

ANNUAL REPORT | 2021

BUILDING COMMUNITY FROM THE INSIDE OUT





“We remained true to ourselves, letting our history guide us as we strategically shaped Goodwill’s future.”

— **Tim Mattke**
Chairman of the Board



“We believe that by supporting our employees, their families and friends, we strengthen the communities where we live and work.”

— **Jackie Hallberg**,
President & CEO

Dear Friends of Goodwill,

THE CIRCUMSTANCES OF THE PAST FEW YEARS WERE TOUGH. There was a great deal of change and uncertainty resulting from the global health pandemic and social unrest across the world, our country, and our communities where we live and work. There is no doubt that what we experienced tested our resilience and sense of community.

During a time of extraordinary challenge that forced us to navigate uncharted territory, we doubled down on our commitment to remain focused on the values that have guided our Goodwill® for more than 100 years. We continued to lead with intention, aligning our business decisions to the values of safety, sustainability and equity.

Inspired by People Power of the Whole Results Matter

Guiding Principles

With our Guiding Principles at the forefront, our teams worked tirelessly to keep essential businesses up and running, offer innovative services and solutions for job seekers and employers, and expand our retail operation. We also accelerated our journey to make diversity, equity and inclusion a strategic priority for our organization. Through it all, we were determined to remain true to our mission while deepening our impact across all areas of our organization. This required building community from the inside out.

As we build on our momentum towards the future, Goodwill is focused on cultivating an inclusive and equitable workplace for our employees,

In 2021, Goodwill’s work led to 42,152 individuals receiving support and 4,105 job placements across the community.

employing job seekers, supporting our community, and providing an exceptional shopping and donating experience for our customers and donors who are the backbone of our mission.

We are immensely grateful for the guidance of our Board of Directors, the commitment of our leadership team and employees, and the support of our community partners, foundations, government agencies and countless Friends of Goodwill who joined our efforts to transform lives during such a historic time.

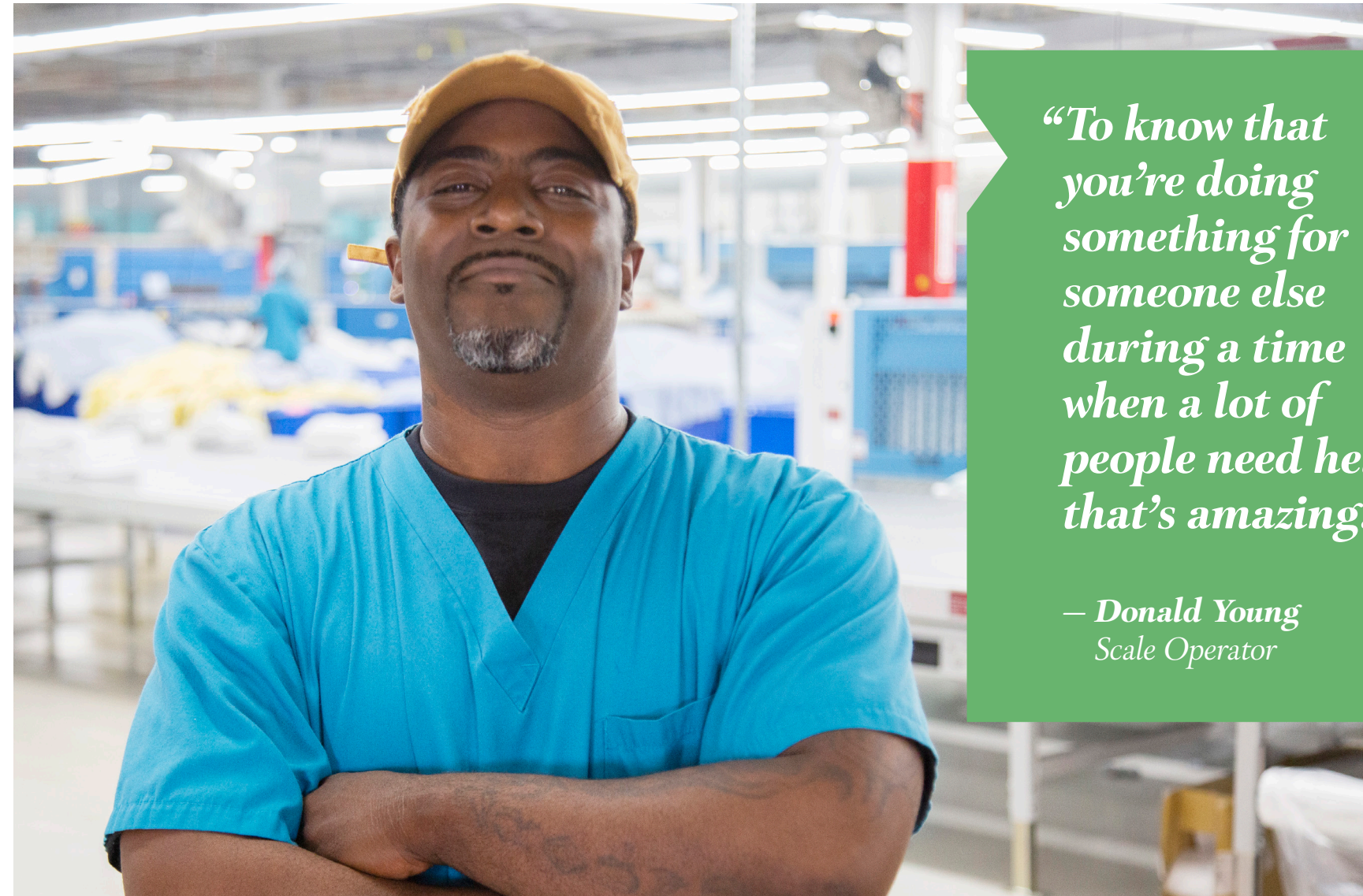
We are Goodwill.

Sincerely,

Tim Mattke
Chairman of the Board

Jackie Hallberg
President & CEO

ESSENTIAL BUSINESSES REMAIN UP AND RUNNING



*“To know that
you’re doing
something for
someone else
during a time
when a lot of
people need help,
that’s amazing.”*

— *Donald Young*
Scale Operator

AS A LEADING WORKFORCE PROVIDER FOR OVER 100 YEARS, Goodwill has continually changed to meet the most pressing needs of the times. The past few years were no different. Our impact extends across our entire territory. We provide Goodwill Cares vouchers for families in need of emergency assistance, we volunteer to address barriers to work in communities where we operate, and we go above and beyond to support our employees—our first and most important community.

Two long-standing operations, Goodwill Laundry & Linen Services and Goodwill Great Lakes, were deemed essential businesses during the pandemic. Employees at both locations were on the front lines every day, supporting health care facilities fighting COVID-19 and Sailors and Recruits in the U.S. Navy. Both operations partner with SourceAmerica and the AbilityOne Program to serve a key aspect of the Goodwill mission to employ, train and support people with significant disabilities.

Throughout the past two years, team members banded together to ensure employees remained healthy and safe while overcoming challenges such as public transportation issues and caring for family members. Donald Young, a scale operator at Goodwill Laundry & Linen, was amazed to receive inspirational messages and ongoing support from Goodwill leadership and the public.

7,605,160
*pounds of laundry and
linen processed*



10,307,731
*meals served to U.S. Navy
Recruits and Sailors through
Goodwill Great Lakes*

OUR COMMUNITY RESPONSE

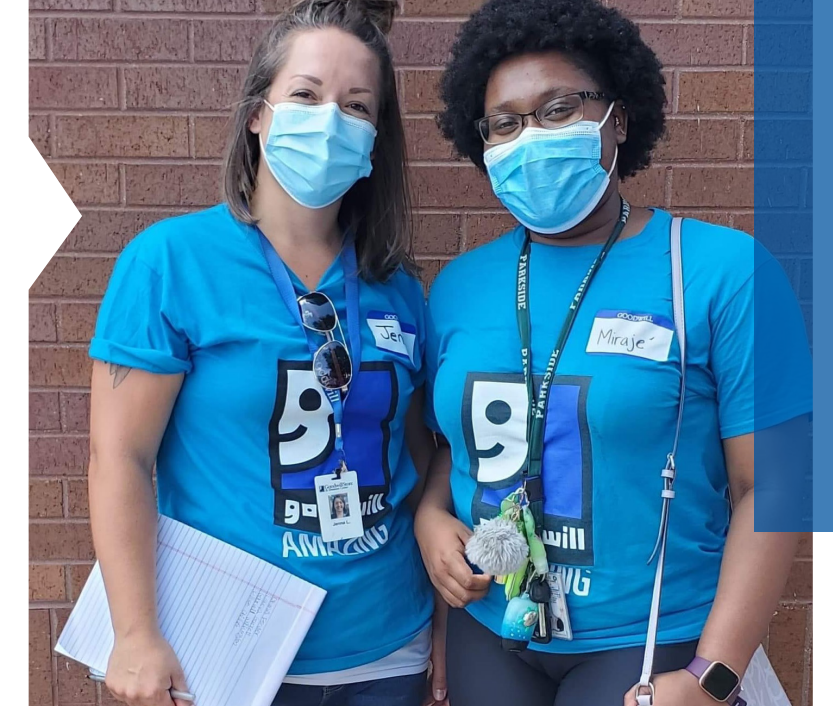
AS THE CHALLENGING CIRCUMSTANCES around the health crisis and social unrest escalated, Goodwill kept the community's needs at the forefront and worked quickly and creatively to support people in a variety of ways. We provided an online resource hub for families to access support and health information across our 23-county territory. We continued to support employees engaging with their communities in safe ways through our Acts of Goodwill volunteer program. And, when the world was faced with escalating racial tensions, Goodwill joined with Goodwill Industries International in a call to end racism and discrimination.

The Uptown Kenosha community was devastated by destruction following the tragic incident in Kenosha, Wisconsin during the summer of 2020. Local groups and businesses, including employees from the Kenosha Goodwill Store & Donation Center, volunteered to assist with community clean up, rebuilding efforts and to demonstrate support. Employees distributed Goodwill Cares vouchers to impacted residents, allowing them to purchase clothing and household items at the store.



“It’s important for Goodwill employees to get out in the community and be involved in things that are happening because ultimately that’s what Goodwill is all about.”

— **Jenna Laurenzi,**
Store Manager–Kenosha



Jenna Laurenzi (left), Store Manager–Kenosha and
Mirajé Woods, Former Production Associate–Kenosha

8,606

**Goodwill Cares
vouchers redeemed
by families**

435

**local organizations received
Goodwill Cares vouchers**



DELIVERING OUR MISSION DURING CHALLENGING TIMES

***“Now I have
a job, now
I see myself
and where
I’m going
to be in
the future.”***

— **Isamar Dumas**
*Goodwill Workforce
Connection Center Client*

WITH A LONG-STANDING HISTORY BUILT to respond to changing needs at key moments in time, we took a thoughtful approach backed by a sense of urgency, and delivered critical services and engaged with the community. Our teams adapted to new ways of working with employers as businesses scaled up and down. We remained steadfast in delivering our mission by providing talent solutions to businesses, offering virtual services for job seekers and program participants, and adjusting operations for our home-delivered meal program.

After losing her job in the culinary industry, Isamar turned to Goodwill to help find essential work just as the pandemic began. As a single mother, the thought of starting over was overwhelming. However, her Goodwill job coach encouraged her to not give up and helped rebuild her self-confidence.

Isamar created a new resume and practiced interviewing skills, which landed her a job as a transporter at a local hospital. At Goodwill, support doesn’t end when a job seeker finds employment. We know the importance of staying connected to our clients to help them build a network of support to advance their careers and provide for their families.

6,455

*individuals served at
Goodwill Workforce
Connection Centers*



882

*onsite and virtual
employer events at
Goodwill Workforce
Connection Centers*

PARTNERING TO ACCOMPLISH MORE



Goodwill won multiple 2021 Individual Placement and Support (IPS) Awards from the Wisconsin IPS Learning Collaborative. Grebe's Bakery earned the Employer Champion Award, proudly displayed by Colton Grebe, executive vice president of operations (left) and Keith Schroeder, supervisor IPS and community employment.

AS THE SAYING GOES, “Many hands make light the work.” At Goodwill, we know the power of partnerships. When we work with organizations whose missions align with ours, the impact we have on our community grows exponentially.

In 2020 and 2021, we forged new alliances and strengthened existing partnerships to support the workforce of the future, advance racial equity and support our most important community—our own employees.

In addition to supporting job seekers and employers, our staffing and recruiting agency, Goodwill TalentBridge and our Workforce Connection Centers implemented key partnerships and programs. The United for Good program focused on filling high-demand nursing roles while BMORE provided job training for people looking to develop their professional careers.



United Way
We expanded our partnership with United Way, launching United for Good, a new recruitment, training and support program for people interested in becoming certified nursing

assistants (CNAs) or exploring further career development in the healthcare and education fields. In addition to paid career training, participants receive work and life skills training, assistance with setting goals and supportive coaching to help them find success in their work and personal lives.

BMO Harris Bank
We partnered with BMO Harris Bank to pilot three cohorts for the BMORE program, a collaboration to recruit, train, place and retain local, diverse talent into customer experience representative roles in Milwaukee-area BMO Harris Bank branches.



443,789
*temporary labor
hours worked through
Goodwill TalentBridge*

•
•
•
•
•
•
1,637
*individuals who worked for
Goodwill TalentBridge
as an on-ramp to
sustainable employment*

PARTNERING TO ACCOMPLISH MORE
(continued)

**Goodwill Great Lakes
Employment Center**

As we continued to broaden our long-term partnership with the U.S. Navy and SourceAmerica, we opened the Goodwill Employment Center located at Naval Station Great Lakes. Unlike most locations on the base, the Goodwill Employment Center is accessible to the public and does not require government credentials to visit. This new space provides an opportunity for job seekers to learn about open positions at Goodwill Great Lakes, complete online applications and attend hiring events with same day job offers.



*Preston Baker, Project SEARCH
Intern—Andis Company location*



Project SEARCH

A third Project SEARCH program site at Andis Company in Sturtevant, Wisconsin joined Milwaukee County Zoo and Milwaukee Mitchell International

Airport as Wisconsin Project SEARCH sites supported by Goodwill. We worked in partnership with the Wisconsin Department of Workforce Development’s Division of Vocational Rehabilitation, Wisconsin Department of Health Services, Cooperative Educational Service Agency #1, Milwaukee Public Schools and Racine Unified School District to support this nationally-recognized, business-led, school-to-work program for young adults with disabilities.

**COVID-19
Vaccine Clinics**

Goodwill supported the health of our employees and other community members by partnering with the Wisconsin National Guard, the City of Racine, and the DuPage County Public Health Department to host COVID-19 vaccine clinics at our James O. Wright Center for Work & Training in Milwaukee, as well as in Racine, Wisconsin and in Lombard, Illinois. The clinics were open to Goodwill employees and all community members ages 12 and up.



**Racine
Financial
Empowerment
Center**

*Free One-on-One
Financial Counseling*

**Racine Financial
Empowerment Center**

Goodwill served as a charter community partner to help launch the Racine Financial Empowerment Center (FEC), a joint effort between the City of Racine and Housing Resources Inc. The Racine FEC provides free one-on-one financial counseling to residents of Racine. This free and confidential city service is a valuable resource for our employees and program participants in Racine, helping them address barriers on their journeys to financial stability by providing

guidance and assistance in such areas as repairing and building credit, reducing and managing debt, budgeting, saving and financial planning. Goodwill is an engaged participant in the Racine FEC Advisory Group and we share information about the program with our employees, clients and program participants.

Chicago COVID Contact Tracing Corps

Goodwill was one of 31 community-based organizations selected by the Chicago Cook Workforce Partnership to staff and manage Chicago’s COVID Contact Tracing Corps, a program



CHICAGO COOK
WORKFORCE PARTNERSHIP

A proud partner of the American Job Center network

funded by the City of Chicago and Chicago Department of Public Health. Through this partnership, Goodwill worked to keep our community healthy while also helping people from underemployed or underserved communities find work. Our team recruited, interviewed, hired and trained community health workers and their supervisors. Through this program, these individuals gained the opportunity to earn income, learn new skills, explore career options in the growing public health industry, and position themselves for future career success—all while helping others.

ADVANCING OPPORTUNITIES FOR BOYS AND MEN OF COLOR

AT GOODWILL, WE BELIEVE IN CREATING NETWORKS of support that foster successful employment outcomes.

For six years, we have put forth a dedicated effort to educate, equip and empower employees to deepen our mission impact and foster inclusion through community engagement. Our efforts have focused on supporting underrepresented communities and people who desire to establish meaningful careers.

As an organization, we have made a broader commitment to supporting the Boys & Men of Color (BMOC) national platform.



It Starts from Within

In 2019, we convened a community conversation of Milwaukee-area practitioners focused on supporting boys and men of color. Together, we charted a path to improve outcomes for men of color who work for our organization in the Milwaukee area.

As part of our work on the BMOC initiative, and with the confidence and support of our partner organizations, Goodwill offered a multicultural impact program in 2021.

Over the course of eight months, Goodwill employees who participated in the multicultural impact program:

- Developed a career plan and a personal budget
- Experienced mentorship from Goodwill executives
- Participated in a community volunteer activity
- Received career coaching
- Learned valuable information about leadership, finances and self-sufficiency

As we continue to address the needs of our community and create equitable opportunities for all, our intent is to scale our Boys & Men of Color strategy inside and outside our organization, across our territory of Southeastern Wisconsin and Metropolitan Chicago.

Opposite The first cohort of the program described it as a life-changing experience. They concluded their journey with an inspiring ceremony to celebrate their accomplishments. The program laid important groundwork to support Goodwill's commitment to future BMOC initiatives.

“Personally, I experienced a lot during the program. I feel that I grew more as a person, and it made me more confident in myself.”

— **Robert Aquino**

MIP Cohort Member and Retail Supervisor—
Brown Deer (pictured below, top right)



Over the past few years, longtime Goodwill spokesperson, Donald Driver engaged with cohort members (shown above), shared inspirational messages with employees and provided a financial contribution to grow our BMOC initiative.

COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION



DIVERSITY, EQUITY AND INCLUSION HAVE LONG BEEN CENTRAL PRINCIPLES at Goodwill, guiding how our teams work together and how we serve our communities. In 2020 and 2021, we took the important step of formalizing our commitment to these values. Diversity, equity and inclusion (DEI) became a strategic imperative for our organization, embedded in and shaping everything we do. It will be at the heart of our planning, inform every decision we make and be part of every action we take.

As part of our efforts and commitment to the Metropolitan Milwaukee Association of Commerce Region of Choice pledge, we continued work to align DEI with our business strategy and embed it in our operating structure and talent pipeline. We created a new DEI department to advance organization-wide diversity and inclusion initiatives. The team is responsible for developing DEI solutions that address leadership, culture, talent and marketplace opportunities. They are leading a collective effort to help Goodwill achieve its goals and integrate DEI into all aspects of our organization.

Our executive leadership team became significantly more diverse and now better reflects the diversity of our employees and the people we serve. We added top talent, expanding our capabilities in areas critical to achieving our goals including information technology, DEI, real estate and facilities, mission, and corporate communications and marketing.

We identified a strategy to educate our employees on leading across difference and introduced new tools to support employees on their DEI learning journey. Leaders were provided with training that will help them cultivate a DEI lens to better guide and engage their teams.

To give us a better understanding of where we are in our organizational DEI learning journey, we asked all employees to participate in a DEI Organizational Assessment and complete an Inclusion, Diversity, Equity and Accessibility survey. The insights, perspectives and information our employees shared will help us establish a clear vision and strategy for our DEI work moving forward.

All these steps completed in 2020 and 2021 are foundational to our ongoing DEI work. We are dedicated to building on them in 2022 and beyond.

60%
of our c-suite

33%
of our
vice presidents

are persons
of color,
persons with
disabilities
and/or
veterans

40%
of our entire
executive team
are women



100+
members of our board of directors
and select Goodwill leaders completed
the Intercultural Development Inventory®



67
leaders participated
in an inclusive
leadership roundtable



LEADING FOR TODAY, PREPARING FOR TOMORROW

AS OUR COMMITMENT TO EQUITY AND inclusion grew stronger, we responded to the challenges our employees were facing. We embarked on a DEI learning journey. We led conversations with employees about racism. In addition to launching our DEI learning journey and supporting boys and men of color, we engaged with community partners to recognize the diversity of our employees.

When our retail operations were preparing to reopen following pandemic-imposed shutdowns, a substantial effort was made to re-engage with employees on topics related to equity and inclusion and to ensure they felt safe and confident returning to work. Our retail employees worked diligently to provide high-quality, safe services for the many donors and customers supporting our organization.

Building Community in Melrose Park, Illinois

In June 2021, we opened a Goodwill Store & Donation Center in Melrose Park, Illinois. To better serve the community, our team members built meaningful relationships with our neighbors and created awareness of our mission. The new location provides jobs and a contemporary shopping experience for our customers.

Investing in Our Future

While we addressed these immediate challenges, we also looked ahead, making significant investments across our organization—in our people, in our facilities and in the technology that we use—that will help us better serve our employees, donors, customers and clients for years to come.

We increased the starting minimum wage we pay our employees, demonstrating our commitment to them,

increasing their financial security and making Goodwill an even more attractive place to work.

We invested in technology to modernize the way we work:

- implemented enhanced cybersecurity tools to help ensure that our data—and that of our employees, customers and clients—remains safe;
- launched case management software to support our mission work and help evaluate long-term intended impact; and
- began planning for a new Enterprise Resource Planning software that, when rolled out, will link our core business processes and systems, resulting in improved business functionality and allowing our leaders to leverage automation and security tools.

The most visible investment supported our retail locations in the first phase of what will be a multi-year effort touching all our stores. The updates and improvements included interior refreshes to give stores a more modern and welcoming look, upgraded fire suppression equipment, additional storage bins to keep donations safe and protected, and parking lot maintenance.

72

Goodwill Store &
Donation Centers

150,176,612

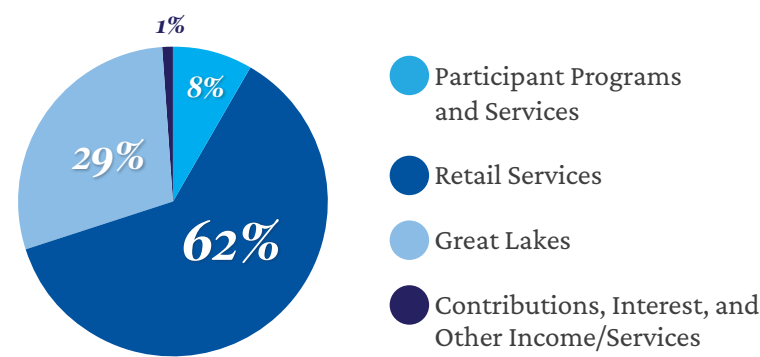
pounds of material
kept out of landfills

8,495,345

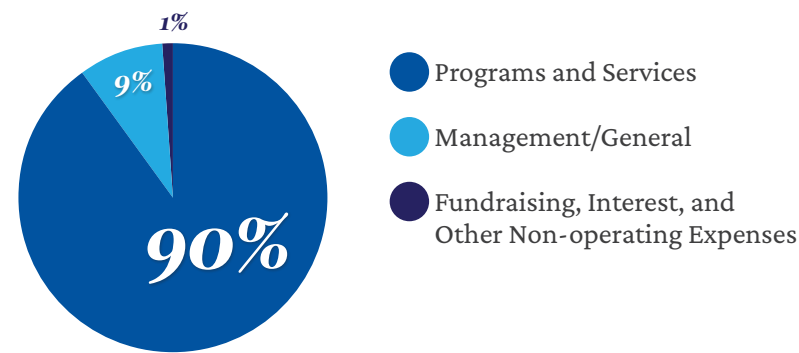
retail sales transactions

FINANCIALS

Sources of Revenue and Support



Allocation of Expenses



Revenue and Support

2021	2020	2019	2018	2017
\$323,298	\$266,315	\$305,544	\$302,510	\$312,473

(thousands)

2020	\$22,744
2021	\$27,200
2020	\$135,560
2021	\$198,979
2020	\$90,405
2021	\$94,298
2020	\$17,666
2021	\$2,821

(thousands)

- Participant Programs and Services
- Retail Services
- Great Lakes
- Contributions, Interest, and Other Income/Services

2020	\$243,231
2021	\$271,599
2020	\$19,754
2021	\$26,812
2020	\$6,180
2021	\$2,693

(thousands)

- Programs and Services
- Management/General
- Fundraising, Interest, and Other Non-operating Expenses

CONTRIBUTORS

2021

\$200,000+

Susan C. Yugo Irrevocable Living Trust

\$50,000-\$199,999

BMO Harris Bank
Ernest Ulrich Estate
Evalynn Jantos Estate
Donald Driver Foundation/
Lammi Sports Management
Marilyn Ondrejka Revocable Trust
Mark D. Olson Trust
Mr. David Welle

\$20,000-\$49,999

A.G. Cox Charity Trust
Greater Milwaukee Foundation
- JayKay Foundation Fund
- Joseph and Vera Zilber Family Fund
Mary L. Medlock Trust Fund

\$10,000-\$19,999

Adreani Foundation
Anonymous
A.O. Smith Foundation, Inc.
Jim and Lisa Borris

Greater Milwaukee Foundation
- Ted and Arleen Koenigs Designated Fund
- Richard and Maribeth Meeusen Charitable Fund
- A. Walter and Elsa K. Seiler Fund
- James O. Wright Fund
Ms. Michelle D. Greene
Mrs. Marguerite Hark
Paul and Joan Rubschlager Foundation
The Silseth Family Charitable Fund
U.S. Bank Foundation

\$5,000-\$9,999

Mrs. Angela Adams
Anonymous
Dr. Scholl Foundation
Ms. Catherine Girard Worden
Greater Milwaukee Foundation
- Paul P. Lipton Fund
- Rodney F. Park and Betty Park Family Fund
Mr. and Mrs. Daniel L. Goelzer

Elizabeth McNally
Charlotte L. Reed Charitable Account
Mason and Julie Ross
United Way of Greater Milwaukee and Waukesha County, Inc.

\$2,500-\$4,999

Anonymous
AT&T Wisconsin
Ms. Julia M. Carr
Direct Supply Foundation
Ms. Jackie Engen Hallberg
Fiserv, Inc.
Ms. Amy Hart
Helluva Container
Ms. Colleen Lese
Mr. Steven Loos
Tim and Catherine Mattke
Ott Development, Inc.
Mr. Richard A. Sachs
Edward Sample
Mr. and Mrs. David J. Scharfenberger
Soho Global Management, LLC
Prospect Fund at The Chicago Community Foundation
Vilter Foundation, Inc.
James and Virginia Wheeler Foundation

\$1,000-\$2,499

1335 Foundation
Anonymous
Anonymous Fund of InFaith Community Foundation
Mr. and Mrs. Cliff Asmuth

A.W. Asmuth Family Fund at the Greater Milwaukee Foundation
Bank of America Employee Giving Campaign
James B. & Jane R. Bradford Trust
Burton E. Goodman Donor Advised Fund of the Jewish Community Foundation
Mr. Dennis Chacko
Kathleen K. and John A. Chapman
Charles S. Farina Revocable Trust
Thor and Joni Christensen
Ms. Joan E. Cook
Daniel Czarnecki and Mary Czarnecki
Davians
Mr. and Mrs. Bruce Davidson
Ms. Karen G. Duffy



For additional information, call Goodwill's Chief Financial Officer at 414-353-6400.

Anne & Dean Fitzgerald
Mr. Robert W. Flynn
Ms. Patricia Gerke
Maj. William C. Gray
Crystal Hayes
Bob and Lisa Heider
Bradley J. Kalscheur
Mr. and Mrs. Michael Keiser Donor
Advised Fund at The Chicago
Community Foundation
Mr. and Mrs. Ted D. Kellner
Mr. Robert J. King
Gordon and Carolyn Kirk
Nancy L. Laskin
Mr. and Mrs. Timothy S. Laughlin
Masco Corporation
Mr. and Mrs. Theodore R. Maynard
Ms. Laurie Ocepek
Ms. Julie A. Peay
Ms. Donna J. Polski
Quarles & Brady LLP
Reichert Foundation
Tom and Lynn Richtman
Ms. Suzanne R. Rous
Jakob Schaeffer
Mr. and Mrs. Thomas F. Schrader
Paul and Sheree Sienkiewicz Fund
Shields Facilities Maintenance
Steve and Christa Slinger
Mr. Timothy Styza
Irene Sudac
Mr. and Mrs. Guy Tagliavia
Carol and Carl Vander Wilt

Mr. and Mrs. R.J. Voelker
Marilyn and Phil Vollrath
Miss Othell M. Warren
Mr. John Wolak

\$500-\$999

Baldev Ahluwalia
Anonymous
James Beyer
Mrs. Patricia J. Bock
Nicol Britten
Ms. Margoann T. Brown
Mr. Gary R. Chipman
CJ & Associates, Inc.
Mr. John L. Dziewa
Mr. Thomas Gilgenbach
Mr. Steven J. Gloeckle
Mr. Harvey Gollman
Greystone Foundation
Mr. and Mrs. James H.
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Mr. and Mrs. Lane A. Kistler
Robert and Teresa Klug
Ms. Mary J. Kruse



Robert Lichtfuss
Mr. James R. Liptack
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Ms. Maureen McNally &
Mr. Kevin Reichert
Mr. Evan Meyers
Ms. Donna B. Mikovich
Mr. and Mrs. William Revelle

Mr. Stuart A. Rice
Lee Rissley
Mr. and Mrs. Alfred M. Rogers Jr.
Herdis Skulason
The Wetherell Foundation
Mr. Gerald Williams

Previous page *Betsaida Perez (left) and Kyle Davis, Project SEARCH
Interns—Milwaukee Mitchell International Airport location*

Above *Harold Warren, Janitor Exterior at Goodwill Great Lakes*



A Historic Investment

In 2020, Goodwill received the largest contribution in its history from philanthropist MacKenzie Scott. The unrestricted gift of \$15 million was part of a series of donations given to nonprofits across the country. This generous gift will enable Goodwill to drive innovation, pilot new approaches to workforce development and fund programs directly impacting our employees and the people we serve.

For over 100 years, Goodwill has been dedicated to providing job training, employment placement services and community-based support programs. We are grateful for and humbled by MacKenzie Scott’s transformative gift. Her generosity will have immeasurable impact on our long-term sustainability, ensuring Goodwill is able to continue delivering our mission well into the future.

2020

\$15,000,000

Ms. MacKenzie Scott

\$50,000-\$199,999

Anonymous
Evalynn Jantos Estate
Montiegel Estate

\$20,000-\$49,999

A.G. Cox Charity Trust
Anonymous
Jim and Lisa Borris
Joseph and Vera Zilber Family
Fund at the Greater Milwaukee
Foundation
Mary L. Medlock Trust Fund

\$10,000-\$19,999

Adreani Foundation
Anonymous
A.O. Smith Foundation, Inc.

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- James O. Wright Fund
Ms. Jackie Engen Hallberg
Mrs. Marguerite Hark
MGIC
Paul and Joan Rubschlager
Foundation
Darell B. Skowronski Estate
The Silseth Family Charitable Fund
U.S. Bank Foundation
Zilber Ltd.

\$5,000-\$9,999

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Anonymous
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- JayKay Foundation Fund
- Richard and Maribeth Meeusen
Charitable Fund
- Catherine and Walter Lindsay
Foundation
- Paul P. Lipton Fund
- Rodney F. Park and Betty Park
Family Fund
Mr. and Mrs. Timothy S. Laughlin
Mr. Steven Loos
Elizabeth McNally

LEADERSHIP

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President & Chief Executive Officer

Angela Adams
Chief Communications & Diversity Officer

Nicol Britten
Vice President Human Resources

Basil Buchko
Vice President General Counsel and Chief Compliance Officer

Nadeem Choudhary
Vice President Information Technology

Skip Dexter
Chief Retail Officer

Jeffrey Docalavich
Chief Financial & Administrative Officer

Catherine Girard
Vice President Development and Mission Services

Lisa Heider
Vice President Finance

Clayton Kalweit
Vice President Real Estate & Facilities

Steven Loos
Senior Vice President eCommerce Integration

Suzanne Maldonado
Vice President TalentBridge and Workforce Connection Centers

Shawn McCourt
Vice President Supply Chain

Elizabeth McNally
Vice President President's Office and Chief of Staff

Dan Michael
Vice President Retail Stores and Donation Centers

Clayton Pryor
Chief Mission Officer

Chris Talton
Vice President Operations

Kent Walters
Senior Vice President Operations



Goodwill hosted nearly 300 executives from Goodwill organizations across North America in downtown Milwaukee in July 2021. An additional 160 virtual attendees also participated in the Goodwill Industries International annual conference of the Delegate Assembly. Pictured are some of our Goodwill leaders who were part of the local planning committee.

BOARD OF DIRECTORS

Board Officers

Timothy J. Mattke, *Board Chair*
Chief Executive Officer
MGIC Investment Corporation

Irene S. Sudac, *First Vice Chair*
Vice President
Financial Services
Snap-on Incorporated

David Marcus, *Second Vice Chair*
President
Marcus Investments, LLC

Robert J. Klug, *Treasurer*
Managing Director
RSA Capitol, LLC

Thomas R. Savage, *Secretary*
Retired, Senior Vice President of
Corporate Development
Briggs & Stratton Corporation

Jacqueline L. Hallberg
President & Chief Executive Officer
Goodwill Industries of Southeastern
Wisconsin and Metropolitan Chicago

Board of Directors

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President and Chief Executive Officer
Zilber, Ltd.

Jacqueline Moore Bowles
Chairman & CEO
Creative Marketing Resources, Inc.

Mary J. Dowell
Founder & Chief Executive Officer
MJ Dowell & Associates

Karen G. Duffy
Retired, President
Laughlin Constable

John L. Dzewa
Conversions Manager
Fiserv, Inc.

Laura H. Gough
Managing Director, Private Asset
Management
Robert W. Baird & Co.

Michelle D. Greene
Senior Vice President/Chief Information
Officer—Pharmaceutical Segment
Cardinal Health

Bradley J. Kalscheur
Partner
Michael Best & Friedrich LLP

Richard A. Meeusen
Retired, President & Chief Executive Officer,
Chairman of the Board
Badger Meter, Inc.

Thomas V. Richtman
Wisconsin Market President
U.S. Bank

Mason G. Ross
Retired, Executive Vice President and Chief
Investment Officer
Northwestern Mutual

Ike T. Ummunnah
Director Office of Public Affairs and
Communications
U.S. Economic Development Administration

Carl E. Vander Wilt
Retired, Chief Financial Officer
Federal Reserve Bank of Chicago
Retired, Chairman and Chief Executive
Officer
CenTrust Bank

Marilyn A. Vollrath
Senior Consultant
Reputation Partners, LLC



2
states
23
counties served



72
retail locations



4,900+
employees



42,000+
people served



4,000+
job placements



Goodwill Industries of Southeastern Wisconsin, Inc.
6055 N. 91st St. | Milwaukee, WI 53225-1710
goodwillsew.com | goodwillchicago.com