

## Our New Mission, Vision & Values ✨



**From** Goodwill Industries of the Southern Piedmont <community@goodwillsp.org>  
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A lot has changed in the past 50 years—that's why we modified our mission, vision and values.



### Our New Mission, Vision & Values

Goodwill is known for helping people find work. That was the focus of the mission statement we wrote 50 years ago. But a lot has changed since then, and what we do goes far beyond employment.

Over the years, we adapted our services to meet the evolving needs of our

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community. Our focus shifted to offering comprehensive tools, resources, support and guidance for people looking to uncover their passions, enhance their skillsets and pursue the life they want to achieve for themselves and their families. As a result, our purpose changed to *helping people see possibilities, seize opportunities and prosper.*

And as our aspirations grow, so should our mission, vision and values. Now after a recent update, these following statements reflect our renewed purpose and what makes us Goodwill.

### **Our Mission:**

Goodwill builds pathways that help people pursue the life they want to achieve.

### **Our Vision:**

We envision a community where equitable access to career opportunities is available for all.

### **Our Core Values:**

**Be bold.**

We stand firm in what we believe in, strengthening our commitment to creating more equitable career opportunities for all.

**Listen actively.**

We ask questions and pay attention to every voice describing what our community needs to be. Then we work to bring those requests to life.

**Build a village.**

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Success isn't achieved alone, which is why we encourage partnership and collaboration to help our team and the people we serve in achieving their goals.

**LEARN MORE ABOUT GOODWILL**

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## Changing Lives Through the Power of Work!

See how you can make an impact today!

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