



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

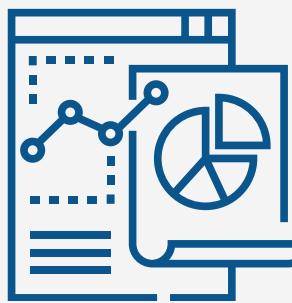
Strengthen organizational performance, sustainability, and growth

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**



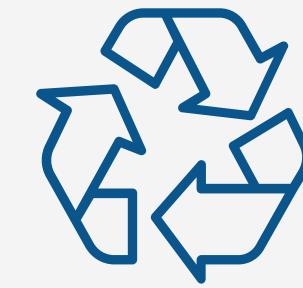
**OPTIMIZE MISSION
MARKETING**

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**