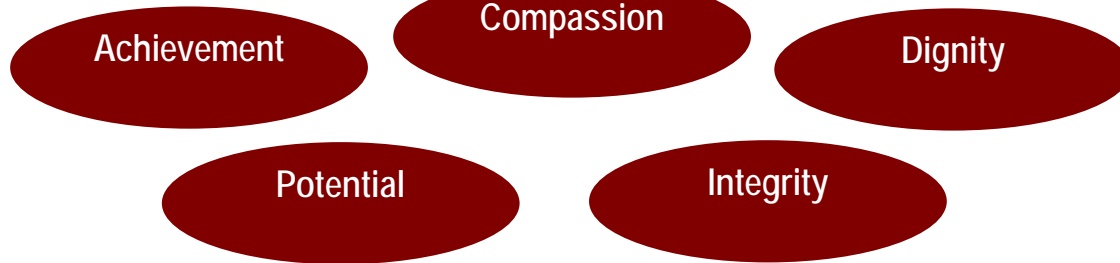


Wall Street Mission Goodwill Industries

2009-2011 Strategy Map

Mission: *Building Independence, Quality of Life, and Work Opportunities.*

Values



Vision: **People experience dignity and changed lives while adding value to society.**

Goal 1: Grow our business to support the growth of our mission by becoming a \$16 million organization by 2012.

Impact: Ability to effectively serve more people throughout our entire territory.

Goal 2: Maximize mission service programming throughout our territory.

Impact: Fulfillment of our Mission

Goal 3: Maximize our employees' potential by fostering a culture focused on learning, accountability, and safety.

Impact: Goodwill becomes an employer of choice, providing an enriching and safe work environment.

Goal 4: Increase public awareness through marketing messages, partnerships and other opportunities to reach out to our customers.

Impact: Community will embrace our organization and support our mission.

Goal 5: Analyze and improve our systems and facilities as needed to support our growth.

Impact: Efficient and effective operation of our organization.