

FOR IMMEDIATE RELEASE

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Opportunities for people with disabilities through Goodwill NCW's employment services

MENASHA, WI – This March, Goodwill North Central Wisconsin (NCW) is proud to recognize National Developmental Disabilities Awareness Month and celebrate the value and talent workers with disabilities add to America's workplaces and economy. It is the belief behind Goodwill's mission that everyone deserves the opportunity to thrive through the power of work.

As one of more than 150 members of the international Goodwill movement, Goodwill North Central Wisconsin offers employment services to help individuals of all abilities build skills, find jobs, and improve their financial stability.

"Goodwill NCW celebrates the ways in which people with and without disabilities come together to form strong, diverse communities," Kayla Countney, Manager of Mission Relations said. "We are proud to serve all those who face barriers to employment and celebrate inclusion for people of all abilities in the communities we serve."

In 2024, Goodwill NCW's mission impact included the following outcomes:

- 69% of people who secured meaningful employment through Goodwill NCW programs shared they have at least one disability. Goodwill NCW programs provide pathways into the workforce to address the 8.5% unemployment rate among people with disabilities (as of Jan. 2025 according to the US Bureau of Labor Statistics).
- Program participants with a disability who received Goodwill NCW employment services increased their collective annual income by more than \$1.6 million, improving their financial stability and combating poverty rates that can be up to three times higher than for those without a disability.

Goodwill NCW invites north central Wisconsin to recognize National Developmental Disabilities Awareness Month this year by supporting local efforts.

Employers can [reach out to Goodwill NCW](#) to explore a partnership. Goodwill NCW programs provide job-skills training and employment placement services. Ben's story highlights one example of how Goodwill NCW is collaborating with local workplaces.

Community members can support Goodwill NCW programs that help individuals with disabilities prepare to enter a competitive work environment by shopping and donating at their [local Goodwill NCW store](#) as an average of 90 cents of every dollar in store sales is reinvested into the mission.

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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. Learn more at goodwillncw.org