2022-2027 Strategic Plan

**Mission:** Elevating people, community and planet for a good today and better tomorrow.

**Vision Statement:** We envision thriving, sustainable communities across our region.

Through collaboration with community we:

- eliminate barriers
- increase equity for all marginalized groups, including people of color and people with disabilities
- create quality employment opportunities
- maximize vision wellness
- support individuals in crisis
- connect people to resources
- reduce the collective impact on our planet

**Core Values:** As employees of Goodwill of the Finger Lakes, we are dedicated to live Goodwill BLUE:

**Be Trustworthy:** We act with integrity and keep our promises while doing our highest quality work. We commit to holding ourselves accountable to do what is right.

**Live a Culture of Belonging:** We value diversity, inclusion, equity, and access in all we do. We act with genuine care, listen to each other, and appreciate each person’s unique contributions while supporting all people.

**Unleash Potential:** We cultivate innovation, learning, and growth. We embrace possibilities, becoming our best selves to positively impact our community.

**Embrace Collaboration:** We are all stronger when we work together internally and externally. This is our collective responsibility.
2022-2027 Strategy Map

By 2027, we are the partner of choice for community collaborations in our expertise across the Greater Rochester Region, and a trusted part of communities that connects a cross-section of diverse individuals to services, including those provided by Goodwill.

Simultaneously, we have built our community presence via retail growth within the Central New York & Mid-York regions, enabling us to connect people to much needed resources, while purposefully balancing revenue and reinvestment for a sustainable future.