

#### See a Social Security Number? Say Something! Report Privacy Problems to https://public.resource.org/privacy Or call the IRS Identity Theft Hotline at 1-800-908-4490



DLN: 93493213000252

# 1

Department of the Treasury

## **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)

OMB No 1545-0047

Internal F	Revenue	Service The organization may have to use a copy of	or this return to satisfy	state reporting requi	rements	Inspection		
A Foi	the 2	2011 calendar year, or tax year beginning 01-01-2011	and ending 12-31-20			dentification number		
		oplicable C Name of organization GOODWILL INDUSTRIES OF SOUTHEASTERN		l DE	пріоуегіс	dentification number		
	ress ch	Doing Business As			9-08084 <b>lephone</b> r			
Nan	ne char	nge			-			
Initi	al retur	Number and street (of F O box in mail is not delivered	d to street address) Room/	suite	14)847			
Terr	mınated	5300 North 118th Court		G G		s \$ 132,348,141		
Ame	ended r		I					
Г Арр	lication	MILWAUKEE, WI 53225 pending						
		<b>F</b> Name and address of principal officer		<b>H(a)</b> Is this a gr	oun retu	rn for		
		John L Miller		affiliates?	oup retu	⊤Yes ▼No		
		5300 NORTH 118TH COURT MILWAUKEE, WI 53225		11/h) A11 -#:1:				
		·		H(b) Are all affilia		ided?   Yes   No it (see instructions)		
<b>I</b> Tax	-exem	pt status	947(a)(1) or	H(c) Group exe				
J W	ebsite	::▶ WWW GOODWILLSEW COM			·			
					1010	M Charles of Land Library Law 1947		
Pai		panization		<b>L</b> Year of formation	1919	M State of legal domicile WI		
Ра		Summary	<u> </u>					
		Briefly describe the organization's mission or most sign GOODWILL PROVIDES TRAINING, EMPLOYMENT AI		VICES FOR PEOPLE	WITH [	DISABILITIES OR		
ا بو		DISADVANTAGES WHO SEEK GREATER INDEPENDE						
Governance	-							
<u> </u>	-							
<u>နီ</u>	2 (	Check this box 🛏 if the organization discontinued its	operations or disposed	of more than 25% o	fits net	assets		
		Number of voting members of the governing body (Part			з	22		
Activities &		Number of independent voting members of the governin		b)	4	21		
<u> </u>		otal number of individuals employed in calendar year 2			5	4,804		
<u> </u>		Total number of volunteers (estimate if necessary)			6	200		
۹	<b>7</b> a ⊺	Total unrelated business revenue from Part VIII, colum	nn (C), line 12		7a	4,544,643		
	Ь١	Net unrelated business taxable income from Form 990-	·T, line 34		7b	-301,174		
				Prior Yea	r	Current Year		
	8	Contributions and grants (Part VIII, line 1h)		. 26,4	08,640	33,478,897		
울	9	Program service revenue (Part VIII, line 2g)	Program service revenue (Part VIII, line 2g)					
Revenue	10	Investment income (Part VIII, column (A), lines 3, 4	3	61,104	-159,684			
<b>#</b>	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c	, 9c, 10c, and 11e)	6	06,410	1,596,270		
	12	Total revenue—add lines 8 through 11 (must equal Pa			14071	00.720.041		
	4.0	12)		_ <del> </del>	14,071	99,729,041		
	13	Grants and similar amounts paid (Part IX, column (A)		3	45,766	1,541,764		
	14	Benefits paid to or for members (Part IX, column (A),	•		0	0		
8	15	Salaries, other compensation, employee benefits (Pai 5-10)	rt 1X, column (A ), nnes	71,7	00,720	75,562,235		
<u>8</u>	16a	Professional fundraising fees (Part IX, column (A), lin	ne 11e)		0	0		
Expenses	b	Total fundraising expenses (Part IX, column (D), line 25) •654,3	366					
<b>"</b> ا	17	Other expenses (Part IX, column (A), lines 11a-11d		. 17,4	23,167	18,002,522		
	18	Total expenses Add lines 13-17 (must equal Part I)			69,653	95,106,521		
	19	Revenue less expenses Subtract line 18 from line 12	2	3,5	44,418	4,622,520		
ያ ያ				Beginning of C	urrent	End of Year		
Not Assets or Fund Balances		T. 1. (6.19)		Year	22551			
A B.	20	Total labelities (Part X, line 16)			23,664	109,377,840		
∌ <u>`</u>	21	Total liabilities (Part X, line 26)			36,810	53,195,544		
 Par	22	Net assets or fund balances Subtract line 21 from lin	1e 20	50,5	86,854	56,182,296		
Under	penal edge a	Signature Block ties of perjury, I declare that I have examined this return, i and belief, it is true, correct, and complete. Declaration of p						
		[k		<u> </u>				
Ci~~		****** Signature of officer		2012-06- Date	28			
Sign Here		Charles J Stadler CFO & VP Finance						
		Type or print name and title						
		Dranararic h	Date	Check if Prep	arer's taxr	payer identification number		
Paid		Preparer's signature Michelle L Weber		self (see	instruction			
Prepa	rer'e	Firm's name (or yours  Grant Thornton LLP		employed 🕨		_		
Use C		ıf self-employed),		EIN	<b>F</b>			
		address, and ZIP + 4 100 E Wisconsin Ave		Dha	ne no 🕨 :	(414) 280-8200		
		Milwaukee. WI 53202		I Prior	ICTIO F (	(414) 289-8200		

May the IRS discuss this return with the preparer shown above? (see instructions) . . . . . . . . .

✓ Yes No

Part IV	Checklis	t of F	Reauired	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	Yes	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)? $^{*}$	2	Yes	
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		No
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	Yes	
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		
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		No
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		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		No
9	Did the organization report an amount in Part X, line 21, 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		No
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		No
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			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line10? If "Yes," complete Schedule D, Part VI.	11a	Yes	
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		No
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		No
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	Yes	
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X.	11e	Yes	
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	Yes	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI, XII, and XIII</i>	12a		No
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, XII, and XIII is optional	12b	Yes	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		No
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		No
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, Part I	14b		No
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 U S ? If "Yes," complete Schedule F, Part II and IV	15		No
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 U S ? If "Yes," complete Schedule F, Part III and IV	16		No
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	17		No
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	Yes	
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		No
20a	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20a		No
b	If "Yes" to line 20a, did the organization attach its audited financial statement to this return? <b>Note.</b> All Form 990 filers that operated one or more hospitals must attach audited financial statements	20b		

Par	Checklist of Required Schedules (continued)			
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	Yes	
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	Yes	
23	Did the organization answer "Yes" to Part VII, Section A, questions 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	Yes	
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, that was issued after December 31, 2002? If "Yes," answer questions 24b-24d and complete Schedule K. If "No," go to line 25	24a	Yes	
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		No
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		No
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		Νo
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		No
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		No
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III	27		No
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)			
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a	Yes	
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b	Yes	
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 owner? If "Yes," complete Schedule L, Part IV	28c	Yes	
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		Νo
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		No
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		No
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	Yes	
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	Yes	
35a	Is any related organization a controlled entity of the filing organization within the meaning of section 512(b)(13)?	35a	Yes	
b	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	Yes	
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		No
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		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?  Note: All Form 990 filers are required to complete Schedule O.	38	Yes	

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
a	Enter the number reported in Box 3 of Form 1096 Enter -0 - if not applicable			
	<b>1a</b> 115			
b	Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable  1b			
С	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes	
a	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	10	103	
	return	ı		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	Yes	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)			
a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	За	Yes	
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b	Yes	
а	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 or securities account)?	4a		No
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			
a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		Νo
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		Νo
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?			
а	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the	5c 6a		No
b	organization solicit any contributions that were not tax deductible?			
_	were not tax deductible?	6b		
а	Organizations that may receive deductible contributions under section 170(c).  Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and	7a	Yes	
L	services provided to the payor?	76	Vac	
	If "Yes," did the organization notify the donor of the value of the goods or services provided? Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to	7b _	Yes	
d	file Form 8282?	<b>7</b> c		No
u	The state the number of forms 5252 filed during the year			
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		No
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		No
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	7h		
	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		
	Sponsoring organizations maintaining donor advised funds.			
а	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		
0	Section 501(c)(7) organizations. Enter			
а	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			
1	Section 501(c)(12) organizations. Enter			
а	Gross income from members or shareholders			
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them )			
2a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the			
-	year 12b			
3	Section 501(c)(29) qualified nonprofit health insurance issuers.			
а	Is the organization licensed to issue qualified health plans in more than one state?  Note. All 501(c)(29) organizations must list in Schedule O each state in which they are licensed to issue qualified health plans, the amount of reserves required by each state, and the amount of reserves the organization allocated to each state	13a		
b	Enter the aggregate amount of reserves the organization is required to maintain by			
c	the states in which the organization is licensed to issue qualified health plans  Enter the aggregate amount of reserves on hand			
	13c			
	Did the organization receive any payments for indoor tanning services during the tax year?	14a		No
h	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.	14b		1

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 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 . . . . . . . . . . . . . .

Se	ection 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			
b	Enter the number of voting members included in line 1a, above, who are independent			
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	Yes	
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		No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		No
6	Did the organization have members or stockholders?	6		No
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		No
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following			
а	The governing body?	8a	Yes	
b	Each committee with authority to act on behalf of the governing body?	8b	Yes	
9	Is there any officer, director, 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		No
Se	ection B. Policies (This Section B requests information about policies not required by the Internal			NO
	evenue Code.)			
			Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a		No
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	Yes	
b	Describe in Schedule O the process, if any, used by the organization to review the Form 990			
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	Yes	
b	Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	Yes	
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	Yes	
13	Did the organization have a written whistleblower policy?	13	Yes	
14	Did the organization have a written document retention and destruction policy?	14	Yes	
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?			
а	The organization's CEO, Executive Director, or top management official	15a	Yes	
b	Other officers or key employees of the organization	15b	Yes	
	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		No
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 take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		
Se	ection C. Disclosure	_00		
17	List the States with which a copy of this Form 990 is required to be filed►IL , WI			
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c) (3)s only) available for public inspection. Indicate how you made these available. Check all that apply			

Own website Another's website Vpon request

(414)847-4200

- Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public See Additional Data Table
- State the name, physical address, and telephone number of the person who possesses the books and records of the organization 🕨 20 CHARLES J STADLER 5300 NORTH 118TH COURT MILWAUKEE, WI 53225

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

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

1a 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, and **current** key employees 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, or 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

(a) Name and Title  A verage hours par week (describe hours for related organizations in Schedule O)  See Additional Data Table  (b) Position (do not check more than one box, unless person is both an officer and a director/trustee)  (c) Position (do not check more than one box, unless person is both an officer and a director/trustee)  (describe hours for related organizations is not should be a director/trustee)  (describe hours for related organizations is not should be a director/trustee)  (describe hours for related organizations is not should be a director/trustee)  (describe hours for related organizations)  (describe hours for related organizations)  (describe hours for the director/trustee)  (describe hours for related organizations)  (describe hours for the director/trustee)  (describe hours for related organizations)  (describe hours for the director/trustee)  (de	Check this box if neither the organiz	•	lated o	rganı	ızatı	ons	compe	ensat	ed any current or fo	ormer officer, direct	tor, or trustee
for related organizations in Schedule Officer Schedule O) organizations	(A)	(B) Average hours per week	(C) Position (do not check more than one box, unless person is both an officer and a						(D) Reportable compensation from the organization (W-	(E) Reportable compensation from related organizations	(F) Estimated amount of other compensation from the
See Additional Data Table		for related organizations in Schedule	Individual trustee or director	Institutional Trustee	Officei	Ke) emplojee	Highest compensated employee	Former		MISC)	I
	See Additional Data Table										

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

(A) Name and Title A verage hours per week (describe			on (de than s per officector,	n on son er a	e bo ıs b nd a	x, oth		(D) Reportable compensation from the organization (W- 2/1099-MISC)		(E) Reportable compensation from related organizations (W- 2/1099-		Estima amount o compen from organizat	ated of other sation the ion and
	hours for related organizations in Schedule O)	Individual trustae or director	Institutional Trustee	Officei	Key employee	Highest compensated employee	Former			MISC)		relat organiza	
See Additional Data Table													
											_		
											4		
											+		
											+		
1b Sub-Total							<u> </u> ▶				4		
c Total from continuation sheets				÷	÷		<b>P</b>						
d Total (add lines 1b and 1c) .							►		2,244,096		0		99,646
Total number of individuals (incl \$100,000 of reportable compen						above	) who	receive	ed more tha	an			
3 Did the organization list any <b>for</b> on line 1a? If "Yes," complete Sch											3	Yes	No No
4 For any individual listed on line in organization and related organization											4		110
5 Did any person listed on line 1a services rendered to the organiz								_	•	or individual for	5	1	No
Section B. Independent Con	tractors											•	
Complete this table for your five \$100,000 of compensation from or within the organization's tax y	highest comper the organizatio												
Nan	(A) ne and business add	dress							Desc	(B) ription of services		(C Comper	
Great Lakes Resources Inc 702 E Washington MADISON, WI 53701									Temp Staffıı	ng Agency		5	5,308,885
SERCO INC - TSC 2650 park tower drive suite 800 VIENNA, VA 22180									CONTRACT	SERVICES		1	.,306,436
THE LOMBARD CO 4245 W 123RD STREET ALSIP, IL 60803									CONTRACT	SERVICES		1	.,197,114
NISH PO BOX 791236 BALTIMORE, MD 212791236 BERENGARIA GW LLC									ADMINISTRA	ATIVE SERV		1	.,031,037
100 E WISCONSIN AVE STE 1030 MILWAUKEE, WI 53202	wa aka wa 11 1	- F	اعــ		<b>.</b>	<b>.</b>	liet:		Construction				844,680
Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ►19													

Form 990 (2011) Part VIII Statement of Revenue								
Part	<b>/***</b> 1	Statement o	T Revenue		<b>(A)</b> Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512,513,or 514
nts ots	1a	Federated camp	paigns 1a					
or in	b	Membership du	es <b>1b</b>					
% B	c	Fundraising eve	ents <b>1c</b>	74,156				
<u>≅</u> ,⊒	d		rations 1d	13,656,928				
E S	e	Government grants		<del></del> !				
er.	f	All other contribution similar amounts no	ons, gifts, grants, and <b>1f</b> ot included above	949,979				
Contributions, gifts, grants and other similar amounts	g		butions included in 2.185					
Š P	h	lines 1a-1f \$		▶	33,478,897			
	"	Totali / (ad iii)		Business Code	, ,			
nue	2a	PARTICIPANT PROC	GRAMS AND SERVICES	624100	13,059,624	9,125,187	3,934,437	
Program Serwce Revenue	ь	GREAT LAKES PRO	GRAM AND SERVICES	561499	51,753,934	51,753,934	3,55.,15.	
	c				,,	,,		
er E	d							
ਔ E	e		_					
ाव	f	All other progra	ım service revenue					
Š	g	<b>Total.</b> Add lines	s 2a – 2f		64,813,558			
	3		ome (including dividen		, ,			
		and other simila	aramounts)	▶	717			717
	4		tment of tax-exempt bond		0			
	5	Royalties			0			
	6a	Gross rents	(ı) Real 488,981	(II) Personal				
	ь	Less rental	394,533					
	<sub>c</sub>	expenses Rental income	94,448					
	d	or (loss)	me or (loss)		94,448			94,448
	"		(ı) Securities	(II) Other	·			·
	7a	Gross amount from sales of	. ,	33,750				
		assets other than inventory						
	ь	Less cost or other basis and		194,151				
		sales expenses		150 101				
	c d	Gain or (loss)	s)	-160,401	-160,401			-160,401
	8a	Gross income fi			100,101			100,101
Other Revenue		events (not incl \$	luding ,156 s reported on line 1c)					
Ę.			а	161,119				
ŧ.	b		penses b	161,119 events ►	o			
0	9a		loss) from fundraising rom gaming activities	events [	ŭ.			
		See Part IV, lin						
	Ь	Less direct exi	penses b					
	c		(loss) from gamıng actı	vities	o			
	10a	Gross sales of I returns and allo		22 266 270				
	ь	Less cost of go	oods sold <b>b</b>	32,266,379 31,869,297				
	С	Net income or (	loss) from sales of inv		397,082	397,082		
		Miscellaneous		Business Code				
	11a	INTERCOMPAI ADMINISTRAT	NY TION SERVICES	561000	610,206		610,206	
	ь	CAFETERIA	IS. SERVICES	561499	260,367			260,367
	С	INTERCOMPAI	NY INTEREST	900003	116,184			116,184
	d	All other revenu	ue		117,983	117,983		
	e	Total. Add lines	s 11a-11d	· · · · •	1,104,740			
	12	Total revenue.	See Instructions .	▶	99,729,041	61,394,186	4,544,643	311,315

### 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) but are not required to complete columns (B), (C), and (D)

<u>C</u>	heck if Schedule O contains a response to any question in this Part IX			<u> </u>	
	ot include amounts reported on lines 6b, o, 9b, and 10b of Part VIII.	<b>(A)</b> Total expenses	( <b>B</b> ) Program service expenses	(C) Management and general expenses	( <b>D)</b> Fundraising expenses
1	Grants and other assistance to governments and organizations in the United States See Part IV, line 21	1,153,239	1,153,239		
2	Grants and other assistance to individuals in the United States See Part IV, line 22	388,525	388,525		
3	Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16	0			
4	Benefits paid to or for members	0			
5	Compensation of current officers, directors, trustees, and key employees	1,323,569	582,015	690,403	51,151
6	Compensation not included above, to disqualified persons (as defined under section $4958(f)(1)$ ) and persons described in section $4958(c)(3)(B)$	143,451		143,451	
7	Other salaries and wages	60,797,137	52,734,986	7,846,079	216,072
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	1,585,818	1,170,611	403,191	12,016
9	Other employee benefits	5,792,677	4,574,064	1,201,271	17,342
10	Payroll taxes	5,919,583	5,285,643	620,695	13,245
11	Fees for services (non-employees)				
а	Management	0			-
b	Legal	204,264	172,497	31,767	
c	Accounting	173,582		173,582	
d	Lobbying	46,058		46,058	
е	Professional fundraising See Part IV, line 17	0		,	
f	Investment management fees	0			
g	Other	11,822,914	9,174,964	2,437,693	210,257
12	Advertising and promotion	1,053,311	73,439	979,872	
13	Office expenses	4,738,138	3,882,221	813,591	42,326
14	Information technology	493,615	143,990	349,080	545
15	Royalties	0	113,330	313,000	3.5
16	Occupancy	3,782,223	1,405,925	2,375,698	600
17	Travel	1,751,049	1,556,088	193,813	1,148
18	Payments of travel or entertainment expenses for any federal, state, or local public officials	0	1,000,000	130,010	2,210
19	Conferences, conventions, and meetings	326,141	65,361	216,877	43,903
20	Interest	3,333	3,333	,	,
21	Payments to affiliates	,	,		
22	Depreciation, depletion, and amortization	2,148,378	396,631	1,751,747	
23	Insurance	457,010	337,326	119,684	
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O)	,			
а	ALLOCATED MANAGEMENT FEES	-7,582,800		-7,628,561	45,761
b	ALLOCATED OCCUPANCY	-1,414,694	2,914,880	-4,329,574	
c					
d					
e					
f	All other expenses				
25	Total functional expenses. Add lines 1 through 24f	95,106,521	86,015,738	8,436,417	654,366
26	Joint costs. Check here ► ☐ If following  SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation	,			rm <b>990</b> (2011)

Part X **Balance Sheet** (A) (B) Beginning of year End of year 0 1 1 1.217.535 2.311.138 2 Savings and temporary cash investments . . . . . . . 3 349,101 32,545 9.153.803 8.274.660 4 5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of 0 0 5 6 Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) Complete Part II of 0 0 6 0 0 7 955.640 8 995.913 9 1,163,548 1,501,020 Prepaid expenses and deferred charges . . . . 10a 135, 495, 407 Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D 10a 10b 47,570,946 b Less accumulated depreciation . . . . . 82,360,992 10c 87,924,461 11 0 11 0 12 0 12 Investments—other securities See Part IV, line 11 . . . . . . 13 13 0 Investments—program-related See Part IV, line 11 . . 0 14 14 5,723,045 15 8,338,103 15 100,923,664 16 16 109,377,840 **Total assets.** Add lines 1 through 15 (must equal line 34) . . . 13,178,214 17 15,371,763 17 Accounts payable and accrued expenses . 18 18 19 1,164,345 19 1,032,591 20 31.966.438 20 29.923.560 21 21 0 Escrow or custodial account liability Complete Part IV of Schedule D . . Liabilities 22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified 0 0 22 0 23 Secured mortgages and notes payable to unrelated third parties . . . 23 2,037,467 0 24 Unsecured notes and loans payable to unrelated third parties . . . . 24 0 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 4,027,813 25 4,830,163 D . . . . 26 50,336,810 26 53, 195, 544 **Total liabilities.** Add lines 17 through 25 . . . . . Organizations that follow SFAS 117, check here ▶ 🔽 and complete lines 27 Balances through 29, and lines 33 and 34. 27 50,202,505 27 55,790,053 Unrestricted net assets . . . . 392,243 384,349 28 28 Temporarily restricted net assets . . . . . Fund 29 0 29 0 Permanently restricted net assets . . . . . Organizations that do not follow SFAS 117, check here ▶ 

and complete lines 30 through 34. ö 30 Capital stock or trust principal, or current funds . . . . . . . . . 30 Assets 31 31 Paid-in or capital surplus, or land, building or equipment fund . . . . . 32 32 Retained earnings, endowment, accumulated income, or other funds ž 33 Total net assets or fund balances . . . . . 50.586.854 33 56.182.296 34 Total liabilities and net assets/fund balances . . . . . 100.923.664 109.377.840

Pa	Check if Schedule O contains a response to any question in this Part XI	•		. [~	
1	Total revenue (must equal Part VIII, column (A), line 12)	1		99.7	29,041
2	Total expenses (must equal Part IX, column (A), line 25)	2			.06,521
3	Revenue less expenses Subtract line 2 from line 1	3		4,6	522,520
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4		50,5	86,854
5	Other changes in net assets or fund balances (explain in Schedule O)	5		g	72,922
6	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6		56,1	.82,296
Pai	Financial Statements and Reporting  Check if Schedule O contains a response to any question in this Part XII		•		
1	Accounting method used to prepare the Form 990			Yes	No
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		2a		Νo
b	Were the organization's financial statements audited by an independent accountant?		2b	Yes	
c	If "Yes," to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O		<b>2</b> c	Yes	
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were in a separate basis, consolidated basis, or both	ssued			
	Separate basis Consolidated basis Both consolidated and separated basis			1	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in th Single Audit Act and OMB Circular A-133?	е	За	Yes	
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the i audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits	required	3b	Yes	

Employer identification number

#### OMB No 1545-0047

#### **SCHEDULE A**

(Form 990 or 990EZ)

Name of the organization

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.

Inspection

	WILL IN ONSIN I	IDUSTRIES OF SOUTHEA INC	STERN			39-0808491				
Pa	rt I	Reason for Pu	ıblic Charity Sta	tus (All organization	ns must complete this p		ons			
			<u> </u>		ough 11, check only one b	•				
1	Γ	A church, convent	ion of churches, or a	ssociation of churches	section 170(b)(1)(A)(i).					
2	Г	A school describe	d in <b>section 170(b)(1</b>	l)( <b>A)(ii).</b> (Attach Sche	dule E )					
3	Γ	A hospital or a cod	perative hospital se	rvice organization desc	ribed in <b>section 170(b)(1</b> )	(A)(iii).				
4	Γ	A medical researc hospital's name, c		ted in conjunction with	a hospital described in <b>se</b> c	ction 170(b)(1)(A)(i	ii). Enter the			
5	Г	An organization op	perated for the benefi	t of a college or univers	sity owned or operated by	a governmental unit (	described in			
	_	section 170(b)(1)	<b>(A)(iv).</b> (Complete P	art II)						
6		A federal, state, or	r local government o	r governmental unit des	scribed in <b>section 170(b)(</b> 1	l)(A)(v).				
7	₹	described in	at normally receives (A)(vi) (Complete P	·	s support from a governme	ental unit or from the	general public			
8	Γ	A community trust	t described in <b>sectio</b>	n 170(b)(1)(A)(vi) (Co	omplete Part II )					
9	$\sqcap$	An organization th	at normally receives	(1) more than 331/3%	of its support from contri	butions, membership	fees, and gross			
		receipts from activ	vities related to its e	xempt functions—subje	ct to certain exceptions, a	and (2) no more than	331/3% of			
		ıts support from gr	oss investment inco	me and unrelated busir	ness taxable income (less	section 511 tax) from	n businesses			
		acquired by the organization after June 30, 1975 See <b>section 509(a)(2).</b> (Complete Part III )								
0	Г	An organization organized and operated exclusively to test for public safety See <b>section 509(a)(4).</b>								
1	Γ	one or more public	ly supported organiz	ations described in sec porting organization and	nefit of, to perform the fun tion 509(a)(1) or section I complete lines 11e throu II - Functionally integrate	509(a)(2) See <b>secti</b> gh 11h				
e	Γ		ion managers and ot		trolled directly or indirect ublicly supported organiza					
f		<del>-</del>	received a written d	etermination from the I	RS that it is a Type I, Typ	e II or Type III supp	orting organization,			
g		check this box Since August 17, following persons?		ızatıon accepted any gı	ft or contribution from any	of the				
			•	•	together with persons des	scribed in (ii)	Yes No			
		, , ,		ne the supported organi	zation?		11g(i)			
<u> </u>							11g(ii)			
				n described in (i) or (ii)		L	11g(iii)			
h		Provide the followi	ng information about	the supported organiza	ation(s)					
	(i)		(iii) Type of organization	(iv) Is the organization in	(v) Did you notify the	(vi) Is the	(vii)			

(i) Name of supported organization	(ii) EIN		Type of organization (described on lines 1- 9 above or IRC section (see	(iv) Is the organizat col (i) list your gove docume	ion in ted in rning	(v) Did you not organizati col (i) of suppor	ion in your	(vi) Is the organizati col (I) organition the U	on in anized	(vii) A mount of support?
		instructions))	Yes	No	Yes	No	Yes	No		
=										
Total										

Part II

Support Schedule for Organizations Described in IRC 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.)

S	ection A. Public Support							
Cal	endar year (or fiscal year beginning in)	(a) 2007	<b>(b)</b> 2008	(c) 2009	<b>(d)</b> 2010	<b>(e)</b> 20	11	( <b>f</b> ) Total
1	Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants")	15,900,86	4 15,628,295	64,343,468	26,408,640	33,	490,793	155,772,060
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							
<b>4 5</b>	Total. Add lines 1 through 3 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	15,900,86	15,628,295	64,343,468	26,408,640	33,	490,793	155,772,060
6	(f) <b>Public Support.</b> Subtract line 5							155 772 000
	from line 4							155,772,060
	ection B. Total Support endar year (or fiscal year							
Car	endar year (or fiscal year beginning in)	<b>(a)</b> 2007	<b>(b)</b> 2008	(c) 2009	<b>(d)</b> 2010	<b>(e)</b> 20	11	(f) Total
7	Amounts from line 4	15,900,864	15,628,295	64,343,468	26,408,640	33,	490,793	155,772,060
8	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	933,943	592,101	879,343	1,448,455	605,882		4,459,724
9	Net income from unrelated business activities, whether or not the business is regularly carried on	-397,708	-32,475	0	0		0	-430,183
10	Other income (Explain in Part IV) Do not include gain or loss from the sale of capital assets	52,877	89,414	73,865	72,034	161,119		449,309
11	<b>Total support</b> (Add lines 7 through 10)							160,250,910
12	Gross receipts from related activity	ties, etc (See ins	tructions )		•	12		492,203,498
13	First Five Years If the Form 990 is check this box and stop here	for the organizat	ion's first, second	, thırd, fourth, or f	ifth tax year as a	501(c)(3	) organiz	zation,
S	ection C. Computation of Pu							
14	Public Support Percentage for 201	•	• •	11 column (f))		14		97 205 %
15	Public Support Percentage for 201	•				15		96 484 %
b	33 1/3% support test—2011. If the and stop here. The organization question 33 1/3% support test—2010. If the box and stop here. The organization 10%-facts-and-circumstances test is 10% or more, and if the organization meanization meanization	ialifies as a publice organization dicon qualifies as a part—2011. If the organion meets the "	cly supported orga I not check the boo ublicly supported ganization did not o facts and circums!	nization x on line 13 or 16 organization check a box on lir tances" test, che	oa, and line 15 is ne 13, 16a, or 16 ck this box and <b>s</b> i	33 1/3% obtained by and line top here.	or more, 14 Explain	check this
b 18	10%-facts-and-circumstances test 15 is 10% or more, and if the organize explain in Part IV how the organize supported organization  Private Foundation If the organizations	inization meets thation meets the "	ne "facts and cırcu facts and cırcumst	mstances" test, dances" test The	check this box ar organization qua	id <b>stop he</b> lifies as a	re. publicly	. ,

Schedule A (Form 990 or 990-EZ) 2011 Page 3 Part III Support Schedule for Organizations Described in IRC 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 year beginning (a) 2007 **(b)** 2008 (c) 2009 (d) 2010 (e) 2011 (f) Total ın) Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants ") 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 Gross receipts from activities that are not an unrelated trade or business under section 513 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf The value of services or facilities furnished by a governmental unit to the organization without charge Total. Add lines 1 through 5 7a Amounts included on lines 1, 2, and 3 received from disqualified persons 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 c Add lines 7a and 7b Public Support (Subtract line 7c from line 6) Section B. Total Support Calendar year (or fiscal year beginning (a) 2007 **(b)** 2008 (c) 2009 (d) 2010 (e) 2011 (f) Total ın) Amounts from line 6 Gross income from interest, 10a dividends, payments received on securities loans, rents, royalties and income from similar sources Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 Add lines 10a and 10b C Net income from unrelated 11 business activities not included in line 10b, whether or not the business is regularly carried on Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV) Total support (Add lines 9, 10c, 13 11 and 12) First Five Years If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here Section C. Computation of Public Support Percentage Public Support Percentage for 2011 (line 8 column (f) divided by line 13 column (f)) 15 15 Public support percentage from 2010 Schedule A, Part III, line 15 16 16 Section D. Computation of Investment Income Percentage

Investment income percentage for 2011 (line 10c column (f) divided by line 13 column (f))

19a 33 1/3% support tests—2011. 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

18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization Private Foundation If the organization did not check a box on line 14, 19a or 19b, check this box and see instructions

33 1/3% support tests-2010. 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

more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

Investment income percentage from 2010 Schedule A, Part III, line 17

17

18

17

18

**▶**[

Part IV	<b>Supplemental Information.</b> Supplemental Information. Complete this part to provide the explanation required by Part II, line 10; Part II, line 17a or 17b; or Part III, line 12. Also complete this part for any additional information. (See instructions).						
	Facts And Circumstances Test						
Explanation							

Schedule A (Form 990 or 990-EZ) 2011

DLN: 93493213000252

OMB No 1545-0047

#### SCHEDULE C (Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527 ► Complete if the organization is described below. ► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

Political Campaign and Lobbying Activities

If the organization answered "Yes," to Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities),

- ◆ Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- ◆ Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes," to Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- ◆ Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes," to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, line 35c (Proxy Tax), then

◆ Section 501(c)(4), (5), or (6) organizations Complete Part III

Part I-A Complete if the organization is exempt under section 501(c) or is a	section 527 organization
WISCONSIN INC	39-0808491
GOODWILL INDUSTRIES OF SOUTHEASTERN	
Name of the organization	Employer identification number

Provide a description of the organization's direct and indirect political campaign activities on behalf of or

art I-A	Complete if the	organization is	exempt under	section 501(c)	or is a section	527 organization

- in opposition to candidates for public office in Part IV 2 Political expenditures
- 3 Volunteer hours

Part I-B	Complete i	f the organiz	zation is exer	npt under s	ection 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955
- Enter the amount of any excise tax incurred by organization managers under section 4955
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes
- Was a correction made?

#### b If "Yes," describe in Part IV

#### Part I-C Complete if the organization is exempt under section 501(c) except section 501(c)(3).

- Enter the amount directly expended by the filing organization for section 527 exempt function activities
- Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt funtion activities
- 3 Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b
- Did the filing organization file Form 1120-POL for this year? Yes Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing

organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV

(a) Name	( <b>b)</b> Address	<b>(c)</b> EIN	(d) A mount paid from filing organization's funds If none, enter -0-	(e) A mount of political contributions received and promptly and directly delivered to a separate political organization If none, enter - 0-

**f** Grassroots lobbying expenditures

(The term "expenditures" means amounts paid or incurred.)  Lia Total lobbying expenditures to influence public opinion (grass roots lobbying)  b Total lobbying expenditures to influence a legislative body (direct lobbying)  c Total lobbying expenditures (add lines 1a and 1b)  d Other exempt purpose expenditures  e Total exempt purpose expenditures (add lines 1c and 1d)  f Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  The lobbying nontaxable amount is:  Not over \$500,000 but not over \$1,000,000 \$100,000 plus 15% of the excess over \$500,000 over \$1,000,000 but not over \$1,500,000 \$175,000 plus 10% of the excess over \$1,000,000 over \$1,500,000 but not over \$17,000,000 \$225,000 plus 5% of the excess over \$1,500,000 over \$1,000,000 but not over \$1,000,000 \$1,000,000  g Grassroots nontaxable amount (enter 25% of line 1f)  Subtract line 1g from line 1a If zero or less, enter -0-  i Subtract line 1f from line 1c If zero or less, enter -0-  j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h)  (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)	ווטפ	edule C (F	01111 9 9 0 01 9 9 0 - EZ ) 2 0 1 1					Page <b>∠</b>
A Check   If the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member expenses, and share of excess lobbying expenditures)    Check   If the filing organization checked box A and "limited control" provisions apply    Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)   Organization Total Incurred (The term "expenditures" means amounts paid or incurred.)   Organization Total Incurred (The term "expenditures to influence a legislative body (direct lobbying)	Pa	rt II-A		n is exempt under	section 501(	c)(3) and fi	iled Form 5768	(election
expenses, and share of excess lobbying expenditures)  Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)  Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)  Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)  Limits on Lobbying Expenditures (The term "expenditures to influence public opinion (grass roots lobbying)  Lobbying expenditures to influence a legislative body (direct lobbying)  Total lobbying expenditures (add lines 1a and 1b)  Other exempt purpose expenditures  Total obtaining purpose expenditures (add lines 1c and 1d)  Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  If the amount on line 1e, column (a) or (b) is:  If the amount on line 1e, column (a) or (b) is:  Not over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000,000 but not over \$1,500,000  S1,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,500,000  S1,000 but not over \$1,500,000  S1,000 but not over \$1,500,000  Over \$1,0	١	Check		an affiliated group (and	lıst ın Part IV ea	ch affiliated gr	oup member's nam	e, address, EIN,
Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)  Total lobbying expenditures to influence public opinion (grass roots lobbying)  Total lobbying expenditures (add lines 1 aand 1b)  Other exempt purpose expenditures (add lines 1 aand 1b)  Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line Le, column (a) or (b) is:  If the amount on line Le, column (a) or (b) is:  Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S10,000,000  Over \$1,000,000 but not over \$1,000,000  S10,000,000  Fig. Soon over \$1,000,000  Fig. Soon ov			expenses, and share of excess lob	bying expenditures)		_	•	
Total lobbying expenditures to influence public opinion (grass roots lobbying)  b Total lobbying expenditures to influence a legislative body (direct lobbying)  c Total lobbying expenditures (add lines 1a and 1b)  d Other exempt purpose expenditures  e Total exempt purpose expenditures  f Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S175,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S175,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S175,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S175,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S175,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$	3	Check	ıf the filing organization checked bo	ox A and "limited contro	ol" provisions app	ly	1	1
(The term "expenditures" means amounts paid or incurred.)  Ital Total lobbying expenditures to influence public opinion (grass roots lobbying)  b Total lobbying expenditures (add lines 1a and 1b)  d Other exempt purpose expenditures  e Total exempt purpose expenditures (add lines 1c and 1d)  f Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  The lobbying nontaxable amount is:  Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1225,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S1200,000 plus 10% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but			Limits on Lobbying	Expenditures			(a) Filing	(b) Affiliated
Total lobbying expenditures to influence public opinion (grass roots lobbying)  b Total lobbying expenditures (add lines 1a and 1b)  d Other exempt purpose expenditures  Total exempt purpose expenditures (add lines 1c and 1d)  f Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  The lobbying nontaxable amount is: Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S175,000 plus 15% of the excess over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  S100,000 plus 15% of the excess over \$1,000,000  Over \$1,000,000  Over \$1,000,000  Over \$1,000,000  The lobbying nontaxable amount is:  Not over \$500,000  Over \$1,000,000  Over \$1,000,00					l.)		Organization's Totals	Group Totals
b Total lobbying expenditures to influence a legislative body (direct lobbying)  c Total lobbying expenditures (add lines 1a and 1b)  d Other exempt purpose expenditures  e Total exempt purpose expenditures (add lines 1c and 1d)  f Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is: Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,7000,000  Over \$1,000,000 but not over \$1,7000,000  S225,000 plus 15% of the excess over \$1,000,000  Over \$1,7000,000  Over \$1,7000,000  F17,000,000  S225,000 plus 5% of the excess over \$1,500,000  Over \$1,7000,000  F17,000,000  F17,000		<b>-</b>			1 \		100013	1 ocars
c Total lobbying expenditures (add lines 1a and 1b)  d Other exempt purpose expenditures  e Total exempt purpose expenditures (add lines 1c and 1d)  f Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  If the amount on line 1e, column (a) or (b) is:  Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  In the excess over \$1,000,000  F1,000,000  F1,000,0								
d O ther exempt purpose expenditures  Total exempt purpose expenditures (add lines 1c and 1d)  Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  The lobbying nontaxable amount is:  Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,500,000  Over \$1,500,000 but not over \$1,500,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000					ying)			
Total exempt purpose expenditures (add lines 1c and 1d)    Lobbying nontaxable amount Enter the amount from the following table in both columns   If the amount on line 1e, column (a) or (b) is:			,	b)				
f Lobbying nontaxable amount Enter the amount from the following table in both columns  If the amount on line 1e, column (a) or (b) is:  Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,500,000  Over \$1,500,000 but not over \$1,500,000  Over \$17,000,000 but not over \$1,7000,000  Over \$17,000,000 but not over \$17,000,000  S225,000 plus 10% of the excess over \$1,000,000  Over \$17,000,000  Over \$17,000,000  Over \$17,000,000  S225,000 plus 5% of the excess over \$1,000,000  Over \$17,000,000  Over \$17,000,000  S1,000,000  S1,000,0	d	Otherexe	empt purpose expenditures					
Columns  If the amount on line 1e, column (a) or (b) is: Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$500,000 but not over \$1,500,000  Over \$1,500,000 but not over \$1,500,000  Over \$1,500,000 but not over \$1,7000,000  Over \$1,500,000 but not over \$1,7000,000  Over \$1,500,000 but not over \$1,500,000  Over \$1,000,000  Over \$1,000,000  Over	e	Total exe	mpt purpose expenditures (add lines 1	.c and 1d)				
Not over \$500,000  Over \$500,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,000,000  Over \$1,000,000 but not over \$1,500,000  Over \$1,500,000 but not over \$1,7000,000  Over \$1,500,000 but not over \$1,7000,000  Over \$1,500,000 but not over \$1,000,000  Over \$1,500,000 but not over \$1,000,000  S225,000 plus 5% of the excess over \$1,500,000  Over \$17,000,000  S1,000,000  Grassroots nontaxable amount (enter 25% of line 1f)  Subtract line 1g from line 1a If zero or less, enter -0-  Subtract line 1f from line 1c If zero or less, enter -0-  If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h)  (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008  (b) 2009  (c) 2010  (d) 20  Lobbying celling amount	f		nontaxable amount Enter the amount	from the following table	in both			
Over \$500,000 but not over \$1,000,000 \$100,000 plus 15% of the excess over \$500,000 Over \$1,000,000 but not over \$1,000,000 \$175,000 plus 10% of the excess over \$1,000,000 Over \$1,500,000 but not over \$17,000,000 \$225,000 plus 5% of the excess over \$1,500,000 Over \$17,000,000 \$1,000,00		If the an	ount on line 1e, column (a) or (b) is:	The lobbying nontax	able amount is:			
Over \$1,000,000 but not over \$1,500,000  Over \$1,500,000 but not over \$1,500,000  Over \$1,500,000 but not over \$1,500,000  Section 500 plus 10% of the excess over \$1,000,000  Over \$1,500,000 but not over \$1,500,000  Section 500 plus 5% of the excess over \$1,500,000  Over \$17,000,000  Section 500 plus 5% of the excess over \$1,500,000  Over \$17,000,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 500 plus 5% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 5% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 5% of the excess over \$1,500,000  Section 10 plus 5% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 5% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 5% of the excess over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 10 plus 10% of the excess over \$1,500,000  Over \$1,500,000  Section 10 plus 11 plus 10 plus 11 plus 11 plus 11 plus 11 plus		Not over \$5	500,000	20% of the amount on lii	ne 1e			
Over \$1,500,000 but not over \$17,000,000 \$225,000 plus 5% of the excess over \$1,500,000 Over \$17,000,000 \$1,00		Over \$500,	000 but not over \$1,000,000	\$100,000 plus 15% of the	e excess over \$500,0	000		
g Grassroots nontaxable amount (enter 25% of line 1f) h Subtract line 1g from line 1a If zero or less, enter -0- i Subtract line 1f from line 1c If zero or less, enter -0- j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 20  Lobbying celling amount		Over \$1,00	0,000 but not over \$1,500,000	\$175,000 plus 10% of the	e excess over \$1,000	,000		
g Grassroots nontaxable amount (enter 25% of line 1f) h Subtract line 1g from line 1a If zero or less, enter -0- i Subtract line 1ffrom line 1c If zero or less, enter -0- j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 20  Lobbying non-taxable amount		Over \$1,50	0,000 but not over \$17,000,000	\$225,000 plus 5% of the	excess over \$1,500,	000		
h Subtract line 1g from line 1a If zero or less, enter -0- i Subtract line 1f from line 1c If zero or less, enter -0- j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 20 2a Lobbying ceiling amount		Over \$17,0	00,000	\$1,000,000				
h Subtract line 1g from line 1a If zero or less, enter -0- i Subtract line 1f from line 1c If zero or less, enter -0- j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 20 2a Lobbying ceiling amount								
i Subtract line 1f from line 1c If zero or less, enter -0-  j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008  (b) 2009  (c) 2010  (d) 20  Lobbying non-taxable amount		Grassroo	ts nontaxable amount (enter 25% of li	ne 1f)				
i Subtract line 1f from line 1c If zero or less, enter -0-  j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?  4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008  (b) 2009  (c) 2010  (d) 20  Lobbying non-taxable amount	h	Subtract	line 1a from line 1a If zero or less. en	ter -0 -				
Jection 4911 tax for this year?  4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008  (b) 2009  (c) 2010  (d) 20  Lobbying ceiling amount								
4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete al columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 20  Lobbying non-taxable amount					organization file	Form 4720 re	portina	
(Some organizations that made a section 501(h) election do not have to complete al columns below. See the instructions for lines 2a through 2f on page 4.)  Lobbying Expenditures During 4-Year Averaging Period  Calendar year (or fiscal year beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 20  Lobbying non-taxable amount							F - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	┌ Yes ┌ No
Calendar year (or fiscal year beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 2009  Lobbying non-taxable amount		(Sor	ne organizations that made a	section 501(h) el	ection do not	have to co		ne five
beginning in)  (a) 2008 (b) 2009 (c) 2010 (d) 20  2a Lobbying non-taxable amount  b Lobbying ceiling amount			Lobbying Exp	enditures During	4-Year Avera	ging Period	d	
<b>b</b> Lobbying ceiling amount				(a) 2008	<b>(b)</b> 2009	(c) 2010	(d) 2011	<b>(e)</b> Total
	2a	Lobbyin	g non-taxable amount					
	b							
c Total lobbying expenditures	c	Total loi	obying expenditures					
d Grassroots non-taxable amount	d	Grassro	ots non-taxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))	e							

Part II-B	Complete if the organi	ation is exempt under section 501(c)(3) and has NOT filed Form 5768	,
	(election under section	501(h)).	

		(a)		(b)	
		Yes	No	Amount	
1	During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of				
а	Volunteers?		Νo		
b	Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	Yes			
C	Media advertisements?		No		
d	Mailings to members, legislators, or the public?		No		
е	Publications, or published or broadcast statements?		No		
f	Grants to other organizations for lobbying purposes?		No		
g	Direct contact with legislators, their staffs, government officials, or a legislative body?	Yes		49,858	
h	Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?		No		
i	O ther activities? If "Yes," describe in Part IV		No		
j	Total lines 1c through 1i			49,858	
2a	Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		No		
Ь	If "Yes," enter the amount of any tax incurred under section 4912				
C	If "Yes," enter the amount of any tax incurred by organization managers under section 4912		F		
d	If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?				

## Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

			Yes	No
1	Were substantially all (90% or more) dues received nondeductible by members?	1		
2	Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2		
3	Did the organization agree to carryover lobbying and political expenditures from the prior year?	3		

# Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes". 1 Dues, assessments and similar amounts from members

	,		
2	Section 162(e) non-deductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
а	Current year	2a	
b	Carryover from last year	2b	
c	Total	2c	
3	Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4	If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5	Taxable amount of lobbying and political expenditures (see instructions)	5	

#### Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1i Also, complete this part for any additional information

Identifier	Return Reference	Explanation
LOBBYING ACTIVITY DESCRIPTION		GOODWILL INDUSTRIES OF SOUTHEASTERN WISCONSIN INC ("GOODWILL") INCURRED EXPENSES, BOTH INTERNAL AND EXTERNAL PROFESSIONAL FEES, WHILE PROVIDING GOVERNMENT OFFICIALS WITH TOURS OF ITS FACILITES AND OPERATIONS NO PORTION OF EXPENSE REPRESENTS A REIMBURSEMENT OF EXPENSES TO AN OFFICIAL

efile GRAPHIC print - DO NOT PROCESS | As Filed Data -

DLN: 93493213000252

OMB No 1545-0047

**Inspection** 

#### 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, line 6, 7, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b ► Attach to Form 990. ► See separate instructions.

Name of the organization Employer identification number GOODWILL INDUSTRIES OF SOUTHEASTERN WISCONSIN INC 39-0808491 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 Total number at end of year 2 Aggregate contributions to (during year) 3 Aggregate grants from (during year) Aggregate value at end of year 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? Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose Yes conferring impermissible private benefit Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7. Purpose(s) of conservation easements held by the organization (check all that apply) Preservation of land for public use (e.g., recreation or pleasure) Preservation of an historically importantly land area Preservation of a certified historic structure Protection of natural habitat Preservation of open space Complete lines 2a-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 Year Total number of conservation easements 2a Total acreage restricted by conservation easements 2b Number of conservation easements on a certified historic structure included in (a) 2c Number of conservation easements included in (c) acquired after 8/17/06 2d Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year ▶\_ Number of states where property subject to conservation easement is located -Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Staff and volunteer hours devoted to monitoring, inspecting and enforcing conservation easements during the year -Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(ı) and 170(h)(4)(B)(ıı)? In Part XIV, 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 Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Part III Complete if the organization answered "Yes" to Form 990, Part IV, line 8. If the organization elected, as permitted under SFAS 116, 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 XIV, the text of the footnote to its financial statements that describes these items If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art.

If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the

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

following amounts required to be reported under SFAS 116 relating to these items

Revenues included in Form 990, Part VIII, line 1

Assets included in Form 990, Part X

Cat No 52283D

For Privacy Act and Paperwork Reduction Act Notice, see the Intructions for Form 990

Schedule D (Form 990) 2011

كخسم	<b>III</b> Organizations Maintaining Co	llections of Art	<u>:, His</u>	tori	<u>cal Tr</u>	eası	ires, or O	<u>the</u>	<u>r Similar Ass</u>	ets (co	ontinued)
	Jsing the organization's accession and othe tems (check all that apply)	r records, check an	y of th	ne foll	owing t	hat aı	re a significa	nt u	se of its collection	n	
аГ	Public exhibition		d	Γ	Loan	orexc	hange progr	ams			
ьΓ	Scholarly research		e	Γ	Other						
сΓ	Preservation for future generations										
	Provide a description of the organization's co Part XIV	ollections and expla	ıın hov	w the	/ furthe	rthe	organızatıon	's ex	empt purpose in		
	During the year, did the organization solicit of assets to be sold to raise funds rather than t									Yes	┌ No
Part	IV Escrow and Custodial Arrang Part IV, line 9, or reported an an						n answered	Y" b	es" to Form 99	0,	
	s the organization an agent, trustee, custod ncluded on Form 990, Part X?	ian or other interme	ediary	forc	ontribu	tions	or other ass	ets ı		Yes	┌ No
<b>b</b> I	If "Yes," explain the arrangement in Part XIV	/ and complete the	follow	ving ta	able		Г		Amo	unt	
C i	Reginning halance						-	1c	Allio	unc	
_	Beginning balance Additions during the year						-	1d			
,	Distributions during the year						-	1e			
_	Ending balance						-	16 1f			
	Did the organization include an amount on Fo	orm 990 Part V lin	م 212	ı			_			Yes	□ No
	If "Yes," explain the arrangement in Part XIV	•	6 21.						,	163	, 140
b I Part			n and	:WOr	d "Vo	s" to	Form 990	Dar	t IV line 10		
rare	Endowment I unus: complete	(a)Current Year		)Prior \			vo Years Back			<b>e)</b> Four Y	ears Back
<b>1a</b> E	Beginning of year balance		<u> </u>	-					,		
<b>b</b> (	Contributions										
c I	Investment earnings or losses										
d (	Grants or scholarships										
	Other expenditures for facilities and programs										
f A	Administrative expenses										
g E	End of year balance										
<b>2</b> P	Provide the estimated percentage of the yea	r end balance held	as		,				•		
a E	Board designated or quasi-endowment 🕨										
<b>b</b> P	Permanent endowment 🕨										
ст	Term endowment ▶										
	Are there endowment funds not in the posse: organization by	ssion of the organiz	atıon	that a	re held	d and a	admınıstered	for	the	Yes	No
(	(i) unrelated organizations					•			3a(i)		
-	(ii) related organizations								3a(ii)	)	<u> </u>
	If "Yes" to 3a(II), are the related organizatio	•						•	3b		<u> </u>
	Describe in Part XIV the intended uses of th										
Part	VI Land, Buildings, and Equipme	ent. See Form 99	7U, Pa	T					I		
	Description of property				Cost or o		( <b>b)</b> Cost or ot basis (othei		(c) Accumulated depreciation	( <b>d)</b> Bo	ok value
<b>1a</b> La	and						24,871,	.805		2	24,871,805
	and						24,871, 89,072,		34,958,854		
<b>b</b> Bu			•						34,958,854		
<b>b</b> Bu	uildings							730	34,958,854 10,597,819		24,871,805 54,113,876 4,241,264
<ul><li>b Bu</li><li>c Le</li><li>d Eq</li><li>e Ot</li></ul>	uildings						89,072,	,730		5	54,113,876

Part VIII Investments—Other Securities. See	Form 990, Part X, line 12		
(a) Description of security or category	(b)Book value		od of valuation
(including name of security)	+	Cost or end-o	f-year market value
(1)Financial derivatives			
(2)Closely-held equity interests			
Other			
	_		
	+		
Total. (Column (b) should equal Form 990, Part X, col (B) line 12)			
Part VIII Investments—Program Related. Se	e Form 990, Part X, line		
(a) Description of investment type	(b) Book value		od of valuation
	(2, 20011 14.40	Cost or end-o	f-year market value
	_		
	+		
Total. (Column (b) should equal Form 990, Part X, col (B) line 13 )	<b>-</b>		
Part IX Other Assets. See Form 990, Part X, III		<u> </u>	
(a) Descri			(b) Book value
	peron		
(1) BOND ISSUE COSTS			554,194
(2) INVESTMENT IN SUBSIDIARY			5,242,954
(3) OTHER LONG TERM ASSETS			2,540,955
Total. (Column (b) should equal Form 990, Part X, col.(B) line 3	15.)		8,338,103
			3,330,103
Part X Other Liabilities. See Form 990, Part >			
1 (a) Description of Liability	(b) A mount		
Federal Income Taxes	0		
OBLIG UNDER CAPITAL LEASES	165,627		
TRUST FUND ACCRUAL	2,250,736		
OTHER LIABILITIES	2,413,800		
Total. (Column (b) should equal Form 990, Part X, col (B) line 25 ) ▶	4,830,163		

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	99,729,041
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	95,106,521
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	4,622,520
4	Net unrealized gains (losses) on investments	4	-76,291
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	1,049,213
9	Total adjustments (net) Add lines 4 - 8	9	972,922
10	Excess or (deficit) for the year per financial statements. Combine lines 3 and 9	10	5,595,442
	t XII Reconciliation of Revenue per Audited Financial Statements With Revenue p		
1	Total revenue, gains, and other support per audited financial statements	1	132,789,453
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
а	Net unrealized gains on investments		
b	Donated services and use of facilities		
c	Recoveries of prior year grants		
d	Other (Describe in Part XIV)		
e	Add lines <b>2a</b> through <b>2d</b>	2e	33,786,802
3	Subtract line <b>2e</b> from line <b>1</b>	3	99,002,651
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
а	Investment expenses not included on Form 990, Part VIII, line 7b . 4a		
b	Other (Describe in Part XIV)		
C	Add lines <b>4a</b> and <b>4b</b>	<b>4</b> c	726,390
5	Total Revenue Add lines <b>3</b> and <b>4c.</b> (This should equal Form 990, Part I, line 12)	5	99,729,041
	Reconciliation of Expenses per Audited Financial Statements With Expenses	per	
1	Total expenses and losses per audited financial statements	1	127,194,011
2	Amounts included on line 1 but not on Form 990, Part IX, line 25	_	
а	Donated services and use of facilities		
b	Prior year adjustments	1	
c	Other losses	1	
d	Other (Describe in Part XIV) 2d 33,472,487	1	
e	Add lines <b>2a</b> through <b>2d</b>	2e	33,484,383
3	Subtract line <b>2e</b> from line <b>1</b>	3	93,709,628
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
а	Investment expenses not included on Form 990, Part VIII, line 7b 4a		
b	Other (Describe in Part XIV)		
c	Add lines <b>4a</b> and <b>4b</b>	4c	1,396,893
5	Total expenses Add lines <b>3</b> and <b>4c.</b> (This should equal Form 990, Part I, line 18)	5	95,106,521
Da.	t XIV Supplemental Information		

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

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, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b Also complete this part to provide any

Identifier	Return Reference	Explanation
Reconciliation of Revenue	Schedule D Part XII	Line 2(d) - Rental Expenses 394,533 fundraising event expenses 161,119 Cost of goods sold 31,869,297 Eliminated staffing and placement 1,426,248 Total 33,851,197 =========== Line 4(b) - Intercompany Interest 116,184 Intercompany Admin Services 610,206
Reconciliation of Expenses	Schedule D Part XIII	Line 2(d) - Intercompany Staffing Expense 1,047,535 Rental Expense 394,533 Cost of Goods Sold 31,869,297 Special Event Expense 161,119 Rounding 3 Total 33,472,487 ========== Line 4(B) - Payment to affiliate 1,153,239 Miscellaneous eliminations 243,652 Rounding 2 1,396,893 =========
LIABILITY FOR ACCOUNTING UNCERTAINTY IN INCOME TA		The Financial Accounting Standards Board issued guidance related to the uncertainty of income tax positions, which clarifies the accounting for uncertainty in income taxes recognized in an organization's financial statements and requires additional disclosure Management determined that the guidance does not have a significant impact on the consolidated financial statements of Goodwill for the years ended December 31, 2011 and 2010 Goodwill files information returns in the U S Federal and the state of Wisconsin and Illinois jurisdictions Tax years open under the Federal statute of limitations include 2008 through 2011 Tax years open under state of Wisconsin and state of Illinois statutes include 2007 through 2011 Goodwill classifies interest and penalties on underpayment of income taxes in the consolidated statement of activities as income tax expense There were no interest or penalties incurred or recorded for the years ended December 31, 2011 and 2010
Reconciliation of Net Assets	Schedule D, Part XI	Line 8 Payment to affiliate 1,153,239 Intercompany Interest (116,184) Intercompany admin services (610,206) Net Intercompany staffing expense 378,712 Miscellaneous Eliminations 243,652 Total 1,049,213

efile GRAPHIC print - DO NOT PROCESS

As Filed Data -

DLN: 93493213000252

OMB No 1545-0047

2011

Open to Public Inspection

SCHEDULE G
(Form 990 or 990-EZ)
Supplemental Information Regarding
Fundraising or Gaming Activities

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19,
Department of the Treasury

or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

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

Name of the organization GOODWILL INDUSTRIES OF SOUTHEASTERN WISCONSIN INC Employer identification number
39-0808491

Pa	art I Fundraising Ac	tivities. Complete	e if the or	ganızat	tion a	inswered "Yes"	to Form 990, Part IV	, line 17.
1 b c d	Indicate whether the organ  Mail solicitations  Internet and e-mail so  Phone solicitations  In-person solicitations  Did the organization have or key employees listed in If "Yes," list the ten highes to be compensated at leas	olicitations s a written or oral agre i Form 990, Part VII st paid individuals or	ement with ) or entity entities (f	e f g n any Ind In conne undraise	IVIDUA ction rs) pu	Solicitation of nor Solicitation of government of government of government of government of government of a greem solicity of solicity of the solicity of solicity of solicity of solicity of the solicity of	n-government grants vernment grants ng events rs, directors, trustees fundraising services? ents under which the fur	
	(i) Name and address of Individual or entity (fundraiser)	(ii) Activity	(iii) I fundraise custor contribu	erhave dy or ol of	• •	Gross receipts from activity	(v) A mount paid to (or retained by) fundraiser listed in col (i)	(vi) A mount paid to (or retained by) organization
Гоt : 3	al	organization is regis	tered or li	<b>▶</b> censed t	o solı	cıt funds or has be	een notified it is exempt	from registration or

Schedule G (Form 990 or 990-EZ) 2011

			(a) Event #1	<b>(b)</b> Event #2	(c) O ther Events	(d) Total Events (Add col (a) through
			retro event (event type)	(event type)	(total number)	col <b>(c)</b> )
⊉   :	1	Gross receipts	235,275			235,275
	2	Less Charitable contributions	74,156			74,156
	3	Gross income (line 1 minus line 2)	161,119			161,119
.	4	Cash prizes				
,   ,	5	Non-cash prizes				
	6	Rent/facility costs				
<u>.</u>   :	7	Food and beverages				
.	8	Entertainment				
, ا ت	9	Other direct expenses .	161,119			161,119
1	.0	Direct expense summary Add lir	nes 4 through 9 in column	(d)		(161,119
	.1	Net income summary Combine I				
art	Ш	<b>Gaming.</b> Complete if the o \$15,000 on Form 990-EZ, li		"Yes" to Form 990, Pa	rt IV, line 19, or rep	orted more than
2			(a) Bingo	(b) Pull tabs/Instant	(c) Other gaming	(d) Total gaming
				bingo/progressive bingo		(Add col (a) through col (c))
	<b>1</b> (	Gross revenue		bingo/progressive bingo		(Add col (a) through
		Gross revenue		bingo/progressive bingo		(Add col (a) through
	2			bingo/progressive bingo		(Add col (a) through
	2 C	Cash prizes		bingo/progressive bingo		(Add col (a) through
) )	2 C 3 N 4 F	Cash prizes		bingo/progressive bingo		(Add col (a) through
1000	2 (3 N 4 F 5 (	Cash prizes  Non-cash prizes  Rent/facility costs	Г Yes	F Yes		(Add col (a) through
2000	2 (3 N 4 F 5 (6 \	Cash prizes  Non-cash prizes  Rent/facility costs  Other direct expenses	Г Yes	∀es     No	Г No	(Add col (a) through
	2 C 3 N 4 F 5 C 6 \	Cash prizes  Non-cash prizes  Rent/facility costs  Other direct expenses  Volunteer labor  Direct expense summary Add line		Г Yes Г No	□ No ▶	(Add col (a) through col (c))
	2 C C C C C C C C C C C C C C C C C C C	Cash prizes	Yes		厂 No	(Add col (a) through col (c))
1	2 C C C C C C C C C C C C C C C C C C C	Cash prizes	Yes		□ No	(Add col (a) through col (c))
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2 C 3 N 4 F 5 C 6 \ 7	Cash prizes	Yes	T Yes  No  d)	□ No ▶	(Add col (a) through col (c))
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 C 3 N 4 F 5 C 6 \ 7	Cash prizes	Yes			(Add col (a) through col (c))

Sche	dule G (Form 990 or 990-EZ) 20	11			Page <b>3</b>
11	Does the organization operate ga	aming activities with nonmembers? .		Г <sub>Yes</sub> Г	- No
12	Is the organization a grantor, be	neficiary or trustee of a trust or a mem	per of a partnership or other entity		
	formed to administer charitable (	gamıng?		· · · · F Yes F	- No
13	Indicate the percentage of gamii	ag activity operated in		1 1	
a				13a	
b					
14		f the person who prepares the organiza		<u> </u>	
	Name ►				
	Address ►				
	revenue?	ntract with a third party from whom the			- No
		ed by the third party 🟲 \$			
С	If "Yes," enter name and address	S			
	Name 🟲				
	Address ►				
16	Gaming manager information				
	Name 🟲				
	Gaming manager compensation I	<b>\$</b> \$			
	Description of services provided	<b>&gt;</b>			
17 a		Employee er state law to make charitable distribu		· · ·	- No
b	Enter the amount of distributions	required under state law distributed to	o other exempt organizations or sp		<del>-</del>
_		activities during the tax year > \$		hadala C /	
Par	t IV Complete this part to property instructions.)	provide additional information for	responses to quuestion on Sc	nedule G (see	
	Identifier	ReturnReference	Explana	tion	
		•	•		

efile GRAPHIC print - DO NOT PROCESS | As Filed Data -

Schedule I (Form 990)

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

OMB No 1545-0047

2011

DLN: 93493213000252

pen to Public

Department of the Treasury Internal Revenue Service Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22. ► Attach to Form 990

Inspection

**Employer identification number** Name of the organization GOODWILL INDUSTRIES OF SOUTHEASTERN 39-0808491 WISCONSIN INC Part I General Information on Grants and Assistance Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States 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. Check this box if no one recipient received more than \$5,000. Use (a) Name and address of (c) IRC Code section **(b)** EIN (d) A mount of cash (e) A mount of non-(f) Method of (a) Description of (h) Purpose of grant organization ıf applıcable grant cash valuation non-cash assistance or assistance or government (book, FMV, assistance appraisal, other) (1) GOODWILL 36-4455490 501(C)(3) 1,153,239 Grant - see form 990, INDUSTRIES OF part III, line 4b METROPOLITAN CHICAGO INC5300 NORTH 118TH COURT MILWAUKEE, WI 53225 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table . . . . . . . . . . . . 

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. Use Schedule I-1 (Form 990) if additional space is needed.

(a)Type of grant or assistance	(b)Number of recipients	(c)A mount of cash grant	(d)A mount of non-cash assistance	(e)Method of valuation (book, FMV, appraisal, other)	, <b>(f)</b> Description of non-cash assistance
(1) MERCHANDISE VOUCHERS	7844		221,635	FM∨	merchandise voucher
(2) CLOTHING FOR JOB INTERVIEWS	80		3,290	FM∨	Clothing
(3) TRANSPORTATION FOR JOB INTERVIEWS	418		62,095	FM∨	transportation
(4) JOB SEEKING MATERIALS AND EQUIPMENT	66		5,349	FM∨	mıscellaneous
(5) MEALS	42		11,669	FM∨	meals
(6) STIPENDS FOR PROGRAM ACHIEVEMENTS	152	84,487			

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

Identifier	Return Reference	Explanation
Monitoring Procedures	1 '	Goodwill provides assistance to individuals and families experiencing hardship either directly or through other social service agencies. Goodwill and agency representatives distribute merchandise vouchers that may be redeemed for clothing and household items from Goodwill stores.

Schedule I (Form 990) 2011

efile GRAPHIC print - DO NOT PROCESS As Filed Data -

DLN: 93493213000252

OMB No 1545-0047

#### Schedule J (Form 990)

Department of the Treasury Internal Revenue Service

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

**Compensation Information** 

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

Open to Public Inspection

Name of the organization GOODWILL INDUSTRIES OF SOUTHEASTERN **Employer identification number** 

WISCONSIN INC 39-0808491 Questions Regarding Compensation Yes Νo 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 First-class or charter travel Housing allowance or residence for personal use Travel for companions Payments for business use of personal residence Tax idemnification and gross-up payments Health or social club dues or initiation fees Discretionary spending account Personal services (e g, maid, chauffeur, chef) If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement orprovision of all the expenses described above? If "No." complete Part III to explain Yes 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 Yes Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director Check all that apply Compensation committee Written employment contract  $\overline{\mathbf{v}}$ Compensation survey or study Independent compensation consultant Form 990 of other organizations Approval by the board or compensation committee 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 Receive a severance payment or change-of-control payment? **4**a Νo 4b Participate in, or receive payment from, a supplemental nonqualified retirement plan? Yes Participate in, or receive payment from, an equity-based compensation arrangement? 4c Νo If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III Only 501(c)(3) and 501(c)(4) organizations only must complete lines 5-9. 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 The organization? Yes Any related organization? Yes If "Yes," to line 5a or 5b, describe in Part III 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 The organization? Yes Yes Any related organization? 6b If "Yes," to line 6a or 6b, describe in Part III 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 Νo Were any amounts reported in Form 990, Part VII, paid or accured pursuant to a contract that was subject to the initial contract exception described in Regs section 53 4958-4(a)(3)? If "Yes," describe in Part III 8 Νo

section 53 4958-6(c)?

If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations

#### Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use Schedule J-1 if additional space 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, columns (D) and (E) for that individual

(A) Name		<b>(B)</b> Breakdown of	W-2 and/or 1099-MI	SC compensation	(C) Retirement and	<b>(D)</b> Nontaxable benefits	(E) Total of columns (B)(ı)-(D)	<b>(F)</b> Compensation	
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	other deferred compensation			reported in prior Form 990 or Form 990-EZ	
(1) Jacquelin Engen Hallberg	(I) (II)	211,998 0	47,143 0	2,203 0	16,531 0	14,135 0	292,010 0		
(2) John L Miller	(I) (II)	356,752 0	75,025 0	35,279 0	-98,818 0	14,122 0	382,360 0		
(3) Charles J Stadler	(I) (II)	192,332 0	45,325 0	12,261 0	15,751 0	14,135 0	279,804 0		
(4) Vickie L Volpano	(I) (II)	235,406 0	52,954 0	3,692 0	18,410 0	14,141 0	324,603 0		
(5) Dorothy Wilson	(I) (II)	181,802 0	33,993 0	828 0	13,780 0	6,593 0	236,996 0		
(6) Patrıcıa A Boelter Mundt	(ı) (ıı)	155,481	35,788	1,712	11,990	1,644	206,615		
(7) V James Andreoni	(I) (II)	137,466 0	35,311 0	18,235 0	11,751 0	6,524 0	209,287 0		
(8) Dwight Ferguson	(I) (II)	144,056 0	33,165 0	1,404 0	10,788 0	1,586 0	190,999 0		
(9) Joan Farrell	(I) (II)	156,643 0	36,742 0	1,100 0	12,211 0	14,372 0	221,068 0		

#### Part III Supplemental Information

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

Identifier	Return Reference	Explanation
Leadership Incentive Plan	-b and 6a - b	Goodwill Industries of Southeastern Wisconsin, Inc , and Affiliates ("Goodwill") provides an incentive plan for certain management personnel, excluding the President The purpose of Goodwill's Leadership Incentive Plan ("Plan") is to motivate executives to achieve mission-related objectives and to produce measurable financial results, which will enhance Goodwill's long-term value to the communities served and will promote the financial security and stability of the organization. The Plan includes financial performance goals based on revenue and net income. The Plan is administered by Goodwill's President with review and approval by the Human Resources Committee of the Board of Directors.
Health and Social Club Dues	Part I, Line 1A	The Health and Social Club dues referenced in Part I, Line 1A are used for business purposes. Any personal use expenses are reimbursed to Goodwill
Supplemental Non-Qualified retirement Plan	Part I, Line 4b	John L Miller participates in a deferred compensation plan that provides for incentive payments Participation in this plan is only available to mr miller In 2011, plan contributions were \$0 and plan earnings were \$(117,668)

Schedule J (Form 990) 2011

Schedule K (Form 990)

**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 Schedule O (Form 990). ► Attach to Form 990. ► See separate instructions.

OMB No 1545-0047

DLN: 93493213000252

Open to Public **Inspection** 

Internal Revenue Service Name of the organization

Department of the Treasury

GOODWILL INDUSTRIES OF SOUTHEASTERN WISCONSIN INC

Employer identification number

39-0808491

WIS	SCONSIN INC										, ,,,,	0 7 7 1			
Р	art I Bond Issues									_					
	(a) Issuer Name	(b) Issuer EIN	<b>(c)</b> CUSIP #	(d) Date Issued	(e) Issue Price (f) Description of Purpose		<b>(g)</b> De	feased	Beh	On alf of suer		Pool ancing			
										Yes	No	Yes	No	Yes	No
A	WISCONSIN HEALTH AND EDUCATIONAL FACILITIES	39-1337855	97710VYV4	12-06-2005	10,00	0,000		AND AND BUILDING XPANSION			X		X		x
В	WISCONSIN HEALTH AND EDUCATIONAL FACILITIES	39-1337855	97710BHG0	06-04-2009	15,00	0,000		O AND BUILI ANSION	DING		Х		Х		x
Pa	rt III Proceeds				_										
						A			3		С			D	
1	A mount of bonds retired					10,000	0,000		15,000,000						
_2		A mount of bonds defeased					0		0						
3	Total proceeds of issue						0		0						
4	Gross proceeds in reserve fun						0		0						
5	Capitalized interest from proce	eeds					0		0						
6	Proceeds in refunding escrow					0 0									
7	Issuance costs from proceeds	3			183,605 200,000										
8	Credit enhancement from proc	eeds			0 0										
9	Working capital expenditures f	from proceeds			0 0										
10	Capital expenditures from prod	ceeds			9,816,395 14,800,000										
11	O ther spent proceeds						0		0						
12	O ther unspent proceeds						0		0						
13	Year of substantial completion	1			20	06		20	10						
					Yes	N	0	Yes	No	Yes		No	Yes	s	No
14	Were the bonds issued as part	of a current refund	ing issue?			X	(		Х						
15	Were the bonds issued as part	of an advance refu	ndıng ıssue?			X	$\sim$		Х						
16	Has the final allocation of proc	eeds been made?			Х			Х							
17	Does the organization maintain allocation of proceeds?	n adequate books a	nd records to supp	ort the final	Х			Х							
Pa	rt IIII Private Business U	lse													
						Α		E	-		C		D		
					Yes	l N	0	Yes	No	Yes		No	Yes	• I	No

property financed by tax-exempt bonds?

financed property?

Was the organization a partner in a partnership, or a member of an LLC, which owned

Are there any lease arrangements that may result in private business use of bond-

Χ

Χ

Χ

Part III	Private	<b>Business</b>	Use	(Continued	)

Par	Private Business Use (Continued)								
			A	<u> </u>	В		c		)
		Yes	No	Yes	No	Yes	No	Yes	No
3a	Are there any management or service contracts that may result in private business use?		х		х				
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?		х		х				
С	Are there any research agreements that may result in private business use of bond-financed property?		х		х				
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?		х		х				
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		0 %		0 %		•		
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	Has the organization adopted management practices and procedures to ensure the post-issuance compliance of its tax-exempt bond liabilities?	Х		Х					
В-	Aubitua a								

Part IV Arbitrage

			A		В		С		
		Yes	No	Yes	No	Yes	No	Yes	No
1	Has a Form 8038-T, Arbitrage Rebate, Yield Reduction and Penalty in Lieu of Arbitrage Rebate, been filed with respect to the bond issue?		X		X				
2	Is the bond issue a variable rate issue?	×		X					
3 <b>a</b>	Has the organization or the governmental issuer entered into a hedge with respect to the bond issue?	×		×					
ь	Name of provider	JP MORGAN (	CHASE	US BANK					
C	Term of hedge		10		9 9				
d	Was the hedge superintegrated?								
			X		X				
е	Was a hedge terminated?		Х		X				
4a	Were gross proceeds invested in a GIC?		Х		Х				
b	Name of provider	0		0					
С	Term of GIC								
d	Was the regulatory safe harbor for establishing the fair market value of the GIC satisfied?								
5	Were any gross proceeds invested beyond an available temporary period?		Х		Х				
6	Did the bond issue qualify for an exception to rebate?	х		Х					

#### Part V **Procedures To Undertake Corrective Action**

Check the box if the organization established written procedures to ensure that violations of federal tax requirements are timely identified and corrected through the voluntary 

#### Part VI **Supplemental Information**

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

**Identifier Return Reference Explanation**  efile GRAPHIC print - DO NOT PROCESS

As Filed Data -

DLN: 93493213000252

#### Schedule L

(Form 990 or 990-EZ)

**Transactions with Interested Persons** ► Complete if the organization answered "Yes" on Form 990, Part IV, lines 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V lines 38a or 40b.

OMB No 1545-0047

Open to Public **Inspection** 

Department of the Treasury

► Attach to Form 990 or Form 990-EZ. ► See separate instructions. Internal Revenue Service Name of the organization

**Employer identification number** GOODWILL INDUSTRIES OF SOUTHEASTERN WISCONSIN INC 39-0808491

1	(a) Name of disqu	ualıfıed	person		(b) Description of transaction						Со	(c) rrecte
						. ,						;
	er the amount of tax impose tion 4958								ear unde	r • \$		
	er the amount of tax, if any								🕨	• \$		
art II	Loans to and/or F	rom	Intere	sted Pers	sons.							
art II	Loans to and/or F Complete if the organiz					, Part IV, line 26	, or Fori	m 990-E			a	
		(b) L or fro			orm 990 Jinal	, Part IV, line 26	, or Fori (e) : defau	In	(f) Appro-	ved d or	( <b>g)</b> Writ	
	Complete if the organiz	(b) L or fro	nswered oan to m the	d "Yes" on Fo (c)Orig	orm 990 Jinal		(e)	In	(f) Appro	ved d or	(g)Writ	
	Complete if the organiz	(b) L or fro	nswered oan to om the zation?	d "Yes" on Fo (c)Orig	orm 990 Jinal		(e) i	In ilt?	(f) Appro- by boar commit	ved d or tee?	(g)Writ	ent?
	Complete if the organiz	(b) L or fro	nswered oan to om the zation?	d "Yes" on Fo (c)Orig	orm 990 Jinal		(e) i	In ilt?	(f) Appro- by boar commit	ved d or tee?	(g)Writ	ent?
	Complete if the organiz	(b) L or fro	nswered oan to om the zation?	d "Yes" on Fo (c)Orig	orm 990 Jinal		(e) i	In ilt?	(f) Appro- by boar commit	ved d or tee?	(g)Writ	ent?
	Complete if the organiz	(b) L or fro	nswered oan to om the zation?	d "Yes" on Fo (c)Orig	orm 990 Jinal		(e) i	In ilt?	(f) Appro- by boar commit	ved d or tee?	(g)Writ	ent?
a) Namo	Complete If the organize of Interested person and purpose	(b) L or fro	nswered oan to om the zation? From	(c)Orig principal a	orm 990 Jinal amount	(d)Balance due	(e) i	In ilt?	(f) Appro- by boar commit	ved d or tee?	(g)Writ	ent?
a) Namo	Complete if the organize of interested person and purpose	(b) L or fro organi To	oan to m the zation?  From	(c)Orig principal a	orm 990  Jinal  Amount	(d)Balance due	(e) defau Yes	In alt?	(f) Appro- by boar commit	ved d or tee?	(g)Writ	ent?
a) Namo	Complete If the organize of Interested person and purpose	(b) L or fro organi To	oan to m the zation?  From  enefitted answered	(c)Orig principal a ing Interevered "Yes"	inal amount  set	(d)Balance due Persons. rm 990, Part IV	(e) defau	No No 27.	(f) A pproby boar commit Yes	ved rd or tee? No	(g)Writ	ent?
a) Namo	Complete if the organize of interested person and purpose  Grants or Assistar Complete if the organize complete if the or	(b) L or fro organi To	oan to m the zation?  From  enefitted answered	(c)Orig principal a ing Interevered "Yes"	inal amount  set	(d)Balance due  Persons. rm 990, Part IV	(e) defau	No No 27.	(f) A pproby boar commit Yes	ved rd or tee? No	(g)Writ agreem Yes	ent?
a) Namo	Complete if the organize of interested person and purpose  Grants or Assistar Complete if the organize complete if the or	(b) L or fro organi To	oan to m the zation?  From  enefitted answered	(c)Orig principal a ing Interevered "Yes"	inal amount  set	(d)Balance due  Persons. rm 990, Part IV	(e) defau	No No 27.	(f) A pproby boar commit Yes	ved rd or tee? No	(g)Writ agreem Yes	ent?
otal .	Complete if the organize of interested person and purpose  Grants or Assistar Complete if the organize complete if the or	(b) L or fro organi To	oan to m the zation?  From  enefitted answered	(c)Orig principal a ing Interevered "Yes"	inal amount  set	(d)Balance due  Persons. rm 990, Part IV	(e) defau	No No 27.	(f) A pproby boar commit Yes	ved rd or tee? No	(g)Writ agreem Yes	ent?

#### Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

Complete ii the organizatio	ii aliswered tes oli	roffii 990, Part IV, III	ie zoa, zob, or zoc.		
(a) Name of interested person	(b) Relationship between interested person and the	(c) A mount of transaction	(d) Description of transaction	organiz	aring of zation's nues?
	organization			Yes	No
(1) WeEnergies	ENTITY W/ COMMON ODTKE	1,068,212	services provided we energies		No
(2) Elizabeth McNally	FAMILY OF DIRECTOR	143,451	entity paid wages to daughter		No
(3) US BANK	ENTITY W/ COMMON ODTKE	739,172	interest and fees us bank		No
(4) BRIGGS STRATTON	ENTITY W/ COMMON ODTKE	2,300,433	services to briggs & stratton		No

#### Part V Supplemental Information

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

Identifier	Return Reference	Explanation
BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS		THE ABOVE BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS ARE PROVIDED AT FAIR VALUE AND IN THE NORMAL COURSE OF BUSINESS

Schedule L (Form 990 or 990-EZ) 2011

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 to provide any additional information.

Attach to Form 990 or 990-EZ.

2011

Open to Public Inspection

Name of the organization GOODWILL INDUSTRIES OF SOUTHEASTERN WISCONSIN INC

**Employer identification number** 

39-0808491

ldentifier	Return Reference	Explanation
Specific Assistance to Individuals	PART IV, LINE 22	SPECIFIC ASSISTANCE TO INDIVIDUALS \$ 388,525 GOODWILL WORKS IN A JOINT EFFORT WITH SOCIAL SERVICE AGENCIES TO PROVIDE INDIVIDUALS AND FAMILIES IN NEED WITH CLOTHING, HOUSEHOLD ITEMS, TRANSPORTATION, MEALS AND JOB-SEEKING MATERIALS
Related Party Disclosure	Part VI, Line 2	Darryll Fortune and Marcia Rimai have a business relationship Michael Jones and Dennis McNally have a family relationship
Form 990 Review	Part VI, Line 11a	Members of the Audit and Compliance Committee of the Board of Directors reviewed the Format its June 18, 2012 Committee meeting In addition, Members of the Full Board were provided with an electronic copy of the Form on June 28, 2012, prior to filing of the Form 990
WRITTEN CONFLICT OF INTEREST POLICY	PART VI-B, LINE 12	Goodwill Industries of Southeastern Wisconsin, Inc. and Affiliates ("Goodwill") maintains a Conflict of Interest Policy ("Policy"). The purpose of the policy is to protect Goodwill's interests when contemplating entering into a transaction or arrangement that might benefit the private interest of an officer or director of Goodwill. The policy defines interests, duty to disclose, the process for providing disclosures and procedures for addressing conflicts or violations of conflicts.
COMPENSATION DETERMINATION	PART VI, LINE 15	AN INDEPENDENT FIRM WAS ENGAGED TO PREPARE AND BENCHMARK EXECUTIVE AND MANAGEMENT SALARY DATA THE HUMAN RESOURCES AND PENSION COMMITTEE OF THE BOARD OF DIRECTORS REVIEWED THE REPORT AND APPROVED COMPENSATION FOR TOP MANAGEMENT OFFICIALS
Public Availability	SECTION VI, LINE 19	Goodwill Industries of Southeastern Wisconsin, Inc. and Affiliates ("Goodwill") makes its governing documents, conflict of interest policy and financial statements available to the public upon request
OTHER CHANGES IN NET ASSETS OR FUND BALANCES	SCHEDULE XI, LINE 5	Payment to affiliate 1,153,239 Intercompany Interest (116,184) Intercompany admin services (610,206) Net Intercompany staffing expense 378,712 Miscellaneous Eliminations 243,652 Unrealized loss on investments (76,291) Total 972,922 =========
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAMEEdward P Carroll Jr TITLE Director HOURS 1
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAMEKaren G Duffy TITLE Director HOURS 1
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAME Vincent P Lyles TITLE FIRST VICE CHAIR HOURS 1
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAME Richard A Meeusen TITLE SECOND VICE CHAIR HOURS 1
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAMEBarbara Schrantz TITLE Director HOURS 1
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAME CARL E VANDER WILT TITLE DIRECTOR HOURS 1
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAMEJohn L Miller TITLE President & CEO HOURS 6
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAME Charles J Stadler TITLE Senior VP of Finance & CFO HOURS 6
HOURS DEVOTED FOR RELATED ORGANIZATION	FORM 990 PART VII	NAMEVickie L Volpano TITLE Senior Vice President & COO HOURS 6

DLN: 93493213000252

## **SCHEDULE R** (Form 990)

### **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

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization	Employer identification number
GOODWILL INDUSTRIES OF SOUTHEASTERN	
WISCONSIN INC	39-0808491

Identification of Disregarded Entities (Complete if the organization answered "Yes" on Form 990, Part IV, line 33.) (b) (c) (d) (e) (f) Name, address, and EIN of disregarded entity Direct controlling Primary activity Legal domicile (state Total income End-of-year assets or foreign country) entity (1) Goodwill Talentbridge Ilc 5300 NORTH 118TH COURT Goodwill SEW WI 3,795,914 -1,942,314 staffing MILWAUKEE, WI 53225 27-1303707

Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" on 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>(b)</b> Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	<b>(f)</b> Direct controlling entity	(g Section 51 contr organi	olled
						Yes	No
(1) GOODWILL RETAIL SERVICES Inc							
5300 NORTH 118TH COURT	SUPPORTING	WI	501(C)(3)	11b	nA	Yes	
Mılwaukee, WI 53225 39-2040239							
(2) GOODWILL INDUSTRIES OF METRO CHICAGOInc							
5300 NORTH 118TH COURT	HUMAN SERVICE	IL	501(C)(3)	7	NA	Yes	
Milwaukee, WI 53225 36-4455490							
For Privacy Act and Paperwork Reduction Act Notice, see the Instruct	ions for Form 990.	Cat No 50	)135Y		Schedule R (F	orm 990)	2011

Part III	Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on Form 990, Part IV, lin	ie 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>(b)</b> Primary activity	(c) Legal domicile (state or foreign country)	<b>(d)</b> Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512- 514)	<b>(f)</b> Share of total income	(g) Share of end-of- year assets	(h) Disproprtionate allocations?		(i) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)	<b>(j</b> Gener mana partr	ral or iging	<b>(k)</b> Percentage ownership
							Yes	No		Yes	No	
											i	
							·			·		

Part IV Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" on 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>(b)</b> Primary activity	(c) Legal domicile (state or foreign country)	<b>(d)</b> Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	<b>(f)</b> Share of total income	<b>(g)</b> Share of end-of-year assets	<b>(h)</b> Percentage ownership
(1) GOODWILL MANUFACTURING INC 5300 NORTH 118TH COURT MILWAUKEE, WI 53225 39-2040242	pkg & assemb	WI	GOODWILL SE WI	C CORP	-1,538,892	5,925,964	100 000 %

(6)

	Note. Complete line 1 if any entity is listed in Parts II, III or IV	51111 550, 1 410	. 11, 1110 01, 00, 00	, 01 00.7	Yes	No
<b>1</b> D	ouring the tax year, did the orgranization engage in any of the following transactions with one or more related organizati	tions listed in Parts	II-IV?			
	Receipt of (i) interest (ii) annuities (iii) royalties (iv) rent from a controlled entity			1a	Yes	
	Gift, grant, or capital contribution to related organization(s)			1b	Yes	
	Gift, grant, or capital contribution from related organization(s)			1c	Yes	
	Loans or loan guarantees to or for related organization(s)			1d		No
	Loans or loan guarantees by related organization(s)			1e		No
f	Sale of assets to related organization(s)			1f		No
g	Purchase of assets from related organization(s)			<b>1</b> g		No
h	Exchange of assets with related organization(s)			1h		No
i	Lease of facilities, equipment, or other assets to related organization(s)			1i	Yes	
j	Lease of facilities, equipment, or other assets from related organization(s)			1j		No
k	Performance of services or membership or fundraising solicitations for related organization(s)			1k	Yes	
ı	Performance of services or membership or fundraising solicitations by related organization(s)			11		No
n	Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)			1m	Yes	
n	Sharing of paid employees with related organization(s)			1n		No
0	Reimbursement paid to related organization(s) for expenses			10		No
р	Reimbursement paid by related organization(s) for expenses			1p		No
q	O ther transfer of cash or property to related organization(s)			1q		No
r	Other transfer of cash or property from related organization(s)			1r	Yes	
2	If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, includ	ding covered relation	onships and transacti	on thresholds		
	(a)	(b)	(c)	(d)		
	Name of other organization	Transaction type(a-r)	Amount involved	Method of determing involved		unt
<b>(1)</b> S	ee Addıtıonal Data Table					
2)						
3)						
4)						
4)						
5)						
-,						

#### Part VI Unrelated Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on 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

<b>(a)</b> Name, address, and EIN of entity	<b>(b)</b> Primary activity	(c) Legal domicile (state or foreign country)	income(related, unrelated, excluded from tax under sections 512-	(e) Are all partners section 501(c)(3) organizations?		edominant Are all me(related, nrelated, luded from ax under citions 512-514)  Are all partners S section total section organizations?		<b>(f)</b> Share of total income	<b>(g)</b> Share of end-of-year assets			(i) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)			<b>(k)</b> Percentage ownership
			,	Yes	No			Yes	No		Yes	No			

Schedule R (Form 990) 2011

#### Part VII Supplemental Information

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

Identifier Return Reference Explanation

Schedule R (Form 990) 2011

Software ID: Software Version:

**EIN:** 39-0808491

Name: GOODWILL INDUSTRIES OF SOUTHEASTERN

WISCONSIN INC

#### Form 990, Schedule R, Part V - Transactions With Related Organizations

	(a) Name of other organization	<b>(b)</b> Transaction type(a-r)	<b>(c)</b> A mount I nvolved (\$)	(d) Method of determining amount involved
(1)	GOODWILL MANUFACTURING INC	А	126,689	FMV
(2)	GOODWILL RETAIL SERVICES INC	А	1,645,357	FMV
(3)	GOODWILL INDUSTRIES OF METROPOLITAN CHICAGO	В	1,153,239	FMV
(4)	GOODWILL RETAIL SERVICES INC	С	13,656,928	FMV
(5)	GOODWILL RETAIL SERVICES INC	I	2,202,805	FMV
(6)	GOODWILL INDUSTRIES OF METROPOLITAN CHICAGO	К	364,674	FMV
(7)	GOODWILL RETAIL SERVICES INC	К	6,944,390	FMV
(8)	GOODWILL MANUFACTURING INC	К	610,206	FMV
(9)	GOODWILL RETAIL SERVICES INC	М	1,408,619	FMV
(10)	GOODWILL RETAIL SERVICES INC	R	25,858,099	FMV
(11)	GOODWILL MANUFACTURING INC	R	3,074,932	FMV

# Software ID: Software Version:

**EIN:** 39-0808491

Name: GOODWILL INDUSTRIES OF SOUTHEASTERN

WISCONSIN INC

#### Form 990, Special Condition Description:

#### **Special Condition Description**

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A)	(B)		((	C)				(D)	(E)	(F)
Name and Title	A verage hours per		tion (	(che	/)		ı	Reportable compensation from the	Reportable compensation from related	Estimated amount of other compensation
	week	Individual trustee or director	Institutional Trustee	Officei	Key employee	Highest compensated employee	Former	organization (W- 2/1099-MISC)	organizations (W- 2/1099- MISC)	from the organization and related organizations
Jacqueline M Bowles DIRECTOR	2 0	Х								
Juan M Carrasquillo Director	2 0	Х								
Edward P Carroll Jr Director	2 0	х								
Karen G Duffy Director	2 0	Х								
John Dziewa Director	2 0	Х								
Darryll L Fortune Director	2 0	х								
David G Hansen Director	2 0	Х								
Michael T Jones Director	2 0	Х						0	0	0
Robert J Klug Treasurer	2 0	Х		х						
Vincent P Lyles FIRST VICE CHAIR	2 0	Х		х						
Michelle I Mason Director	2 0	Х								
Timothy Mattke Director	2 0	Х						0	0	0
Dennis J McNally SECRETARY	2 0	Х		х						
Richard A Meeusen SECOND VICE CHAIR	2 0	Х		X						
Thomas V Richtman Director	2 0	Х								
Kenneth Riesch Director	2 0	Х						0	0	0
Marcia Rimai director	2 0	Х								
Mason Ross Director	2 0	Х						0	0	0
Barbara Schrantz Director	2 0	Х						0	0	0
Irene Sudac Director	2 0	Х						0	0	0
THOMAS R SAVAGE Board Chair	2 0	Х		х						
CARL E VANDER WILT DIRECTOR	2 0	Х								
John L Miller President & CEO	400			Х				467,056	0	-84,696
Charles J Stadler Senior VP of Finance & CFO	400			Х				249,918	0	29,886
Vickie L Volpano Senior Vice President & COO	400			х				292,052	0	32,551

# Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) (C) Average Position (check all that apply)							(D) Reportable compensation	<b>(E)</b> Reportable compensation	<b>(F)</b> Estimated amount of other
	Former Highest compensated employee Key employee Officer Institutional Trustee or director		Former	from the organization (W- 2/1099-MISC)	from related organizations (W- 2/1099- MISC)	compensation from the organization and related organizations				
Jacquelin Engen Hallberg SR VP - Federal Services	400				х			261,344	0	30,666
Dorothy Wilson VP - Mission Services	40 0					х		216,623	0	20,373
Patricia A Boelter Mundt VICE PRESIDENT	400					х		192,981		13,634
V James Andreonı VICE PRESIDENT	400					х		191,012	0	18,275
Dwight Ferguson Vice President	400					х		178,625	0	12,374
Joan Farrell Vice President	400					Х		194,485	0	26,583