

MAGIC'S Purpose and Strategic Priorities

The Mid-Atlantic Goodwill Industries Coalition (MAGIC) is a regional association comprised of 18 independent Goodwill organizations with headquarters in Arizona, Delaware, Georgia, Kentucky, Maryland, North Carolina, South Carolina, Virginia, West Virginia and Washington DC. The association provides a platform that encourages fellowship, relationship building and leadership development among all participating members by creating learning opportunities that result in increased capacity for greater mission impact for each member Goodwill, for the Association and for the Goodwill enterprise.

MAGIC's MISSION: MAGIC informs, connects, strengthens and supports the work of its members to maximize the local and regional impact of Goodwill programs within the communities they serve.

The Association organizes and accomplishes its work through its seven functional work-groups:

CEOs	Donated Goods Retail	Finance and Information Technology
Human Resources	Marketing	Mission Advancement
Development		

MAGIC realizes its mission through its functional work-group structure in the following ways:

- Education and professional development activities;
- Fostering collaborations and partnerships;
- Research and benchmarking outcome data;
- Sharing and developing best and promising practices; and
- Two-way communication with GII

MAGIC's VISION: The work of MAGIC leads to expanded public trust in the Goodwill Brand, public appreciation of Goodwill's role and impact, and public support for Goodwill's initiatives throughout the region.

MAGIC'S GUIDING PRINCIPLES:

- **Goodwill Adds Value** - We believe that Goodwills are essential to healthy, vibrant communities and that, through our membership-based network, resources can be mobilized and scaled to address the needs of individuals and families we serve.
- **MAGIC Inspires High Performance** - We believe that access to information, training and leadership development opportunities yields more effective and accountable Goodwills. MAGIC plays a vital role in building Goodwill's capacity to grow mission, developing effective Goodwill leaders and bringing visibility to the impact Goodwill has in local communities.
- **Collaboration Makes Us Stronger** – MAGIC engages members who represent all sizes and types of Goodwills and provides the forum where a wealth of knowledge, diverse perspectives and promising practices can be shared, considered and put to use to strengthen and support local initiatives and innovative programming.

MAGIC'S PRIORITIES: Each work group establishes annual goals to support MAGIC's priorities as well as the work of each member Goodwill. During the MAGIC Fall Conference, outcomes and progress toward the accomplishment of stated goals, current and emerging trends, and local priorities are examined, informing and influencing the process of determining goals for the year ahead.

Priority: Preserve and Build Upon MAGIC's History

Priority: Anticipate and Adapt to Changes in the Current Operating Environment

Priority: Lead and Innovate to Grow and Secure the Future of Goodwill

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