

## Strategic Plan 2022 – 2024

**Our Vision:** Transforming lives through the Power of Work, one person at a time.

**Our Values:** Goodwill Industries of Northwest Ohio is dedicated to supporting the people we serve by respecting and empowering everyone in all of our interactions. The following values support and sustain this commitment:

**Integrity** We commit to demonstrating honest, transparent, and strong moral principles when serving our team members, clients, partners, and supporters.

**Passion** We live and breathe our mission, and embrace it in all that we do. We are committed to helping our community succeed through the Power of Work.

**Fun** While our mission requires an intense focus, we believe it is important to not take ourselves too seriously. We are devoted to creating a light hearted, enjoyable environment.

**Serving Others** There is no greater calling than to be in service of your fellow beings. We will empower individuals to achieve their goals and dreams by removing barriers and creating opportunities.

**Respect** We embrace a culture of respect and value for current and future Team Members, clients, partners, and supporters.

## Strategic Plan

### Purpose

Deliver services that remove barriers to employment and enhance lives.

Objectives
Provide mission programs that meet the needs of our clients and area employers.
Offer and promote mission services to Team Members throughout the organization.
Cultivate and implement development opportunities for all Team Members.

### Sustainability

Maintain a sustainable foundation for increased mission services and growth.

Objectives
Diversify top line funding.
Recruit and retain talent.
Invest in systems and infrastructure to enhance and optimize effectiveness.
Achieve an organizational expense to revenue (E/R) ratio that meets with Goodwill Industries International (GII) Membership Standards.

## People

Deliver value for employees, clients, partners, and supporters.

Objectives
Increase overall workplace satisfaction.
Consider and identify “value” for clients as usefulness and worth of service.
Continue to provide a trusted and reliable environment for organizational partners and supporters.

## Community

Promote the Goodwill brand with the mission across our territory.

Objectives
Develop Team Members into advocates for our mission.
Amplify the mission with consistent messaging.
Expand mission services throughout territory.

Full Board Approval 12/14/21