



ONE GOODWILL

**Community Impact Plan
Update: Path to 50**



VISION

Every member of our community has the opportunity to thrive!



DIVERSITY COMMITMENT

We celebrate and support a culture of diversity, inclusivity, and belonging in our workplace. Our values ensure that team members feel respected, accepted, and included. We firmly believe creating a sense of belonging fuels our mission and empowers us to deliver Amazing Customer Experiences to those we serve, our partners, and with one another.



OUR VALUES

INTEGRITY

We operate in an open, truthful environment, and strive to meet the highest ethical standards.

COLLABORATION

We achieve great things together, success is built on relationships, both within the organization and with our partners.

ATTITUDE

We serve with humility and a passion for our mission, bringing out the best in ourselves and others.

RESPECT

We welcome everyone, creating a culture of inclusion, empathy, and belonging.

EXCELLENCE

We set and achieve ambitious goals, to provide maximum community impact.



MISSION

Changing lives by providing equitable access to training, education, and employment.

ONE GOODWILL



Community Impact: Path to 50



INVEST IN OUR COMMUNITY

Increase and deepen our impact in the communities we serve through collaboration, training, education, and employment



GROW OUR OWN

Build an inspired and Amazing team that embraces and exemplifies our Culture and Values and has the opportunity to grow, to pursue their dreams, and to make an impact



SUSTAIN OUR FUTURE

Grow and operate viable, innovative social business models that maximize our resources, create new and lasting opportunities for impact, and modernize our practices



INVEST IN OUR COMMUNITY

7 YR | 3 YR | 1 YR



7 YR TARGET

- 30,000 cumulative people placed
- 5,000 unique prosperity participants
- 1,000 Excel graduates
- 1,000 Re-entry participants

3 YR GOAL

- 10,000 cumulative people placed
- 1,000 unique prosperity participants
- 100 Excel graduates
- 400 Re-entry participants

1 YR PLAN

- Open First Excel School (Sept/Oct)
- Launch Re-Entry Program (March)
- Initiate Prosperity Platform (Oct/Nov)
- Build and expand business and community partnerships in support of training, education and employment
- Tell the story—execute new Marketing and Communications plan to build awareness of and investment in Palmetto Goodwill's mission



GROW OUR OWN

7 YR | 3 YR | 1 YR



7 YR TARGET

- Fully integrated, modernized systems
- Industry leader in Net Promoter Score
- Every team member is on the path to prosperity

3 YR GOAL

- ACE culture is alive and thriving
- Net Promoter Score increase
- Clear succession and career paths
- New HCM/retail/financial systems implemented
- Robust Mission at Home program helping team members thrive

1 YR PLAN

- Support & strengthen ACE culture through training, communication, and engagement
- Build on belonging, diversity, equity, inclusion work
- Baseline Net Promoter Score
- Every team member has a growth and development plan
- Implement Human Capital Management (HCM) system to create efficiencies and integrate the team member life cycle



SUSTAIN OUR FUTURE

7 YR | 3 YR | 1 YR



7 YR TARGET

- **\$100M in Total Revenues**
 - **DGR revenues at \$70M**
 - **Contracts revenues at \$25M**
 - **Mission revenues at \$5M**
- **Minimum of 5% Net income to revenue goal**
- **Mission advancement fund at \$20M**

3 YR GOAL

- **\$82M in Total Revenues**
- **\$15M in Mission Advancement Fund**
- **Obtain a new \$500K-\$1M Contract**

1 YR PLAN

- **7% net income to revenue goal**
- **Build business development strategies outside 18 counties**
- **Support infrastructure upgrades (rebranding, POS, HCM & financial system software)**
- **Provide Amazing Customer Experiences to our donors, shoppers, and Team Members**
- **Focus on donation strategies to meet sales goals**
- **32% growth in mission services support**

ONE GOODWILL

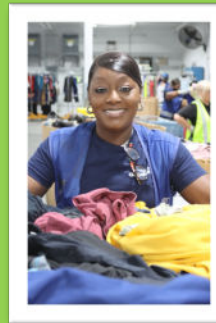


2029 50th Anniversary Strategic Plan



INVEST IN OUR COMMUNITY

Increase impact in the communities we serve through collaboration, training, education, and employment



GROW OUR OWN

Build an inspired team that embraces and exemplifies our culture and values, so that each team member has the opportunity to grow professionally and personally



SUSTAIN OUR FUTURE

Grow and operate viable, innovative social business models that maximize our resources, create new and lasting opportunities for impact, and modernize our practices