Goodwill Industries of Mississippi, Inc.

STRATEGIC PLAN

2027 – 2031

A framework for mission, growth, stewardship and people.

Transforming lives through lifelong learning and meaningful work.

About Goodwill.

GOODWILL INDUSTRIES OF MISSISSIPPI, INC.

Goodwill Industries of Mississippi is a 501(c)(3) nonprofit organization serving 59 counties in Middle Mississippi. We are a successful social enterprise that uses a donated goods business model to generate funds to create jobs and supportive services for people in the community experiencing barriers to employment. We believe the economic development of our community occurs one person and one job at a time.

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OUR FOUNDATION

Mission. Vision. Values.

Our mission, vision, and values define who we are, where we are going, and how we work together to get there. They guide our decisions, shape our culture, and keep us focused on creating opportunity through lifelong learning and meaningful work.

MISSION

Transform lives through lifelong learning and meaningful work.

VISION

Every person has opportunity to learn, work, and thrive in life.

VALUES

At Goodwill, we . . .

LEARN • GROW • ENCOURAGE • CELEBRATE

THE STRATEGY

Four pillars. One direction.

The 2027–2031 plan organizes our work around four connected priorities.

01 **MISSION**

Transform lives through lifelong learning and meaningful work.

02 **STEWARDSHIP**

Allocate resources to ensure fiscal and environmental sustainability.

03 **GROWTH**

Expand and diversify business and services to increase our impact.

04 **PEOPLE**

Invest in people to support growth and culture.

2027 - 2031 STRATEGIC FRAMEWORK

The plan at a glance.

Four connected priorities. Thirteen strategic objectives. One shared mission.

01 MISSION

- Provide services to assist individuals to gain knowledge, skills, and experience that promote a path toward meaningful work.
- Meet local community service needs.
- Create an unmistakable connection between mission and retail.

02 STEWARDSHIP

- Optimize organizational infrastructure to support healthy business and mission performance.
- Reduce waste.
- Maintain and increase capacity for self-funding through retail gains and other initiatives.

03 GROWTH

- Increase retail sales (See 7-Year Retail Store Growth Plan 2027-2033).
- Expand Goodwill's retail and service model to best meet community demands.
- Develop innovative donation strategies to increase donor convenience and drive retail growth to support mission.

04 PEOPLE

- Develop a sustainable talent pipeline.
- Develop a culture of life-long learning that encourages and celebrates career growth.
- Provide a safe, supportive, and productive work environment.
- Expand strategic relationships with government, business, and community leadership.

01 MISSION

Transform lives through lifelong learning and meaningful work.

STRATEGIC OBJECTIVES

1. Provide services to assist individuals to gain knowledge, skills, and experience that promote a path toward meaningful work.
2. Meet local community service needs.
3. Create an unmistakable connection between mission and retail.

WHY IT MATTERS

Mission is not a department. It is the reason every part of the organization exists.

01 MISSION

Transform lives through lifelong learning and meaningful work.

OPERATING PLAN

Actions and initiatives to achieve each strategic objective.

1

STRATEGIC OBJECTIVE

Provide services to assist individuals to gain knowledge, skills, and experience that promote a path toward meaningful work.

ACTIONS / INITIATIVES

2

STRATEGIC OBJECTIVE

Meet local community service needs.

ACTIONS / INITIATIVES

3

STRATEGIC OBJECTIVE

Create an unmistakable connection between mission and retail.

ACTIONS / INITIATIVES

02 STEWARDSHIP

Allocate resources to ensure fiscal and environmental sustainability.

STRATEGIC OBJECTIVES

1. Optimize organizational infrastructure to support healthy business and mission performance.
2. Reduce waste.
3. Maintain and increase capacity for self-funding through retail gains and other initiatives.

WHY IT MATTERS

Strong stewardship protects both today's performance and tomorrow's capacity to serve.

02 STEWARDSHIP

Allocate resources to ensure fiscal and environmental sustainability.

OPERATING PLAN

Actions and initiatives to achieve each strategic objective.

1

STRATEGIC OBJECTIVE

Optimize organizational infrastructure to support healthy business and mission performance.

ACTIONS / INITIATIVES

2

STRATEGIC OBJECTIVE

Reduce waste.

ACTIONS / INITIATIVES

3

STRATEGIC OBJECTIVE

Maintain and increase capacity for self-funding through retail gains and other initiatives.

ACTIONS / INITIATIVES

03 GROWTH

Expand and diversify business and services to increase our impact.

STRATEGIC OBJECTIVES

1. Increase retail sales (See 7-Year Retail Store Growth Plan 2027–2033).
2. Expand Goodwill's retail and service model to best meet community demands.
3. Develop innovative donation strategies to increase donor convenience and drive retail growth to support mission.

WHY IT MATTERS

Growth matters when it expands opportunity, strengthens sustainability and increases mission impact.

03 GROWTH

Expand and diversify business and services to increase our impact.

OPERATING PLAN

Actions and initiatives to achieve each strategic objective.

1

STRATEGIC OBJECTIVE

Increase retail sales (See 7-Year Retail Store Growth Plan 2027-2033).

ACTIONS / INITIATIVES

2

STRATEGIC OBJECTIVE

Expand Goodwill's retail and service model to best meet community demands.

ACTIONS / INITIATIVES

3

STRATEGIC OBJECTIVE

Develop innovative donation strategies to increase donor convenience and drive retail growth to support mission.

ACTIONS / INITIATIVES

04 PEOPLE

Invest in people to support growth and culture.

STRATEGIC OBJECTIVES

1. Develop a sustainable talent pipeline.
2. Develop a culture of lifelong learning that encourages and celebrates career growth.
3. Provide a safe, supportive, and productive work environment.
4. Expand strategic relationships with government, business, and community leadership.

WHY IT MATTERS

People carry the mission forward through their talent, development, relationships, and leadership.

04 PEOPLE

Invest in people to support growth and culture.

OPERATING PLAN

Actions and initiatives to achieve each strategic objective.

1

STRATEGIC OBJECTIVE

Develop a sustainable talent pipeline.

ACTIONS / INITIATIVES

2

STRATEGIC OBJECTIVE

Develop a culture of lifelong learning that encourages and celebrates career growth.

ACTIONS / INITIATIVES

3

STRATEGIC OBJECTIVE

Provide a safe, supportive, and productive work environment.

ACTIONS / INITIATIVES

4

STRATEGIC OBJECTIVE

Expand strategic relationships with government, business, and community leadership.

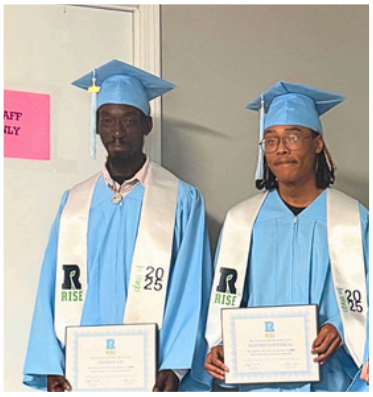
ACTIONS / INITIATIVES

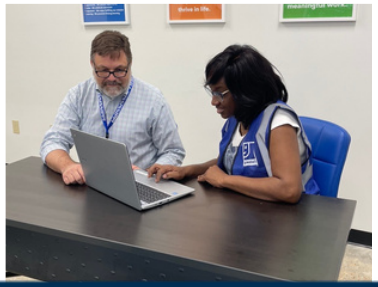












Goodwill Industries of Mississippi, Inc.

MISSION IN MOTION

Transforming lives through lifelong learning and meaningful work.

Every donation received, every purchase made, every person trained, every job created and every partnership formed helps create opportunity for people across the communities we serve.

Our Strategic Plan provides the direction, but our mission is what moves us forward — creating brighter futures for individuals, families and communities throughout Central Mississippi.

Because at Goodwill of Mississippi, success isn't just about what we do. It's about the lives we help transform.

LEARN • GROW • ENCOURAGE • CELEBRATE

Goodwill
Industries of
Mississippi, Inc.

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