



NO TALENT LEFT BEHIND:

A Five-Year Strategic Roadmap

FY 2025 - FY 2029



Vision & Mission



Vision:

Goodwill envisions a world **where no talent is left behind.**

Mission:

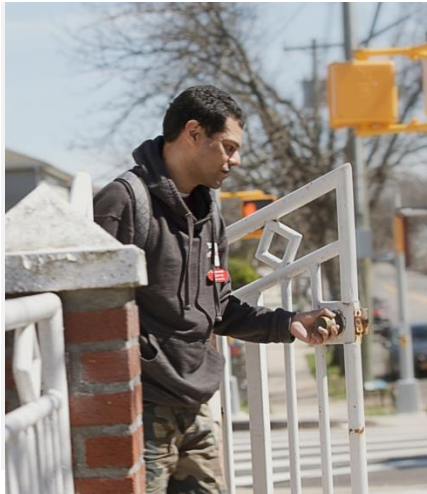
Goodwill Industries empowers* individuals with disabilities and other barriers to employment to gain independence through the power of work

*Creating a system an inclusive system of employment



Strategic Imperatives

Expand from person focus to system focus and lead the inclusive movement in New York and New Jersey.



Lead the inclusive employment movement in NYNJ



Grow and protect retail market share through targeted donor expansion and investment in leadership



Lead the inclusive employment movement in New York and New Jersey

- **Strategy 1: Build full circle strategic partnerships with major employers to drive inclusive employment**
- **Strategy 2: Build a Goodwill inclusive employment engine**
- **Strategy 3: Align Goodwill's culture to support and model inclusive employment**

Strategy 1



Build full circle strategic partnerships with major employers to drive inclusive employment

Strategy 2



Build a Goodwill inclusive employment engine for jobs for all

Strategy 3



Align Goodwill's culture to support and model inclusive work



Grow and protect retail market share through targeted donor expansion and investment in leadership development

- Strategy 4: Defend and protect Goodwill NYNJ's market share through profitable retail growth
- Strategy 5: Put every donation to work
- Strategy 6: Build loyalty to Goodwill



Strategy 4



Defend and protect Goodwill NYNJ's market share through profitable retail growth



Strategy 5

HOW DONATIONS GO THROUGH THE SYSTEM



Donate



Production



Sales Floor &
E-Commerce



Outlet



Recycle

Put every donation to work



Strategy 6



Build loyalty to Goodwill



"Over the next five years, we're shifting our focus from individual employment to systemic inclusivity. Our roadmap aims to lead the charge in New York and New Jersey, fostering an environment where inclusivity isn't just welcomed, but celebrated."

A handwritten signature in white ink that reads "Katy". The signature is fluid and cursive, with a long tail on the letter 'y'.

Katy Gaul-Stigge
President and CEO | Goodwill NYNJ