

STRATEGIC PLAN OVERVIEW

2025-2027



OUR PEOPLE

EMPOWER TEAM MEMBERS TO THRIVE

- Create capacity to deliver services in an inclusive/diverse environment
- Become an employer of choice
- Provide a learning environment so that each person can achieve their potential
- Develop partnerships to enhance mission delivery

OUR ORGANIZATION

UTILIZE OUR RESOURCES THOUGHTFULLY TO FOSTER SUSTAINABLE GROWTH

- Diversify and grow revenue
- Maintain appropriate expense to revenue ratios
- Continuous improvement
- Board development and governance

OUR COMMUNITY

FORGE COLLABORATIVE RELATIONSHIPS THAT ENHANCE OUR COMMUNITIES

- Educate others and promote Goodwill's mission
- Establish and leverage partnerships to support growth
- Generate a loyal following
- Utilize legislation and stakeholders to strengthen the brand