

ORGANIZATION:	Goodwill Industries of South Central Wisconsin, Inc.
PROGRAM/LETTER:	C Sunfish Court Apartments

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	78,264	5,485	18,554	54,225	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	78,264	5,485	18,554	54,225	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	40,000	0	0	0	40,000
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	80,613	5,650	19,111	55,852	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	120,613	5,650	19,111	55,852	40,000

*OTHER GOVT 2011

Source	Amount	Terms
HUD funded	68,096	Annual HUD funded through budget.
	0	
	0	
	0	
	0	
TOTAL	68,096	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Goodwill Industries of South Central Wisconsin, Inc.
PROGRAM/LETTER:	C Sunfish Court Apartments

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

N/A, only requesting funding for 2011 to rehabilitate the 8 units in the amount of \$5,000 per unit. The funding will be used to replace the air conditioners, fridge, stove, windows, and carpeting.

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

Not applicable.

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

Goodwill Industries of South Central Wisconsin, Inc. is a non-profit organization that provides housing and support services for individuals with mental health disorders and major physical disabilities. The organization manages and maintains a portfolio of affordable housing projects managed by Goodwill Housing Services, Inc. Significant rehabilitation projects are currently underway in order to transition the housing units to a permanent supportive housing model. This assistance will help solve the problem of homelessness by providing support and complementary services to the apartment residents. Facilities Management

ORGANIZATION:	Goodwill Industries of South Central Wisconsin, Inc.
PROGRAM/LETTER:	C Sunfish Court Apartments
PRIORITY STATEMENT:	CDBG: D. Housing - Rental housing (CDBG)

DESCRIPTION OF SERVICES

6. **NEED FOR PROGRAM:** Please identify local community need or gap in service that the proposed program will address.

The City's goal to improve the quality of rental units available to lower income individuals (primarily less than 50% of AMI) throughout the community will be met by the approval of this proposal. The fund to be granted by the City of Madison will provide the much needed rehabilitation of an 8-unit apartment building located in the southwest side of Madison, the Sunfish Court Apartments (built in 1981). This apartment building is permanent housing for chronically mentally ill individuals who meet the HUD income poverty limit. All 7 tenants living at Sunfish Apartments meet the HUD income limit and are in the category of extremely low income. Sunfish Court Apartments is a HUD subsidized program and this subsidy helps our tenants to afford rent, food, phone and co-pay for medications. It is necessary to maintain this building to reduce the risk of homelessness for this population.

7. **SERVICE DESCRIPTION -** Describe the service(s) provided including your expectations of the impact of your activities.

Goodwill Industries has been providing housing for individuals with primary diagnosis of schizophrenia, bipolar disorder & major depression for 30 years. Sunfish Court Apartments is the first built of the 7 supportive housing projects managed by Goodwill. Due to its age (29 years), Sunfish is starting to have increasing needs for significant repairs and replacements that affect the quality of living for our tenants. It is important to maintain this building in order to continue providing quality housing to our tenants. Sunfish recently had two tenants move in who transitioned from two Goodwill group homes. Goodwill's continuum of care starts from a group home placement to transitioning into our apartments where support continues. Support is provided by the on-site property supervisor who has an apartment in the building. On-site services may include, but are not limited to; assistance with paying bills, completing activities of daily living, reminders to follow treatment recommendations, problem solving, responding to emergencies, coordinating social integration activities, and day-to-day support/contact. It is important to note that the property supervisor does not replace the role of treators but it is complementary. In addition to the on-site assistance, the Director of Residential Services provides oversight of the apartment building ensuring compliance with housing regulations and positive relations with neighbors. Facilities Manager also maintains and repairs the apartment building as needed.

8. **PROPOSED PROGRAM CONTRACT GOALS:** Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

7 individuals with primary a diagnosis of mental illness are living at Sunfish Court apartments. Per HUD regulations and Goodwill House Rules and lease, tenants can receive a HUD subsidy at one address resulting in unduplicated numbers. The on-site property supervisor must spend at least 7 hours per week maintaining the building. The Director of Residential Services provides oversight of the building and tenant relations as needed. Other Goodwill staff such as the Facilities Manager provide hours as needed.

9. **SERVICE HOURS:** Frequency, duration of service and hours and days of service availability.

The on-site property supervisor is expected to spend at least 7 hours per week for the maintenance of the building. This does not count the unplanned service hours to be provided during an emergency or day-to-day contacts. The Director of Residential Services provides oversight from 2-4 hours per week and as needed. Other support staff are also available to run and maintain the programs.

ORGANIZATION:

Goodwill Industries of South Central Wisconsin, Inc.

PROGRAM/LETTER:

C Sunfish Court Apartments

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The tenants are adults ranging from 39 to 62 years old all with primary diagnosis of chronic mental illness. Most of the tenants suffer from a dual diagnosis of mental illness and another challenge such as substance abuse, cognitive deficit or physical disability. Sunfish Court Apartment has one unit designated as wheelchair accessible. Tenants must meet the HUD income guideline to be eligible. Tenants are extremely low income relying on social security benefits to live. Most of the tenants have at least a high school diploma and unemployed. LEP assistance is available as requested.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Sunfish Court Apartments is located at 73 Sunfish Court Madison. It is in the south west side of Madison near a bus line.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Goodwill prioritizes our group home residents for any apartment openings. As stated above, two new tenants moved in from Goodwill group homes to Sunfish Court in the last 6 months. Goodwill makes notification of any group home and apartment openings in the mental health system. We send letters to community treators when Goodwill is accepting occupancy applications for the apartments. Goodwill is also an active member of the Homeless Consortium where openings are shared during the monthly meetings. As part of a HUD program, Goodwill apartments are listed nationwide as supportive housing providers for people with a disability. There are currently 32 individuals on a waiting list for an apartment opening. Goodwill has closed the waiting list as we experience very little turn over in these apartments.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Goodwill coordinates with the case managers of the local mental health system from the group home placement to transitioning to apartment living. We are well-known by the mental health community for providing effective and recovery-oriented services to chronically mentally ill individuals. Goodwill works collaboratively with the Mental Health Center of Dane County (MHCDC), Tellurian, and State of Wisconsin Program for Assertive Community Treatment (PACT) as most of the tenants have these treators as the case management providers. We also coordinate with Dane County Human Services Adult Mental Health Program in ensuring quality residential treatment to group home residents graduating to an apartment living situation. Goodwill is in partnership with Wisconsin Housing and Economic Development (WHEDA) for 5 residential properties. In addition, as a HUD partner we must follow federal housing regulations.

14. VOLUNTEERS: How are volunteers utilized in this program?

Goodwill started a volunteer program in 2009 as part of the AmeriCorps Program. The volunteers have assisted with some maintenance work such as landscaping and painting in the other apartment buildings. Sunfish Court Apartments will be slotted to receive volunteer assistance in the near future.

15. Number of volunteers utilized in 2010?

0

Number of volunteer hours utilized in this program in 2010?

0

ORGANIZATION:	Goodwill Industries of South Central Wisconsin, Inc.
PROGRAM/LETTER:	C Sunfish Court Apartments

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Individuals with diagnosis of severe and persistent mental illness such as schizophrenia and bipolar disorder tend to have very poor housing histories. The majority of our tenants have been threatened with eviction or have been evicted. People with a diagnosis of mental illness are at high risk of being homeless. The psychiatric symptoms of paranoia, delusional ideation, and poor social skills are housing barriers to our tenants. Goodwill is experienced and knowledgeable on how to assist tenants with overcoming their symptoms of mental illness in order to help them maintain their independence in the community. This is evidenced by the fact that our tenants have lived in their apartments at Sunfish for an average of 13.6 years! Goodwill is also more understanding and accepting than a typical landlord when working with this special population. Although we discourage non-rent payment, we work with tenants who may be struggling with rent payments due to unexpected circumstances by having a payment installment plan. Creative and alternative ways to avoid eviction are considered. In our 30 year history, we have not evicted a tenant from our 7 apartment buildings.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Goodwill has been providing housing to individuals with primary diagnosis of mental illness in the last 30 years. We started as a Special Living Arrangement (SLA) providing both housing and case management services to individuals coming out of Mendota Mental Health Institute when deinstitutionalization occurred in 1977. In 1978 we rented 20 apartments for this population and in 1980 began construction on our first group home. Since that time we have added two group homes and have built or acquired 6 apartment buildings in Dane County to provide permanent housing for the chronically mentally ill. Goodwill's partnerships with the City of Madison CDBG, Dane County Human Services, State of Wisconsin Community Based Residential Facility, Wisconsin Housing and Economic Development (WHEDA) and the federal program of Housing and Urban Development (HUD) through the group homes and apartment buildings contributes to the continued success of our current and future residential program. The Director of Residential Services is a licensed clinical social worker who has been working in the mental health field for 15 years. The Facilities Manager has been working in his area of expertise for 30 years. The property supervisors hired to provide on-site supervision is well-qualified for the position.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Goodwill has achieved the highest level of accreditation offered from the Commission for Accreditation of Rehabilitation Facilities (CARF) in Community Housing

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Property Supervisor	0.22	No	One year in human service or housing management position
Facilities Manager	0.025	No	Five years of related experience
Director of Residential Services	0.025	No	Master's degree in Human Services

ORGANIZATION:	Goodwill Industries of South Central Wisconsin, Inc.
PROGRAM/LETTER:	C Sunfish Court Apartments

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	7
Total households to be served	7

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

Most indirect costs are allocated based on the number of FTEs for a program as a percentage of total FTEs for all programs. The exception to this is any occupancy-related expenses, which are based upon the number of square feet a program occupies as a percentage of total square feet for all programs.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Bids for refrigerators, stoves, and carpet will be secured	January
Carpet will be replaced	February
Refrigerators & Stoves will be replaced	March
Bids for air conditioners and windows will be secured	April
Air conditioners will be replaced	May
Windows will be replaced	May

ORGANIZATION:
PROGRAM/LETTER:

Goodwill Industries of South Central Wisconsin, Inc.	
C	Sunfish Court Apartments

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

N/A, not applying for CR funds.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

- Number of children enrolled in free and reduced lunch
- Individuals or families that report 0-50% of Dane County Median Income
- Individual or family income in relation to Federal Poverty guidelines
- Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

In order to determine the subsidy that Housing and Urban Development contributes for each individual's monthly rent; the income, asset and medical expenses are gathered before move in and annually.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

No Fee

ORGANIZATION:	Goodwill Industries of South Central Wisconsin, Inc.
PROGRAM/LETTER:	C Sunfish Court Apartments

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	7	100%	AGE		
MALE	5	71%	<2	0	0%
FEMALE	2	29%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	6	86%
			60 - 74	1	14%
			75 & UP	0	0%
			TOTAL AGE	7	100%
			RACE		
			WHITE/CAUCASIAN	7	100%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	7	100%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	7	100%
			TOTAL ETHNICITY	7	100%
			PERSONS WITH DISABILITIES	7	100%
			RESIDENCY		
			CITY OF MADISON	7	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	7	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	Goodwill Industries of South Central Wisconsin, Inc.
PROGRAM/LETTER:	C Sunfish Court Apartments

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	7
Total to be served in 2011.	7

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Replace carpet, stove, refrigerator, air conditioning unit and windows in 8 apartment units
Performance Indicator(s):	All units will have new carpeting, stoves, refrigerators, air conditioning units and windows.

Proposed for 2011:	Total to be considered in perf. measurement	0	Targeted % to meet perf. measures	0%	Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in perf. measurement	0	Targeted % to meet perf. measures	0%	Targeted # to meet perf. measure	0

Explain the measurement tools or methods:	
---	--

Outcome Objective # 2:	
Performance Indicator(s):	

Proposed for 2011:	Total to be considered in perf. measurement		Targeted % to meet perf. measures	0%	Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in perf. measurement		Targeted % to meet perf. measures	0%	Targeted # to meet perf. measure	0

Explain the measurement tools or methods:	
---	--

1. AGENCY CONTACT INFORMATION

Organization	Goodwill Industries of South Central Wisconsin, Inc.		
Mailing Address	1302 Mendota Street Madison, WI 53714		
Telephone	(608) 246-3140		
FAX	(608) 246-1984		
Admin Contact	Barbara Leslie		
Financial Contact	Mary Beth Hildebrandt		
Website	goodwillscwi.org		
Email Address	bleslie@goodwillscwi.org		
Legal Status	Private: Non-Profit		
Federal EIN:	39-1147571		
State CN:			
DUNS #	55299473		

2. CONTACT INFORMATION

A	Work Experience		
	Contact: Todd Holman	Phone: 608-246-3140	Email: tholman@goodwillscwi.org
B	Land Acquisition		
	Contact: Barbara Leslie	Phone: 608-246-3140	Email: bleslie@goodwillscwi.org
C	Sunfish Court Apartments		
	Contact: Elena Golden	Phone: 608-246-3140	Email: egolden@goodwillscwi.org
D	Elaine Meyer Apartments		
	Contact: Elena Golden	Phone: 608-246-3140	Email: egolden@goodwillscwi.org
E	Stein Apartments		
	Contact: Elena Golden	Phone: 608-246-3140	Email: egolden@goodwillscwi.org
F	Program F		
	Contact:	Phone:	Email:
G	Program G		
	Contact:	Phone:	Email:
H	Program H		
	Contact:	Phone:	Email:
I	Program I		
	Contact:	Phone:	Email:
J	Program J		
	Contact:	Phone:	Email:
K	Program K		
	Contact:	Phone:	Email:
L	Program L		
	Contact:	Phone:	Email:

3. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2009 ACTUAL	2010 BUDGET	2011 PROPOSED	2011 PROPOSED PROGRAMS			
				A	B	C	D
DANE CO HUMAN SVCS	2,187,832	2,160,957	2,160,957	0	0	0	0
DANE CO CDBG		0	0	0	0	0	0
MADISON-COMM SVCS		0	0	0	0	0	0
MADISON-CDBG		200,000	405,882	65,882	200,000	40,000	50,000
UNITED WAY ALLOC		0	0	0	0	0	0
UNITED WAY DESIG		0	0	0	0	0	0
OTHER GOVT	7,300	1,488,223	1,524,047	0	1,250,000	80,613	95,419
FUNDRAISING DONATIONS	294,166	119,600	123,188	0	0	0	0
USER FEES		0	0	0	0	0	0
OTHER	9,612,665	9,231,900	9,524,013	65,882	0	0	0
TOTAL REVENUE	12,101,963	13,200,680	13,738,087	131,764	1,450,000	120,613	145,419

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						
	E	F	G	H	I	J	K
DANE CO HUMAN SVCS	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0	0	0
MADISON-CDBG	50,000	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0
OTHER GOVT	98,015	0	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0	0	0
USER FEES	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0
TOTAL REVENUE	148,015	0	0	0	0	0	0

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						Non-City
	L						
DANE CO HUMAN SVCS	0						2,160,957
DANE CO CDBG	0						0
MADISON-COMM SVCS	0						0
MADISON-CDBG	0						0
UNITED WAY ALLOC	0						0
UNITED WAY DESIG	0						0
OTHER GOVT	0						0
FUNDRAISING DONATIONS	0						123,188
USER FEES	0						0
OTHER	0						9,458,131
TOTAL REVENUE	0						11,742,276

AGENCY ORGANIZATIONAL PROFILE

4. A Goodwill builds better communities by providing employment, housing and support to people with disabilities and other challenges.

5. A Goodwill Industries of South Central Wisconsin, Inc. was incorporated in January 1971, in Madison, Wisconsin as a non-profit 501 (c) (3) organization.

Our purpose is to assist people with disabilities and other challenges to attain the highest quality of life to which they are capable. We accomplish this by providing employment and housing services utilizing recognized techniques of rehabilitation services.

In 2008 we received our tenth Three-Year accreditation from the Commission for Accreditation of Rehabilitation Facilities (CARF), the highest level of accreditation offered, for Community Housing Services and Community Employment Services in Job Development, Employment, and Job-Site Training.

CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process. Founded in 1966, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their services. By pursuing and achieving accreditation, Goodwill has demonstrated that we meet international standards for quality and are committed to pursuing excellence. We have put our organization through a rigorous review process and have demonstrated that our programs and services are of the highest quality, measurable and accountable.

We currently operate a retail business, an e-commerce store, eight donation and processing centers, warehouse and recycling operation. We also operate a Career Center, Supported Employment, Residential, Work Experience and Volunteer Programs:

Retail Operations and Donated Goods Program Goodwill receives material donations which are offered for sale at one of our eight retail outlets. Revenue generated from sales is utilized to support our mission. Over eighty-six cents (.86) of every dollar earned supports Goodwill's programs.

Work Experience Program - Local agencies such as the Dane County Job Center, Department of Corrections and the Department of Vocational Rehabilitation refer participants that are not prepared for immediate or regular employment to Goodwill for work experience. Participants complete their work experience at any of our business locations. Participants receive wages typically paid by the referring agency. This provides an opportunity for participants to gain general work skills, reinforce effective work habits and to establish a current resume.

In 2009, we entered into a 2009-2010 Cooperative Agreement with Goodwill Industries International's AmeriCorps Recovery Act Program. As a result, we hired three AmeriCorps workers to develop a Volunteer Program, Manage an Intake/Referral Program for Work Experience, open a Career Center and manage our Dell Reconnect Program.

The Dell Reconnect Program is a partnership between Dell and Goodwill Industries to collect computers and all computer parts for the purpose of responsible and environmentally safe disposition of those computers.

The Intake/Referral program was designed to coordinate Goodwill's Work Experience Program described above and to promote Goodwill's Family Strengthening Program which provides support to employees and clients served in order to strengthen their families.

Residential Programs-Goodwill has provided residential services since 1977. Today, Goodwill provides two quality housing options for people with disabilities and senior citizens. The goal of these programs is to serve people in the least restrictive residential setting consistent with their level of need:

Goodwill's three licensed group homes provide 24-hour support for persons who experience some type of long-term serious and persistent mental illness. Funding for these group homes is provided by Dane County and is also subsidized by Goodwill. Most of the residents have previously been homeless, had been living in psychiatric hospitals or in long-term institutions before coming to the group homes. Staff assumes a supportive teaching role so that residents have the opportunity to develop healthy coping strategies for daily living in a positive, rewarding atmosphere.

Goodwill's seven supportive apartments were all financed through the Department of Housing & Urban Development's Section 811 and 202 Programs.. This permanent housing is designed for people with mental disabilities and senior citizens who are on limited incomes. Residents' incomes cannot exceed 50% of county median income. On-site staff is available to provide limited support, as needed, to help tenants maintain their independence in the community.

6. AGENCY GOVERNING BODY

How many Board meetings were held in 2009?	6
How many Board meetings has your governing body or Board of Directors scheduled for 2010?	6
How many Board seats are indicated in your agency by-laws?	up to 24

Please list your current Board of Directors or your agency's governing body.

Name	John Kratchmer				
Home Address	5712 Restal Street, Madison, WI 53711				
Occupation	Vice President-Controller & Chief Accounting Officer (Alliant Energy)				
Representing	Finance				
Term of Office		July, 2005		Present	mm/yyyy
Name	Susan Crowley				
Home Address	3110 Grandview Blvd, madison, WI 53713				
Occupation	Administrator, Division of Long Term Care Wisconsin Department of Health Services				
Representing	Human Services				
Term of Office		1-Mar	mm/yyyy	Present	mm/yyyy
Name	Tim Abraham				
Home Address	620 14th Avenue, New Glarus, WI 53574				
Occupation	Retired (American)				
Representing	Marketing/Sales				
Term of Office		Nov-94	mm/yyyy	Present	mm/yyyy
Name	David Crass				
Home Address	5815 Windsona Circle, Fitchburg, WI 53711				
Occupation	Partner, Michael Best & Friedrich LLP				
Representing	Legal				
Term of Office		Mar-08	mm/yyyy	Present	mm/yyyy
Name	Marlene Duffield				
Home Address	18 Oak Creek Trail, Madison, WI 53717				
Occupation	Wisconsin Business Relations Coordinator, Department of Workforce Development				
Representing	Work Force Development				
Term of Office		Mar-88	mm/yyyy	present	mm/yyyy
Name	Jack Eich				
Home Address	6610 Regis road, Madison, WI 53711				
Occupation	Corporate Communications Manager, MGE				
Representing	Media Relations				
Term of Office		Mar-92	mm/yyyy	Present	mm/yyyy
Name	Sally Gleason				
Home Address	714 Huron Hill, Madison, WI 53711				
Occupation	Retired (UW-Madison, Lecturer - Department of Nutrition Services)				
Representing	Parent of Consumer				
Term of Office		Jan-95	mm/yyyy	Present	mm/yyyy
Name	Paul Hoffmann				
Home Address	214 Eddy Street, Madison, WI 53705				
Occupation	President & CEO, Monona State Bank				
Representing	Banking				
Term of Office		Jul-05	mm/yyyy	present	mm/yyyy

AGENCY GOVERNING BODY cont.

Name	Gary Johnson				
Home Address	5931 Forest Lane, Fitchburg, WI 53711				
Occupation	Accounting Manager, MARC, Inc.				
Representing	Accounting				
Term of Office		Mar-05	mm/yyyy	Present	mm/yyyy
Name	Scott Kelly				
Home Address	7438 Red Bird Drive, DeForest, WI 53532				
Occupation					
Representing	Consumer Representative				
Term of Office		Mar-07	mm/yyyy	Present	mm/yyyy
Name	Scott Kelly				
Home Address	5103 Tonyawatha Trail, Monona, WI 53716				
Occupation	Kelly Financial, Inc.				
Representing	Investments				
Term of Office		Mar-91	mm/yyyy	Present	mm/yyyy
Name	Cheryll Olson-Collins				
Home Address	374 Campbell Hill Court, DeForest, WI 53532				
Occupation	Administrator, Department of Financial Institutions, Division of Corporate & Consumer Services				
Representing	Banking				
Term of Office		May-99	mm/yyyy	Present	mm/yyyy
Name	Greg Rice				
Home Address	2901 International Lane, Madison, WI 53704				
Occupation	President, Executive Management Inc.				
Representing	Commercial Development				
Term of Office		Mar-89	mm/yyyy	Present	mm/yyyy
Name	Gary Steinhauer				
Home Address	3414 Noll Valley Circle, Verona, WI 53593				
Occupation	Retired (Past President of Madison Dairy)				
Representing	Business Owner				
Term of Office		Mar-91	mm/yyyy	Present	mm/yyyy
Name	Brian Wordon				
Home Address	4528 Coneflower Court, Middleton, WI 53562				
Occupation	Partner, TeamSoft				
Representing	Information Technology				
Term of Office		Mar-05	mm/yyyy	Present	mm/yyyy
Name	Charlie Wright, Jr.				
Home Address	123 W. Washington Avenue, Madison, WI 53703				
Occupation	Quality Assurance, Fall River Foundation				
Representing	Quality Assurance				
Term of Office		Mar-09	mm/yyyy	Present	mm/yyyy
Name	Sandra Hall				
Home Address	2793 Willow Court, McFarland, WI 53608				
Occupation	Director, Disability Resources Services, MATC				
Representing					
Term of Office			mm/yyyy		mm/yyyy

AGENCY GOVERNING BODY cont.

Name	David Olsen			
Home Address	305 S. Main Street, Jefferson, WI 53549			
Occupation	Funeral Director			
Representing	Business Owner & Community Representative			
Term of Office		May-01	mm/yyyy	Present mm/yyyy
Name	Pam Valenta			
Home Address	4723 Sheyboygan Avenue, #223, Madison, WI 53705			
Occupation	Mental Health Worker			
Representing	Consumer, Mental Health			
Term of Office		Apr-05	mm/yyyy	present mm/yyyy
Name	Linda Keys			
Home Address	2 North Rock Road, Madison, WI 53705			
Occupation	Director, Mental Health Center of Dane County			
Representing	Mental Health			
Term of Office		From:	mm/yyyy	Present mm/yyyy
Name				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy

7. STAFF-BOARD-VOLUNTEER DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
TOTAL	305	100%	20	100%	18	100%
GENDER						
MALE	105	34%	13	65%	8	44%
FEMALE	200	66%	7	35%	10	56%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	305	100%	20	100%	18	100%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	3	17%
18-59 YRS	279	91%	16	80%	14	78%
60 AND OLDER	26	9%	4	20%	1	6%
TOTAL AGE	305	100%	20	100%	18	100%
RACE*						0
WHITE/CAUCASIAN	264	87%	16	80%	0	0%
BLACK/AFRICAN AMERICAN	29	10%	0	0%	0	0%
ASIAN	12	4%	0	0%	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	0	0%
Black/AA & White/Caucasian	0	0%	0	0%	0	0%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	0	0%
TOTAL RACE	305	100%	16	80%	0	0%
ETHNICITY						
HISPANIC OR LATINO	8	3%	0	0%	0	0%
NOT HISPANIC OR LATINO	297	97%	20	100%	0	0%
TOTAL ETHNICITY	305	100%	20	100%	0	0%
PERSONS WITH DISABILITIES	7	2%	1	5%	0	0%

*These categories are identified in HUD standards.

8. AGENCY EXPENSE BUDGET

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2009 Actual. The 2010 Budget and 2011 Proposed Budget will autofill from information you provided elsewhere in the application.

Account Description	2009 ACTUAL	2010 BUDGET	2011 PROPOSED
A. PERSONNEL			
Salary	6,410,859	6,026,104	6,266,968
Taxes	497,617	605,653	632,748
Benefits	886,955	766,997	791,774
SUBTOTAL A.	7,795,431	7,398,754	7,691,490
B. OPERATING			
All "Operating" Costs	1,786,610	2,030,347	2,036,472
SUBTOTAL B.	1,786,610	2,030,347	2,036,472
C. SPACE			
Rent/Utilities/Maintenance	1,973,084	1,966,629	2,035,084
Mortgage (P&I) / Depreciation / Taxes	275,506	382,191	382,191
SUBTOTAL C.	2,248,590	2,348,820	2,417,275
D. SPECIAL COSTS			
Assistance to Individuals	688	600	600
Subcontracts, etc.	0	0	0
Affiliation Dues	0	0	0
Capital Expenditure	134,039	1,422,159	1,592,250
Other: Employee Awards	10,881		0
SUBTOTAL D.	145,608	1,422,759	1,592,850
SPECIAL COSTS LESS CAPITAL EXPENDITURE	11,569	600	600
TOTAL OPERATING EXPENSES	11,842,200	11,778,521	12,145,837
E. TOTAL CAPITAL EXPENDITURES	134,039	1,422,159	1,592,250

9. PERSONNEL DATA: List Percent of Staff Turnover

33.7%

Divide the number of resignations or terminations in calendar year 2009 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

In 2009, Goodwill experienced an overall turnover rate of 33.7% with the highest turnover in entry level positions, consistent with other similar businesses.

Goodwill initiated a Family Strengthening Program in 2009, adopting a 'family friendly' philosophy in recognition that employees do better when their families do better. As a result we adopted new personnel policies for our employees and offered a number of services. This was also addressed in management training.

We also reviewed our Wage Administration policies to insure that our compensation is competitive with other businesses.

10. PERSONNEL DATA: Personnel Schedule

List each individual staff position by title. Seasonal Employees should be entered at the bottom.

Indicate if the position meets the Living Wage Exception with an asterisk (*).

Indicate the number of 2011 Proposed Full-Time Equivalents (FTEs) in each staff position, across all agency programs.

Indicate the total salaries for all FTEs in that staff position. Do NOT include payroll taxes or benefits in this table.

Staff Position/Category	2010		2011		Hourly Wage	A FTE	B FTE	C FTE
	Est. FTE	Est. Salary	Proposed FTE	Proposed Salary				
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
TOTAL PERSONNEL COSTS:				0				

	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings	A # HRS	B # HRS	C # HRS
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
TOTAL	0	0		0	0.00	0.00	0.00

2011 PROPOSED FTEs DISTRIBUTED BY PROGRAM									
D	E	F	G	H	I	J	K	L	Non-City
FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

D	E	F	G	H	I	J	K	L	Non-City
# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

ORGANIZATION:

Goodwill Industries of South Central Wisconsin, Inc.

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	2,160,957	1,809,671	284,295	66,991	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	119,600	36,392	83,208	0	0
USER FEES	0	0	0	0	0
OTHER	9,231,900	5,536,943	1,607,051	2,087,306	600
TOTAL REVENUE	11,512,457	7,383,006	1,974,554	2,154,297	600

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	2,160,957	1,809,671	284,295	66,991	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	123,188	37,484	85,704	0	0
USER FEES	0	0	0	0	0
OTHER**	9,458,131	5,703,051	1,604,555	2,149,925	600
TOTAL REVENUE	11,742,276	7,550,206	1,974,554	2,216,916	600

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
Goodwill Industries	9,458,131	Funded by sales of donated goods
	0	
	0	
	0	
TOTAL	9,458,131	