



# 2023-2026 Strategic Plan

## Executive Summary



**MISSION** • Goodwill changes lives and strengthens communities through education, training and work.

**VISION** • Empowering individuals to realize their maximum potential through the power of work.

**VALUES** • Customer focused. Integrity. Accountability. Responsible stewardship. Respect. Dignity.

Over the next three years, Goodwill Omaha will advance the impact of mission programming, ensure financial sustainability of the organization, position and prepare for organizational growth, remain a desired employer and engage in education, waste reduction, landfill diversion, and sustainability of material donations.

Goal	Key Actions
<p><b>1. Advance the impact of mission programming.</b> In partnership with the community, Goodwill will identify need, offer transformational services and quantify our impact.</p>	<ul style="list-style-type: none"> <li>• Assess, plan, design and implement increased mission programs in Northeast and Southeast Omaha and Council Bluffs</li> <li>• Maximize and enhance reporting capabilities of program impact and results</li> <li>• Increase community awareness, program enrollment, successful program outcomes, and retention.</li> </ul>
<p><b>2. Ensure financial sustainability.</b> Goodwill will maximize opportunity and resources entrusted to us, ensuring financial sustainability to support ongoing mission programming.</p>	<ul style="list-style-type: none"> <li>• Explore opportunities to partner with employers on fee for service programming (Child Care, Affordable Housing, etc.)</li> <li>• Increase material donations and shoppers through community awareness, collaboration and ambassadors.</li> <li>• Addition of two additional retail stores and training centers by 2026</li> </ul>
<p><b>3. Position and prepare for organizational growth.</b> Goodwill will strengthen internal operations to maximize opportunity and ensure success.</p>	<ul style="list-style-type: none"> <li>• Commit to needed human and capital resources need for new initiatives</li> <li>• Internal/External relationship building</li> <li>• Relocation of the Retail Operations Center</li> <li>• Implement a new Point of Sale system by 2024</li> </ul>
<p><b>4. Goodwill will remain a desired employer.</b> Through heightened awareness of culture, competitive wages and benefits, diversified recruitment, talent development and advancement opportunities, Goodwill will continue to be a choice employer.</p>	<ul style="list-style-type: none"> <li>• Raise minimum wage to \$15.00 an hour by 2026</li> <li>• Develop and execute an Employee Engagement Action Plan in 2023 focused on DEI, Wellness, Work-Life Balance, meaningful employee surveys, etc.</li> </ul>
<p><b>5. Engage in education, waste reduction, landfill diversion, and sustainability of material purchased.</b> Goodwill will strengthen our reuse and recycling supply chain and maximize environmental impact, mission, and revenue.</p>	<ul style="list-style-type: none"> <li>• Hire a Sustainability &amp; Recycling Manager enhancing the aftermarket stream and track outcomes of sustainability efforts.</li> <li>• Explore opportunities to merge retail aftermarket/sustainability efforts with mission training</li> </ul>