

# Strategic Plan 2024–2026

Goodwill of Western and Northern Connecticut



**MISSION** — Goodwill of Western and Northern Connecticut (GWNC) strengthens communities by helping people with disabilities and other disadvantages maximize independence through job training and other support services.

## Organizational Values

- 1 We Respect our Customers & Clients
- 2 We Respect our Team Members
- 3 We Communicate Effectively
- 4 We are Accountable
- 5 We Collaborate

## Strategic Priorities

- 1 Financial Sustainability
- 2 Operational Efficiency & Cost Effectiveness
- 3 Diversifying Revenue Streams
- 4 Quality Services through Transparency & Accountability
- 5 Engaging Stakeholders in Financial Sustainability

## Strategic Objectives & Key Results

### Strategic Objective 1: Achieve Fiscal Sustainability Through Operational Efficiency & Revenue Diversification

Sound financial and operational processes drive the resources (people, time, money) needed to meet the mission.

#### Key Results

- Ensure financial stability with revenue that exceeds expenses.
- Increase DGR revenue annually.
- Increase monetary donations yearly.
- Diversify mission revenue streams to attain **\$100,000** in additional funding annually.

### Strategic Objective 2: Quality Services & Mission Advancement

Provide the highest quality services through transparency and accountability.

#### Key Results

- Increase HS program satisfaction by **5%** year over year (up to **90%**).
- Achieve **80%** of goals defined in the PMMI Plan annually by **2026**.
- Expand people served by **5%** in **2024**, **2025**, and **2026** (total growth **15%** over three years).