



## FOR IMMEDIATE RELEASE

May 6, 2025

### Contact Information

Robert Dye, Public Relations/Communications Manager

Email: [rdye@goodwillncw.org](mailto:rdye@goodwillncw.org)

Mobile: 920-968-6232

### Goodwill Week in May shines a light on the power of work

*Goodwill NCW helps people secure jobs, advance careers and transform their lives*

**North Central WI** — Every year during the first full week of May, Goodwill organizations worldwide celebrate Goodwill Week. The observance raises awareness about Goodwill’s mission. Within the international Goodwill movement, Goodwill North Central Wisconsin’s (NCW) service area includes 27 stores and donation centers and one outlet store in Wisconsin, from La Crosse to Eau Claire to Green Bay, the Fox Valley, Manitowoc and in between. This Goodwill Week, which runs May 4-10, Goodwill NCW is encouraging the public to “Get to Know Goodwill.” For those who know Goodwill NCW best for its “Smiling G” logo and secondhand stores, here are a few facts to launch the week:

- **Goodwill NCW is a nonprofit organization.** Although Goodwill NCW’s brand is often associated with its 28 retail store locations, advancing its mission of Elevating People by Eliminating Barriers to Employment throughout north central Wisconsin is the reason the organization is in operation.
- **On average, 90 cents of every dollar in sales from Goodwill NCW retail stores is reinvested to fund the mission.** Revenue generated from Goodwill NCW operations is the primary source of funding for mission and operational expenses. This model is unlike most other nonprofits that depend primarily on raising support from private financial gifts, grants or government funding.

- **In 2024, Goodwill NCW increased the collective annual income of program participants with a disability by more than \$1.6 million.** Individuals were served by Goodwill NCW skill-building programs, employment services and community assistance programs. Goodwill NCW is ranked in the top quartile for the number of lives impacted by its mission, out of more than 150 independently governed Goodwill organizations worldwide.

All of this, and more, is made possible through the generous donation of gently used items for our community.

Throughout Goodwill Week, Goodwill NCW will be sharing more about their mission through social media, and the public is invited to visit [goodwillncw.org](https://goodwillncw.org) to learn more about how Goodwill NCW serves communities across Wisconsin.

###

#### **About Goodwill North Central Wisconsin (Goodwill NCW)**

Goodwill NCW is a nonprofit organization with a mission of Elevating People by Eliminating Barriers to Employment. We are committed to understanding and addressing the unique needs of our communities. We empower individuals and families, creating a lasting impact by breaking cycles of poverty and transforming lives through skill-building for 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](https://goodwillncw.org)