



Goodwill
Ohio Valley

Mission Possible

A Promise
To Our People

Our 2030 vision comes to life through those we serve, those who give, and those who grow with us.



Participants

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What They Need:

Pathways to employment, independence and inclusion.

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Our Promise:

Discover true potential.

Promise To Impact:

- **GoodWorks:** Job readiness and learning services
- **GoodSupport:** Housing and Stability
- **GoodLife:** Developmental disabilities and youth programs
- Accessibility



Our Team

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What They Need:

Opportunity, growth and purpose-driven work.

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Our Promise:

Reach full potential while serving the community.

Promise To Impact:

- New employee onboarding and L&D
- Wellness Programs
- Empowering culture and career pathways



Funders & Donors

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What They Need:

Clear community impact and mission alignment.

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Our Promise:

Support a thriving community that benefits everyone.

Promise To Impact:

- Transparent reporting
- Ripple effect storytelling
- Connection to real lives changed



Customers

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What They Need:

Affordable, sustainable, values-driven shopping experiences.

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Our Promise:

Access to low-footprint, high-impact purchases.

Promise To Impact:

- Refreshed stores
- eCommerce, new stores and donation centers
- Faster production: "Fresh to the floor, faster."



Business Partners

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What They Need:

Workforce development solutions and community alignment.

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Our Promise:

Professional development opportunities that support businesses and the community.

Promise To Impact:

- Training partnerships
- Employer connection programs
- Diversified solutions

Creating Ripples of Change

2030 Strategic Plan

Our Vision

Create a vibrant sustainable community where everyone has an opportunity to make an impact.

Our Mission

We will eliminate barriers, empower individuals, and elevate human potential.

Purpose

Help people advance themselves and their communities. With collective support and independent contribution, we exist to make a lasting impact of transformation, unity, inspiration and opportunity.

Promise

We are a dynamic social enterprise that empowers individuals to rise above challenges through opportunity, while creating lasting community impact by turning every choice into a catalyst for positive change.

Values + Behaviors

Guided by a culture of 27 core behaviors grounded in innovation, collaboration, and inclusion as we work toward a stronger, more equitable future.

Commitment

Strategies

Measures of Success

**Be A Trusted Partner
Serve More People**

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Expand access, deepen integration, and grow Opportunity Centers

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Number of individuals served, participant outcomes, new services launched

Ensure Financial Stability

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Grow revenue, reduce waste, and expand support through retail, eCommerce, contracts and giving

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Retail revenue growth, eComm %, reduced expenses, increased donations, expand contracts, sustainability efforts

**Be Recognized As An
Employer Of Choice**

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Support our people through better onboarding, growth, wellness and retention

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Turnover rate, engagement scores, internal promotion rate

**Invest In Infrastructure
And Processes**

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Modernize tech, streamline operations and reimagine our spaces

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Project completion metrics, IT uptime, process efficiency