Strategic Planning & Core Identity Overview

Finding the Good - For so many, 2020 has been a year of challenges. Good News Project, and many of our people who enable us to Be the Good, have certainly experienced unique trials, and they have been in our hearts over the past year. However, we have been taught to find the positives in life, even in difficult times. For Good News Project, as we look back, the blessings we have been given become quite apparent.

As the saying goes, we are often too busy splitting the wood to sharpen the axe. Therein lies the blessing of 2020 for us. Although we would have rather been helping our clients, we were thinking of the future with them in mind. It was the perfect time for some Strategic Planning.

Strategic Planning Summary - The Board of Directors underwent Strategic Planning with the assistance of KFischer Consulting during the months of September through December 2020. These discussions provided information to help the organization set goals for the next 3-5 years.

In preparation for these endeavors, an historic timeline was created to help everyone remember our roots. The team also did a Competitive Analysis to assess our services related to others and to help identify potential areas of crossover, or gaps in service. A SWOT Analysis was also performed to help identify our strengths, weaknesses, opportunities, and future threats.

Final goals were identified and goal statements were created. Following are the final goals for each area:

- **Volunteer Development and Outreach** – Good News Project will develop community outreach efforts, which enhance volunteer participation and retention, and expand collaborative partnerships.

- **Marketing** – Good News Project will develop a clear consistent message and implement marketing strategies to improve perception and build awareness of our services.

- **Programming** – Good News Project will create an organized method of customer management, efficient use of the facility, and an engaging volunteer experience at home and abroad.

- **Organizational Development** – Good News Project will strengthen and diversify organizational leadership and finances.

Our Core Identity – A vision statement was created: Be the Good, for the environment and each other.

The team recognized that both of our local programs have a truly positive environmental impact. The Health Equipment Lending Program (HELP) connects donations of used medical equipment to those who need to borrow it. This reduces the need to manufacture new equipment, cuts down on greenhouse gas emissions, while also keeping unnecessary waste out of the landfills.

Recycling electronics with our e-CYCLING Program protects the environment by keeping toxic materials out of our air, water, and soil. It also reduces emissions through reuse of valuable materials like gold, steel, silver, copper and glass. Incorporating an environmental message into our conversations is a way to connect us with others who are passionate about our environment.

Susie Arnold
Development & Marketing Manager
In July of 2019, our Board identified and endorsed our first ever capital campaign to address growth needs for our local programming. The campaign, after being quoted and revisited several times throughout 2020 and early 2021, landed on a goal of just under $600K. We are still in the midst of this campaign! The response is humbling as we watch donations come in from individuals, businesses and foundations.

As you read about the great achievements of our local programs in this report, consider a meaningful donation to our capital campaign. It is a major step to long term growth and sustainability.

Christine Daniels & Ron Bielen
Capital Campaign Co-chairs

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Marathon County Medical Society

2021 Laptop Drive is established as an internal fundraiser for our Capital Campaign
Be the Good...

The Health Equipment Lending Program (HELP) offers short term loans of sanitized home medical equipment (This includes wheelchairs, crutches, walkers, shower chairs, etc.) to people in need. The gently used equipment is donated to the program initially, then safety checked for viability before being re-used. We suggest a monetary donation for each item borrowed to keep our program operational.

This program currently touches more than 2,000 families a year. We provide the equipment to help individuals recover from surgeries or accidents and remain independently living in their home. With the right equipment people can continue to be productive in a school or work setting.

...for the Environment...

Over the past five years, the Health Equipment Lending Program re-used 8,609 pieces of medical equipment, keeping 174,856 pounds of non-recoverable waste out of the landfill. That’s over 85 tons!

Last year alone (2020) 1,994 pieces were reused (many items more than once during the year!), keeping 38,763 pounds of waste out of the landfill.

In addition to re-using equipment locally, we have shared six semi loads of used equipment with developing countries over the last five years. When we have pieces that do not meet our standards, we have volunteers that ‘scrap-out’ those pieces, further reducing our impact on the environment.

Not only are we being ‘green’ by keeping items out of our landfills, re-use of medical equipment saves the resources that would otherwise be used in manufacturing new medical equipment. We are able to help you help the environment through re-use!

...and each other

By accepting donations of medical equipment, we are the conduit that allows people in the community to help other people in the community. In 2020, Harvard University’s prestigious Harvard Health Letter cited Good News Project as a source of used home medical equipment!

Last year 1,290 pieces of durable medical equipment were donated to Good News Project at a used value of $37,600. Medical equipment that otherwise sits idle in garages, attics and storerooms or takes up space in community landfills, is given a new home through our program.
This past November, the Wisconsin DNR recognized Good News Project with a Recycling Excellence Award, which celebrates outstanding recycling efforts, innovation and performance throughout Wisconsin.

Good News Project has won the Special Events Award, due to our hard work over the years to increase outreach to communities that have difficulty accessing e-CYCLING. We host e-CYCLING events in other communities, sharing proceeds with partnering non-profits.

For years we have been a long-standing registered collector with the E-Cycle Wisconsin program. We recognize that electronics are the fastest growing part of our waste stream today and in 2020, we were able to responsibly recycle 199,819 pounds of e-waste.

Twice a year, when we team up with the City of Wausau, they bring us hundreds of pounds of electronics that they find while mowing the roadsides, merely thrown in the ditches. For some people, it’s out of sight, out of mind. They don’t consider that their old televisions and computers may contain up to a dozen hazardous materials including mercury, lead, and cadmium. Toxins that adversely affect our air, ground and water.

There is an answer to this problem, and I can see it working. It starts with you, me, and Good News Project. By e-CYCLING, we share responsibility for the products we buy and use, which is an important part of product stewardship. When you choose to recycle your electronics with us, you are actively participating in making Wisconsin a cleaner, safer place for the generations that will follow in our footsteps. We are all in this together, and when I see your smiling faces pull into the driveway with old electronics, it fills me with joy knowing that together, we can be the good for the environment.

Dave Daniels
e-CYCLING Program Manager

e-CYCLING has recycled over 1.8 million pounds which is about:

- 79 Full Semi Trucks
- 307 Elephants
Being the Good for Each Other During a Global Pandemic

I can’t deny it, it was difficult to know how Good News Project staff and volunteers could assist when air travel was limited, people were uncertain, even spouses of our beloved volunteers passed away from Covid.

Though our physical presence was not offered this last year, we continued to take steps to be the good for one another. How? One of our long-term volunteers in St. Lucia received a new roof over his home, lockers were commissioned for classrooms in Dominica, educational supplies were secured for continued education...all through generous grants and individuals who continued to choose to be present to their international neighbors and friends through monetary donations. Additionally, money was sent to two children’s homes helping assure continued food security.

We now are discussing sustainable living ideas on a more global level, and what that might look like for the future of our international service trips. We have begun entertaining what virtual support and training might look like alongside other types of service abroad. We are learning that we can broaden our creativity to “be the good” for one another through tough times.

Christine Daniels
Executive Director

Above photo: Funds were given by generous donors for the St. Benedict Nursery & Children’s Home in St Vincent to erect a fence and gate around their property. Later, funds were sent in response to the volcanic eruption that displaced these children and 17,000 others from the northern end of the island. Relief dollars will be used for immediate needs like food and clothing and education, as well as for the clean-up efforts needed to remove volcanic ash off the property.

St Omer takes a selfie with his new galvanized roofing. This was made possible through a generous grant by the DeLoss Taylor Charitable Trust from Madison, Wisconsin.
Our finance committee, board of directors, auditor and accounting firm use the fully detailed version of this brief report. We are audited or reviewed annually by Kerber Rose accountants. Further detail is available upon request.

Contributions may be made directly to Good News Project, or through the Community Foundation of North Central Wisconsin. The Foundation will assist donors in donating appreciated stock, or in planned giving through wills, insurance trusts, or other vehicles. Funds placed in the Foundation’s “Good News Project Fund” will be available for current Good News Project activities. Please let us know when you include Good News Project in your estate plans and we will be honored to list you as one of our Legacy donors.

Our income and expenses statements and pie charts are reported on our 12-month fiscal year which is April 1, 2020 to March 31, 2021.
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Every dollar, every hour of your time that you give to the programs and mission of Good News Project, we know that it comes from a place of good inside of you.

And we thank you:
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A big thank you to the Community Foundation of North Central Wisconsin for the covid-relief funds granted to us in mid-2020. With this emergency grant, we were able to purchase PPE for our staff and volunteers and large fans which kept air circulating in our warehouse. These purchases allowed the reopening of our e-CYCLING program, a crucial fundraiser for our organization.

In Honor Of
Mother Ursula Buncle-Dominica
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Did you Know? Some of our supporters make donations to Good News Project through employee matching funds. These donations are made monthly or quarterly and are matched dollar for dollar by their employer, taken directly out of their paychecks. Volunteers of some companies are matched dollar for dollar by their employer, taken directly out of their paychecks. Ask your employer today if they support matched giving!

Employer Matching Gifts
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Thomas, Douglas & Eileen - Kimberly Clark
Breid, Duane & Charlene - Broadcom Inc.

Please remember the future of Good News Project by specifically directing your gift to us in your will or trust.

The Financial Statement and volunteer lists report activities between April 1, 2020 and March 31, 2021 - our fiscal and operational year. The list of donors, however, is based on calendar year 2020 for tax purposes.

All attempts are made to accurately recognize donors and volunteers. If you notice a misspelling, error or omission please contact the Good News Project office.

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