




# Responding to the Needs of our Times

Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago

2009 Annual Report

# RESPONDING TO THE NEEDS OF OUR TIMES



*John L. Miller and Thomas R. Savage  
at the James O. Wright Center*

Dear Friends,

This year was a milestone for our organization as we marked 90 years of serving the community. Goodwill's rich history shows us that solid planning and a spirit of adaptability have been key to our sustainability and growth. There have been dramatic shifts in every aspect of our society—political, economic, educational and social. Amidst this change, Goodwill has found ways to address challenges and meet the needs of the people and communities we serve.


In late 2008 and early 2009, we took steps to better position Goodwill for the recession. We examined our priorities and controlled expenses without sacrificing mission objectives. We remained committed to growing our retail system—the 34 Goodwill Store and Donation Centers operating in 2009 helped support our mission services. Facility renovations and relocations now underway will increase our capacity to serve people. In 2009, we served 33,734 individuals, a 47 percent increase over the previous year.

As other economic indicators have started to improve, the high unemployment rate remains a challenge. Our priorities in this climate are to serve more people more effectively and to help individuals find employment. To address the staggering number of men and women looking for work, we established two Goodwill Workforce Connection Centers and will open others in 2010.

Adapting to change and creating growth have required Goodwill's rigorous focus on continuous improvement, innovation, and investment in people and operations. Our mission, principles and capabilities have stood the test of time. Inspired by those we serve, the leadership of our Board of Directors, the dedication of our staff, and the support of many businesses, community leaders, foundations and government institutions, we will continue to adapt, ensuring our sustainability and growth for the next 90 years.

Sincerely,

  
John L. Miller  
President and CEO

  
Thomas R. Savage  
Chairman of the Board

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## MISSION

Goodwill provides training, employment and supportive services for people with disabilities or disadvantages who seek greater independence.

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## BOARD PRESIDENTS/CHAIRMEN

1919 - 1921	A.J. Winnie
1921 - 1922	J.C. Castleman
1922 - 1933	Albert E. Mielenz
1933 - 1942	Mathew S. Dudgeon
1942 - 1943	William R. Pate
1944 - 1947	Robert W. Tarbell
1947 - 1950	George B. Luhman
1950 - 1954	Edmund B. Fitzgerald
1955	James I. Poole
1956 - 1999	James O. Wright
1999 - 2001	Linda F. Stephenson
2002 - 2005	Charles F. Wright
2005 - 2007	Mason G. Ross
2007 - 2009	Edward P. Carroll, Jr.
2009 - Present	Thomas R. Savage

## EXECUTIVE MANAGEMENT

1919 - 1921	Dr. S. H. Anderson
1921 - 1944	Oliver A. Friedman
1944 - 1951	Robert S. Friedman
1951 - 1957	Robert P. Hogg
1958 - 1974	Charles L. Priest
1974 - 1982	Roger D. Matthews
1982 - Present	John L. Miller

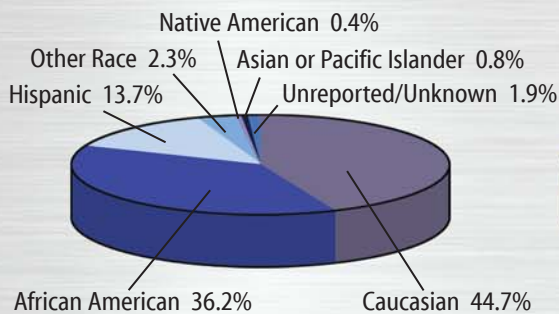
Thank you for your service!

# THE YEAR IN NUMBERS

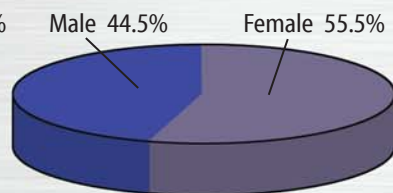
- Number of individuals who received Goodwill services 33,734
- Number of employment opportunities found for individuals 1,410
- Projected annual earnings by individuals entering employment \$17,758,092
- Number of counties served in Wisconsin/Illinois 13 / 10
- Number of Goodwill Store & Donation Centers/Goodwill locations 34 / 55
- Number of donation transactions of clothing and household items 1,945,356
- Number of retail sales transactions 4,325,420
- Pounds of clothing and textiles kept out of landfills 38,886,595
- Annual employee and paid participant earnings \$87,852,000
- Annual employee benefit dollars \$19,000,000
- Estimated annual payroll and income taxes paid by employees \$16,600,000
- Number of families helped through Community Assistance Voucher Program 7,089
- Number of Goodwill employees 4,046
- Number of Goodwill employees with disabilities 1,459

## DEMOGRAPHICS OF PEOPLE SERVED

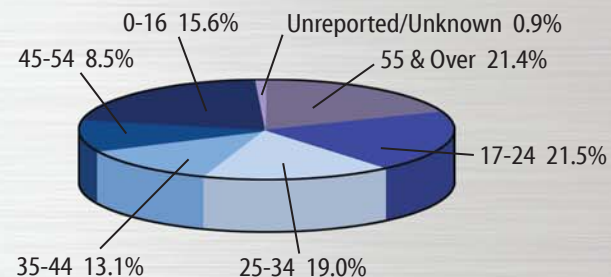
**ETHNICITY**



**GENDER**



**AGE**



# 2009 IN NUMBERS

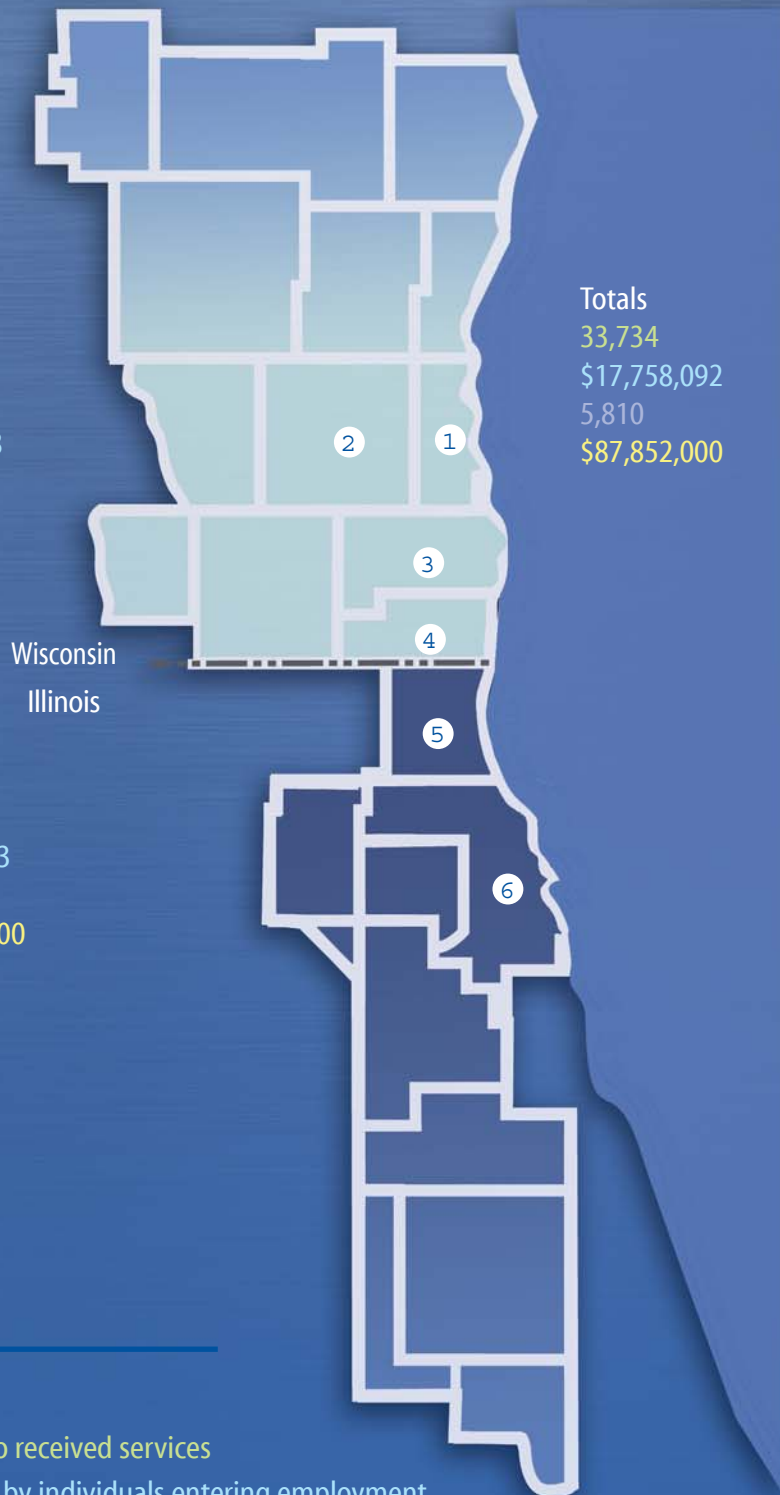
## NUMBERS BY COUNTY

① Milwaukee	② Waukesha
9,385	1,044
\$1,941,387	\$246,329
1,770	350
\$17,091,000	\$6,767,000

③ Racine	④ Kenosha
5,290	15,611
\$240,538	\$10,079,478
330	360
\$7,173,000	\$9,124,000

⑤ Lake	⑥ Cook
404	1,713
\$504,092	\$4,636,673
804	890
\$21,104,000	\$13,108,000

All Others
287
\$109,595
1,270
\$13,485,000



Totals
33,734
\$17,758,092
5,810
\$87,852,000

### KEY:\*

- Number of individuals who received services
- Projected annual earnings by individuals entering employment
- Number of employees and paid participants residing in county
- Employee and paid participant earnings

\* All figures are YTD cumulative

## IN MEMORY OF LONG-TIME BOARD MEMBER AND FRIEND



### W. Stewart "Stew" Davis

Mr. Davis was elected to the Board of Directors of Goodwill Industries of Southeastern Wisconsin on July 25, 1986, and served faithfully for 23 years. His influence set a standard of excellence for the staff, board and the organization as a whole. His compassion for this organization was further evidenced by his participation in countless Goodwill events, meetings, and his willingness to be available whenever his guidance was sought, particularly on human resources issues and best practices. We are eternally grateful for Stew's invaluable service and dedication to Goodwill in addition to the many organizations he served in the community.

## 2009 YEAR IN REVIEW

### New store openings



Retique, a new concept store for Goodwill, opened in May of 2009. Located in Milwaukee's Historic Third Ward, at 190 N. Broadway, the store features fashion labels and special merchandise.

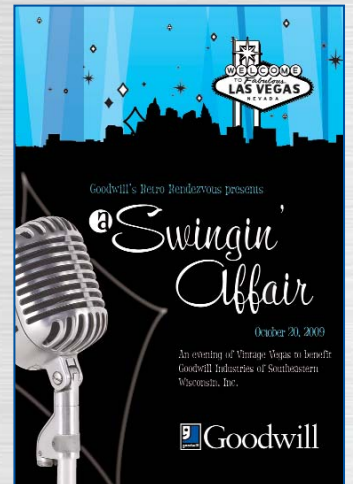
Goodwill welcomed four other new stores to the retail family in 2009. They include: Carol Stream, IL; Elmhurst, IL; Montgomery, IL and Wauwatosa, WI. These stores bring our total number to 34.

### Retro Rendezvous

"A Swingin' Affair - an evening of Vintage Vegas" was the theme of Goodwill's 2009 Retro Rendezvous.

The event started with the ever-popular silent auction and Diamond Dig. After a delicious dinner, the vintage fashion show portion of the evening began, with the Rat Pack and illusionist Kevin James providing entertainment. Green Bay Packer and Goodwill Spokesperson Donald Driver and his family were involved in the fashion show, with wife Betina serving as Honorary Chairperson. Former Packer Santana Dotson joined the show, along with current Packers James Jones and his wife Tamika, and Nick Collins and his wife Andrea. Besides providing outfits for the Packers and their wives, Boston Store showcased their glamorous evening wear.

The funds raised supported the purchase of equipment and other items for four areas: Day Programs, the Workforce Connection Centers, Vocational Services and Senior Services.



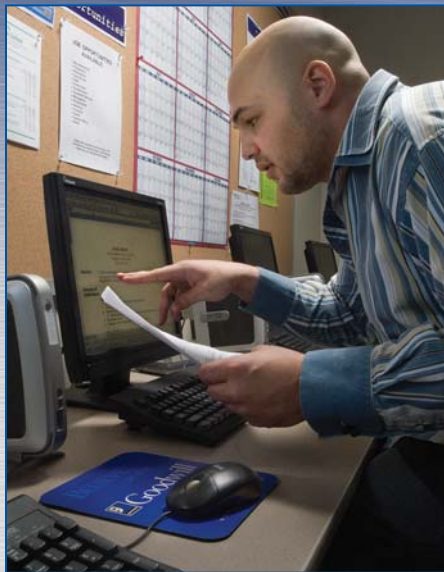
### Goodwill wins a Well Workplace Award

The Wellness Councils of America, with its local affiliate, the Wellness Council of Wisconsin, presented Goodwill Industries of Southeastern Wisconsin, with a "Gold" Well Workplace Award, which recognizes companies commitment to the health and well-being of its employees.

The Well Workplace Awards initiative is driven by a rigorous set of criteria. Since its inception in 1991, over 1,000 organizations in both the public and private sector, have earned the Well Workplace Award and are recognized as some of America's healthiest companies.

## Microsoft awards Goodwill over \$1.6 million grant

In 2009, the Microsoft Foundation awarded Goodwill a software licensing grant worth more than \$1.6 million. Microsoft's support helps build continued technology infrastructure and improves communications and knowledge sharing. Goodwill is using the grant for SharePoint, upgrades to our server operating systems and SQL database software, as well as additional licenses to open other Goodwill Workforce Connection Centers and Lifelong Learning Internet Cafés.



## Workforce Connection Center on Richards Street opens



With double-digit unemployment and thousands of jobs being lost each month, Goodwill opened a new Workforce Connection Center to address this rising problem in February of 2009.

The centers provide free employment services for anyone needing help finding a job. From resume building and interview skill workshops to onsite interviewing and one-on-one assistance, the Workforce Connection Centers are a resource for all.

To celebrate the opening of the newest Workforce Connection Center, an open house was held with Mayor Tom Barrett and Green Bay Packer and Goodwill spokesperson Donald Driver who greeted local business, government leaders and clients at the center.

The Richards Street location joins another Goodwill Workforce Connection Center in Waukesha. Three new Goodwill Workforce Connection Centers are scheduled to open in 2010—two in Chicago and one at the James O. Wright Center in Milwaukee.

## Goodwill is ISO 9001:2008 certified

In 2006, Goodwill originally became ISO 9001:2000 certified and in May 2009, we were re-certified under the ISO 9001:2008 accreditation. This accreditation lasts for three years and applies to Goodwill's Commercial Services, Laundry, Work Services and Work Services Case Management.

## 2009 Power Partners

Goodwill recognized ChemRite CoPac, Inc. and Children's Hospital and Health System as the 2009 Power Partners. This designation recognizes companies that demonstrate commitment to the Goodwill mission by providing substantial, ongoing work opportunities for people with disabilities or disadvantages.

This is our fifth year for the Power Partners program. In 2008, the recipients were Gehl Foods, Inc. and Ocean Spray. In 2007, the designation was given to the U.S. Navy and SC Johnson. In 2006, Rust-Oleum and Froedtert Hospital and Clinics were the recipients, and in 2005, Briggs & Stratton and Kelch received the award.

## Goodwill succeeds in CARF survey

Goodwill Industries of Southeastern Wisconsin is the largest Goodwill in the United States, serving over 33,700 individuals in 2009. In June, four CARF representatives spent three days surveying several programs within our organization. We received a full three-year accreditation through June 2012 including an exemplary conformance to the standards in the area of Information Measurement and Management.

CARF International is an independent, nonprofit accreditor of human service providers in the areas of aging services, behavioral health, child and youth services, employment and community services and medical rehabilitation. The CARF family of organizations currently accredits more than 5,000 providers at more than 18,000 locations in the United States, Canada, Western Europe, South America and the South Pacific.

## Brady Corporation's generosity assists in move to Mission Support Center

Brady Corporation made a substantial and generous in-kind donation of more than \$81,000 to Goodwill in late 2009. The donation included office furniture, technology infrastructure and modular office fixtures for the Goodwill Mission Support Center, just south of the intersection of Hwy. 45 and Silver Spring, slated to open in Spring of 2010. Brady had occupied the building for several years before moving to a new location.

These donations will allow Goodwill's support departments—Accounting, Human Resources, IT, Purchasing, Facilities Management, Executive offices, Development and Marketing—to move into one location, freeing up much needed space for our growing mission-related programs and services.





Goodwill's transportation fleet has always been the backbone of the organization, providing transport and material handling of donated items and laundry. The drivers are truly ambassadors of Goodwill wherever they travel.





# Kevin

Goodwill has played a pivotal role in many lives throughout the last 90 years, including programs and services provided to those serving our country. During World Wars I and II, Goodwill's recycling and salvage efforts were of critical importance to the war effort. Materials like aluminum were recycled, and items were routinely reconditioned to save raw materials for war-related manufacturing, which in turn provided work opportunities to thousands of people in our area.

After World War II, Goodwill worked with the Veterans Administration to create training programs for seriously wounded veterans who could not go back to their former jobs.

The commitment to support the military continues today. Goodwill employees play an integral role in the lives of Sailors and recruits at Naval Station Great Lakes. From preparing and serving meals to issuing uniforms and sorting the mail, Goodwill employees have worked hard over the last 11 years to provide support to military men and women.

Goodwill's partnership with the U.S. Navy has provided countless opportunities for people to better their lives. Let us introduce you to someone who has seized every opportunity. Meet Kevin.

The unexpected deaths of Kevin's cousin and best friend turned his life upside down. He was attending college, working toward a business degree, and held summer jobs while playing basketball. For Kevin, these traumatic events set into motion a downward spiral that brought to the surface a mental health issue requiring the use of heavy medication and counseling to bring under control. But the power of work changed Kevin's life.

Kevin started working at Goodwill in May 2004 as a Food Service Worker at the USS Marvin Shields. He worked his way up to Cook and has spent more than four years in the galleys preparing food for recruits and Sailors. When he heard of the new Goodwill Culinary Institute training program, he knew it was an opportunity he couldn't pass up and immediately applied.

He is excited and motivated by the program, attending training sessions on his days off to learn new recipes and advanced techniques. Kevin is the first to volunteer for new tasks at these sessions. He won an on-site food preparation competition the past two years that allowed him to attend the American Culinary Federation National Convention in Florida. He was able to meet many famous and talented chefs from around the globe, as well as learn about new foods, spices and techniques.

At Goodwill, Kevin has attained the training, tools and confidence he needs to advance. He sees each step forward as a goal accomplished. His dream of someday owning his own restaurant is closer to becoming reality. Kevin says the sky is the limit when you have people, like those at Goodwill, who can see your potential.





Donations are critical for Goodwill Retail Services; where burlap bags once were the preferred method of donating, today busy people like the convenience of drive-up service.



# Leona

Goodwill serves people in our community through the many stages of life. One of the groups we serve faithfully is the older adult population. Most people are not aware that Goodwill provides several services for seniors, centered around keeping older adults independent.

Staying connected and engaged is an important part of an older adult's physical and emotional well-being. From Home Delivered Meals and the Shopping and Errand Program to Case Management Services and Dining Centers, Goodwill is there to assist seniors and their families with the transition to the "golden years."

As baby boomers get older, we know the need for services to this group will continue to increase. For years, Goodwill has been advocating for seniors and is ready to meet the demand of an aging population that will require and expect our high level of services.

Let us introduce you to an older adult who started as a dining center participant and has now become an integral part of this program. Meet Leona.

Leona was attending services at Ascension Lutheran Church when she heard that a dining center was located on-site. She was looking for an activity during the week and thought she would check it out. Leona found the staff and people were so friendly that she sat right down and has been coming ever since.

The meals provided are nutritionally balanced and offer a variety of foods. Members also bring in treats for one another, and Leona is known for her delicious cakes.

Leona has been dining at the center for more than 15 years, and in that time has found more than just a nutritious meal... she's found family. She says they share their lives—the excitement of grandchildren, the heartbreak of losing family members—and they genuinely care for one another. And, Leona's children like knowing she has a standing engagement that provides a good meal and companionship.

When the staff was looking for someone to organize Tuesday bingo, Leona happily volunteered. She has been calling the games for years, and she organizes the prizes and games each week. It's a can't-miss event at the center, and Leona is part of the fun.





Goodwill facilities are much more than brick and mortar, they house a community of people who are dedicated and committed to helping persons with disabilities and disadvantages achieve their highest level of self-sufficiency.



# Herman

An organization needs to evolve with the changing times. Goodwill's founder Edgar J. Helms fought poverty not with charity, but with trade skills—and the chance for the poor and the unemployed to do productive work. He was creating a movement that would remain vibrant and effective even through the Great Depression, wartime and recessions. In the beginning, Goodwill's were focused on sorting and repairing clothes and household items to train and employ people. When donations decreased in the mid-1930s and there were fewer opportunities to repair and refurbish donated goods, we began a food service training program to get people working. The custodial training programs of the 1950s have evolved into the janitorial programs we offer today.

The type of training Goodwill provides has continually evolved as technology has changed. Goodwill has trained individuals on typewriters and switchboards, and today on computers, learning different programs and software applications. The world looks much different, but the need for support remains the same.

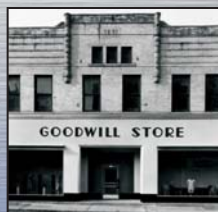
Let us introduce you to someone who has received services at our location in Chicago and has taken every opportunity to better himself. Meet Herman.

Herman grew up as the youngest of four children. He describes himself as adventurous and able to get his way when he wanted something, characteristics that got him into trouble in his youth. His adult life led him down a path that resulted in a drug charge and conviction with a sentence of 11 years in prison.

After release, Herman's probation officer provided him with information on some local training programs, much of which was janitorial or industrial work. Herman desperately wanted to go back to school and further his education, so he got connected with a case manager at Goodwill.

Herman attended Goodwill's three-week pre-employment skills training program, excelling in interview skills. Goodwill also provided a bus pass and access to grants toward tuition. He graduated from Robert Morris College in late 2008 and is working as a paralegal. Herman is proof that hard work and determination are the keys to success.

For those who have experienced a similar setback in life, Herman encourages people to press forward no matter how daunting the circumstances. Goodwill is proud to assist people as they work toward achieving their dreams.





From our beginnings in the basement of Summerfield Methodist Church, Goodwill has been known for their retail store and donation centers. New store openings always attract a crowd of shoppers who find excellent bargains while helping support Goodwill's programs and services through their purchases.



# Michael

Goodwill Store & Donation Centers have been around since Goodwill's beginning. When we opened our first store in 1919, it provided training and jobs for people with disabilities and disadvantages, just like we do today. We started by mending clothing and repairing household items for resale, which provided a paycheck for people who couldn't find work. In the early years, Goodwill distributed burlap bags, followed years later by large paper sacks that donors could fill with items they no longer needed and we would pick up the discarded merchandise.

Today, shoppers come to our stores which are clean, bright, modern and fun shopping destinations. We've even added some new merchandise to the mix of high quality donations. Donors will find many locations, with evening and weekend hours, where they can conveniently drive-up and donate their clothing and household items.

Let us introduce you to someone who is employed in one of our Store and Donation Centers, and has shown that hard work is the key to success. Meet Michael.

Michael works at the Goodwill Store & Donation Center in New Berlin, WI. He has worked as a donation attendant since October of 2008, and in that short time has shown himself to be a hard worker and asset to the store.

Michael has Scheuermann's Hyperkyphosis, which causes severe curvature of the spine, resulting in physical health impairments. After finishing his associate degree in production and printing, he struggled to find work, and was eventually referred to the Department of Vocational Rehabilitation. With his experience and education in production, he quickly landed a job at Goodwill.

Michael tried a two month work experience in our retail store and was a perfect fit. He accepts donations from our donors, and helps to process donations in our production area.

He doesn't let anything stop him from doing the best job he can. He has a perfect attendance record and is always on time, ready to start his shift and work hard. His supervisors and fellow employees all mention his joyful and positive attitude, which is echoed by the customers he helps.

Michael's job at Goodwill is providing experience in many areas of production that will assist him in pursuing his dream to work full time at a printing company. Michael sees opportunity in what he is doing, and is grateful to Goodwill for helping him learn.

Michael is called an inspiration by those who meet him, and his supervisors wish they had ten more people with his spirit and work ethic. But Michael is humble and grateful for the opportunity to work. He understands the importance of work and the power it has to transform lives. Goodwill is proud to provide stepping-stones for people who want to achieve.





From the start, Goodwill was a place people could turn to for job assistance. We have always offered a wide range of vocational programs and services including training in business and computer skills, forklift, food service and industrial assembly.





# Deb

Throughout the last 90 years, Goodwill has responded to the call to get people working. Nothing is truer today, with unemployment reaching its highest levels in decades. There has been a monumental shift in how people search for and find work. The evolution from help-wanted signs and job listings in the newspaper to the use of the internet and social media to find qualified candidates has changed the way people apply for and find jobs. Without access to and familiarity with technology, finding new work opportunities can be nearly impossible.

Goodwill has met this ever-growing, ever-changing need by creating the Workforce Connection Centers, a place where people can come free of charge and have access to technology and resources, get help with resumé preparation and participate in job fairs with local companies looking to hire new employees. It is a service that addresses the very real and continuing needs of displaced workers or a person looking for a new or better career.

Let us introduce you to someone who has received services at one of our Workforce Connection Centers. Meet Deb.

Deb has lived in Milwaukee for 15 years and has a sales and management background. She had fallen victim to downsizing and was feeling the frustration of facing yet another job search.

Deb heard about the Workforce Connection Center through a friend and found her experience to be a good one. She attended workshops, updated her resumé and worked closely with the staff to find the right opportunity. While Deb had experience searching for a job in the past, she found Goodwill's services helped her to cast a wider net.

The Workforce Connection Center customizes services to the specialized needs of each candidate. It provides individual, one-on-one support to clients, many of whom are searching for a job for the first time in decades. The Workforce Connection Center serves a wide range of people—from entry-level positions to middle management and specialized professions like accounting and finance.

Deb is now working in sales and marketing for a local tax firm and really loves what she's doing. She credits the Workforce Connection Center for helping her find a job, and the sense of independence she's gained.

Having a job is important. In addition to providing income, jobs provide challenges and opportunities. Deb has learned first-hand the meaning of Goodwill's motto, "Believe in the power of work".





In the earliest days, Goodwill trained those who were poor and disabled to mend clothing and repair small appliances. Today, Goodwill provides quality packaging, assembly, rework and inspection services, as well as laundry services and document destruction.



# Chris

In our early years, Goodwill trained people with disabilities that no one thought would be able to work. We started by teaching people to repair and refurbish broken items. We taught people valuable skills and gave them a sense of independence.

While that idea has not changed in the last 90 years, the marketplace has. Today, we are assembling engine diodes and using automated machinery to package products that are shipped around the world. Because the quality of life for people with disabilities has improved over the decades, the need for work opportunities has never been greater.

For those we serve, Goodwill provides important work opportunities and much more. Let us introduce you to someone who is employed in Work Services. Meet Chris.

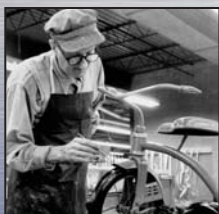
Chris has worked at Goodwill for two years. When he came to Goodwill, he was quiet, just responding with a word or two when people would talk to him. The new people and unfamiliar environment made him nervous.

Fast forward two years, and Chris is a different person. He is excited and engaged in his work. Chris says he likes coming to work because of the people and all the friends he has made. The change has been remarkable.

He has recently become a member of our Community Access Program, which is funded through a grant from the Department of Labor and helps prepare people for employment in the community. Chris works on several assembly projects at the Center for Work and Training on Vogel Avenue in Milwaukee. Some of his favorites include packaging safety products, assembling cheese nozzles and working in our DataShield document destruction area.

Chris was shy and sometimes tentative, but the staff knew he was strong and capable, always willing to try new things. In these short years, Chris has been transformed. He loves to talk with the staff and his co-workers. Seeing his increased assertiveness and self-initiative, his supervisors give him more complex and fast-paced tasks. Chris is patient and personable. He works hard and he has fun at his job.

Chris enjoys receiving a paycheck, which he uses to purchase his own clothes and also for his hobby—collecting firefighting memorabilia. But the impact that the job has goes far beyond that check. Chris is connected to a group of peers, he has grown and accomplished important goals and is working toward a job in the community. Providing work opportunities is a critical part of Goodwill's mission, and people like Chris bring that mission to life.



## FINANCIAL ACTIVITIES

Goodwill provided training, employment and support services to over 33,000 individuals in 2009. During the year, we opened five new Store & Donation Centers, providing additional jobs, reducing waste and generating income to go toward fulfilling our mission. We responded to economic challenges within our community by developing Workforce Connection Centers where anyone can access employment assistance, information and technology within one location, free of charge.

With the talent and dedication of our staff, we delivered high quality services while continuing to maintain a low administrative expense rate. Management and fundraising expenses have been less than 7% of revenue and support in each of the last five years. With thoughtful planning and careful execution we will continue to meet new challenges and expand our mission services while continuing to be fiscally responsible to our donors and those we serve in our community.

STATEMENT OF FINANCIAL ACTIVITIES*	2009	2008
Revenue & Support		
Participant Programs & Services	\$30,377	\$28,804
Retail Services	66,355	56,501
Great Lakes	93,038	92,650
Commercial Services	36,969	40,813
Contributions	1,866	1,398
Interest and Other Income	<u>879</u>	<u>994</u>
Total Revenue & Support	<u>229,484</u>	<u>221,160</u>
Expenses		
Program Services	\$206,024	\$202,970
Management & General	14,708	14,568
Fundraising	<u>657</u>	<u>641</u>
Total Expenses	<u>221,389</u>	<u>218,179</u>
Change in Net Assets	<u>\$8,095</u>	<u>\$2,981</u>

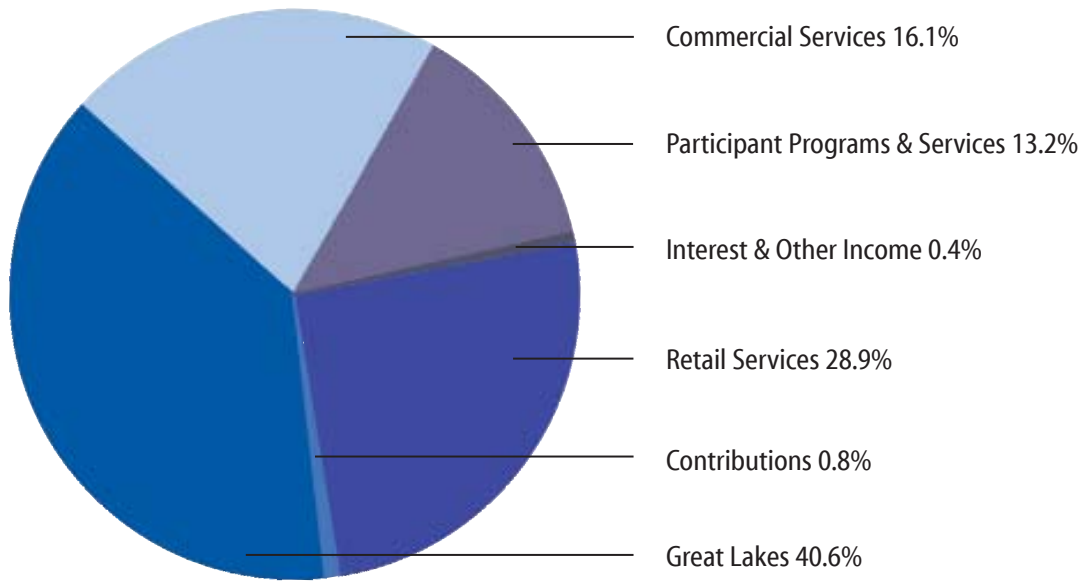
STATEMENT OF FINANCIAL POSITION*	2009	2008
Assets		
Cash and Cash Equivalents	\$6,246	\$3,220
Accounts Receivable	13,633	19,035
Inventories	6,909	8,612
Prepaid and Other Expenses	2,742	2,891
Property, Plant and Equipment	<u>89,893</u>	<u>79,831</u>
Total Assets	<u>\$119,423</u>	<u>\$113,589</u>
Liabilities		
Accounts Payable	\$9,890	\$12,918
Accrued Expenses	14,745	17,047
Long Term Debt	<u>33,630</u>	<u>30,560</u>
Total Liabilities	<u>58,265</u>	<u>60,525</u>
Net Assets	61,158	53,064
Total Liabilities and Net Assets	<u>\$119,423</u>	<u>\$113,589</u>

\*amounts in 000's

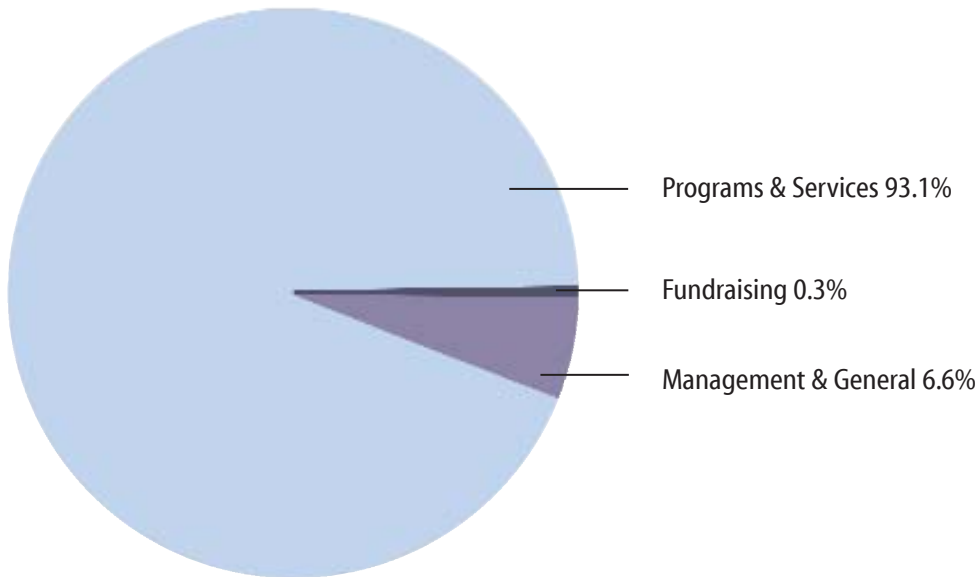
Certain amounts have been reclassified in the 2008 financial statements to be consistent with the 2009 financial statement presentation. For additional financial information, call Goodwill's Chief Financial Officer at 1-800-236-2494. 2009 amounts are unaudited as distribution of this report was performed before completion of the annual audit.

# 2009 FINANCIAL HIGHLIGHTS

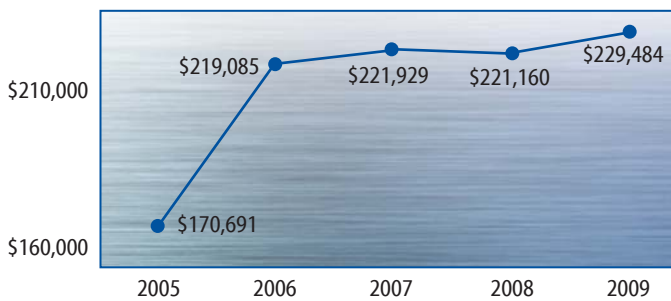
## Sources of Revenue & Support



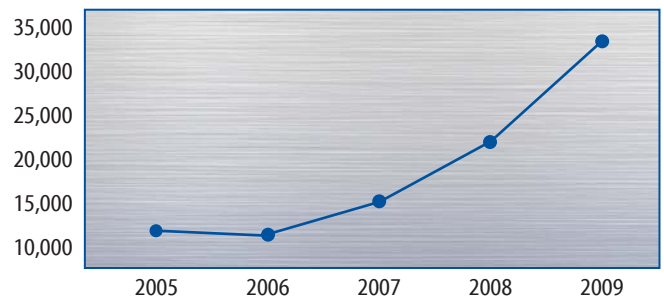
## Allocation of Expenses



## Revenue & Support Growth (000's)



## Individuals Served



# GOODWILL OFFICERS, DIRECTORS, MANAGEMENT

## BOARD OFFICERS

### **Thomas R. Savage, Chair**

Senior Vice President, Administration  
Briggs & Stratton Corporation  
Wauwatosa, WI

### **Vincent P. Lyles, First Vice Chair**

President  
M&I Community Development Corp.  
Milwaukee, WI

### **Richard A. Meeusen, Second Vice Chair**

Chairman, President and Chief Executive Officer  
Badger Meter, Inc.  
Milwaukee, WI

### **Robert J. Klug, Treasurer**

Managing Director  
RSA Capital, LLC  
Milwaukee, WI

### **Dennis J. McNally, Secretary**

President  
McNally, Maloney & Peterson, S.C.  
Milwaukee, WI

### **John L. Miller, President and Chief Executive Officer**

Goodwill Industries of Southeastern Wisconsin  
and Metropolitan Chicago  
Milwaukee, WI

## BOARD OF DIRECTORS

### **Jacqueline Moore Bowles**

President  
Creative Marketing Resources, Inc.  
Milwaukee, WI

### **Juan M. Carrasquillo**

Director, Administrative Services  
We Energies  
Milwaukee, WI

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Sales Promotion and Marketing  
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Milwaukee, WI

### **W. Stewart Davis (Deceased 12-13-2009)**

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Grede Foundries, Inc.  
Milwaukee, WI

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Director, Board Relations

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### **Vickie L. Volpano**

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### **Kent A. Walters**

Executive Director, Goodwill Great Lakes

### **Dorothy Buckhanan Wilson**

Vice President, Mission Services

## 2009 ANNUAL REPORT

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Goodwill

Goodwill Industries of Southeastern  
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