

Veterans find support and hope at Goodwill NCW

WISCONSIN – On November 11, Americans will honor the men and women who have served our country. According to Pew research, in 2023, more than 18 million men and women in the United States are veterans. As military veterans return to civilian life, the need for coordinated job services for this population is critical to support their re-integration.



“We owe our veterans a huge debt”, Kayla Countney, Mission Relations Manager at Goodwill NCW said. “Helping them build skills and improve financial stability is a priority for Goodwill NCW.”

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.

After serving in the Navy, Norm worked a variety of jobs and moved around to find steady, good paying work. He settled into a position at a warehouse. When Norm’s hair color got in the way of keeping his job at that warehouse, he applied at Goodwill NCW’s Outlet store in Appleton. There, he was accepted and appreciated for his caring demeanor, work ethic and colorful hair. Through the years, Goodwill NCW supported Norm as he and his family faced various challenges. When Norm was asked, what Goodwill NCW has meant to him, he answered, “Everything.” Norm’s journey has been so inspiring that he was recently named the Goodwill NCW 2024 Edgar J. Helms Veteran of the Year.

In appreciation for their service, Goodwill NCW stores offer a 10% military discount every Wednesday to active members of the military, veterans, police, firefighters and EMS. Join Goodwill NCW this Veterans Day in recognizing the service and sacrifice of the more than 20 million Americans who have served our country as part of our armed services by helping them find meaningful work.

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