

FOR IMMEDIATE RELEASE

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Goodwill NCW Creates New Role to Advance Community Partnerships

Goodwill North Central Wisconsin (Goodwill NCW) has appointed Kayla Countney as Partnerships and Development Manager, a newly created role focused on strengthening community partnerships and expanding philanthropic support for its mission of *Elevating People by Eliminating Barriers to Employment* across north central Wisconsin.

In her role, Countney leads donor engagement and stewardship, cultivates corporate and community partnerships, and supports fundraising initiatives such as the annual Goodwill Starts with You Gala presented by Capital Credit Union, which expands the reach and impact of Goodwill NCW's mission services - helping increase access to training, job readiness support, and employment opportunities throughout the region.

"I'm honored to step into this role at such an exciting time for Goodwill NCW," Countney said. "I look forward to continuing to build relationships that grow opportunities for people across our communities, including sponsorship growth for our Goodwill Starts with You Gala, which is a powerful reminder that our impact is made possible through partnerships."

Countney brings more than 10 years of experience in community engagement at Goodwill NCW to her role, with expertise in connecting mission programs with partners who want to make a meaningful local impact.

"As we look toward the future of our mission, we're investing intentionally in the relationships that make our work possible," said Chris Hess, president and CEO of Goodwill North Central Wisconsin. "This role helps us deepen partnerships, expand our reach, and ensure community support continues translating into real opportunities for the people we serve."

Organizations, businesses, and individuals interested in partnership or development opportunities in support of Goodwill NCW's mission are encouraged to contact Kayla Countney, Partnerships and Development Manager, at kcourtney@goodwillncw.org or 920-

257-9730. Those interested in learning more about or sponsoring the Goodwill Starts with You Gala can reach out to Countney or visit goodwillncw.org/gala.

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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 who are 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