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### Form

Department of the Treasury Internal Revenue Service

### **Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ The organization may have to use a copy of this return to satisfy state reporting requirements

2012 Open to Public Inspection

<u>A</u> _	For the 201	2 calendar year, or tax year beginning , and ending			
В	Check if applicable	C Name of organization GOODWILL INDUSTRIES SERVING		D Employ	yer identification number
	Address change	SERVING SOUTHEAST NEBRASKA, INC			
	Name change	Doing Business As		47-	0376582
$\equiv$	Initial return	Number and street (or P O box if mail is not delivered to street address)	Room/suite	E Teleph	one number
$\equiv$		2100 JUDSON		402	2-438-2022
닏	Terminated	City, town or post office, state, and ZIP code			
$\square$	Amended return	LINCOLN NE 68521		G Gross rece	erpts \$ 4,566,921
	Application pendi	F Name and address of principal officer	M(=) le thus s	seems solven for	affiliates? Yes X No
_		JOANNE PICKREL	H(a) Is this a g	group return for a	
		SAME AS "C" ABOVE	H(b) Are all a	ffiliates include	d? Yes No
			If "N	o," attach a list	(see instructions)
	Tax-exempt stat		_		
<u>J</u>	Website -	www.lincolngoodwill.org	H(c) Group e	xemption numb	er 🕨
*****	Form of organiza	ion X Corporation Trust Association Other ▶ L	Year of formation 1	.932	M State of legal domicile NE
F	art I	Summary			
	1 Briefly	describe the organization's mission or most significant activities:			
æ	WI	LLING WORKERS EMPLOYED AND COMMUNITY RESOURCES MAXIM	IZED.		
ă	ļ				
ēr					
Governance	2 Check	this box 🕨 🔛 if the organization discontinued its operations or disposed of more than 2	5% of its net as	sets	
ಷ	3 Numb	er of voting members of the governing body (Part VI, line 1a)		3	_9
ies	4 Numb	er of independent voting members of the governing body (Part VI, line 1b)		4	9
Activities &	5 Total	number of individuals employed in calendar year 2012 (Part V, line 2a)		5	170
Act	6 Total	number of volunteers (estimate if necessary)		6	225
	7a Total	inrelated business revenue from Part VIII, column (C), line 12		7a	0
	b Net u	related business taxable income from Form 990-T, line 34		7b	0
		(5.4)	Prior Ye		Current Year
ne	8 Contr	butions and grants (Part VIII, line 1h)		1,992	3,227
Revenue	9 Progr	im service revenue (Part VIII, line 2g)		1,842	4,365,561
æ	10 Invest	ment income (Part VIII, column (A), lines 3, 4, and 7d)	2,389	<u>58,236</u>	
	1	revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		8,412	18,286 4,445,310
		evenue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)	3,90	4,635 0	
		s and similar amounts paid (Part IX, column (A), lines 1–3)		0	46,000
		its paid to or for members (Part IX, column (A), line 4)	1 05	8,448	2 176 107
périses	15 Salan	es, other compensation, employee benefits (Part IX, column (A), lines 5–10)	1,93	0,440	<u>2,176,187</u> 0
7	16a Protes	sional fundraising fees (Part IX, column (A), line 11e) undraising expenses (Part IX, column (D), line 25) ▶ 1,386			
ᅏ			1 20	4,952	1,475,195
>	17 Other	expenses (Part IX, column (A), lines 11a–11d, 11f–24e) expenses Add lines 13–17 (must equal Part IX, column (A), line (5) CEIVED		3,400	3,697,382
<u></u>	10 Total	ue less expenses. Subtract line 18 from line 12		1,235	747,928
¥ Maga	G TO TREVE		Beginning of Cu		End of Year
Assets (Balance	<b>20</b> Total	assets (Part X, line 16) APR 2 4 2013		7,072	4,220,050
	21 Total	iabilities (Part X, line 26)	32	8,917	229,803
Ž	22 Net a	sets or fund balances Subtract line 21 from line 20	3,18	8,155	3,990,247
F	Part II	Signature Block			
		of perjury, I declare that I have examined this return, including accompanying schedules and statem			lowledge and belief, it is
e tr	ue, correct, ar	d complete Deglaration of preparer (other than officer) is based on all information of which preparer	has any knowled	ge	
		January 10hl 3-28-2013			
Sig	gn 🖊	Signature of officer		Date	
He	re	Channelickrel, CEO			
		Type or print name and title			
		Type preparer's name Preparer's synature	Date	Check	ıf PTIN
Pai	id <sub>THO</sub>	AS E. GRAFTON	02/26	5/13 self-em	ployed P00282660
		name > GRAFTON & ASSOCIATES, P.C.		Firm's EIN	47-0760951
Us	e Only	5935 S. 56TH ST., SUITE A			
_	Firm	s address LINCOLN, NE 68516		Phone no	402-486-3600
Ма	y the IRS dis	cuss this return with the preparer shown above? (see instructions)			X Yes No
		eduction Act Notice, see the separate instructions.			Form 990 (2012
DAA	•				1 1 1 1

Form 990 (2012) <b>G</b> O	ODWILL INDU	STRIES SERVING	<u>47-0376582</u>	<u> </u>	Page <b>2</b>
Part III State	ement of Program	Service Accomplishments			
		ntains a response to any quest	tion in this Part III		
	the organization's miss ORKERS EMPLO	on OYED AND COMMUNITY	RESOURCES MAXI	MIZED.	
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
0 0 14					
2 Did the organiza		ificant program services during the ye	ear which were not listed on th	е	Yes X No
•	e these new services o	n Schedule O.			1es 110
		or make significant changes in how it	conducts, any program		
services?					Yes X No
	e these changes on Sc				
-		rvice accomplishments for each of its i(4) organizations are required to repo			
•		for each program service reported	it the amount of grants and an	locations to others,	
4a (Code	) (Expenses \$	2,990,423 including grants		) (Revenue \$	4,338,214)
		CES - INCLUDING BEH			
DEVELOPME:	NT, SKILL T	RAINING AND JOB EVA	LUATION.		
4b (Code	) (Expenses \$	165,624 including grants	of \$ 46.000	) (Revenue \$	27,347)
		RESOURCES CENTER I		) (Nevenue ψ	_,,,,,,
		DUALS TO SUCCESSFUI		MENT.	
4c (Code.	) (Expenses \$	including grants	of \$	) (Revenue \$	)
4d Other program	services (Describe in S	chedule O )			
(Expenses \$	CONTROL (DESCRIPTION CO	including grants of \$	) (Revenue \$		)
	service expenses	3,156,047			
	<u> </u>	<u> </u>			- 000

### Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes,"			
	complete Schedule A	_1	Х	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	_2		<u> </u>
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to	_		
_	candidates for public office? If "Yes," complete Schedule C, Part I	3	-	_X_
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h)		v	
	election in effect during the tax year? If "Yes," complete Schedule C, Part II	4	<u> </u>	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues,			
	assessments, or similar amounts as defined in Revenue Procedure 98-197 If "Yes," complete Schedule C,	ا ۽ ا		x
6	Part III  Did the organization maintain any donor advised funds or any similar funds or accounts for which donors	5_		
0	have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If			
	"Yes," complete Schedule D, Part I	6		x
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,			
•	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		x
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes,"			
•	complete Schedule D, Part III	8		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a			
_	custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or			
	debt negotiation services? If "Yes," complete Schedule D, Part IV	9		х
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted			
	endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V	10		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI,			
	VII, VIII, IX, or X as applicable			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes,"			
	complete Schedule D, Part VI	11a	X	
b	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more			
	of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		<u> </u>
С	Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more			
	of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		X
d	·		,	٦,
	reported in Part X, line 16? If "Yes," complete Schedule D, Part IX	11d	v	X
e	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e	X	<u> </u>
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses	445		x
120	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete	11f		<u> </u>
124	Schedule D, Parts XI and XII	12a	х	<u> </u>
ь	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if	14a		$\vdash$
•	the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		x
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking,			
	fundraising, business, investment, and program service activities outside the United States, or aggregate			İ
	foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any			
	organization or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV	15		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance	ĺ		
	to individuals located outside the United States? If "Yes," complete Schedule F, Parts III and IV	16	<u> </u>	X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on			
	Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)	17	<u> </u>	X
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on			
	Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18	<u> </u>	X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a?	١		,.
	If "Yes," complete Schedule G, Part III	19		X
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a	<u> </u>	<u> </u>
<u>b</u>	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b	L	L

Form 990 (2012) GOODWILL INDUSTRIES SERVING
Part IV Checklist of Required Schedules (continued)

			Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to any government or organization			
	in the United States on Part IX, column (A), line 12 If "Yes," complete Schedule I, Parts I and II	21	X	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States			
	on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the			
	organization's current and former officers, directors, trustees, key employees, and highest compensated			
	employees? If "Yes," complete Schedule J	23		X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than			
	\$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b			
	through 24d and complete Schedule K. If "No," go to line 25	24a	<u> </u>	<u> </u>
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
С	Did the organization maintain an escrow account other than a refunding escrow at any time during the year			
	to defease any tax-exempt bonds?	24c		<u> </u>
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction			
_	with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior			
	year, and that the transaction has not been reported on any of the organization's pnor Forms 990 or 990-EZ?			٠,,
	If "Yes," complete Schedule L, Part I	25b		X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or			<b>.</b>
	disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee,			
	substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled			<b>.</b>
	entity or family member of any of these persons? If "Yes," complete Schedule L, Part III	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L,			
_	Part IV instructions for applicable filing thresholds, conditions, and exceptions)	200		x
a	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete	28b		x
_	Schedule L, Part IV  An earth of which a current or former officer, director, trustee, or key employee (or a family member thereof)	260		
С	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		x
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified	- 23		
30	conservation contributions? If "Yes," complete Schedule M	30		x
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N,	30		<del></del>
٠.	Part I	31		x
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes,"	<u> </u>		
-	complete Schedule N, Part II	32		x
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			
	sections 301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I	33		x
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III,			
	or IV, and Part V, line 1	34	х	
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		X
ь	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a			
	controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b	Į	}
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-chantable			
	related organization? If "Yes," complete Schedule R, Part V, line 2	36	L	X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R,			
	Part VI	37	L	X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and			
	19? Note. All Form 990 filers are required to complete Schedule O	38	X	

Pa	ert V Statements Regarding Other IRS Filings and Tax Compliance			
	Check if Schedule O contains a response to any question in this Part V			
1-	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable	r	Yes	No
1a	· · · · · · · · · · · · · · · · · · ·	<del> </del>		
b		-		ĺ
С	Did the organization comply with backup withholding rules for reportable payments to vendors and	1c		
20	reportable gaming (gambling) winnings to prize winners?	16		
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax  Statements, filed for the calendar year ending with or within the year covered by this return  2a 170			
b	Statements, filed for the calendar year ending with or within the year covered by this return  2a   170  If at least one is reported on line 2a, did the organization file all required federal employment tax returns?		x	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	20	-12	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		х
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority	30		
••	over, a financial account in a foreign country (such as a bank account, securities account, or other financial			
	account)?	4a		х
b	If "Yes," enter the name of the foreign country			<u> </u>
-	See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts.			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		x
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
¢	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the			
	organization solicit any contributions that were not tax deductible as charitable contributions?	6a		Х
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or			
	gifts were not tax deductible?	6b		<u> </u>
7	Organizations that may receive deductible contributions under section 170(c).			
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods			
	and services provided to the payor?	7a		X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		<u> </u>
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was			
	required to file Form 8282?	7c		X
d	If "Yes," indicate the number of Forms 8282 filed during the year			
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		Х
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		<u> </u>
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		<u> </u>
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting			
	organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring			İ
_	organization, have excess business holdings at any time during the year?	8		
9	Sponsoring organizations maintaining donor advised funds.			ĺ
a	Did the organization make any taxable distributions under section 4966?	9a		$\vdash$
ь 10	Did the organization make a distribution to a donor, donor advisor, or related person?  Section 501(c)(7) organizations. Enter	9b		<del></del>
a a	Initiation fees and capital contributions included on Part VIII, line 12			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities  10b	<del> </del>		
11	Section 501(c)(12) organizations. Enter			
	Gross income from members or shareholders			
b	Gross income from other sources (Do not net amounts due or paid to other sources			
	against amounts due or received from them.)			
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		ĺ
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.			
а	Is the organization licensed to issue qualified health plans in more than one state?	13a		
	Note. See the instructions for additional information the organization must report on Schedule O			
b	Enter the amount of reserves the organization is required to maintain by the states in which			
	the organization is licensed to issue qualified health plans			
С	Enter the amount of reserves on hand			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
<u>b</u>	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b		<u> </u>
DAA		Form	ո 99(	0 (2012)

	art VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and	for a "	_	age <b>o</b>						
	response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. Sec									
	Check if Schedule O contains a response to any question in this Part VI	, 1113010	JCIIOI	X						
Sec	tion A. Governing Body and Management		_							
	Months of Control of C	$\neg \neg$	Yes	No						
1a	Enter the number of voting members of the governing body at the end of the tax year 1a   9			110						
	If there are material differences in voting rights among members of the governing body, or	1 1								
	if the governing body delegated broad authority to an executive committee or similar									
	committee, explain in Schedule O.		:							
b	Enter the number of voting members included in line 1a, above, who are independent 1b 9									
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with	1 1								
	any other officer, director, trustee, or key employee?	2		X						
3	Did the organization delegate control over management duties customarily performed by or under the direct									
	supervision of officers, directors, or trustees, or key employees to a management company or other person?	3		X						
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?										
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X						
6	Did the organization have members or stockholders?	6		X						
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint									
	one or more members of the governing body?	7a		X						
b	Are any governance decisions of the organization reserved to (or subject to approval by) members,									
	stockholders, or persons other than the governing body?	7b		X						
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:									
а	The governing body?	8a	X							
b	Each committee with authority to act on behalf of the governing body?	8b	Х							
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at									
	the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9		<u> </u>						
Sec	ction B. Policies (This Section B requests information about policies not required by the Internal Revenue Co	<u>de.)</u>								
		$\overline{}$	Yes	No						
10a		10a		<u>X</u>						
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters,									
	affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b								
11a		11a		X						
b			7.							
12a		12a	X							
b		12b	X							
С	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes,"	1	v							
40	describe in Schedule O how this was done	12c	X							
13 14	Did the organization have a written whistleblower policy?	13	X							
14 15	Did the organization have a written document retention and destruction policy?	14								
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?									
•	The organization's CEO, Executive Director, or top management official	150	х							
a b	Other officers or key employees of the organization	15a 15b	X	<del>                                     </del>						
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)	130								
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement									
	with a taxable entity during the year?	16a		x						
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its	100								
	participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the									
	organization's exempt status with respect to such arrangements?	16b		1						
Sec	ction C. Disclosure									
17	List the states with which a copy of this Form 990 is required to be filed ▶ None									
18	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only)									
	available for public inspection. Indicate how you made these available. Check all that apply									
	Own website Another's website X Upon request Other (explain in Schedule O)									
19	Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy,									
	and financial statements available to the public during the tax year.									
20	State the name, physical address, and telephone number of the person who possesses the books and records of the									
	organization ► MICHELLE NOLAN 2100 JUDSON		_	_						
L	INCOLN NE 68521 402	2 - 43	8 - 2	022						

47 -	n	3	7	6	5	8	2

Page 7

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year
- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
  - List all of the organization's current key employees, if any See instructions for definition of "key employee"
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. List persons in the following order individual trustees or directors, institutional trustees; officers, key employees; highest compensated employees, and former such persons

compensated employees, and former such persons Check this box if neither the organization nor any related organizations compensated any current officer, director, or trustee (F) (D) (E) Reportable Estimated Reportable Name and Title Average Position (do not check more than one compensation compensation from amount of hours per box, unless person is both an from related other week organizations compensation officer and a director/trustee) the (list any (W-2/1099-MISC) organization from the hours for nstitutional organization lighest (W-2/1099-MISC) related dividual trustee director ployee and related employee organizations organizations below dotted compensated line) l trustee (1) JAN NORLANDER-JENSEN 0.30 X 0.00 X 0 0 PRESIDENT (2) LAURA ARP 0.30 0 X 0 0.00 0 (3) STAN CAMPBELL 0.30 0.00 X 0 0 0 (4) BECKY BRUCKNER 0.30 0.00 X 0 0 (5) TIM MURPHY 0.30 0.00 X 0 0 0 (6) ROB SIMON 0.30 0.00 X 0 0 0 (7) KATIE THOMPSON 0.30 X 0 0 X SECRETARY 0.00 (8) KARI KNOEDLER 0.30 0.00 X 0 0 0 (9) AMY SHRECK 0.30 0.00 X 0 0 0 (10) JOANNE PICKREL 40.00 0 0.00 X 5,881 88,815 (11) MICHELLE NOLAN 40.00 0.00 0 5,881 53,185 CFO DAA Form 990 (2012)

Pa	rt VII Section A. Officers	, Directors, Tru	stee	s, K	ey E	mpl	oyee	s, a	nd Highest Compensated	Employees (continued)				
	(A) Name and title	(B) Average hours per week (list any hours for	bo	x, unl	Pos check ess pe nd a d	rson ı	s both	an	(D) Reportable compensation from the organization	(E) Reportable compensation from related organizations (W-2/1099-MISC)	co	(F) Estimate amount other ompensa from the	of ation	
		related organizations below dotted line)	Key employee Officer Institutional trustee Individual trustee or director		Highest compensated employee	Former	(W-2/1099-MISC)	(W-ZI IUSS-MIGO)	organization and related organizations					
(12)													-	
(13)				-										
(14)													-	
(15)														
(16)														
(17)					<u> </u>									
(18)														
(19)													·	
1b c	Sub-total  Total from continuation she	ets to Part VII.	Sect	ion i	 A		_	<b>&gt;</b>	142,000			1	1,	762
<u>d</u>	Total (add lines 1b and 1c)  Total number of individuals (in reportable compensation from	ncluding but not	limite	ed to		se lis	ted a	abov	142,000 re) who received more than			1	1,	762
3	Did the organization list any for employee on line 1a? If "Yes," For any individual listed on lin organization and related organization	" complete Sche e 1a, is the sum	dule of re	J fo	r suc able	h ind	dividi ipen:	ual satio	on and other compensation	from the		3	Yes	X X
5	Did any person listed on line for services rendered to the o									r individual		5		х
Sect 1	ion B. Independent Contractor Complete this table for your fi		ensa	ated	ınde	penc	dent (	cont	ractors that received more	than \$100,000 of				
	compensation from the organ								dar year ending with or with		ear.		(C)	
	Name and	Dusiness address							Descrip	otion of services		Cor	mperisa	tion
													<del></del> -	
									-					
2	Total number of independent received more than \$100,000	contractors (incl	uding	g but	t not	limit	ed to	tho	se listed above) who	0				

Pa	rt VI	Statement of Reversible Check if Schedule (		tains a r	esponse to	anv question in the	his Part VIII.		П
						(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
t s	1a	Federated campaigns	1a						
ig il		Membership dues	1b						
S, E	С	Fundraising events	1c						
ar Z		Related organizations	1d						
S, E		Government grants (contributions)	1e						
<u>rig</u>	f	All other contributions, gifts, grants,							
캶		and similar amounts not included above	1f		3,227				
털	g	Noncash contributions included in lines 1a	-1f \$	6					
<u>မေ</u>	h	Total. Add lines 1a-1f			<b>•</b>	3,227			
e e					Busn. Code				
, e	2a	RETAIL STORES			453310	4,338,214	4,338,214		
2	b	EMPLOYMENT SERVICES			453310	27,347	27,347		
Š	C								
Sei	d								
Program Service Revenue Contributions, Gifts, Grants	e								
ō	f	All other program service reve	nue						
_	9	Total. Add lines 2a-2f			<b>•</b>	4,365,561			·····
	3	Investment income (including	dıvıden	ds, intere	st,				40.050
		and other similar amounts)			▶  -	42,963			42,963
	4	Income from investment of tax	k-exem	ot bond pi	roceeds 🕨 📙				
	5	· · · · · · · · · · · · · · · · · · ·		<b>•</b>					
	_			(II) P	ersonal		1		
	6a	Gross rents							
	b	Less rental exps				ĺ			
	C	Rental inc or (loss)				İ			
	d 7a	Gross amount from (i) Secunties	,	(11)	Other .				
		sales of assets	,884	(")	Other				
	h	other than inventory Less cost or other	, 001						
			,011		600				
	_	` <del></del>	,873		-600				
		Net gain or (loss)	,		<b>•</b>	15,273	15,273	·	
		Gross income from fundraising eve	ents [						
Other Revenue		(not including \$							
Ž		of contributions reported on line 1c	:)		ĺ	1			
Ř		See Part IV, line 18	´ a						
ţ.	b	Less direct expenses	ь		:				
Ó		Net income or (loss) from fund	draising	events	<b></b>				
		Gross income from gaming activities							
		See Part IV, line 19	а						
	ь	Less direct expenses	ь						
	С	Net income or (loss) from gar	ning ac	tivities	<u> </u>				
	10a	Gross sales of inventory, less	,			1			
		returns and allowances	а						
	b	Less: cost of goods sold	b						
	С	Net income or (loss) from sale	es of in	ventory	<b>•</b>				
		Miscellaneous Revenue			Busn. Code				
	11a	MISCELLANEOUS			453310	18,286	18,286		
	b								
	С								
	d	All other revenue			L				
	e	Total. Add lines 11a-11d			<b>P</b>	18,286	4 200 200		40.000
	12	Total revenue. See instruction	ns		<b>▶</b> ]	4,445,310	4,399,120	0	42,963

### Part IX Statement of Functional Expenses

Secti	on 501(c)(3) and 501(c)(4) organizations must co Check if Schedule O contains a respo			olete column (A)	
_		(A)	(B)	(C)	(D)
	not include amounts reported on lines 6b,	Total expenses	Program service	Management and	Fundraising
	8b, 9b, and 10b of Part VIII.	<del></del>	expenses	general expenses	expenses
1	Grants and other assistance to governments and	46 000	46 000		
_	organizations in the U S See Part IV, line 21	46,000	46,000		
2	Grants and other assistance to individuals in				
_	the U.S. See Part IV, line 22				
3	Grants and other assistance to governments,				
	organizations, and individuals outside the				
	U S. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors,	152 762		152 762	
_	trustees, and key employees	153,762		153,762	
6	Compensation not included above, to disqualified				
	persons (as defined under section 4958(f)(1)) and				
_	persons described in section 4958(c)(3)(B)	1 ((2 2(0	1 406 227	166 202	740
7	Other salaries and wages	1,663,368	1,496,337	166,282	749
8	Pension plan accruals and contributions (include				
_	section 401(k) and 403(b) employer contributions)	102 064	05 606	16 457	<del>_</del>
9	Other employee benefits	102,064 256,993	85,606 229,538	16,457 27,334	121
10	Payroll taxes	230,993	229,536	21,334	121
11	Fees for services (non-employees):				
a	Management				
b	Legal	15,007	6,487	8,138	382
С.	Accounting	15,007	0,40/	0,136	362
a	Lobbying Co. Bat N. Inc. 47		1		_
e	Professional fundraising services See Part IV, line 17	9 000	+	9 000	
f	Investment management fees	8,908		8,908	<del></del>
g	Other (If line 11g amount exceeds 10% of line 25, column	27 512	32 004	E E00	
	(A) amount, list line 11g expenses on Schedule O)	37,512 52,228	32,004 48,085	5,508	<del></del>
12	Advertising and promotion	222,069	202,567	4,143 19,486	16
13	Office expenses	222,009	202,367	19,400	10
14	Information technology				<del></del>
15	Royalties	791,150	744,546	16 601	
16	Occupancy	22,508	17,088	46,604 5,412	8
17	Travel	22,508	17,000	5,412	- 6
18	Payments of travel or entertainment expenses				
40	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	4 452	599	3 054	<del> </del>
20	Interest Payments to office to	4,453	533	3,854	
21	Payments to affiliates	192,980	133,959	59,021	· · · · · · · · · · · · · · · · · · ·
22	Depreciation, depletion, and amortization	36,836	30,572	6,264	
23	Insurance Other eveness Items eveness not severed	30,630	30,312	0,204	······································
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24e If				
	line 24e amount exceeds 10% of line 25, column				
	1				
_	(A) amount, list line 24e expenses on Schedule O ) SUPPLIES	49,096	43,911	5,185	·
a b	FUEL	19,276	19,276	3,103	<del></del>
_	DRUG/EMPLOYMENT TESTING	8,151	8,043	100	8
٦ د	CERTIFICATION	5,800	5,800	100	
d		9,221	5,629	3,491	101
	All other expenses  Total functional expenses. Add lines 1 through 24e	3,697,382	3,156,047	539,949	1,386
25 26	Joint costs. Complete this line only if the	3,051,302	3,130,047	333,323	1,380
20	organization reported in column (B) joint costs from a combined educational campaign and				
	fundraising solicitation Check here ► if following SOP 98-2 (ASC 958-720)				
DAA					990 (0040)

Part X **Balance Sheet** Check if Schedule O contains a response to any question in this Part X (A) (B) Beginning of year End of year 723,502 Cash-non-interest bearing 1 668,204 2 Savings and temporary cash investments 3 3 Pledges and grants receivable, net 6,309 Accounts receivable, net 4 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L 6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L Notes and loans receivable, net 199,178 213,085 Inventories for sale or use 41,770 31,754 Prepaid expenses and deferred charges 9 10a Land, buildings, and equipment cost or 2,823,639 other basis Complete Part VI of Schedule D 10a 1,612,134 10b 1,167,569 1,211,505 b Less accumulated depreciation 10c 1,381,099 2,082,748 11 11 Investments—publicly traded securities 12 Investments—other securities See Part IV, line 11 12 13 Investments—program-related See Part IV, line 11 13 14 Intangible assets 14 3,954 6,445 15 Other assets See Part IV, line 11 15 3,517,072 4,220,050 16 Total assets. Add lines 1 through 15 (must equal line 34) 16 206,077 227,279 17 Accounts payable and accrued expenses 17 18 18 Grants payable 19 Deferred revenue 19 20 20 Tax-exempt bond liabilities 21 Escrow or custodial account liability. Complete Part IV of Schedule D 21 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L 22 113,195 23 Secured mortgages and notes payable to unrelated third parties 23 24 24 Unsecured notes and loans payable to unrelated third parties Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X 9,645 2,524 of Schedule D 25 328,917 229,803 26 Total liabilities. Add lines 17 through 25 26 Organizations that follow SFAS 117 (ASC 958), check here ▶ Net Assets or Fund Balances complete lines 27 through 29, and lines 33 and 34. 3,175,075 3,977,719 27 27 Unrestricted net assets 13,080 12,528 28 Temporarily restricted net assets 28 29 Permanently restricted net assets 29 Organizations that do not follow SFAS 117 (ASC 958), check here ▶ complete lines 30 through 34. 30 Capital stock or trust principal, or current funds 31 31 Paid-in or capital surplus, or land, building, or equipment fund 32 Retained earnings, endowment, accumulated income, or other funds 32 3,188,155 3,990,247 33 Total net assets or fund balances 33 3,517,072 4,220,050 Total liabilities and net assets/fund balances

Form	1 990 (2012) GOODWILL INDUSTRIES SERVING 47-0376582				Pag	e 12
Pa	rt XI Reconciliation of Net Assets					
	Check if Schedule O contains a response to any question in this Part XI					
1	Total revenue (must equal Part VIII, column (A), line 12)	1			5,3	
2	Total expenses (must equal Part IX, ∞lumn (A), line 25)	2	3	, 69	7,3	382
3	Revenue less expenses. Subtract line 2 from line 1	3		74	7,9	28
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	3	,18	8,1	L55
5	Net unrealized gains (losses) on investments	5		5	4,1	L64
6	Donated services and use of facilities	6				
7	Investment expenses	7				
8	Prior period adjustments	8				
9	Other changes in net assets or fund balances (explain in Schedule O)	9				
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line					
	33, column (B))	10	3	,99	0,2	247
Pa	rt XII Financial Statements and Reporting					
	Check if Schedule O contains a response to any question in this Part XII					
					Yes	No
1	Accounting method used to prepare the Form 990: Cash X Accrual Other		ſ			
	If the organization changed its method of accounting from a prior year or checked "Other," explain in					j
	Schedule O		ŀ			j
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		Į	2a		X
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or		Ī			
	reviewed on a separate basis, consolidated basis, or both:					
	Separate basis Consolidated basis Both consolidated and separate basis					- {
b	Were the organization's financial statements audited by an independent accountant?			2b	X	
	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a					,
	separate basis, consolidated basis, or both:					
	X Separate basis Consolidated basis Both consolidated and separate basis					i
С	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight					
	of the audit, review, or compilation of its financial statements and selection of an independent accountant?			2c	х	
	If the organization changed either its oversight process or selection process during the tax year, explain in		Ī			1
	Schedule O					{
За	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in		ļ			
	the Single Audit Act and OMB Circular A-133?			3a		
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the		1			
	required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits			3b		
				Form	990	(2012)

### SCHEDULE A . (Form 990 or 990-EZ)

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization

GOODWILL INDUSTRIES SERVING SERVING SOUTHEAST NEBRASKA, INC

Employer identification number 47 - 0376582

OMB No 1545-0047

2012

ţ,	Reas	on for Public Charity	Status (All organizations	must co	mplete	this pa	ırt.) Se	e insti	ruction	<u>1S.</u>			_		
ga	inization is not	a private foundation becaus	e it is: (For lines 1 through 11, c	heck only	one box	.)									
	A church, cor	nvention of churches, or ass	ociation of churches described i	n section	170(b)(1	)(A)(i).									
	A school des	cribed in section 170(b)(1)(	A)(ii). (Attach Schedule E)												
	A hospital or	a cooperative hospital service	ce organization described in sec	ction 170	(b)(1)(A)(	iii).									
	•	·	d in conjunction with a hospital o			•	)(1)(A)(ii	i). Ente	r the ho	ospital's	name				
	city, and state	- ·	,			- • -		,				•			
$\neg$	•		of a college or university owned	or operate	ed by a go	overnme	ental unit	descri	oed in						
	•	b)(1)(A)(iv). (Complete Part	•	от орогос	, a s										
$\neg$			overnmental unit described in s	ection 17	0(h)(1)(A	1/v1									
ᅥ							rom the	genera	Loublic						
An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II)															
$\neg$	A community trust described in section 170(b)(1)(A)(vi). (Complete Part II )														
v	A community trust described in section 170(b)(1)(A)(VI). (Complete Part II )  X  An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross														
receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its															
support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III)															
$\neg$		· ·	, ,, ,	•		•									
⊣	•	•	exclusively to test for public safe	•				4 45-							
			exclusively for the benefit of, to ed organizations described in se				-								
		• • • • • • • • • • • • • • • • • • • •	-					•	section	l					
	r	$\overline{}$	he type of supporting organizati			r									
$\neg$	a Type		c Type III–Functions			d (				ionally ii	ntegra	tea			
		· · · · · · · · · · · · · · · · · · ·	panization is not controlled direct	-					•						
		<del>-</del>	er than one or more publicly sup	ported or	gariizatior	is descr	ibea in s	ection :	509(a)(	')					
	or section 50		and a state of frame that IDC that it is	a T I	Town II	<b>T</b>		4							
	_		ermination from the IRS that it is	a Type I,	rype ii, t	or Type	iii suppc	rung							
		check this box				_							Ш		
	•	•	tion accepted any gift or contrib	ution from	any of the	ie									
	following per												<u> </u>		
		-	ontrols, either alone or together	with perso	ons descr	ibea in (	ii) and				44 (2)	Yes	No		
		w, the governing body of the									11g(i)		-		
	• •	member of a person describ	` '								11g(ii)		_		
		• •	described in (i) or (ii) above?								11g(III)		l		
			he supported organization(s)	T (5-4) - 4		645-4		6.51	- 4						
	ne of supported ganization	(n) EIN	(iii) Type of organization (described on lines 1–9		organization sted in your	(v) Did y the organ	nzation in	organizat	s the ion in col	(VII) A	mount o supp		ary		
			above or IRC section		document?	, , ,	of your		zed in the						
			(see instructions))	Yes	No	Yes	ort? No	Yes	No						
-				162	No	162	140	162	NO						
				<del>                                     </del>											
									·····						
				1				<u> </u>							
				<u> </u>											
					<u> </u>	L	<b>.</b>								

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2012

Page 2

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

	tion A. Public Support							
Caler	dar year (or fiscal year beginning in) ▶	(a) 2008	<b>(b)</b> 2009	(c) 2010	(d) 2011	(e) 201	2	(f) Total
1	Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")							
2	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf							
3	The value of services or facilities furnished by a governmental unit to the organization without charge		_					
5	Total. Add lines 1 through 3  The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)							
6	Public support. Subtract line 5 from line 4							
	tion B. Total Support				<u> </u>			
Cale	ndar year (or fiscal year beginning in) ▶	(a) 2008	<b>(b)</b> 2009	(c) 2010	(d) 2011	(e) 201	12	(f) Total
7	Amounts from line 4							
8	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	_						
9	Net income from unrelated business activities, whether or not the business is regularly carried on							
10	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV)							
11	Total support. Add lines 7 through 10							
12	Gross receipts from related activities, etc.	,					12	
13	First five years. If the Form 990 is for the	organization's firs	t, second, third, fo	ourth, or fifth tax ye	ear as a section 50	1(c)(3)		. $\square$
	organization, check this box and stop her			<del> </del>				<b>&gt;</b> ]
Sec	tion C. Computation of Public Su	upport Percen	tage				1 1	<del></del>
14	Public support percentage for 2012 (line 6			nn (f))			14	<u>%</u>
15	Public support percentage from 2011 Sch						15	%_
16a	33 1/3% support test—2012. If the organ				33 1/3% or more,	check this		. □
	box and stop here. The organization qual		· · · · · · ·		45 00 4 (00)			▶ ∐
b	33 1/3% support test—2011. If the organ				15 is 33 1/3% or n	nore,		. □
47-	check this box and stop here. The organi				Co or 1Ch and lin	. 11.0		
17a	10%-facts-and-circumstances test—20° 10% or more, and if the organization mee	-						
	Part IV how the organization meets the "fa organization							▶ [
b	10%-facts-and-circumstances test—20: 15 is 10% or more, and if the organization Explain in Part IV how the organization misupported organization	meets the "facts-	and-circumstance	s" test, check this	box and stop here	€.		▶ □
18	Private foundation. If the organization di	d not check a box	on line 13, 16a, 1	6b, 17a, or 17b, ch	neck this box and s	see		
	instructions							▶ [

### Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II.)

If the organization fails to qualify under the tests listed below, please complete Part II.)

	If the organization fails to	quality under the	e tests listed be	elow, please co	mplete Part II.	)	
	tion A. Public Support						
Caler	ndar year (or fiscal year beginning in) 🕨	(a) 2008	<b>(b)</b> 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1	Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants")	25,066	25,048	58,679	41,992	3,227	154,012
2	Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	2,864,349	3,184,369	3,338,665	3,830,254	4,383,847	17,601,484
3	Gross receipts from activities that are not an unrelated trade or business under section 513						
4	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5	The value of services or facilities furnished by a governmental unit to the organization without charge						
6	Total. Add lines 1 through 5	2,889,415	3,209,417	3,397,344	3,872,246	4,387,074	17,755,496
7a	Amounts included on lines 1, 2, and 3 received from disqualified persons						
b	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
C	Add lines 7a and 7b						
8	Public support (Subtract line 7c from line 6)						17,755,496
	tion B. Total Support						<del></del>
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2008	<b>(b)</b> 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
9	Amounts from line 6	2,889,415	3,209,417	3,397,344	3,872,246	4,387,074	17,755,496
10a	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	27,212	24,391	27,408	32,389	42,963	154,363
b	Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975	27,212	24,351	27,400	32,309	12,303	131,303
С	Add lines 10a and 10b	27,212	24,391	27,408	32,389	42,963	154,363
11	Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12	Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV)						
13	Total support. (Add lines 9, 10c, 11,						
	and 12.)	2,916,627	3,233,808	3,424,752	3,904,635	4,430,037	17,909,859
14	First five years. If the Form 990 is for the	organization's first	, second, third, fou	ırth, or fifth tax yea	r as a section 501	(c)(3)	_
	organization, check this box and stop her		<u> </u>				<u> </u>
Sec	tion C. Computation of Public Su	upport Percent	age				
15	Public support percentage for 2012 (line 8	, column (f) divided	l by line 13, colum	n (f))		15	99.14%
16	Public support percentage from 2011 Sch					16	99.07%
Sec	tion D. Computation of Investme				<u></u>	<del></del>	
17	Investment income percentage for 2012 (			column (f))		17	1 %
18	Investment income percentage from 2011					18	1%_
19a	33 1/3% support tests—2012. If the orga						. ==
	17 is not more than 33 1/3%, check this b	<u>=</u>	=				► X
b	33 1/3% support tests—2011. If the orga						▶ □
•	line 18 is not more than 33 1/3%, check the		=	-		=	
20	Private foundation. If the organization di	o not cneck a box c	on line 14, 19a, or	IND, CRECK this box	k and see instructi	ons	

	ı	•	•						
2/26/2013 11:44 AM	Amount	\$ 3,227	\$ 3,227		Amount	\$ 4,338,214 27,347 18,286 \$ 4,383,847		Amount	\$ 17,608 \$ 25,355 \$ 42,963
7511 GOODWILL INDUSTRIES SERVING 47-0376582 FYE: 12/31/2012	Schedule A, Part III, Line 1(e)	CONTRIBUTIONS	IN-KIND RENT Total	Schedule A, Part III, Line 2(e)	Description	RETAIL STORES EMPLOYMENT SERVICES MISCELLANEOUS Total	Schedule A, Part III, Line 10a(e)	Description	INTEREST DIVIDENDS Total

### **SCHEDULE C** (Form 990 or 990-EZ)

### Political Campaign and Lobbying Activities

OMB No 1545-0047

For Organizations Exempt From Income Tax Under section 501(c) and section 527

► Complete if the organization is described below. ► Attach to Form 990 or Form 990-EZ.

Open to Public Inspection

Department of the Treasury Internal Revenue Service

► See separate instructions.

• Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C.

GOODWILL INDUSTRIES SERVING

- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

• Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B. Do not complete Part II-A

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35c (Proxy Tax), then

• Section 501(c)(4), (5), or (6) organizations Complete Part III.

Nam	e of organization GOODWILL INDUSTRIES			Employer identificati	
	SERVING SOUTHEAST NE			47-03765	
	t I-A Complete if the organization is exen	-		i 527 organizatio	<u>on</u>
1	Provide a description of the organization's direct and indire	ect political campaign activities i	n Part IV		
2	Political expenditures			▶ \$	
3	Volunteer hours			•	
Par	t I-B Complete if the organization is exen	npt under section 501(c)	(3).		
1	Enter the amount of any excise tax incurred by the organiz	zation under section 4955		▶ \$	
2	Enter the amount of any excise tax incurred by organization	on managers under section 4955	5	▶ \$	
3	If the organization incurred a section 4955 tax, did it file Fe	orm 4720 for this year?			Yes No
4a	Was a correction made?				Yes No
b	If "Yes," describe in Part IV				
Pai	t I-C Complete if the organization is exen	npt under section 501(c)	, except section	on 501(c)(3).	
1	Enter the amount directly expended by the filing organizat	ion for section 527 exempt func	tion		
	activities			▶ \$	
2	Enter the amount of the filing organization's funds contribu	uted to other organizations for se	ection		
	527 exempt function activities			▶ \$	
3	Total exempt function expenditures Add lines 1 and 2 En	iter here and on Form 1120-POI	-•		
	line 17b			▶ \$	
4	Did the filing organization file Form 1120-POL for this year	ar?			Yes No
5	Enter the names, addresses and employer identification in	, ,	_	<del>-</del>	
	organization made payments For each organization listed				
	the amount of political contributions received that were pro-	• •	•	-	
	as a separate segregated fund or a political action commi	ttee (PAC) If additional space is	s needed, provide ir	nformation in Part IV	
	(a) Name	(b) Address	(c) EIN	(d) Amount paid from	(e) Amount of political
				filing organization's funds if none, enter -0-	contributions received and promptly and directly
				ionas ir none, enter e	delivered to a separate
					political organization If none, enter -0-
			1		none, enter -v-
(1)			1		
		. ,			
(2)					ı
(3)					
(4)					
(5)					
(6)					.,,
For P	manuark Paduction Act Notice see the Instructions for Form 990 or 990-			California d	7 (Farm 000 or 000 F7) 2040

Schedule C (Form 990 or 990-EZ) 2012 G	OODWILL INDUSTR	RIES SERVING	3	47-0376582	Page 2
Part II-A Complete if the	organization is exemp	t under section 5	01(c)(3) and fi	ed Form 5768 (ele	ection under
section 501(h)).					
	anization belongs to an				up member's
•	s, EIN, expenses, and s			-	
3 Check ▶ ☐ if the filing org	janization checked box A	A and "limited cont	rol" provisions	apply	
Limits	on Lobbying Expendit	ures		(a) Filing	(b) Affiliated
(The term "expend	itures" means amounts p	aid or incurred.)		organization's totals	group totals
1a Total lobbying expenditures to inf	luence public opinion (grass re	oots lobbying)			
b Total lobbying expenditures to inf	luence a legislative body (dire	ct lobbying)			
c Total lobbying expenditures (add	lines 1a and 1b)		<u> </u>		
d Other exempt purpose expenditu	res				
e Total exempt purpose expenditur	es (add lines 1c and 1d)				
f Lobbying nontaxable amount En	ter the amount from the follow	ing table in both			
columns					
if the amount on line 1e, column (a) or (b	) is: The lobbying nontaxab	le amount is			
Not over \$500,000	20% of the amount on lir	ne 1e			
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of th	e excess over \$500,000			
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of th	e excess over \$1,000,000			
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the	excess over \$1,500,000			
Over \$17,000,000	\$1,000,000				
g Grassroots nontaxable amount (e	enter 25% of line 1f)		<u> </u>		
h Subtract line 1g from line 1a If ze	ero or less, enter -0-				
i Subtract line 1f from line 1c If ze	ero or less, enter -0-				
j If there is an amount other than z	zero on either line 1h or line 1i	, did the organization f	ile Form 4720		
reporting section 4911 tax for this	s year?				Yes No
	4-Year Averagir	ng Period Under	Section 501(h)		
(Some organization	ons that made a sectio				he five
• • •	nns below. See the ins				
	Lobbying Expenditu	res During 4-Yea	r Averaging P	<u>eriod</u>	
Calendar year (or fiscal year	4 > 2005	43.0040		( 1) 0040	() = ( )
beginning in)	(a) 2009	<b>(b)</b> 2010	(c) 2011	(d) 2012	(e) Total
			· · · · · · · · · · · · · · · · · · ·		<u> </u>
2a Lobbying nontaxable amount					
b Lobbying ceiling amount					
(150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
<ul> <li>Grassroots ceiling amount</li> </ul>					

Schedule C (Form 990 or 990-EZ) 2012

(150% of line 2d, column (e))

f Grassroots lobbying expenditures

or each "Yes," response to lines 1a through 1i below, provide in Part IV a detailed	(a	2)	(b)
escription of the lobbying activity.	Yes	No	Amount
Dunng the year, did the filing organization attempt to influence foreign, national, state or local			
legislation, including any attempt to influence public opinion on a legislative matter or			
referendum, through the use of:			
a Volunteers?		X	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	X		
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?	<u> </u>	X	<u>-</u> .
f Grants to other organizations for lobbying purposes?	<del>  , ,</del>	X	6 06
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X	75	6,06
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?		X	<del></del>
i Other activities?	i	Х	C 0.0
j Total. Add lines 1c through 1i			6,06
a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?	ļ	X	
b If "Yes," enter the amount of any tax incurred under section 4912		l ⊢	
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912		<u> </u>	
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?  art III-A Complete if the organization is exempt under section 501(c)(4), section	n 501/a\	(5) 07	coction
501(c)(6).	11 30 1(0)	(5), UI	Section
301(0)(0).		_	Yes No
Were substantially all (90% or more) dues received nondeductible by members?			1
- ,			<del> </del>
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?			2
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?	n 501(c)	(5), or	3
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?			2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B  Complete if the organization is exempt under section 501(c)(4), section			2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "Yes."			2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "Yes."  Dues, assessments and similar amounts from members		R (b) if	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "Yes."  Dues, assessments and similar amounts from members		R (b) if	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of		R (b) if	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year		R (b) if	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		1 2a	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year  Carryover from last year  Carryover from last year		1 2a 2b	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year  Carryover from last year  Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues		2a 2b 2c	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  The second of the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year  Carryover from last year  Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues		2a 2b 2c	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year  Carryover from last year  Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues  If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the		2a 2b 2c	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year  Carryover from last year  Carryover from last year  Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues  If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?		2a 2b 2c 3	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year  Carryover from last year  Carryover from last year  Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues  If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying		2a 2b 2c 3	2 3 section
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  a Current year  b Carryover from last year  c Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues  If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?  Taxable amount of lobbying and political expenditures (see instructions)	'No," Ol	2a 2b 2c 3 4 5	section Part III-A, line 3
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  a Current year  b Carryover from last year  c Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues  If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?  Taxable amount of lobbying and political expenditures (see instructions)  art IV Supplemental Information  Implete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4; Part I-C, line 5; Part	'No," Ol	2a 2b 2c 3 4 5	section Part III-A, line 3
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  art III-B	'No," Ol	2a 2b 2c 3 4 5	section Part III-A, line 3
Did the organization make only in-house lobbying expenditures of \$2,000 or less?  Did the organization agree to carry over lobbying and political expenditures from the prior year?  Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "answered "Yes."  Dues, assessments and similar amounts from members  Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).  Current year  Carryover from last year  Total  Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues if notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?  Taxable amount of lobbying and political expenditures (see instructions)	'No," Ol	2a 2b 2c 3 4 5	section Part III-A, line

## SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service

### **Supplemental Financial Statements**

Complete if the organization answered "Yes," to Form 990,
 Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
 Attach to Form 990.
 See separate instructions.

OMB No 1545-0047

2012

Open to Public

Name of the organization Employer identification number GOODWILL INDUSTRIES SERVING SERVING SOUTHEAST NEBRASKA, INC 47-0376582 Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6 (a) Donor advised funds (b) Funds and other accounts Total number at end of year 1 Aggregate contributions to (during year) Aggregate grants from (during year) Aggregate value at end of year Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7 Purpose(s) of conservation easements held by the organization (check all that apply) Preservation of land for public use (e.g., recreation or education) Preservation of an historically important land area Protection of natural habitat Preservation of a certified historic structure Preservation of open space Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year Held at the End of the Tax Year a Total number of conservation easements 2a Total acreage restricted by conservation easements 2b c Number of conservation easements on a certified historic structure included in (a) 2¢ d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year Number of states where property subject to conservation easement is located > Does the organization have a written policy regarding the periodic monitoring, inspection, handling of Yes No violations, and enforcement of the conservation easements it holds? Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B) Yes No (i) and section 170(h)(4)(B)(ii)? In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8. 1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items: (i) Revenues included in Form 990, Part VIII, line 1 (ii) Assets included in Form 990, Part X If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items: Revenues included in Form 990, Part VIII, line 1 Assets included in Form 990, Part X

Schedule D (Form 990) 2012

1,211,505

e Other

Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c) )

-	
Daga	

Part VII	Investments—Other Securities. See Form 990,	Part X, line 12.		
	(a) Description of security or category	(b) Book value	(c) Method of	
	(including name of security)		Cost or end-of-yea	r market value
(1) Financial (			<u> </u>	
	eld equity interests	··.		
(3) Other			<u>.</u>	
(A)				
(B)				<u> </u>
(C)				<del></del>
(D)			<del></del>	
(E)				
(F)		-		
(G)		-		
(H)				
(I)	n (b) must equal Form 990. Part X. col. (B) line 12 )			
Part VIII	n (b) must equal Form 990, Part X, col. (B) line 12 )  Investments—Program Related. See Form 990	Dart Y line 13		· · · · · · · · · · · · · · · · · · ·
rait yiii	(a) Description of investment type	(b) Book value	(c) Method of	valuation
	(a) bescription of investment type	(b) Book Value	Cost or end-of-year	
(1)			•	
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
_(8)				
(9)	-			
(10)				
	in (b) must equal Form 990, Part X, col (B) line 13)			
Part IX	Other Assets. See Form 990, Part X, line 15.		· · · · · · · · · · · · · · · · · · ·	(h) Park value
(4)	(a) Description	-		(b) Book value
(1)		<del>.</del>		
(2)	- "			
(3)				
(4)				
(6)		<del></del>		<del> </del>
(7)	<del></del>			
(8)				
(9)				
(10)				
	in (b) must equal Form 990, Part X, col. (B) line 15)		<b>•</b>	
Part X	Other Liabilities. See Form 990, Part X, line 25.			_
1.	(a) Description of liability	(b) Book value		
	income taxes			
(2) CAPI	TAL LEASE PAYABLE	2,524		
(3)				
_(4)	<u> </u>			
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				
(11)	on /h) must soud Form 200. Bad V and /D) has 25	2,524		
	nn (b) must equal Form 990, Part X, col (B) line 25 )	<del></del>	l statements that assets the	
-	SC 740) Footnote In Part XIII, provide the text of the footnote to			organization s
navility for un	certain tax positions under FIN 48 (ASC 740). Check here if the	text of the loothole has be	En provided III Part XIII	

Sche	dule D (Form, 990) 2012 GOODWILL INDUSTRIES SERVING		<u>47-037658</u>	<u>2</u>	Page_	<u>4</u>
Pa	rt XI Reconciliation of Revenue per Audited Financial Statemen	nts W	ith Revenue per Re	turn	_	
1	Total revenue, gains, and other support per audited financial statements			1	4,499,47	4
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12	_				_
а	Net unrealized gains on investments	2a	54,164			
b	Donated services and use of facilities	2b			ļ	
С	Recovenes of pnor year grants	2c				
d	Other (Describe in Part XIII.)	2d				
е	Add lines 2a through 2d			2e	54,16 4,445,31	4
3	Subtract line 2e from line 1			3	4,445,31	0
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:					
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a				
b	Other (Describe in Part XIII.)	4b				
С	Add lines 4a and 4b			4c		
_ 5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)			5	4,445,31	0
Pa	art XII Reconciliation of Expenses per Audited Financial Statement	ents \	Nith Expenses per F	Retur		
1	Total expenses and losses per audited financial statements		-	1	3,697,38	2
2	Amounts included on line 1 but not on Form 990, Part IX, line 25					
а	Donated services and use of facilities	2a				
b	Prior year adjustments	2b				
С	Other losses	2c				
d	Other (Describe in Part XIII )	2d				
е	Add lines 2a through 2d			2e		
3	Subtract line 2e from line 1			3	3,697,38	2
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:				]	
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a				
b	Other (Describe in Part XIII.)	4b				
С	Add lines 4a and 4b			4c		
5	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)			5	3,697,38	2

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4; Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b Also complete this part to provide any additional information

Supplemental Information

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SCHEDULE I (Form 990) Department of the Treasury Internal Revenue Service

Grants and Other Assistance to Organizations, Governments, and Individuals in the United States

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.

2012

► Attach to Form 990.

Name of the organization GOODWILL INDUSTRIES SERVING	ES SERVIN	DIN F				Em 47	Employer identification number ムフェのネプトトスの
IPatell General Information on Grants and Assistance	nd Assistance	.1					
ect the	te the amount of the stance?	e grants or	grants or assistance, the grantees	ees' eligibility for the	grants or assistanc	ce, and	X Yes
ia,	Governments at received more	and Organ	and Organizations in the United States. Complete if the organization than \$5,000. Part II can be duplicated if additional space is needed	United States. be duplicated if	Complete if the additional spac	organization e is needed.	answered "Yes" to Form 99(
1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non- cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) COMMUNITY JUSTICE CENTER 5625 O STREET, SUITE 114 LINCOLN NR 68510	47-0830661	50103	21.000				SUPPORT MISSION
LN LITERACY 9TH STREET NE	47-0655582		25,000				SUPPORT MISSION
(3)							
(4)							
(5)							
(9)				i			
(1)							
(8)							
(6)							
2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table	ent organizations le	sted in the l	ine 1 table		i		<b>A</b> 5

Schedule I (F	Schedule   (Form 990) (2012) GOODWILL INDUSTRIES SERVING	USTRIES SERVIN		47-0376582		Page 2	
Part	Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22 Part III can be duplicated if additional space is needed.	Individuals in the Unional space is needed.	nited States. Comp	lete if the organizatio	n answered "Yes" to Form		
	(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance	•
_							
2							•
က							•
4							
رم د							
9							
7							
Part IV	Supplemental Information. Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information.	plete this part to provi	de the information re	equired in Part I, line	2, Part III, column (b), and	any other additional	

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### SCHEDULE O (Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

### Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or 990-EZ.

2012 Open to Public Inspection

OMB No. 1545-0047

Name of the organization

GOODWILL INDUSTRIES SERVING SERVING SOUTHEAST NEBRASKA, INC Employer identification number 47 - 0376582

Form 990, Part VI, Line 11b - Organization's Process to Review Form 990
RETURN IS REVIEWED BY MEMBERS OF THE BOARD OF DIRECTORS WITH EXPERTISE IN
AREA PRIOR TO FILING WITH GOVERNMENT.

Form 990, Part VI, Line 12c - Enforcement of Conflicts Policy

EVERY BOARD MEMBER SIGNS A PRINCIPLES OF CONDUCT FORM UPON BECOMING A

MEMBER OF THE ORGANIZATION. THE FORM IS UPDATED YEARLY FOR ALL BOARD

MEMBERS. WITHIN THE FORM CONTAINS A CONFLICT OF INTEREST POLICY THAT

REQUIRES NOTIFICATION OF ANY CONFLICT OF INTEREST EVENT TO THE BOARD OF

DIRECTORS.

Form 990, Part VI, Line 15a - Compensation Process for Top Official
THE BOARD OF DIRECTORS UTILIZE SALARY SURVEYS FROM THE NONPROFIT
ASSOCIATION OF THE MIDLANDS AND GOODWILL INDUSTRIES INTERNATIONAL FOR
DETERMINATION OF COMPENSATION FOR EXECUTIVE DIRECTOR AND ALL SENIOR STAFF.

Form 990, Part VI, Line 15b - Compensation Process for Officers

THE BOARD OF DIRECTORS UTILIZE SALARY SURVEYS FROM THE NONPROFIT

ASSOCIATION OF THE MIDLANDS AND GOODWILL INDUSTRIES INTERNATIONAL FOR

DETERMINATION OF COMPENSATION FOR EXECUTIVE DIRECTOR AND ALL SENIOR STAFF.

Form 990, Part VI, Line 19 - Governing Documents Disclosure Explanation
THE ANNUAL REPORT SHALL BE MADE AVAILABLE TO THE GENERAL PUBLIC, FUNDING
SOURCES, REFERRAL SOURCES, SPONSORING GROUPS, INDIVIDUALS SERVED AND OTHERS
AS DEEMED APPROPRIATE BY THE HUMAN RESOURCE DIRECTOR, CHIEF EXECUTIVE

Page 2

Name of the organization

GOODWILL INDUSTRIES SERVING

Employer identification number 47 - 0376582

OFFICER OR CHIEF FINANCIAL OFFICER AND UPON REQUEST.

Form 990, Part IX, Line 11g - Other Fees for Services

Description

	Program Service			eneral	Fundraising					
CONTRACT LA	BOR									
	\$	31,114	\$	5,508	\$	0				
TRANSLATION	TRANSLATION SERVICES									
	\$	890	\$	0	\$	0				

7511 02/26/2013 11 44 AM

SCHEDULE R (Form 990)

Department of the Treasury Internal Revenue Service

Related Organizations and Unrelated Partnerships

Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.

▶ See separate instructions.

2012

OMB No 1545-0047

Open to Public Inspection

Attach to Form 990. GOODWILL INDUSTRIES SERVING

(f) Direct controlling Employer identification number \* entity 47-0376582 (e) End-of-year assets **Identification of Disregarded Entities** (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.) (d) Total income (c) Legal domicile (state or foreign country) Primary activity INC SERVING SOUTHEAST NEBRASKA, (a) Name, address, and EIN (if applicable) of disregarded entity Name of the organization Part

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<u>(5</u>

9 Identification of Related Tax-Exempt Organizations (Complete of the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.) ε e Ð Part II

Name. address.	(a) Name. address, and EIN of related organization	(b)	(c) Legal domicile (state	(u) Exempt Code section	(e) Public charity status	Direct controlling	Section 512(b)(13) controlled entity?	2(b)(13) entity?
			or foreign country)		(if section 501(c)(3))	entity	Yes	Š
(1) GOODWILL SERVICES								
2100 JUDSON								
LINCOLN	NE 68521		NE	3	7	N/A		×
(2)								
(3)								
(4)								
(5)								

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2012

7511 02/26/2013 11 44 AM

Schedule R (Form 990) 2012

Page 2

Schedule R (Form 990) 2012 (k) Percentage (I) Section 512(b)(13) controlled entity? ownership Yes No (i) General or managing partner? Yes No Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.) rm 990) 2012 GOODWILL INDUSTRIES SERVING 47-0376582

Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.) Percentage ownership amount in box 20 of Schedule K-1 (Form 1065) Code V-UBI end-of-year assets Share of (h)
Disproportionate
alloc ? <u>6</u> Yes No Share of end-ofyear assets Share of total Share of total (C corp, S corp, Type of entity псоте ε Predominant income (related, unrelated, excluded from tax under sections 512-514) Direct controlling entity (d) Direct controlling Legal domicile foreign country) (state or (c) Legal domicile (state or foreign country) Primary activity Primary activity Name, address, and EIN of related organization Name, address, and EIN of related organization Part IV Part I δĄ E 2 | ତ ₹ lΞ |ର |ଡ 3

47-0376582

Page 3

Schedule R (Form 990) 2012 GOODWILL INDUSTRIES SERVING

Transactions With Related Organizations (Complete of the organization answered "Yes" to Form 990, Part IV, line 34, 35b, or 36.) Part V

Note. Complete line 1 if any entity is listed in Parts II. III, or IV of this schedule.				Yes No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?	ited organizations listed i	n Parts II–IV?		
a Receipt of (i) interest (ii) annuites (iii) royalties or (iv) rent from a controlled entity				1a X
<b>b</b> Gift, grant, or capital contribution to related organization(s)				1b ×
c Giff, grant, or capital contribution from related organization(s)				1c ×
d Loans or loan guarantees to or for related organization(s)				1d X
e Loans or loan guarantees by related organization(s)				1e X
f Dividends from related organization(s)				1f X
g Sale of assets to related organization(s)				1g X
h Purchase of assets from related organization(s)				th X
i Exchange of assets with related organization(s)				<u>+</u>
j Lease of facilities, equipment, or other assets to related organization(s)				it ×
k Lease of facilities. equipment, or other assets from related organization(s)				7 <del>.</del> ×
				11 X
m Performance of services or membership or fundraising solicitations by related organization(s)				1m X
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)				1n X
o Sharing of paid employees with related organization(s)				10 X
				<b>&gt;</b>
p Reimbursement paid to related organization(s) for expenses			-	1
q Reimbursement paid by related organization(s) for expenses			***	19 X
· Other transfer of each or preparty to related organization(s)				- <del>-</del> -
				1s X
	line, including covered re	elationships and transact	ion thresholds	
1	(q)	(c)	( <del>p</del> )	
Name of other organization	Transaction type (a-s)	Amount involved	Method of determining amount involved	int involved
(1)				
(2)				
(3)				
(4)				
(5)		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
(9)				
			Schedule K	Schedule R (Form 990) 2012

Part VI

VING 47-0376582

Schedule R (Form 990) 2012 GOODWILL INDUSTRIES SERVING

Unrelated Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 37.)

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

7511 GOODWILL INDUSTRIES SERVING 2/26/2013 11:44 AM Federal Statements 47-0376582 FYE: 12/31/2012 **Taxable Interest on Investments** Description Unrelated Exclusion Postal Acquired after US Amount Business Code Code Code 6/30/75 Obs (\$ or %) INTEREST \$\_\_\_\_\_\_17,608 14 \$ 17,608 Total **Taxable Dividends from Securities** Description Unrelated Exclusion Postal Acquired after US Amount Business Code Code Code 6/30/75 Obs (\$ or %) DIVIDENDS 25,355 14 25,355 Total

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# 7511 GOODWILL INDUSTRIES SERVING 47-0376582 FYE: 12/31/2012

## Federal Statements

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Fund Raising	W.	٥.		Fund Raising	₩	101		\$ 101
Management & General	5,508	5,508		Management & General	234 2,757	200		3,491
Ma	₩	w	401	Ma	₩		ļ	₩
Program Service	31,114	32,004	ther Expenses	Program Service	3,782	1,841	9	5,629
П 07	٠	Ф	- All O	П 07	৵			δ
Total Expenses	36,622 890	37,512	Part IX, Line 24e - All Other Expenses	Total Expenses	4,016 2,757	1,942 500	9	9,221
Ш	₩	w.	Form 990, P	Ш	ጭ			w.
Description	CONTRACT LABOR TRANSLATION SERVICES	Total		Description	EMPLOYEE RELATIONS MISCELLANEOUS	LICENSES CONTRIBUTIONS	BAD DEBTS	Total