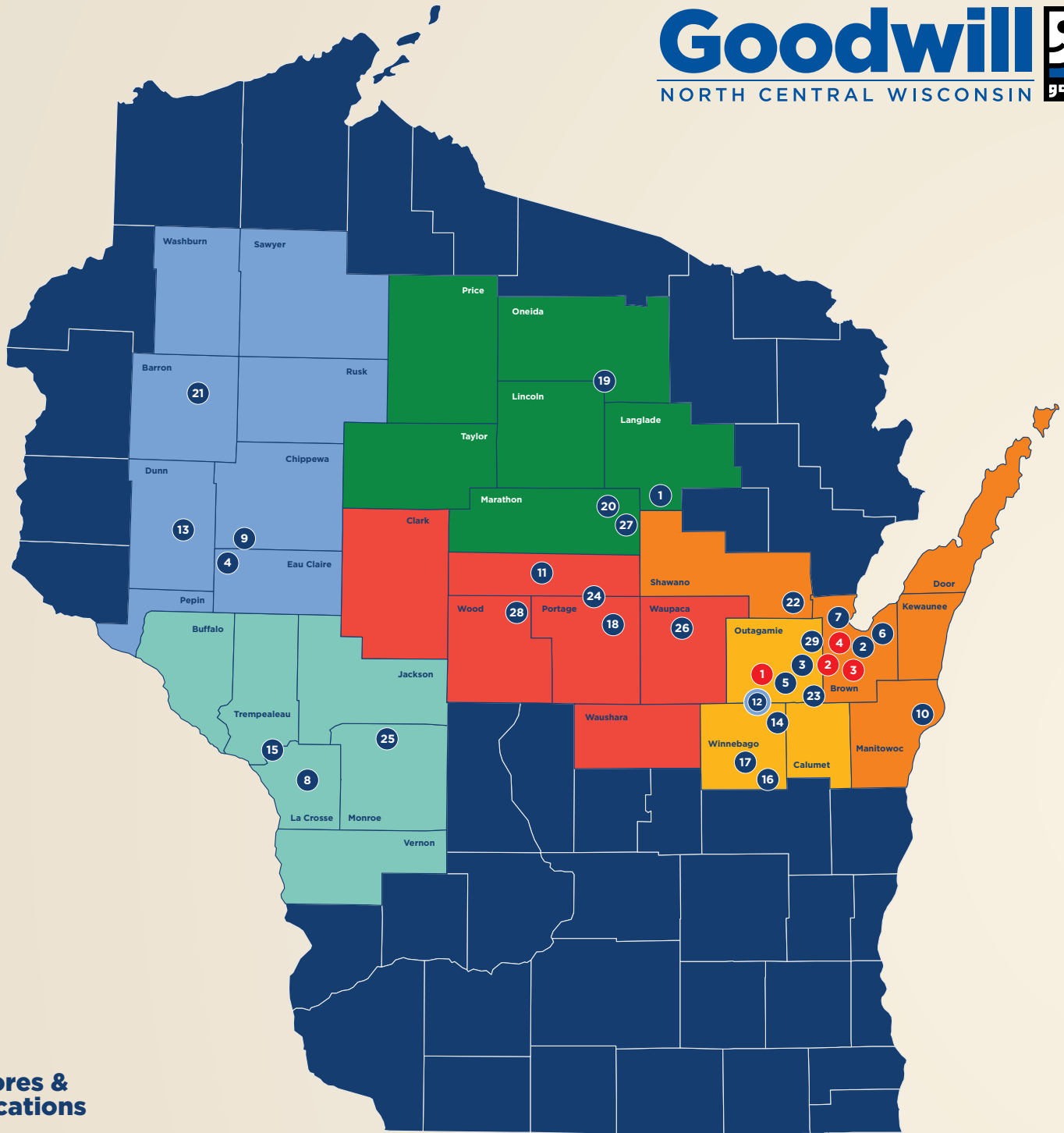


2024 COMMUNITY IMPACT REPORT





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
- Mission Support Offices
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
4. Bellevue Donation Center

LETTER TO OUR COMMUNITIES

Create Your Impact

Dear Community Members,

At Goodwill North Central Wisconsin (NCW), we are dedicated to Elevating People by Eliminating Barriers to Employment. Through our mission, we transform the lives of underserved job seekers through the power of work.

The legacy of Rev. Edgar J. Helms, founder of the Goodwill movement, continues to inspire us as we adapt to meet the ever-changing needs of our communities. His profound words drive us to: "...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. Helms' enduring vision is reflected today within these pages among the compelling data and inspiring stories that demonstrate our mission impact.

We invite you to join us! Create your impact by:

- Shopping and donating
- Holding a donation drive
- Referring those you know to our services
- Making a financial gift
- Attending our annual gala

Taking action is simple—scan the QR codes on the final page of this booklet to begin making a difference today.

Together we elevate. Together we transform. Together, we make a difference—one that impacts individuals, families and communities, creating brighter futures.

Goodwill starts with YOU.

Sincerely,



Chris Hess
President & CEO



Christyn Abaray
Board Chair

OUR 2024 IMPACT

Our unwavering commitment to understanding and addressing the unique needs of our communities drives us to continuously evolve. By staying adaptable and responsive, we create a lasting impact on individuals who have employment goals, their families and our communities. Together, we transform lives through skill building for sustained employment and improved financial stability.

People Served Through Goodwill NCW Employment Services:

81% of job seekers who secured employment were from underserved populations, such as people with refugee status, people without housing, people who are justice-involved and people with a disability.



Collective Individuals Served

Increased the **collective annual income** of individuals served by more than **\$4.5 million**.



Black, Indigenous, & People of Color

Served more than **1200 BIPOC individuals**, increasing their collective annual income by more than **\$2 million**.



Justice-Involved

Served **300 justice-involved individuals**, increasing their collective **annual income by \$1 million** helping combat poverty, the top predictor of re-offending.



Women

Provided work experiences and job placements to **more than 200 women**, increasing their collective annual income by **nearly \$950,000**.



\$970,000

Refugees

Supported **nearly 100 refugees**, increasing their collective annual income by **nearly \$970,000**.



\$10.50 hr

Veterans

Supported **veterans** in building new skills for non-military jobs, increasing their median **hourly wage by \$10.50** and eliminating the employment barriers they often face.



\$650,000

Good Neighbor

Issued **more than \$650,000** in community assistance through partner agencies.



\$1.6M

Program Participants with a Disability

Increased participants' collective annual income by **more than \$1.6 million**, enhancing their financial stability where those with disabilities experience three times higher poverty rates than those without. **69%** of those securing meaningful employment have at least one disability.

EXPERIENCE OUR MISSION IMPACT IN ACTION

Angel's Journey to Recovery and Redemption

Angel Miller's life story is a testament to resilience and transformation. Angel's addiction began with a prescription for painkillers to help her cope with chronic back pain that led to a dependency on opioids. "It was a gradual descent into addiction," Angel said. "Addiction doesn't happen to everyone who ever uses a drug or drinks or gambles, but something in my brain was triggered the first time I got high, and it never wanted to let go after that."

Despite promising herself never to do drugs after her brother's overdose and death when she was 12 years old, addiction took over Angel's life. "Addiction is so powerful it ran right over lines I never thought I'd cross. It's not just a disease of the body, but mind and soul too," she said.

In 2015, as the opioid epidemic peaked and pain pills became scarce, Angel turned to heroin. Her addiction led to loss of housing, employment and strained relationships, resulting in multiple incarcerations. However, her second release from prison in January 2022 marked a turning point. Angel entered the Portage County Adult Drug Treatment Court, a rigorous program offering treatment, rehabilitation and accountability.

Angel's dedication to recovery was evident as she worked hard to meet the program's requirements. Because of her record and gap in employment history, Angel had concerns about finding a job. Thanks to a referral from her parole officer, Angel was offered a work experience through Goodwill NCW's Work Skills Training program, where her outstanding work ethic was recognized. Angel's journey continued with her graduation from the Drug Treatment Court program in spring 2023, leading to full-time employment and leadership opportunities within Goodwill NCW.

Angel's transformation extended beyond her professional life. With support from Goodwill NCW, she secured stable housing, improved her financial stability, and received benefits that helped her rebuild her life. Angel's passion for sharing her story and helping others is evident in her involvement with the Drug Treatment Court alumni group.

Angel received Goodwill NCW's 2024 Edgar J. Helms Achiever of the Year award in recognition of the barriers she overcame and accomplishments she's achieved so far. When accepting the award, she shared her dream of one day becoming an addiction counselor to help others experiencing the crippling impact of addiction.

Angel's journey is not over and she knows that there are no limits on what her future can be. She is now pursuing an associate's degree in substance use disorder counseling. Angel said about her time at Goodwill NCW, "Thank you for giving me the confidence to believe in myself again, and the courage to keep moving forward into that future!"

Angel's story is a powerful reminder that with determination to achieve a goal, support through local resources including Goodwill NCW's Employment Services and the right opportunities, anyone can overcome their past and build a brighter future.



“

I say my life began at 40 because I turned 40 right when I started at Goodwill.

-Angel

”

EXPERIENCE OUR MISSION IMPACT IN ACTION

From Vision to Reality: Jasmine Gets Closer to Her Dream

Barriers to employment can come in many forms, such as access to transportation, cost of education, childcare concerns, or anxiety. When these obstacles exist, it can be difficult to explore new life and career opportunities.

Career EXCELerate is a career-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. The program provides individualized support to participants on their journey from assessing career interests to helping secure jobs.

“People are struggling to enter the workforce, stay in the workforce or re-enter the workforce,” Kayla County, Manager of Mission Relations at Goodwill NCW said. “Together, with Fox Valley Technical College (FVTC) 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.”

Jasmine dreamed of becoming a nurse but needed support to get there. She reached out to Career EXCELerate, and after gaining an understanding of her goals, they helped her map out a plan and got her started in a CNA certification program.

“I needed a cheerleader, and I needed guidance and a coach because it’s one thing to talk about a program you’re interested in, but it’s another when you have somebody helping you through that process and helping you for support,” Jasmine states.

Upon completion of her CNA certification program, Jasmine secured employment in the healthcare field and began the nursing program at FVTC. She has also been chosen as an FVTC District Ambassador for the upcoming year where she will serve as a leader and advocate on behalf of the college in raising awareness about the importance of technical education in Wisconsin.

“Career EXCELerate changed my life,” Jasmine says. “...I can clearly see my goals to get closer to my dream now. They give you resources for jobs, they help you with networking, they even help you with your resume. I think that’s the greatest part about this program - it’s endless.”



“

Career EXCELerate changed my life ... I can clearly see my goals to get closer to my dream now.

-Jasmine

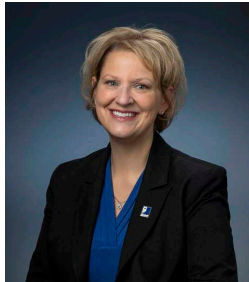
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OUR 2024 LEADERSHIP

EXECUTIVE LEADERSHIP TEAM



Chris Hess
President and CEO



Anna Wilcox
Chief Mission Officer



Sabrina Kloehn
Chief Financial Officer



Katie Van Gompel
Chief Operations
Officer*

* Years of service: 2018-2024

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.

BOARD OFFICERS



Christyn Abaray
Board Chair
Lawrence University



DeDe Heid
Vice Chair
Heid Music



Jesse Ostrom
Secretary
Thrivent Trust Co.



Mike Lutz
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Goodwill NCW



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Gundersen/*Gundersen*
Medical Foundation



Randy Van Straten
Emplify Health by Bellin



Jake Williquette
Graystone Consulting

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- Gary Lichtenberg, Retired

Together, we elevate. Together, we transform.

Goodwill Starts with You! Join us in transforming lives through skill building for sustained employment and improved financial stability.

Create Your Impact:



Shop & donate
to your local Goodwill NCW.

goodwillncw.org/locations



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

goodwillncw.org/donation-drive-toolkit



Refer individuals
to skills training or job
placement programs like
Career EXCELeRATE.

goodwillncw.org/mypathway



Make a financial gift
to support Employment
Services.

goodwillncw.org/donate/financial-donation



Gala

Attend our annual gala
in October and experience the
life-changing impact of our
mission firsthand.

goodwillncw.org/gala



Mission Support Office
1800 Appleton Rd., Menasha, WI 54952
920-731-6001

goodwillncw.org

Thank you for your ongoing support.
Together, we are Elevating People by
Eliminating Barriers to Employment across
the Fox Valley, Bay Area, Chippewa Valley,
Coulee Region, North and Central Regions
across Wisconsin.

We are YOUR Goodwill.
And Goodwill starts with YOU.