



Chamber Business Profile

Sara's Quickie Delivery

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In a town where neighbors still wave from across the street, Sara Roach saw a gap that technology had missed. Not everyone can tap an app or fit within a delivery radius. Some people simply needed help. From that insight, Sara's Quickie Delivery was born, offering something both practical and rare: delivery built on personal connection.

Launched in January 2023, Sara's Quickie Delivery operates out of Oskaloosa with a simple promise. If an order can be prepaid, they will deliver it. There is no storefront and no complicated process. Customers place and pay for their order directly with a local business, then contact Sara's team with pickup details and a delivery address.

"We deliver anything in town that you can prepay for. It's that simple," Roach said.

The business grew out of Roach's experience as a DoorDash driver, where she noticed a recurring pattern. Older residents struggled with app-based systems, and rural households fell outside traditional delivery zones. Rather than accept those limits, she created a model that worked around them.

"I thought, well, that's not fair," Roach said. "I wanted to create something where older people don't have to have an app to get what they need, and people who live too far out can still get what they need."

Sara's Quickie Delivery serves a wide range of customers, from local businesses to families, seniors, and people living outside city limits. The team regularly delivers groceries, restaurant orders, and essentials across Oskaloosa, Beacon, University Park and surrounding communities, including New Sharon, Eddyville and Rose Hill.

The operation remains intentionally small and family-run. Roach is the owner and primary driver. Her husband, Jonathan, serves as dispatcher, handling calls and messages. Their daughter, Ashton, is the second driver.

“They’re family, and we all have the same goal,” Roach said. “We all want this to succeed.”

That shared commitment shows up most clearly in how customers are treated. Roach says people often comment on the kindness and care they experience, from frequent delivery updates to respectful, in-home service when needed.

“We go the extra mile,” she said. “We keep them informed on where we’re at, we respect their home, and we’re kind. I try to make it like deliveries used to be, like the milkman. You knew them personally.”

That philosophy has led to relationships that go far beyond transactions. One early customer couple continued using the service through a period marked by loss and serious illness. When a family member passed away, the Quickie Delivery team helped gather funeral-related items and arranged them inside the home.

“You grow close to people,” Roach said.

Those moments are what Roach says make her most proud. She emphasizes the impact on older residents who want to remain independent. One customer, a woman in her 90s living near Lake Keomah, relies on the service for regular deliveries. Her daughter, who lives out of town, told Roach that without it, her mother might have had to move into assisted living.

“That’s something to be proud of,” Roach said.

While rooted in service, the business continues to grow. Sara’s Quickie Delivery also provides daily courier service for Farm Credit Services of America, handling mail pickup and drop-off. Roach hopes similar routes will expand in the future.

Long-term dreams include opening a packaging and shipping store, a service not currently available in town, and eventually a restaurant offering cuisine inspired by Roach’s South Louisiana roots and her husband’s Missouri background.

“We have a lot of dreams,” she said. “This is a platform to help us get there.”