

Proud Past. Promising Future.





MISSION STATEMENT

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

DEAR FRIENDS



Vincent Lyles and John Miller

This year marks the 92nd year of operations for our Goodwill, and the 109th year of operation for the Goodwill movement. Throughout our rich history we have continually adapted to meet the needs of the people and communities we serve. This year was no exception, as we exceeded our own high expectations with over 48,000 men and women benefitting from our mission programs and services. It is this proud past and an unyielding belief in the future that have allowed us to continue to grow and prosper.

As part of our plans for long-term growth, we developed five clear and compelling strategic priorities, and have begun delivering on those goals, positioning Goodwill for sustained performance in the years ahead.

The first strategic priority is the development of the donated goods business. Donations of clothing and household items are our lifeblood, with the sale of those items providing the financial resources that fuel our mission. The second is growing our workforce development services. Employment and training are our core organizational competencies. The high unemployment rate and the staggering number of people that have been out of work for more than a year mean the need for Goodwill's job-related services is greater than ever. Our third priority is to develop and implement an integrated talent management system. We must stay competitive in attracting and retaining talent. We will accomplish this through innovation and by providing opportunities for our workforce to learn and grow. The fourth priority is to implement lean principles enterprise-wide. Adopting lean principles improves overall efficiency and productivity, adding value, eliminating waste and providing better service to our customers. The final priority is strengthening Goodwill's financial position. It is critical that we have the reserves necessary to continue our mission work, especially with the volatile economy and reductions in government funding that we are seeing in our states and across the nation.

We are delighted to offer you inspiring stories that show the impact of our services, and what that impact means for the people we serve and employ. We thank the leadership of our Board of Directors, the dedication of our staff, and the support of many businesses, community leaders, foundations and government agencies whose hard work and commitment have enabled us to have a proud past and a promising future.

Sincerely,

John L. Miller
President and Chief Executive Officer

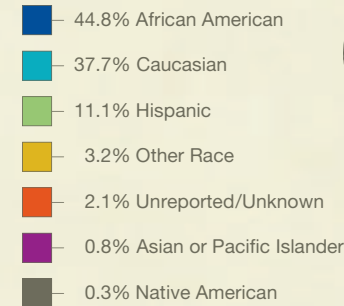
Vincent P. Lyles
Chairman of the Board

2011 numbers

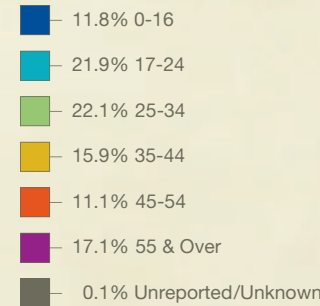
Number of individuals who received Goodwill services.....	48,593
Number of counties served in Wisconsin/Illinois.....	13/10
Number of Goodwill Store & Donation Centers.....	44
Number of Goodwill locations.....	65
Number of donor transactions.....	2,542,083
Number of retail sales transactions.....	6,173,516
Pounds of clothing & textiles kept out of landfills.....	76,796,370
Estimated annual payroll & income taxes paid by employees.....	\$19,000,000
Number of families helped through the Goodwill Cares program.....	7,844
Number of Goodwill employees.....	5,100
Number of Goodwill employees with disabilities.....	1,330

demographics of people served

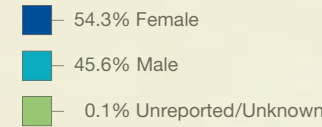
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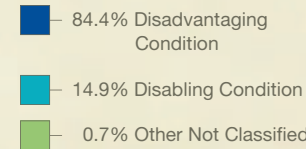
age



gender



barrier





VICKIE

GROWTH OF WORKFORCE DEVELOPMENT



When you aren't sure which road to take, having someone to guide you can make all the difference. For Vickie, Goodwill provided the "map" she needed after the loss of her job.

Vickie realized that she had to take some proactive steps to regain her focus and balance. That is when she turned to Goodwill's Workforce Connection Center.

Vickie spent most of her professional career in the home mortgage financing sector, a sector that was ravaged by the burst of the housing bubble and subsequent decline in housing values.

It had been years since Vickie had to conduct a formal job search, and she was in need of assistance with everything from resumé writing to interviewing skills. "I did not know how to get myself in front of employers," said Vickie.

Vickie had seen a flyer about the Goodwill Workforce Connection Centers, so she decided to stop in and check it out. "I was surprised to see the level of services and support offered by Goodwill at absolutely no cost to our community," she said. Once Vickie familiarized herself with the tools and resources available at the Center, she took full advantage of them.

"We have so much information available, from job leads and resumé help to onsite interviewing and access to employment resources," said Yvonne Sellers, Director of the Workforce Connection Centers.

"While the process of job seeking may be overwhelming at first, we help individuals approach it in an organized and systematic manner, so they can start making real progress," said Sellers.

Since accessing services at the Center, Vickie has secured a full time position with Associated Bank as a Residential Loan Coordinator. "It wasn't easy to start over at this stage in my life," said Vickie. "In addition to providing me the tools to be successful in today's job market, the Goodwill Workforce Connection Center staff was warm, friendly, and so positive, when I needed it most."

WORKFORCE DEVELOPMENT

Training and employment are core to Goodwill's mission. Goodwill is the bridge between companies wanting to hire and people looking for work. Goodwill will prepare people for and engage them in the workplace, while partnering with employers to expand opportunities and pilot new programs. To do this, our services must be innovative, coordinated and driven by the needs of the communities we serve.



JASON



The Goodwill mission inspires Jason.

Jason is the kind of person that any company would want as an employee. He is hardworking, dedicated, always striving to do his best and willing to help out his fellow employees.

“We identified early on that Jason was a go-getter. He stood out with his strong work ethic and desire to give the job 100%. We knew with the right coaching and training that Jason would be able to take on a leadership role within Goodwill,” said Skip Dexter, Director of Stores.

Jason started in Production at a Goodwill Store & Donation Center, handling donations that came into the store. He helped donors by unloading their cars, pricing the items, and then taking them to the sales floor. Within a short amount of time, he was promoted to Team Lead, then to Assistant Manager before taking on his current role of Operations Manager. “I was given training all along the way, which boosted my confidence,” said Jason. “I am supported by the leadership and feel like they are cheering me on to do more and be more.”

Employees like Jason are identified early, and a career path is developed. “Managers work to show these employees all facets of our business and move them up the career ladder,” said Dexter.

For Jason, it is all about the mission. “I have been to our locations that serve people with disabilities and disadvantages and have seen first-hand what our revenue supports. When our employees work hard, when our communities donate, and when our shoppers buy merchandise, lives are changed. I am excited to be a part of that,” said Jason.

Goodwill has given Jason the chance to succeed. He is taking classes toward his degree and he continues to excel at the jobs he has undertaken. “I see myself at Goodwill for a long time. I want to keep growing, learning and sharing the mission with as many people as I can.”

Goodwill invests heavily in employee training and development so that it has the talent required both for today and the future. From enhanced performance and increased job satisfaction to strengthened problem-solving skills and improved customer interaction, the effects of a good training program are far-reaching.

TALENT MANAGEMENT

Goodwill will recruit, develop and retain a high-performing workforce in order to position itself as an employer of choice, supporting our plans for mission and business growth.



TARA

GROWTH OF WORKFORCE DEVELOPMENT



Over the last 92 years, the programs and services Goodwill provides have changed with the needs of the times, however its core principle of “not charity, but a chance” has remained the same.

For Tara, that chance means a new and bright future in the healthcare field.

Tara spent her career in several customer service jobs. But from the time she could remember, she wanted to work in healthcare. “I have always known that I wanted a career in healthcare, but it is hard to break through when you don’t have medical background,” said Tara.

At the same time Tara was searching for a way to pursue her passion, Wheaton Franciscan Healthcare was searching for individuals with a strong customer service aptitude to train as patient access representatives for its hospitals and physician offices.

“Because Goodwill is a leader in training and workforce development, a partnership with them made perfect sense,” said Coreen Dicus-Johnson, Senior Vice President, Physician and Revenue Operations for Wheaton Franciscan Healthcare. “We are committed to providing a world-class experience for our patients and families, and this meant changing our paradigm. We jointly created a new model to recruit and train the right individuals, individuals who have a strong service disposition,” said Dicus-Johnson.

The program, called Project PRISM, identifies the “best of the best” candidates with customer service experience from such industries as hospitality, retail and banking. It provides a comprehensive paid training program that includes customer service training, life skills training, medical and technical training, and job coaching. Candidates get work experience through Goodwill’s staffing service, Goodwill TalentBridge, before a permanent hire is made by Wheaton. Changing the paradigm for Wheaton Franciscan Healthcare also meant investing in their current associates to attend Goodwill’s training side-by-side with new candidates.

Tara found out about Project PRISM through the Wheaton Franciscan Healthcare website and immediately applied. “This was exactly the kind of program I was looking for,” said Tara. “The in-depth training that’s provided ensures that if you want to be successful, you will be. In fact, the training has given me skills to better manage my life.”

Tara continues to excel and is now a permanent associate working at Wheaton Franciscan — The Wisconsin Heart Hospital Campus. She has found healthcare so interesting that she is pursuing a degree in healthcare management at Cardinal Stritch University.

WORKFORCE DEVELOPMENT

Training and employment are core to Goodwill’s mission. Goodwill is a bridge between companies wanting to hire and people looking for work. Goodwill will prepare people for and engage them in the workplace. Goodwill will partner with key companies to enhance existing relationships, explore new partnerships and pilot new programs. In order to accomplish this goal, our services must be innovative, integrated, and driven by the needs of the communities where we operate.



BOB

DEVELOPMENT OF DONATED GOODS



It all starts with one donation.

Bob works at a Goodwill Store & Donation Center as a Utility Worker. “I help to price our items, sort through things and decide what can be recycled and what can be sold. I help ensure that only the highest quality items get on the store shelves. I want every donor to know that we take good care of their items, and help find a new home for them,” said Bob.

Bob was born with a developmental disability. He always dreamed of having his own family to love, a home that he owned, and a job that fulfilled him. And that dream served as a powerful motivator over the years. It took more than a decade of hard work and perseverance but Bob proved that he could have it all and not let a disability stand in the way of fulfilling his dreams.

“As a child,” Bob said, “I was always a slow learner. Back then if you didn’t learn at the same pace as the class, you would be labeled as a Special Ed student. For a long time I was ashamed to admit it, but I realized that I had to move past the label.” Bob worked hard to learn in school, and got good grades. He graduated from high school and was proud of those accomplishments. After working for several years in the family cleaning business, Bob felt ready to step outside his comfort zone. That’s when he found his job at a Goodwill Store & Donation Center.

Bob knows his role in donations helps donors, shoppers and the individuals Goodwill serves. “I see our mission in action every day. I work for a place that looks at my abilities, not my limitations, which means the world to me.” Bob takes great pride in his work. “Every day when I come to work, I pull into the parking lot and think ‘this is my store, and it’s full of donations that people gave to us so we can help others.’ Isn’t that amazing?” Bob asks.

“Goodwill is working hard to be top of mind for people looking to donate,” says Billie Torrentt, Vice President of Stores. “We are opening new stores in more communities each year so we can be a convenient outlet for the clothing and household items people no longer need.”

Donations from the community are the lifeblood of Goodwill Store & Donation Centers and the sale of those donated items funds our mission. We are committed to providing convenient locations with extended hours and friendly donation attendants. Equally important is serving as an eco-friendly resource for consumers to donate clothing and household items that still have usable life.

DONATED GOODS

Goodwill will increase its donated goods business through the growth of the Goodwill Store & Donation Centers as well as innovative donation collection and community-based activities. Our donated goods operation is critical because it generates margin and employment opportunities in support of Goodwill’s mission.



MICHAEL

COMMITMENT TO LEAN PRINCIPLES



Michael is a natural leader.

When Michael walks into a room, he has a confident and powerful presence. You can see the respect he's earned as he moves through the galley at Naval Station Great Lakes and when his employees interact with him. He smiles and greets the staff, answers questions, and keeps things in order.

But it hasn't always been this way. At one point in his life, he was a homeless veteran whose disability caused him to lose focus and a purpose for living. Michael credits his work in operations at Naval Station Great Lakes, where Goodwill provides food, logistics, laundry and administrative services for the U.S. Navy, as his salvation.

Working with his job coach, Michael was able to find employment at Goodwill Great Lakes as a Food Service Worker. He was eager to learn and grow and participated in every training opportunity offered. Before long, Michael graduated from the AbilityOne Program*, eventually being promoted to Food Service Manager at the USS John F. Kennedy Galley.

"I was especially fascinated by Kaizen process improvement training. I brought back these new skills and applied what I learned to my job. I saw it as a way to increase efficiency and make use of every dollar," said Michael. Because of his strong belief in process and quality improvement, Michael offered his galley as a pilot site for a number of other lean projects, which resulted in safety and quality improvements for the U.S. Navy. Additionally, these projects have provided a template for standardizing the processes across all the galleys at Naval Station Great Lakes.

There are so many parts of Michael's job that he loves. "I make a difference each day. I serve recruits. I help employees who are struggling. I have a career that sustains me in so many ways. I am truly honored to serve," said Michael.

A strong commitment to process improvement and quality at the operational level inspires the organization to carry the values and lessons across each business unit. The result is an unwavering commitment to delivering quality and value to our customers through the services we provide.

*The AbilityOne Program is the largest federal source of employment for people who are blind or have other significant disabilities.

LEAN PRINCIPLES

Building on successes with Kaizen, Lean Six Sigma and ISO-9001, Goodwill will continue to focus on process improvement through organization-wide training and initiatives. Goodwill is committed to being a lean enterprise and a responsible steward of all human, financial and physical resources in order to further its mission.

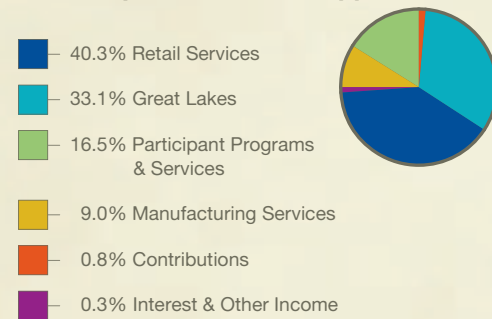


financial highlights

Goodwill's values—respect, integrity, trust, operational excellence and belief in the power of work—are the driving force behind the organization's strength and success. Together, Goodwill's leadership and staff have adapted to a dynamic environment, responding to community needs with innovation and commitment, providing quality services to more than 48,000 individuals in 2011.

Goodwill continues to focus on fiscal responsibility and financial health. In 2011, management and fundraising expenses were less than 8% of revenue and support. Goodwill will continue to operate in a manner that will generate sufficient resources to expand our mission in the communities we serve for many years to come.

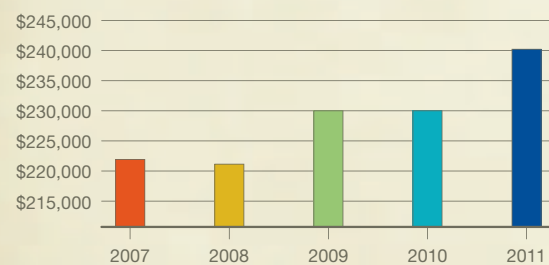
sources of revenue and support



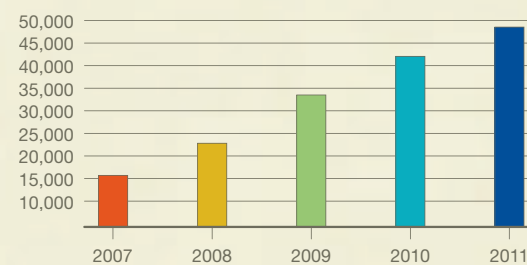
allocation of expenses



revenue and support growth (000's)



individuals served



2011 financial activities

<i>statement of financial activities*</i>	2011	2010
Revenue and Support		
Participant Programs and Services	\$39,651	\$32,645
Retail Services	96,814	79,474
Great Lakes	79,610	88,990
Manufacturing Services	21,578	26,665
Contributions	1,869	1,683
Interest and Other Income	760	808
Total Revenue and Support	240,282	230,265
Expenses		
Programs and Services	208,968	203,761
Management and General	16,995	15,565
Fundraising	706	590
Interest and Other Non-Operating Expenses	2,249	3,347
Total Expenses	228,918	223,263
Change in Net Assets	\$11,364	\$7,002

<i>statement of financial position*</i>	2011	2010
Assets		
Cash and Cash Equivalents	\$7,211	\$3,971
Accounts Receivable	10,560	11,748
Inventories	7,493	6,834
Prepaid and Other Expenses	3,370	2,590
Property, Plant and Equipment	111,506	100,418
Total Assets	\$140,140	\$125,561
Liabilities		
Accounts Payable	\$10,393	\$9,804
Accrued Expenses	17,816	15,349
Bonds and Debt Payable	32,407	32,248
Total Liabilities	60,616	57,401
Net Assets	79,524	68,160
Total Liabilities and Net Assets	\$140,140	\$125,561

Certain amounts have been reclassified in the 2010 financial statements to be consistent with the 2011 financial statement presentation. For additional financial information, call Goodwill's Chief Financial Officer at (800) 236-2494. 2011 amounts are unaudited as distribution of this report was performed before completion of the annual audit.

*amounts in 000's

STRENGTHEN FINANCIAL POSITION

Goodwill must have sufficient financial resources to carry out our mission and build for the future. By being financially responsible, Goodwill will be able to weather cutbacks and hardships with minimal disruption, while still delivering on our mission promise to the communities we serve.

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.

Donations are used to help support programs and services in our local communities. The names listed here are those who made a financial contribution or a substantial in-kind gift to Goodwill as of December 31, 2011.

Goodwill has made every effort to assure the accuracy of these donor lists. If you find an omission or discrepancy, please call the Development Office at (414) 847-4172. We regret we cannot list all those who generously donated clothing, household goods and other items.

Thank you for supporting our mission.

LEAVE A LEGACY FOR THE FUTURE, INCLUDE GOODWILL IN YOUR WILL.

For more information about bequests or other planned gifts please contact:

Wisconsin Residents

*Emily J. Capelle at (414) 847-4173
or ecapelle@goodwillsew.com*

Illinois Residents

*Catherine M. Girard at (312) 994-1446
or cgirard@goodwillchicago.com*

\$250,000 and Above

Ardelle Graef Trust

\$20,000 – 100,000

Berengaria Development

Elaine B. Cascarano Estate

JPMorgan Chase Foundation

Forest County Potawatomi Community Foundation

HSBC-North America

Mr. Gordon A. McLean

Mary L. Medlock Trust

MillerCoors LLC

Northwestern Mutual Foundation

Searle Funds at the Chicago Community Trust

U.S. Bancorp Foundation

David and Julia Uihlein Charitable Foundation

Walmart Foundation

Charles H. Wilson Trust

\$10,000 – 19,999

Anonymous

Mr. Roy Arndt

Donald Driver Foundation

Mrs. Marguerite Hark

Greater Milwaukee Foundation:

Ted and Arleen Koenigs Designated Fund;

A. Walter and Elsa K. Seiler Fund;

James O. Wright Fund

M&I Foundation, Inc.

Ott Development, Inc.

Jane Bradley Pettit Foundation, Inc.

Paul and Joan Rubschlager Foundation

A. O. Smith Foundation, Inc.

Waukesha County Community Foundation

Wisconsin Energy Foundation

\$5,000 – 9,999

Baird Foundation

Briggs and Stratton Corporation

Briggs and Stratton Corporation Foundation

L.C. Christensen Charitable and Religious

Foundation, Inc.

The Davee Foundation

Google

Harley-Davidson Foundation

Kasdorf Family Trust

Ladish Company Foundation

Lammi Sports Management

Greater Milwaukee Foundation:

Catherine and Walter Lindsay Foundation Fund

Wilhelmine E. Long Revocable Living Trust

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John and Carol Miller

George and Julie Mosher Family Foundation

Ms. Marcia Rimai and Mr. Daryl Diesing

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Roundy's Foundation

Stackner Family Foundation

Chuck and Ann Stadler

The Tie Bar

The Grainger Foundation

Venture Development, Inc.

Veolia Environmental Services

Ms. Vickie Volpano

Wells Fargo Foundation

Winter Services, Inc.

2011 FINANCIAL CONTRIBUTORS

\$1,000–4,999

1335 Charitable Foundation
 Adreani Foundation
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 Kolaga Family Charitable Trust
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 Ms. Dorothy Buckhanan Wilson

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\$500–999

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\$250–499

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Mr. and Mrs. William R. Davidson

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Flexo-Graphics, LLC
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