



MEDIA ALERT

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Goodwill North Central Wisconsin receives Vets Ready Employer award

MENASHA, WI — This year, Goodwill NCW is among 22 employers statewide to be recognized as a Vets Ready Employer for 2024 by the Wisconsin Department of Workforce Development (DWD) and its Office of Veteran Employment Services (OVES). The annual award recognizes Wisconsin employers that have gone above and beyond to hire and support veterans and their families.

Applicants are rated and awarded based on criteria including the company or organization's: support for veterans in the workplace, such as available resources, training and work environment; hiring practices to prioritize veteran hires; and efforts to connect to the wider veteran community, including military families, service members and veterans.

In 2023, Goodwill NCW served more than 100 people who shared that they are veterans and active service members through programs focused on eliminating the barriers to employment that those who serve often face. One such veteran is Norm Parrotte, who is Goodwill NCW's 2024 Edgar J. Helms Veteran of the Year. For more on his story here: [Veterans find hope at Goodwill NCW | Goodwill NCW](#)

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ABOUT VETS READY EMPLOYER INITIATIVE

The Vets Ready Employer Initiative serves to encourage employers to build a support system within their workplace, hire and retain more veterans, and connect to veterans in the community and their families. Every year the [Wisconsin Department of Workforce Development](#) (DWD) recognizes businesses who have gone above and beyond for the veteran workforce. Businesses are separated into three categories – small, medium or large – and either receive a gold or silver certification.

Award program partners include the Wisconsin Department of Veterans Affairs (DVA), Wisconsin Department of Disabled American Veterans, American Legion Department of Wisconsin and the Wisconsin Veterans Chamber of Commerce.

Details about the Vets Ready Employer Initiative and how to apply are available online [here](#).

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*