



# STRATEGIC PLAN 2025-2027

Looking forward for *good*

## VISION

Creating a place where every donation has a second chance and a community where everyone has an opportunity for their *good* to grow.

## MISSION

To do *good* in our community by providing skills training, job placement and social services.

# OUR VALUES

G

## GENEROSITY

Acknowledge and  
appreciate  
kindness

-

Pay it forward

R

## RESPECT

Treat others as  
you would like to  
be treated

-

Honor diversity

E

## EXCELLENCE

Strive to  
reach your  
full potential

-

Act responsibly

A

## ATTITUDE

Give your heart,  
not just your words  
or actions

-

Be innovative and  
creative

T

## TRANSPARENCY

Choose  
sustainability

-

Be honest  
and open

# OUR PILLARS

## MISSION FORWARD

Enhance, grow, and evolve  
services to provide  
impactful support to our  
community

## OPERATIONAL EXCELLENCE

Strengthen organizational  
performance,  
sustainability, and growth

## PEOPLE FIRST

Create a workplace  
where employees can  
achieve their full  
potential

# MISSION FORWARD

Enhance, grow, and evolve services to provide impactful support to our community



**IMPROVE ANALYSIS AND  
UTILIZATION OF DATA**



**ENHANCE AND GROW  
CURRENT PROGRAMS**



**OPTIMIZE MISSION  
MARKETING**

# OPERATIONAL EXCELLENCE

Strengthen organizational performance, sustainability, and growth



**INNOVATE TO OPTIMIZE  
PROCESSES AND MAXIMIZE  
RESOURCES INCLUDING  
USE OF AI**



**MINIMIZE OUR  
ENVIRONMENTAL IMPACT**



**IMPROVE MARGIN TO  
INVEST IN MISSION**

# PEOPLE FIRST

Create a workplace where employees can achieve their full potential



**STRENGTHEN LEADERSHIP**



**SUPPORT OUR EMPLOYEES**



**TRAIN AND DEVELOP OUR  
EMPLOYEES**