



Goodwill

1919
100 YEARS
2019

FOR IMMEDIATE RELEASE

Contact: Cheryl J. Lightholder, Manager of Communications 414-874-4165

**GOODWILL INDUSTRIES WEEK CELEBRATES
THE POWER OF WORK TO TRANSFORM LIVES**
Unemployment hits a five-decade low of 3.6%

May 7, 2019...Every year during the first full week of May, Goodwill organizations across North America celebrate Goodwill Industries Week to highlight the defining principle of our mission – transforming lives through the power of work.

While unemployment rates have hit record lows, many communities still struggle with poverty, homelessness and lack of access to good-paying jobs. Goodwill is dedicated to equipping people to find employment and advance their careers.

People like Tiffany, who now works at Potawatomi Hotel & Casino, one of the largest entertainment destinations in the Midwest. It wasn't an easy path though after enduring an abusive home, homelessness and living in shelters with her two young children. Tiffany wanted independence and a future for her family and when she learned about Goodwill's Workforce Connection Center, which partners with Sojourner Family Peace Center, she found a new path through Goodwill's Culinary Training program and job placement assistance.

As Goodwill Industries of Southeastern Wisconsin celebrates its 100th Anniversary in 2019, the organization continues to work tirelessly to support job seekers with disabilities and disadvantages through training, placement and employment efforts. Last year alone, nearly 49,000 people received services and 9,473 men and women entered employment.

Though job placement is critical to Goodwill's mission, the organization does face challenges in these extraordinary times. "While offering competitive wages and benefits is certainly one element of a successful talent acquisition strategy, so too, is prioritizing the employee orientation, onboarding and development experience," says Suzanne Maldonado, director of Sales and Professional Services. "Investing in employees who are work ready, regardless of previous experience, is a smart strategy. Those companies that do invest in developing people are feeling the sting of record low unemployment to a much lesser degree."

During Goodwill Industries Week, we encourage you to learn more about the programs and services we offer as we strive to help individuals achieve careers of significance and lives of meaning. Visit www.goodwillsew.com for more information.