



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 >>

What They Need:
Pathways to employment, independence and inclusion.

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

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Our Team >>

What They Need:
Opportunity, growth and purpose-driven work.

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

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Funders & Donors >>

What They Need:
Clear community impact and mission alignment.

Our Promise:
Support a thriving community that benefits everyone.

Promise To Impact:

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

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Customers >>

What They Need:
Affordable, sustainable, values-driven shopping experiences.

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."

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Business Partners >>

What They Need:
Workforce development solutions and community alignment.

Our Promise:
Professional development opportunities that support businesses and the community.

Promise To Impact:

- Training partnerships
- Employer connection programs
- Diversified solutions

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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

Expand access, deepen integration, and grow Opportunity Centers

Number of individuals served, participant outcomes, new services launched

Ensure Financial Stability

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

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

Be Recognized As An Employer Of Choice

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

Turnover rate, engagement scores, internal promotion rate

Invest In Infrastructure And Processes

Modernize tech, streamline operations and reimagine our spaces

Project completion metrics, IT uptime, process efficiency