

OUR MISSION

To facilitate change through skills training and work opportunities.

OUR VISION

All people are living their full potential and capable of contributing to their community.

OUR VALUES

Integrity – Respect
Accountability – Innovation
Service - Empowerment



OUR TEAM

Be an “employer of choice” by fostering an innovative and learning culture that develops our employees.

Our Focus

Increase learning and development opportunities for Goodwill employees.

Foster a mission-centric culture and value based work environment.

Attract, hire and retain talent.



OUR COMMUNITY

Improve Goodwill’s impact, reputation and presence in the community.

Create, expand and improve services to the community.

Improve brand and mission awareness.

Strengthen Goodwill’s presence in the community.



OUR GROWTH

Strengthen Goodwill’s financial position and ensure operational excellence.

Invest in infrastructure.

Diversify revenue.

Improve donor acquisition.

2020-2022 STRATEGIC PLAN



Heart of Texas
Goodwill Industries, Inc.

