



Goodwill Mission Impact

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“I really enjoy working at Goodwill. I've never been treated differently and it's one of the reasons I really like working here,” George said.

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George and Taylor have a heartwarming story of friendship that started when George, who is legally blind, received assistance from Taylor while he shopped the store. Now, they are co-workers at the Goodwill store in LaCrosse.

See their story at:





Skill building leads to sustained employment for Jessica

Jessica's lifelong battle with depression and anxiety made her afraid to leave her apartment. The devastating loss of her father only intensified her struggle.

In 2017, Jessica joined the Goodwill family as a Job Coach in the Fox Valley area and, with support to develop coping skills, has grown in ways she never thought possible. Today, Jessica has found the courage to attend college and develop new relationships.

Through her role at Goodwill NCW, Jessica helps others learn to believe in themselves too.

“I look at each individual I work with and remember that I am the one who can change their lives by teaching them a new skill because someone took the time to believe in me and teach me skills,” Jessica said.

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Sustained employment improves financial stability for Fernando

After a period of incarceration, Fernando joined the Goodwill family at the Outlet Store in Appleton. He was met by a team of caring people who gave him a sense of worth.

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“I have gone through a rough time in my life. You lose hope and think nobody cares. When I came to Goodwill, I found that people treat me with respect and give me hope for tomorrow,” Fernando said.

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Fernando has been elevated within Goodwill NCW numerous times and, most recently, moved into a store leadership role. He is now paying it forward every day, giving people with barriers to employment the encouragement and support they need to be successful at the Oshkosh West Goodwill.



Expanding Mission Impact

Our communities need the life-changing work Goodwill Industries of North Central Wisconsin (NCW) can uniquely deliver, and our organization stands ready.

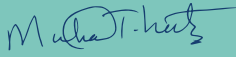
We have an ambitious plan in place to build on our 50-year history of Elevating People by Eliminating Barriers to Employment. The plan includes expanding our mission impact in three key areas: Skill Building, Sustained Employment and Financial Stability.

With your continued support, we are confident together we will achieve powerful outcomes in our communities

Sincerely,



Chris Hess
President & CEO



Mike Lutz
Board Chair

One act—your support—sets in motion a ripple of Mission Impact felt by entire communities.



Donations and purchases helped provide individuals with barriers to employment with **99,905 hours of on-the-job training** within our stores in 2021.



Donors helped divert 51.1 million pounds of items from the landfills in 2021, which fueled job-skills training and other opportunities.



Nearly 1.1 million dollars in merchandise was given away to people in need through our community partners in 2021.



Explore our Strategic Plan



www.goodwillncw.org