

workingtogether

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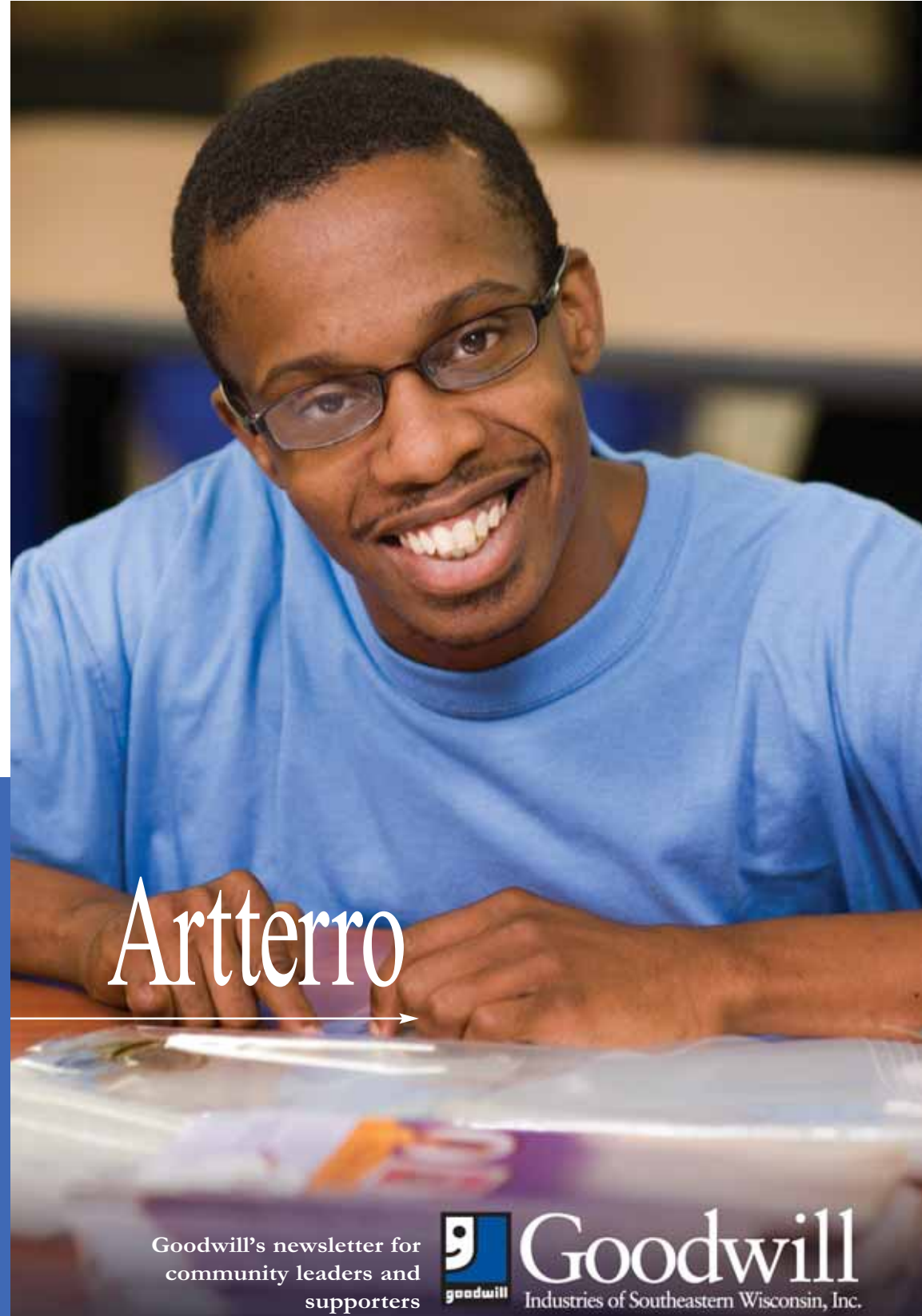


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Winter 2009

Believe in the Power of Work

Goodwill



Artterro

Goodwill's newsletter for
community leaders and
supporters



Goodwill
Industries of Southeastern Wisconsin, Inc.

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Goodwill

Believe in the Power of Work

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Artterro provides jobs and art therapy for Goodwill participants

Artterro was started in Madison, Wisconsin in 2006 by a busy “stay at home” mom of two fun loving boys. Forrest Espinoza didn’t want her kids watching television all the time, so she looked for a way to introduce more art into their lives. Unfortunately, she couldn’t find art kits that used quality materials and that were beautiful to look at. She discovered that most kits for kids used a lot of plastic. “The cookie cutter kits weren’t art-based or open-ended at all,” Espinoza says. “There was no creativity involved.”

Espinoza had a background in sales and retail and she always loved art. She searched out and tested supplies from all over the world then assembled them together. She did all this from the comforts of her kitchen!

Artterro became very successful, so successful that she needed assistance with the



Goodwill participants enjoy working on the Artterro project.

assembly process. Espinoza searched online for businesses that could help her out and she came across Goodwill. She learned that they could provide packaging, assembly and fulfillment services. Espinoza had worked with special needs folks and she strongly believed in art therapy. She thought that Goodwill would be a great fit for her business.

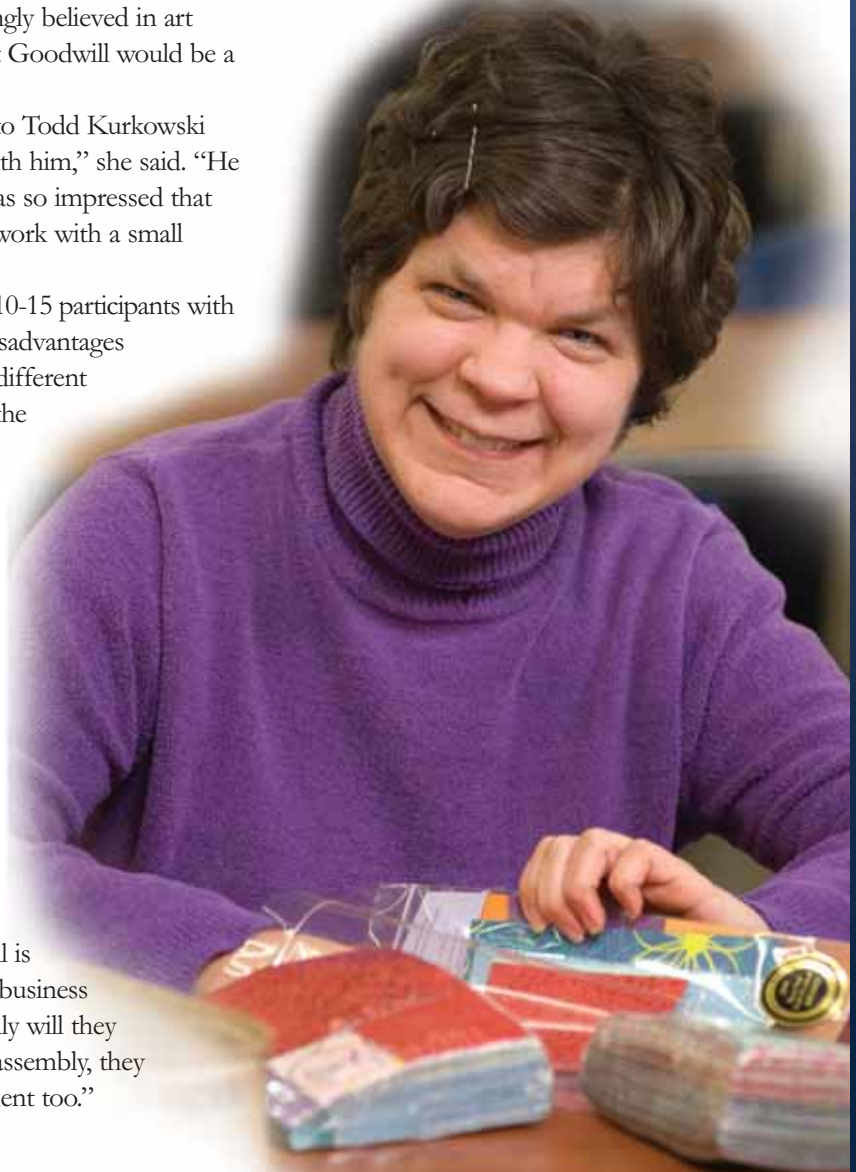
“I called and talked to Todd Kurkowski and I really connected with him,” she said. “He was very helpful and I was so impressed that Goodwill was willing to work with a small company like mine!”

In September 2008, 10-15 participants with various disabilities and disadvantages began to assemble eight different craft kits for Artterro at the James O. Wright Center in Milwaukee.

“Our participants really like to work on this project because there are so many different shaped items, colors and textures in the kit,” said Todd Kurkowski, Business Development manager at Goodwill. “They have assembled over 4,000 kits to date.”

Espinoza says, “My experience with Goodwill is great! I know that as my business grows even more, not only will they be able to help me with assembly, they can help me with fulfillment too.”

For additional information about partnering with Goodwill on your packaging, assembly and fulfillment projects contact Todd Krukowski at 414-353-6400.



Gehl Foods, Inc. and Ocean Spray named 2008 Power Partners

On Tuesday, December 9, Goodwill Industries acknowledged the 2008 Power Partners at a special awards breakfast held at the James O. Wright Center in Milwaukee. Gehl Foods, Inc. and Ocean Spray were chosen to join an impressive list of companies that provide substantial and ongoing work opportunities for people with disabilities and disadvantages.



Top: Gehl Foods, Inc. accepts their 2008 Power Partner Award.

Bottom: Ocean Spray accepts their 2008 Power Partner Award.

Gehl Foods, Inc. began its partnership with Goodwill in 2004, and it has grown to include four products that Goodwill assembles: Nacho Valve Assembly, Chili Cheese Valve Assembly, Arby's Hose Assembly and Popcorn Hose Assembly. Gehl's provided more than 63,403 direct labor hours for more than 50 participants and employees in 2008.

Ocean Spray and Goodwill started working together in 2002. Goodwill works on several projects, including packaging a 96 ounce juice two-pack for Sam's Club that puts two bottles of juice together with a plastic handle called a dog bone. Goodwill provides Good Manufacturing Processes (GMP) Storage of Ocean Spray products, as well as packaging their cranberry sauces. In total, Ocean Spray provided more than 35,172 direct labor hours to more than 50 participants and employees last year.

These two companies join an impressive list of past Power Partners. Over the past four years Goodwill has given this special designation to the US Navy, SC Johnson, Rust-Oleum, Froedtert Hospital and Clinics, Briggs & Stratton and Kelch.

Congratulations all the recipients of Goodwill's prestigious Power Partner's Award! Their continued commitment to Goodwill allows us to fulfill our mission and deliver high quality programs and services.



Family strengthening re-energized at annual Goodwill conference

In an environment of increasing layoffs and unemployment, Goodwill has to work harder to obtain employment for people with disabilities and disadvantages. Each year, Goodwill Industries International (GII) hosts a family strengthening conference called "Goodwill Is Good for Families." The three day conference was held in Milwaukee at the Hilton Milwaukee City Center in November 2008.

Conference workshops and presentations were arranged in three tracks to meet specific needs of a Goodwill organization and provided attendees with knowledge, skills and abilities to become an effective family strengthening organization. Representatives from the US Internal Revenue Service, National Disability Institute, AmeriCorps and Northwestern Mutual Foundation lead the various workshops.

In addition, Northwestern Mutual Foundation provided GII with more than \$250,000 to support the "Goodwill Is Good for Families" initiative and conference.

"We are coming together at a moment when the economic downturn is making the work that we do even more challenging," says John Miller, president and CEO of Goodwill Industries of Southeastern Wisconsin.

Wendi Copeland, GII vice president of Mission Services added, "Each of us must be the Goodwill that is good for families. Let's commit to seize everything we learn at this conference; let's transform ideas and information to action and impact."

Family strengthening is not a program, but a philosophy that embraces strategies that can be applied throughout Goodwill's services and programs for participants as well as employees. These effective approaches

can make Goodwill's workforce efforts stand out as comprehensive and supportive alternatives for job seekers and employers in the community.

Following afternoon sessions on Monday, the entire group was invited to the new Harley-Davidson Museum, where Goodwill Industries of Southeastern Wisconsin, Inc. hosted a reception and dinner.



Conference attendees enjoy Milwaukee Night at the new Harley-Davidson Museum.



From L. to R.: John Miller, President and CEO of Goodwill Industries of Southeastern Wisconsin, Inc. & Metropolitan Chicago, Lynn Heimbruch, Manager of Community Relations & Philanthropy, Northwestern Mutual Foundation, and Dave Hadoni, Chair of the Board, Goodwill Industries International.

Goodwill DataShield lands new contracts!



DataShield meets and exceeds all current regulatory standards for disposal of sensitive information.

DataShield, a division of Goodwill Industries of Southeastern Wisconsin secured some heavy hitters in 2008! They landed on-going document destruction contracts with Froedtert Hospital and social security offices in both Wisconsin and Illinois.

Goodwill DataShield, located in Milwaukee, is a secure document destruction company that is NAID (National Association for Information Destruction) certified. The DataShield security system includes the following components:

1. Security Clearances
2. Security Training
 - a. A controlled entrance
 - b. A digital video recording
3. 5/16 inch cross shred-width
4. ISO 9001 Registration

Goodwill Plant Manager Jon Ianni says, "As a provider of secure document destruction services to the Internal Revenue Services, DataShield is held to a higher standard than many other commercial providers. Our document disposal service meets and exceeds all current regulatory standards for disposal of sensitive information."

DataShield currently services over 35 customers and all are very significant. "No matter how large or small, our customers allow us to serve our mission which is very important to us," says Ianni. "It's critical to Goodwill's success to continually provide our workforce with new opportunities," he adds. DataShield operates one shift and provides work for Goodwill employees with disabilities or disadvantages. For more information on Goodwill DataShield contact Jon Ianni at 414-489-2406.

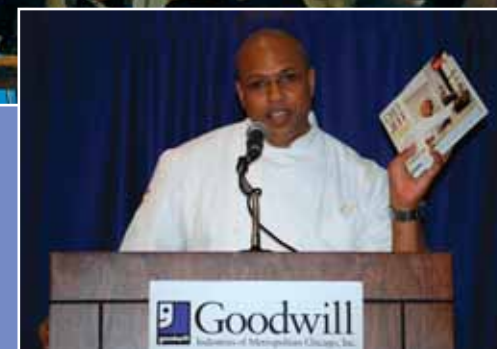
Goodwill Chicago and community leaders help to keep prisoner re-entry a priority



Chef Jeff Henderson, keynote speaker at an ex-offenders conference and workshop at the University of Chicago (UIC), addressed the difficulties of re-entry into the workforce after incarceration, but also delivered a powerful message of commitment, redemption and change.

"I was a hustler in the streets in my past life, but I've changed my ways," says Chef Jeff. "Now I'm a hustler in the kitchen." Chef Jeff spent almost a decade in federal prison after he was caught running \$35,000 a week cocaine operation. In prison, he worked his way up from dishwasher to chief cook, and after his release to a top Las Vegas chef. He is also a best selling author and reality television show host. His book is titled "Cooked: My Journey from the Streets to the Stove" and he is the host of "The Chef Jeff Project" on The Food Network. In addition, Chef Jeff is also a sought-after public speaker on human potential and a dedicated mentor to at-risk youth.

The event, held in October 2008 was hosted by Goodwill Industries of Metropolitan Chicago, Inc. and the Jane Adams College of Social Work at UIC, and featured distinguished speakers and two panels of university, Goodwill and other non-profit representatives. The panel members discussed the future of re-entry services and employment for ex-offenders, as well as how legislation and the law have created barriers to employment, and the impact of the current economy on workforce services. They also focused on how to get employers more involved and the benefits of providing opportunities to



Top: Panel members discuss how legislation and the law have created barriers to employment.

Middle: Chef Jeff Henderson captures the audience's attention.

Bottom: A conference attendee views the YES! Fathers photography exhibit.

individuals who really want a second chance.

"While this group faces a number of unique challenges in gaining employment, the strong work ethic displayed by ex-offenders is valued by area business," says Dorothy Buckhanan Wilson, vice president of Mission Services, Goodwill.

After the conference Goodwill's YES! Fathers participants, a mentoring and job training program for at-risk young men age 18-24, shared their experiences of violence, crime and hope through a beautiful photography exhibit. The YES! Fathers participants were able to discuss their photography with Chef Henderson, as well as guide the conference attendees through the exhibit.



Annual fund raiser breaks records!

Dynamic Eighties—Dallas, Dynasty and Diana was the theme for 2008 Retro Rendezvous, Goodwill’s annual fundraiser that helps raise money for our Human Services programs. The event was held at Hyatt in Downtown Milwaukee on October 7 and broke records in revenue and attendance.

The silent auction raised over \$20,000 and the popular Diamond Dig, a 14-foot container filled with sand where people could “dig” for various prizes, brought in twice as much money as last year. Revenue from sponsorships, table and ticket sales, as well as the sale of the Green Bay Packer decorated purses raised nearly \$150,000. After expenses, the net proceeds totaled over \$95,000. These funds purchased the following:

Senior Services—Emergency food boxes for the Home Delivered Meals program and gas cards for the drivers.

Day Services—Funds to match the remaining portion of our New Freedom Program vehicle (a federally funded transportation program for people with disabilities), program support for “On the

Move” (A weekend recreation program with workshops and day trips) and program support for Project Independence (an adult Day Care program providing recreational and social activities to seniors with cognitive disabilities).

Vocational Services—Additional

Community Resource Classes in Milwaukee and Racine such as Financial Literacy and Dressing for Success, the purchase of start-up materials to support a new training program, and purchase of customer service/clerical training assessment tools.

Green Bay Packer and Goodwill Spokesperson, Donald Driver and his family



were involved in the fashion show again with wife Betina serving as Honorary Chair. Green Bay Packers James Jones, Colin Cole and former Packer Santana Dotson swaggered down the runway too and all the Packers and their families modeled clothing from Boston Store’s Victor by Victor Alfaro 2008 Holiday Collection. Additional entertainment included impersonators performing as Michael Jackson and the Village People; they both received standing ovations.

Special Thanks To:

Diamond Sponsors: Boston Store, Pepper Construction, Berengaria Development, Virchow Krause & Company for being this year’s highest level Sponsors.

Ruby Sponsors: Zimmermann Printing Company, Waste Management, Wenzler Architects, The Business Journal and Today’s TMJ4.

Sapphire Sponsors: AON, US Bank, Briggs & Stratton, Johnson Controls, Quarles & Brady, Northwestern Mutual Foundation, Robert W. Baird & Co., ClearChannel Outdoor, OTT Development Inc., WE Energies, Lammi Sports Management and The QTI Group.

New Amazing billboards line the highways!



While driving around the greater Milwaukee and Chicago areas, be sure to look up—you’ll see Goodwill’s new Amazing billboard advertising. “We want to keep the images fresh and remind our customers that we offer quality merchandise and dynamic inventory all at great prices,” says Pat Boelter, vice president of Marketing. She also adds that it’s important to donate your gently-used items now to keep a consistent supply of merchandise in our stores. Your donation today just provided a job to someone with a disability or a disadvantage.

Our four new billboards, which rotate every three months, will be seen at the following locations: **Milwaukee Area:** I-94 and Zoo Interchange, I-94 and Oklahoma, Hwy. 45 and Silver Spring. **Chicago Area:** I-294 and Grand Avenue, I-294 and LaGrange Road, I-90 and Kedzie Avenue.



A.O. Smith supports Goodwill Industries

By Cathy Girard,
Vice President, Development
Goodwill Industries of Southeastern Wisconsin, Inc.

A. O. Smith Company has been operating in Milwaukee for more than 130 years. The company began as a producer of parts for baby carriages. Later, they made parts for bicycles and eventually frames for automobiles. Today, the company is one of the world's largest manufacturers of residential and commercial water heaters as well as a leading manufacturer of electric motors.

For much of Goodwill's history, A.O. Smith has provided financial support for our mission. In 2008, the A.O. Smith Foundation made a pledge to support Goodwill's Adult Learning Center located at the James O. Wright Center. With this gift, Goodwill provides literacy and other continuing education services to individuals who wish to complete their high school General Equivalency Diploma (GED).

Previously, the Foundation provided a grant to support Goodwill's Opportunity Worker program. The program provides employment and training services for developmentally disabled young adults who have graduated from high school and who are on a long waiting list for services.

In addition to supporting non-profits with financial gifts, A.O. Smith Corporation encourages its employees to take an active part in civic affairs. Many of the company's employees volunteer with local charities, serve on the boards of local service organizations, work as volunteer consultants to small or minority-owned businesses, or serve their communities in numerous other capacities.

A.O. Smith Corporation and its employees are proud of the company's association with Goodwill. According to Roger Smith, manager of Community and Legislative Affairs of the A.O. Smith Foundation, "Goodwill is an excellent investment for our charitable giving. We like to give to local organizations which are financially stable, and Goodwill is certainly that." Smith also stated that A.O. Smith understands that the company's growth and



What Domingo Rosario is learning today will help shape his future.

financial well-being are largely dependent upon the growth and health of the communities in which the company does business. He believes it is in the company's best interest to contribute to local programs and organizations, as those contributions improve the quality of life in our communities. Smith says, "This giving helps make our 'home towns' thriving, attractive places for people to live, work, and raise their families. Goodwill's efforts to help people develop skills that can be used in the workplace benefit A.O. Smith, and our entire community," he adds, "We are pleased to be able to contribute to your mission."

Goodwill is grateful to the A.O. Smith Foundation for its generosity and commitment to Milwaukee.

For more information about making a financial gift to Goodwill, or if you would like to include Goodwill in your will, please contact Cathy Girard at 414-358-4050 or catherine.girard@goodwillsew.com.



S E C O N D *Century* C L U B

Goodwill's Second Century Club

Second Century Club is a special group of donors who have made a planned or deferred charitable gift to Goodwill.

Benefits of joining Goodwill's Second Century Club:

- Satisfy personal and financial goals
- Receive tax benefits
- Secure Goodwill's future beyond your lifetime
- Encourage others to leave a legacy to Goodwill
- Attend Second Century Club recognition events

If you have already included Goodwill in your estate plan, please let us know. We would welcome the opportunity to thank you personally.

If you would like more information about how to join the *Second Century Club* and provide for Goodwill in your estate plan, please contact:

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Why we do what we do Goodwill

Taking pride in work and staying strong

Amy Williams is a determined, yet kind-hearted person who has the ability to light up any room that she enters. If you saw her at work, you would see her talking and joking with all of the patients at the dental office. She understands that many of them are nervous about various procedures and she wants to help them relax, so she goes that extra mile to reassure them. She takes pride in her work and is always eager to learn more. She enjoys life now. What you won't see is the former Amy, and the life that led her to prison.

Growing up for her wasn't easy. She lived in Peoria, IL and moved from group home to group home in the Department of Children and Family Services system. She never really had a very stable family life. School didn't interest her, she dropped out and she got caught up in the wrong crowd. Over a Christmas break, Amy's friend introduced her to George. He was a really good person with some big dreams for the future. Amy and George 'hit it off' and instantly became friends, but he lived in Chicago and she was in Peoria. They began a long distance relationship, and as luck would have it, George was planning to attend college at Bradley University in Peoria in the fall.

Amy moved out of the group home, found herself an apartment and a job while George attended college. She was by herself quite often while George was at class. She recalls that she became very bored and lonely. "The days seemed so long and I didn't know what to do with myself," she recalls. "I met some people but they were the 'wrong' people and I got myself into trouble."

Over the next several years Amy moved cities and was in and out of trouble with the police which included a 1 ½ year stint in prison; in the process she also lost touch with George.

When Amy was released she looked for work but learned quickly that as an ex-offender finding work was very difficult. "I had no idea I would have so much trouble finding a job," Amy says. When she was working it was in a factory. She was really struggling. She had hoped to turn her life around, but was falling back into old ways. "I was depressed and frustrated and running with the wrong crowd again," she recalls. Amy was arrested for retail theft and sentenced to 61 days in jail. She had hit bottom and knew that she had to make a drastic change in her life and it had to be now!

While she was in jail, Amy was surprised to receive a letter from her old friend George who now lived in Chicago. "He was encouraging me and invited me to move," she says. "I knew this was it and I had to better myself. After I was released I moved to Chicago."

She learned about Goodwill from a woman at a temporary staffing agency. She told Amy that Goodwill helped ex-offenders find jobs that paid well. Amy enrolled in Goodwill's Pre-Employment Skill training classes which helped her earn a GED, as well as learn how to write a resume and conduct herself on an interview. She graduated in 2005. "Everyone was so helpful and nice to me at Goodwill, especially Miss Love. She really helped to boost my self-esteem and get me motivated." Amy appreciated all the support George provided her as well. "George was very patient with me and stayed by my side to keep me strong."

In fact, she was so motivated that she enrolled herself in a Dental Assistant program at Everest College, graduated and now works as a dental assistant. She loves her job. "I really like to meet new people and working as a dental assistant allows me to do that," she says. "I'm not stuck behind some machine anymore

and I have a career now, not just a job." According to Rosie Ballard (formally Miss Love), manager of Training and Placements at Goodwill, "I always knew that Amy would be successful if she got serious about what she wanted and began making better choices. She has the ability to connect with people and inspire them."

In 2009, Amy plans to enroll in a Dental Hygienist program to further her dental career and she would also like to mentor at-risk children to help lead them down the right path. Ballard states, "I am not surprised at all that Amy has been so successful and I would like to see her keep striving for greatness as a way of life!"

Amy was grateful for the training that Goodwill offered and the support George gave her. "I know now that it is possible for an ex-offender to get a good paying job. I am very thankful."



good news



Yorkville Goodwill Retail Store & Donation Center receives Golden Arrow Award



Dan Michael, Regional Manager Goodwill Retail Services accepts the Golden Arrow Award. Posing with Dan are Valerie Burd, Mayor Yorkville and Dennis Haster, U.S. House of Representatives, Illinois, 14th District.

Yorkville Economic Development Corporation held their annual meeting in November 2008 and presented Goodwill with the Golden Arrow Award for the Goodwill Store & Donation Center that opened in Yorkville in June 2008.

The group reviews new development, redevelopment and business expansion that occurred in the past 12 months in Yorkville that made a significant impact on the community. According to Lynn Dubajic, executive director of Yorkville Economic Development Corporation, "We chose Goodwill because they are a major employer in our community and they are also the first building seeking LEED certification in Yorkville." LEED stands for Leadership in Energy and Environmental Design and is the nationally accepted benchmark for the design, construction and operation of high-performance "green" buildings.

Goodwill's goal is to build new stores that are environmentally responsible and healthier places to shop and work. Goodwill is currently seeking LEED certification at their Lake Zurich, IL and Beaver Dam, WI stores.

29 Goodwill Retail Store & Donation Centers now open!



Goodwill Retail Services welcomed three more stores to our ever growing family in southeastern Wisconsin and northern Illinois. New locations include Carpentersville and Lake Zurich, IL and Beaver Dam, WI.

Store celebrations featured lots of prizes, giveaways and of course, great thrill shopping! Congratulations to the staff at all three locations for Amazing Grand Opening weekends.

Don't forget to mark your calendar in February for a store opening in Carol Stream, IL.



Spooktacular Halloween costume contest a big hit!

Our second annual Spooktacular Halloween Costume Contest was quite a success this year. We were 'crawling' with entries and the judging was tough. A Goodwill judging committee reviewed all the entries and chose one winner per store. Judging was based on originality and proof that 75% of the costume was purchased at Goodwill.

Each one of those store winners received a \$25 Goodwill gift card and was entered into our grand prize round.

The Wisconsin grand prize winner was Stephanie Neas of North Fond du Lac, WI. Her package featured:

- Four tickets to a Green Bay Packer Game
- A \$100 gift certificate to Curly's Pub
- Tickets to the Donald Driver Show

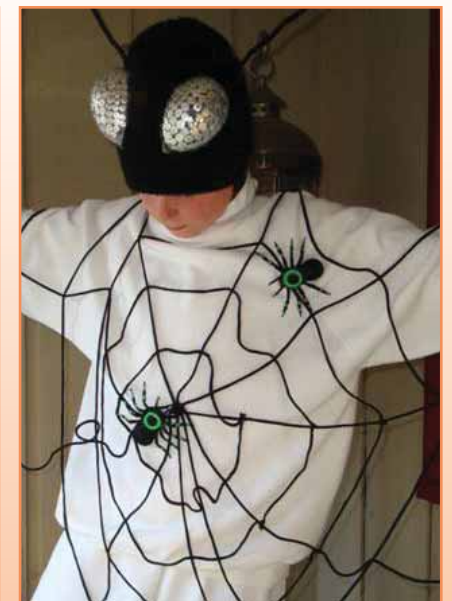
The Illinois grand prize winner was Tristan Osterhues of Palatine, IL. His package featured:

- Four tickets to a Chicago Bears Game
- A \$100 gift certificate to ESPN Zone
- Tickets to the Chicago Inside the Huddle Show

We'd like to congratulate both winners on their fantastic costumes!



Stephanie, banana split, was the grand prize winner for Wisconsin.



Tristan, fly in spider web, was the grand prize winner for Illinois.

Newly painted trucks drive mission message



While driving around town you've probably seen Goodwill's traveling billboards! Our transportation department has put "mission message" graphics on 15 of its current trailers and plans are underway for more of the fleet to be painted. The graphics include photos of employees, participants and customers who have received support from Goodwill. Each graphic presents a quote of gratitude to Goodwill for something the individual gained from working with us. Also, there is a message to the general public that their donations to Goodwill helped someone get a job.

These trailers are on the road daily throughout Goodwill's service area—from Fond du Lac, WI to Yorkville, IL. With the cost of advertising today, these newly painted trucks help us take advantage of a great marketing opportunity to spread the word about Goodwill's mission.