



# 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

**DONORS**

Be the  
top pick for  
donors

**REVENUE**

Drive revenue  
to fund the  
mission

**TALENT**

Grow and  
prepare talent

## OPERATE A STABLE ORGANIZATION

### DONATIONS



- 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