

**STRATEGIC PLAN**  
**2010**

**MISSION STATEMENT**

*Gulfstream Goodwill Industries Inc., assists people with disabilities and other barriers to employment to become self-sufficient, working members of our community.*

**VISION**

- ✓ We will be the premier provider of quality rehabilitation, education, employment and training opportunities for people with barriers to employment and independence.
- ✓ We will be recognized as a community leader and partner, communicating closely and networking with key community groups to respond to ever-changing social problems and ensure wide use of community resources.
- ✓ We will be a quality retailer, offering high quality, economical and fashionable merchandise in well-maintained locations in the communities we serve.
- ✓ We will work with community businesses and industry to provide a qualified workforce and timely delivery of products and services.
- ✓ We will practice a management philosophy that respects and recognizes the value of each employee and empowers them to learn, grow and be self-directing.
- ✓ We will operate all aspects of our organization to reflect application of sound business practices, demonstrate good stewardship in use of resources, maximize opportunities for people with barriers to employment and independence and prepare for future growth.

**VALUE STATEMENTS**

- ✓ Each individual has value.
- ✓ Work provides meaning and purpose to life.
- ✓ There is dignity in all occupations.
- ✓ Goodwill Industries provides opportunities and encourages development.
- ✓ People are primarily responsible for their development, decisions and actions.
- ✓ Goodwill Industries strives to be self-supporting.
- ✓ We are committed to quality. Our programs and services will be the highest quality possible.
- ✓ Our employees are our most valued assets.
- ✓ We operate our programs and services with integrity.
- ✓ We treat each other, our customers, our consumers and donors with courtesy, compassion and respect.
- ✓ Every donation has value and is used wisely.
- ✓ Programs and services are provided based on the individuals' desires, needs and expectations.

## 2010 STRATEGIC OBJECTIVES

- I. 1. The organization will provide services to 4,000 persons annually.
- 2. The organization will place 400 individuals into competitive employment annually.
- 3. The retention rate in continuous employment will exceed 75%.

- II. 4. Supported employment services will increase the number of persons served by 3%.
- 5. We will open two new community based work sites in the Treasure Coast and Palm Beach County.

- III 7. The retail program will increase its net contribution by 10%.
- 8 Retail will increase its same store sales by 5%
- 9. Retail will increase same store net profits by 5%.

### IV. 10. Implement training that will promote professional development.

- 11. The organizational turnover rate will be reduced by 4%.

- V. 12. All departments will operate within the established and approved financial projections and/or ratios.
- 13. The contingency reserve will maintain a balance of at least \$500,000.
- 14. Formal surveys indicate an 80% or higher satisfaction level by persons served, employees, employers, referral sources, advisory bodies, customers and/or donors.

- VI. 15. The organization and its staff maintain the highest level of certification from the appropriate regulatory agencies and professional organizations.
- 16. The organization has a fully operational management measurement and reporting system.