



2013
Community
Impact Report

GROWTH AND MOMENTUM

CONSTANCE

When first arriving at the Goodwill Workforce Connection Center, Constance was filled with uncertainty and doubt. Homeless and living at the Cathedral Center, a place that provides emergency shelter services, she wondered if she would ever be able to keep a roof over her head and for her two young children, ages three and four. With limited job skills and a high rate of unemployment all around her, she was doubtful that any employer would give her a chance. Upon arriving at Goodwill's Workforce Connection Center, Constance knew she had come to the right place. The Goodwill Workforce Connection Center staff helped Constance to hone her capabilities, develop a résumé, and access available jobs in the area. Through TalentBridge, Goodwill's staffing and recruitment service, Constance was made aware of an administrative staff position at Milwaukee Public Schools. Before long, Constance was working at a job she loved and earning enough to get her own apartment and support her children. Grateful for the opportunity and with a "pay it forward" mindset, Constance now spends time volunteering at the Goodwill Workforce Connection Center during the summers, helping others see their own potential and restoring hope.



Project PRISM

SARA

Given the harsh economic realities, it is not surprising that recent graduates are pessimistic about their ability to achieve the American Dream. Many of them believed that getting a college degree was the ticket to success in the knowledge economy. Meet Sara. After earning a Healthcare Administration degree in 2013, Sara was unable to bridge the gap from college to career. Facing mounting college debt, she needed access to the world of healthcare. After hearing about it from a friend and then doing an online search herself, Sara discovered Project PRISM. Project PRISM is a partnership between Goodwill and Wheaton Franciscan Healthcare, where individuals with no prior healthcare background that have a strong customer service demeanor and problem-solving skills are recruited and trained in the areas of registration, scheduling and pre-certification for medical procedures. Sara is now serving as a Patient Access Representative at Wheaton Franciscan Healthcare and couldn't be happier with her competitive pay and a job that offers benefits, a career ladder and a promising future.



Goodwill Great Lakes

WAKESHIA

Wakeshia's middle and high school years were especially difficult — born with glaucoma that significantly impaired her vision made learning in mainstream classes tough. What made it even tougher was the bullying by her classmates, which often left her on the losing end of jokes and pranks. Once Wakeshia graduated, she wondered if she'd ever find a job, and given her history, was concerned about "fitting in" and not being vulnerable again. A rehabilitation counselor told her about Goodwill. She interviewed for a position as a Food Service Worker at Goodwill Great Lakes, where Goodwill provides food service, issues uniforms, delivers mail, and performs other logistic services for Sailors and Recruits at the Navy's only boot camp at Naval Station Great Lakes. Since coming to Goodwill, Wakeshia has gained greater confidence. Goodwill has given her the stability and encouragement to believe in herself. Knowing that her visual impairment is progressive and might cause total blindness someday, Wakeshia lives life to the fullest, sets goals, and tries her best to achieve them. "Life's challenges are simply successes that I have yet to achieve," Wakeshia says.



"Goodwill has allowed me to see that there is a whole world outside of my apartment. A world where people with disabilities are role models and leaders in work places, and in their communities. Goodwill has educated my mind and challenged my spirit. For that I am grateful." —Wakeshia

Supported Employment Program

CHARLIE

Charlie knows first-hand the importance of having a job, the self-worth and sense of purpose it creates when someone else is depending on you every day to get your tasks completed. Charlie, a young man with Down syndrome, had dreamed of a work environment that was uplifting and supportive, a place where he would be embraced not only by his co-workers, but also by the customers. With the help of Goodwill's Supported Employment Program and the Wisconsin Division of Vocational Rehabilitation, Charlie's dream came true. As an employee at Mobil One, you can often find Charlie tidying up the highest-traffic areas of the gas station. The high-traffic area is just the place he wants to be, since he receives as much joy as he gives, telling jokes to all the customers he has gotten to know on a first-name basis and giving high-fives. Plus, the money he earns allows him to participate in activities such as bowling, swimming, and going to the movies with his friends and family. Charlie refuses to allow his disability to get in the way of his helpful nature and zest for life. We could all learn something from Charlie.



RICH MEEUSEN & JACKIE HALLBERG



Dear Friends,

Growth and Momentum is the theme of this year's community impact report, which accurately sums up our 94 years of operation. This was the first year for our new leader, Jackie Hallberg, following John Miller's retirement as our President and CEO at the end of 2012, after nearly four decades of service. A well-planned and executed transition enabled her to "hit the ground running" so the organization could continue its growth and momentum on a number of strategic priorities and simultaneously raise the profile of our new leader. We engaged in more than 92 community outreach events and presentations over the past year.

Critical to our success in meeting the needs of the growing number of individuals who come to us looking for training, jobs and other support services is the continued development of our donated goods business. Goodwill's donors and shoppers generated the resources that we needed to serve 61,406 individuals last year. We opened five new Goodwill Store & Donation Centers and replaced an existing location in Sheboygan, Wisconsin, bringing the total number of retail stores to 54. We also opened three new donation centers in communities where there are no Goodwill Store & Donation Centers, for the convenience of our donors.

A slower than expected economic recovery along with a widening skills gap made demand for our workforce development services greater than ever before, both from individuals seeking employment and employers looking for a quality workforce. We opened up two new Goodwill Workforce Connection Centers, bringing our total to nine. Our customized training programs grew in culinary, custodial, retail and customer service. To expand work opportunities, Goodwill also increased the number of partnerships we have with area businesses.

We continued our commitment to quality with the Laundry and Linen team maintaining their ISO and Healthcare Laundry Accreditation Council (HLAC) accreditations. Goodwill Great Lakes also received an exceptional rating on our official government report card for the fourth consecutive year, and ranked in the 90th percentile in customer satisfaction. We had a financial audit with no findings for the third consecutive year and were awarded a four-star exceptional" rating from Charity Navigator for being fiscally responsible, accountable and transparent.

In the pages that follow, you will see in both numbers and stories the impact our services have had on individuals, communities, businesses, the economy and the environment. We are grateful to all those who have helped us have such a positive and profound impact.

Sincerely,

Rich Meeusen
Chairman of the Board

Jackie Hallberg
President and CEO

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Chairman, President and
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Badger Meter, Inc.

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Retired, Chairman and
Chief Executive Officer
CenTrust Bank

Charles F. Wright, Jr.
Sales and
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a division of The Fall
River Group, Inc.

MANAGEMENT

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Chief Executive Officer

Tean Andersen
Executive Assistant to
President and Chief
Executive Officer

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TalentBridge

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Retail Services

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General Counsel

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Vice President, Food and
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Chief Retail Officer

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Vice President and
Chief Financial Officer

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Vice President and
Chief Information Officer

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Vice President, Sales
and Strategic Solutions

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Vice President, Planning
and Strategic Initiatives

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Vice President,
Human Resources

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Vice President, Work / Day
and Community Services

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Senior Vice President and
Chief Operating Officer

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Vice President, Retail
Operations and Strategy

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Vice President,
Federal Services

Dorothy Buckhanan Wilson
Senior Vice President,
Mission Services



FINANCIAL ACTIVITIES

STATEMENT OF FINANCIAL ACTIVITIES*

	2013	2012
Revenue & Support		
Participant Programs & Services	\$ 43,977	\$ 41,894
Retail Services	131,744	117,677
Great Lakes	77,783	75,726
Manufacturing Services	13,954	16,859
Contributions	1,909	1,530
Interest and other income	968	1,446

TOTAL REVENUE & SUPPORT	270,335	255,132
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Expenses

Programs & Services	236,195	220,088
Management & General	19,958	19,436
Fundraising	627	709
Interest and other non-operating expense	(23)	1,188

TOTAL EXPENSES	256,757	241,421
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CHANGE IN NET ASSETS	\$ 13,578	\$ 13,711
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STATEMENT OF FINANCIAL POSITION*

Assets

	2013	2012
Cash and Cash Equivalents	\$ 21,549	\$ 19,134
Accounts Receivable	10,967	11,278
Inventories	9,386	8,302
Prepaid and Other Expenses	2,670	2,527
Property, Plant and Equipment	125,688	123,726

TOTAL ASSETS	170,260	164,967
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Liabilities

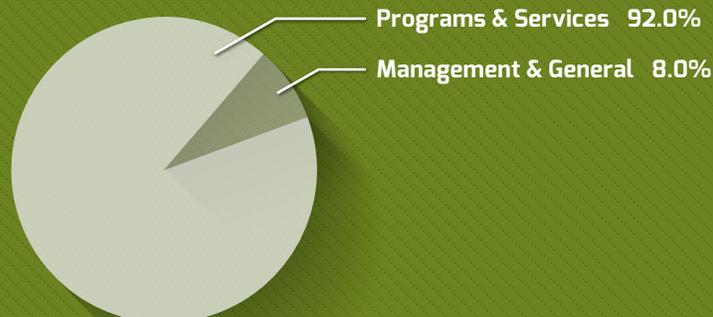
Accounts Payable	10,714	12,985
Accrued Expenses	16,352	17,131
Bonds and Debt Payable	36,381	41,616

TOTAL LIABILITIES	63,447	71,732
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NET ASSETS	\$ 106,813	\$ 93,235
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TOTAL LIABILITIES AND NET ASSETS	\$ 170,260	\$ 164,967
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Allocation of Expenses



Sources of Revenue & Support



Individuals Served

2013	61,406
2012	53,355
2011	48,593
2010	41,915
2009	33,734

*amounts in 000's

For additional financial information, call Goodwill's Chief Financial Officer at (414) 847-4147.
2013 amounts are unaudited as distribution of this report was performed before completion of the annual audit.

FINANCIAL CONTRIBUTIONS

We extend sincere thanks to all those who made charitable gifts to Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago in support of our mission. For more information about bequests or other planned gifts please contact:

Wisconsin Residents

Emily J. Capelle

(414) 847-4173

ecapelle@goodwillsew.com

Illinois Residents

Catherine M. Girard

(312) 994-1446

cgirard@goodwillchicago.com



\$100,000+

Ellen Cole Trust

John M. Noon Survivor's Trust

\$50,000 – 99,999

Elaine B. Cascarano Estate

Continental Properties Co., Inc.

Northwestern Mutual Foundation

Donald R. Wilke Living Trust

Wisconsin Energy Foundation

\$20,000 – 49,999

Berengaria Development

Donald Driver Foundation

JPMorgan Chase Foundation

Mr. Gordon A. McLean

Mary L. Medlock Trust Fund

MillerCoors LLC

Walter Poheim Estate

Lorraine Sauer Trust

A. O. Smith Foundation, Inc.

Robert D. Smith Trust

Evelyn Tousignant Trust

David and Julia Uihlein

Charitable Foundation

U.S. Bancorp Foundation

Zilber, Ltd.

\$10,000 – 19,999

Advanced Disposal

BMO Harris Bank

A.G. Cox Charity Trust

FCL Builders

Forest County Potawatomi

Community Foundation

Google

Greater Milwaukee Foundation:

Ted and Arleen Koenigs

Designated Fund

A. Walter and Elsa K. Seiler Fund

James O. Wright Fund

Green Bay Packers

Mrs. Marguerite Hark

Dr. and Mrs. Michael Kowalik

Lammi Sports Management

Dennis and Kathy McNally

Ms. Joan M. O'Brien

Ott Development, Inc.

Paul and Joan Rubschlagel Foundation

Dr. Scholl Foundation

Venture Development, Inc.

\$5,000 – 9,999

Adreani Foundation

Baird Foundation

L.C. Christensen Charitable and

Religious Foundation, Inc.

The Davee Foundation

Fidelity Charitable Gift Fund

Tom and Cathy Girard Worden

Greater Milwaukee Foundation:

Catherine and Walter Lindsay

Foundation Fund

Ms. Jacqueline Hallberg

Kasdorf Family Trust

Ladish Company Foundation

Ms. Elizabeth McNally

Maribeth J. and Richard A. Meeusen

Mr. Douglas W. Nass

Marjorie H. Olson Estate

Proven Direct / Proven Pictures

Racine Community Foundation, Inc.

Julie and Mason Ross

Stackner Family Foundation

Chuck and Ann Stadler

US Bank Information

Technology Brookfield

Wells Fargo Foundation

Ms. Dorothy Buckhanan Wilson

\$2,500 – 4,999

Aon

Associated Bank, N.A.

Badger Meter, Inc.

Ms. Pat Boelter

The Bon-Ton Stores, Inc.

Mr. and Mrs. Jim Borris

Briggs & Stratton Corporation

Clear Channel Outdoor

Mr. Daniel S. Depies

FASTSIGNS of Glendale

Greater Milwaukee Foundation:

Rodney F. and Betty Park Family Fund

Grant Thornton LLP

Group One Marketing

Vicki and Rob Holschuh

Johnson Controls

John and Tamara Jung

Mr. and Mrs. Timothy S. Laughlin

MGIC

John and Carol Miller

Milwaukee Brewers Baseball Club

NASSCO

Old Republic International Corporation

Perspective Design, Inc.

PNC Financial Services Group

Prolitec Inc.

Quarles & Brady LLP

Mr. Kenneth P. Riesch

Ms. Marcia Rimai and Mr. Daryl Diesing

Mr. Thomas R. Savage

Tovar Snow Professionals

Transamerica Retirement

Solutions Corporation

United Milwaukee Scrap LLC

Ms. Vickie L. Volpano

We Energies

Wheaton Franciscan Healthcare

Wilson Marketing Group, LLC

Windstream

Winter Services, Inc.

Impact on Individuals



61,406
Individuals Served

Helped Place Job Seekers into

6,654 JOBS



NUMBER OF
RETAIL SALES
TRANSACTIONS
IN 2013

8,587,860

NUMBER OF RETAIL DONOR
TRANSACTIONS IN 2013

3,208,237

2,358

Individuals Provided Jobs Through

 TalentBridge

5,721

GOODWILL
EMPLOYEES



2.7
MILLION
UNIFORM
PIECES

ISSUED TO U.S. NAVY
SAILORS AND RECRUITS
AT GOODWILL GREAT LAKES

1,261

EMPLOYEES
WITH
SIGNIFICANT
DISABILITIES



315,541

Meals on Wheels
Delivered



23,880

INDIVIDUALS HELPED AT THE



Workforce
Connection Center



1,548

Individuals in Training Programs



9.7

MILLION MEALS SERVED
TO U.S. NAVY SAILORS
AND RECRUITS AT
GOODWILL GREAT LAKES

Impact on Business and the Economy

41,424,551

Units Packaged and Assembled
by Goodwill Manufacturing
and Work Services

MAJOR EMPLOYER

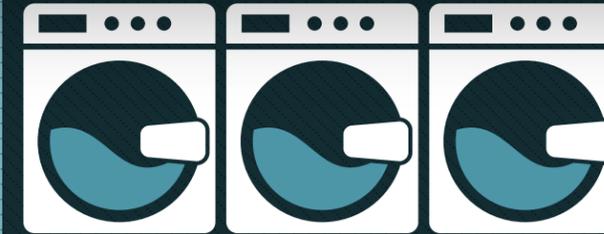


\$140

Million Paid in Wages and
Benefits to Our Employees



ISO CERTIFIED
FOR WORK SERVICES,
MANUFACTURING AND LAUNDRY



13.8
MILLION POUNDS
LAUNDRY & LINEN PROCESSED



3,000,000

Pounds of
Documents
Destroyed by

DataShield

679

ON-SITE
EMPLOYER
EVENTS AT
GOODWILL
WORKFORCE
CONNECTION
CENTERS TO
INTERVIEW
AND HIRE JOB
CANDIDATES

\$97.2

Million Paid for Goods and Services by Goodwill



TalentBridge

Placed Employees at Over

370

Company Locations

\$12.5

Million New Capital Expenditures



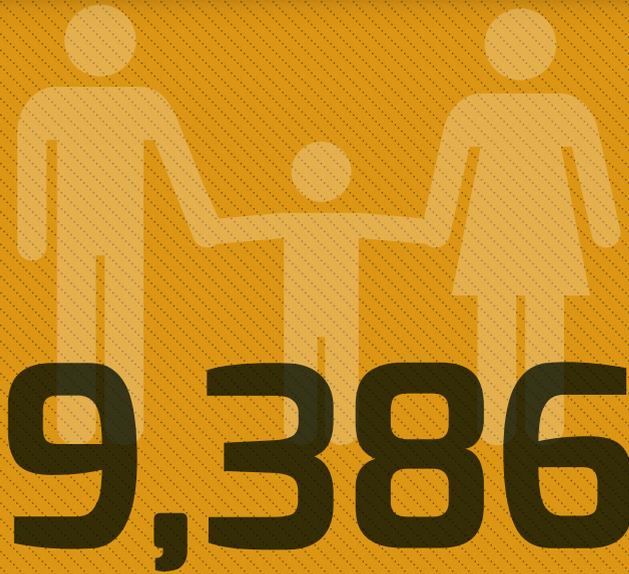
SOURCEAMERICA EXCELLENCE AWARD IN CONTRACT PERFORMANCE FOR
CUSTODIAL SERVICES AT THE STANLEY J. ROSZKOWSKI U.S. FEDERAL COURTHOUSE

Impact on Communities



\$9.6

Million Invested in Local Communities Through New Leases and Construction Projects



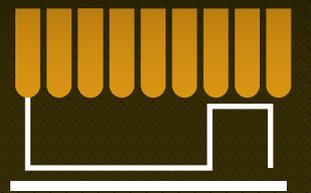
9,386

VOUCHER TRANSACTIONS PROVIDED THROUGH GOODWILL CARES PROGRAM



92

Total Goodwill Operating Locations



8

TOTAL DONATION CENTERS

NEW LOCATIONS IN LIBERTYVILLE, BUFFALO GROVE AND WILMETTE, ILLINOIS

COUNTIES SERVED



GOODWILL STORE & DONATION CENTERS

LOMBARD, IL
DOWNERS GROVE, IL
PLAINFIELD, IL
HOFFMAN ESTATES, IL
BAY VIEW, WI



854

LOCAL NON-PROFIT ORGANIZATIONS PROVIDED VOUCHERS THROUGH GOODWILL CARES PROGRAM

9

TOTAL CENTERS



Workforce Connection Center

New Locations in Bay View, WI & Lombard, IL



13



AMAZING

54

GOODWILL STORE & DONATION CENTERS



10

\$251,500

Spent on Vouchers Through Goodwill Cares Program

Impact on the Environment



98.3

Million Pounds of
Clothing and Textiles
Kept Out of Landfills



3,206

SCHOOLS PARTICIPATED
IN OUR DONATION DRIVES

2,000,000

Pounds of Cardboard Recycled by
Goodwill Store & Donation Centers

11,079,000

Pounds of Materials Recycled by
Goodwill Manufacturing & Work Services

ELECTRONIC ITEMS RECEIVED/RECYCLED



5.3

Million Pounds



4,400

Pounds

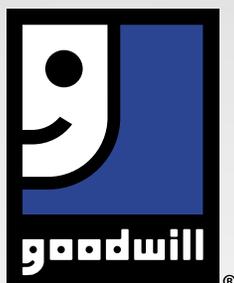


4.9

Million Pounds



Keep Greater
Milwaukee
Beautiful
Award



Southeastern Wisconsin

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