



GROWING THE GOOD

GOODWILL OF SOUTH CENTRAL WISCONSIN
2022 ANNUAL REPORT

Our mission is to help people in our community to live, work and thrive through housing, employment and supportive services.

Greetings, Friends!

As I reflect on my first full year as President & CEO of Goodwill of South Central Wisconsin, I'm amazed at how much GOOD our team has accomplished and am excited to share our 2022 impact and results in this Annual Report.

Thanks to the contributions of over 450 Goodwill of South Central Wisconsin team members, we were able to serve 1,692 people in our local community in 2022, and we completed several foundational projects that will allow us to continue growing the GOOD in years to come. Building upon our strong foundation of community programs and services, our new strategic plan is guiding us along the way.

Our mission is fueled by your generous donations and financial contributions. When you shop, donate or make a financial gift to Goodwill of South Central Wisconsin, you make a difference in our local community by helping to provide stable housing opportunities and employment support for people with disabilities and other barriers. We are so grateful for your ongoing support – thank you for being part of the GOOD.

Yours in service,

Michele Harris

MICHELE HARRIS

President & CEO



Message From the Board Chair

Dear Friends of Goodwill of South Central Wisconsin,

2022 marked my final year as Board Chair of this amazing organization, and it was an honor to spend this time working with a dedicated leadership team as we embarked on creating a roadmap to grow our impact in South Central Wisconsin.

Rallying around a new mission and vision statement, we collaborated to develop a strategic framework to set goals and focus priorities so that we can help more people in our community to live, work and thrive. You'll find an overview of this thorough process in this year's Annual Report.

I look forward to continuing to serve as a Board Director with this committed team in the future. Because of the generosity of so many community members, we are well positioned to continue making a lasting impact in South Central Wisconsin.

With gratitude for your ongoing support,



Mary A. Theilen

MARY THEILEN
2022 Board Chair

2022 Board of Directors

Mary Theilen, Board Chair
American Family Insurance

Jessica Piatt, Vice Chair
Old National Bank

Tom Stitgen, Treasurer
SSM Health Dean Medical Group

Hywania Thompson, Secretary
UW Credit Union

Ben Schmidt, Past Chair
Fiore Companies

Jason Potter, Member-at-Large
FarWell

Kathleen McNeil, Member-at-Large
Stafford Rosenbaum LLP

Alex Ysquierdo, Member
Wisconsin Economic Development Corporation

Gary Johnson, Member
MARC

Jason Rice, Member
Executive Management Inc.

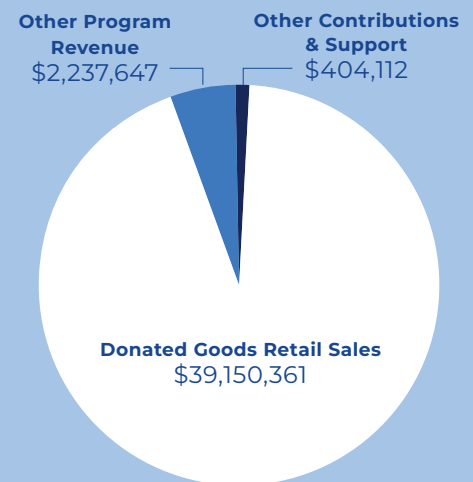
Kevin Fountain, Member
Exact Sciences Corporation

Tara Conger, Member
Tandem HR

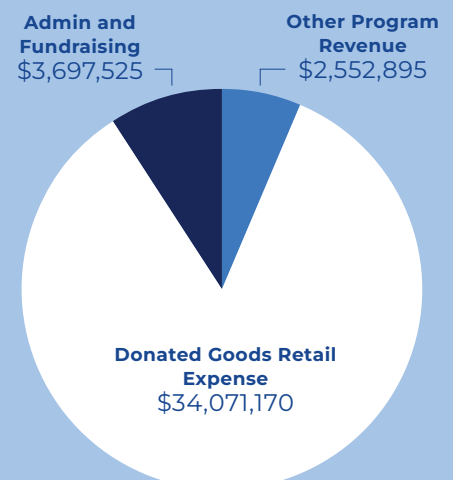
2022 Financials

90.8 CENTS
of all dollars and
donations used
support our
mission programs

REVENUE



EXPENSES



Community Needs Assessment

During the fall of 2022, we conducted a Community Needs Assessment in South Central Wisconsin. The results of this survey provided important information to help us identify areas of future growth in our programs and services while making sure that all current services are aligned with the needs in the community. The resulting growth plan has been informed and guided by the outcome of our assessment process, in addition to validation from numerous secondary data sources. Our roadmap for increasing community impact and doing more GOOD in South Central Wisconsin includes four key components:



RESOURCE SERVICE CENTER

WHY: Accessibility of our programs and services can be enhanced by expanding partnerships with other agencies to provide a holistic approach to helping individuals transition out of poverty with wrap-around services.

WHAT: A Goodwill Opportunity Center will serve as a cohesive, centralized solution to support our current and future program participants with a broad range of community services through partnership with other local agencies.



TRANSITIONAL JOBS

WHY: Foundational job skills are a vital stepping stone to living wage jobs, and transitional job programs address a gap in available training and resources.

WHAT: For community members who have struggled with maintaining employment, a transitional jobs program will help to remove barriers to work while increasing job skills and experience required to maintain gainful employment through coaching, mentoring and training.



EMPLOYMENT

WHY: Goodwill has always believed in the power of work to change lives and build better communities. Living wage employment continues to be a challenge for community members with barriers to work.

WHAT: We look forward to expanding our existing employment programs with an added focus on creating pathways to living wage jobs to support individuals in breaking the cycle of poverty.



AFFORDABLE HOUSING

WHY: Stable, affordable housing is a critical need in our community.

WHAT: We will proactively explore options to expand our residential programs (group homes, subsidized apartments) to address housing instability in our community.



Mission & Vision

Our updated mission and vision statements take important learnings from the Community Needs Assessment into account and are inclusive of all the GOOD that Goodwill brings to our community through our residential, employment and other supportive services. The updated statements are guided by our purpose statement:

Our deepest purpose at Goodwill of South Central Wisconsin is to help people experience THE GOOD that life can offer.

OUR MISSION: We help people in our community to live, work and thrive through housing, employment and supportive services.

OUR VISION: We envision a community where everyone has a safe, stable place to live and resources to thrive.





A New Strategic Plan

Growth for Impact

With insights from the Community Needs Assessment and guidance from our Board of Directors, our new strategic plan provides a framework for our team to achieve our mission while working toward our vision for a community where everyone has a safe, stable place to live and resources to thrive. The Strategic Plan has four key components:

Mission

Leading meaningful services
in our community



People & Culture

People are at the heart
of everything we do



Community & Engagement

We build relationships
for the greater good



Operational Excellence

Driving best practices for
the greatest impact



**“Friends of Goodwill,
be dissatisfied with
your work until
every person in
your community
has an opportunity
to develop to their
fullest usefulness and
enjoy a maximum of
abundant living.”**

- DR. EDGAR J HELMS
Founder of Goodwill



Brand Refresh

A New Look

A lot of people think of Goodwill as a convenient place to donate and a fun place to shop, but Goodwill is so much more than a thrift store. We are a local nonprofit first and foremost with donated goods helping to fuel our community programs and services. We began the process of updating our visual identity and brand assets in 2022 to address opportunities for our organization to improve awareness of our local mission. With support from a design firm in Madison, the refreshed logo, website and team apparel reflect the updated mission and vision of our organization and will support us as we grow the GOOD in South Central Wisconsin.

REFRESHED LOGOS



Employment Services

Through our Supported Employment program, adults with disabilities and other barriers to employment build confidence, skills and independence through meaningful jobs in our community, with job coaches providing one-on-one support at no cost to the employer or participant.

By hiring Supported Employment program participants who are assisted by Goodwill staff, employers benefit from reduced turnover and training costs while expanding their workforce with enthusiastic team members. Our long-term relationships and track record of success with Supported Employment job placement at local businesses underscore the many benefits of this program – it's truly a win-win!



92 PARTICIPANTS
worked throughout our
community



6.18 YEARS
is the average time participants
work at same employer



29% INCREASE
average wage vs. prior year

BRITTANY



Brittany has worked at Edgewood College since 2013. Outgoing, energetic and cheerful, she approaches every day at work with a smile. Her Goodwill Job Coach, Rose, provides the support she needs with her daily tasks. As a dishwasher, Brittany is an important part of the foodservice team and loves the camaraderie with her coworkers.

TERESA



Teresa inspires everyone she meets. Even though she is not able to use her voice to speak, Teresa is able to read stories to children at a local preschool with her Tobii Dynavox and a helping hand from her Job Coach. She also volunteers at the Madison Children's Museum through her weekly program, Tales with Teresa.

Stable Housing

Hundreds of people in our region struggle with homelessness and even more are experiencing housing instability. Our two group homes and 74 subsidized apartment units are a safe place to call home for low-income adults with chronic mental illness, as well as senior citizens.

Group Homes

Adults living with chronic mental illness and other challenges receive 24/7/365 support from our caring staff at our two group homes while learning skills to live independently.



46
group home residents
served in 2022



5,473 SAFE NIGHTS
provided by our supportive housing
staff at our group homes



75 TENANTS
had stable housing
at our apartments

WESLEY



Wesley was the very first tenant in our subsidized apartment complex on Madison's east side. For more than a decade, he has been able to experience stability and connection with his neighbors through affordable housing. He enjoys his life at home and thrives with a sense of community.

JETHRO



Jethro was living in an abandoned vehicle before moving into safe and stable housing at a Goodwill group home. With support from our residential staff, he gained confidence and skills to live independently. Today, Jethro enjoys living at one of our subsidized apartment units – he takes pride in furnishing his home and being a good neighbor.

Volunteer Income Tax Assistance

In partnership with the Wisconsin Department of Revenue and the IRS, our Volunteer Income Tax Assistance (VITA) program provides free income tax preparation for community members with low to moderate income. The VITA program helps many households across our 14-county region every tax season.



**842 TAX
RETURNS**
prepared



OVER \$1 MILLION
in tax refunds returned into our
community to pay for rent, bills,
medication and other essentials



**26
VOLUNTEERS**
contributed over 1,000 hours
of their time

VOLUNTEER OF THE YEAR AWARDS



JOE BYRNES

In May 2022, Joe Byrnes was honored with the Governor's Service Award as Volunteer of the Year – Southwest Wisconsin. Joe Byrnes serves as the VITA Program Coordinator at Goodwill of South Central Wisconsin. Since he started volunteering with the program in 2018, he has increased volunteer participation and expanded community partnerships, resulting

in a 125% increase in individuals served by the program. Additionally, through his planning and passion, Joe developed a tracking system to allow for ongoing service during the pandemic by quickly pivoting their services to drop-off and virtual tax preparation.



SUE COOK

VITA Volunteer Sue Cook was recognized for her years of service and impactful work with the VITA program. Sue received the Wisconsin Department of Revenue's Outstanding Volunteer of the Year award in 2022. We are deeply appreciative of her dedication to providing excellent service, attention to detail, and unwavering support of the VITA program.

Community Voucher Program

For more than 50 years, Goodwill of South Central Wisconsin has provided support to individuals and families in need through a community voucher program administered by local partner agencies. Hundreds of vouchers are distributed annually to help community members purchase clothing, household goods, furniture and other necessities in our stores through this partnership.

Good for Our Environment

By donating and shopping at our local thrift stores, you are making a sustainable choice – secondhand items are given another chance to be enjoyed while staying out of landfills. Every year, we keep millions of pounds of clothing and household items out of landfills in our 14-county region through responsible recycling and materials management.



**OVER 13.8
MILLION POUNDS**

of materials kept out of local landfills
through resale and responsible
recycling





Donated Goods Retail

Retail store donations and sales remained strong throughout 2022. Donations increased 16% over prior year, and with a new Attended Donation Center (ADC) opening in Waunakee, we have been able to provide a convenient location to collect donations in this rapidly growing market. Retail store revenue increased by 14% over 2021; the revenue that we generate from our 13 area thrift stores stays



**487,673
DONORS
supported
our mission
in 2022**

right here in South Central Wisconsin and is reinvested directly into our community to fund our housing and employment programs. Thank you, South Central Wisconsin – when you shop and donate at Goodwill, you help fund our GOOD work.

E-commerce

Online sales play an important role in helping us do more GOOD in our local community. Through our three e-commerce platforms, Marketplace, Shopgoodwill and GoodAgain Books, we can generate additional revenue with national reach by listing collectibles, antiques, jewelry, designer clothing and accessories and other one-of-a-kind finds. In 2022, our e-commerce revenue grew 12% over prior year.



When you shop and donate at Goodwill, you help neighbors with disabilities and other barriers to housing and employment so that they can live, work and thrive in South Central Wisconsin.

Thank You, 2022 Donors!

Evelyn Accola
Linda & Robert Anderson
Lois Anderson
Brian & Mary Andreas
Michael & Rima Apple
Mark Arneson
John Arnold
Charles & Susan Arnold
Betty Bakken
Kathryn Bartlett
Peter Barton
Mike & Debra Bergen
Peter & Marcia Brenner
Thomas Brice
Robert & Barbara Brunette
Joan Burns
Curtis Burns
Linda & Dennis Buzzar
Callen Charitable Fund
John & Susan Campbell
Joshua Caucutt
Mark & Janice Cis
Thomas & Patricia Clikeman
Tara & Joshua Conger
Kenneth Connors
Jim Cory
Peter Davis
Donald & Carol Dietmeyer
Sally Drew
Robert Duecker
Brian Duffy
Lloyd & Patrick Eagan
Linda & Timothy Eisele
Jane Eisner Fund
Patricia Ellsworth
Nathaniel Ely
Morgan Engels
Gerald & Hope Ennis
Randall Erb

David & Evelyn Fahrbach
John Fields
Marcia Finger
Kenneth & Gail Foster
Kevin Fountain
Michael Furgal
Charles Gerber
Charles Gervasi
Joanne Gilbert
Sally & Ed Gleason
Elena Golden
MaryIn Grimm
Richard Hagen
Juanita & Douglas Halls
Richard & Beatrice Hayden
Marilyn Haynes
Glen & Wendy Hellwig
Douglas & Sherrie Hendrix
Donald & Karen Hester
Lauren Hill
Dennis Hooser
Glenn & Michelle Hofer
Ralph Hokanson
Mary Huff
David & Barbara Huppler
Richard & Mary Ann Ihlenfeld
Mary Jacobs
Gary Johnson
Joan Johnston
Margaret Jones
Lee & Rosemary Jones
Mary Jones Omer
Barbara Karlen
Scott & Gigi Kelly
Christopher & Margaret Kleinhenz
Ivan & Milka Knezevic
Carolyn Kohlhoff
Nataline Kranz
David Kreul

Richard & Marie Kuckkahn
Kuntz Family Fund
Diana & Roderic Lakes
Dolores Lyons
James Marr
Linda Matusewic
John & Catherine McCarthy
Christopher McKelvey
Kathleen & Joel McNeil
Carolyn Meyer
James & Patricia Moore
Stephen Morton
Gregory Nash
Mark Nelson
Michael Nelson
Paul Nemovitz
Gerald Novotny
Judith Olson Sutton
Christine Parks
William & Beverly Payne
Jessica Piatt
Gregory & Callie Pokrass
Jason & Heather Potter
Dan Prevenas
Mary Querin
Paul Rabinowitz
Steven & Lynn Rasmussen
Cheryl Ray
James Reinen
James & Nancy Reyzer
Alan Riley
Gerald & Armella Ring
Colton Rohde
Monroe Rosner
John Ross
Wayne Rouillard
David Rustick
Robert Salisbury
Ferdinand Salzmann

Frank Sasse
Stephen & Sherie Sasso
David & Barbara Sauer
Lawrence & Amy Schiebel
Eunice Schmitz
Margaret Schroeder
Vicki Selck
David & Diane Shaw
Donald & Barbara Showers
Daniel Silvers
Steven & Janice Sletten
Peter Sobol
Brook Chase Soltvedt
Robert John Stanley
Agnes Steichen
Gary & Terri Steinhauer
R.L. Steinmann
Rosemarie Stone
John Straughn
Henry & Gayle Straw
Janet Swain
Mary & Jason Theilen
Hywania Thompson
Patricia Urquhart
Arnold & Carrol Vollmer
Mary Weatherford
Steven & Patricia Wehrley
Cleo & Judith Weibel
Steven Wendorff
Levi Wood
Dr. Jennifer Younger
Alex Ysquierdo
Stanley & Helene Zander
Daniel & Irene Zimmerman
Dungarvin Wisconsin, LLC
PLATO
American Family Insurance
Dreams Foundation
United Way of
Dane County



**Your donations help change
lives in our community.**





Goodwill of South Central Wisconsin

1302 Mendota St
Madison, WI 53714

We extend our deepest gratitude to all of the Goodwill of South Central Wisconsin Program Participants and Staff who were willing to have their pictures featured in this report.

goodwillscwi.org

