

STRATEGIC PLAN

2022-2024



Goodwill
OF THE
Heartland

Goodwill of the Heartland • 866.466.7881 • www.goodwillheartland.org

MISSION

We help people reach their full potential through education, training, and the power of work.

VISION

Our founder, Edgar J. Helms, said we should be dissatisfied with our work until everyone in our community has an opportunity to develop to their "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

- ▶ Implement a customizable service delivery model that accelerates employment opportunities
- ▶ Expand services to all 19 counties in our service area

BUILD AND DEVELOP OUR TEAM



Attract and engage a mission-inspired team

- ▶ Recruit diverse, mission-driven team members
- ▶ Engage and retain team members who model our PRIDE values
- ▶ Develop and advance all team members to help them reach their full potential

FUND OUR MISSION



Enhance our organization's long-term growth and viability

- ▶ Grow donated goods retail contribution to mission
- ▶ Expand our food packaging business to maximize contribution to mission

ACHIEVE OPERATIONAL EXCELLENCE



Invest in effective systems and infrastructure

- ▶ Optimize facilities through consolidation, relocation and/or improvement
- ▶ Invest in technology to improve performance and user experience
- ▶ Construct a comprehensive enterprise risk management framework
- ▶ Enhance and promote our environmental sustainability