

# STRATEGIC PLAN

2019-2021



**Goodwill**  
OF THE  
**Heartland**

Goodwill of the Heartland • 866.466.7881 • [www.goodwillheartland.org](http://www.goodwillheartland.org)

## MISSION

Goodwill of the Heartland's mission is to advance the social and economic well-being of people who experience barriers to independence.

## VISION

Our founder, Edgar J. Helms, said that we should be dissatisfied with our work until every person in our community "has an opportunity to develop to his fullest usefulness and enjoy the maximum of abundant living." We accomplish this vision by living our values, being involved and invested in our communities and identifying and responding to emerging needs.

## PRIDE VALUES

Goodwill of the Heartland is committed to supporting each other and the people we serve by respecting and empowering everyone in all of our interactions. We are further committed to meeting the needs of our customers by providing products and services of the highest quality. The following PRIDE values support and sustain this commitment:

**P**

PURSUIT OF EXCELLENCE

**R**

RESPECT FOR INDIVIDUALS

**I**

INTEGRITY

**D**

DEDICATION TO MISSION

**E**

EMPOWERMENT

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## ADVANCE OUR MISSION



Invest in our communities with impactful services

- ▶ Develop relationships that cultivate collaboration
- ▶ Assist individuals with barriers in gaining industry recognized credentials
- ▶ Provide career navigation, training and support services to our team members

## BUILD AND DEVELOP OUR TEAM



Employ a mission-inspired team

- ▶ Develop culture-driven leaders
- ▶ Recruit and retain quality team members
- ▶ Foster inclusion and engagement

## FUND OUR MISSION



Enhance our organization's long-term growth and viability

- ▶ Grow retail operations
- ▶ Launch and grow our vegetable oil packaging business

## ACHIEVE OPERATIONAL EXCELLENCE



Invest in effective systems and infrastructure

- ▶ Continuously improve all operations
- ▶ Implement a POS (Point of Sale) System
- ▶ Restructure our IT (Information Technology)
- ▶ Build a loss prevention program