



Goodwill 
Western Missouri & Eastern Kansas

2022 Impact Report

Mission

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

Vision

Together, we build sustainable and prosperous communities.

Goodwill Leadership Team

Funmi Popoola, *President & Chief Executive Officer*

Jay Ketterling, *Chief Financial Officer*

Anita Davis, *Chief Mission Officer*

Kelly Garrett, *Chief Operations Officer*

Susan Miller, *Chief People Officer*

Board of Directors

Chair, Jameson T. Auten

Deputy CEO and COO, Kansas City Area Transportation Authority

Vice Chair, Beth Ward

CEO, Smart Warehousing

Treasurer, Andrew Place

Director of Financial Planning and Analysis, GEHA

Secretary, Steve Hamilton

Retired Attorney

Awais Sufi

Jason Spacek

Sandra Garcia

Carlanda McKinney

Kelly Schemenauer

Sheri Johnson

Carolyn Vertovec

Katie Lord

Shawn Richardson

Christian Scharosch

Mike Collins

Devin

“After my first check, I put a security deposit on a home, so I got this job and I literally found a house. My son was able to start school and get restabilized.”



Jenny

“Before Goodwill, I was homeless. You can’t even get help on the streets if you don’t have a digital device or know how to work it. If I can teach somebody how to use it and how to get help, that’s a big deal.”



AI

“Due to my knowledge and experience with Goodwill, I see a great future. If I’m ever in trouble, or ever in need, this will be my first stop.”



Goodwill is a nonprofit organization that serves the Greater Kansas City community and surrounding areas. All programs and services are available to job seekers at no cost and are developed to overcome each individual's specific barriers to employment.

Employment Services offer one-on-one career support to individuals with barriers to employment who are interested in achieving career success. We assist with career exploration, skills and interest assessments, essential skills training, resume building, mock interviews, job search and application, wraparound services, and case management.

Digital Skills Training classes are offered in person at Goodwill's Mission Support Center in Kansas City and off-site in our Mobile Workforce Unit. Training includes basic computer skills, internet basics, and social media. Additional software training is available for Windows 10, MacOS, Google Drive, and various Microsoft programs. Goodwill also offers digital navigation services to support individuals in accessing devices and the internet. To request an appearance by our Mobile Workforce Unit, visit mokangoodwill.org.

Reentry Services offer one-on-one career support to individuals who have legal history and/or are currently involved with the criminal justice system. Job seekers meet regularly with Workforce Development Specialists who provide support in overcoming barriers and obtaining employment, including accessing occupational training credentials.

Through the **Federal AbilityOne Program**, Goodwill provides custodial service at the Richard Bolling Federal Building in downtown Kansas City, MO, and Fort Leavenworth, KS. These jobs provide people with significant documented disabilities the opportunity to acquire job skills and training, receive good wages and benefits, and gain greater independence.

The Goodwill Artemis Institute:

- The Bridge to Technology course offers the opportunity for adult learners to explore careers within tech driven work. Cohorts engage in digital skills training and academic preparation, and receive an introduction to the 4th Industrial Revolution, 21st century critical thinking, and technology careers.
- The Certified Manufacturing Associate program is a 3-week course designed to quickly provide an industry recognized credential (IRC), hands-on experience, and direct access to employers so individuals are prepared for an entry-level manufacturing role.
- Goodwill partners with corporate leaders and online learning management tools to cover the cost of available industry recognized credentials including Meta Social Media Marketing Professional Certificate, IBM SkillsBuild badges, Grow with Google IT Support, Data Analytics, Project Management, UX Design, Cyber Security, and IT Automation with Python Certificates.

Impact



18M

pounds of donated material to resell, reuse, or recycle.



1,040,500

shopper transactions.



1,797

people served.



697

jobs secured.



467,006

individuals who donated used goods.



90%

of people served would recommend Goodwill.



8,674

services provided to empower our community.



16

retail locations.



556

employees across 2 states and 82 counties.

Stores and Donation Centers

Outlet Store/ROC

1800 N Corrington Ave
Kansas City, MO 64120
(816) 743-7660

North Oak

4824 N Oak Trfy
Kansas City, MO 64118
(816) 453-9950

Lee's Summit

440 SW Ward Rd
Lee's Summit, MO 64081
(816) 554-6227

St. Joseph

3615 Faraon St
St. Joseph, MO 64506
(816) 232-0197

Blue Springs

926 S Hwy 7
Blue Springs, MO 64014
(816) 229-2782

Liberty

9740 N Cedar Ave
Kansas City, MO 64157
(816) 883-2790

East 63rd Street

8648 E 63rd St
Kansas City, MO 64133
(816) 867-0661

Shawnee

10611 Shawnee Msn Pkwy
Shawnee, KS 66203
(913) 962-7500

Lawrence

2200 W 31st St
Lawrence, KS 66047
(785) 331-3908

Bonner Springs

525 S 129th St
Bonner Springs, KS 66012
(913) 441-5701

Topeka

5515 SW 21st St
Topeka, KS 66604
(785) 228-9774

Leavenworth

104 S Broadway St
Leavenworth, KS 66048
(913) 782-5714

Overland Park

7241 W 135th St
Overland Park, KS 66223
(913) 402-7226

Manhattan

421 E Poyntz Ave
Manhattan, KS 66502
(785) 320-7850

Pittsburg

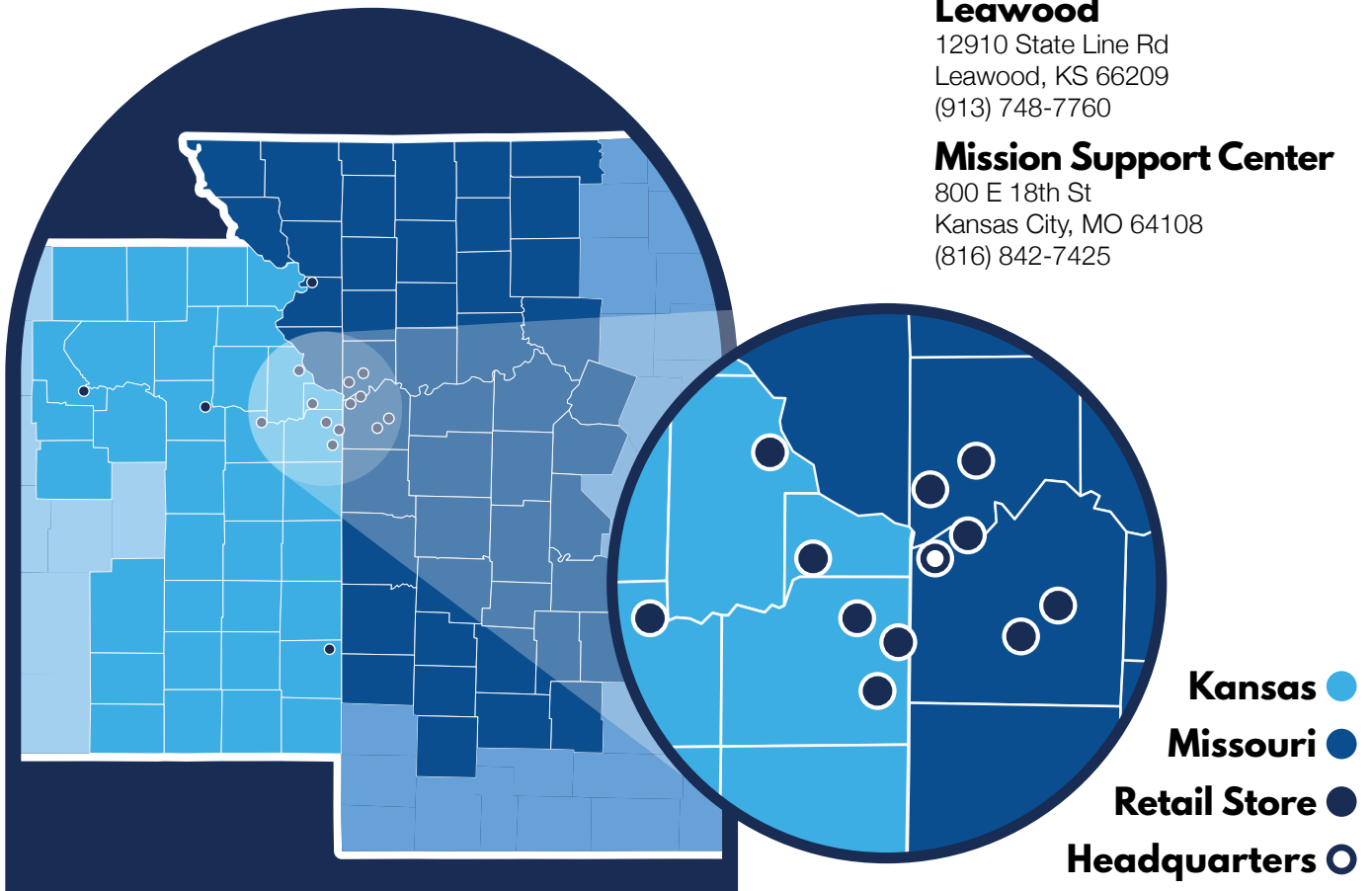
2412 N Broadway St
Pittsburg, KS 66762
(620) 220-5450

Leawood

12910 State Line Rd
Leawood, KS 66209
(913) 748-7760

Mission Support Center

800 E 18th St
Kansas City, MO 64108
(816) 842-7425



2022 Financials (unaudited)

Revenue **\$31,684,535**

Retail Operations **\$24,601,588**

Stores	\$20,703,191
Outlet	\$2,130,454
Salvage	\$1,289,928
Other Retail	\$478,015

Business Solutions **\$4,977,948**

AbilityOne	\$4,977,948
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Philanthropy **\$1,538,271**

Grants	\$876,571
In-Kind Contributions	\$251,223
Capital Campaign	\$213,035
Individual Gifts	\$139,428
Special Events	\$58,014

Other **\$566,728**

Expenses **\$32,742,087**

Programs & Services **\$26,399,124**

Philanthropy & Administration **\$6,342,963**



800 E 18th St | Kansas City, MO 64108
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.