

# Goodwill Industries, Ontario Great Lakes Strategic Plan Brief - 2021 to March 31, 2026



**Our Mission:** Changing Lives and Communities through the Power of WORK

**Our Vision:** Everyone is working and thriving sustainable Communities



## ADVANCE PEOPLE, WORKFORCE DEVELOPMENT AND MISSION

- Enhance training and development
- Advance diversity, equity and inclusion
- Strengthen visibility and understanding of Goodwill's mission and cultivate an inclusive culture rooted in C.A.R.E. values



## INNOVATE AND DIVERSIFY FOR GREATER CIRCULARITY

- Champion sustainability through various eco-friendly practices and initiatives
- Invest in technology for recycling initiatives to minimize landfill waste
- Lead in sustainability with climate actions and circular economy strategies.



## GROW SOCIAL ENTERPRISE

- Strengthen market presence in existing and new territories
- Optimize retail operations to enhance efficiency and increase sales
- Adopt robust talent management strategies to succeed in a changing market

## FOUNDATIONAL PRIORITIES

Brand Awareness, Community Engagement, Strategic Partnership, Enabling Technology, Effective Governance, Organizational Structure, Infrastructure, Funding, Risk Management