

Our Vision

All individuals are embraced as valued and dignified members of our community.

Our Mission

Transforming the lives of individuals through pathways to independence and the power of work.

Our Values ICARE

- **Do the right thing**
 - **Work together**
 - **Own your actions**
 - **Value everyone**
 - **Learn and do your best**
- Integrity**
 - Collaboration**
 - Accountability**
 - Respect**
 - Excellence**

Goodwill Columbus Vision Survey 3 year overview	2022	2023	2024	Q1 2025
<i>I am proud to work for Goodwill and support Goodwill's mission.</i>	95%	96%	97%	97%
<i>I would recommend Goodwill as a great place to work.</i>	83%	88%	93%	94%
<i>I have the tools I need to do my job.</i>	83%	84%	91%	92%
<i>My manager or someone at works talks to me about my goals</i>	80%	84%	89%	88%
<i>I receive praise when I do good work.</i>	85%	87%	91%	91%
<i>My manager is a great role model.</i>	87%	89%	92%	92%
<i>My manager treats people with respect.</i>	93%	93%	96%	96%
<i>My input and ideas are valued and considered.</i>	84%	87%	91%	92%
<i>I have a good friend at work.</i>	76%	82%	85%	86%
<i>The people I work with treat each other with respect.</i>	88%	90%	91%	92%

Impact of the Vision Survey

- Introduction of Town Halls throughout business and at Management Team Meetings - 2022
- Continuation of Birthday Cards and Holiday Cards - 2022
- Good Vibes Employee Newsletter – 2023
- Reviewed and updated Leadership Competencies – Q1 2024
- Reinstatement of the Years of Service Recognition Program – Q1 2024
- Employee Spotlights – Q1 2024
- Leading the Goodwill Way – Supervisor Training Program – 150+ trained in 2024
- ICARE program – See Something, Say Something Q2 2024
- 403(b) Retirement Matching Program – Q2 – 2024
- Career Pathways Framework – Q2 - 2024
- Built Intranet and launched to Management Team for easier access to information Q4 – 2024
- Intranet Employee Access Q1 – 2025
- Monthly Leading the Goodwill Training Series for Management – Q1 2025
- Power Skills Professional Development Series – Q2 2025

Department – Highest # of Annual Survey Responses	2022	2023	2024	Q1 2025	
Retail (Stores, ADC, E-Commerce, Warehouse, Drivers)	101	107	127	149	
Custodial/Security Combined	104	57	92	98	
Adult Day Services	45	45	59	60	
Work and Community Services	43	59	69	80	
Residential Services	68	59	142	136	
Workforce Development	29	44	38	52	
Shared Services	40	43	60	47	
Total Employee Participants	430	387	597	622	
Total Headcount	1024	1159	1150	1208	
% participation	42%	33%	54%	52%	