

WISCONSIN STATE
LEGISLATURE
COMMITTEE HEARING
RECORDS

2005-06

(session year)

Assembly

(Assembly, Senate or Joint)

**Committee on
Housing
(AC-Ho)**

File Naming Example:

Record of Comm. Proceedings ... RCP

- > 05hr_AC-Ed_RCP_pt01a
- > 05hr_AC-Ed_RCP_pt01b
- > 05hr_AC-Ed_RCP_pt02

Published Documents

> Committee Hearings ... CH (Public Hearing Announcements)

> **

> Committee Reports ... CR

> **

> Executive Sessions ... ES

> **

> Record of Comm. Proceedings ... RCP

> **

*Information Collected For Or
Against Proposal*

> Appointments ... Appt

> **

> Clearinghouse Rules ... CRule

**

> Hearing Records ... HR (bills and resolutions)

> **05hr_ab0498_AC-Ho_pt01**

> Miscellaneous ... Misc

> **

Testimony of State Representative
Steve Wieckert
On
Assembly Bill 498 – The Goodwill Partnership Act
Assembly Committee on Housing
400 Northeast · June 16, 2005

Good morning committee members. I am pleased to come before you today to talk about Assembly Bill 498, the Goodwill Community Partnership Act.

Goodwills in Wisconsin and throughout the nation have provided invaluable services to individuals, and to the communities they serve. These Goodwill operations, and the communities they serve, are effective partners in helping the fragile and the most needy among us.

Under current law, Goodwill properties are exempt from property taxes, just like other nonprofits are. They do not pay property taxes now, nor have they ever in the past. Unfortunately, due to the pressures to increase local government tax bases, some local assessors have assessed property taxes against some Goodwill properties. While Goodwills have won in court, it takes time and expense to defend against these lawsuits.

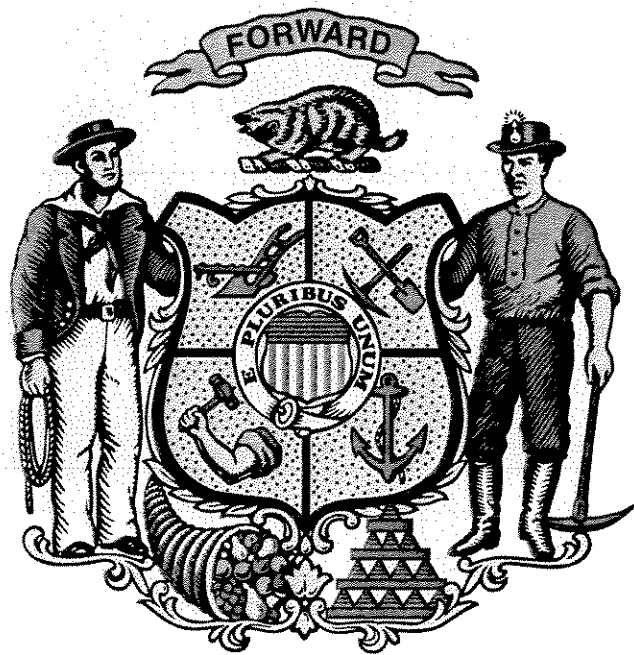
This bill simply clarifies the law, that Goodwills are indeed property tax exempt. Enactment of this bill will allow Goodwills to avoid some of the time and expense of litigation, and allow them to concentrate on their main mission of helping those people who are less fortunate than many of us.

Because Goodwills do not pay property taxes now, as the fiscal notes report, there would be no loss of revenue.

In addition, I would like to offer an amendment that would streamline this legislation, and simply compare Goodwills in the statutes to other organizations like the Salvation Army and the YMCA. I would certainly appreciate your support for this amendment as well.

Goodwills serve citizens throughout the state. Whether in Democrat areas or Republican areas, whether it is rural or urban, Goodwills provide invaluable services for needy individuals. Whether it is education, employment, job training, or consulting on financial management of individuals' resources, Goodwills have lead the way in helping people, and are a vital part of our communities. This bill will allow them to continue these good efforts.

I would be happy to answer any questions of the committee.





State of Wisconsin • DEPARTMENT OF REVENUE

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PHONE (608) 266-6466 • FAX (608) 266-5718 • <http://www.dor.state.wi.us>

Jim Doyle
Governor

Michael L. Morgan
Secretary of Revenue

Assembly Housing Committee Hearing, June 16, 2005

AB 498 - Income and franchise tax credit for property taxes paid on property owned by Goodwill Industries (Rep. Wieckert)

Description of Current Law and Proposed Change

The bill would create a nonrefundable income and franchise tax credit for the amount of property taxes paid on property in the state that is owned by Goodwill Industries. The bill requires that the property must be used for purposes for which Goodwill Industries is organized and that no person receive pecuniary profit from the use of the property. Unused credits can be carried forward for 15 years.

Fairness/Tax Equity

- The bill may violate the Due Process Clause of the U.S. Constitution because it provides a credit to Goodwill Industries, but not to other similarly situated businesses and nonprofit organizations. If it were found unconstitutional, the state could be required to provide the credit to other similar businesses.

Impact on Economic Development

- None.

Administrative Impact/Fiscal Effect

- Based on a survey of assessors of municipalities in which Goodwill stores are located, the real and personal property owned by Goodwill Industries are typically exempt from property taxes under the exemption for benevolent institutions. Thus, it is estimated that property taxes paid by Goodwill Industries are minimal. As a result, the bill is expected to have a minimal fiscal effect.

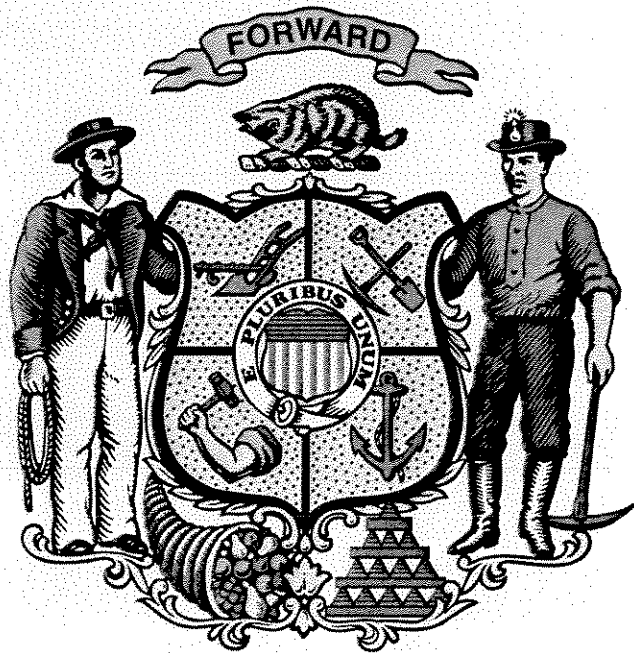
The bill provides that the credit may be claimed against the regular and the alternative minimum tax (AMT). However, the order of computation places the credit before the AMT. If the credit is to offset the AMT, it should be placed after 71.10 (4)(f).

Prepared by: Pam Walgren 266-7817

June 15, 2005

PW:skr

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Chairman Wieckert, vice chairman Townsend, members of the Assembly Committee on Housing, thank you for the opportunity to represent Goodwill Industries of North Central Wisconsin at this meeting. My name is Rick Sense. I am here along with my colleague from Goodwill Industries of Southeastern Wisconsin to urge the Committee to consider modifying Assembly Bill 498 to add Goodwill Industries to the statutory list of organizations exempt from property taxation in Wisconsin.

As you may know, there are three separate Goodwill Industries in Wisconsin that operate as independent 501 (c)(3) organizations. As a nonprofit organization, Goodwill touches hundreds of thousands of lives in Wisconsin each year including persons in programs, persons referred to our stores for needed items, donors, customers, volunteers and employees. Our goal is to help people with disabilities and other barriers to independence become more fully contributing members of our diverse society. By improving lives, we improve Wisconsin's communities.

Since colonial days, America has promoted charitable activities as an alternative to government. Human service organizations, soup kitchens, museums and hospitals all relieve the government of the necessity of providing important public services such as welfare, healthcare and education. Property tax exemption is a critical benefit provided to institutions like Goodwill allowing us to marshal our resources to perform our specific mission. In essence, organizations like Goodwill often provide the only supplement-and indeed in many cases-the only complement and alternative to government. In most cases these services are provided at lower cost and greater efficiency than what government is able to provide.

Our mission at Goodwill Industries of North Central Wisconsin is to improve the community by improving the lives of its people through services, partnerships, collaborations and the responsible use of community resources. We do that in many unique and different ways-from providing Birth-to-Three in home services, stepping in to meet the needs of families with Autistic children all over Wisconsin, creating a community center that provides health care and educational services to more than 150,000 Wisconsinites each year and by providing alternatives to payday lending through GoodMoney and FISC-Consumer Credit Counseling Service-Goodwill NCW is meeting people's needs and improving communities. In all we maintain 18 retail stores and training centers across 35 counties in North Central Wisconsin. Last year more than 2 million people visited a Goodwill facility.

Goodwill NCW also improves the community by "recycling" everything it receives, thus keeping it out of Wisconsin landfills. Our first priority is to convert our donated items into revenue by "recycling" these items to people looking to make the most of their discretionary income. Items that don't sell in the store are "recycled" in bulk to salvage dealers. The "keep it out of the landfill" program at Goodwill Industries of North Central Wisconsin exceeds two million pounds each year. We are a unique organization because we help people and the environment at the same time.

Goodwill^{NCW}

Serving North Central Wisconsin Communities

Rick Sense

Director of Development

Goodwill Industries of North Central Wisconsin, Inc.

1800 Appleton Road, Menasha, WI 54952-3729

920-968-6378 or 920-731-6601

Fax: 920-731-3041 • Toll-free: 800-482-0030 • TDD: 920-731-6623

rsense_gw@gwicc.org • www.goodwillncw.org

The Goodwill^{NCW}

Donating creates jobs in stores.

while shopping supports programs and services

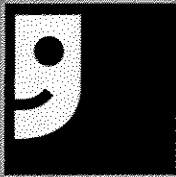
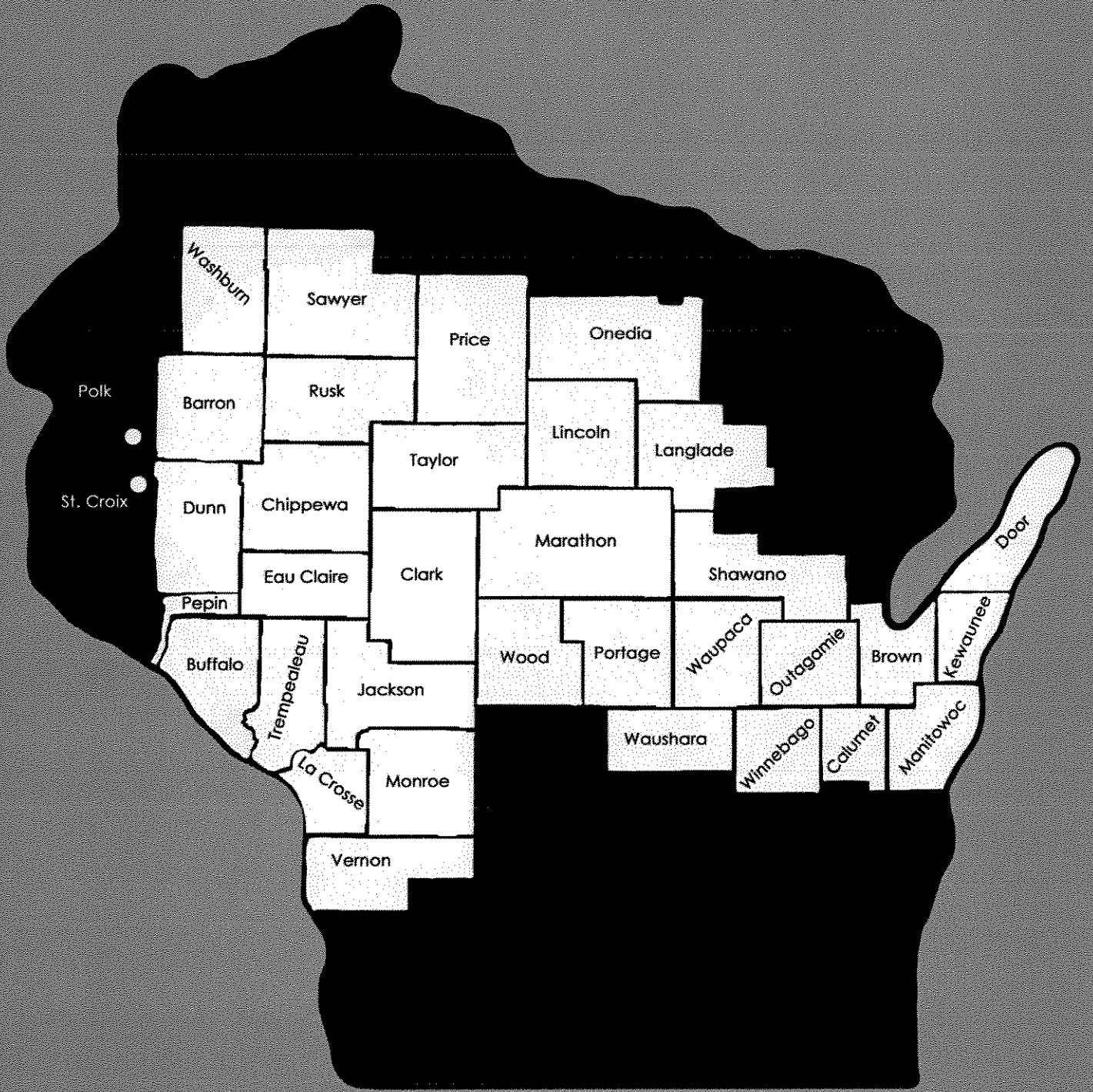
lives which improve communities and our

Promise

Goodwill®

Goodwill Industries of North Central Wisconsin, Inc.





Counties Served by Goodwill NCW



**Counties Served
by Goodwill NCW**

Goodwill

History of Goodwill Industries

Goodwill Industries International has a proud history that began more than one hundred years ago. In 1902, a young Methodist missionary named Rev. Edgar Helms arrived at Morgan Chapel in the struggling community of Boston's South End. When a ragged group asked him for help getting food and clothing, Helms instead conceived a way to meet more than just their immediate needs. He took a burlap bag and went to Boston's wealthy citizens, asking door-to-door for whatever clothing and household items they could spare.



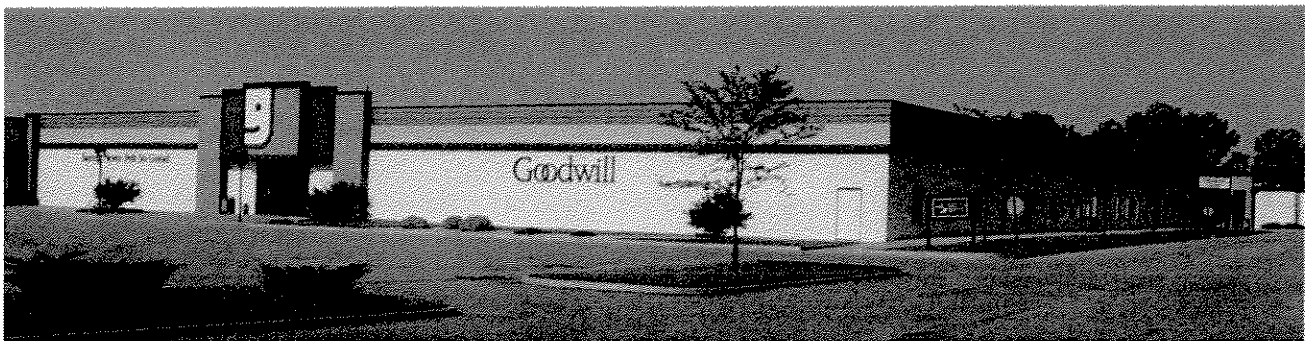
"a hand up – not a hand out"

Helms then hired people in need from his parish to repair damaged items and sell the donated clothing and goods again. He used the profits to provide wages to the workers, and the first Goodwill store was born, along with the Goodwill philosophy of "Not Charity, But A Chance."

Helms pioneered an organization that gave people hope, dignity and independence by providing them with the means to earn a paycheck and support their families. His social innovation set in motion a worldwide movement – Goodwill Industries – that would transform more than 5 million lives over the course of a century. Since 1902, Goodwill has evolved into a network of 185 independent, community-based organizations in North America and 22 other organizations around the globe.

Locally, Goodwill Industries of North Central Wisconsin, Inc. has been improving the community by improving the lives of its people for over 30 years. A 501(c)(3) nonprofit organization, your Goodwill operates 17 retail stores/training centers and 24 programs and services. Goodwill helps nearly 20,000 people each year by providing job training, placement assistance, diversity-related programs and merchandise vouchers through collaborations and partnerships with other local nonprofit organizations.

With your support, just imagine what Goodwill can do in the years ahead.



Above: The Goodwill Community Center includes the Campus of 35 non-profit agencies, the Menasha Goodwill Retail Store & Training Center and the headquarters of Goodwill Industries of North Central Wisconsin, Inc.



Serving North Central Wisconsin Communities

**Programs, Collaborations and Partnerships, and Agencies
The Goodwill Community Center**

2004

Programs

ACTION! Employment and Training
Beyond the Boundaries of Autism
Changing Tomorrows / HSED
Children First
Community Development Program
Community Gardens
Early Intervention Services (EIS)
Employers' Resource
FISC
Harmony Café
Helping Hands in the Home
Intertribal Community Center
School-to-Work
Technology Training Program
Transitional Support Program
Vocational Evaluation
Vocational Support Services (VSS)
Wisconsin Works (W-2) Programs
 Community Service Jobs
 Food Stamp Employment and Training Program
 Life Skills Classroom Program
 Job Development Program
Work Adjustment Training
Work Services
Workforce Investment Act

Collaborations & Partnerships

Barron County Restorative Justice Program
Community Rehabilitation Programs
Community Restorative Justice Project
Drug and Alcohol Corrections Center Work Opportunity
Eau Claire County Restorative Justice Program
Fox Cities Workforce Development Center
Learning Independent Future Environments (L.I.F.E.)
Waupaca Area Job Center
Wisconsin Resource Center Program

Goodwill Community Center Agencies

African Heritage, Inc.

CAP Services

Children's Service Society of Wisconsin

Epilepsy Foundation

Family Services of North East Wisconsin

Fox Cities Community Clinic

Fox Cities Workforce Development Center (FCWDC) Partners

Calumet County Human Services

CareerPros, Inc.

Division of Vocational Rehabilitation

Equal Rights Division

Experience Works

Fox Valley Technical College (GOAL Lab)

Fox Valley Workforce Development Board

Job Service

Labor Education & Training Center (LETC)

Outagamie County Health and Human Services

Unemployment Insurance

Fox River Valley Alternative School (CESA 6)

Habitat for Humanity

Juvenile Diabetes Research Foundation

Latino Link

The Leukemia & Lymphoma Society

Rawhide

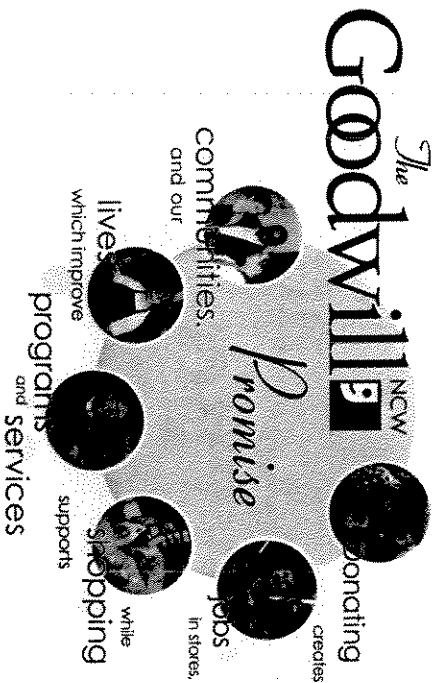
United Way Fox Cities / Information & Referral

Goodwill Industries of North Central Wisconsin

Goodwill Retail Store & Training Center

Our promise to you

People often ask "What exactly does Goodwill do?" We can best answer that with this promise:



In a nutshell, if you donate to us and buy in our stores, we promise to create programs and services that enrich individual lives, and ultimately, our communities.

We continued to do that across north central Wisconsin in 2004.

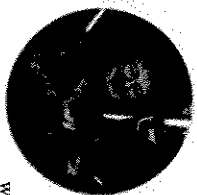
Donating



Our promise is a partnership. The lifeblood of that promise is that people - you, for example - donate the gently used clothing, books, housewares, jewelry, tools, furniture, toys, etc. they no longer need. And residents of north central Wisconsin responded in 2004.

You brought 652,589 donations totaling 26,103,560 pounds - that's more than 13,051 tons - of quality merchandise to our donation doors at our stores/training centers. Sales of these goods generated funds to help people, and prevented tons of materials from ending up in landfills. Thanks!

Jobs in stores



It takes a lot of people in each of our stores to sort donated goods, determine what goes on the sales floor when, price the merchandise, and keep racks and shelves well-stocked. These jobs can serve as valuable training opportunities for those with disabilities and other barriers to employment, and put dollars into local communities.

In north central Wisconsin in 2004:

- 1,193 team members received paychecks from our stores/training centers.
- 2,167 people received vocational training in our stores.

Shopping



People from all walks of life know Goodwill stores/training centers 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, not only will you have a real shopping adventure, you'll have the satisfaction of helping fund programs and services that help people in your community.

Your Goodwill NCW stores/training centers handled 1,915,181 customer transactions last year. Total sales was \$21,588,746, an increase of 7% over last year. In addition, 20,542 people were provided with emergency clothing and household items in their time of need, valued at \$497,580, through our cooperative referral system, which includes almost 400 local agencies across our 35-county region.

Programs and services



As a not-for-profit organization, Goodwill uses the revenue from our stores to pay our people, and to fund a wide variety of innovative programs and services that help people with disabilities and other barriers to independence become more integrated into the community. Some of these programs create jobs, offer training, or address educational or developmental issues.

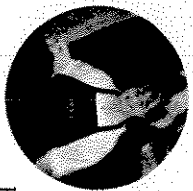
More than 20 of our programs are based at the Goodwill Community Center in Menasha. Such programs as ACTION Training for Employment, Early Intervention Services, Financial Information and Service Center (FISC), the American Indian Center, Vocational Support Services and Work Services helped improve the lives of 8,320 individuals in 2004.

In all of our store communities, we also collaborate with community partners, who bring additional resources to the cause. These include local high schools, county offices of emergency government, community corrections employment programs, supportive work programs, Wisconsin Works (W-2) programs, juvenile restitution programs, older adult work experience programs and light duty return-to-work programs.

In addition, the Goodwill Community Center is home to 27 other campus partners -- agencies and services such as Habitat for Humanity, Fox Cities Workforce Development Center, Juvenile Diabetes Research Foundation, Fox Cities Community Health Center and the United Way -- who enjoy cost savings and opportunities for collaboration by co-locating. Most importantly, the campus concept offers better, seamless service to the program participants.

All of these programs and services improve the lives of individuals in our communities, and ultimately, the communities themselves.

Improving lives and our communities.



Improving lives and helping our communities. That's what Goodwill is all about.

If you count up all of our program participants, those who received discount vouchers, those who donated to Goodwill, and those who shopped in our stores, your Goodwill touched thousands of lives across north central Wisconsin in 2004.

That underscores the essence of The Goodwill NCW Promise: when you donate to Goodwill and shop in our stores, together we improve individual lives and, ultimately, our communities.

Thank you for helping us keep that promise during 2004. We trust you will continue to be partners with us in this very important work.



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



Goodwill stores/training centers

Goodwill NCW operates 18 retail stores/training centers serving these communities:

Ashwaubenon	Manitowoc	Rice Lake
Darboy	Marshfield	Shawano
Eau Claire	Menasha	Stevens Point
Grand Chute	Menomonie	Tomah
Green Bay East	Oshkosh	Wausau/Weston
La Crosse	Rhineland	Wisconsin Rapids

Our stores are open from 9 a.m. to 9 p.m. weekdays, from 9 a.m. to 7 p.m. Saturdays, and from 10 a.m. to 6 p.m. on Sundays. Call for special holiday hours.

Goodwill Industries of North Central Wisconsin

Goodwill Industries of North Central Wisconsin is one of 207 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.

Goodwill NCW currently serves 35 counties and includes 18 Goodwill stores/training centers from Manitowoc to La Crosse, and as far north as Rice Lake and Rhineland. A 501(c)(3) human services organization, it is based at the Goodwill Community Center in Menasha.

For our complete 2004 Community Shareholder Report, go to www.goodwillncw.org.



Serving North Central Wisconsin Communities

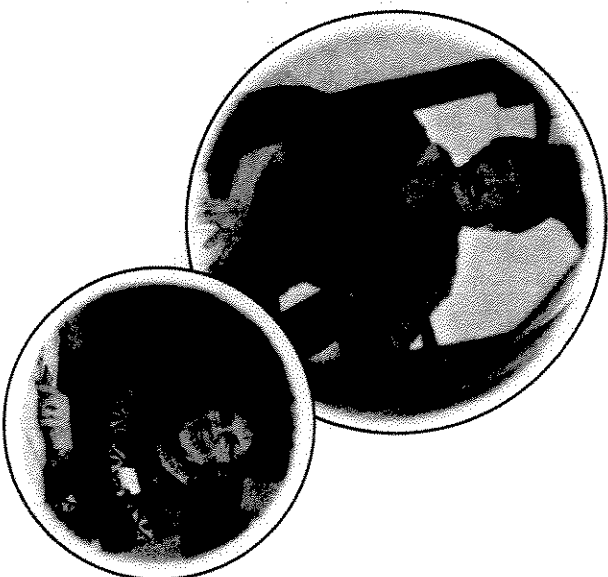
Goodwill Industries of North Central Wisconsin, Inc.
1800 Appleton Road
Menasha, WI 54952
800-482-0030
TDD: 920-731-6623
www.goodwillncw.org

Goodwill NCW is accredited by CARF for Employment Services, Comprehensive Vocational Evaluation, Employee Development Services, Organizational Employment Services, and Community Employment Services.



Keeping The Goodwill Promise across

North Central Wisconsin



2004 Community Report



Serving North Central Wisconsin Communities

*Goodwill stores
in your community:*

Ashwaubenon	(920) 498-0990
Eau Claire	(715) 835-0532
Grand Chute	(920) 731-6606
Green Bay East	(920) 465-9601
La Crosse	(608) 783-2710
Manitowoc	(920) 684-7778
Marshfield	(715) 387-1300
Menasha	(920) 731-6605
Menomonie	(715) 235-8488
Oshkosh	(920) 233-3897
Rhineland	(715) 362-7565
Rice Lake	(715) 236-2907
Rothschild	(715) 359-5759
Shawano	(715) 526-6185
Stevens Point	(715) 345-0311
Tomah	(608) 372-7464
Wisconsin Rapids	(715) 421-2991

Mission

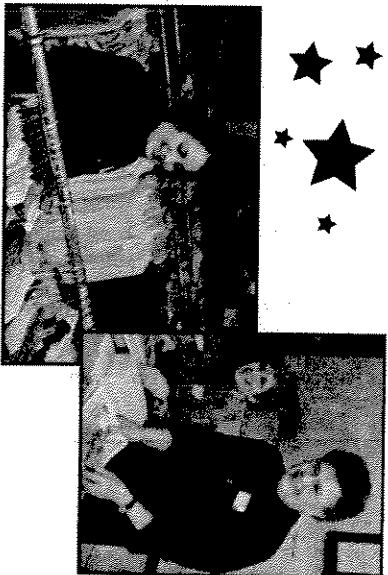
*Goodwill Industries of North Central
Wisconsin, Inc. will improve the
community by improving the lives of its
people through services, partnerships,
collaborations and the responsible use
of community resources.*

Goodwill Industries of North
Central Wisconsin, Inc.

A 501(c)(3) non-profit organization
1800 Appleton Road
Menasha, WI 54952-1195
(920) 731-6601

Goodwill

*Volunteer
Program*



*"Where Our
Volunteers Are
the STARS"*



Goodwill Industries of
North Central Wisconsin, Inc.

Benefits of Volunteering at Goodwill

Meet New and
Interesting People



Develop New Skills



Acquire Valuable Job Training



Expand Your Resume



Satisfy Graduation Credits



Fulfill Church Related Service
Requirements



Complete Court-Ordered
Community Service



Receive Special Discounts



Feel Good About Helping Goodwill
Achieve Its Mission



"I enjoy doing it.
I always get more out of
volunteering than what
I put into it."
Ben Foltz

Volunteer Opportunities

Individual Opportunities

At Goodwill Stores:



Book Corner

Building Maintenance Helper

Clothing Processing Assistant

Colorization & Sizing Specialist

Customer Service/Greeter

Donation Assistant

Dressing Room Assistant

Merchandising Assistant

Merchandise Pricer

At Goodwill Community Center:

Bulk Mailing Worker

Clerical Assistant

Sack-It Donation Drive Helper

Group Opportunities

School or Church Youth Projects

Newsletter Assembly

Sack-It Donation Drives

Design Your Own Group Project



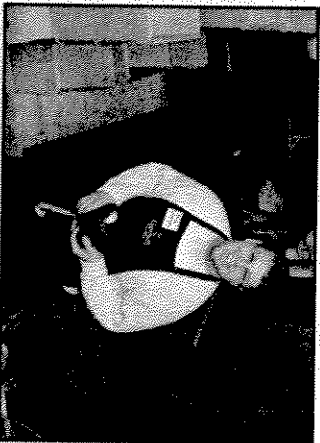
There are additional volunteering opportunities
not mentioned above. Please contact the
Volunteer Coordinator for more information.



Volunteers...



...put the pieces together
for a better community.



Become a Volunteer

Do you like to help people, organize and manage projects, work in a retail or office environment, teach new skills, work on an assembly line, search for special finds, or design displays? If so, Goodwill may have some exciting opportunities for YOU!

"I am always treated so well. Everyone is so friendly and considerate of me."
Katie Duffell



Goodwill is looking for enthusiastic people of all ages to become *Volunteers*.

Some people volunteer once a month, while others once a week.

Hours and times to volunteer are flexible.

We try to match your interests and abilities with the needs of your Goodwill.

Goodwill has numerous opportunities that you could choose from.

You may want to join the team as an individual or as a group project member.

For More Information

Contact:

Volunteer Coordinator
(920) 731-6601

**Goodwill facts . . .
Did you know?**

Goodwill Industries of North
Central Wisconsin, Inc.
operates 17 retail stores and
training centers that serve 33 counties.

Goodwill offers 24 programs and
services to help people with special needs
get jobs and lead better lives.

Goodwill program participants were
employed by 175 businesses in 2002.

Through referral partners with 350 human
service agencies, more than 9,000 people
received emergency assistance at Goodwill stores.

Almost 10,000 people were served through
Goodwill programs last year.

Volunteers gave more than 20,000 hours
of their time to Goodwill.

Last year, more than 1.6 million customer
transactions were recorded at our stores.

Goodwill collected nearly 23 million pounds
of donated goods last year.



Cut Here

Goodwill

VOLUNTEER INTEREST

Name _____

Address _____

City _____

State _____ Zip Code _____

Phone (____) _____ - _____

E-mail _____

What types of Volunteering opportunities
are you interested in pursuing?

Thank you for considering Goodwill as the
beneficiary of your time and talents.
A representative from Goodwill will be
in contact with you upon receipt of your
Volunteer Interest Form.

Please cut off this section and mail back to:

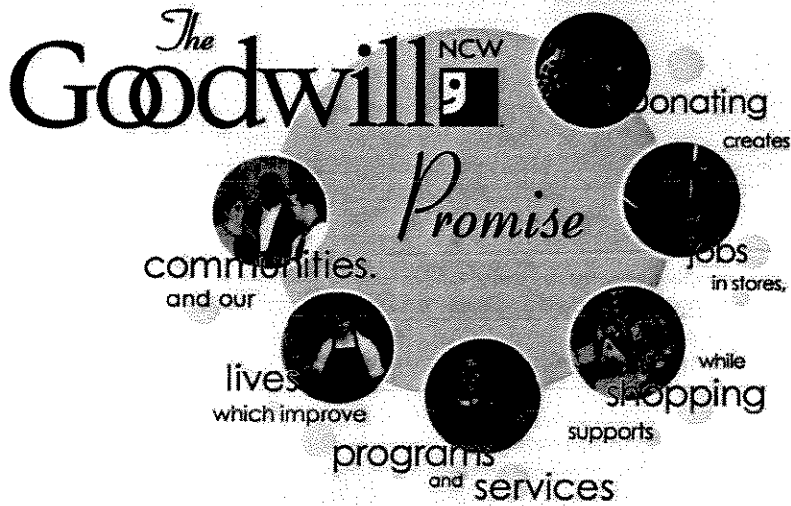
**Goodwill Industries of
North Central Wisconsin, Inc.
VOLUNTEER COORDINATOR
1800 Appleton Rd.
Menasha, WI 54952-1195**

Bringing
Our Promise
to Life

Stories of our
Outstanding Performers
2004

2004





The Goodwill Promise is our reminder to the people of north central Wisconsin that, when you donate to Goodwill and shop in our stores, we use the revenue to fund programs and services that improve individual lives and our communities.

The 24 programs and services in the Goodwill NCW portfolio are the heart and soul of our mission. They teach life skills, provide job training, help connect people with employment, break barriers, offer independence, and build dreams.

Here are stories of 11 people who bring our promise to life - outstanding performers who represent the nearly 9,000 people we served across our 35-county region during the past year. May you be enriched by their stories of determination, perseverance, courage and accomplishment!

Sherrri Thunder

Nominated by Becky Edler of the Intertribal Community Center and Lisa Hurst of the GED/HSED program



Sherrri Thunder, age 19, came to us looking for help this past year. The barriers that have surrounded Sherrri are not uncommon for a young Native American woman. However, Sherrri has had more obstacles placed in her path than the average young person.

Sherrri's father died when she was young, and her home life was less than happy. Living as a run-away on and off from the time she was 14 years old, Sherrri has learned to be a survivor. Having no one to rely on but herself, she had adapted to the social culture of street life. She did not have her high school diploma, experimented with alcohol, was not employed, and was in trouble with the law.

She came to us as a troubled, hurting young woman, looking for guidance and help. And we saw an extremely bright and exceedingly worldly young woman who needed the right opportunity and a sound foundation on which to build a life.

First, we helped her with her legal obligations by providing transportation to court and supporting her actions of accountability. Sherrri took responsibility for her behavior, and made amends for her deeds. She served many hours of community service while working a job in order to fulfill her legal obligations. Once this load was removed, we guided her to get her HSED (high school equivalency diploma).

Upon starting the GED/HSED program, she lived up to her name of "Thunder." Driven by an internal force to succeed, she worked many hours on her studies and also helped other students to stay on track. She could see what her education was doing for her, and shared that enthusiasm with others in the GED/HSED program. Sherrri's work has paid off: she will soon be going on a shopping trip to Chicago to find that special dress to wear on graduation. She is interested in continuing her studies at Fox Valley Technical College, is looking for employment, and is still volunteering at the Intertribal Community Center.

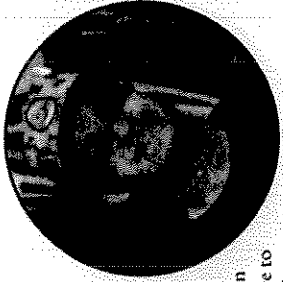
Sherrri has also faced the fact that alcohol has had negative impact on her life, and is now in treatment.

It is Sherrri who made the change; we were simply there to give her guidance, love and support. We believe in her, and know that she can succeed in whatever she chooses to do.

Congratulations, Sherrri! Thanks for bringing The Goodwill Promise to life.

Adam Hurst

Nominated by Richard Marsh, Job Coach, and Dave Steele, Service Coordinator for Vocational Support Services



Adam is 24 years old and lives in an adult family home in Neenah. Adam has autism, which is a neurological disorder that causes problems with social interaction and communication skills. Common characteristics of autism include difficulty expressing needs, resistance to change, over-sensitivity or under-sensitivity to pain, no real fears of danger and behavioral outbursts. In addition to experiencing all of these features to some extent, Adam is deaf and mute, further complicating his ability to communicate.

Following a Vocational Evaluation, Adam began working in the production area of the Menasha Goodwill Store/Training Center in July, 2001. His primary tasks included hanging clothing on racks for transfer to the store, labeling prices on new goods, emptying trash and sweeping floors.

Because of his special needs, Adam initially had great difficulty adjusting to the workplace. The movements of people and other activities often distracted him. He frequently pushed or grabbed individuals, as much to gain attention as to show aggression. He had moderate to severe behavioral outbursts, including punching himself in the face and occasionally hitting others around him. These behaviors were very disconcerting, and sometimes frightening, to his co-workers. During the morning break, other workers would not sit near Adam and his vocational trainer. Adam was not assigned to work in the retail store itself.

Through his participation in the Work Services and Vocation Support Services programs of Goodwill, virtually all this has changed. His service coordinator, job coach and retail program assistant - in conjunction with Adam's family, foster parent and county staff - have played an important role in his progress. In addition to being much more proficient at the production tasks noted above, retail management now assigns Adam tasks in the store nearly every day. These include pulling old-tag clothing, straightening racks, stocking shelves, buttoning shirts, etc. He performs these tasks well and is eager to be assigned additional "new" jobs, which, due to Adam's performance, often occurs. Adam is intelligent and learns tasks quickly.

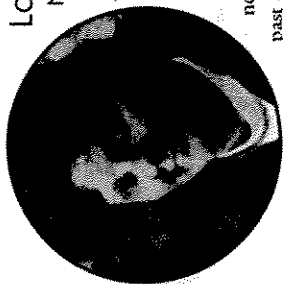
In addition to his work, Adam enjoys community activities with his job coach. He loves to watch construction, especially backhoes and dump trucks. He also likes bowling, parades, the fair, swimming, hiking, horseback riding, visiting big cities andChristmas!!!!

Over time, Adam's Goodwill team members have gotten to know him better and have become more comfortable interacting with him. They have a better understanding of his unique needs and have accepted him as a teammate. Now, people often sit with Adam and his job coach at break. People say "good morning" to him and laugh at his hilarious antics. Adam has a wonderful sense of humor and likes to play jokes on both his job coach and service coordinator.

He has become a very friendly individual, and enjoys visiting people in the management area at the Menasha store before work and on break. Of course, Adam has his favorites (those who give him candy!). It is obvious from the comments of his teammates that they enjoy Adam's visits.

Adam will always have autism. However, he has demonstrated his ability to overcome multiple barriers. Despite having autism, being deaf and mute, and exhibiting challenging behaviors, he has educated all of us on the potential that lies within him. He is an excellent example of an outstanding performer.

Congratulations, Adam! Thanks for bringing The Goodwill Promise to life!



Lana Siebers
 Nominated by Kay Bidwell-Aronowitz,
 Financial Information Service Center (FISC)

"My name is Lana Siebers, and I am 33 years old. My 14-year-old son is Nicholas. Five years ago when I came to FISC, I was overwhelmed in \$18,000 worth of debt, non-sufficient fund fees from numerous banks and many, many past due notice collections.

"At my initial visit, I thought I'd never see the light. From this dark hole, it seemed impossible. With my low-paying jobs and no child support in 14 years, it seemed gloomy.

"Well, Kay (FISC) had put me on a very tight budget, leaving only \$5.00 fun money; all the other money went to bills. It all seemed so depressing to get a paycheck and have \$5.00 for the week. Within a month or two of seeing the collection calls stop and my current bills kept up, I dedicated myself and my paycheck to the challenge of becoming debt-free.

"Over the course of these five years, I took a group of smaller bills that ranged from \$1.00 to \$100.00. I overcame that obstacle and challenged myself to deal with higher debts of \$100 to \$200. Realizing I was keeping up with my monthly bills and payments, I put more money away.

"Well, to much surprise, one year ago I was debt-free and had my own savings account. I worked diligently and patiently, and was organized and paying bills on time. Because of my success, the bank gave me an American Dream Home Loan of \$96,000 to purchase my very own home.

"I am living proof that FISC really works if you have hope, faith and a sense of humor. If it weren't for FISC, I'm unsure of where I'd be today. So I say thanks to Kay and Barb for all the help, support and hope they've given me."

Congratulations, Lana! Thanks for bringing The Goodwill Promise to life!

Carrie Hendrickson
 Nominated by Lisa Hurst and Jane Baumann,
 GED/HSED Program



Carrie Hendrickson has been actively involved in the GED/HSED program for only five months, but she has already overcome a number of significant barriers and achieved a remarkable amount of success.

Carrie has been working hard to address and conquer obstacles that have, in the past, blocked her path to progress. She fought with bouts of clinical depression and AODA issues as a teen/young adult. She dropped out of high school at a young age, and became pregnant shortly thereafter. Carrie came to us as a single mother of three children who was trying to raise her family with extremely limited financial resources. Her lack of work history and education limited her opportunities for meaningful employment.

In a collaborative effort, Liz Jungers (Outagamie County Economic Support Specialist), Laura Benzchawel (Goodwill W-2/FSEI Work Experience Case Manager), Lori Hill (Goodwill's Employability Skills Coordinator), Jane Baumann (GED/HSED Teaching Assistant) and Lisa Hurst (GED/HSED Instructor) have been working diligently to provide Carrie with the support, direction and education she needs to be successful, independent and self-sufficient.

The efforts have really paid off! So far, Carrie has passed six of her eight HSED tests (she has earned some of the highest test scores the staff has ever seen). She has been placed at two work experience sites - the Tri-County Community Dental Clinic and the Fox Cities Community Clinic - and is doing exceptionally well. She has maintained a perfect attendance record, and goes above and beyond what is expected of her in the classroom by taking work home and studying in her free time.

Most impressively, Carrie always makes time to help fellow students with their studies and to lend an ear to their problems. She has truly established herself as a fine role model, and has earned the trust and respect of both her fellow students and staff.

Congratulations, Carrie! Thanks for bringing The Goodwill Promise to life!



Lori Lamers
Nominated by Dawn Sonnenberg,
ACTION! Employment and Training

Prior to starting ACTION!, Lori Lamers had worked at Pensar for over five years, and had advanced to become the third-shift supervisor. In December 2002, she learned that her job was going to be outsourced to Mexico. Lori filled much of January and February with a "Feel Sorry for Lori Party," including lots of cookies, ice cream and tears. She was devastated and lost, and, as she says "to make matters worse, I turned 40."

She had no idea what she was going to do. She didn't want to go back into a manufacturing job to have the same thing happen, but she knew she didn't have the skills for an office job.

Lori ran into a friend who was taking classes at ACTION! and decided to turn her life around. She enrolled in the Full Computer/Clerical Program at ACTION! in May. During her time with us, she found her love for computers and bookkeeping. Many other students looked to Lori as a mentor. She always came into ACTION! with an attitude of "have fun, enjoy, and don't give up."

Lori learned computer and clerical skills at ACTION!, but more importantly, she gained self-confidence and began to believe there was a place "out there" for her. Fortunately for Goodwill, "out there" turned out to be the Goodwill family itself.

While attending classes, Lori completed a work experience in the Goodwill NCW Finance Department as an administrative assistant. When she graduated, she did not want to give up her part-time work experience at Goodwill. So, she took a third-shift Quality Assurance Inspector position with SMT to allow her to do both.

Lori's persistence worked to both her and Goodwill's advantage. As the Finance Department grew, they needed a full-time administrative assistant, and offered the job to Lori. With a huge smile, she gave notice to SMT, and thought her job-search story was over. Not!

Lori's reputation - and her willing spirit and smile - had spread throughout the Shiner Center and had attracted the attention of Environmental Services Director George Burns. He entered the "battle" for Lori's expertise, and she ultimately accepted the full-time position of administrative assistant to George.

Congratulations, Lori! Thanks for bringing The Goodwill Promise to life!

Victoria Williams
Nominated by Jodi Burns, Comprehensive
Vocational Evaluation Services



Victoria Williams is the kind of person who grows from bad experiences and moves on, hoping the next day will be better. At a very young age, Victoria began to believe that everything happens for a reason: to help her understand difficult situations that others go through.

When Victoria was two, her mother passed away. At the age of 16, her father died. Soon after that, she was abducted by her boyfriend's parents, and was raped by both of them. She escaped this situation only to be locked up in an apartment, unable to leave, and beaten by another man for seven months. This left her literally with no mental or physical ability.

Victoria remembers that she fought hard to get her life back, never feeling sorry for herself, but hoping that tomorrow would be better than today. She did get her life back, married, and had 3 wonderful boys. After 10 years of marriage she divorced her husband, realizing that verbal abuse was not acceptable. Now she was a single mother of three - a challenge in and of itself.

In 1999, when it seemed like things couldn't get much more difficult, Victoria had a stroke. It took years to recover, but Victoria was not a quitter. She applied for services with the Division of Vocational Rehabilitation to help get back into the world of work, and was referred to Goodwill's Vocational Evaluation program, which would help her try some different jobs.

During her evaluation, she came to my office and said, "I don't know if this job exists, but what I think I would really like to do is help people with disabilities in the workplace - help them to do their jobs." I told her that what she was talking about was being a job coach, and that this job did exist. For the rest of her evaluation she was "paired up" with other program participants, and essentially worked as a job coach. She absolutely shined, and demonstrated that she had what it would take to be successful in this work.

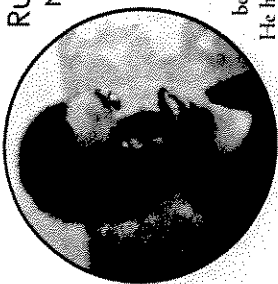
In May of 2003, Victoria was hired as a Vocational Trainer with Vocational Support Services. She was absolutely thrilled to be doing what she saw as her "dream job." Just when it seemed that things were finally on the right track and she was finally happy, tragedy struck yet again. Three weeks after starting the job, her oldest son was killed in a car accident.

Always looking on the positive side, Victoria shared that she felt she was so lucky to have such a wonderful group of coworkers; their support helped her get through one of the hardest times of her life. She shared that her coworkers made her laugh when she thought that smiling was not possible. Her teammates quickly became her friends and helped to keep her up when it would have been so easy to fall back down. Five months after her own son's death, her sister's son passed away, and Victoria again found herself needing and finding support in her coworkers.

Through it all, Victoria has remained strong and has grown from her experiences. She recently accepted a position as Program Coordinator at the Menasha Goodwill store, a move that she describes as "one of the most exciting steps in her life." In this position she will be able to do her "dream job" of working with people with disabilities, assigning job tasks to program participants and providing the training necessary to complete the tasks. She has progressed from being a program participant and being supervised by the Program Coordinator, to being a Vocational Trainer, to actually becoming a Program Coordinator.

Victoria says she knows she will make a difference in someone's life because she has walked a different road in life. I'm confident that she'll make a huge difference in the life of each individual she works with.

Congratulations, Victoria! Thanks for bringing The Goodwill Promise to life.



Rudy Gallegos
Nominated by Shannon Kenevan,
Harmony Café

Rudy first got involved with Harmony Café in November 2001 while we were doing our "Fridays at Foxley's" program at Foxley's Café in downtown Appleton. He started with us because he needed to complete 20 hours of community service. He had made some bad choices while hanging around with a group of people he had met at the bus station who steered him in negative directions.

After finishing his service hours, he kept coming to the Harmony Café programs. As Rudy says, there were three reasons: "It gave me something fun to do. I got to meet different people who were good influences on me and who had some of the same feelings as me as far as feeling different and out of place elsewhere and not feeling like I fit in anywhere. Because the staff took the time to get to know me and remember me, and in the past I had felt like not many people noticed or remembered me."

I remember one cold night, while driving over the College Avenue bridge after a "Friday at Foxley's" program, I saw Rudy driving his wheelchair over the bridge. The next time I saw him, I asked him about it, and he said that he liked to stay until the end of our Friday night programs; in doing so, however, he would miss the bus and would need to drive his wheelchair about two miles to his home. He did this regularly, regardless of weather conditions.

As we started looking for a permanent home for Harmony Café, we also rebuilt our Advisory Committee, and asked Rudy to join. He has been a regular participant at our meetings, though somewhat quiet, when he talks, he offers good advice and often says what others may be thinking about but are unwilling to say.

Rudy has also been a regular volunteer in the community. He helped at two big Toward Community events - Foods of All Nations and the annual Toward Community picnic. He also joined a group of Harmony Café volunteers who helped build the Fox Cities Universal Playground at Memorial Park. The workday for the playground was a cold, rainy, blustery day, and a number of us chose to stay home. Not Rudy! Despite the mud and rain and needing to use a wheelchair for mobility, Rudy was there helping out!

Rudy is now 19 years old. He graduated from Appleton East High School, and spent a year in the Appleton School District LIFE program. He is currently working at Valley Packaging, and through Valley Packaging and the DVR, was able to complete a six-week work experience at Harmony Café. He served as a customer greeter, helped participants fill out participation forms and provided Spanish translation services for our free Computer Skills class. He has aspirations to find a job where he can help others, and said his work experience with us taught him that he wanted to get a job in the community where he could do something he'd be good at, and not sell himself short.

Why does he like Harmony Café? "The acceptance there is the best part. Harmony Café gives me a feeling of purpose, keeps me out of trouble and helps keep my mind open - but I need to say that my mind wasn't completely closed before."

Congratulations, Rudy! Thanks for helping bring The Goodwill Promise to life.



Tim Carey
Nominated by Jim Lain,
Technology Training Program

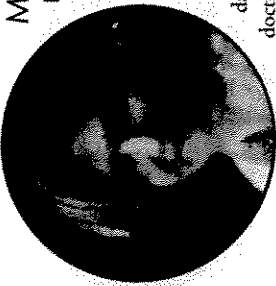
Tim Carey is a person with muscular dystrophy who uses a wheelchair for mobility. After graduating from Lawrence University with a degree in computer science, Tim had a difficult time convincing a potential employer to make use of his ability.

Tim was referred to Goodwill's Technology Training Program by the Division of Vocational Rehabilitation (DVR) for help in finding a position in his chosen field. Deb Franke, from Employers Resource, started working to connect Tim with potential employers. One of these contacts was with John Mann from Network Evolution, who hired him. Through the Technology Training Program and the DVR, computer equipment was purchased to allow him to do his work from an office in his own home.

In the eight months that Tim has worked at the firm, he has completed several successful projects. He has received nothing but praise from the company president: "Tim is an incredibly smart guy. You couldn't ask for a better employee. He's self-motivated and self-directed. He overcomes his disability."

Needless to say, Tim is happy to be using his training and his skills in his chosen field.

Congratulations, Tim! Thanks for bringing The Goodwill Promise to life!



Melissa Laux
Nominated by Deb Franke,
Employer's Resource Program

Once upon a time there was a young woman who showed great promise. She was intelligent, vivacious, active. But one day, tragedy struck. She was in a near-fatal car accident. The doctors worked on her and tried to repair her injuries. Her wounds healed, she worked with a physical therapist, and she was almost back to her original self. Now, if this were a fairy tale, she would heal completely, become Donald Trump's apprentice and live happily ever after. Ah, but this is not a fairy tale.

Melissa Laux will forever carry a scar from that fateful day. Her left arm refused to work. It will always be a "broken" arm, supported in a sling. But Melissa has a very positive attitude, and she refused to be daunted or deterred by this turn of events. She went to college, graduated cum laude, received a bachelor's degree in telecommunications, and was ready to enter the full-time work-a-day world. Unfortunately, the work world was not ready for Melissa, and she struggled to find a company that could see past the sling on her arm. After all, if you are working in an office or on computers, you need two good hands, right?

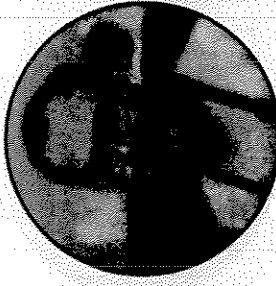
In an effort to get past the prejudice she was experiencing, Melissa applied for services with the Division of Vocational Rehabilitation. Melissa's DVR counselor referred her to Employer's Resource to get some help with finding appropriate job leads and networking with business people. Melissa didn't quit. She followed up on job leads, went to a number of interviews and kept a positive attitude. Employer's Resource, through a business-networking group, introduced Melissa to John Main of Network Evolution.

After just one interview, John saw the value in Melissa. He hired her to do some basic office work and told her that if she did that well, there would be more opportunity for her. Now, Melissa runs John's office! He admits openly that Melissa has been a great asset to his business.

Melissa is accepted and appreciated, and has the opportunity to continue to develop many new skills. She is in the process of completing her Network Engineer certifications, and has taken on a client base of her own. And those other businesses that couldn't see past the sling? Well, they may never know what an opportunity they missed.

Congratulations, Melissa! Thanks for bringing The Goodwill Promise to life!

Richard Biese
Nominated by Joe Thibodeau,
Work Services



Richard Biese was referred to the Work Services Program in July 2000 as a displaced worker. He had worked for Octopus Car Wash for many years, but had lost his job when the car wash went out of business.

Finding and maintaining other work was difficult for Richard. He had been like one of the family at the car wash, and really missed the natural support and comfort that he had depended on from his former co-workers. He became increasingly depressed, and had not worked for five years before he was referred to Goodwill's Work Services Program by the Outagamie County Department of Human Services.

Richard was apprehensive at first, but with the friendly support of Goodwill staff and co-workers, he quickly became comfortable with his job. He began to demonstrate his strong work ethic and great attitude. Richard had outstanding attendance and punctuality; while he was at work he was productive throughout his entire shift. He took directions well and was willing to help out wherever he was needed. Richard treated everyone with dignity and respect.

In 2003, Richard decided that he was ready to begin looking into community employment and a referral was made to Goodwill's Vocational Support Program for job development.

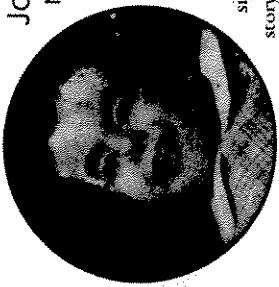
In July of last year, almost three years to the day after coming to Goodwill, the Menasha Store Team Leader recognized Richard's abilities and good work qualities, and hired Richard as a Goodwill staff member in the store. He continues his strong work ethic to this day.

Richard has worked through a number of changes in the store, including remodeling projects and changes in store team leadership. In the past, such changes had been very difficult for him, and indeed were barriers to successful employment. With the support of Goodwill store staff, VSS staff, and his Work Services Counselor, Richard has weathered these storms, and remains a steadfast team member at the Menasha store.

Congratulations, Richard! Thanks for bringing The Goodwill Promise to life.

Joe, Ann and Ella Hameister

Nominated by Barb Amdt,
Early Intervention Services



When a child is born, a family's life is changed forever in many amazing ways. The lives of Ann and Joe Hameister were significantly changed with the birth of their daughter Ella. The story begins, however, even before their child was born.

Ann discovered in utero that their child had a rare chromosomal disorder known as Trisomy 18. Ella was born at 38 weeks gestation, without complications, weighing 3 pounds, 9 ounces and 16 1/2 inches long. At birth, Ella's parents fed her with a syringe or eyedropper. Ella has a history of a slight heart murmur, webbed toes, and some facial anomalies. She has also been diagnosed with infantile scoliosis.

Ella's family has made many changes. Ann left her teaching career to stay home full-time and care for Ella. The family moved from their new home in Appleton to Menasha. Their lives revolve around Ella. Ann takes Ella to therapy twice a week in De Pere, as well as to numerous medical appointments in the Valley and Milwaukee. They have attended the past two national conferences for Trisomy 18. Joe goes out of his way to try to find equipment that will help Ella meet her needs. Ann and Joe provide excellent carry-over for Ella's therapies, and her extended family provides additional care and support.

Ella is a delightful little girl. She is very social and engaging with others. She will smile and reach out to those who talk with her. She is generally a happy and easy-going child, lighting up the world around her.

Ella and her family received weekly speech therapy services from Early Intervention Services, special education services twice each month, and service coordination support. She recently turned three and "graduated" from the birth-to-three program. She is in the transition process to Early Childhood Services through the Menasha School District.

Ella's parents will tell you that it is a miracle that Ella is with us today. She is at risk for illness, but each day she grows stronger. Early on, her parents would never have imagined that Ella would be transitioning from the Birth-to-3 program to the school system. Ella is blessed to have such a wonderful family supporting her and caring for her needs.

Congratulations, Hameister family! Thanks for bringing The Goodwill Promise to life.

Our Employers

We thank the following businesses and organizations for employing people this past year who have participated in these three Goodwill NCW programs: ACTION! Employment & Training, Employers Resource, and Vocational Support Services.

All Brands - ACTION!
 ALLETEL - ACTION!
 APAC - ACTION!
 Applebee's, Oshkosh - VSS
 Appleton Area School District - ACTION!
 Applied Industrial Technologies - Employers Resource
 Aramark Food Services - VSS
 Arts for Kids - VSS
 Badger Energy - ACTION!
 Banta - VSS
 Best Western, Appleton - VSS
 Binding Edge - VSS
 Burger King, Neenah - VSS
 Cadre - ACTION!
 Celebration Child Care - VSS
 Cherryland's Best - Employers Resource
 Chilton Times Journal/Calumet Advertiser - Employers Resource
 Cimarron - VSS
 Clean Power - Employers Resource
 Clintonville Public Schools - ACTION!
 Club Scrap - Employers Resource
 Competition Products - VSS
 Country Kirchen - ACTION!
 Cub Foods, Appleton - Employers Resource
 Culver's, Oshkosh - VSS
 Doering's Super Valu Foods - Employers Resource
 Dollar Tree - ACTION!
 Domino's Pizza, Appleton - VSS
 Domino's Pizza, Oshkosh - VSS
 Early Intervention Services - VSS
 East Bay - ACTION!
 Econmart, Chilton - VSS
 Fairfield Inn, Appleton - VSS
 Fairfield Inn, Oshkosh - VSS
 Festival Foods, Oshkosh - VSS
 FISC - Employers Resource
 Fox Valley Thrift Shoppe - Employers Resource
 Gannett Newspapers - Employers Resource
 Goodwill, Menasha - Employers Resource
 Goodwill, Oshkosh - Employers Resource
 Goodwill NCW - Employers Resource
 Graphic Communications Center, Inc - Employers Resource
 Heart of the Valley YMCA - VSS
 Home Depot, Appleton - VSS
 Home Instead Senior Care - Employers Resource
 Jack's Maintenance Service, Inc. - Employers Resource
 JanSport - VSS
 JMW Construction - Employers Resource
 Just Pets - Employers Resource
 Kimberly-Clark - VSS
 Kobussen Buses - ACTION!
 Kwik Trip, Brillion - VSS
 Lammers Bus Lines - VSS
 Landmark Staffing Resources - ACTION!
 Lawrence University - VSS
 Lutheran Social Services - Employers Resource
 Mark Winter Homes - Employers Resource
 Master Fleet Body and Hoist - Employers Resource
 McDonald's, Oshkosh - VSS
 Mobile Chef - VSS
 Network Evolution, Inc. - Employers Resource
 Onro Auto Sales, Inc. - Employers Resource
 Oshkosh B'Gosh - VSS
 Oshkosh Medical and Rehab Center - Employers Resource
 Papa John's, Oshkosh - VSS
 Pick-n-Save, Appleton - VSS
 Piggly Wiggly, Oshkosh - VSS
 Pitney Bowes - ACTION!
 Pizza Hut, Neenah - VSS
 Red-D-Mix Concrete, Inc. - Employers Resource
 Rehabilitation House - VSS
 Rogan's Shoes, Appleton - VSS
 Rogan's Shoes, Oshkosh - VSS
 Ron's Service Cargo - ACTION!
 Sam's Club, Appleton - VSS
 SECURA Insurance - VSS
 Shopko, Neenah - VSS
 SMTC - ACTION!
 St. Pius X - VSS
 Target, Oshkosh - VSS
 Time Warner Cable - ACTION!
 United Translators - ACTION!
 U.S. Bank, Oshkosh - VSS
 Wendy's, Appleton - VSS
 Westhill Rehabilitation - Employers Resource
 Wisconsin Farms - VSS
 YMCA Appleton - Employers Resource

Goodwill^{NCW}



Serving North Central Wisconsin Communities

Goodwill Industries of North Central Wisconsin

1800 Appleton Road

Menasha, WI 54952-3729

920-731-6601

800-482-0030

TDD: 920-731-6623

www.goodwillncw.org



Harmony Cafe

www.harmonycafe.org

- Drum Circle
- Open Mic
- Live Music
- Issue Discussions
- Poetry Readings
- Karaoke
- Youth Leadership Opportunities

Check our web site for
upcoming events:

or call

Harmony Cafe

124 North Oneida St.
Appleton

DELIVERING ON THE GOODWILL PROMISE

COMMUNITY SHAREHOLDER HIGHLIGHTS - 2004

GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN, INC.



DONATIONS

652,589 (UP 8.5% FROM LAST YEAR)

26,103,560 POUNDS - THAT'S MORE THAN 13,051 TONS!

JOBS IN STORES

1,193 TEAM MEMBERS RECEIVED PAYCHECKS

2,167 PROGRAM PARTICIPANTS RECEIVED IN-STORE TRAINING

SHOPPING

1,915,181 CUSTOMER TRANSACTIONS (UP 9%)

20,542 PEOPLE (UP 52%) RECEIVED GOODWILL VOUCHERS FOR SHOPPING IN OUR STORES, TOTALING \$497,580 OF FREE MERCHANDISE

LIVES TOUCHED

31,029 PEOPLE (UP 38%) ACROSS NORTH CENTRAL WISCONSIN IMPROVED THEIR LIVES THROUGH GOODWILL PROGRAMS AND SERVICES, INCLUDING:



SHERRI THUNDER

The American Indian Center (formerly Intertribal Community Center) and GED/HSED Program have helped Sherri overcome difficulties, work toward her diploma and look forward to continuing her education.



ADAM HURST

The Vocational Support Services Program has helped Adam improve his behaviors, develop better relationships with his teammates, and become a contributing team member in the Menasha store.



RUDY GALLEGOS

Harmony Café helped Rudy complete his community service responsibilities, meet positive role models, become a volunteer and set a goal to find a job through which he can help others.



ELLA HAMEISTER

Early Intervention Services helped Ella's family deal with her rare chromosomal disorder. Weekly therapy and special education services have helped her "graduate" to her local school's early childhood program.

LIVES TOUCHED THROUGH ON-CAMPUS GOODWILL NCW PROGRAMS AND SERVICES

ACTION Training for Employment	163
American Indian Center (formerly Intertribal Center)	386
Beyond Boundaries of Autism	89
Changing Tomorrows	30
Children First	61
Community Garden Partnership	223
Early Intervention Services (EIS)	203
Employers' Resource/Job Placement	72
Financial Information & Service Center (FISC)	4,340
Harmony Café	1,174
Helping Hands in the Home	26
High School Equivalency/GED Program	173
School-to-Work	54
Technology Training Program	19
Transitional Support Program	43
Vocational Evaluation	62
Vocational Support Services (VSS)	139
Wisconsin Works (W-2) Programs	
Community Service Jobs	85
Food Stamp Employment and Training Program	439
Life Skills Classroom	135
Job Development Program	141
Work Adjustment Training	76
Work Services	85
Workforce Investment Act Case Management	102

SUB-TOTAL 8,320

Goodwill NCW programs and services directly served 31,029 people in 2004 (up 38%).

GOODWILL NCW FINANCIAL RESULTS - 2004

Goodwill revenue

Store sales and salvage revenue	23,649,225
Program contracts	4,291,833
Other revenue	1,228,213
Public support (time, money and material donations)	779,270
Industrial contracts	140,448

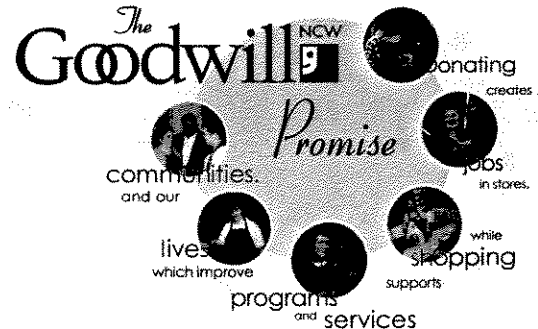
TOTAL \$30,088,989

LIVES TOUCHED THROUGH RETAIL STORES/TRAINING CENTERS

	Retail store program participants	People in need receiving free merchandise
Ashwaubenon	168	1,278
Eau Claire	217	3,042
Grand Chute	111	627
Green Bay East	135	2,314
La Crosse	255	527
Manitowoc	79	768
Marshfield	59	101
Menasha	228	1,644
Menomonie	40	408
Oshkosh	51	624
Rhineland	138	2,902
Rice Lake	62	1,382
Shawano	34	1,476
Stevens Point	235	733
Tomah	116	351
Weston/Rothschild	30	2,088
Wisconsin Rapids	75	277

Shiner Distribution Center 134

SUB-TOTALS 2,167 20,542



Goodwill expenses

Wages and benefits	\$18,121,764
Cost of new goods	3,036,529
Occupancy	2,887,911
Supplies	1,838,344
Depreciation	1,243,492
Transportation and logistics	981,486
Administrative expenses	671,781
Merchandise vouchers for people in need	497,580
Advertising/publications	431,313

TOTAL \$29,710,200

FOR OUR COMPLETE 2004
COMMUNITY SHAREHOLDER REPORT,
GO TO WWW.GOODWILLNCW.ORG

Goodwill NCW
Serving North Central Wisconsin Communities

OUR MISSION

Goodwill Industries of North Central Wisconsin, Inc.
will improve the community
by improving the lives of its people
through services, partnerships, collaborations
and the responsible use of community resources.

Goodwill

Goodwill Industries of North Central Wisconsin, Inc.

1809 Appleton Road, Menasha, WI 54952-3729

1-920-731-6601

www.goodwillncw.org