

REDUCING POVERTY THROUGH THE POWER OF WORK

Strategic Plan 2017-2021 | Goodwill Industries of Kentucky

INCREASE OUR COMMUNITY IMPACT

• **Employment:**

- Fill Goodwill jobs with people who have a disability, criminal background, lack of education or stable work history, then assist them to move beyond Goodwill.
- Match job-seekers with other employers offering full-time, career-track jobs with benefits.

- **Holistic approach:** Assist with all common barriers to success, such as unstable housing, legal issues, lack of work skills, and addiction treatment.
- **Partnerships:** Collaborate to build a pipeline of prepared candidates for Kentucky employers.
- **Long-term support:** Remain involved with employers and the people they hire through Goodwill to promote success and assist people in moving into a career.
- **Rural focus:** Expand employment services to Kentucky's underserved rural areas.

BUILD CAPACITY

- **Retail program:** Optimize Goodwill's major source of jobs and earned revenue by increasing donations, sales, and recycling.
- **Technology:** Improve the use of technology to streamline work and deliver services to remote areas.
- **Training:** Align employee training with agency values, needed skills, and personal growth.

BUILD OUR BRAND

- **Awareness:** Spread more good news about Goodwill's services for Kentuckians who need a hand up on their path to a career and self-sufficiency.
- **Culture:** Develop a culture of service and continuous improvement.
- **Philanthropy:** Build relationships with others who believe in and support Goodwill's mission.

How do we accomplish these plans? Through our strategic capabilities!

- **Geographic reach:** Our territory includes 103 of Kentucky's 120 counties.
- **Jobs:** We offer jobs in 45 Kentucky communities that can play an important role in assisting people towards self-sufficiency.
- **Experience:** Since 1923, we have served people whose multiple barriers and complex needs often cause them to fall through the cracks of government systems.
- **Network:** We have access to excellent service models through our 162 sister Goodwill organizations in North America and Goodwill Industries International's assistance in connecting us and supporting our work.
- **Fiscal strength:** Our earned revenue allows us to fund services that, while critical to people's success, may not have government or other sources of funding.

We are here when job seekers have taken a hard look at who they are, where they want to go, and what they want to be. We are committed to helping each of them find their way.