

Goodwill

Industries of Greater Nebraska, Inc.



GOODWILL CARES



STRATEGIC PLAN

2025-2027



OUR MISSION

Goodwill Industries of Greater Nebraska, Inc., is dedicated to helping people with disabilities or barriers reach their goals and improve their quality of life.



OUR VISION

Through the work of Goodwill, the people we serve will have the opportunity to improve their quality of life and achieve their greatest potential.



OUR VALUES

COMMUNITY

We create a supportive, inclusive, and connected community to enhance the wellbeing and quality of life for everyone involved.

ACCOUNTABILITY

Attract, retain, and develop a team to improve outcomes for them, the organization, and the individuals we serve.

RESPECT

We create a positive environment, which fosters trust, builds cooperation, and appreciates the differences in all people.

EDUCATION & MARKETING

We encourage people to utilize their voice, build confidence, and act on opportunities important to them.



PEOPLE

Goodwill will attract, retain, and develop a team to improve outcomes for them, the organization, and the individuals we serve.

Strategic Plan
Pillar One



RECRUITMENT & HIRING

Continuous evaluation and improvement of employee benefits and wages. Create and implement a marketing campaign around recruitment. Increase hiring effectiveness through technology and advanced tools



RETENTION

Continue to develop a positive culture and drive the CARE values into the fabric of the organization. Offer supportive services to our employees similar to what is available for program participants. Develop and codify organizational flexibility opportunities



TEAM MEMBER DEVELOPMENT

Reorganize training and compliance function into HR. Create and implement a comprehensive management training program in alignment with the succession plan. Develop career ladders for all roles to include job shadowing opportunities



Cristian Dominguez, E-Commerce Fulfillment Specialist, helps get donated goods in the hands of eager online shoppers.



ORGANIZATIONAL EXCELLENCE

Goodwill will foster continuous improvement to ensure financial sustainability, promote growth, and maximize mission impact.

Strategic Plan
Pillar Two



REDUCTION OF E/R in DGR

Assess and implement DGR operations proven practices Increase donation acquisition.



TECHNNOLOGY

Finalize and implement a comprehensive technology plan, improve access to and sharing of data, improve training on technology systems.



PROCESS STANDARDIZATION

Audit current processes and procedures to prioritize system improvement for maximum effect. Implement prioritized changes.



Shannon Bond is a retail associate and oversees our twice-weekly Goodwill Outlet sales. She is frequently recognized by customers and coworkers for her compassion and heart for service.



EDUCATION & MARKETING

Goodwill will communicate our mission impact to create advocates and drive engagement with our services.

Strategic Plan
Pillar Three



EXTERNAL COMMUNICATION

Enhance and execute the marketing plan to include donor (funder) development. Increase content development and utilization across different media. Evaluate capacity and identify internal /external support for the marketing department.



INTERNAL COMMUNICATION

Create more opportunities for employees to engage with leadership and learn more about our mission. Improve onboarding to include more mission information



ADVOCACY

Develop and execute an advocacy plan. Actively engage in mission associations.



Tamara Snider, V.P. of Mission and Brent Johnson, Chief Operating Officer along with representatives from Goodwill Omaha meet with Representative Adrian Smith to advocate for those with disabilities and mental health challenges.



MISSION ADVANCEMENT

Goodwill will evolve our mission programming to enhance mission impact.

Strategic Plan
Pillar Four



STREAMLINE SERVICES

Assess and implement DGR operations proven practices, Increase donation acquisition Maximize efficiency of e-commerce.



PARTNERSHIPS

Finalize and implement a comprehensive technology plan, improve access to and sharing of data, improve training on technology systems.



CONTINUOUS IMPROVEMENT

Audit current processes and procedures to prioritize system improvement for maximum effect. Implement prioritized changes.



Grand Island Developmental Disability Day Services participants volunteer every year to help beautify the city prior to the Nebraska State Fair.