MISSION IMPACT

NORTH CENTRAL WISCONSIN

MISSION IMPACT

STRATEGIC PLAN 2023-25
ELEVATING PEOPLE
BY ELIMINATING BARRIERS TO EMPLOYMENT

Care for people
Practice mission-based (our why) decision-making at all times.

Be accountable
Be good stewards of the communities' resources.

Be a great Goodwill team member
Attract and retain talented team members.

Own the business
Know the business, understand what we are doing and the related outcomes.

Think big and take action
Innovate and grow to impact the needs of our communities.

Create your impact and celebrate the possible
Focus on the experience of our customers and our team members.
STATEMENT

Goodwill Industries of North Central Wisconsin (NCW) and its board of directors, comprised of members from our communities, commissioned this three-year strategic plan as a road map to increase the mission impact of our organization. Our rigorous planning process helped us identify key focus areas as we advance our mission.

MISSION MATTERS IF YOU MAKE IT MATTER.

Our communities need the life-changing work we can deliver, and our organization stands ready. Goodwill NCW has been Elevating People by Eliminating Barriers to Employment for more than 50 years, and the next three years might be the most important in our history as we look to expand our mission impact in three key areas: **Skill Building, Sustained Employment** and **Financial Stability**.

We will do this by:

• Investing in our mission programming.
• Optimizing our mission-integrated operations and stores.
• Expanding our ecommerce reach and expertise.
• Finding new ways to positively impact our environment and helping divert nearly 50 million pounds annually from Wisconsin landfills.

Expanding our community partnerships will allow us to codesign and deliver high-quality skill-building programs in a targeted way, impacting underserved, underrepresented and disadvantaged job seekers and leading to sustained employment, increased earning potential and improved financial stability.

We know this is an ambitious plan and are confident we can achieve our desired outcomes with the support of our more than 1,300 Goodwill NCW team members and countless community members. As we expand our mission, we ask for your continued support. Goodwill truly starts with you.
MISSION
Elevating People by Eliminating Barriers to Employment
HOW WE DO THIS
At Goodwill NCW we provide pathways for people who are underserved, underrepresented and disadvantaged who have a goal of building skills that lead to sustained employment and improved financial stability.

VISION
Transformed Lives

EXAMPLES OF WHO WE SERVE
• Impaired, limited or restricted from activities and participation
• BIPOC and minority populations
• Recipients of public assistance
• English language learners
• Custodial single parents
• Previously incarcerated
• Chronically unemployed
• At-risk youth
• Below-median income
• Unemployed
• Homeless
• In need of market-valued skills (post-secondary, credential)
SKILL BUILDING
Increase job readiness and skilling efforts across our communities
Targeted Training

Develop and implement specific plans of care for populations we serve.

Maximize Outcomes

Align resources around desired outcomes, ensuring we are driving consistent results for those we serve.
SUSTAINED EMPLOYMENT

Create coordinated access to employment opportunities within our communities
Partnerships

Care for People

Expand Partnerships

Build partnerships that result in sustained employment opportunities for all.

Care for People

Remain focused on our Goodwill family and ensure mission continuity.
FINANCIAL STABILITY

Ensure everyone in our community has an opportunity to develop to their fullest potential and enjoy a maximum of abundant living.
Increased Earnings
Deliver on skill building, trainings and placements that increase earning potential.

Ongoing Support
Provide case management and wraparound services that ensure we remain connected to those we serve.
MEASURING OUR IMPACT

Tell our story by engaging with partners and building advocates
Core Measures
Focus on mission impact and outcomes by utilizing a core set of metrics that quantify our purpose.

- Number of participants who complete training.
- Number and percent of participants passing job-skill competency exams or assessments on initial attempt after completing course.
- Number and percent of participants placed in jobs.
- Number and percent of participants still working after 12 months.
- Aggregate percent change in earnings from intake to 12-month placement.

Access, Inclusion and Belonging
Remain committed to diversity and create inclusive environments where everyone from any background can do their best work.

Social Impact and Corporate Responsibility
Share with our community our social impact and corporate responsibility.
MISSION-INTEGRATED SOCIAL ENTERPRISE

Deliver sustainable mission impact through mission-integrated operations
Stores
Optimize our stores and training centers in a sustainable way.

Donors
Engage with our donors to ensure sustainable flow of donations through our operations.

Ecommerce
Develop and execute a strategy that will increase our use of online channels.

New Growth Strategies
Identify and pursue new revenue streams to further advance our mission.