



COMMUNITY IMPACT 2025

Palmetto Goodwill aspires to be the premier social enterprise committed to the elimination of barriers that impede individuals from realizing their full potential and through education, training and employment lead them to individual prosperity and personal enrichment.

Forty years ago, Palmetto Goodwill opened its doors with the aspirations of helping to change lives through employment. As the organization has evolved our mission has expanded to include education and training initiatives, yet our commitment to offering sustainable employment opportunities and related support services is unchanged. As one of lower South Carolina's largest not for profit employers we are a leader in services for, and advocacy on behalf of, people with disabilities as well as others with barriers to education, training and employment. In addition, a network of program and business partners enhances efforts to connect those we serve with the resources needed to increase independence and reach their full potential.

In the summer of 2018, Goodwill leadership began developing a 2025 strategic plan to define and give greater focus to our efforts. Development of the plan was rigorous, thorough and inclusive of internal and external stakeholder feedback. The resulting plan is vetted, challenging and achievable. Most importantly, it establishes a well defined framework for Goodwill's future growth, mission advancement and funding.

MISSION

Helping people achieve their full potential through the dignity and power of work.

VISION

To be a valued community partner for training, employment and continued development of people seeking a pathway to a better life.

VALUES

It is our belief that when people are given access to opportunities leading to gainful, sustainable and self- fulfilling employment, people will improve their financial and social position, leading to the strengthening of the family which reduces or eliminates generational poverty.

People – Putting people first in all aspects of operations

Integrity – Forming honest relationships with those we serve, our customers, donors and public

Employment – Helping people become self- sufficient to the best of their ability

Service to Community – Recognizing that response to community needs is an opportunity for service

Responsible – Operating facilities and business ventures efficiently and responsibly

Excellence – Committing ourselves to continuous improvement

Stewardship – Building trust and integrity by being excellent stewards of public donations

Respect – Respecting people by embracing diversity of those we employ and serve

Transparency – Ethically marketing and promoting the agency to reflect true and accurate practices and services

Ethics – Promoting a safe and clean working environment for our employees, customers, donors and those we serve

THE TIME IS NOW

For people with barriers to employment (disabilities, limited education, a criminal history, little work experience or other barrier), independence is jeopardized in a job market where employers seek skilled candidates but may lack the organizational experience to accommodate those with barriers. The economic downturn of the past decade made it even more difficult for these job-seekers to find consistent, self-sustaining employment.

Nearly 65% of working-age people with disabilities are unemployed. Those who are employed earn, on average, \$18,000 less than other workers. Nearly 550,000 working-age South Carolinians do not have a high school diploma, a critical credential in today's job market, while two-thirds of the workforce lack postsecondary degrees. Experts estimate that millions of jobs will go unfilled over the coming decades due to lack of qualified workers.

The lack of educational attainment contributes to other hardships for families and communities, including poor health outcomes and increased crime. South Carolina ranks 24th in infant mortality, and over half of those released from prison each year are incarcerated again within three years.

These issues are why we continually assess what role Palmetto Goodwill can play in addressing community needs. Through programs, opportunities and partnerships that allow people and families to increase their independence and reach their potential, we are working toward our vision of a state where all residents can be contributors.

ASPIRATIONS

Build the enterprise to create a sustainable source of support for the communities we serve.

Stewardship of the public support we receive for the benefit of the communities we serve.

Strengthen families through education, impactful programs, and holistic services.

Transform the lives of those we employ and serve through the dignity and power of work.

WHERE WE ARE

Today we face an economy that has shifted dramatically over the past several years and the labor market is tight. Employers are having a difficult time securing the talent they need to perform the jobs they are trying to fill. Palmetto Goodwill has started shifting its focus towards training and certification programs to transition people quickly into the high demand jobs.

One area of need that continues to surface is the educational gap in the workforce to meet employer needs. More than 550,000 people in South Carolina do not possess a high school diploma. Palmetto Goodwill is pursuing the option of opening Adult Charter Schools modeled after the Excel Centers in Indianapolis, Indiana. Changing the current legislation to remove the age cap for adults to obtain a high school diploma will be a priority.

As Palmetto Goodwill continues to grow and expand, its social enterprise services will expand to the more rural areas within the 18 counties we serve. Continued expansion of the Donated Goods and Commercial Services business lines can be part of the equation to fuel the expansion of mission services. Philanthropic efforts must also be part of this effort to reach out to the rural counties and provide sustainable services.



Community Impact 2025 is built upon four pillars: Employment, Sustainability, Innovation and Communication. Each pillar has defined objectives.

EMPLOYMENT

Palmetto Goodwill will become a premier employer by ensuring the people we employ and those we serve are provided resources and opportunities to reach their full potential.

- Increase self-sufficiency as measured by educational attainment, increased wages and reduction in reliance upon public assistance for program participants.
- Enroll more Goodwill employees in programs enhancing their quality of life (wellness, retirement plan match, leadership development, tuition reimbursement and others).
- Double the number of people placed into gainful employment.
- Maximize employment opportunities within our mission and social enterprise.

INNOVATION

Palmetto Goodwill will create and implement highly effective education, training and social solutions; positioning the organization as a result-oriented leader in our community.

- Increase enrollment of the number of people facing barriers to education, training and employment opportunities through relevant programs and services.
- Advocate for initiatives that allow adults over 21 who have aged out of the school system the opportunity to earn a high school diploma through the Excel Center model.
- Continue to pursue federal and state initiatives that increase employment opportunities for people with barriers.
- Create an entrepreneurial incubator for high demand fields.

SUSTAINABILITY

Palmetto Goodwill will operate and grow viable social business models providing opportunities and resources to build on current and future mission endeavors.

- Achieve operating mission contribution of at least 5%.
- Increase operational support through philanthropic endeavors.
- Develop a leadership pipeline by ensuring a strong succession plan is in place and evaluated annually.

COMMUNICATION

Palmetto Goodwill will broaden mission awareness and understanding of Goodwill as a premier service provider.

- Drive marketing strategies to increase public awareness of Goodwill's mission.
- Formalize our current efforts by creating a Government Relations Team to inform and influence political discussions on key stakeholder initiatives.



ACHIEVING THE VISION

We believe these initiatives and objectives position Palmetto Goodwill for a strong future and increase our abilities to serve lower South Carolina residents. By focusing our efforts and collaborating with other organizations, we will help change lives and boost South Carolina's workforce through education, training and employment.

Palmetto Goodwill welcomes the opportunity to explore ways to further leverage our resources with those of others in the public, private and not-for-profit sectors, develop human capital and increase the skills of South Carolina's workforce. In doing so, we believe Palmetto Goodwill will take a step forward in becoming a place where all people are productive, self-sufficient and capable of contributing to the community.

For more information visit:
palmettogoodwill.org

