



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 OF LA CROSSE

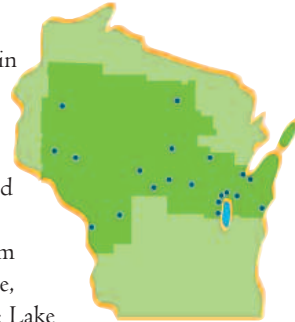
The Goodwill Store/Training Center has been a part of the La Crosse community since 1985. It is one of 21 stores of Goodwill Industries of North Central Wisconsin, Inc.

Goodwill of La Crosse
2334 - 36 Rose St.
La Crosse, WI 54603
608-783-2710
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 Rhineland.



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

LA CROSSE

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 La Crosse 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 La Crosse area did that in 2009.

- ◆ 76,311 donations totaling 3,042,167 pounds - that's 1,521 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 La Crosse Goodwill in 2009:

- ◆ 63 team members earned paychecks.
- ◆ 206 people received vocational training, totaling 9,328 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 La Crosse in 2009:

- ◆ 159,550 customer transactions.
- ◆ 10 local social service agencies distributed Goodwill vouchers to 528 people for \$13,192 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 -- sometimes in collaboration with community partners.

For example, Beyond Boundaries of Autism, our not-for-profit in-home autism therapy program, serves the La Crosse area. Through our Community Development Program, the following area agencies placed 206 people in our store for job training and skill development:

- Abilities Building Center
- Attic Correctional Services
- Chileda
- Community Correction Employment Program
- Coulee Cap Community Action Program
- Division of Vocational Rehabilitation-Adult/Youth Work Experience Program
- Experience Works
- Holman High School
- Huber Center-Adult Community Service Program
- Independent Living Resources
- Justice Sanctions Program
- La Crosse Area Hmong Mutual Assistance
- La Crosse Housing Authority
- Logan High School
- Lutheran Social Services
- Memorial High School
- Riverfront, Inc.
- Western Wisconsin Cares
- Wisconsin Works (W-2)
- Workforce Connections

Goodwill NCW's investment in the La Crosse Community Foundation totaled \$15,433 as of 12/31/09.