



STARTS
with you.



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“Friends of Goodwill, be dissatisfied with your work until every person in your community has an opportunity to develop to their fullest usefulness and enjoy a maximum of abundant living.”

—Rev. Edgar J. Helms
founder of the Goodwill movement

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Mission Impact Report



Goodwill NCW partners with **more than 120 nonprofits** across north central Wisconsin to transform lives through the power of work.

Mason builds skills that prepare him for employment

From a young age, Mason always dreamed of working in a kitchen professionally.

Through Goodwill NCW's Project SEARCH site at ThedaCare, Mason participated in internships designed to prepare people with disabilities to enter the workforce. During the program, Mason gained hands-on work experience as an integrated member of various departments and confirmed his love of food service. After graduating from Project SEARCH, he was hired in dining services at ThedaCare.

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“I like being a part of ThedaCare, I do. It's a really nice team to work on. I feel amazing.”
—Mason

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Project SEARCH is an international program that has a local presence in Appleton, thanks to a partnership with ThedaCare Regional Medical Center – Appleton, Goodwill NCW, CESA 6, Wisconsin Department of Workforce Development – Division of Vocational Rehabilitation, Lakeland Care and TMG Wisconsin.



Watch Mason's story:

<https://youtu.be/8Vxx0aBuQx0>





More than 600 individuals served by Goodwill NCW's mission increased their collective yearly earnings by more than \$4 million in 2022.



Tina's new housing allows her to sustain employment

During Tina's third battle with cancer, she vowed that she would return to the community she loved if she survived. That's what brought her back to Green Bay.

Soon after her move, Tina landed a job but could not keep up with the intense physical demands due to her health. Then, she found Goodwill NCW. She was hired as a Donor Greeter at the Green Bay East Goodwill store in April 2022.

A few months into her new job, Tina shared with her leaders that she was looking for a more stable living situation. Goodwill NCW walked alongside Tina as she searched for the right apartment and filled out paperwork.

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“This is a good job for me. I live just five minutes away from work now. Now that I have a job, I can save some money. Everything turned out wonderfully. I have no worries”

—Tina

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Watch Tina's story:

<https://youtu.be/GhmZfMkcXVO>



More than 80% of individuals working in Goodwill NCW operations are actively building job skills to overcome a barrier and sustain long-term employment.

Tad rebuilds his financial independence

Tad is a Veteran who served in Germany and Bosnia. Shortly after he moved back to Wisconsin in spring 2022, he suffered a major health setback. While he was hospitalized, his belongings were stolen. Tad was isolated and had a hard time trusting others.

Tad connected with the U.S. Department of Veterans Affairs (VA), which partners with the Tomah Goodwill store to offer a paid 12-week training program. When he met with Goodwill NCW to explore the program, Tad expressed he wanted to be employed again and rebuild his financial independence.

During the program, Tad received supportive services from Goodwill NCW and the VA. He became skilled at interacting with customers, and Goodwill NCW offered him a position.

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Working at Goodwill NCW gives Tad a sense of belonging, “...just being part of a team where other people have barriers to employment.”

—Tad

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Watch Tad's story:

https://youtu.be/WB12Ldg0F_0



Goodwill starts with You.

You may know Goodwill NCW best by our retail stores across north central Wisconsin. But did you know that Goodwill NCW exists to advance our mission? Revenue from our retail stores funds life-changing work to provide pathways for people who are underserved, underrepresented or disadvantaged.

We are proud that Goodwill NCW is ranked in the top 10 for the number of lives impacted by our mission, out of more than 150 independently governed Goodwill organizations worldwide.

Your ongoing support means more than you know for our communities. Thank you.

Sincerely,



Chris Hess
President & CEO



Christyn Abaray
Board Chair

Get to know Goodwill NCW

On average...



90 cents of every dollar generated in store sales is reinvested back into our communities through Goodwill NCW's mission impact.



Donations create **nearly three hours of job training** through Goodwill NCW mission programs.



Goodwill NCW helps divert **50 million pounds** of items each year from landfills, which is the equivalent of 1,200 semi-trailers.



www.goodwillncw.org