

FOR IMMEDIATE RELEASE

November 10, 2025

Robert Dye, Communications and Public Relations Manager

Email: rdye@goodwillncw.org

Office: 920-968-6232

Link: <https://goodwillncw.canto.com/b/M3ARN>

Goodwill NCW Proud to Serve Those Who've Served

WISCONSIN – On November 11, Americans will honor the men and women who have served our country. According to the Bureau of Labor Statistics, in 2024, more than 17 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, Manager of Mission Relations at Goodwill NCW said. "We stand in awe of the courage and commitment of our armed forces and are honored to help so many veterans find employment when returning to civilian life."

In 2024, Goodwill NCW supported veterans in building new skills for non-military jobs, increasing their median hourly wage by \$10.50 and eliminating the employment barriers they often face. One such veteran is Richard Flirt, recent winner of Goodwill NCW's Veteran of the Year.

After leaving the military, Richard developed issues with PTSD and was having difficulty finding work that fit his talents and goals. Through Career EXCELeRate™ (a program of Goodwill NCW, in partnership with Rawhide and Fox Valley Technical College), Richard discovered a new path: truck driving. He enrolled in the program, earned his CDL at no cost, and passed his required tests in just 10 days. He completed the program at the top of his class and, shortly after, secured a job with Legacy Trucking. Now Richard has achieved a level of financial stability that has allowed him to buy a new truck, a new boat, renovate his house, and travel. "I never had someone else invest in me, besides the military, as much as Goodwill," Richard says. "I'm forever grateful."

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 17 million Americans who have served our country as part of our armed services by helping them find meaningful work.

###

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