



Goodwill

Greater Milwaukee & Chicago

2024 Impact Report

Welcome

- 3 A message from Jackie Hallberg
- 4 Goodwill Greater Milwaukee & Chicago
- 5 2024 Impact at a glance

Helping People Build Job & Life Skills

- 7 Mobilizing *The Power of Work*
- 8 Building a resilient workforce
- 10 Preparing the workforce of the future
- 12 Removing barriers and building independence

Empowering Access & Opportunity

- 15 Ensuring everyone has the opportunity to flourish
- 16 Funding our mission
- 18 Promoting mobility and growth for our employees

Partnering for Stronger Communities

- 21 Being out in the community
- 22 Partnering with purpose
- 24 Volunteering

Behind the Impact

- 27 2024 financials
- 28 Our donors
- 30 Our Board of Directors
- 31 Our leadership

#WEAREGOODWILL

Friends of Goodwill:

Each day, we are impacting lives across greater Milwaukee and Chicago, standing strong in our 105-year history to serve our local communities alongside partners that believe in our mission: **Connecting people to work. Preparing people for life.**



We value the power of partnerships to strengthen our ability to assist people in building new lives. In 2024, we expanded our reach to impact more than 110,000 lives – getting job-seekers ready to work, including supporting teens and young adults with foundational skills to prepare for and find a job, and meeting people where they are with community support services to promote health, independence and economic stability.

In the city of Chicago, we opened a Goodwill Store & Donation Center in Avondale, creating jobs and offering a simple way to give items a new life and turn donations and purchases into opportunities for community members. We increased access to workforce development programs and services by expanding into the North Lawndale neighborhood and Aurora, Illinois, opening the door to career exploration and connecting people to jobs in growing sectors.

In greater Milwaukee, we continued building on our established presence and growing our partnerships, including with Advocate Aurora Health in Racine to provide a certified nursing assistant (CNA) program. We delivered state-recognized programs that integrate services, resulting in successful employment outcomes.

We also celebrated our programs and partnerships with community supporters, donors and our board of directors at our inaugural New Lives Luncheon.

Remaining steadfast in our belief that we are strongest when we come together, we will continue to create opportunities for collaboration and build a resilient workforce, staying on top of the evolving needs of the communities we serve.

All of this is possible because of our 5,700+ employees who put their hearts into their work daily - *thank you*.

Together, with our employees and partners, we are advancing our mission because at Goodwill, we know that when we come together as one, our community grows exponentially.

With gratitude,

Jackie Hallberg | President & CEO

Goodwill Greater Milwaukee & Chicago



OUR MISSION

Connecting people to work.
Preparing people for life.

This is why Goodwill exists: to remove barriers and empower people to build skills, careers and better lives for themselves, their families and their communities.

OUR APPROACH

Focusing on workforce development

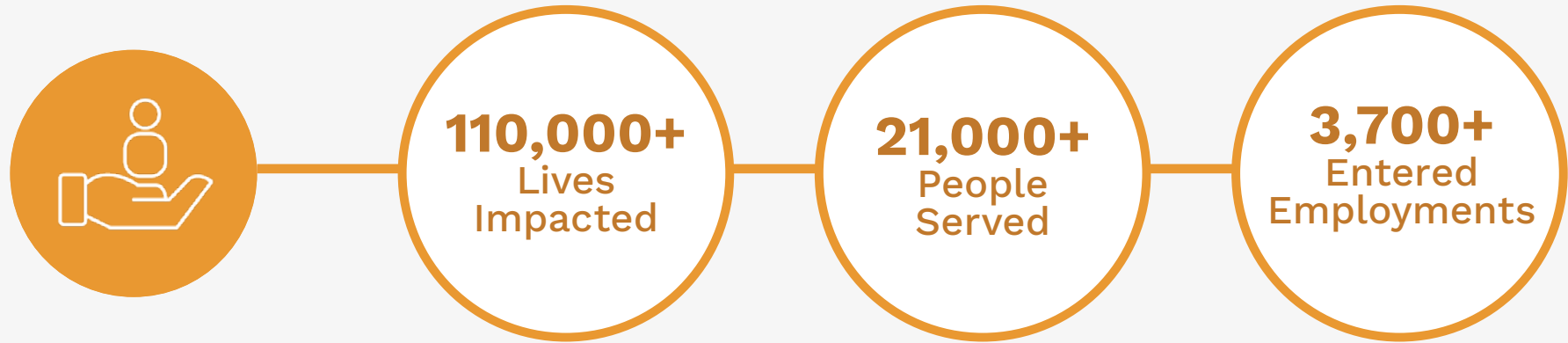
We create innovative programs, connect people to resources and build powerful partnerships. We fund this work through your generous donations; our retail business; our Goodwill TalentBridge staffing and recruiting service; and Goodwill Great Lakes.

OUR IMPACT

Demonstrating how we make
a difference

Whether we're simply helping someone print a resume or providing long-term, one-on-one coaching, every touchpoint is vital to helping us spot trends in areas of support, identify productive partnerships and, most important, shape our programs for maximum effect.

2024 Impact At A Glance



VIDEO SPOTLIGHT



Hear directly from people
who are pursuing new
beginnings with our help.





Helping People Build Job & Life Skills

We empower individuals through job training, career pathways and support systems that promote independence and stability.

Mobilizing *The Power of Work*

Gainful employment is a game-changer. For individuals, it means being able to care for themselves and their families; for communities, it means economic growth.

Our workforce development solutions help people find and maintain employment. This includes connecting them to resources like education, childcare and financial services. We challenge ourselves to meet each person's specific needs and to find the right solutions for the communities we serve across greater Milwaukee and Chicago. This means staying on top of workforce trends, furthering our already deep-rooted partnerships and getting hyperlocal with programs and services.

We're leaning into our 105 years of experience to emphasize these areas:

- **Building** a resilient workforce
- **Preparing** the workforce of the future
- **Removing** barriers and building independence



“

The October Workforce Development Forum was an invaluable opportunity for us at Grebe's Bakery to engage with industry leaders, workforce partners and community advocates who are committed to strengthening our local talent pipeline.

We're grateful to be part of an initiative that creates opportunities for both employers and job seekers. ”

- **Colton Grebe**, co-owner & chief strategy officer of Grebe's Bakery and a longtime Goodwill partner



Building a resilient workforce

Free help finding a job

Goodwill Workforce Connection Centers bridge the gap between job seekers and employers, partnering with local businesses and community organizations to foster workforce development and economic growth. These centers serve as vital hubs where individuals can access free resources, training and support to secure meaningful employment.

We meet people where they are through our local centers and access points like public libraries and community shelters, providing services such as resume building and interview prep.

In 2024, we entered Aurora, Illinois, where we're building a talent pipeline by helping residents interested in clean energy jobs connect to programs and training offered through the Climate and Equitable Jobs Act. We support established neighborhood workforce development programs with supplemental center services—such as North Lawndale Works, our new pilot program funded in partnership by the Steans Family Foundation, providing access to entry- and mid-level career opportunities for residents of North Lawndale, a community on the West Side of Chicago.





“It changed my life. I was heading down a road I didn’t want to go down, and now, I’ve got a job!”

- **Antonio**, Workforce Connection Center client and now a Goodwill sales associate



Hear more about how Antonio’s life changed with the help of our Workforce Connection Center.

Full-service staffing and recruiting

Goodwill TalentBridge stands out with specialized services to connect organizations with job seekers.

Our staffing professionals help employer partners in various industries find the right people to accelerate growth, guide individuals to meaningful careers and strengthen our communities.

“Children’s Wisconsin and Goodwill TalentBridge both do a lot to serve the community. It’s a unique partnership with a common vision to provide opportunities for individuals and support kids and families.”

- **Cindy Szymanski**, director of talent acquisition, Children’s Wisconsin



1,400+
people placed in employment opportunities through Goodwill TalentBridge



Preparing the workforce of the future

Providing pathways to youth

Teens and young adults in the communities we serve may face unstable housing, low or no income, and food, transportation and clothing insecurity—yet they're eager for a path to the life they dream of. We're here to help them take the first steps toward their goals.

Our Empower Youth programming offers soft skills job training, mentorship and one-on-one support to Chicago-area teens and young adults ages 16 to 24. Participants gain the resources to prepare for and find their next job, shaping their careers and lives.

Sparking interest in STEM career exploration

New partnerships helped us prepare teens for roles in growing STEM and trade careers.

We partnered with ComEd, supporting their CONSTRUCT Infrastructure Youth Academy program, helping spark interest of area high school students and facilitating cohort learning sessions focused on soft skills and introduction to careers in energy, utilities and construction.

Achieving individual growth

Our learning and mentorship program offers workplace skill building, personal and professional development, and tools that support program participants in their lives and careers.



2024 Empower Youth outcomes in greater Chicago

254

teens/young adults served

77

jobs started by teens/young adults

22

teens/young adults found jobs at Goodwill



Learn more or apply
to Empower Youth

Igniting dreams and futures

The Goodwill Community Scholarships Program was introduced in 2024 and awarded \$5,000 scholarships to 20 community members and dependents of Goodwill employees across our territory. Scholarships help with the cost of continuing education. Seventy-five percent of recipients are first-generation college students, and all are excited about the opportunity to unlock their potential.

“ This generous scholarship reinforces how much Goodwill cares. Without it, continuing my educational pursuit may not have been possible. ”

- **Autumn**, dependent of Goodwill employee

Providing internship opportunities in Milwaukee and Racine counties

Project SEARCH is a national school-to-work transition program for young adults with disabilities. The nine-month internship program takes place at host businesses and includes classroom instruction, career exploration and hands-on training.

In 2024, with support from the Wisconsin Department of Workforce Development and Division of Vocational Rehabilitation (DVR), Goodwill provided skills training and job development support at three sites: Milwaukee County Zoo, Milwaukee Mitchell International Airport and Andis Company. Other partners include long-term support agencies, education agencies and school districts.

“ I am independent and successful. I learned how to take initiative on my own, speak up and ask my coworkers for help. ”

- **Rutger**, Project SEARCH graduate and now a full-time employee at the airport commissary



56

young adults served through
Project SEARCH in 2024



Removing barriers and building independence

Helping people improve their lives

Our broad array of community services enhances people's health, independence and economic stability.

Support includes:

- **Increasing financial know-how** as we help people understand how getting a job affects benefits.
- **Promoting independence** for people with intellectual and developmental disabilities, advancing their living skills, work readiness, peer relationships and natural community support.
- **Building confidence** with more comprehensive support for people with disabilities, including Day Services, community integration, employment and career exploration and resources.
- **Enhancing comfort and dignity** for older adults through caregiver support, public health services and Home Delivered Meals.
- **Helping employees succeed** through training with partners like Walgreens in soft and on-the-job skills.
- **Helping people develop their potential** and achieve specific goals with innovative programs like THRIVE (Training Higher Readiness Through Independent Valuable Experience).



13,000+

people received community services support like job training, benefits counseling, financial literacy training and childcare case management

~200

people served by Goodwill Day Services programs





Nourishment and connection with every meal

Our Home Delivered Meals program operates in partnership with the Milwaukee County Department of Health and Human Services Division on Aging. Every weekday we provide homebound adults with nutritious meals, wellness checks and vital social connection.

“ I don’t drop off the meal and go.
I give them the time they need. ”

- **Gena**, Home Delivered Meals driver

Hope and recovery through employment



The Individual Placement and Support (IPS) program empowers people with mental health and/or substance use conditions to advance their recovery through employment. Goodwill partners with Milwaukee County Behavioral Health Services Comprehensive Community Services Program and the Wisconsin Department of Workforce Development Division of Vocational Rehabilitation, following an evidence-based model to help participants find and keep jobs and advance toward education goals.

“ If Billy’s experience influences just one person,
who influences another, soon the whole
community is affected by our work together. ”

- **Leslie**, IPS employment specialist who helped Billy find a job he enjoys and a new hope for the future



2,400+

Milwaukee County older adults served with more than 354,000 meals delivered to their homes

205

people served through IPS

68

jobs started by IPS program participants



THE INDIVIDUAL PLACEMENT AND SUPPORT PROGRAM

received state-level recognition for its success in job placements and service integration.





Empowering Access & Opportunity

Through our mission-driven culture, we create opportunities for employees to work in businesses that fund our services to increase access to jobs and resources.

Ensuring everyone has the opportunity to flourish

We open doors to opportunity. Our programs and services empower thousands of individuals to move forward, personally and professionally.

Here's how we focus our efforts, creating a ripple effect across greater Milwaukee and Chicago:

- **Funding our mission** through giving, grant funding and the businesses we operate: Goodwill Store & Donation Centers, outlet stores and e-commerce; Goodwill TalentBridge staffing and recruiting services; and Goodwill Great Lakes, providing services for the U.S. Navy.
- **Promoting mobility and growth** for our employees with opportunities to develop their skills, career path and earning potential.
- **Supporting local businesses** by tapping into the many industries in greater Milwaukee and Chicago and feeding our local economy.



Funding our mission

So much more than a thrift store

Our shopping experiences are highly visible signs of Goodwill's presence in greater Milwaukee and Chicago – and the revenue we generate creates jobs and fuels programs and services that increase access to employment and resources.

Because our retail business is such an important source of funding, we work hard to make the most of the donations we receive.

We invite community members to support our mission through multiple channels:

- [Shop with us online](#) for secondhand books, electronics, clothing, jewelry and other items.
- [Sign up for Goodwill Perks Plus](#) and become a loyalty member.
- [Visit a Goodwill store](#) for the thrill of the thrift.
- [Donate](#) new and gently used items to your local Goodwill Store & Donation Center.



Learn more about the Goodwill
Perks Plus loyalty program



**2024 MILWAUKEE TOP COMMUNITY
CHOICE NOMINEE: Best Thrift Store
in the Milwaukee Metro Area**



77

locations to shop or donate

3,700+

people employed at Goodwill
retail operations

3,400,000+

donor transactions

~137,000,000

pounds of clothing and household
goods kept out of landfills

~66,000,000

pounds of items sold in our
store and donation centers





Extending the life of donated goods

Every donation is optimized to support our mission, helping more people build skills and find employment while reducing our collective impact on the planet.

Donations pass through multiple resale channels – store and donation centers, e-commerce and outlets – minimizing waste and maximizing use. Items that reach the end of their resale opportunity are recycled, moved to secondary markets for recycling or repurposing or, as a last resort, responsibly disposed of.

To give people more ways to donate and extend the life of items, we work with partners to hold donation drives and to pick up items and pass along the ones we can't accept to other nonprofits.

Helping the U.S. Navy's only bootcamp run smoothly

For more than 25 years, Goodwill Great Lakes* has been a proud partner of the U.S. Navy, supporting its only bootcamp, Naval Station Great Lakes in Great Lakes, Illinois, through food and postal services, uniform distribution, warehousing and more.

We also support the AbilityOne Program in partnership with the Navy and SourceAmerica. People with significant disabilities gain real-world work experience through on-the-job skills training and support.

“Working at Goodwill opens up a new world. I’m trained for whatever position I’m interested in.”

- **Sophia**, AbilityOne participant and employee uniform coordinator at Goodwill Great Lakes



~10,600,000
meals served

3,000,000+
pieces of mail handled

2,400,000+
uniform items issued

*Goodwill Great Lakes is an operations unit of Goodwill Industries of Southeastern Wisconsin, Inc.



Promoting mobility and growth for our employees

A mission-driven culture

We work to open doors for every one of our 5,700+ team members, offering a variety of skills training and career development opportunities – and always emphasizing accountability, honesty and respect for each other.

Our employee experience fosters belonging, safety and accountability through investments that help our employees grow and feel supported. Listening, teaching and providing resources are three mainstays of how we invest in our people.



“ I am most proud of completing the Retail Career Path program and helping others to do the same. ”

- **Jamie**, Retail Career Path program participant who has advanced from assistant to store manager



5,700+

Goodwill Greater Milwaukee & Chicago employees

~600

employees moved into new positions

27

employees successfully completed the Career Coaching program

480

employees served through the Employee Empowerment Network

69

grants awarded to deliver \$96,070 through the Employee Life Fund

Investing in our people

This year marked our first “Your Voice” employee engagement survey – a new tool to listen and learn from our employees about what’s important to them. This is one of many ways we gather employees to network, learn from each other, share input and provide feedback to leadership.

We also actively promote a growth mindset across our organization, with hundreds of employees participating in learning activities in 2024. By offering in-person training, coaching, on-demand and independent learning opportunities at all levels of the organization, we can equip our workforce with tools that help them grow and develop. This opens doors to explore new careers and advance in their existing roles.

Keeping our mission at the heart of everything we do, we continue to offer mission resources to our employees who face the same challenges we address in the larger community. By offering them our mission programs and services, we provide opportunities for them to overcome barriers to maintain their employment with us.

- **Employee Empowerment Network:** This program helps Goodwill Greater Milwaukee & Chicago team members with short- and long-term needs, from emergency housing and food to childcare and life coaching.
- **Employee Life Fund:** This fund collects contributions from employees and is distributed to employees in need of support during times of personal financial crisis.
- **Access to Earned Wages:** This new program gives employees flexibility to access their wages in advance of their payday.





Our People

Megan Morrissey

Will Page



Partnering for Stronger Communities

We strengthen the neighborhoods we serve through collective action and meaningful partnerships.

Being out in the community

Employee action makes a difference

We believe everyone deserves a safe and healthy neighborhood. Goodwill programs are designed to strengthen the fabric of local communities — and our employees go above and beyond to transform neighborhoods and lives.

We connect with our communities to strengthen greater Milwaukee and Chicago by:

- **Partnering with purpose:** We collaborate with businesses and organizations to magnify our impact day-to-day and during times of crisis.
- **Volunteering:** We support our employees in giving back through Acts of Goodwill volunteer activities.



~5,500
employee volunteer hours

266
employee Acts of Goodwill

72
nonprofit organization partners
through Acts of Goodwill

6,300+
Goodwill Cares vouchers supplied
to families in need, totaling more
than \$186,000 for merchandise from
Goodwill Store & Donation Centers



CONVERGENCE RESOURCE CENTER EMERALD ENRICHMENT PARTNER

BIZTIMES NONPROFIT COLLABORATION OF THE YEAR FINALIST:
Goodwill and United Way of Greater Milwaukee & Waukesha County

ACADEMIES OF RACINE AND RACINE UNIFIED SCHOOL DISTRICT “POWERFUL PARTNER”



Partnering with purpose

A look at new lives

Transforming lives and improving outcomes takes a collective effort. Goodwill partners with organizations across greater Milwaukee and Chicago to increase our impact.

This year's New Lives Awards Luncheon celebrated the power of community in transforming lives, bringing together Goodwill leaders, community partners and current and potential donors.

Congratulations to our award recipients!



Goodwill hosted its first New Lives Awards Luncheon on November 1, 2024, at Saint Kate – The Arts Hotel in Milwaukee.



Community partners were recognized for their significant contributions for helping shape New Lives.

Ready to make an impact with us?



To become a partner of Goodwill, please join us on our mission.



Displayed donations demonstrate the power items have in changing lives.



Partners, donors and community organizations celebrated our collective impact.

Corporate Impact Award

Zilber Limited and the Zilber Family Foundation are committed to creating opportunities and have supported Goodwill programs such as Day Services, Workforce Connection Centers and Community Access Points.

“The guidance from Goodwill has been incredible.”

- Antonio, Workforce Connection Center client and now a Goodwill sales associate

Learn more about Antonio's journey



TalentBridge Impact Award

Children's Wisconsin partners with Goodwill TalentBridge in placing individuals in administrative and professional positions throughout Children's Wisconsin.

140 people placed in jobs at Children's Wisconsin

“I became a more well-rounded individual and employee, which really solidified my place at Children's Wisconsin.”

- Kaylee, IMPACT program participant

Learn more about Kaylee's journey



Collective Impact Award

United Way of Greater Milwaukee & Waukesha County, Bader Philanthropies and Milwaukee Public Schools join us in United For Good to help people earn certified nursing assistant certificates, addressing healthcare workforce shortages.

59 CNA licenses earned through United For Good

“This program improved my life just by having the certificate under my belt.”

- Eva, United for Good participant

Learn more about Eva's journey



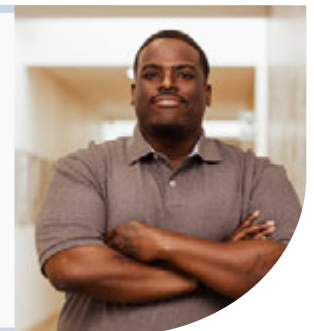
Individual Impact Award

Donald Driver and the Donald Driver Foundation have supported GW's mission for more than 20 years. He shares his time, talent and mentorship with the people we serve.

“One of the best parts of my role now is helping others grow.”

- Matthew, mentorship program participant and now a Goodwill area manager

Learn more about Matthew's journey



Volunteering

Acts of Goodwill strengthen community connections

Our employees give back through Acts of Goodwill in the neighborhoods we serve.





Behind the Impact

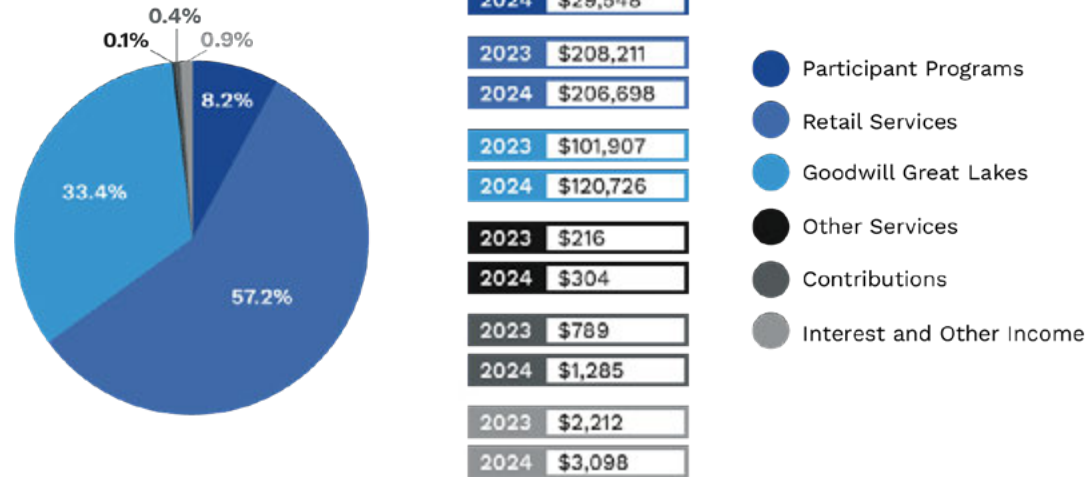
The people of Goodwill Greater Milwaukee & Chicago, our partners and our donors are united by a passion to make a difference in our communities.



2024 financials

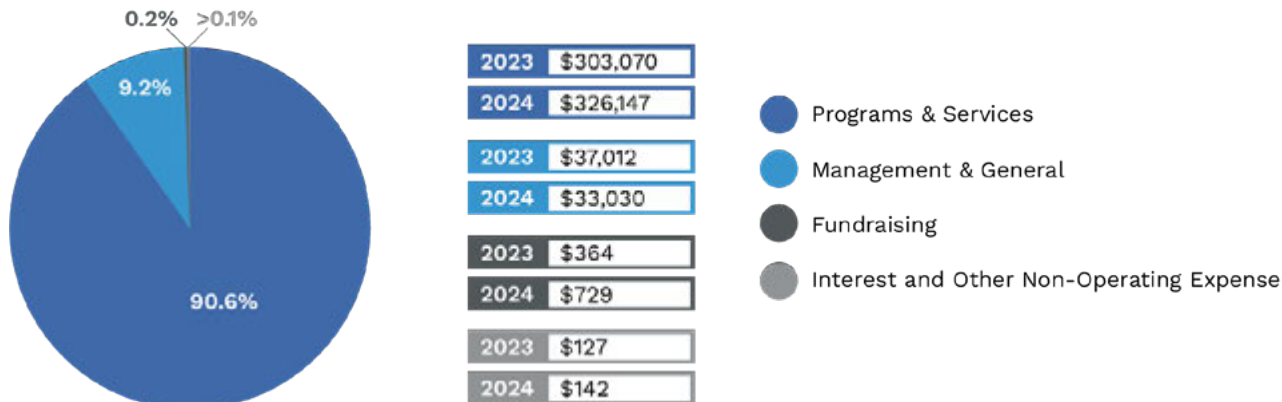
SOURCES OF REVENUE AND SUPPORT

(in \$000s)



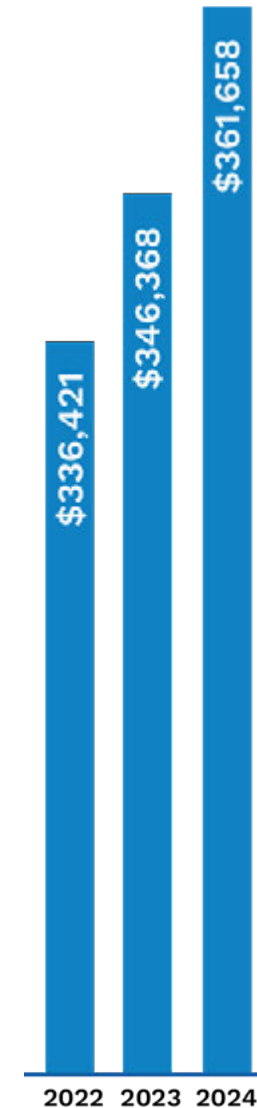
ALLOCATION OF EXPENSES

(in \$000s)



REVENUE AND SUPPORT

(in \$000s)



Our donors

\$100,000+

BMO Harris Bank
Kutza Living Trust
Steans Family Foundation
United Way of Greater Milwaukee
and Waukesha County, Inc.

\$50,000-\$99,999

A.O. Smith Foundation, Inc.
Bader Philanthropies
Donald Driver Foundation/Lammi
Sports Management

\$20,000-\$49,999

A.G. Cox Charity Trust
Zilber Ltd.
JayKay Foundation Fund at the
Greater Milwaukee Foundation
Mary L. Medlock Trust Fund
Union Pacific

\$10,000-\$19,999

Adreani Foundation
American Endowment Foundation
Jim and Lisa Borris
Comcast
Jackie Engen Hallberg
Greater Milwaukee Foundation
 Ted and Arleen Koenigs
 Designated Fund
 A. Walter and Elsa K. Seiler Fund
 James O. Wright Fund
MGIC
Old National Bank Foundation
The Reese-Klovens Family Fund
Mason and Julie Ross Foundation
Paul and Joan Rubschlager
Foundation
The Silseth Foundation
Snap-on Incorporated
Irene S. Sudac and Mark T. Sudac
U.S. Bank Foundation
Wispect Foundation

\$5,000-\$9,999

Aon Corporation
Davians
Dr. Scholl Foundation
Georgia-Pacific
Daniel L. Goelzer
Greater Milwaukee Foundation
 A. W. Asmuth Family Fund #2
 Paul P. Lipton Fund
 Richard and Maribeth Meeusen
 Charitable Fund
 Rodney F. Park and Betty Park
 Family Fund
Michelle D. Greene
Laura H. Gough
Herzing University
Mr. and Mrs. Michael Keiser Donor
Advised Fund at The Chicago
Community Foundation
Tim and Catherine Mattke
Marcus Investments
Elizabeth McNally
Ott Development, Inc.
Reinhart Foodservice, LLC
John G. Slater
We Energies Foundation
Women United

\$2,500-\$4,999

Advocate Aurora Health
Anonymous donor advised fund
at The Chicago Community
Foundation
Baird Foundation
Dan and Nicol Britten
Basil and Heather Buchko
Direct Supply Foundation
Jeff Docalavich
Bradley J. Kalscheur
Gordon Kirk
Old National Bank
Clayton Pryor
Thomas R. Savage
Paul and Sheree Sienkiewicz Fund

\$1,000-\$2,499

1335 Foundation
A donor-advised fund of Thrivent
Charitable Impact & Investing
Frances Adams
Jodi Allen
Anonymous
Cliff and Janie Asmuth
Barbara Bloom Kreml Charitable Fund
James B. & Jane R. Bradford Trust
Caridad Bravo-Fernandez
Jason Burns
Dennis Chacko
Shamiran Chalabi
Thor and Joni Christensen
ComEd
Complete Office of Wisconsin
Joan E. Cook
Bruce and Laurie Davidson
Julie Deming
Devo Management Company, LLC
Skip and Jacqueline Dexter
FASTSIGNS
Dean Fitzgerald
Robert W. Flynn
Dean N. Gerber
Amy Hart
Crystal Hayes
i3 International
Ted and Mary Kellner
Robert and Dorothy King
Robert and Teresa Klug
Colleen Lese
Suzanne and Tony Maldonado
Theodore and Almeda Maynard
William McKearn
Thomas W. Medenwaldt
Dan Michael
Laurie Ocepek
Erin Potempa Wall
Charlotte L. Reed Charitable Account
Regent Products Corp.
Suzanne R. Rous
Jakob Schaeffer
David and Judy Scharfenberger

Robert A. Schmitt
Thomas and Kathleen Schrader
Sky High Marketing, Inc.
Guy and Theresa Tagliavia
U.S. Bank
Marilyn and Phil Vollrath
Vilter Foundation, Inc.
Kent A. Walters
Othell M. Warren
Yashica Weeks
Corbin Weyer
John Wolak

\$500-\$999

Anonymous
Michael Baldi
Steve and Vivian Baumgartner
Michael Berry
Patricia J. Bock
Gregory Boulanger
Anthony and Brittany Chang
Gary R. Chipman
Patricia Collier
Constellation
Daniel Czarnecki
Willard A. Fry
Steven J. Gloeckle
Greystone Foundation
James and Catherine Grotelueschen
Anita Guerrero
Karen and David Hilquist
Griffith and Lois Howell Family
Charitable Fund within the
Community Foundation for the
Fox Valley Region
Judy V. Huizinga
Insight
James R. Liptack
Francisco J. Martinez
Shawn McCourt
Maureen McNally and Kevin Reichert
Lisa Merchant-Harrell
Donna B. Mikovich
Eric Naughton
John Oster Family Foundation, Inc.

Julie A. Peay
Lirhonda Price
William and Eleanor Revelle
Stuart A. Rice
Steve and Christa Slinger
Timothy Styza
Carol and Carl Vander Wilt
Cheryl L. Wunsch

\$250-\$499

Rick Adams
Craig and Sandra Anderson
Peggy Anderson
Ryan Anderson
Anonymous
Linnea M. Bass
Staci Benz
Austin and Martha Boyle
Neal and Carla Butenhoff
Rachell Condon
John and Irene Congdon
Catrina Criscimagna
Jerry L. Cucchiario
Jeffrey I. Cummings
Carrie Cyr
William and Karen Davidson
Robert J. Duda
Jennifer Dustman
Betty Engmann
Collette Engerson
Crystal Evans
Joseph Frodl
Lisa A. Frunza
Thomas Gilgenbach
John Gustin
Haddad United LLC
Edwin and Beverly Heys
Steven Horwitz
Julie Huenemann
Impulse Solutions LLC
Dakota Jackson
Douglas Kennedy
Vicki King
Lane and Judith Kistler
Ralph C. Klabunde

Michael T. Klimas
Ernest R. Koenig
Robert Kowalsky
Joanie Kramp
Robert Lichtfuss
Anthony Llewellyn
Bradley Lloyd
Kevin Loef
Arthur M. Martin
Keith McRae
Mark McQuide
Kristina Mitchell
Ann Newman
Robert E. Pfeil
John Pierce
Gerrit Reinders
Eric A. Rogers
Andrea Sass
Geraldine Sczygiel
Donald R. Sherman
Ayom and Gabrielle Siengo
Vanessa Smaxwill
Gary M. Sopchik
Christopher R. Stein
David J. Sterner
Christopher Talton
Carole J. Wolff
Otto J. Wolter

\$100-\$249

Corey Adams
Louis Allred
Carol J. Andrews
Anonymous
Anspach Family Donor Advised Fund
Robert J. Avina
Richard S. Baker
Bradlee Barnes
Antonia Beiriger
Amanda Beller
Justin Beller
Jessica Beller
Diann M. Bender
William and Wendy Bennewitz
Patricia Bernardini
Everett H. Boling
Richard Bolton
Joanne Boswell
Stephanie Boulter

Connie and Joseph Brennan
Jesus S. Briseno
LaTonya Brooks
Terry Brostoff
Donald Brown
Dorothy E. Brown
David E. Budde
John Byrnes
Edward Cadena
Julie Cady
Rotraut Cahill
Timothy J. Carew
Brian Carey
Dominic Cavalco
James and Martha Clark
John and Joan Clausz
Kevin Connolly-Arce
Mary Conrad
Lucy Cotugno
Shannon Daigle
Luke Daigle
Gail & Willard De Filippis Fund
Helen Drexler
Robert and Terese Duffy
Dennis D. Dwyer
Mark R. Eggert
Maureen Eisenberg
David P. Eller
Richard P. Ewald
Warren Fellingham
James C. Fisher
David Flegel
Geraldine Ford
Samantha Forrest
Stephen Gentis
Arthel Gholson
Moirra Gibbons
John Girard
Gerard Giving Fund
Pamela Golner
Thomas Gossett
Carolyn Gottardi
Nicholas Graeve
John Graham
Jontil Griffin
Brian Grisko
Glenn P. Gronitz
John and Jane Guagliardo
Daniel Guderian

Brett Guiden
Beverly Gumola
William J. Hable
Beatrice Hahn
James R. Hannas
Aaron L. Hardt
Larry Heard
Charles and Mary Ellen Heidgen
Thomas A. Hoerth
Candice D. Horner
Harry and Robin Hunter
John Hyslop
Anton R. Iberle
Michele Irby
George E. Jacklin
Lauren James
Carly Jepson
Julie Johnson
Virginia Jones
Rene Jovel
Benjamin Junious
Mark Karweik
Michael J. Katz
Joseph and Sally Keenan
Kenneth Keith
Laura Keown
Sally P. Keyel
Christina Kier
Kristen J. Kiley
Chanin King
Leonard J. Klappauf
Kathryn S. Klawans
Alexander Kollmeyer
Daniel and Gloria Konczal
Edward Kral
Tracy Kreuser
James Kroeger
Romesch and Kumkum Kumar
Susan T. Lamb
Jenna Laurenzi
Ellen Lavine
Jennifer Le Mieux
Winfred M. Leaf
James and Eileen Legg
Marie LePine
Jill and John Levi
Kyle Licka
Jean Lieberman
Andres Lopez

Donald Lussky
Paula Madenberg
Lois Malawsky
Muriel L. Marx-Hoffman
Thomas Matzen
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Goodwill thanks board chair **Irene Sudac** for her service and dedication and welcomes **David Marcus** as new chair starting in February 2025.

We also thank **John Dziewa**, **Thomas Richtman** and **Mason Ross** for your contributions and welcome new board members who joined in 2025.*

“ It has been my honor to serve as board chair, and it is a privilege to welcome David into the role as a strong and valued leader in our community. I look forward to continuing working with my colleagues on the board and supporting Goodwill’s momentum in making a difference in the lives of people across greater Milwaukee and Chicago. ”

- Irene Sudac, Immediate Past Chair

Our leadership

Jacqueline L. Hallberg*
President & Chief Executive Officer

Nicol Britten*
Senior Vice President, People & Culture

Jason Burns
Vice President, eCommerce Operations

Nathan Casey (Appointed January 2025)
Senior Vice President, Marketing

Shamiran Chalabi
Vice President, Finance

Skip Dexter
Chief Operations Officer

Jeff Docalavich
Chief Financial & Administrative Officer

Deidre Garrett (Appointed April 2025)
Interim Vice President, TalentBridge

Anita Guerrero*
Vice President, Corporate Communications &
Brand Management

Clayton Kalweit
Vice President, Real Estate & Facilities

Shawn McCourt
Vice President, Supply Chain

Elizabeth McNally*
Vice President, Strategic Planning &
Chief of Staff

Dan Michael
Vice President, Retail Stores & Donation Centers

Clayton Pryor
Chief Mission Officer

Bryn Reese-Klovens
Vice President, Philanthropy

Kent Walters
Senior Vice President, Goodwill Great Lakes

CJ Wang*
Vice President, Controller & Treasurer



BIZTIMES WISCONSIN 275 LIST:
Jacqueline Hallberg, President & CEO

CRAIN’S NOTABLE BLACK LEADER:
Clayton Pryor, Chief Mission Officer

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