

# Strategic Pillars

Mission: The mission of Goodwill of Delaware & Delaware County is to improve the quality of life for individuals with barriers to self-sufficiency through the **Power of Work!**

Vision: • Empower People • Strengthen Families • Build Communities • Protect Our Planet

## Our PEOPLE



We see the possibilities in our people. Goodwill will be an employer of choice, working to maximize the potential of our team members and ensure connections to growth opportunities and family strengthening resources.

## Our BUSINESSES



Our businesses drive our mission. Goodwill will operate and grow viable businesses that provide funding to sustain and build upon future initiatives.

## Our COMMUNITY



We create advocates through the impact of our mission for the people served. Goodwill will identify partnerships that lead to stronger support, greater mission impact, and brand awareness.

## Our PLANET



A healthy environment is essential. Goodwill is a leader in sustainability efforts through reuse and recycling. Our focus on People, Planet, and Prosperity is based on the highest recognition in the value of everyone and everything.

**Provide development opportunities to maximize each team members potential.**

- Talent Utilization
- Career Development
- Leadership
- Succession Planning

**Deliver relevant, effective family strengthening support.**

- Personal Connections
- Awareness and Communication

**Optimize retention by being an employer of choice.**

- Career Paths
- Recognition

**Maximize business performance generating funding for mission advancement.**

- Financial Health
- Donated Goods
- Contracted Staffing Services
- Emerging Opportunities

**Utilize technology to innovate and excel.**

- Technology Business Analysis
- Advancing Technology

**Mission impact communication to strengthen the Goodwill brand.**

- Internal Ambassadors & External Advocates
- Brand Awareness
- Capital Campaign

**Deliver relevant, effective client centered mission programming.**

- Client Centered Mission Delivery
- Emerging and Advancing Workforce Trends

**Leverage mission and business through partnerships.**

- Delaware County Expansion
- Innovative Collaborations that Elevate Mission

**Responsible stewardship to maximize our resources and ensure every product reaches its best possible use.**

- Advance Sustainable Operations in DGR
- Green Buildings
- Evolution of The Good Planet
- Equipping the Workforce with Green Job Skills
- Educating Ourselves and the Community

## OUTCOMES

- Retention Rate
- Team Member Net Promoter Rate

## OUTCOMES

- Revenue Growth
- Expense to Revenue Ratio
- Liquidity Calculation
- DGR Revenue
- DGR E/R
- Sales Per Square Foot
- Ecommerce Growth
- Donations Per Square Foot

## OUTCOMES

- Ambassadors and Advocates
- Job Placements
- Average Wage

## OUTCOMES

- Zero Waste
- Carbon Footprint



**GOODWILL**  
OF DELAWARE AND DELAWARE COUNTY