



GOOD News

Monthly Newsletter

OCTOBER 2026

BRONZE
MADISON MAGAZINE'S
BEST
OF MADISON
2026

Goodwill Wins Best Secondhand Store (Bronze)!

A Message From *Michele*

Hi Everyone!

October brings many reasons to celebrate our mission and the people who make it possible.

Meaningful work can open doors to greater independence, confidence, connection and opportunity. During National Disability Employment Awareness Month, we celebrate the talents and contributions people with disabilities bring to workplaces and communities. Through our Supported Employment program, individuals build on their strengths, develop skills and pursue employment goals that are meaningful to them. It's one of the ways we help people in our community Live, Work and Thrive.

October also brings Halloween and a chance to have a little fun! Our stores are full of possibilities for creating one-of-a-kind costumes that are affordable, creative and sustainable. Sometimes the best costume starts with an unexpected thrifted find and a little imagination.

This month, I'm also proud to share our 2025 Annual Report. I invite you to explore the stories and impact made possible by our donors, shoppers, partners and supporters. Thank you for being part of our mission and our community.

And to our Goodwill SCWI team, thank you. Behind every accomplishment and every number in our Annual Report are people who make this work happen. I am deeply grateful for all you do each day.

With Gratitude,

Michele Harris

President & CEO



Mission in Motion

LAUNCHPAD

MISSION MOMENT

Meet James: A Launchpad Journey to Full-Time Employment

A meaningful job can be a turning point. For James, Goodwill's Launchpad program helped him build skills, find meaningful work, and create a more stable life. Through paid work experiences and personalized support, James strengthened his computer and graphic design skills, worked with Goodwill's Marketing team, and participated in our RISE Leadership Development Program. His experience ultimately led to a full-time Property Supervisor position with Goodwill. Today, James has meaningful work, a daily routine, and a place to call home. Hear James share how Launchpad helped change the direction of his life and what stability means to him. Scan to watch the full video!



Celebrating Our Team

IN OUR COMMUNITY



October RISE Award Recipient

This month we recognize Joe, Platteville Store Manager, for Results! Joe has quickly made an impact through his willingness to take ownership, learn, and support his team. He asks thoughtful questions, makes the most of available resources, and builds strong partnerships to help his store succeed. Joe has also taken on training and developing his supervisors, sharing his knowledge while helping his team grow. His commitment to learning, collaboration, and continuous improvement is helping create lasting results. Congratulations, Joe!

October Anniversaries

1 Year

Alejandro A. T.	John B.	Michael R.
Braden P.	Judah P.	Norbu D.
Carolyn N.	Katherine N.	Ruby F.
Elise H.	Leah B.	Will K.
Gabe H.	Lynn W.	
Greg W.		

Nominate a Goodwill Employee for a RISE Award!



We're Hiring!

Check out our top job openings below:

- Production Associates
- Job Coaches
- E-Commerce Specialists

Click [here](#) to view all job openings!



What's New in Store

HALLOWEEN GIVEAWAY!

ENTER FOR A CHANCE TO WIN A \$50 GOODWILL GIFT CARD

Shop Goodwill for Halloween!

Shop our 14 retail stores and Outlet in South Central Wisconsin for Halloween costumes, decor, party supplies, accessories, and more!

Student & Teacher Discount

Every Thursday is Student & Teacher Day! Get 10% off your purchase with a valid school ID.

Powered by PURPOSE

Fueled by Your Impact 2025 ANNUAL REPORT

2025 Annual Report

We are excited to share with you our latest Annual Report including the moments, milestones, and mission impact you made possible this past year!

Scan the QR code to flip through our 2025 Annual Report to learn more.



Best Secondhand Store

Thank you to everyone who voted for Goodwill as Best Secondhand Store (Bronze) in Madison Magazine's Best of Madison 2026!



E-Comm Highlight

- Top Find: LP Pikachu POP 5 12/17 Holo Pokemon Card w/Holo Bleed & Swirl Error
- Donated to Middleton



Blog

Good to Know Blog



Check out the most recent **'Good to Know Blog'** with fresh and exclusive content. From thrifting tips and seasonal inspiration to mission stories and behind-the-scenes highlights, there's always something new to discover.

Let's Get Social!

Visit our [website](#) and follow us on social media for daily updates, exclusive promotions, upcoming events, and more!

