



**2023
COMMUNITY
IMPACT
REPORT**

Stores & Locations

1. Antigo
2. Ashwaubenon
3. Darboy
4. Eau Claire
5. Grand Chute
6. Green Bay East
7. Green Bay West
8. La Crosse
9. Lake Hallie
10. Manitowoc
11. Marshfield
12. Menasha
13. Menomonie
14. Neenah
15. Onalaska

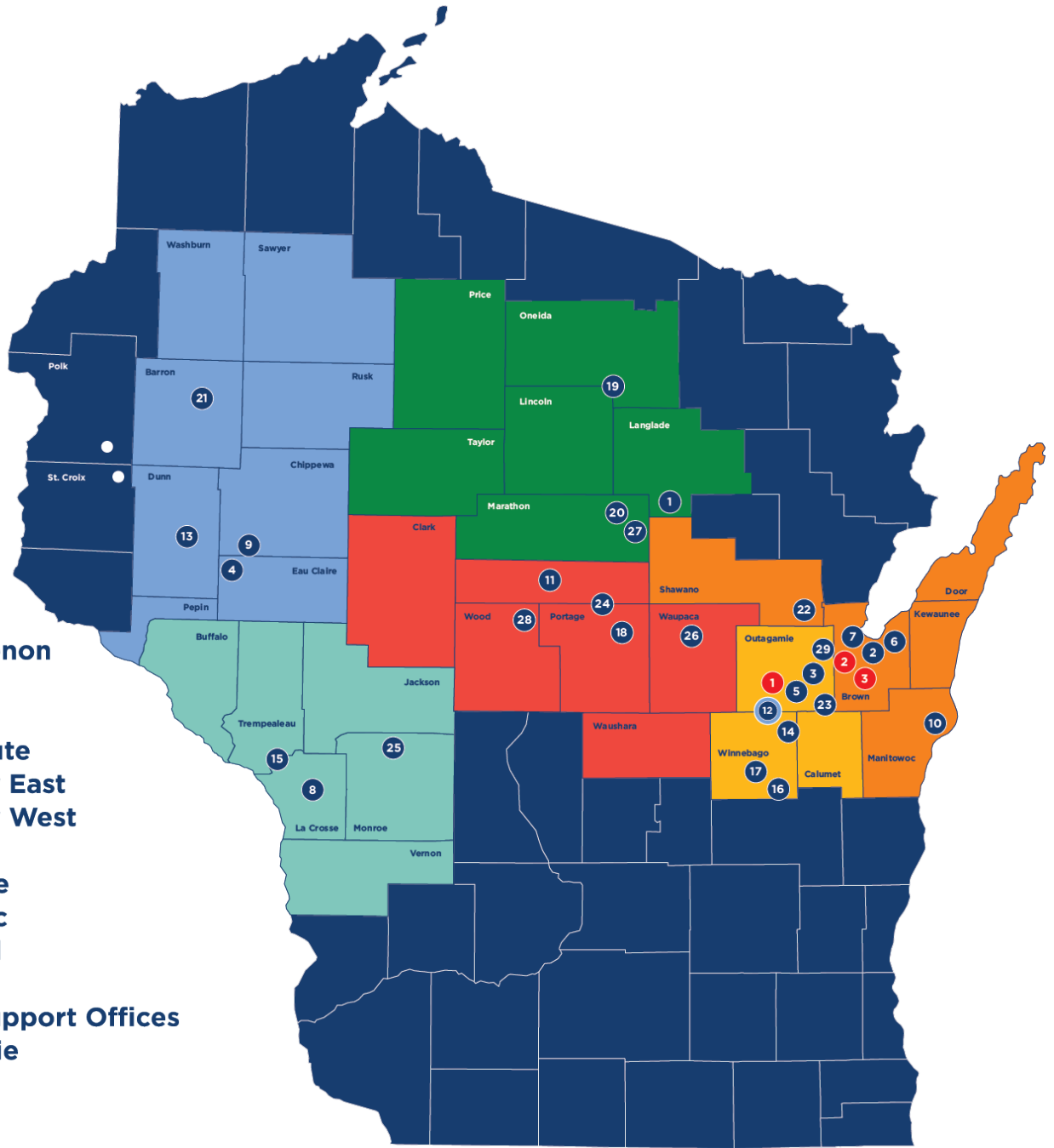
16. Oshkosh
17. Oshkosh West
18. Plover
19. Rhinelander
20. Rib Mountain
21. Rice Lake
22. Shawano
23. Outlet/Shiner Center
24. Stevens Point
25. Tomah
26. Waupaca
27. Weston
28. Wisconsin Rapids
29. Warehouse/Logistics/New Goods/PRS

Regions

- Chippewa Valley Region
- Coulee Region
- North Central Wisconsin Region
- Central Wisconsin Region
- Bay Area
- Fox Valley Region

Donation Centers

1. Appleton Donation Center
2. Howard Donation Center
3. De Pere Donation Center



LETTER TO OUR COMMUNITIES

Goodwill Starts with You.

You may recognize Goodwill North Central Wisconsin (NCW) best from our 28 retail store locations. But did you know that Goodwill NCW exists to advance our mission of Elevating People by Eliminating Barriers to Employment? On average, 90 cents of every dollar earned through retail sales is reinvested back into our mission which provides life-changing pathways for people who are underserved, underrepresented or disadvantaged.

Our collective efforts make a local impact:

- Every purchase builds job skills.
- Every partnership empowers individuals to sustain employment and improve financial stability.
- Every donation contributes to a more sustainable future.

With support from Goodwill NCW programs, more than 800 individuals were placed in jobs or work experiences in 2023. Those placed in jobs increased their collective annual income by more than \$4.6 million. We invite you to read more about how we impacted individuals on their unique pathways in the following pages.

Your ongoing support means more than you know for our communities. Together we transform lives. Thank you for being a partner in our mission.

Sincerely,



Chris Hess
President & CEO



Christyn Abaray
Board Chair

OUR 2023 IMPACT

Goodwill NCW is a nonprofit organization focused on delivering its mission of Elevating People by Eliminating Barriers to Employment in local communities across north central Wisconsin. A volunteer board of directors made up of local leaders governs Goodwill NCW to ensure mission impact.

Our purpose is to provide pathways to individuals who are underserved, underrepresented or disadvantaged who have a goal of building job skills that lead to sustained employment and improved financial stability.

We see people for who they are and believe in the power of work, within our retail stores and workplaces throughout our communities. We are proud of the life-changing impact we make in our communities and to our planet with the help of our donors and shoppers.

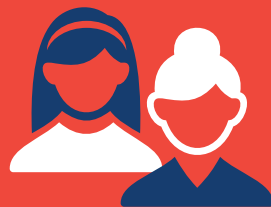


Financial Stability Improved

Individuals served by Goodwill NCW mission programs increased their collective annual income by more than **\$4.6 million**.



Goodwill NCW provided employment services to more than **930 BIPOC** (Black, Indigenous, and People of Color) individuals, including placing nearly 130 in jobs, which resulted in an increase of more than **\$1.8 million** in their collective annual income.



More than **200 women** attained jobs and work experiences through Goodwill NCW's employment services, increasing their worked hours by an average of 10 per week and their collective annual income by nearly **\$1.8 million**.



Goodwill NCW served more than **400 justice-involved individuals** through employment services, which increased their collective annual income by more than **\$560,000**.

People Served

Because of your support, Goodwill NCW served nearly **56,500 people** through employment services and community assistance.

Some people may have been served across multiple programs.



Disadvantaged Populations Served

85% of job seekers who secured employment through Goodwill NCW services were from disadvantaged populations, such as people with refugee status, people without housing, people who are justice-involved and people with a disability.

Gently Used Items Diverted

More than **35 million pounds** of donations were diverted from the landfill. The average donation provides nearly three hours of skill training sessions, enhancing program participants' dignity and quality of life.

People Impacted

75% of people who secured meaningful employment through Goodwill NCW programs shared they have at least one disability.



Community Assistance Distributed

More than **\$815,000 of community aid** providing support to people in need was distributed through our partner agencies.



Veterans and Active Service Members Supported

More than **100 people** who shared that they are veterans and active service members were helped by programs focused on building new skills for non-military jobs, securing job placement and eliminating the barriers to employment that often face those who served.

On-the-Job Training Provided

Your support provided program participants with nearly **88,300 hours of on-the-job training** in local Goodwill NCW retail stores and more than **7,900 hours at community partner locations**.

Skills Learned

More than **5,900 skills training sessions** taught individuals new job skills and increased their job readiness.



OUR MISSION IMPACT IN ACTION

The individuals we serve have inspirational stories of overcoming barriers to employment and discovering their unique pathways. Meet Jeremy and Brandon who have been impacted by our mission and community partnerships.

Goodwill NCW Work Experience: Jeremy's story

Jeremy credits his time at Goodwill NCW for much of the good in his life today. "Goodwill means, to me, everything," Jeremy said. "Almost everything that is going on in my life started with Goodwill."

Jeremy's Goodwill NCW story began when he was placed by a community partner at the Tomah Goodwill store to train and build job skills through a temporary work experience.

At the time, he had limited work experience, but he told Goodwill NCW leaders that his goal was to get a job. The team recognized his potential, even before he did. Just two weeks into the work experience, he was hired as a Donor Greeter, the position that accepts boxes of donations at the door from the public.

Matt Chamberlain, an Employment Placement Specialist at Goodwill NCW, and Deb Cota-Farmer, Store Team Leader at the Tomah Goodwill store, came alongside Jeremy to further promote his growth. Together, Matt, Deb and Jeremy worked to improve his social skills, soft skills and life skills. He was eventually elevated to a Shift Leader, leading a team in the store's production area.

"I just love it that I made it," Jeremy said. "With hard work, and as long as you surround yourself with a good team, you can do anything. Goodwill always surrounds you with a good team."

Jeremy's story does not end there. He met his fiancé at Goodwill NCW and Jeremy is now utilizing the job skills he gained at the Tomah Goodwill store to continue to advance in his career path. Recently, he accepted a logistics position at a local company in the Coulee Region.

"We are very proud of Jeremy's accomplishments both at Goodwill and now as he moves to a position in our community," Deb said. "Every part of Jeremy's story is part of Goodwill's mission to elevate people and transform lives through the power of work."



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“With hard work, and as long as you surround yourself with a good team, you can do anything. Goodwill always surrounds you with a good team.”

—Jeremy

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Career EXCELerate: Brandon's Story

Roadblocks. Barriers. Challenges. There are many labels for the situations that get in the way of life goals. Whether the barrier is because of cost, transportation, childcare, anxiety, or the need for a career change, these challenges can make it difficult to explore new opportunities.

Career EXCELerate Wisconsin was built to address these and other barriers to career growth. It's a comprehensive training program that is offered at no cost to individuals who want an opportunity to find a career pathway that will help them launch a lasting career but are struggling and would benefit from individualized support.

"People are struggling to enter the workforce, stay in the workforce or re-enter the workforce," Kayla Countney, Manager of Mission Relations at Goodwill NCW said. "Together, with Fox Valley Technical College and Rawhide Youth Services, we created what we now know as Career EXCELerate, a program that helps people obtain education and employment and stay employed in our communities."

Brandon is an example of an individual who leveraged Career EXCELerate to earn his truck driving certificate. Afterwards he was hired at Contract Transport Services (CTS). During his training, he experienced individualized support, one of the unique aspects of the program.

As students like Brandon pursue their education and employment, the three partners ensure participants have all the tools needed to navigate their pathway.

"Career EXCELerate helped me a lot," Brandon said. "They helped me with the timing, they helped me financially. They even helped me further to make sure this was something I was able to do. They are very considerate of me and everyone else doing this to make sure this is a goal they truly want to pursue."

Career EXCELerate's innovative approach also increases the pool of people ready to be in the workforce. Jim Herd, Recruiter at CTS is grateful to have a new option for finding qualified candidates, "The Career EXCELerate program benefits us as an employer by giving us another avenue to attain a driver."

Career EXCELerate Wisconsin is a collaborative program from Goodwill NCW, Fox Valley Technical College and Rawhide Youth Services. This project is being supported, in whole or in part, by federal award number SLFRP0135 awarded to Goodwill via the Wisconsin Workforce Innovation Grant Program by the U.S. Department of the Treasury.



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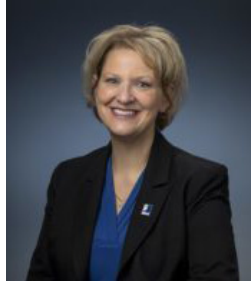
—Brandon

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OUR EXECUTIVE LEADERSHIP TEAM



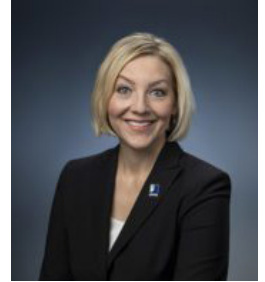
Chris Hess
President and CEO



Anna Wilcox
Chief Mission Officer



Sabrina Kloehn
Chief Financial Officer



Katie Van Gompel
Chief Operating Officer

Board of Directors

Goodwill North Central Wisconsin is governed by a volunteer board of directors made up of local community leaders across north central Wisconsin.

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- Gary Lichtenberg, Retired

Goodwill Starts with You!

We invite you to continue to help advance our mission through:



Shopping and donating to your local Goodwill NCW.

goodwillncw.org/locations



Holding a donation drive in your neighborhood, church or business.

goodwillncw.org/donation-drive-toolkit/



Partnering with Goodwill NCW on skills training programs.

goodwillncw.org/mypathway/



Making a financial gift to support skills training mission programs.

goodwillncw.org/donate/financial-donation/

Thank you for your ongoing support. You help us advance our mission and make an impact on our communities across north central Wisconsin.

Together, we elevate. Together, we transform.

We are YOUR Goodwill. And Goodwill starts with YOU.



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