

Proud Past, Promising Future

1902

The Goodwill Movement was born.

Methodist minister Edgar J. Helms was concerned about the plight of immigrants who came to America with nothing. Helms put a burlap bag over his shoulder and went door-to-door, asking the affluent of Boston to contribute shoes, clothing, household items and furniture. Destitute men and women were put to work restoring collected goods while learning trades. Income from the sale of the goods paid their wages.

Edgar J. Helms believed in "a hand up, not a hand out" and was firmly convinced that the best rehabilitation tool available to anyone was a job.

Milwaukee Goodwill was incorporated on October 6, 1919 at the Summerfield Methodist Church on East Park Place. Its mission was "to provide a chance, not charity," to people society had labeled as unemployable, including thousands of injured soldiers returning from World War I and older workers displaced by the return of younger individuals.

In the 1960s, ribbon-cutting ceremonies were held for the new "workshop" at 91st Street and Fond du Lac Avenue. This facility was the largest, free-standing Goodwill building in the nation.

Milwaukee Goodwill established operations in Racine, Madison and the Fox Valley.



First Goodwill building in 1919.

1970s

Total People Employed: 862
Number Served: 987
Number of Stores: 2

Goodwill received its first three-year CARF accreditation.

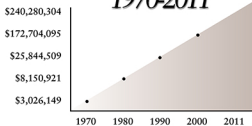
Continued cuts in government funding led to an interest in industrial contracts. An important customer relationship begins with S.C. Johnson where 140 Goodwill clients assemble a new product; a strong partnership that continues to this day.

Another important partnership that began in the mid-70s is with Naval Station Great Lakes. The U.S. Navy contracts with Goodwill to provide laundry services.

In 1976, the continuing decline in government funding and Goodwill's need to find other means of financing its rehabilitation programs became evident. Trying to place people with disabilities into competitive work environments when so many nondisabled men and women were looking for work became increasingly difficult. Establishing "sheltered workshops" was encouraged.

1977 - The Wisconsin Division of Vocational Rehabilitation (DVR) grants Goodwill the first performance contract ever awarded to any rehabilitation agency in the State of Wisconsin.

Revenue Growth 1970-2011



John L. Miller is hired as Director of Professional Services in 1975 and helps establish the Southwest Campus where 150 clients receive services.



1980s

Total People Employed: 907
Number Served: 813
Number of Stores: 12

Goodwill's growth has not been without financial risk. In 1982, when John Miller became president, he inherited an unsuccessful subsidiary manufacturing corporation and other struggling services with negative operating margins. During the next 18 months John, a committee of the board of directors, and staff worked closely with creditors to develop and implement a plan to address these obligations. By the end of that same year, Goodwill generated \$7 million in revenue.

The idea of community-based services evolved in the 1980s following the destitutionalization of persons with developmental disabilities. As a result, Goodwill established senior and adult day care centers to provide structured work and social activities.

Industrial contract sales grew steadily to \$1.3 million. Goodwill purchases the Midtown manufacturing plant on West Capitol Drive to continue to grow its industrial rehabilitation model.



By 1986, Goodwill Industries of Southeastern Wisconsin has become the largest Goodwill organization in North America.



John Miller's Awards

- NISH Milton Cohen Leadership Award
- GII "J.D. Robins Distinguished Career Award"
- CYD Image Award
- Ernst & Young Entrepreneur of the Year, Economic Development
- Named a Switzer Scholar in Rehabilitation
- Rotary Club of Milwaukee-Vocational Recognition
- Named a Patriotic Employer by the National Committee for Employer Support of the Guard and Reserve
- Enduring Leadership Award presented by the U.S. AbilityOne Commission
- GII P.J. Trevelthan Award for Outstanding Contributions to the Training of Goodwill Personnel
- GII Kenneth K. King Award for Outstanding Management Abilities and Accomplishments

1990s

Total People Employed: 4,703
Number Served: 22,284
Number of Stores: 16

The passage of the Americans with Disabilities Act (ADA) occurs in July 1990.

The changing urban communities in which Goodwill operated required an innovative response to workforce development, prompting Goodwill to launch job centers in Kenosha and Milwaukee Counties.

The success of the job centers, combined with the new reality of welfare reform, led to the creation of Employment Solutions (ESI), a subsidiary of Goodwill and Wisconsin's largest provider of welfare-to-work services.

In 1991, Goodwill receives funding from the U.S. Department of Housing and Urban Development (HUD) to develop specialized housing for persons with disabilities. By 1995, six residences were completed.

1994 - The Goodwill Sale is initiated between Carson Pirie Scott & Company and 10 Goodwills in four states. Eighteen years later the sale expands to 59 Goodwill organizations in 20 states.

1996 - Goodwill's Industrial Services processes more than 3 million units through product reclamation services provided to SC Johnson.

1997 - Senior Services provided 494,530 trips to over 5,000 individuals, delivered 265,370 hot meals to 1,879 frail older adults and coordinated 1,424 errand services.

1998 - Goodwill is awarded a food service contract at Naval Station Great Lakes.

The Goodwill Community Service Center opens in Waukesha; it has 55,000 square feet of space for retail and human services programs.



2000s

Total People Employed: 5,415
Number Served: 53,500
Number of Stores: 49

2001 - Goodwill Great Lakes earns the prestigious Cape. Edward F. Ney military food service award. This accreditation is the equivalent of a restaurant earning a 5-star rating.

Goodwill Great Lakes rose to the challenge following the September 11 terrorist attacks by providing a larger number of meals and administrative services for the increased military personnel on base and adapting to greatly increased security procedures.

Goodwill participated in Hurricane Katrina Relief effort by matching employee donations and providing Community Assistance vouchers to over 500 evacuees.

2005 is the inauguration of Power Partners, a special designation given by Goodwill to companies that provide ongoing and sizeable work opportunities for the people we serve. Since that time 12 area companies have received this prestigious award.

In 2006, Goodwill became an ISO-9001 certified company in its Commercial Services, Work Services and Laundry operations.

DataShield, a secure document destruction service, begins in 2006 and one year later is NAID (National Association for Information Destruction) certified.

In 2008, the first of nine Goodwill Workforce Connection Centers opened in greater Milwaukee and metropolitan Chicago. Goodwill TalentBridge provides customized staffing and recruiting solutions for area companies.

2010 - Goodwill administrative services move to a new facility called Mission Support Center. This move frees up much needed space for mission services at the James O. Wright Center for Work and Training. Renovations totalling \$5 million were completed in 2012.



"The work of Goodwill is never done. But it isn't up to us to finish it. Our job is to move it forward into the future and trust that our leadership successors will continue to do so."

- John L. Miller

