

FOR IMMEDIATE RELEASE

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It's easy to give the gift of hope through Goodwill NCW on Giving Tuesday

WISCONSIN – On Tuesday, December 3, Goodwill North Central Wisconsin (NCW) will join millions by participating in the global generosity movement known as Giving Tuesday. You might not realize it, but Goodwill NCW makes giving back to our communities easy. Shoppers and donors provide fuel for job programs that put our friends and neighbors on the path to sustained employment and improved financial stability.

Last year individuals served by Goodwill NCW's mission programs increased their collective annual income by more than \$4.6 million across north central Wisconsin. Here are three easy ways to give to Goodwill NCW this season:

1. **Goodwill NCW Giving Tree:** December 3 through December 15, Goodwill NCW invites shoppers to consider rounding up their total at the register by \$1 or more to support Goodwill NCW mission programs. By rounding up, they'll receive an ornament to place on Giving Trees located in the [27 Goodwill NCW retail locations](#). Ornaments will stay on the trees through the end of the year as a testament to the generosity of the communities.
2. **Donate:** Gently used items that are donated to Goodwill NCW provide job training and other employment services. As a nonprofit, retail sales generated from generous community donations are the primary source of funding to support the mission and operations of the organization. Donations provide those who have a goal of building skills that lead to sustained employment and improved financial stability with various Goodwill NCW [programs](#) to build transferable employability skills.
3. **Make A Financial Donation:**
You can also donate financially online at [Financial Donation | Goodwill NCW](#)
4. **Shop:** In addition to finding great deals, customers should also know that by simply shopping at Goodwill NCW they are giving hope to those who need a hand up. On

average, 90 cents of every dollar from sales in Goodwill NCW retail stores is reinvested into the organization's mission of Elevating People by Eliminating Barriers to Employment.

During this season of giving, Goodwill NCW would like to thank shoppers and donors for their ongoing support to transform lives.

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Goodwill North Central Wisconsin (Goodwill NCW) is a nonprofit organization with a mission of Elevating People by Eliminating Barriers to Employment. We provide pathways to those underserved, underrepresented or disadvantaged who have a goal of building job skills that lead to sustained employment and improved financial stability. We see people for who they are and believe in the power of work, within our retail stores and workplaces throughout our community. We are proud of the life-changing impact we make in our communities and to our planet with the help of our donors and shoppers. Learn more at goodwillncw.org

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