

## OUR VALUES

### **THE POWER OF WORK!**

We believe it is critical that people make informed career choices to realize their fullest vocational potential and achieve economic self-sufficiency.

### **PROFITABILITY**

We believe that Goodwill's financial success leads to creative ways to put more people to work. Profitability is essential to achieving our mission.

### **SERVICE TO OUR CUSTOMERS**

We believe that success comes from meeting our customers' needs 100% of the time. We constantly evaluate our customers' expectations and seek to improve our services and products.

### **ACCOUNTABILITY FOR RESULTS**

We believe that each of us is responsible for contributing to the success of our mission and businesses.

### **CONTINUOUS QUALITY IMPROVEMENT**

We believe that everything we do can be improved through teamwork and learning.

### **GROWTH AND INNOVATIONS**

We believe that research, planning and innovation are integral to success in an ever-changing environment.

### **PEOPLE**

We believe that people in positive relationships with one another are more effective team members. We are committed to mutual respect and honest conversation in getting our work accomplished.

## VISION 2010

SUSTAINABLE MISSION. PROFITABLE GROWTH. FINANCIAL STABILITY.

Goodwill of North Georgia has provided jobs, training for jobs and job placement services for people in need since 1925. **Today, in July of 2010**, we are the largest private job training organization in Georgia and the largest human services nonprofit organization in North Georgia. Our revenues make us the fifth largest Goodwill in North America and the second largest Goodwill retailer. In addition to our services, we are among the top 100 largest non-governmental employers in North Georgia with nearly 2000 employees.

We did not arrive at this place and time by accident. It took the concerted effort of thousands of employees and scores of volunteers, millions of donors and retail customers and hundreds of employers and other community partners. Together we worked to serve more people, build solid financial performance in our businesses and achieve a balance between need for growth in services and need for fiscal security.

We are now consistently ranked in the top 10 among Goodwills in putting people to work and are sought after by a broad range of partners desiring to ensure cost-effective employment outcomes. Our success in delivering high-quality vocational services to people in need was made possible by targeting efforts to achieve critical outcomes and by our attention to operating our businesses in a fiscally responsible manner. It is what we do at Goodwill Industries – it is our “secret to success.” At different times in our 85-year history, losing focus on outcomes and poor financial performance had serious detrimental effects on our ability to serve people. We want to make sure we always serve more people and we operate a sound business – that we achieve sustainable mission, profitable growth, and financial stability.