



IMPROVING LIVES & OUR COMMUNITIES

Touching lives is the essence of what Goodwill does. Our mission is to improve communities by improving the lives of its people.

And, every day, we do just that. Our team members help people with disabilities and other barriers – such as poverty, language or lack of education – gain the skills and confidence they need to become more independent and to participate more fully as members of their community.

If you count all of our program participants, plus the people who receive free emergency vouchers for our stores, and all of our donors and shoppers, we touch thousands of lives each year. In fact, we served a total of more than 55,000 people through our 26 programs and services in 2009.



Thank you for helping us to carry out Goodwill's important work in your community. Your support truly makes a difference in people's lives.

Robert A. Pedersen
President & CEO
Goodwill Industries of North Central Wisconsin, Inc.

GOODWILL RETAIL STORES/TRAINING CENTERS IN THE FOX CITIES

1800 Appleton Road
Menasha, WI 54952
920-731-6605
Mon.-Sat. 9-9 Sun. 10-6

NI189 Stoney Brook Road
Appleton, WI 54915
920-968-0820

4759 Michaels Drive
Appleton, WI 54915
920-731-6606

Mon.-Sat. 9-9 Sun. 10-6

GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN

Goodwill Industries of North Central Wisconsin is a not-for-profit, 501(c)(3) human services organization.

It covers 35 counties and includes 21 retail stores and training centers from Manitowoc to La Crosse, and as far north as Rice Lake and Rhinelander.



Goodwill NCW is one of 166 regional Goodwill organizations throughout North America and across the world. A member of Goodwill Industries International and Rehabilitation For Wisconsin, it has been serving north central Wisconsin communities since 1971.

The organization is based at the Goodwill Community Center in Menasha.



Goodwill Industries of North Central Wisconsin, Inc.
1800 Appleton Road
Menasha, WI 54952
800-482-0030
TDD: 920-731-6623
www.goodwillncw.org

Goodwill NCW is accredited by CARF for these Employment Services: Job Development, Job Supports, and Job-Site Training within Community Employment Services; Comprehensive Vocational Evaluation Services; Employee Development Services; and Organizational Employment Services.



How Donating & Shopping Touches Lives in THE FOX CITIES

2009 Community Report



For our complete 2009 Community Shareholder Report, go to www.goodwillncw.org

HOW GOODWILL WORKS

People often ask, "How exactly does Goodwill work?" We can show you with the circle we call the Goodwill Promise.



When you donate to Goodwill, it creates jobs in our stores. When you shop, you support our programs, and we promise to improve lives and our communities because of your support.

Here's what we have accomplished in the Fox Cities in 2009.



DONATING

Goodwill starts with the simple act of charity - donating. It's easy. Our friends donate new or gently used clothing, books, shoes, housewares, jewelry and other items they no longer need. And many of you in the Fox Cities area did that in 2009:

- ◆ 145,858 donations totaling 5,828,045 pounds - that's 2,914 tons.

In selling these items, we generate funds to help people in your community and also keep tons of materials out of the landfills. Thanks for helping us "Protect the Planet."



JOBS/IN-STORE TRAINING

Your donations create jobs in our retail stores/training centers. We have team members who greet you at the donation door and help you unload the items you no longer need. Other team members sort and price the donated goods, stock shelves and check out your purchases at the registers. Some of these jobs provide wonderful opportunities, too, for people with disabilities and other barriers to employment who come to us for training. It takes a lot of people to run a store, and these jobs put dollars into our local communities..

At the Fox Cities Goodwill stores in 2009:

- ◆ 175 team members earned paychecks.
- ◆ Nearly 431 people received vocational training in our stores, totaling more than 35,609 hours.



SHOPPING

Our goal is to make your shopping experience an enjoyable one. We offer quality merchandise at moderate prices, with inventory changing daily. All of our stores feature a mix of new merchandise (closeouts or overstocks from manufacturers, for example) and donated goods in a contemporary retail atmosphere. When you shop in our Goodwill stores, you can find some real bargains to stretch your budget. You also have the satisfaction of knowing your purchases support programs and services that help people in your community.

In the Fox Cities in 2009:

- ◆ 467,755 customer transactions.
- ◆ 46 local social service agencies distributed Goodwill vouchers to 4,647 people for \$90,971 worth of free emergency clothing and household items in their time of need.



PROGRAMS & SERVICES

As a not-for-profit human services organization, Goodwill uses the revenue from our stores to pay our team members, and to support a wide variety of innovative programs and services that help people. These programs create jobs, offer training, or address educational or developmental issues.

Here are the Goodwill NCW programs that served the Fox Cities and beyond, along with the number of people served in 2009:

Almost Home	52
American Indian Services	417
Beyond Boundaries of Autism	136
Community Circles of Support	180
Children First	115
Community Garden Partnership	326
Early Intervention Services (EIS)	244
Financial Information & Service Center (FISC)	12,005
GoodBusiness	*
Harmony Café - Fox Cities	4,064
Harmony Café - Green Bay	2,109
Helping Hands in the Home	8
High School Equivalency/GED Program	45
Miracle League	*
Payment Partner	177
Restorative Justice Programs	685
School-to-Work	84
The Talent Shop	186
Transitional Support Program	44
Vocational Evaluation	80
Vocational Support Services (VSS)	207
Volunteer Income Tax Assistance (VITA)	1,844
Wisconsin Works (W-2) Programs	
Community Service Jobs	66
Job Development Program	48
Work Adjustment Training	93
Work Services	109
TOTAL	23,324

In many cases, we collaborate with community partners. The following agencies placed people in Goodwill stores and other facilities for job training and development:

- Adult Care Consultants
- Appleton Central Alternative School
- Appleton East High School
- Appleton North High School
- Appleton West High School
- Brown County Human Services Department
- Community Corrections Employment Program (CCEP)
- Department of Corrections Probation and Parole
- Division of Vocational Rehabilitation (DVR)
- Emergency Shelter of the Fox Valley - New Beginnings Program
- Freedom High School
- Harbor House Domestic Abuse Programs - Work Experience
- Kaukauna High School
- Little Chute High School
- Menasha CESA 6 Alternative School
- Menasha High School
- Neenah High School
- O.C.H.S. Independent Living Program
- O.C.H.S. Youth and Family Services
- Oshkosh West High School
- Outagamie County Department of Health and Human Services
- Outagamie County Juvenile Restitution Program
- Volunteers in Offenders Services (V.I.O.S.)
- Winnebago County Department of Human Services
- Winnebago County Juvenile Restitution Program
- Wisconsin Works (W-2) Program

Goodwill NCW's investment in the Community Foundation for the Fox Valley Region, Inc. totaled \$516,591 as of 12/31/09.

THE GOODWILL COMMUNITY CENTER

In addition, the Fox Cities is home to the Goodwill Community Center - an innovative concept in nonprofit service delivery. The Center houses offices for 24 agencies and services that enjoy cost savings and opportunities for collaboration by co-locating. Most importantly, the campus concept offers better, seamless service to the program participants. Together, these agencies and our Menasha store served more than 150,000 people in 2009:

- Autism Society of the Fox Valley
- Beacon of Hope
- Casa Hispana
- Epilepsy Foundation
- Family Services of North East Wisconsin
- Fox Cities Community Health Center
- Fox Cities Workforce Development Center
 - Career Resource Room
 - CCDET-UW Oshkosh
 - Division of Vocational Rehabilitation
 - Equal Rights Division
 - Fox Valley Technical College GOAL Lab
 - Fox Valley Workforce Development Board
 - Job Service
 - Labor Education & Training Center
 - NEW Curative - Senior Aides Program
 - Outagamie County Health and Human Services
 - Unemployment Insurance
 - Workforce Economics, Inc.
- Fox River Valley Alternative School/CESA 6
- Fox Valley Children's Mental Health Center
- Juvenile Diabetes Research Foundation
- The Leukemia & Lymphoma Society