

STRATEGIC PLAN 2020/21

MISSION

Changing lives and communities through the power of work.

VISION

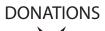
The leader in the nation helping people achieve self-sufficiency.

VALUES

Integrity Stewardship Innovation Excellence Respect



OPERATE A STABLE ORGANIZATION



- -geographic and demo analysis for possible future locations
- -promotion to increase donations through new platforms
- -secret donor program
- -donation attendant training/customer focused
- -complete real time donated goods inventory (storage)

REVENUE

- increase store sales/e-commerce through new platforms
- -store size and location analysis
- -expand new goods sales
- -operate a financially sound organization
- -increase salvage volume through waste minimization
- -identify strategic grants for skills training/other services
- -strengthen effective data infrastructure

TALENT

- -develop strategies for foundational and up-skilling programs
- -evaluate community needs for engaging non-employed
- -increase organizational engagement through mission integration
- -fund effective training and tuition program for employees
- -partner with training providers such as GVSU, GRCC, etc