of people Goodwill serves; who are like you, like us.*

*Sincerely,*

**Edward J. Lada, Jr.**  
President and CEO

**Rick Otis**  
Chairman of the Board

## Mission

*Goodwill empowers people to discover their potential and adapt for the future through the power of work.*

## Values

### Lead

*Everyone has value – help them find it and celebrate it.*

### Grow

*Learn constantly and strive continually to better ourselves.*

### Partner

*Be good citizens, maximize the value of donations, and support sustainability.*

### Innovate

*Always seek new and better ways to accomplish our mission.*

### One Agency

*Work collaboratively to build a legacy from which future generations will benefit.*

# VISION

**Together, we  
build sustainable  
and prosperous  
communities.**

#### About the Cover

View our stories of success in Goodwill's Mission Moments at  
[www.mokangoodwill.org/mission#action](http://www.mokangoodwill.org/mission#action)

## PROGRAMS AND SERVICES

**Goodwill is a nonprofit organization that serves the Greater Kansas City community and surrounding areas. All of the Goodwill programs and services are available to our clients at no cost and the services are provided directly to the client. We will assist in determining any eligibility requirements and/or referrals if necessary.**

**GoodWORKS Career Resource Centers** connect job seekers in the Greater Kansas City community with individualized job search and employment related assistance. A Goodwill employment specialist is available by appointment to assist with job exploration, resume preparation, online job listing navigation, online applications, and the use of job search tools and much more.

**Goodwill's Quest Work Experience** is a career planning and employment readiness program. Eligible adults age 18 and up have the opportunity to explore their career options through classroom training and work experience with a local business.

**Goodwill's Employment Services** offers one-on-one career support to individuals with barriers to employment, including physical disadvantages, a mental health diagnosis, substance abuse, criminal backgrounds, or developmental disabilities. We assist with job matching, soft skills training, mock interviews, job development and negotiation, access to job leads, job coaching, and case management.

Participants are referred and services are funded by Missouri Vocational Rehabilitation, Kansas Rehabilitation Services, Ticket-to-Work, and Missouri Department of Mental Health/Medicaid Waiver.

**Goodwill's Extended Employment Services** provide and support job skills training, case management and meaningful employment for individuals with significant disadvantages and different abilities based upon the Missouri Department of Elementary and Secondary Education's disability criteria. Employees are accompanied by a Goodwill Career Coach to their jobs at Goodwill stores in Kansas City, Blue Springs, and at the Goodwill Mission Support Center.

Through the Federal **AbilityOne Program**, people with disabilities enjoy full participation in their community and can market their skills into other public and private sector jobs. Goodwill participates in AbilityOne with custodial service contracts at the Richard Bolling Federal Building in downtown Kansas City, Missouri and at Fort Leavenworth in Kansas.

**Google.org and Goodwill**, the United States' leading workforce development nonprofit, have launched the Goodwill Digital Career Accelerator, offering basic computer classes, such as digital literacy and office software classes. Digital skills classes are offered at varying times & various Goodwill GoodWORKS Career Centers & Connecting for Good across the Kansas City metro area.

**Project Search and Employer Based Transition Training (EBTT)** provide real-life work experience and training to help youth with significant different abilities make successful transitions from school to work. Students enroll in this nine-month program that provides training and career exploration, innovative adaptations, long-term job coaching, and continuous feedback from teachers, skills trainers, and employers. Goodwill has a 100% success rate in placing students into competitive employment at the completion of the program. This program is funded by Missouri Vocational Rehabilitation.

# PROGRA



SERVICE IMPACT STATISTICS

17,196,056

Pounds of donated material to resell,  
reuse or recycle

985,585

Shopper transactions

522,402

People donated gently used items

14,835

Services provided to empower  
our community

2,814

People served by Goodwill

270

Jobs secured

96%

Satisfaction rate of people served

14

Retail stores with donation centers

PROGRAMS AND SERVICES

## SUCCESS STORIES: CLIENTS

ALETHIA



**A hardworking mother, Alethia wanted something more** — she wanted to provide a better life for her son and to be the best possible role model she could. Goodwill's Quest Academy changed her life. Goodwill skills trainers helped her with her resume, interviewing skills and connected her to career opportunities. Today, she's a cook at the Northland Adult Day Center. "I'm proud to be a part of this team and I'm building for the future," she states.

It's only fitting that Alethia's name in Greek means "truth." She states her self-confidence and self-worth has steadily improved through the job she loves. "I get to help others," which in turn proves to be a self-fulfilling prophecy of staying true to herself.

PRESTON

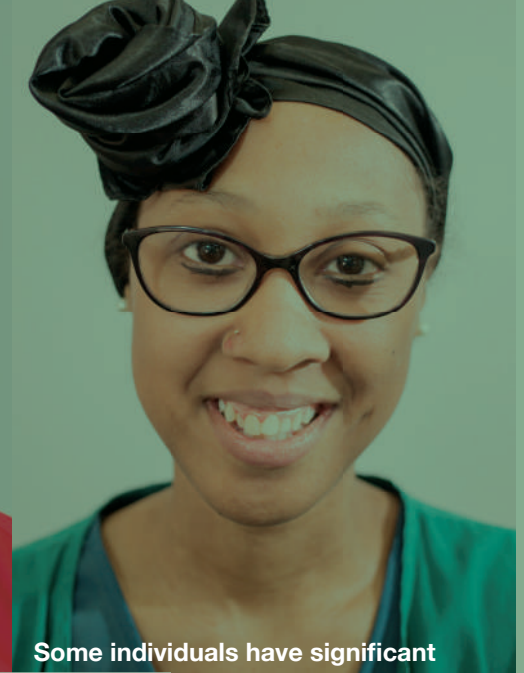


**When Preston first enrolled in Project Search he was reluctant to meet his Goodwill skills trainer.** Change and new experiences were difficult for him.

Project Search is a partnership between Goodwill and several organizations, including North Kansas City School District, Children's Mercy, Vocational Rehabilitation Services, Center for Human Services and Truman Medical Center. This high school transition program provides real-life work experience to help youth with significant different abilities make successful transitions from school to adult life.

Through patience and perseverance, Preston succeeded in an internship with the Ronald McDonald House and now works in food service at Children's Mercy Hospital. Heather Neal, Goodwill skills trainer says, "Preston continues to grow and receives high praise from the people he works with."

JAYLA



**Some individuals have significant barriers that make transitioning from school to adult life extremely challenging.** Goodwill's Project Search allows young people with different abilities to forge their own way. Through carefully guided internships, students learn how to be employed. Jayla works on the janitorial team at Truman Medical Center. Her supervisors say that Jayla always has a positive attitude and an exceptional work ethic. Her co-workers say that her smile gets them through the day.

"She's proud that she works a full-time position and is able to do it without her parents help," said Heather Neal, Goodwill skills trainer. Keep shining bright, Jayla!

## SUCCESS STORIES: BUSINESS PARTNERS

### NORTHLAND ADULT DAY CENTER



#### **This vital community organization**

provides a skilled service for adults with disabilities who need light assistance with medications, exercise, and social activities, which are held both on and off site.

NADC and Goodwill partner to provide employment opportunities for individuals seeking to learn job skills in career fields such as nursing and cooking.

“Every day when they go home they feel good about the job they’ve done because it’s not just a job to make money, but it’s a job helping other people,” says Juanita Lahl, co-owner and nurse manager. She further states, “This work experience has done wonders for their self-esteem. They can see directly how they have contributed to society.”

### LMV AUTOMOTIVE SYSTEMS



#### **Partnering with businesses**

that see the potential in people who are often overlooked is critical to our success. For more than two years, LMV has worked with Goodwill in an employer-based transition training (EBTT) program to employ young people with different abilities. LMV Automotive Systems is a tier 1 supplier to GM and Ford. They weld subframes and underbodies for auto manufacturers and provide valuable jobs and training to young people that are referred by Goodwill.

“We have seen these students grow in a very short time in our stable work environment. For our company to be able to reach out and be a community leader and driver to change feels really good,” says Chris Hinman, General Manager.

### TRUMAN MEDICAL CENTER



#### **Truman Medical Center**

is an academic medical institution with a history of diversity in workplace opportunities and aligns with Goodwill’s mission to competitively employ people with different abilities.

With more than 4,000 employees serving 65,000 people a year, the center is dedicated to the well being of its community. It’s important to TMC that their workforce mirrors their patient population. Since partnering with Goodwill, TMC has provided jobs for 29 young people with different abilities.

“Our partnership with Goodwill has allowed us to take advantage of an entirely different student population. We really honor and cherish our relationship with Goodwill and are interested in continuing to work with them to help build the future workforce in Kansas City,” says Niki Donawa, Chief Community Relations Officer.

CELEBRATING 125 YEARS OF SERVICE



125 YEARS of SERVICE

★ ★ ★ 1894 | 2019 ★ ★ ★



**In 2019, Goodwill of Western Missouri and Eastern Kansas will be celebrating its 125th anniversary.**

Thanks to many dedicated individuals, agencies, and organizations, our non-profit organization has been providing services for those in need in and around Greater Kansas City since 1894.

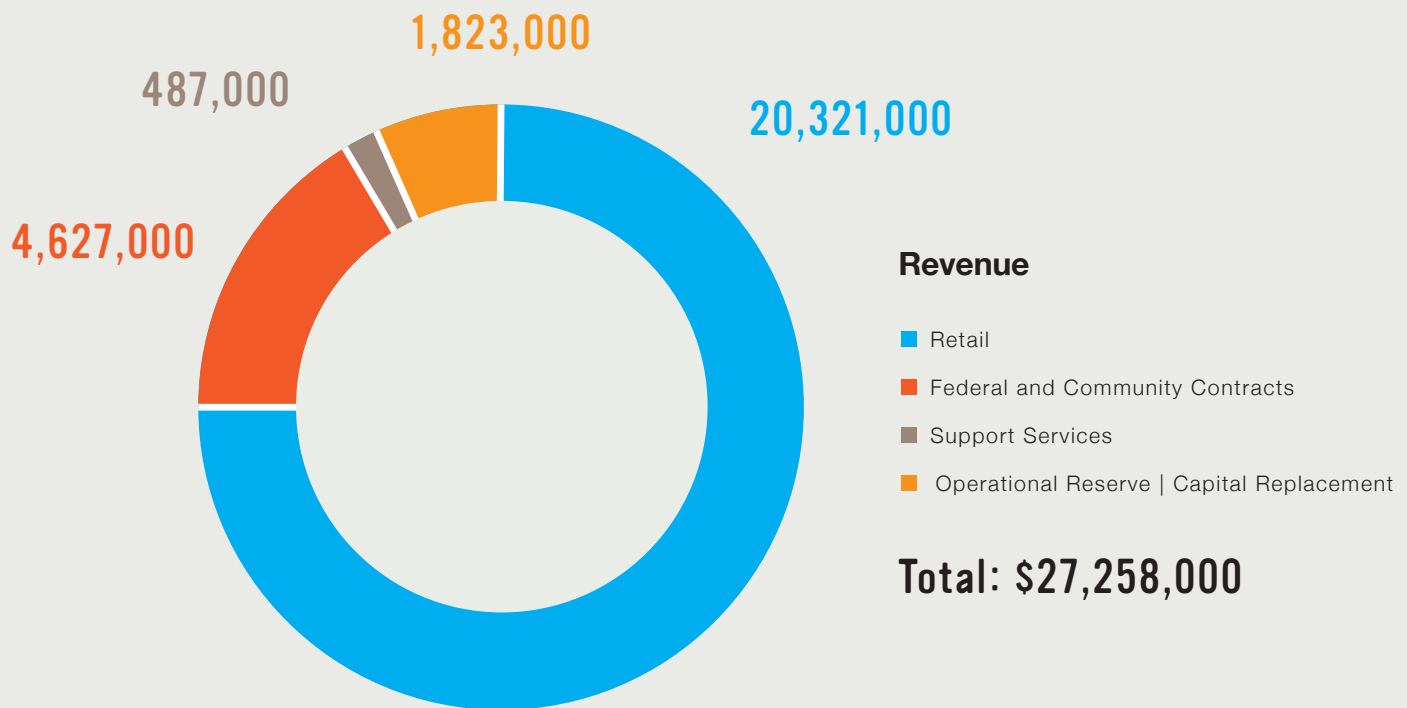
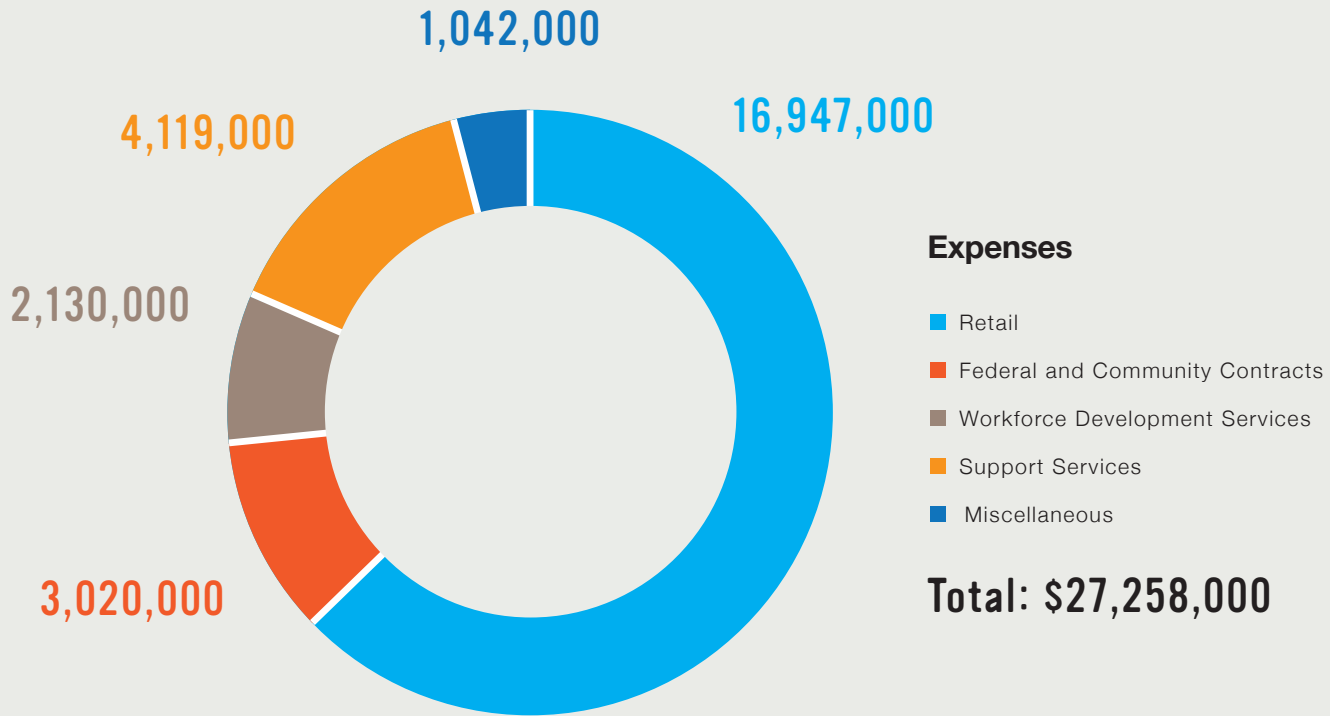
Today, Goodwill continues to be a non-profit leader by providing ever-changing resources and services to individuals who face barriers to employment. We believe every person deserves the opportunity to work.

Please join us in celebrating this historic anniversary!

125 YEARS



## 2018 FINANCIAL STATEMENTS



## AGENCY LEADERSHIP

**Our Board of Directors support and act as ambassadors for Goodwill's mission. It's through their blend of expertise and diversity that the Board of Directors makes an important contribution in guiding our non-profit to help people in need reach their full potential through the power of work.**



### Board of Directors

**Rick Otis** | Chair

**Steve Hamilton** | Vice-Chair

**Jerry Baber** | Treasurer

**Jodi Schade** | Secretary

**Manny Abarca IV**

**Jameson Auten**

**Bruce Hart**

**Lisa Schubert Hickok**

**Carlanda McKinney**

**Andrew Place**

**Kelly Schemenauer**

**Carolyn Vertovec**

**Beth Ward**

**Timothy M. Degnan** | Emeritus

### Leadership Staff

**Edward Lada, Jr**

| President and Chief Executive Officer

**Laura Ritterbush**

| Vice President of Mission  
and Workforce Development

**Jay Ketterling**

| Chief Financial Officer

**Trent Wunstel**

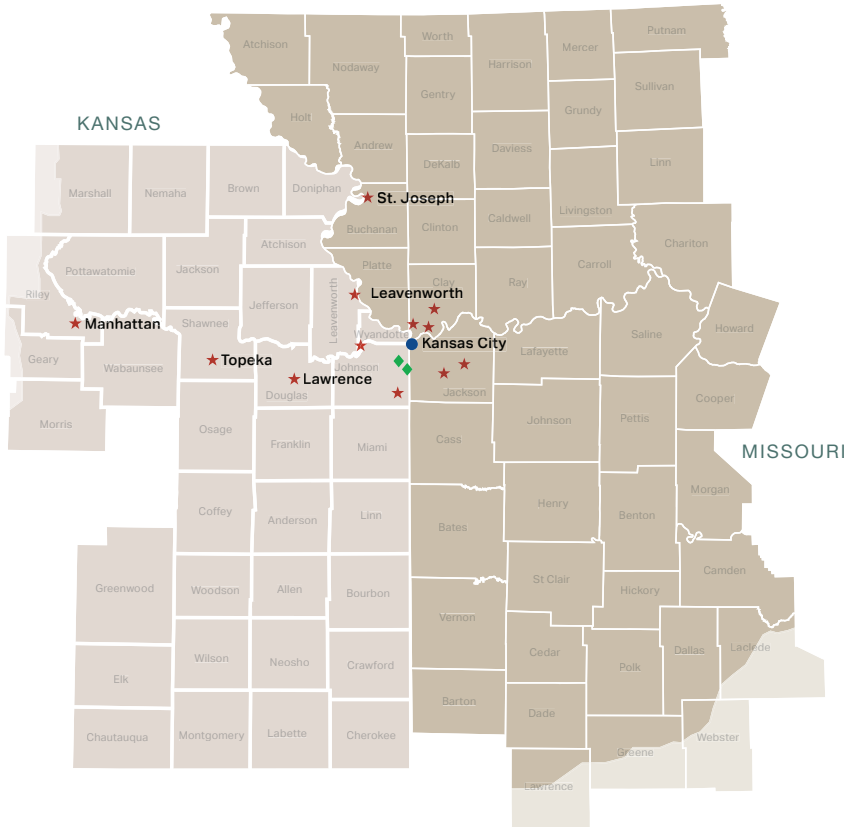
| Vice President of Data Analytics  
and Strategy

**Luke Meyers**

| Vice President of Retail Operations

# LEADERSHIP

## COVERAGE MAP AND RETAIL LOCATIONS



### KANSAS CITY METRO



- Headquarters
- ★ Store & Donation Center
- ◆ Attended Donation Center
- Territory: Missouri
- Territory: Kansas

**Store #101**  
**Outlet Store / ROC**  
 1800 N. Corrington  
 Kansas City, Missouri 64120  
 (816) 743-7660  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #103**  
**North Oak**  
 4824 North Oak Trafficway  
 Kansas City, Missouri 64118  
 (816) 453-9950  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #108**  
**Lee's Summit**  
 440 SW Ward Road  
 Lee's Summit, Missouri 64081  
 (816) 554-6227  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #110**  
**St. Joseph**  
 3615 Faraon  
 St. Joseph, Missouri 64506  
 (816) 232-0197  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #118**  
**Blue Springs**  
 926 S. Highway 7  
 Blue Springs, Missouri 64014  
 (816) 229-2782  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #123**  
**Liberty**  
 9740 N. Cedar Avenue  
 Kansas City, Missouri 64157  
 (816) 883-2790  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #204**  
**Shawnee**  
 10611 Shawnee Mission Pkwy  
 Shawnee, Kansas 66203  
 (913) 962-7500  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #205**  
**Lawrence**  
 2200 West 31st Street  
 Lawrence, Kansas 66047  
 (785) 331-3908  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #206**  
**Bonner Springs**  
 525 S. 129th Street  
 Bonner Springs, Kansas 66012  
 (913) 441-5701  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #211**  
**Topeka**  
 5515 SW 21st Street  
 Topeka, Kansas 66604  
 (785) 228-9774  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #212**  
**Olathe**  
 16630 West 135th Street  
 Olathe, Kansas 66062  
 (913) 782-5714  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #214**  
**Leavenworth**  
 104 S. Broadway  
 Leavenworth, Kansas 66048  
 (913) 782-5714  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #220**  
**Overland Park**  
 7241 West 135th Street  
 Overland Park, Kansas 66223  
 (913) 402-7226  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Store #222**  
**Manhattan**  
 421 E. Poyntz Avenue  
 Manhattan, Kansas 66502  
 (785) 320-7850  
 9 am - 9 pm (Mon - Sat)  
 11 am - 6 pm (Sun)

**Donation Center**  
**Mission**  
 5435 Johnson Drive  
 Mission, Kansas 66205  
 (913) 748-7760  
 9 am - 6 pm (Mon - Fri)  
 9 am - 7pm (Sat)  
 11 am - 6 pm (Sun)

**Donation Center**  
**Leawood**  
 12910 State Line Road  
 Leawood, Kansas 66209  
 (913) 748-7760  
 9 am - 6 pm (Mon - Fri)  
 9 am - 7pm (Sat)  
 11 am - 6 pm (Sun)

**Headquarters**  
**Kansas City**  
 800 E. 18th Street  
 Kansas City, Missouri 64108  
 (816) 842-7425  
 Lobby Hours:  
 8 am - 4 pm (Mon-Fri)



800 E. 18th Street  
Kansas City, MO 64108

[www.MoKanGoodwill.org](http://www.MoKanGoodwill.org)



**Commission on Accreditation  
of Rehabilitation Facilities  
(CARF)**



Goodwill maintains the highest level of CARF accreditation in our workforce development unit. Our workforce development staff is trained to offer services and referrals tailored to an individual's needs. By being CARF accredited, we demonstrate our commitment to continually improving our services.