

Goodwill Industries of the Redwood Empire

FY14/15 Strategic Platform

Mission

Changing lives and strengthening communities through the dignity and power of work!

Vision

Excel as the provider for innovative employment and life skills services that foster self-sufficiency for people in need throughout the Redwood Empire.

Strategic Platform Philosophy and Goals

Supported by the individual Strategic Platforms and Objectives created by our Workforce Development, Retail, Operations and Support Services Divisions, Goodwill Industries of the Redwood Empire commits to achieving the following Goals for our 2014/15 fiscal year:

- Identify Community Service Needs and Implement Targeted Employment Training Programs and Services Not Currently Available in our Territory.
- Manage and Grow the Agency's Financial Resources to Ensure Continued Financial Stability and Independence.
- Achieve Internal and External Customer Service Excellence.
- Influence and Increase Awareness of Our Mission and Community Impacts.
- Increase Agency Visibility and Brand

Specific Division Objectives/Actions are enumerated in the Strategic Platform Implementation document.