Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

► The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No. 1545-0047

2012

Open to Public Inspection

A For the 2012 calendar year, or tax year beginning , 2012, and ending ,

B Check if applicable:
- [ ] Address change
- [ ] Name change
- [ ] Initial return
- [ ] Terminated
- [ ] Amended return
- [ ] Application pending

C
GOODWILL INDUSTRIES OF NC WI INC
1800 APPLETON RD
MENASHA, WI 54952

D Employer Identification Number: 39-1144913

E Telephone number: 920-731-6601

G Gross receipts $ 97,237,574.

F Name and address of principal officer: SAME AS C ABOVE

H(a) Is this a group return for affiliates? [ ] Yes [X] No

H(b) Are all affiliates included? [ ] Yes [ ] No
If "No," attach a list. (see instructions)

I Tax-exempt status [X] 501(c)(3) [ ] 501(c) ( ) ◄ (insert no.) [ ] 4947(a)(1) or [ ] 527

J Website: ► WWW.GOODWILLNCW.ORG

H(c) Group exemption number ►

K Form of organization [X] Corporation [ ] Trust [ ] Association [ ] Other ►

L Year of Formation: 1972

M State of legal domicile: WI

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities: GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN (NCW) IS A NOT-FOR-PROFIT HUMAN SERVICES ORGANIZATION. ITS MISSION IS "ELEVATING PEOPLE, TRANSFORMING COMMUNITIES". GOODWILL NCW'S VISION IS TO CREATE A WORLD WHERE EVERY PERSON FINDS JOY AND PURPOSE FREE FROM FEAR, EXCLUSION, WANT OR

2 Check this box ► [ ] if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	10
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	9
5	Total number of individuals employed in calendar year 2012 (Part V, line 2a)	5	2,743
6	Total number of volunteers (estimate if necessary)	6	2,025
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	3,544,031.
b	Net unrelated business taxable income from Form 990-T, line 34	7b	-574,793.

			Prior Year	Current Year
Revenue	8	Contributions and grants (Part VIII, line 1h)	37,022,517.	40,664,147.
	9	Program service revenue (Part VIII, line 2g)	43,438,773.	47,440,738.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	4,952.	9,877.
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	3,781,277.	3,859,462.
	12	Total revenue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)	84,247,519.	91,974,224.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	623,321.	835,907.
	14	Benefits paid to or for members (Part IX, column (A), line 4)		
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	30,040,969.	34,199,979.
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		
	b	Total fundraising expenses (Part IX, column (D), line 25) ► 204,441.		
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	47,536,275.	52,882,298.
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	78,200,565.	87,918,184.
	19	Revenue less expenses. Subtract line 18 from line 12	6,046,954.	4,056,040.
			Beginning of Current Year	**End of Year**
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	68,889,034.	76,064,913.
	21	Total liabilities (Part X, line 26)	35,780,147.	39,125,025.
	22	Net assets or fund balances. Subtract line 21 from line 20	33,108,887.	36,939,888.

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Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

► Signature of officer — Date 8/14/13

► BILLIE JO HIGGINS — VP - FINANCE
Type or print name and title.

Paid Preparer Use Only

Print/Type preparer's name	Preparer's signature	Date	Check [ ] if self-employed	PTIN
	SELF-PREPARED			

Firm's name ►
Firm's address ► — Firm's EIN ►
Phone no.

May the IRS discuss this return with the preparer shown above? (see instructions) [ ] Yes [ ] No

BAA For Paperwork Reduction Act Notice, see the separate instructions. TEEA0113L 12/18/12 Form 990 (2012)

SCANNED OCT 17 2013

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Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III . . . [X]

1 Briefly describe the organization's mission:

SEE SCHEDULE O

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? . . . [ ] Yes [X] No

If 'Yes,' describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? . . [ ] Yes [X] No

If 'Yes,' describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses $ 69,530,297. including grants of $ 593,525.) (Revenue $ 45,800,912.)

GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN, INC. HAS A COMMUNITY DEVELOPMENT PROGRAM THAT PROVIDES OPPORTUNITIES IN EACH OF ITS 24 RETAIL STORES/TRAINING CENTERS FOR INDIVIDUALS WITH DISABILITIES AND OTHER BARRIERS TO GET HANDS-ON TRAINING AND WORK EXPERIENCE. IN 2012, THIS PROGRAM SERVED 1,782 INDIVIDUALS, WHO RECEIVED A TOTAL OF 155,215 HOURS OF SUPERVISED WORK EXPERIENCE.
IN ADDITION, THE ORGANIZATION HELPS PEOPLE IN NEED THROUGH ITS GOODNEIGHBOR INITIATIVE. GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN, INC. PARTNERS WITH LOCAL SOCIAL SERVICE AGENCIES THAT DISTRIBUTE GOODWILL NCW'S STORE VOUCHERS TO PEOPLE IN NEED OF EMERGENCY CLOTHING AND HOUSEHOLD ITEMS. IN 2012, THIS VOUCHER PROGRAM PROVIDED $593,525 IN FREE MERCHANDISE TO 25,428 PEOPLE THROUGHOUT GOODWILL NCW'S 35-COUNTY REGION.

4b (Code:) (Expenses $ 7,129,880. including grants of $) (Revenue $ 709,414.)

SEE SCHEDULE O

4c (Code:) (Expenses $ 1,359,890. including grants of $) (Revenue $ 1,142,514.)

THE BEYOND BOUNDARIES OF AUTISM PROGRAM OF GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN, INC. PROVIDES IN-HOME THERAPY TO HELP CHILDREN AND YOUNG ADULTS WITH AUTISM MAXIMIZE THEIR INDEPENDENCE AND BETTER MANAGE THEIR BEHAVIORS IN ORDER TO BE SUCCESSFUL IN THEIR HOMES, SCHOOLS AND COMMUNITIES. IN 2012, THIS PROGRAM SERVED 383 CHILDREN, YOUNG ADULTS AND FAMILY MEMBERS AFFECTED BY AUTISM.

4d Other program services. (Describe in Schedule O.) SEE SCHEDULE O

(Expenses $ 1,083,368. including grants of $) (Revenue $ 1,050,754.)

4e Total program service expenses ▶ 79,103,435.

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If 'Yes,' complete Schedule A*	1	X	
2	Is the organization required to complete *Schedule B, Schedule of Contributors* (see instructions)?	2		X
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? *If 'Yes,' complete Schedule C, Part I.*	3		X
4	**Section 501(c)(3) organizations** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If 'Yes,' complete Schedule C, Part II*	4		X
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? *If 'Yes,' complete Schedule C, Part III*	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? *If 'Yes,' complete Schedule D, Part I*	6		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? *If 'Yes,' complete Schedule D, Part II*	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If 'Yes,' complete Schedule D, Part III*	8		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management credit repair, or debt negotiation services? *If 'Yes,' complete Schedule D, Part IV*	9		X
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? *If 'Yes,' complete Schedule D, Part V*	10	X	
11	If the organization's answer to any of the following questions is 'Yes', then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.			
a	Did the organization report an amount for land, buildings and equipment in Part X, line 10? *If 'Yes,' complete Schedule D, Part VI*	11a	X	
b	Did the organization report an amount for investments – other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? *If 'Yes,' complete Schedule D, Part VII*	11b		X
c	Did the organization report an amount for investments – program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? *If 'Yes,' complete Schedule D, Part VIII*	11c		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? *If 'Yes,' complete Schedule D, Part IX*	11d		X
e	Did the organization report an amount for other liabilities in Part X, line 25? *If 'Yes,' complete Schedule D, Part X*	11e	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? *If 'Yes,' complete Schedule D, Part X*	11f	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? *If 'Yes,' complete Schedule D, Parts XI, and XII*	12a		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year? *If 'Yes,' and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI and XII is optional*	12b	X	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If 'Yes,' complete Schedule E*	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at $100,000 or more? *If 'Yes,' complete Schedule F, Parts I and IV*	14b	X	
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or assistance to any organization or entity located outside the United States? *If 'Yes,' complete Schedule F, Parts II and IV*	15		X
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or assistance to individuals located outside the United States? *If 'Yes,' complete Schedule F, Parts III and IV*	16		X
17	Did the organization report a total of more than $15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? *If 'Yes,' complete Schedule G, Part I (see instructions)*	17		X
18	Did the organization report more than $15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? *If 'Yes,' complete Schedule G, Part II*	18		X
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If 'Yes,' complete Schedule G, Part III*	19		X
20a	Did the organization operate one or more hospital facilities? *If 'Yes,' complete Schedule H*	20		X
b	If 'Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		

Part IV Checklist of Required Schedules *(continued)*

			Yes	No
21	Did the organization report more than $5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? *If 'Yes,' complete Schedule I, Parts I and II*	21	X	
22	Did the organization report more than $5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? *If 'Yes,' complete Schedule I, Parts I and III*	22	X	
23	Did the organization answer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? *If 'Yes,' complete Schedule J*	23	X	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than $100,000 as of the last day of the year, and that was issued after December 31, 2002? *If 'Yes,' answer lines 24b through 24d and complete Schedule K. If 'No,' go to line 25*	24a	X	
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		X
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		X
d	Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?	24d		X
25a	**Section 501(c)(3) and 501(c)(4) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? *If 'Yes,' complete Schedule L, Part I*	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? *If 'Yes,' complete Schedule L, Part I.*	25b		X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or disqualified person outstanding as of the end of the organization's tax year? *If 'Yes,' complete Schedule L, Part II*	26		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? *If 'Yes,' complete Schedule L, Part III*	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			
a	A current or former officer, director, trustee, or key employee? *If 'Yes,' complete Schedule L, Part IV*	28a		X
b	A family member of a current or former officer, director, trustee, or key employee? *If 'Yes,' complete Schedule L, Part IV*	28b		X
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? *If 'Yes,' complete Schedule L, Part IV*	28c		X
29	Did the organization receive more than $25,000 in non-cash contributions? *If 'Yes,' complete Schedule M*	29	X	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If 'Yes,' complete Schedule M*	30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? *If 'Yes,' complete Schedule N, Part I*	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? *If 'Yes,' complete Schedule N, Part II*	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? *If 'Yes,' complete Schedule R, Part I*	33		X
34	Was the organization related to any tax-exempt or taxable entity? *If 'Yes,' complete Schedule R, Parts II, III, IV, and V, line 1*	34	X	
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	X	
b	If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If 'Yes,' complete Schedule R, Part V, line 2*	35b	X	
36	**Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? *If 'Yes,' complete Schedule R, Part V, line 2*	36		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? *If 'Yes,' complete Schedule R, Part VI*	37		X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? **Note.** All Form 990 filers are required to complete Schedule O.	38	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V ☐

				Yes	No
1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	108			
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	0			
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?			1c	X	
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	2,743			
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?			2b	X	
Note. If the sum of lines 1a and 2a is greater than 250, you may be required to *e-file*. (see instructions)					
3a Did the organization have unrelated business gross income of $1,000 or more during the year?			3a	X	
b If 'Yes' has it filed a Form 990-T for this year? *If 'No,' provide an explanation in Schedule O.*			3b	X	
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?			4a		X
b If 'Yes,' enter the name of the foreign country: ▶					
See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.					
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?			5a		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?			5b		X
c If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T?			5c		
6a Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?			6a		X
b If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?			6b		
7 Organizations that may receive deductible contributions under section 170(c).					
a Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?			7a		X
b If 'Yes,' did the organization notify the donor of the value of the goods or services provided?			7b		
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?			7c		X
d If 'Yes,' indicate the number of Forms 8282 filed during the year	7d				
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			7e		X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			7f		X
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			7g		
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?			7h		
8 Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?			8		
9 Sponsoring organizations maintaining donor advised funds.					
a Did the organization make any taxable distributions under section 4966?			9a		
b Did the organization make a distribution to a donor, donor advisor, or related person?			9b		
10 Section 501(c)(7) organizations. Enter:					
a Initiation fees and capital contributions included on Part VIII, line 12	10a				
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b				
11 Section 501(c)(12) organizations. Enter:					
a Gross income from members or shareholders	11a				
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b				
12a **Section 4947(a)(1) non - exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?			12a		
b If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year	12b				
13 Section 501(c)(29) qualified nonprofit health insurance issuers.					
a Is the organization licensed to issue qualified health plans in more than one state?			13a		
Note. See the instructions for additional information the organization must report on Schedule O.					
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b				
c Enter the amount of reserves on hand	13c				
14a Did the organization receive any payments for indoor tanning services during the tax year?			14a		X
b If 'Yes,' has it filed a Form 720 to report these payments? *If 'No,' provide an explanation in Schedule O.*			14b		

Part VI Governance, Management and Disclosure *For each 'Yes' response to lines 2 through 7b below, and for a 'No' response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.*

Check if Schedule O contains a response to any question in this Part VI [X]

Section A. Governing Body and Management

			Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year. If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.	1a 10			
b Enter the number of voting members included in line 1a, above, who are independent	1b 9			
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee or key employee?		2		X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		3		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		4		X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?		5		X
6 Did the organization have members or stockholders?		6		X
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		7a		X
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or other persons other than the governing body?		7b		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a The governing body?		8a	X	
b Each committee with authority to act on behalf of the governing body?		8b	X	
9 Is there any officer, director or trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If 'Yes,' provide the names and addresses in Schedule O*		9		X

Section B. Policies *(This Section B requests information about policies not required by the Internal Revenue Code.)*

		Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a		X
b If 'Yes,' did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	X	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990. SEE SCHEDULE O			
12a Did the organization have a written conflict of interest policy? *If 'No,' go to line 13*	12a	X	
b Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
c Did the organization regularly and consistently monitor and enforce compliance with the policy? *If 'Yes,' describe in Schedule O how this is done.* SEE SCHEDULE O	12c	X	
13 Did the organization have a written whistleblower policy?	13	X	
14 Did the organization have a written document retention and destruction policy?	14	X	
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a The organization's CEO, Executive Director, or top management official	15a	X	
b Other officers of key employees of the organization SEE SCHEDULE O	15b	X	
If 'Yes' to line 15a or 15b, describe the process in Schedule O. (See instructions.)			
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b If 'Yes,' did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ► WI

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.

[X] Own website [ ] Another's website [X] Upon request [ ] Other *(explain in Schedule O)*

19 Describe in Schedule O whether (and if so, how) the organization makes its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. SEE SCHEDULE O

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization:

► BILLIE JO HIGGINS 1800 APPLETON RD MENASHA WI 54952 920-731-6601

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII . . . . . ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1 a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of 'key employee.'
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than $100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers, key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(1) RICHARD DETIENNE	1									
DIRECTOR	1	X						0.	0.	0.
(2) I. GREGG CURRY	3									
CHAIRMAN	1	X		X				0.	0.	0.
(3) GARY LICHTENBERG	3									
DIRECTOR	1	X						0.	0.	0.
(4) VICKI UPDIKE	1									
DIRECTOR	1	X						0.	0.	0.
(5) JOYCE BYTOF	1									
DIRECTOR	1	X						0.	0.	0.
(6) KIM BASSETT-HEITZMANN	1									
DIRECTOR	1	X						0.	0.	0.
(7) RONALD DUNLAP	1									
DIRECTOR	1	X						0.	0.	0.
(8) DAVID HACKNEY	3									
TREASURER	1	X		X				0.	0.	0.
(9) DAVID OGILVIE	1									
DIRECTOR	1	X						0.	0.	0.
(10) TOM WILTZIUS	1									
SECRETARY	1	X		X				0.	0.	0.
(11) LINDA KENNEDY	1									
VICE CHAIRMAN	1	X		X				0.	0.	0.
(12) TERRY TIMM	1									
DIRECTOR	1	X						0.	0.	0.
(13) ROBERT PEDERSEN	39									
PRESIDENT & CEO	1			X				356,995.	0.	37,056.
(14) JACQUELINE DRAWS	39									
SENIOR VP	1			X				193,295.	0.	22,010.

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees *(cont)*

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(15) WENDY SHOEMAKER	40									
VP-RETAIL STORES & TRAINING CTR	0				X			173,638.	0.	20,718.
(16) NANCY COONEN	40									
VP-INFO TECH	0					X		142,391.	0.	27,585.
(17) KEITH WILK	39									
VP-PRGMS & SERVICE	1					X		162,183.	0.	31,021.
(18) SCOTT COPELAND	40									
COO - RETAIL & LOG	0					X		145,368.	0.	19,967.
(19) KRISTINE HACKBARTH-HORN	40									
VP-PEOPLE & CULTUR	0					X		149,673.	0.	32,850.
(20) KAREN LAWS	40									
VP-COMMUNITY REL	0					X		152,058.	0.	30,953.
(21)										
(22)										
(23)										
(24)										
(25)										
1 b Sub-total ►								1,475,601.	0.	222,160.
c Total from continuation sheets to Part VII, Section A ►								0.	0.	0.
d Total (add lines 1b and 1c) ►								1,475,601.	0.	222,160.

2 Total number of individuals (including but not limited to those listed above) who received more than $100,000 of reportable compensation from the organization ► 8

		Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? *If 'Yes,' complete Schedule J for such individual*	3		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $150,000? *If 'Yes' complete Schedule J for such individual*	4	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If 'Yes,' complete Schedule J for such person*	5		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than $100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
M2 LOGISTICS INC. P.O. BOX 1352 GREEN BAY, WI 54305	TRANSPORTATION	441,603.
SMET CONSTRUCTION 300 N BROADWAY STE 2B GREEN BAY, WI 54303	BUILDING CONTRACTOR	833,356.
RJ ALBRIGHT INC 5711 GREEN VALLEY RD OSHKOSH, WI 54904	BUILDING CONTRACTOR	1,610,428.
CDW DIRECT LLC P.O. BOX 75723 CHICAGO, IL 60675-5723	TECHNOLOGY	508,036.
GHIDORZI CONSTRUCTION CO LLC 2100 STEWART AVE STE 300 WAUSAU, WI 544	BUILDING CONTRACTOR	935,613.

2 Total number of independent contractors (including but not limited to those listed above) who received more than $100,000 in compensation from the organization ► 28

Part VIII Statement of Revenue

Check if Schedule O contains a response to any question in this Part VIII ☐

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
CONTRIBUTIONS, GIFTS, GRANTS AND OTHER SIMILAR AMOUNTS	1a Federated campaigns	1a				
	b Membership dues	1b				
	c Fundraising events	1c				
	d Related organizations	1d				
	e Government grants (contributions)	1e	3,121,116.			
	f All other contributions, gifts, grants, and similar amounts not included above	1f	37,543,031.			
	g Noncash contributions included in lns 1a-1f: $ 36,674,105.					
	h Total. Add lines 1a-1f	▶	40,664,147.			
PROGRAM SERVICE REVENUE		Business Code				
	2a DONATED GOODS SALE	900004	35,901,094.	35,901,094.		
	b POST RETAIL SALES	900004	6,114,581.	6,114,581.		
	c E-COMMERCE	900004	1,578,812.	1,578,812.		
	d PAYOLL REIM/ACCT SERVICES	900004	1,566,040.	1,566,040.		
	e OTHER PROGRAM	900004	1,251,073.	1,251,073.		
	f All other program service revenue	WKS	1,029,138.	1,029,138.		
	g Total. Add lines 2a-2f	▶	47,440,738.			
OTHER REVENUE	3 Investment income (including dividends, interest and other similar amounts)	▶	9,877.			9,877.
	4 Income from investment of tax-exempt bond proceeds	▶				
	5 Royalties	▶				
		(i) Real / (ii) Personal				
	6a Gross rents	272,502.				
	b Less: rental expenses	51,240.				
	c Rental income or (loss)	221,262.				
	d Net rental income or (loss)	▶	221,262.			221,262.
		(i) Securities / (ii) Other				
	7a Gross amount from sales of assets other than inventory					
	b Less: cost or other basis and sales expenses					
	c Gain or (loss)					
	d Net gain or (loss)	▶				
	8a Gross income from fundraising events (not including $ ____ of contributions reported on line 1c). See Part IV, line 18	a				
	b Less: direct expenses	b				
	c Net income or (loss) from fundraising events	▶				
	9a Gross income from gaming activities. See Part IV, line 19	a				
	b Less: direct expenses	b				
	c Net income or (loss) from gaming activities	▶				
	10a Gross sales of inventory, less returns and allowances	a 8,756,141.				
	b Less: cost of goods sold	b 5,212,110.				
	c Net income or (loss) from sales of inventory	▶	3,544,031.		3,544,031.	
	Miscellaneous Revenue	Business Code				
	11a MISCELLANEOUS	900004	94,169.	94,169.		
	b					
	c					
	d All other revenue					
	e Total. Add lines 11a-11d	▶	94,169.			
	12 Total revenue. See instructions	▶	91,974,224.	47,534,907.	3,544,031.	231,139.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response to any question in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21	242,382.	242,382.		
2 Grants and other assistance to individuals in the United States. See Part IV, line 22	593,525.	593,525.		
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	803,712.	194,356.	609,356.	0.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0.	0.	0.	0.
7 Other salaries and wages	25,588,174.	21,285,009.	4,200,324.	102,841.
8 Pension plan accruals and contributions (include section 401(k) and section 403(b) employer contributions)	754,714.	644,857.	106,676.	3,181.
9 Other employee benefits	5,095,884.	4,234,611.	840,021.	21,252.
10 Payroll taxes	1,957,495.	1,628,303.	321,325.	7,867.
11 Fees for services (non-employees):				
a Management				
b Legal	39,640.	173.	39,467.	
c Accounting	55,238.		55,238.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amt exceeds 10% of line 25, column (A) amt, list line 11g expenses on Sch O)				
12 Advertising and promotion	886,214.	779,141.	107,073.	
13 Office expenses	1,119,782.	1,051,458.	67,831.	493.
14 Information technology				
15 Royalties				
16 Occupancy	2,190,733.	2,060,422.	130,311.	
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials	1,194,447.	981,640.	212,742.	65.
19 Conferences, conventions, and meetings				
20 Interest	1,374,285.	1,356,811.	17,474.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	2,600,677.	1,967,616.	630,815.	2,246.
23 Insurance	221,797.	201,028.	20,769.	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a DONATED GOODS COGS	35,901,094.	35,901,094.		
b ADMINISTRATIVE FEES	1,932,362.	1,475,997.	456,223.	142.
c POSTAGE AND SHIPPING	1,441,119.	1,418,441.	17,572.	5,106.
d REPAIRS - EQUIPMENT	483,084.	373,979.	109,105.	
e All other expenses	3,441,826.	2,712,592.	667,986.	61,248.
25 Total functional expenses. Add lines 1 through 24e	87,918,184.	79,103,435.	8,610,308.	204,441.
26 **Joint costs.** Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ► ☐ if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response to any question in this Part X ☐

			(A) Beginning of year		(B) End of year
ASSETS	1	Cash – non-interest-bearing		1	
	2	Savings and temporary cash investments	9,191,140.	2	9,498,721.
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net	953,571.	4	846,209.
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use	9,390,659.	8	10,427,600.
	9	Prepaid expenses and deferred charges	345,986.	9	313,030.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D — 10a 70,362,389.			
	b	Less: accumulated depreciation — 10b 18,229,219.	46,609,618.	10c	52,133,170.
	11	Investments – publicly traded securities		11	
	12	Investments – other securities. See Part IV, line 11		12	
	13	Investments – program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11	2,398,060.	15	2,846,183.
	16	**Total assets.** Add lines 1 through 15 (must equal line 34)	68,889,034.	16	76,064,913.
LIABILITIES	17	Accounts payable and accrued expenses	3,511,214.	17	4,757,789.
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities	27,657,070.	20	29,217,464.
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	4,611,863.	25	5,149,772.
	26	**Total liabilities.** Add lines 17 through 25	35,780,147.	26	39,125,025.
NET ASSETS OR FUND BALANCES		**Organizations that follow SFAS 117 (ASC 958), check here ▶ ☒ and complete lines 27 through 29, and lines 33 and 34.**			
	27	Unrestricted net assets	33,037,255.	27	36,666,079.
	28	Temporarily restricted net assets		28	24,980.
	29	Permanently restricted net assets	71,632.	29	248,829.
		Organizations that do not follow SFAS 117 (ASC 958), check here ▶ ☐ and complete lines 30 through 34.			
	30	Capital stock or trust principal, or current funds		30	
	31	Paid-in or capital surplus, or land, building, or equipment fund		31	
	32	Retained earnings, endowment, accumulated income, or other funds		32	
	33	Total net assets or fund balances	33,108,887.	33	36,939,888.
	34	Total liabilities and net assets/fund balances	68,889,034.	34	76,064,913.

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI ..... [X]

1	Total revenue (must equal Part VIII, column (A), line 12)	1	91,974,224.
2	Total expenses (must equal Part IX, column (A), line 25)	2	87,918,184.
3	Revenue less expenses. Subtract line 2 from line 1	3	4,056,040.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	33,108,887.
5	Net unrealized gains (losses) on investments	5	16,502.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O) SEE SCHEDULE O	9	-241,541.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	36,939,888.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII ..... [ ]

			Yes	No
1	Accounting method used to prepare the Form 990: [ ] Cash [X] Accrual [ ] Other _____			
	If the organization changed its method of accounting from a prior year or checked 'Other,' explain in Schedule O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	2a		X
	If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: [ ] Separate basis [ ] Consolidated basis [ ] Both consolidated and separate basis			
b	Were the organization's financial statements audited by an independent accountant?	2b	X	
	If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both [ ] Separate basis [X] Consolidated basis [ ] Both consolidated and separate basis			
c	If 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?	2c	X	
	If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.			
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a	X	
b	If 'Yes,' did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits	3b	X	

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization	Employer identification number
GOODWILL INDUSTRIES OF NC WI INC	39-1144913

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is (For lines 1 through 11, check only one box.)

1 [ ] A church, convention of churches or association of churches described in **section 170(b)(1)(A)(i).**

2 [ ] A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E.)

3 [ ] A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**

4 [ ] A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state:

5 [ ] An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)

6 [ ] A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**

7 [ ] An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)

8 [ ] A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)

9 [X] An organization that normally receives: (1) more than 33-1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions – subject to certain exceptions, and (2) no more than 33-1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2).** (Complete Part III.)

10 [ ] An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**

11 [ ] An organization organized and operated exclusively for the benefit of, to perform the functions of, or carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See **section 509(a)(3).** Check the box that describes the type of supporting organization and complete lines 11e through 11h.

a [ ] Type I b [ ] Type II c [ ] Type III – Functionally integrated d [ ] Type III – Non-functionally integrated

e [ ] By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).

f If the organization received a written determination from the IRS that is a Type I, Type II or Type III supporting organization, check this box [ ]

g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

		Yes	No
(i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?	11g (i)		
(ii) A family member of a person described in (i) above?	11g (ii)		
(iii) A 35% controlled entity of a person described in (i) or (ii) above?	11g (iii)		

h Provide the following information about the supported organization(s).

	(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in column (i) listed in your governing document? Yes	No	(v) Did you notify the organization in column (i) of your support? Yes	No	(vi) Is the organization in column (i) organized in the U.S.? Yes	No	(vii) Amount of monetary support
(A)										
(B)										
(C)										
(D)										
(E)										
Total										

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2012

TEEA0401L 08/09/12

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any 'unusual grants.')						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 **Total.** Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 **Public support.** Subtract line 5 from line 4						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
11 **Total support.** Add lines 7 through 10						

12 Gross receipts from related activities, etc (see instructions) 12

13 **First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ► ☐

Section C. Computation of Public Support Percentage

14 Public support percentage for 2012 (line 6, column (f) divided by line 11, column (f)) ..... 14 %

15 Public support percentage from 2011 Schedule A, Part II, line 14 ..... 15 %

16a **33-1/3% support test – 2012.** If the organization did not check the box on line 13, and the line 14 is 33-1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ► ☐

b **33-1/3% support test – 2011.** If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ► ☐

17a **10%-facts-and-circumstances test – 2012.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and **stop here.** Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization ► ☐

b **10%-facts-and-circumstances test – 2011.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and **stop here.** Explain in Part IV how the organization meets the 'facts-and-circumstances' test The organization qualifies as a publicly supported organization ► ☐

18 **Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ► ☐

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal yr beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions and membership fees received. (Do not include any 'unusual grants')	25540413.	32975708.	33801770.	37022517.	40664147.	170004555.
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	35399919.	34605307.	39127902.	43438773.	47440738.	200012639.
3 Gross receipts from activities that are not an unrelated trade or business under section 513						0.
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						0.
5 The value of services or facilities furnished by a governmental unit to the organization without charge						0.
6 **Total.** Add lines 1 through 5	60940332.	67581015.	72929672.	80461290.	88104885.	370017194.
7a Amounts included on lines 1, 2, and 3 received from disqualified persons	0.	0.	0.	0.	0.	0.
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of $5,000 or 1% of the amount on line 13 for the year	0.	0.	0.	0.	0.	0.
c Add lines 7a and 7b	0.	0.	0.	0.	0.	0.
8 **Public support** (Subtract line 7c from line 6.)						370017194.

Section B. Total Support

Calendar year (or fiscal yr beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
9 Amounts from line 6	60940332.	67581015.	72929672.	80461290.	88104885.	370017194.
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	50,500.	10,831.	289,167.	294,481.	282,379.	927,358.
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						0.
c Add lines 10a and 10b	50,500.	10,831.	289,167.	294,481.	282,379.	927,358.
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						0.
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) SEE PART IV	105,365.	53,358.	59,844.	50,363.	94,169.	363,099.
13 **Total support.** (Add lns 9, 10c, 11, and 12.)	61096197.	67645204.	73278683.	80806134.	88481433.	371307651.

14 **First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ► ☐

Section C. Computation of Public Support Percentage

15 Public support percentage for 2012 (line 8, column (f) divided by line 13, column (f))	15	99.65 %
16 Public support percentage from 2011 Schedule A, Part III, line 15	16	99.54 %

Section D. Computation of Investment Income Percentage

17 Investment income percentage for **2012** (line 10c, column (f) divided by line 13, column (f))	17	0.25 %
18 Investment income percentage from **2011** Schedule A, Part III, line 17	18	0.28 %

19a **33-1/3% support tests – 2012.** If the organization did not check the box on line 14, and line 15 is more than 33-1/3%, and line 17 is not more than 33-1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ► ☒

b **33-1/3% support tests – 2011.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33-1/3%, and line 18 is not more than 33-1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ► ☐

20 **Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ► ☐

Part IV **Supplemental Information.** Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

PART III, LINE 12 - OTHER INCOME

NATURE AND SOURCE	2012	2011	2010	2009	2008
MISCELLANEOUS	$ 94,169.	$ 50,363.	$ 59,844.	$ 53,358.	$ 105,365.
TOTAL	$ 94,169.	$ 50,363.	$ 59,844.	$ 53,358.	$ 105,365.

SCHEDULE D (Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

► Complete if the organization answered 'Yes,' to Form 990, Part IV, lines 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
► Attach to Form 990. ► See separate instructions.

OMB No. 1545-0047

2012

Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered 'Yes' to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes ☐ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ☐ Yes ☐ No

Part II Conservation Easements. Complete if the organization answered 'Yes' to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

☐ Preservation of land for public use (e.g., recreation or education)
☐ Protection of natural habitat
☐ Preservation of open space
☐ Preservation of an historically important land area
☐ Preservation of a certified historic structure

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

		Held at the End of the Tax Year
a Total number of conservation easements	2a	
b Total acreage restricted by conservation easements	2b	
c Number of conservation easements on a certified historic structure included in (a)	2c	
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d	

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ►

4 Number of states where property subject to conservation easement is located ►

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ►

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ►$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered 'Yes' to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1 ►$

(ii) Assets included in Form 990, Part X ►$

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1 ►$

b Assets included in Form 990, Part X ►$

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

a ☐ Public exhibition
b ☐ Scholarly research
c ☐ Preservation for future generations
d ☐ Loan or exchange programs
e ☐ Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered 'Yes' to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If 'Yes,' explain the arrangement in Part XIII and complete the following table.

		Amount
c Beginning balance	1c	
d Additions during the year	1d	
e Distributions during the year	1e	
f Ending balance	1f	

2a Did the organization include an amount on Form 990, Part X, line 21? ☐ Yes ☐ No

b If 'Yes,' explain the arrangement in Part XIII. Check here if the explantion has been provided in Part XIII ☐

Part V Endowment Funds. Complete if the organization answered 'Yes' to Form 990, Part IV, line 10.

	(a) Current	(b) Prior year	(c) Two years	(d) Three years	(e) Four years
1a Beginning of year balance	71,632.	0.	0.	0.	0.
b Contributions	177,197.	71,632.			
c Net investment earnings, gains, and losses	4,594.				
d Grants or scholarships					
e Other expenditures for facilities and programs				0.	
f Administrative expenses					
g End of year balance	253,783.	71,632.	0.	0.	0.

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment ▸ ____ %
b Permanent endowment ▸ 98.20 %
c Temporarily restricted endowment ▸ 1.80 %

The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

		Yes	No
(i) unrelated organizations	3a(i)	X	
(ii) related organizations	3a(ii)		X
b If 'Yes' to 3a(ii), are the related organizations listed as required on Schedule R?	3b		

4 Describe in Part XIII the intended uses of the organization's endowment funds. SEE PART XIII

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		11,759,713.		11,759,713.
b Buildings		39,548,160.	10,708,212.	28,839,948.
c Leasehold improvements		2,295,170.	742,720.	1,552,450.
d Equipment				
e Other		16,759,346.	6,778,287.	9,981,059.
Total. Add lines 1a through 1e. *(Column (d) must equal Form 990, Part X, column (B), line 10(c).)* ▸				52,133,170.

Part VII Investments – Other Securities. See Form 990, Part X, line 12. N/A

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
(I)		
Total. *(Column (b) must equal Form 990, Part X, column (B) line 12.)* ►		

Part VIII Investments – Program Related. See Form 990, Part X, line 13. N/A

(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
Total. *(Column (b) must equal Form 990, Part X, column (B) line 13.)* ►		

Part IX Other Assets. See Form 990, Part X, line 15. N/A

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
Total. *(Column (b) must equal Form 990, Part X, column (B), line 15.)* ►	

Part X Other Liabilities. See Form 990, Part X, line 25.

(a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) DEFERRED COMPENSATION	1,204,075.
(3) DUE TO FISC	19,970.
(4) DUE TO GOODWILL DEVELOPMENT	289,725.
(5) VALUE OF SWAP AGREEMENT	3,636,002.
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
Total. *(Column (b) must equal Form 990, Part X, column (B) line 25.)* ►	5,149,772.

2. FIN 48 (ASC 740) Footnote. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ..... SEE PART XIII ..... [X]

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return N/A

1	Total revenue, gains, and other support per audited financial statements		1	
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains on investments	2a		
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b		4c	
5	Total revenue. Add lines 3 and 4c. *(This must equal Form 990, Part I, line 12.)*		5	

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return N/A

1	Total expenses and losses per audited financial statements		1	
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b		4c	
5	Total expenses. Add lines 3 and 4c. *(This must equal Form 990, Part I, line 18.)*		5	

Part XIII Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART V, LINE 4 - INTENDED USES OF ENDOWMENT FUND

INCOME FROM ENDOWMENT IS USED FOR GENERAL OPERATING PURPOSES OF GOODWILL.

PART X - FIN 48 FOOTNOTE

THE ORGANIZATION IS REQUIRED TO ASSESS WHETHER IT IS MORE LIKELY THAN NOT THAT A TAX POSITION WILL BE SUSTAINED UPON EXAMINATION ON THE TECHNICAL MERITS OF THE POSITION ASSUMING THE TAXING AUTHORITY HAS FULL KNOWLEDGE OF ALL INFORMATION. IF THE TAX POSITION DOES NOT MEET THE MORE LIKELY THAN NOT RECOGNITION THRESHOLD, THE BENEFIT OF THAT POSITION IS NOT RECOGNIZED IN THE FINANCIAL STATEMENTS. THE ORGANIZATION

Part XIII Supplemental Information *(continued)*

PART X - FIN 48 FOOTNOTE (CONTINUED)

HAS DETERMINED THERE ARE NO AMOUNTS TO RECORD AS ASSETS OR LIABILITIES RELATED TO UNCERTAIN TAX POSITIONS.

PART XI, XII, AND XIII - GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN DOES NOT RECEIVE AN AUDIT. THE AUDIT THAT IS RECEIVED IS A CONSOLIDATED AUDIT FOR GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN, GOODWILL INDUSTRIES DEVELOPMENT CORPORATION, FINANCIAL INFORMATION & SERVICE CENTER, INC AND MONEY MANAGEMENT EDUCATION ASSOCIATES.

Schedule F (Form 990)

Department of the Treasury
Internal Revenue Service

Statement of Activities Outside the United States

▶ Complete if the organization answered 'Yes' to Form 990, Part IV, line 14b, 15, or 16.
▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I General Information on Activities Outside the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 14b.

1 **For grantmakers.** Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?... ☐ Yes ☐ No

2 **For grantmakers.** Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.

3 Activities per Region. (The following Part I, line 3 table can be duplicated if additional space is needed.) PART V

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in region	(d) Activities conducted in region (by type) (e.g., fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for and investments in region
(1) NORTH AMERICA			PROGRAM SERVICE	SALES OF TEXTILES	0.
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					
(11)					
(12)					
(13)					
(14)					
(15)					
(16)					
(17)					
3 a Sub-total					
b Total from continuation sheets to Part I					
c Totals (add lines 3a and 3b)	0	0			0.

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule F (Form 990) 2012

TEEA3501L 12/17/12

Part II Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 15, for any recipient who received more than $5,000. Part II can be duplicated if additional space is needed.

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
(1)								
(2)								
(3)								
(4)								
(5)								
(6)								
(7)								
(8)								
(9)								
(10)								
(11)								
(12)								
(13)								
(14)								
(15)								
(16)								

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter ..... ► 0

3 Enter total number of other organizations or entities ..... ► 0

Part III Grants and Other Assistance to Individuals Outside the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 16. Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							
(17)							
(18)							

Part IV Foreign Forms

1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If 'Yes,' the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* . . . . . ☐ Yes ☒ No

2 Did the organization have an interest in a foreign trust during the tax year? *If 'Yes,' the organization may be required to file Form 3520, Annual Return To Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A)* . . . . . ☐ Yes ☒ No

3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If 'Yes,' the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations. (see Instructions for Form 5471)* . . . . . ☐ Yes ☒ No

4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If 'Yes,' the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see Instructions for Form 8621)* . . . . . ☐ Yes ☒ No

5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If 'Yes,' the organization may be required to file Form 8865, Return of U.S. Persons With Respect To Certain Foreign Partnerships. (see Instructions for Form 8865)*. . . . . ☐ Yes ☒ No

6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If 'Yes,' the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713)*. . . . . ☐ Yes ☒ No

Part V Supplemental Information

Complete this part to provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

PART I - ADDITIONAL SUPPLEMENTAL INFORMATION

GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN SELLS TEXTILES THAT COULD NOT BE SOLD IN OUR STORES TO SALVAGE VENDORS. THIS IS MATERIALS THAT WOULD HAVE BEEN SENT TO THE LANDFILLS. GOODWILL INDUSTRIES NCW DIVERTS APPROXIMATELY 80% OF ALL DONATIONS FROM THE LANDFILLS.

SCHEDULE I
(Form 990)

Department of the Treasury
Internal Revenue Service

Grants and Other Assistance to Organizations, Governments, and Individuals in the United States

Complete if the organization answered 'Yes' to Form 990, Part IV, line 21 or 22.
► Attach to Form 990.

OMB No. 1545-0047

2012

Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ..... [X] Yes [ ] No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States. SEE PART IV

Part II Grants and Other Assistance to Governments and Organizations in the United States.

Complete if the organization answered 'Yes' to Form 990, Part IV, line 21 for any recipient that received more than $5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) AMERICAN RED CROSS 1302 E WISCONSIN AVE APPLETON, WI 54911	53-0196605		8,156.	0.			GENERAL SUPPORT
(2) BELLIN HEALTH FDN 744 S WEBSTER AVENUE GREEN BAY , WI 54301	39-1809171		12,000.	0.			SPONSORSHIP
(3) FINANCIAL INFO SERVICE CTR 1800 APPLETON ROAD MENASHA, WI 54952	39-1496649		104,886.	0.			GENERAL SUPPORT
(4) FOX CITIES CHAMBER OF COMMERC 125 N SUPERIOR STREET APPLETON, WI 54911	39-1248133		10,400.	0.			GENERAL SUPPORT
(5) FOX VALLEY SIBLING SUPPORT 211 E FRANKLIN ST SUITE C APPLETON, WI 54911	39-1942794		5,290.	0.			GENERAL SUPPORT
(6) HELMS FUND P.O. BOX 905 FREDERICKSBURG, VA 22404	90-0825579		25,000.	0.			GENERAL SUPPORT
(7) NEW NORTH 1716 LAWRENCE DR DE PERE, WI 54115	26-0114487		12,500.	0.			GENERAL SUPPORT
(8)							

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ..... ► 6

3 Enter total number of other organizations listed in the line 1 table ..... ► 1

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 22. Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
1 CERTIFICATE ASSISTANCE	25,428	593,525.		SALE PRICE OF RETAIL GOODS	VOUCHERS FOR INDIVIDUALS TO PURCHASE CLOTHING AND OTHER GOOD
2					
3					
4					
5					
6					
7					

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

PART I, LINE 2 - PROCEDURES FOR MONITORING USE OF GRANTS FUNDS IN U.S.

GOODWILL'S GOOD NEIGHBOR PROGRAM IS MONITORED BY THE CERTIFICATES THAT ARE GIVEN TO OTHER LOCAL SOCIAL SERVICE AGENCIES.

PART IV - ADDITIONAL SUPPLEMENTAL INFORMATION

GOODWILL INDUSTRIES NCW WILL DONATE TO VARIOUS LOCAL NONPROFITS IN OUR SERVICE AREA. ALL DECISIONS TO DONATE TO OTHER ORGANIZATIONS ARE APPROVED BY THE BOARD.

SCHEDULE J
(Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

► Complete if the organization answered 'Yes' to Form 990, Part IV, line 23.
► Attach to Form 990. ► See separate instructions.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I Questions Regarding Compensation

		Yes	No
1 a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items PART III			
[ ] First-class or charter travel			
[X] Travel for companions			
[ ] Tax indemnification and gross-up payments			
[ ] Discretionary spending account			
[ ] Housing allowance or residence for personal use			
[ ] Payments for business use of personal residence			
[ ] Health or social club dues or initiation fees			
[ ] Personal services (e.g., maid, chauffeur, chef)			
b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If 'No,' complete Part III to explain	1b	X	
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2	X	
3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.			
[X] Compensation committee			
[X] Independent compensation consultant			
[X] Form 990 of other organizations			
[X] Written employment contract			
[X] Compensation survey or study			
[X] Approval by the board or compensation committee			
4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization:			
a Receive a severance payment or change-of-control payment?	4a		X
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b		X
c Participate in, or receive payment from, an equity-based compensation arrangement?	4c		X
If 'Yes' to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.			
Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.			
5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:			
a The organization?	5a		X
b Any related organization?	5b		X
If 'Yes' to line 5a or 5b, describe in Part III.			
6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:			
a The organization?	6a		X
b Any related organization?	6b		X
If 'Yes' to line 6a or 6b, describe in Part III.			
7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If 'Yes,' describe in Part III	7		X
8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If 'Yes,' describe in Part III	8		X
9 If 'Yes' to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9		

Part III Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable columns (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns(B)(i)-(D)	(F) Compensation reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus and incentive compensation	(iii) Other reportable compensation				
ROBERT PEDERSEN	(i)	356,995.	0.	0.	0.	37,056.	394,051.	0.
1 PRESIDENT & CEO	(ii)	0.	0.	0.	0.	0.	0.	0.
JACQUELINE DRAWS	(i)	193,295.	0.	0.	0.	22,010.	215,305.	0.
2 SENIOR VP	(ii)	0.	0.	0.	0.	0.	0.	0.
WENDY SHOEMAKER	(i)	173,638.	0.	0.	0.	20,718.	194,356.	0.
3 VP-RETAIL STORES & TRAINING CTRS	(ii)	0.	0.	0.	0.	0.	0.	0.
NANCY COONEN	(i)	142,391.	0.	0.	0.	27,585.	169,976.	0.
4 VP-INFO TECH	(ii)	0.	0.	0.	0.	0.	0.	0.
KEITH WILK	(i)	162,183.	0.	0.	0.	31,021.	193,204.	0.
5 VP-PRGMS & SERVICE	(ii)	0.	0.	0.	0.	0.	0.	0.
SCOTT COPELAND	(i)	145,368.	0.	0.	0.	19,967.	165,335.	0.
6 COO - RETAIL & LOG	(ii)	0.	0.	0.	0.	0.	0.	0.
KRISTINE HACKBARTH-HORN	(i)	149,673.	0.	0.	0.	32,850.	182,523.	0.
7 VP-PEOPLE & CULTUR	(ii)	0.	0.	0.	0.	0.	0.	0.
KAREN LAWS	(i)	152,058.	0.	0.	0.	30,953.	183,011.	0.
8 VP-COMMUNITY REL	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
9	(ii)							
	(i)							
10	(ii)							
	(i)							
11	(ii)							
	(i)							
12	(ii)							
	(i)							
13	(ii)							
	(i)							
14	(ii)							
	(i)							
15	(ii)							
	(i)							
16	(ii)							

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, for Part II. Also complete this part for any additional information.

PART 1, LINE 1A - RELEVANT INFORMATION REGARDING COMPENSATION BENEFITS

UNDER AN EMPLOYMENT CONTRACT WITH GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN, INC., THE CEO'S SPOUSE CAN TRAVEL TO THE DELEGATE ASSEMBLY AND THE CONFERENCE OF EXECUTIVES FOR GOODWILL INDUSTRIES INTERNATIONAL. ALL AMOUNTS WERE APPROPRIATELY INCLUDED IN HIS FORM W-2.

SCHEDULE K
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information on Tax Exempt Bonds

► Complete if the organization answered 'Yes' to Form 990, Part IV, line 24a. Provide descriptions, explanations, and any additional information in Part VI.
► Attach to Form 990. ► See separate instructions.

OMB No. 1545-0047
2012
Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I Bond Issues

	(a) Issuer Name	(b) Issuer EIN	(c) CUSIP #	(d) Date issued	(e) Issue price	(f) Description of purpose	(g) Defeased Yes	(g) Defeased No	(h) On behalf of issuer Yes	(h) On behalf of issuer No	(i) Pooled financing Yes	(i) Pooled financing No
A	WISCONSIN HEALTH AND EDUCA	39-1337855	97710BBE1	5/15/2008	9,255,000.	PURCHASE LAND AND BUILDINGS		X		X		
B	WISCONSIN HEALTH AND EDUCA	39-1337855	97710VXL7	11/17/2005	11,310,000.	LAND AND BUILDINGS		X		X	X	
C	CITY OF APPLETON	39-6005381	NONE00000	4/12/2006	500,000.	WAREHOUSE AND LAND		X		X		
D	CITY OF TOMAH, WISCONSIN	39-6005633	NONE00000	9/27/2002	5,625,000.	LAND AND BUILDINGS		X		X		

Part II Proceeds

		A	B	C	D
1	Amount of bonds retired				
2	Amount of bonds legally defeased				
3	Total proceeds of issue	9,255,000.	11,310,000.	500,000.	5,625,000.
4	Gross proceeds in reserve funds				
5	Capitalized interest from proceeds				
6	Proceeds in refunding escrows				
7	Issuance costs from proceeds	252,662.	241,550.		
8	Credit enhancement from proceeds				
9	Working capital expenditures from proceeds				
10	Capital expenditures from proceeds	9,255,000.	11,310,000.	500,000.	5,625,000.
11	Other spent proceeds				
12	Other unspent proceeds				
13	Year of substantial completion				

		A Yes	A No	B Yes	B No	C Yes	C No	D Yes	D No
14	Were the bonds issued as part of a current refunding issue?		X		X		X		X
15	Were the bonds issued as part of an advance refunding issue?		X		X		X		X
16	Has the final allocation of proceeds been made?	X		X		X		X	
17	Does the organization maintain adequate books and records to support the final allocation of proceeds?	X		X		X		X	

Part III Private Business Use

		A Yes	A No	B Yes	B No	C Yes	C No	D Yes	D No
1	Was the organization a partner in a partnership, or a member of an LLC, which owned property financed by tax-exempt bonds?								
2	Are there any lease arrangements that may result in private business use of bond-financed property?								

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Part III Private Business Use *(Continued)*

	A Yes	A No	B Yes	B No	C Yes	C No	D Yes	D No
3a Are there any management or service contracts that may result in private business use of bond-financed property?								
b If 'Yes' to line 3a, does the organization routinely engage bond counsel or other outside counsel to review any management or service contracts relating to the financed property?								
c Are there any research agreements that may result in private business use of bond-financed property?								
d If 'Yes' to line 3c, does the organization routinely engage bond counsel or other outside counsel to review any research agreements relating to the financed property?								
4 Enter the percentage of financed property used in a private business use by entities other than a section 501(c)(3) organization or a state or local government ►		%		%		%		%
5 Enter the percentage of financed property used in a private business use as a result of unrelated trade or business activity carried on by your organization, another section 501(c)(3) organization, or a state or local government ►		%		%		%		%
6 Total of lines 4 and 5		%		%		%		%
7 Does the bond issue meet the private security or payment test?								
8a Has there been a sale or disposition of any of the bond-financed property to a nongovernmental person other than a 501(c)(3) organization since the bonds were issued?								
b If 'Yes', to line 8a, enter the percentage of bond-financed property sold or disosed of		%		%		%		%
c If 'Yes' to line 8a, was any remedial action taken pursuant to Regulations sections 1.141-12 and 1.145-2?								
9 Has the organization established written procedures to ensure that all nonqualified bonds of the issue are remediated in accordance with the requirements under Regulations sections 1.141-12 and 1.145-2?								

Part IV Arbitrage

	A Yes	A No	B Yes	B No	C Yes	C No	D Yes	D No
1 Has the issuer filed Form 8038-T?		X		X		X		X
2 If 'No' to line 1, did the following apply?								
a Rebate not due yet?								
b Exception to rebate?								
c No rebate due?	X		X				X	
If you checked 'No rebate due' in line 2c, provide in Part VI the date the rebate computation was performed.								
3 Is the bond issue a variable rate issue?	X		X			X		X
4a Has the organization or the governmental issuer entered into a qualified hedge with respect to the bond issue?	X		X			X		X
b Name of provider	WELLS FARGO BANK		WELLS FARGO BANK,					
c Term of hedge	15.0		15.0					
d Was the hedge superintegrated?	X		X			X		X
e Was the hedge terminated?		X		X				

Part IV Arbitage *(Continued)*

	A		B		C		D	
	Yes	No	Yes	No	Yes	No	Yes	No
5 a Were gross proceeds invested in a guaranteed investment contract (GIC)?		X		X				X
b Name of provider								
c Term of GIC								
d Was the regulatory safe harbor for establishing the fair market value of the GIC satisfied?								
6 Were any gross proceeds invested beyond an available temporary period?								
7 Has the organization established written procedures to monitor the requirements of section 148 ?								

Part V Procedures To Undertake Corrective Action

	A		B		C		D	
	Yes	No	Yes	No	Yes	No	Yes	No
Has the organization established written procedures to ensure that violations of federal tax requirements are timely identified and corrected through the voluntary closing agreement program if self-remediation is not available under applicable regulations?								

Part VI Supplemental Information. Complete this part to provide additional information for responses to questions on Schedule K (see instructions).

SCHEDULE K
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information on Tax Exempt Bonds

► Complete if the organization answered 'Yes' to Form 990, Part IV, line 24a. Provide descriptions, explanations, and any additional information in Part VI.
► Attach to Form 990. ► See separate instructions.

OMB No. 1545-0047

2012

Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I Bond Issues

	(a) Issuer Name	(b) Issuer EIN	(c) CUSIP #	(d) Date issued	(e) Issue price	(f) Description of purpose	(g) Defeased Yes	(g) Defeased No	(h) On behalf of issuer Yes	(h) On behalf of issuer No	(i) Pooled financing Yes	(i) Pooled financing No
A	CITY OF WISCONSIN RAPIDS,	39-6005663	NONE00000	12/18/2000	562,000.	BUILDING AND LAND		X		X		
B	TOWN OF GRAND CHUTE, WISCO	39-6005918	NONE00000	11/20/1996	1,750,000.	LAND AND BUILDINGS		X		X		
C	WISCONSIN HEALTH AND EDUC	39-1337855	NONE	12/15/2010	11,647,000.	LAND AND BUILDINGS		X		X		X
D	WISCONSIN HEALTH AND EDUC	39-1337855		10/18/2012	1,575,000.	LAND AND BUILDINGS						

Part II Proceeds

		A	B	C	D
1	Amount of bonds retired				
2	Amount of bonds legally defeased				
3	Total proceeds of issue	562,000.	1,750,000.	11,647,000.	1,575,000.
4	Gross proceeds in reserve funds				
5	Capitalized interest from proceeds				
6	Proceeds in refunding escrows				
7	Issuance costs from proceeds			203,036.	
8	Credit enhancement from proceeds				
9	Working capital expenditures from proceeds				
10	Capital expenditures from proceeds	562,000.	1,750,000.	10,120,381.	50,000.
11	Other spent proceeds				
12	Other unspent proceeds				
13	Year of substantial completion				

		A Yes	A No	B Yes	B No	C Yes	C No	D Yes	D No
14	Were the bonds issued as part of a current refunding issue?		X		X		X		X
15	Were the bonds issued as part of an advance refunding issue?		X		X		X		X
16	Has the final allocation of proceeds been made?	X		X			X		X
17	Does the organization maintain adequate books and records to support the final allocation of proceeds?	X		X					

Part III Private Business Use

		A Yes	A No	B Yes	B No	C Yes	C No	D Yes	D No
1	Was the organization a partner in a partnership, or a member of an LLC, which owned property financed by tax-exempt bonds?								
2	Are there any lease arrangements that may result in private business use of bond-financed property?								

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Part II Private Business Use *(Continued)*

	A		B		C		D	
	Yes	No	Yes	No	Yes	No	Yes	No
3 a Are there any management or service contracts that may result in private business use of bond-financed property?								
b If 'Yes' to line 3a, does the organization routinely engage bond counsel or other outside counsel to review any management or service contracts relating to the financed property?								
c Are there any research agreements that may result in private business use of bond-financed property?								
d If 'Yes' to line 3c, does the organization routinely engage bond counsel or other outside counsel to review any research agreements relating to the financed property?								
4 Enter the percentage of financed property used in a private business use by entities other than a section 501(c)(3) organization or a state or local government ►		%		%		%		%
5 Enter the percentage of financed property used in a private business use as a result of unrelated trade or business activity carried on by your organization, another section 501(c)(3) organization, or a state or local government ►		%		%		%		%
6 Total of lines 4 and 5		%		%		%		%
7 Does the bond issue meet the private security or payment test?								
8 a Has there been a sale or disposition of any of the bond-financed property to a nongovernmental person other than a 501(c)(3) organization since the bonds were issued?								
b If 'Yes', to line 8a, enter the percentage of bond-financed property sold or disosed of		%		%		%		%
c If 'Yes' to line 8a, was any remedial action taken pursuant to Regulations sections 1.141-12 and 1.145-2?								
9 Has the organization established written procedures to ensure that all nonqualified bonds of the issue are remediated in accordance with the requirements under Regulations sections 1.141-12 and 1.145-2?								

Part IV Arbitrage

	A		B		C		D	
	Yes	No	Yes	No	Yes	No	Yes	No
1 Has the issuer filed Form 8038-T?		X		X		X		X
2 If 'No' to line 1, did the following apply?								
a Rebate not due yet?								
b Exception to rebate?								
c No rebate due?								
If you checked 'No rebate due' in line 2c, provide in Part VI the date the rebate computation was performed.								
3 Is the bond issue a variable rate issue?		X		X	X		X	
4 a Has the organization or the governmental issuer entered into a qualified hedge with respect to the bond issue?		X		X	X			X
b Name of provider					WELLS FARGO			
c Term of hedge					15.0			
d Was the hedge superintegrated?					X			
e Was the hedge terminated?						X		

Part IV Arbitage *(Continued)*

	A		B		C		D	
	Yes	No	Yes	No	Yes	No	Yes	No
5 a Were gross proceeds invested in a guaranteed investment contract (GIC)?		X		X		X		
b Name of provider								
c Term of GIC								
d Was the regulatory safe harbor for establishing the fair market value of the GIC satisfied?								
6 Were any gross proceeds invested beyond an available temporary period?								
7 Has the organization established written procedures to monitor the requirements of section 148 ?								

Part V Procedures To Undertake Corrective Action

	A		B		C		D	
	Yes	No	Yes	No	Yes	No	Yes	No
Has the organization established written procedures to ensure that violations of federal tax requirements are timely identified and corrected through the voluntary closing agreement program if self-remediation is not available under applicable regulations?								

Part VI Supplemental Information. Complete this part to provide additional information for responses to questions on Schedule K (see instructions).

SCHEDULE M (Form 990)

Department of the Treasury
Internal Revenue Service

Noncash Contributions

▶ Complete if the organizations answered 'Yes' on Form 990, Part IV, lines 29 or 30.

▶ Attach to Form 990.

OMB No. 1545-0047

2012

Open To Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art – Works of art				
2 Art – Historical treasures				
3 Art – Fractional interests				
4 Books and publications	X		2,717,713.	SELLING PRICE
5 Clothing and household goods	X		33,890,522.	SELLING PRICE
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities – Publicly traded				
10 Securities – Closely held stock				
11 Securities – Partnership, LLC, or trust interests				
12 Securities – Miscellaneous				
13 Qualified conservation contribution – Historic structures				
14 Qualified conservation contribution – Other				
15 Real estate – Residential				
16 Real estate – Commercial				
17 Real estate – Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ (MISCELLANEOUS)	X	1	46,657.	FMV
26 Other ▶ ( )				
27 Other ▶ ( )				
28 Other ▶ ( )				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement. 29

		Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1-28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?	30a		X
b If 'Yes,' describe the arrangement in Part II.			
31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?	31		X
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?	32a		X
b If 'Yes,' describe in Part II.			
33 If the organization did not report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.			

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Part II **Supplemental Information.** Complete this part to provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

FORM 990, PART III, LINE 1 - ORGANIZATION MISSION

GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN (NCW) IS A NOT-FOR-PROFIT HUMAN SERVICES ORGANIZATION. ITS MISSION IS "ELEVATING PEOPLE, TRANSFORMING COMMUNITIES". GOODWILL NCW'S VISION IS TO CREATE A WORLD WHERE EVERY PERSON FINDS JOY AND PURPOSE FREE FROM FEAR, EXCLUSION, WANT OR NEED. IN 2012, GOODWILL NCW TOUCHED THE LIVES OF 44,919 PEOPLE. OF THAT TOTAL, 17,709 PEOPLE WERE SERVED THROUGH GOODWILL NCW'S 24 PROGRAMS AND SERVICES IN 2012. THESE PROGRAMS HELP PEOPLE WITH DISABILITIES AND OTHER SPECIAL NEEDS LEARN LIFE SKILLS, GET JOB TRAINING, BECOME MORE INDEPENDENT, AND BUILD ON THEIR DREAMS. GOODWILL NCW SERVES 35 COUNTIES AND OPERATES 24 RETAIL STORES/TRAINING CENTERS.

FORM 990, PART III, LINE 4B - PROGRAM SERVICE ACCOMPLISHMENTS

IN ADDITION, THE FOLLOWING PROGRAMS AND SERVICES WERE OFFERED DURING 2012:

ALMOST HOME - WORKS WITH CURRENT HABITAT FOR HUMANITY HOMEOWNERS TO REMAIN SUCCESSFUL IN THEIR HOME OWNERSHIP AND HELPS APPLICANTS IMPROVE THEIR STATUS FOR ELIGIBILITY (71 SERVED IN 2012)

AMERICAN INDIAN SERVICES OF THE FOX VALLEY - PROVIDES NATIVE AMERICANS WITH INFORMATION, ADVOCACY AND CULTURAL ENRICHMENT ACTIVITIES (370 SERVED IN 2012)

CHILDREN FIRST - WORKS WITH NONCUSTODIAL PARENTS TO HELP THEM PROVIDE FINANCIAL AND EMOTIONAL SUPPORT FOR THEIR CHILDREN AS THEY DEVELOP (37 SERVED IN 2012)

CIRCLES OF SUPPORT - ASSISTS MEN AND WOMEN IN MAKING A SUCCESSFUL TRANSITION FROM INCARCERATION TO LIFE IN THE COMMUNITY, USING A SUPPORT NETWORK OF LOCAL VOLUNTEERS TO PROVIDE GUIDANCE, MENTORING AND DIRECTION TO THE EX-OFFENDERS (399 SERVED IN 2012)

COMMUNITY GARDEN PARTNERSHIP - PROVIDES RENTAL GARDEN PLOTS TO HELP PEOPLE FEED THEIR FAMILIES, BUILD COMMUNITY AROUND AN ENJOYABLE ACTIVITY, AND CONTRIBUTE TO LOCAL FOOD PANTRIES AND EMERGENCY SHELTERS. (660 SERVED IN 2012)

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

FORM 990, PART III, LINE 4B - PROGRAM SERVICE ACCOMPLISHMENTS

COMMUNITY SERVICE JOBS (CSJ) - PROVIDES WORK EXPERIENCE OPPORTUNITIES FOR WISCONSIN WORKS (W-2) PROGRAM PARTICIPANTS, WHO ARE PLACED IN AREA BUSINESSES AND RECEIVE JOB SEEKING AND JOB KEEPING INSTRUCTION AND SUPPORT (23 SERVED IN 2012)

EARLY INTERVENTION SERVICES (EIS) - PROGRAM FOR FAMILIES WITH CHILDREN FROM BIRTH TO AGE 3, WHO HAVE DISABILITIES OR DEVELOPMENTAL DELAYS (1278 SERVED IN 2012)

GOODBUSINESS - HELPS LOW-TO-MODERATE INCOME PERSONS START OR GROW MICRO-BUSINESSES (6 SERVED IN 2012)

HARMONY CAFé - A NOT-FOR-PROFIT COFFEE HOUSE IN APPLETON AND GREEN BAY THAT IS A GATHERING PLACE WHERE THE DIVERSITY OF PEOPLE, IDEAS AND ACTIVITIES ARE CELEBRATED(6,794 SERVED IN 2012)

HIGH SCHOOL EQUIVALENCY DIPLOMA (HSED) PROGRAM - ASSISTS "AT-RISK" YOUTH AND ADULT LEARNERS IN COMPLETING THEIR STUDIES FOR WISCONSIN'S HSED OR THE NATIONAL GENERAL EDUCATION DEVELOPMENT (GED) TESTS (36 SERVED IN 2012)

MIRACLE LEAGUE - GIVES CHILDREN WITH DISABILITIES AGES 4-19 THE OPPORTUNITY TO PLAY BASEBALL IN AN ORGANIZED, NON-COMPETITIVE LEAGUE ON A SAFE, ACCESSIBLE BASEBALL FIELD. (788 SERVED IN 2012)

RESTORATIVE JUSTICE PROGRAMS - OPERATES THREE PROGRAMS IN GOODWILL NCW'S 35-COUNTY REGION TO GET OFFENDERS TO UNDERSTAND THE IMPACT OF THEIR BEHAVIOR, TO EMPOWER VICTIMS IN THEIR SEARCH FOR CLOSURE, AND TO PROMOTE RESTITUTION TO VICTIMS AND COMMUNITIES (3912 SERVED IN 2012)

SCHOOL-TO-WORK - HELPS STUDENTS WITH SPECIAL NEEDS DEVELOP WORK SKILLS AND BEHAVIORS THROUGH PAID WORK EXPERIENCES AND CLASSROOM LEARNING. (77 SERVED IN 2012)

TALENT SHOP - NONPROFIT CONSIGNMENT STORE IN WAUSAU WHERE AREA SENIORS EARN EXTRA INCOME BY SELLING THEIR UNIQUE HANDCRAFTED ITEMS (298 SERVED IN 2012)

TRANSITIONAL SUPPORT PROGRAM - PROVIDES VOCATIONAL AND EMPLOYMENT SUPPORT TO PEOPLE WITH SPECIAL NEEDS WHO ARE APPROACHING READINESS FOR EMPLOYMENT IN THE COMMUNITY BUT

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

FORM 990, PART III, LINE 4B - PROGRAM SERVICE ACCOMPLISHMENTS

ARE INELIGIBLE FOR FUNDED PROGRAMS (91 SERVED IN 2012)

VOCATIONAL EVALUATION - ASSESSES INDIVIDUAL VOCATIONAL INTERESTS, APTITUDES, ABILITIES AND NEEDS THROUGH A VARIETY OF TOOLS AND EVALUATION TECHNIQUES (60 SERVED IN 2012)

VOLUNTEER INCOME TAX ASSISTANCE - OFFERS FREE TAX ASSISTANCE, PREPARATION AND ELECTRONIC FILING SERVICES FOR PERSONS WITH LOW-TO-MODERATE INCOMES, PEOPLE WITH DISABILITIES AND OLDER TAXPAYERS (2,015 SERVED IN 2012)

WISCONSIN WORKS (W-2) JOB DEVELOPMENT PROGRAM - PROVIDES INDIVIDUALIZED JOB DEVELOPMENT AND JOB PLACEMENT SERVICES TO HELP PEOPLE ACHIEVE A MORE SELF-SUFFICIENT LIFESTYLE (11 SERVED IN 2012)

WORK ADJUSTMENT TRAINING - A SHORT-TERM TRAINING PROGRAM FOR PEOPLE WITH DISABILITIES THAT USES GOODWILL WORKSITES TO DEVELOP WORK SKILLS AND BEHAVIORS (80 SERVED IN 2012)

WORK SERVICES - LONGER-TERM TRAINING PROGRAM THAT USES GOODWILL WORKSITES TO HELP PEOPLE WITH DISABILITIES DEVELOP WORK SKILLS (151 SERVED IN 2012)

FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES DESCRIPTION

THE VOCATIONAL SUPPORT SERVICES PROGRAM OF GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN, INC. HELPS INDIVIDUALS WITH DISABILITIES FIND AND MAINTAIN EMPLOYMENT IN THE COMMUNITY. TYPICALLY, THE LEVEL OF SUPPORT PROVIDED IS LONGER TERM. THIS PROGRAM SERVED 169 INDIVIDUALS IN 2012.

FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS

A COPY OF THE 990 RETURN WAS PROVIDED TO ALL BOARD MEMBERS. THE AUDIT COMMITTEE REVIEWED THE 990 RETURN AND RECOMMENDED TO THE WHOLE GOODWILL BOARD TO ACCEPT THE 990 TAX RETURN.

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS

NEW CONFLICT OF INTEREST AGREEMENTS ARE SENT TO ALL BOARD MEMBERS ANNUALLY TO SIGN, AND ANNUAL DIRECTOR DISCLOSURES ARE SENT TO ALL BOARD MEMBERS ANNUALLY TO SIGN.

FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS - OFFICERS & KEY EMPLOYEES

COMPENSATION COMMITTEE HIRED AN INDEPENDENT FIRM, RSM MCGLADREY, TO PERFORM A COMPENSATION REVIEW FOR THE LEADERSHIP POSITIONS OF GOODWILL NCW.

FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE

CONSOLIDATED FINANCIAL STATEMENTS ARE POSTED ON THE WEBSITE. GOVERNING DOCUMENTS AND CONFLICT OF INTEREST POLICIES ARE NOT AVAILABLE TO THE PUBLIC.

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

► Complete if the organization answered 'Yes' to Form 990, Part IV, line 33, 34, 35, 36, or 37.
► Attach to Form 990. ► See separate instructions.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization: GOODWILL INDUSTRIES OF NC WI INC

Employer identification number: 39-1144913

Part I Identification of Disregarded Entities (Complete if the organization answered 'Yes' to Form 990, Part IV, line 33.)

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1)					
(2)					
(3)					

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered 'Yes' to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Sec 512(b)(13) controlled entity? Yes	No
(1) GOODWILL INDUSTRIES DEVELOPMENT CO 1800 APPLETON RD MENASHA, WI 54952 51-0211215	HOLD TITLE TO REAL ESTATE	WI	501(C)(3)	509(A)(1)	N/A	X	
(2) FINANCIAL INFORMATION & SERVICES C 1800 APPLETON RD MENASHA, WI 54952 39-1496649	ASSISTING AND EDUCATING PEOPLE IN MANGAGEMENT OF FINANCES	WI	501(C)(3)	509(A)(1)	N/A	X	
(3) MONEY MANAGEMENT EDUCATION ASSOCIA 1800 APPLETON RD MENASHA, WI 54952 39-1991425	EQUIP PEOPLE TO BE RESPONSIBLE FOR FINANCIAL WELLBEING	WI	501(C)(3)	509(A)(1)	N/A	X	
(4)							

Part III Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered 'Yes' to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations? Yes	(h) No	(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner? Yes	(j) No	(k) Percentage ownership
(1)												
(2)												
(3)												

Part IV Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered 'Yes' to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Sec 512(b)(13) controlled entity? Yes	(i) No
(1)									
(2)									
(3)									

Part V Transactions With Related Organizations (Complete if the organization answered 'Yes' to Form 990, Part IV, line 34, 35b, or 36.)

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

			Yes	No
1	During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?			
a	Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity	1a		X
b	Gift, grant, or capital contribution to related organization(s)	1b	X	
c	Gift, grant, or capital contribution from related organization(s)	1c		X
d	Loans or loan guarantees to or for related organization(s)	1d		X
e	Loans or loan guarantees by related organization(s)	1e		X
f	Dividends from related organization(s)	1f		X
g	Sale of assets to related organization(s)	1g		X
h	Purchase of assets from related organization(s)	1h		X
i	Exchange of assets with related organization(s)	1i		X
j	Lease of facilities, equipment, or other assets to related organization(s)	1j		X
k	Lease of facilities, equipment, or other assets from related organization(s)	1k	X	
l	Performance of services or membership or fundraising solicitations for related organization(s)	1l	X	
m	Performance of services or membership or fundraising solicitations by related organization(s)	1m		X
n	Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	1n	X	
o	Sharing of paid employees with related organization(s)	1o		X
p	Reimbursement paid to related organization(s) for expenses	1p		X
q	Reimbursement paid by related organization(s) for expenses	1q		X
r	Other transfer of cash or property to related organization(s)	1r		X
s	Other transfer of cash or property from related organization(s)	1s		X

2 If the answer to any of the above is 'Yes,' see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of other organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) GOODWILL INDUSTRIES DEVELOPMENT CORP	K	186,804.	REASSIGNED LEA
(2) FINANCIAL INFORMATION & SERVICES CENTER	B	104,886.	CASH
(3)			
(4)			
(5)			
(6)			

Part VI Unrelated Organizations Taxable as a Partnership (Complete if the organization answered 'Yes' to Form 990, Part IV, line 37.)

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from tax under section 512-514)	(e) Are all partners section 501(c)(3) organizations?		(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 Form (1065)	(j) General or managing partner?		(k) Percentage ownership
				Yes	No			Yes	No		Yes	No	
(1)													
(2)													
(3)													
(4)													
(5)													
(6)													
(7)													
(8)													

Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions).

PART VII - SUPPLEMENTAL INFORMATION

PART V - GOODWILL INDUSTRIES NCW GIFTS THE USE OF SPACE AND OTHER EXPENSES RELATED TO THE USE OF THE SPACE TO GOODWILL DEVELOPMENT CORPORATION (GWD), FINANCIAL INFORMATION & SERVICES CENTER (FISC) AND MONEY MANAGEMENT EDUCATION ASSOCIATION (MMEA) VALUED AT $18,445. GOODWILL NCW ALSO GIFTS MANAGEMENT AND GENERAL SERVICE (ACCOUNTING, MARKETING, IT, HUMAN RESOURCES) TO GWD, FISC AND MMEA. THE VALUE FOR THESE MANAGEMENT AND GENERAL SERVICES ARE NOT RECORDED ON THE FINANCIAL STATEMENTS OF ANY OF THE ORGANIZATIONS.

OTHER - THE BOARDS OF DIRECTORS FOR GOODWILL INDUSTRIES NCW, GOODWILL DEVELOPMENT, FINANCIAL INFORMATION & SERVICES CENTER AND MONEY MANAGEMENT EDUCATION ASSOCIATION ARE IDENTICAL.

INFO ON TAX EXEMPT BONDS (SCH K)
NO REBATE DUE: 1=YES, 2=NO
WISCONSIN HEALTH AND EDUCATIONAL FACILITIES AUTHORITY

REBATE COMPUTATION PERFORMED ON 11/15/2009		$ 1.
	TOTAL	$ 1.

INFO ON TAX EXEMPT BONDS (SCH K)
NO REBATE DUE: 1=YES, 2=NO
WISCONSIN HEALTH AND EDUCATIONAL FACILITIES AUTHORITY

REBATE COMPUTATION PERFORMED ON 11/15/2009		$ 1.
	TOTAL	$ 1.

INFO ON TAX EXEMPT BONDS (SCH K)
NO REBATE DUE: 1=YES, 2=NO
CITY OF TOMAH, WISCONSIN

REBATE COMPUTATION PERFORMED ON 9/27/2009		$ 1.
	TOTAL	$ 1.

FORM 990, PART XI, LINE 9
OTHER CHANGES IN NET ASSETS OR FUND BALANCES

CHANGE IN INTEREST RATE AGREEMENT	$ -241,541.
TOTAL	$ -241,541.