

STRATEGIC PLAN

2026 AT A GLANCE

MISSION

Changing lives & communities through the power of work.

VISION

To be the leader in the nation helping people achieve self-sufficiency.

VALUES

Integrity, Respect, Innovation, Stewardship and Excellence



TALENT

Culture & Engagement

Foster workplace culture where employees are engaged, valued, and connected.

Service Excellence

Strengthen donor/shopper customer service.

Align mission programs with funding/community needs.



REVENUE

Diversify Revenue

Increase mission-aligned funding and philanthropy.

Max Donation Value

Modernize retail design/experience.

Research best practices for operations/supply chain.



COMMUNITY

Donors

Expand and deepen donor participation/relationships.



**Goodwill
of Greater
Grand Rapids**