



STRATEGIC PLAN 2020/22

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

**Original plan 2020/21 was extended to 2022 with board approval.*