

# 2024 ANNUAL REPORT



# ON A MISSION

LIVING THE GOOD MISSION



## *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.

## *Our* **PURPOSE**

Our deepest purpose is to help people experience the GOOD that life can offer.



## Dear Friends and Partners,

In 2024, we embraced our theme “On a Mission” with focus and determination. Together, Goodwill of South Central Wisconsin served more than 2,000 individuals across 14 counties, helping people move beyond barriers and toward brighter futures. By strengthening community connections and amplifying the voices of those we serve, we deepened awareness and created meaningful change, enhancing lives today and building hope for tomorrow.

We were on a mission; one that guided our work through the year, energizing our efforts and reinforcing the values that have always defined our organization. This past year served as a time of focus as we looked to reach farther, respond faster, and stand stronger in our mission commitments. Every life touched was a testament to our momentum, providing real change, real progress, and real hope.

At the heart of our work is a simple yet powerful purpose: to help people experience the GOOD that life can offer. We believe that everyone deserves the opportunity to **live** with dignity, **work** with purpose, and **thrive** in their community. Through housing, employment, and supportive services, we turn obstacles into opportunities for thousands across South Central Wisconsin.

This report is more than a summary of our work. It's a celebration of the lives transformed, the partnerships forged, and the mission we've brought to life. It honors the people and organizations who make our work possible and showcases the resilience and potential of those we serve.

As you explore the pages ahead, we invite you to join us on our mission; one that is alive, evolving, and propelling us all toward a future where everyone can live, work, and thrive. Together, we look to 2025 with renewed commitment to create new opportunities that will expand our reach and impact even further.

**With gratitude and shared purpose,**



*Michele Harris*  
**MICHELE HARRIS**  
President & CEO



*Jessica Piatt*  
**JESSICA PIATT**  
2024 Board Chair

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## 2024 Board of Directors

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# 2024 – A Year of Living the GOOD Mission



## Volunteer Income Tax Assistance Outreach

Goodwill's Volunteer Income Tax Assistance (VITA) team joined the Youth Advisory Committee at the Workforce Development Board of South Central Wisconsin. Our VITA program coordinator, Joe Byrnes, guided young adults exiting the foster care system through the tax preparation process to develop their financial skills.



## Electronics Recycling Drive at Hilldale

In celebration of Earth Day, we partnered with Hilldale Shopping Center to host a FREE E-Cycling Drive on April 20. Thanks to the community's support, we kept nearly 10,500 pounds of electronics out of the landfill, doubling last year's total! These electronics were responsibly recycled and repurposed into new Dell computer parts.

## READ(y) to Wear

Goodwill participated in the Madison Reading Project's annual READ(y) to Wear Fashion Show, an event dedicated to raising awareness for literacy initiatives. As part of our Mission efforts, we showcased a handcrafted butterfly parasol – created by our Supported Employment participants – to complement the paper dresses designed by fashion designer Pam Kilian.



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

## Goodwill Week

During the first week of May every year, we highlight the people at the heart of our mission – our incredible program participants. As a thank you to our amazing shoppers, we also offered special coupons. Your support helps us spread GOOD throughout our community, helping people to live, work, and thrive.



## UW Campus Move-Out

During UW-Madison's Spring Move-Out, Goodwill placed trailers across campus, creating 11 convenient drop-off points and encouraging students to donate everyday essentials. This annual effort – our largest donation drive of the year – diverted over 89,000 pounds of items out of landfills. These generously donated goods directly support the community programs that power our mission.



## Pride Month

Inclusion and empathy are core values at Goodwill, and we're committed to fostering a safe, welcoming community where everyone belongs. To celebrate Pride month and our ongoing support for diversity, we offered a Pride lanyard for employees to wear throughout the year. Be You. Belong.

## Outlet Opening

Goodwill opened its very first outlet in South Central Wisconsin, introducing a unique and exciting way to shop. At the Outlet, large boats are periodically rotated throughout the day, and shoppers pay by the pound. Roughly 2 million pounds of clothing and household items annually will be given one more chance to be enjoyed before being recycled responsibly.



## Double the GOOD Drive

Goodwill proudly partners with Second Harvest Foodbank annually for an end-of-year food donation drive to support those facing hunger. With donation bins set out at every store and generous community support, we collected and donated over 7,000 pounds of food.



## National Thrift Shop Day

To celebrate National Thrift Shop Day, we offered a digital coupon to shoppers to show our appreciation for their support. Your purchases help provide stable housing and employment support for people with disabilities and other barriers in South Central Wisconsin.

JULY

AUGUST

SEPTEMBER

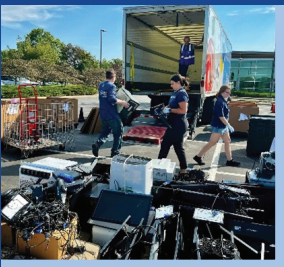
OCTOBER

NOVEMBER

DECEMBER

## Assured Partners E-Cycling Drive

Goodwill collaborated with Assured Partners to host a FREE E-Cycling Drive, successfully diverting over 6,000 pounds of electronic waste from landfills. This collaborative effort supports our sustainability goals and promotes a circular economy.



## Forward Madison Back-to-School Shopping

For the upcoming school year, Forward Madison and Goodwill teamed up to give one lucky fan a revamped back-to-school wardrobe with a FMFC player to kick off the year with style and confidence.

## Halloween

Embracing the Halloween spirit, Goodwill celebrated the season with special coupons and a community coloring contest at its Verona location. Shoppers turned to Goodwill as a sustainable source for last-minute costumes and décor, choosing reuse over waste. By giving new life to single-use items, Goodwill helped prevent thousands of pounds of materials from going to local landfills.



## Holiday Gift for Residential Participants

Each holiday season, Goodwill continues a heartfelt tradition by gifting a specially designed suncatcher to every program participant. This small but meaningful gesture reflects our goodwill and was possible thanks to the generosity of our donors.

# Mission Made Possible

These are not just numbers on a page. They are people's lives changing for **GOOD!**



## 91.2%

of all dollars and donations are used to support our Goodwill programs

## The Community Gave

Retail Sales of Donated Merchandise	\$24,938,180
Contracts	\$2,000,986
Salvaged Materials Sales	\$1,480,258
General Contributions	\$458,121
Contributions (noncash)	\$13,210,559
Miscellaneous Revenue	\$368,150

<b>TOTAL REVENUE</b>	<b>\$42,456,254</b>
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## We Gave Back

Retail Program Services	\$35,249,517
Workforce Development	\$1,950,723
Residential Programs	\$735,280
Salvage (Trash and Recycling)	\$561,782
Administration	\$3,722,565

<b>TOTAL EXPENSES</b>	<b>\$42,219,867</b>
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## More than 2,000 people

provided with essential programs and services across South Central Wisconsin



You Donate  
& Shop



We Support  
& Train



People  
Work &  
Thrive

## Summary Detail Report

**Total Sales: \$24,938,180**

Retail • \$22,518,681

E-commerce • \$2,419,499

**3.32% INCREASE**

This includes Outlet sales (August through December) of \$332,975

**Total Transaction Count:**

**1,204,804**

**Round Up • \$228,327**

Thank you to everyone who chose to round up to the nearest dollar. While it may seem like such a small amount, it holds great impact as you can see from the annual totals of Rounding Up alone.

## 507,193

Total Donors

## 237

Vouchers Redeemed

## 553

Employees



# DGR, E-Commerce, Outlet, and Sustainability

*"More donations mean more mission support."*

Goodwill is known as the "original" recycler of goods. It began more than 120 years ago with Goodwill's founder, Reverend Dr. Edgar J. Helms, who sought to provide "not charity, but a chance." Helms believed donated goods could be sold, and that money could be used to pay workers who helped refurbish them. Helms hired people in need, many of whom were considered unemployable. He saw potential in the people Goodwill served, the items Goodwill collected, and the impact reuse could have on the planet. Those are the same founding principles driving our mission to this day.

At Goodwill of South Central Wisconsin, our retail operations now include 14 thrift stores, e-commerce shopping sites, one attended donation center, and one new outlet store. Together, these provide the financial foundation for our mission programs.

Thanks to the generosity of our donors, more than 22.2 million pounds of goods were donated in 2024 – an increase of 1.85% from the prior year. In addition, due to the incredible support of our loyal shoppers, nearly \$25 million in sales revenue was generated to help impact the lives of more than 2,000 people served right here in South Central Wisconsin this past year.



**Shop GOOD!  
Do GOOD!**

When you shop and donate  
at Goodwill, you help fund  
our GOOD work!



## A Look at E-Commerce

For more than 20 years, Goodwill of South Central Wisconsin has been selling unique and rare treasures on its online shopping sites including Goodwill Marketplace ([goodwillscwimarketplace.com](http://goodwillscwimarketplace.com)), Shopgoodwill ([shopgoodwillmadison.com](http://shopgoodwillmadison.com)), and Good Again Books (GoodAgain). A dedicated team of experts in jewelry, books, Legos, games, records, clothing, vintage items, and more make up our e-commerce division, creating greater value from our donations and generating more funds for our programs.

SHOP TODAY! >



# Look Out, There's a New Goodwill Outlet!

In August of 2024, we celebrated the opening of the first Goodwill Outlet in our region. The new 66,000 square-foot facility was designed to house the Outlet, expanded warehouse space, Goodwill's e-commerce division, and new training facilities. This new Outlet provides another way to advance our mission by extending the life of generously donated items. Priced by the pound, Outlet goods offer lower prices for quick sales, support increased sustainability, and generate additional funding for Goodwill's mission programs.

The addition of the Outlet store also increases our sustainability capacities by allowing us to process and recycle new commodities including items such as plastics, toys, stuffed animals, toiletries, and all types of media.



## Fueling Mission With Sustainability



This year alone, Goodwill diverted over 16.7 million pounds from area landfills through resale and responsible recycling. That's a 7% increase from the prior year. As one of the largest collectors and promoters of secondhand goods, Goodwill is a key player in powering our circular economy.

In addition, Goodwill is one of the largest electronics recycling providers. Through a partnership with Dell Reconnect, Goodwill offers FREE electronics recycling programs. In 2024, through retail donations and four separate electronics recycling (e-cycling) events, more than 222,046 pounds of electronics waste were diverted from landfills and responsibly recycled into new Dell computer parts.

We are so grateful to our shoppers and donors who generate the revenue making our mission programs possible. Read on to learn more about Goodwill's Mission Moments and Impact.



**22.2 MILLION**  
pounds of  
goods donated



Diverted over  
**16.7 MILLION**  
pounds from area  
landfills

# Stable Housing Program: *Mission for Impact*

Safe, stable housing is more than just a roof overhead; our mission is to provide the foundation and support that empowers individuals to regain independence and achieve lasting stability. For adults living with long-term mental illness, having a secure place to call home is often the starting point for growth, independence, and creating a lasting path forward.

Putting our mission into action, Goodwill's Stable Housing Program offers peace of mind, community connections, and individualized support tailored to each resident's needs. Whether it's help navigating mental health care, managing daily living, or simply having a safe space to rest and recover, each person we serve is a reminder that stability is possible, recovery is real, and everyone deserves the chance to thrive.

With every key handed over, every lease signed, and every success celebrated, we are building a future where mental health challenges no longer stand in the way of a fully lived life. That is our *Mission for Impact*.

## 36 GROUP HOME RESIDENTS

Adults living with long-term mental illness and other challenges receive support from our caring staff at two group homes while learning skills to ultimately live independently.

## 3,361 SAFE NIGHTS

provided by our supportive housing staff at Goodwill's Group Homes.

## 77 TENANTS OFFERED STABLE HOUSING

at Goodwill's Apartments. Adults, retirees, and community members with low-income and/or mental illness have a safe place to call home in our eight subsidized apartment buildings.

## Home for Elizabeth

The word "home" holds different meanings for different people. For Elizabeth, "home" is extra special as it signifies years of overcoming addiction, trauma, and homelessness to build a brighter future.

With determination and the support of Goodwill and Beacon services, Elizabeth got sober and started building a better life.

It has been a long, difficult journey, but Elizabeth has come a long way. She is now ready to take the next big step: moving into a home of her own. While the transition of moving from a group home to an independent apartment is both exciting and daunting, Elizabeth's positive attitude and focus on making good decisions keep her grounded.

Starting over means starting simple. For Elizabeth, that looks like a couch or chair, a twin bed, a dresser, and a small kitchen table. These essentials may seem modest, but for someone rebuilding their life, they're a foundation for stability and pride.

Looking ahead, Elizabeth is focused on maintaining her health, finding a good job, and becoming a kind neighbor. "If my story can help others, that would be the best gift," she said. "That, and finally having a home of my own."



# Supported Employment Services: *Mission in Motion*

Supported Employment is how we bring our mission to life, turning purpose into opportunity and success.

Keeping the mission going strong, Goodwill's Supported Employment means staying present by providing on-the-job coaching, problem-solving, and encouragement to ensure long-term success. Focused on dignity, inclusion, and empowerment, we help create opportunities for individuals with barriers to employment.

Every day, our case managers, employment specialists, and job coaches work together with participants to identify strengths, build confidence, and match employees with employers who value their unique contributions.

Supported Employment Services are not just part of our work; they are a driving force behind our mission. These services reflect our firm belief that everyone deserves the chance to contribute, to belong, and to find purpose through work. This is our *Mission in Motion*: breaking barriers and building brighter futures, one job at a time.



**76**  
Participants



**OVER 64**  
Supported  
Business Partners





*"In Supported Employment,*

it is often the small things that matter most. Realizing that a new skill has been learned, seeing the smiles on the faces of the people you are working with, getting a hug or a high five. While it may not seem much, when it comes to working with our Supported Employment participants, we truly appreciate these moments the most.

Being a job coach has been the most rewarding role I have ever had. And while I am there to help and support, I find that I am the one learning so much every day. Seeing as our participants beam with pride for a job well done. The confidence and growth they achieve while completing their tasks. The kindness they share and commitment they offer. They are the best employees and the best co-workers, and I feel lucky that I get to do this job every day. My mission is to help people. It makes me happy knowing that what I do at Goodwill is a part of the process that makes the mission happen."

## Supported Employment Partners

**Thank you** to the employers who help make this mission possible!

Amara Madison  
Blue Plate Catering  
Books 4 School  
Boomerangs Resale Store  
Business Communication Solutions (BCS)  
Cabela's\*  
Camp Createability  
Central Wisconsin Center (CWC)  
Creative Learning Preschool  
CTW Flooring, LLC  
Dollar Tree\*  
Dunkin'  
Edgewood College  
Gates & Brovi  
Grampa's Pizzeria  
Great Dane Pub & Brewing Co.  
Goodwills of South Central Wisconsin  
Hoey Apothecary  
The Home Depot  
HomeGoods  
Hy-Vee  
Jenifer Street Market  
JP's Hair Design  
Kasieta Legal Group, LLC  
KinderCare  
Kwik Trips  
Lighthouse Christian School  
Lucille  
M3 Insurance

Madison Children's Museum  
Madison Senior Center  
Memorial United Church of Christ  
Merchant  
Metcalf's Market  
MOD Pizza  
Oakwood Village Sun Prairie  
Plato's Closet  
Rejuvenation Spa  
Salvation Army  
ShoptopSleep Inn & Suites  
St Paul's Catholic Center  
Tellurian Behavioral Health  
Trixie's  
Tru by Hilton Hotel  
University Health Services (UHS)  
Uniek, Inc.  
UW Continuing Studies  
UW Health  
UW Memorial Library  
Wisconsin Community Veterinary Center (WCVC)  
Willy Street Co-op  
Wisco Cabinets  
Wisconsin Department of Employee Trust Funds (ETF)  
Wisconsin Virtual Academy (WIVA)

\*Partnered in 2024



# VITA, Vouchers, and Annual Award Winners: On a Mission



## Voucher Program

*Mission with a Purpose* is created through Goodwill's Community Voucher Program. Vouchers support meaningful purpose and pride by providing support to individuals and families in need. Working with local partner agencies, 237 vouchers were redeemed in 2024 to help community members purchase clothing, household goods, furniture, and other necessities in our Goodwill stores.

## Volunteer Income Tax Assistance (VITA)

*Volunteers on a Mission* embodies Goodwill's VITA Program and volunteer efforts to provide FREE income tax preparation services for community members with low to moderate incomes. Through the VITA Grant Program and in partnership with the Wisconsin Department of Revenue and the IRS, **29 volunteers** at nine locations throughout our 14-county service area helped to prepare **1,302** tax returns in 2024, saving more than \$300,000 in tax preparation fees. These savings, along with the refunds and tax credits, generated over **\$1.5 million** to help our program participants pay for other essential needs, including rent, utilities, groceries, and more. The more volunteers we have, the more community members the VITA program can serve!

**"I feel so relieved and happy to have such wonderful help with my taxes. It takes away the worry. I have confidence in the tax preparers at the VITA program."**

**2024 Customer Survey Response**

SCAN TO JOIN THIS  
MISSION EFFORT



# Living the Mission Every Day – Annual Award Winners



## Outstanding Volunteers of the Year VITA

Dawn began as a VITA volunteer in 2020 helping prepare tax returns. This past year, Dawn became a dedicated quality review volunteer. Her commitment to her clients and going above and beyond to ensure quality, efficiency, and timely returns is well deserving of this recognition. Dawn is a kind, caring, and valuable volunteer for VITA.

Gene has contributed countless hours of his time to the VITA program. In addition to many hours of preparing tax returns remotely, Gene comes into the office to do quality reviews of tax returns. His expertise and skill in tax preparation ensures the highest quality service for our tax clients.

## RISE Star of the Year

The RISE Award was established to recognize Goodwill team members who exemplify Goodwill's values of Results, Inclusion, Stewardship, and Empathy, and have gone above and beyond in their responsibilities. Each month, a RISE winner is recognized, with one winner selected as the RISE Star of the Year. Our 2024 RISE Star of the Year Rachael, a production associate at the Monona store, was recognized for being one of the friendliest and most welcoming team members. As a supportive guide for new hires, Rachael has gone above and beyond to identify and address areas for improvement on the sales floor, demonstrating her care for others and commitment to making everyone feel valued.



# Thank You to Our Generous 2024 Financial Supporters!

## Your contributions help make our *Mission Possible*

Evelyn Accola  
American Online Giving  
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Linda Anderson  
Brian Andreas  
Susan Arnold  
American Rescue Plan  
Act (ARPA) Grant  
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Terry Bloom  
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Robert Brunette  
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Randy Butters  
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James Cory  
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David Kreul  
Richard Kuckkahn  
Diana Lakes  
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Brian Lochen  
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Tracy Morland  
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Patricia Mueller  
James Murphy  
Gregory Nash  
Mark Nelson  
Michael Nelson  
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Daniel Zimmerman  
Numerous Anonymous  
Donors

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BECOMING A FINANCIAL  
SUPPORTER?  
SCAN THE QR CODE**





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- ✓ Sign Up for Our Newsletter
- ✓ Follow Our Social Media
- ✓ Donate
- ✓ *And more!*





## Our "On a MISSION" Annual Report

honors our staff, supporters, and most importantly, the individuals who inspire us every day with their resilience and strength. As we look to the future, we carry this momentum with us. We are on a Mission to provide hope, equity, impact, and lasting change.

[www.goodwillscwi.org](http://www.goodwillscwi.org)

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WEBSITE

