



**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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Southeastern Wisconsin  
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Executive Officer

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TalentBridge

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General Counsel

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Chief Financial Officer

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Chief Information Officer

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Chief Operating Officer

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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
<b>Revenue &amp; Support</b>		
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

<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>270,335</b>	<b>255,132</b>
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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

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

	2013	2012
<b>Assets</b>		
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

<b>TOTAL ASSETS</b>	<b>170,260</b>	<b>164,967</b>
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#### Liabilities

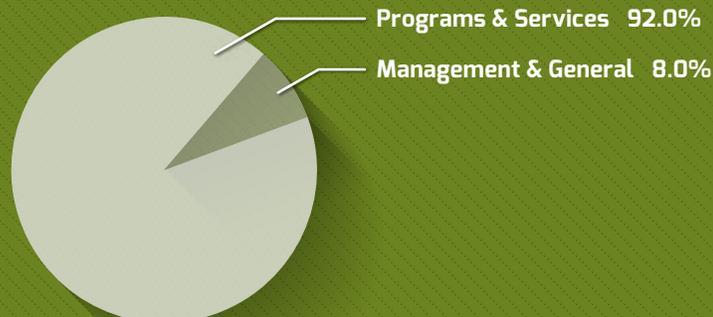
Accounts Payable	10,714	12,985
Accrued Expenses	16,352	17,131
Bonds and Debt Payable	36,381	41,616

<b>TOTAL LIABILITIES</b>	<b>63,447</b>	<b>71,732</b>
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<b>NET ASSETS</b>	<b>\$ 106,813</b>	<b>\$ 93,235</b>
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<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 170,260</b>	<b>\$ 164,967</b>
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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 Rubschlager 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

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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

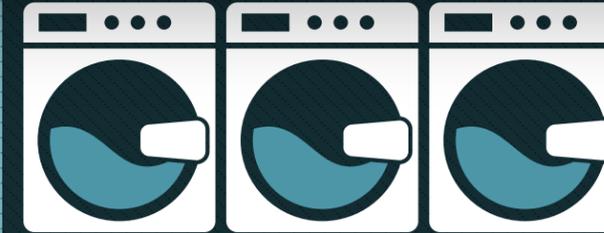


\$140

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

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

\$12.5

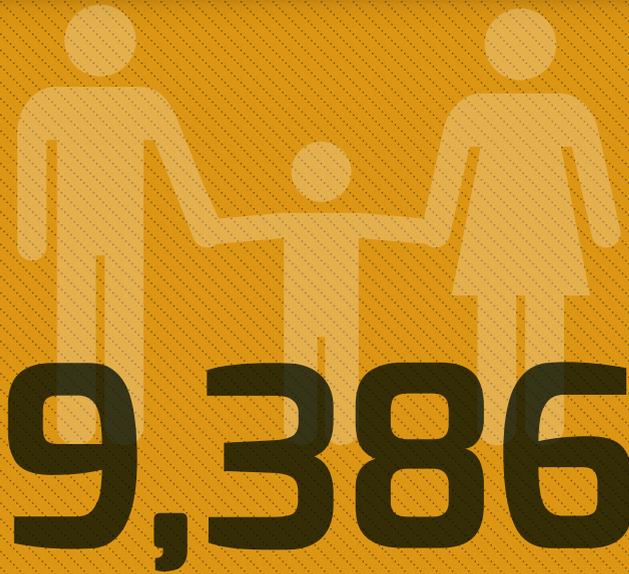
Million New Capital Expenditures

# Impact on Communities



# \$9.6

Million Invested in Local Communities Through New Leases and Construction Projects



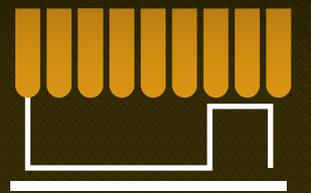
# 9,386

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**  
6055 North 91st Street  
Milwaukee, WI 53225-1799  
(414) 353-6400  
[www.goodwillsew.com](http://www.goodwillsew.com)

**Metropolitan Chicago**  
30 North Racine Avenue  
Suite 230  
Chicago, IL 60607-2184  
(312) 994-1440  
[www.goodwillchicago.com](http://www.goodwillchicago.com)

