



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.

Every day, we help individuals with disabilities and other barriers such as poverty, language or lack of education 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 to shop in our store, those who generously donate to Goodwill, and those who shop in our store, your Goodwill touches thousands of lives each year.



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 SHAWANO

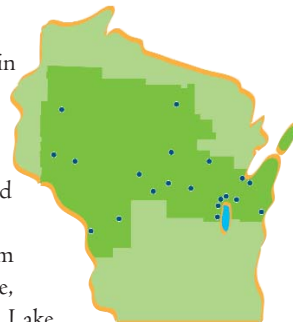
The Goodwill Store/Training Center has been a part of the Shawano community since 1993 and has been at its current location since 1999. It is one of 21 stores of Goodwill Industries of North Central Wisconsin, Inc.

Goodwill of Shawano
300 Lakeland Rd.
Shawano, WI 54166
715-526-6185
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 184 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

SHAWANO

2008 Community Report



Serving North Central Wisconsin Communities

For our complete
2008 Community Shareholder Report, go to
www.goodwillncw.org

HOW GOODWILL WORKS

People often ask, "How exactly does Goodwill work?" That question can best be answered with this promise:



When you donate to Goodwill, it creates jobs in our stores. When you shop, you support our programs, which improve lives and our communities. This is our Goodwill Promise.

Here's how we accomplished that in Shawano in 2008.



DONATING

Goodwill starts with the simple act of charity - donating. It's easy. All people have to do is donate any new or gently used clothing, books, shoes, housewares, jewelry and other items they no longer need. And residents of the Shawano area did that in 2008:

- ◆ 24,685 donations totaling 987,333 pounds - that's 495 tons.

Sales of these goods generate funds to help people, and prevent tons of materials from ending up in landfills. Thanks for helping us "Protect the Planet."



JOBS/IN-STORE TRAINING

It takes a lot of people to run a retail store. We need help with sorting and pricing donated goods, stocking shelves and handling customer transactions. These jobs are wonderful training opportunities for people with disabilities and other barriers to employment. They also put dollars into local communities.

At the Shawano Goodwill in 2008:

- ◆ 55 team members earned paychecks.
- ◆ 63 people received vocational training, totaling 6,585 hours.



SHOPPING

People from all walks of life know Goodwill's retail stores as trusted sources of quality merchandise at moderate prices. 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 a Goodwill store, you can find some real bargains to stretch your budget. You also will have the satisfaction of helping fund programs and services that assist people in your community.

In Shawano in 2008:

- ◆ 122,729 customer transactions.
- ◆ 18 local social service agencies distributed Goodwill vouchers to 1,511 people for \$37,776 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, now serves the Shawano area. Through our Community Development Program, area agencies placed a total of 63 people in our retail store and training center for job training and skill development. Some examples of these partnerships include:

DVR - Work Experience

Experience Works Older Worker Program

N.E.W. Curative Rehabilitation, Inc. Community-Based Work Experience Program

Safe Haven Domestic Abuse Support Center - New Horizons Program

Shawano County Human Services W-2 Program

Shawano School District Job Exploration Training (JET) Program

State of Wisconsin Department of Corrections Community Corrections and Employment Program (CCEP)

State of Wisconsin Department of Corrections Probation and Parole Community Service Program

UW Extension - "Share the Bounty" Program

Goodwill NCW's investment in the Shawano Community Foundation totaled \$9,850 as of 12/31/08.