Our Mission
Helping people build lives of possibility and purpose.

Our Values ICARE

- **Do the right thing** — **Integrity**
- **Teamwork** — ***Collaboration***
- **Own your actions** — ***Accountability***
- **Value everyone** — ***Respect***
- **Focus on the customer** — ***Entrepreneurial***

Goodwill Columbus Vision Survey 3 year overview	**2022**	**2023**	**2024**	**2025**	**Q1 2026**
I am proud to work for Goodwill and support Goodwill's mission.	95%	*96%*	97%	97%	97%
I would recommend Goodwill as a great place to work.	83%	*88%*	93%	92%	93%
I have the tools I need to do my job.	*83%*	*84%*	91%	92%	92%
My manager or someone at works talks to me about my goals	80%	*84%*	89%	87%	88%
I receive praise when I do good work.	85%	*87%*	91%	90%	91%
My manager is a great role model.	87%	*89%*	92%	92%	93%
My manager treats people with respect.	*93%*	*93%*	96%	96%	95%
My input and ideas are valued and considered.	84%	*87%*	91%	92%	91%
I have a good friend at work.	76%	*82%*	85%	85%	88%
The people I work with treat each other with respect.	*88%*	*90%*	91%	91%	93%

Impact of the Vision Survey

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

- Power Skills Professional Development Series

Department – Highest # of Annual Survey Responses	2022	2023	2024	2025	2026
Retail (Stores, ADC, E-Commerce, Warehouse, Drivers)	101	107	127	149	254
Custodial/Security Combined	104	57	92	94	57
Adult Day Services	45	45	59	53	51
Work and Community Services	43	59	69	65	73
Residential Services	68	59	142	100	136
Workforce Development	29	44	38	46	47
Shared Services	40	43	60	46	44
Total Employee Participants	430	387	597	588	662
Total Headcount	1024	1159	1150	1150	1100
% participation	42%	33%	54%	52%	60%