



STARTS
with you.

Providing pathways
for people who
are underserved,
underrepresented or
disadvantaged who
have a goal of building
job skills that lead to
sustained employment
and improved financial
stability.

**Thank you for
your support.
Together we elevate.
Together we transform.**



More than **400 justice-involved individuals** increased their collective annual income by more than \$560,000 in 2023 through Goodwill North Central Wisconsin (NCW) Employment Services.

Angel gets a second chance and improved financial stability

In her twenties, Angel was prescribed painkillers, which led to an opioid addiction. This addiction caused her life to spiral. After her second stint in prison, Angel decided to turn her life around by entering a treatment program.

During her recovery, she started working part-time at the Plover Goodwill store as a cashier with a program through the Department of Corrections. Her leaders recognized her potential and encouraged her to continue to grow. Today she helps lead the team at the Stevens Point Goodwill store as a Shift Leader.

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“At Goodwill, your background doesn’t mean as much as your potential,” Angel said.

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Thanks to a second chance and a steady income, Angel is now able to afford an apartment, transportation and rebuild her life.



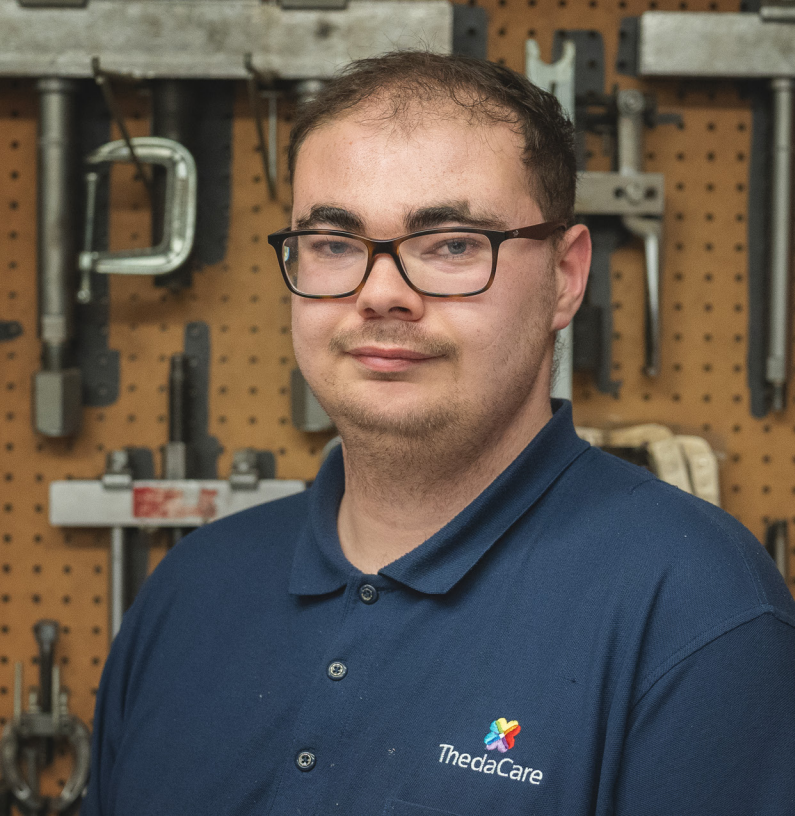
Watch Angel's story:

<https://youtu.be/5gH-ZmuOtHo>





Individuals with a disability receiving Goodwill NCW employment services in 2023 increased their collective annual income **by more than \$2.6 million**, improving their financial stability and combating poverty rates that can be up to three times higher than for those without a disability.



Ben's confidence was restored, helping him sustain employment

Ben built job skills while participating in Goodwill NCW's Project SEARCH site at ThedaCare Regional Medical Center – Appleton, a nine-month internship program for young adults with disabilities. After graduating, he was offered a full-time general mechanic position on the facilities team. Today, he focuses on preventative maintenance tasks to ensure safety codes are met, such as testing eye wash stations and wheelchair brakes.

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“My confidence was holding me back from my goals. I definitely felt like I could move mountains once my confidence was restored,” Ben said.

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Thanks to sustained employment, Ben now lives on his own, has replaced his older vehicle with a more reliable one and is working on saving money.



Watch Ben's story:

<https://youtu.be/Yn8A8ezcYg0>

The international Project SEARCH program has a local presence in Appleton thanks to partnerships with Goodwill NCW, ThedaCare Regional Medical Center – Appleton, CESA 6, Wisconsin Department of Workforce Development – Division of Vocational Rehabilitation, Lakeland Care and TMG Wisconsin. Goodwill NCW also has sites at Aspirus Hospital in Rhinelander and Ascension Mercy Hospital in Oshkosh.



In 2023, Goodwill NCW served more than **100 people who shared that they are veterans** through programs focused on eliminating the barriers to employment that often face those who served.

Norm feels supported thanks to Goodwill NCW

After serving in the Navy, Norm worked various jobs and moved around to find steady, good-paying work. He settled into a position at a warehouse.

When Norm's hair color got in the way of keeping his job at that warehouse, he applied at Goodwill NCW's Outlet store in Appleton. There, he was accepted and appreciated for his caring demeanor, work ethic and colorful hair.

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When Norm was asked what Goodwill NCW has meant to him, he answered, *“Everything!”*

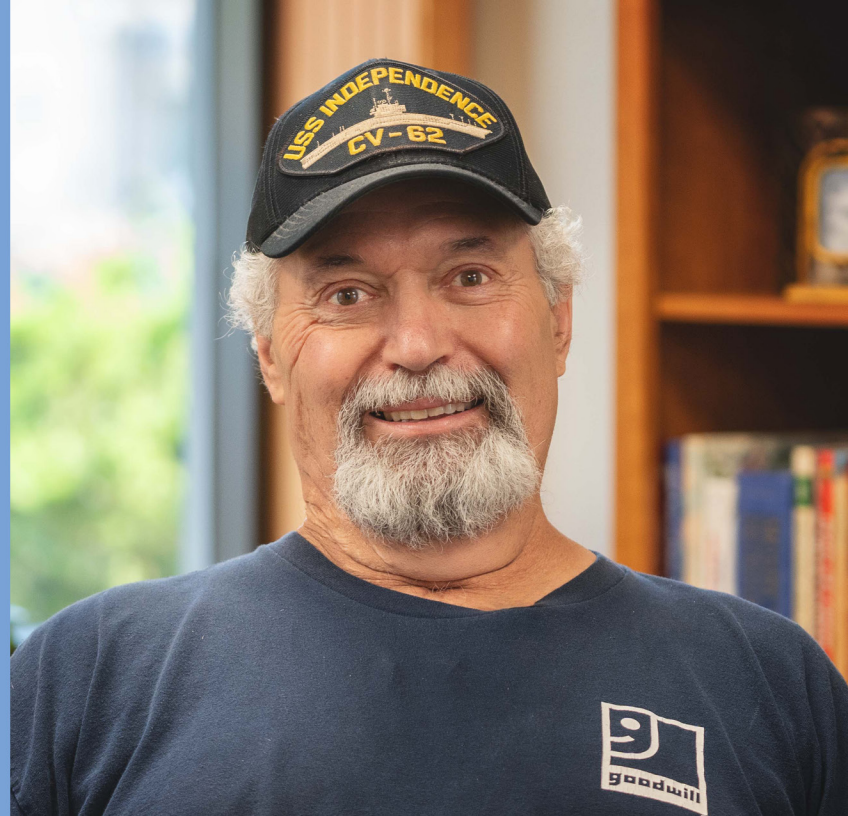
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Through the years, Goodwill NCW supported Norm as he and his family faced various health and other challenges.



Watch Norm's story:

<https://youtu.be/rz6zDSBebJU>



Get to know

Goodwill North Central Wisconsin's mission impact



On average, 90 cents of every dollar generated in store sales is reinvested into our mission of Elevating People by Eliminating Barriers to Employment.



Donations of gently used items provide about **three hours of job training** through Goodwill NCW Employment Services.



Goodwill NCW **diverts an average of 35 million pounds** of donated items from Wisconsin landfills yearly, the equivalent of 875 semi-trailers.



www.goodwillncw.org