

2022 Strategic Plan Elements

GOODWILL

Goodwill Industries of the Columbia, Inc.

Heritage

"Be dissatisfied with your work until every... person has an opportunity to develop to his usefulness and enjoy abundant living"
Dr. Edgar J. Helms, 1941

Mission

Changing Lives Through
the Power of Work

Vision

To be a person centered
employer and
service provider

Code of Ethics

Pursue the work of our
mission and with
commitments to Respect,
Integrity, Stewardship,
Innovation and Excellence

Long-Range Strategic Objectives

Develop, expand
and diversify
services to meet
the community
need for
sustainable
employment in a
fiscally responsible
manner utilizing
both internal and
external funding

House all Goodwill
operations in
modern, barrier
free facilities
characterized by
human dignity
and efficiency

Strengthen
Goodwill
community
perception as a
reflection of our
mission and values

Foster growth and
a person-centered
culture by provid-
ing professional
and personal de-
velopment oppor-
tunities focused on
vocational poten-
tial, financial skills,
health/wellness,
and family
strengthening

Cultivate strong,
ongoing civic and
business
partnerships for
the purpose of
improving or
ability to serve
our community

Pursue optimal
resource growth
mindful of
efficiency, cost
containment, and
the ever changing
business
environment

Organization Wide Strategies and Key Performance Indicators

Community Strengthening

Enhance foundational
supports leading to
sustainable employment

Financial

Optimize financial
performance and
mission delivery
capability

Associates

Foster a culture of fairness,
safety and associate growth

Operations

Through careful steward-
ship, grow sustainable
revenue streams and
improve organizational
efficiencies and
infrastructure