

2021

ANNUAL REPORT



GOODWILL INDUSTRIES

OF THE BERKSHIRES & SOUTHERN VERMONT

158 Tyler Street, Pittsfield MA 01201

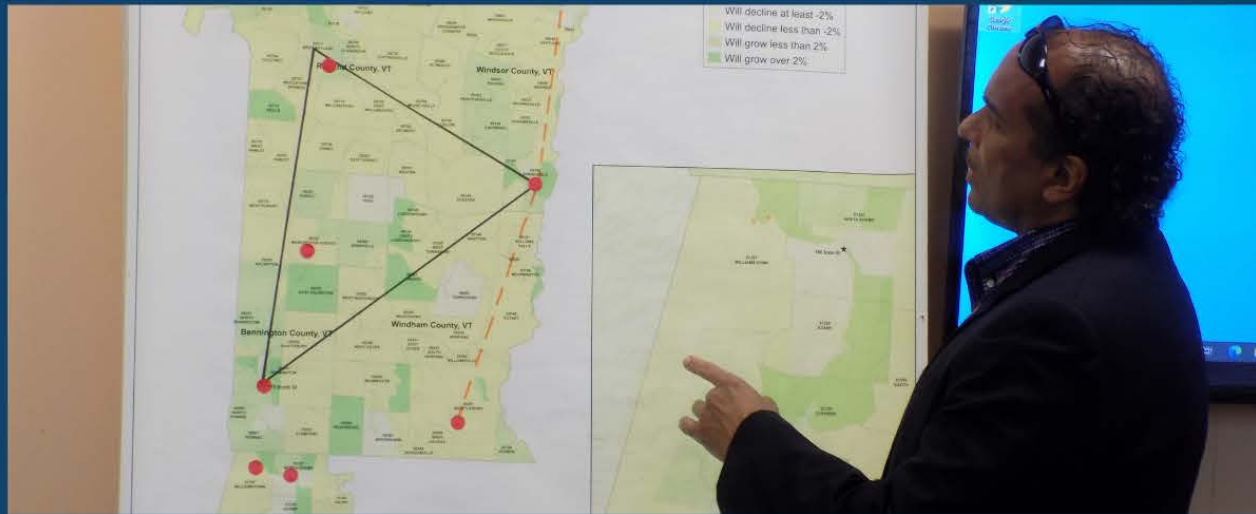
www.goodwill-berkshires.org

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GOODWILL IS MORE THAN A STORE

FROM THE CEO



Greetings to all of our stakeholders – community members, customers, employees, donors and Board members:

This is my 5th year as the President/CEO of Goodwill Industries of the Berkshires and Southern Vermont. I would be remiss if I didn't start out recognizing all of the hard work by each and every member of the Goodwill team. From the donor greeter to the Board President we have made great strides in the type of growth that will serve us well for the next four years and beyond.

We have had to become change agents in this ever changing climate. Two years ago, we realized that we could be of assistance to our community and to those organizations who provide food for individuals and families with food insecurity. By offering the use of one of our trucks, we have been able to deliver slightly under 500,000 pounds of food. We have also been able to provide blankets and warm clothing to individuals in our communities by working directly with the agencies that do this important work.

With regard to organizational growth, we are proud to

have expanded our Board to include an individual in our Vermont territory. We also formed a Board Mission Service Committee to work alongside our Mission team to advance the reach of our programs. Along with our continued focus on our mission we have expanded program participation by providing instruction in Recovery communities. Additionally, Mission Services has launched a Community Needs Assessment to help us better understand what members of our community hope for from our Goodwill programs and services.

In the spring, we will be expanding our Strategic Plan out four more years. Within the Strategic Plan, we have a strategy for territory expansion and amplified Mission Services Programs. Additionally, we will create a balanced score-card to track our progress toward growth while moving the needle forward.

I always say that it takes vision and informed decisions to move an organization forward. As change agents we have taken challenges and turned them into opportunities! It is exciting to anticipate our future growth and development as we move into 2022.

David Twiggs, CEO/President

OUR MISSION

To help community members with barriers to employment attain independence and self-sufficiency, gain confidence, and enhance their quality of life through vocational education, work training, and other support services.



Photo caption: Jimmy Brazie, our vibrant supported employee, at work restocking bags of our recycled rags.

OUR VALUES

- **Commitment** – Demonstrate our dedication to employees, participants and the community
- **Learning** – We challenge each other to strive for excellence and to continually grow
- **Innovation** – Exercise our power to embrace continuous improvement
- **Integrity** – Earn trust through all of our actions
- **Respect and Inclusiveness** - We treat ALL people with dignity and respect and value diversity
- **Teamwork** – Achieve goals and deliver our mission together

OUR VISION

At Goodwill, everyone has the opportunity to find their purpose, reach their highest level of self-sufficiency, and become a productive member of our community.

COMMITTED TO EXCELLENCE



Photo caption: The Rutland Team with their plaque for Best of the Best:Thrift Stores 2020

Excellence is about maintaining high standards and a passion for constantly seeking to improve everything we do on behalf of Goodwill. It is about personal, professional, organizational, operational, and service excellence on behalf of the communities we serve. It is about a process of improving our efforts — both individual and collective — on an ongoing basis.

The conduct of all employees, volunteers and officers of Goodwill impacts our ability to manage our financial resources and serve the community. In order to strengthen our ability to comply with this document, we will ask each member of the staff, board, or other volunteer groups to agree to conduct him or herself in a manner that promotes essential values and ethical behaviors that include:

- Operating in a manner that upholds the integrity of human rights and ensures public trust.
- Upholding all applicable laws and regulations, and furthering the ability of Goodwill to accomplish our mission.
- Being a responsible steward of the resources of our Goodwill.
- Consistently reviewing ethical decision-making.
- Consulting with others if you are presented with a dilemma on an issue.
- Deciding on a course of action, determining responsibility, reviewing all relevant facts and information, and referring to all applicable Goodwill policies or professional standards.
- Considering whether an action goes against ethical, moral, or professional standards.

CARF ACCREDITATION



Goodwill Industries of the Berkshires and Southern Vermont has received a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) for its supported employment services. CARF accreditation has been the recognized benchmark of quality health and human services for more than 50 years.

In issuing the accreditation, CARF commended Goodwill's leadership team and their vast knowledge of the organization's retail stores, service provision, fiscal responsibility, and the CARF standards, including the high level of satisfaction expressed by those families and persons served by Goodwill and its ability to meet their needs and expectations.

Goodwill's achievement is based on the organization's dedication and commitment to improving the quality of the lives of the persons served. In achieving this high level of accreditation, Goodwill demonstrated substantial conformance to CARF's standards, including clearly written policies and procedures to guide its operations, services and best practices. The three-year accreditation is the longest accreditation period that is awarded by CARF.



CODE OF ETHICS FOR EMPLOYEES

It is very important that all of our employees maintain high ethical standards and treat fellow employees and participants fairly. We do not allow personal or financial relationships to interfere with the best interests of the company. Personal or family relationships between employees must not be allowed to create the appearance of favoritism or otherwise affect the workplace. Goodwill expects all employees to be guided by the following:

- We provide services which fall within the scope of our expertise, competency and experience.
- We practice non-discrimination against anyone on the basis of race, religion, color, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service, or other non-merit based factors.
- We use the resources of Goodwill in a responsible manner and follow established procedures for use of equipment, supplies, and other resources.
- We agree to conduct ourselves appropriately in all organizational business and whenever representing Goodwill. Characteristics of good conduct attributes are honesty, timeliness, courtesy and sobriety.
- We agree to treat everyone associated with the organization with respect, equity, and dignity, whether it is the general public, fellow employees, customers or anyone else with whom business is undertaken.
- We are committed to the provision of high quality services.
- We maintain professional credentials, licenses, association memberships, certifications and necessary training in all areas appropriate to our positions in the organization.
- As a nonprofit organization with tax-exempt status, Goodwill is prohibited from using any assets to endorse political candidates, mobilize supporters to elect or defeat candidates, or align itself with political parties.
- We do not use Goodwill computers for social media unless directed by a supervisor.

A LETTER FROM THE BOARD PRESIDENT

This has been quite a year for all of us. Reopening after the height of the pandemic brought some challenges and successes. This year we were put to the test as we navigated the COVID-19 pandemic, which threatened so much of what we hold dear. I am immensely proud of our Goodwill team for supporting each other and constantly pivoting and innovating to stay relevant and hopeful for the community in which we live, play, and work.

Our Successes

This year we were happy to welcome three new Board members, Robert Sykes, Garry Beatty and Rev. Ralph Howe. All three of these gentlemen have prior Board experience and will be key assets as we move forward with Board Development. Rev. Howe is our first Board Member from Vermont.

In August, we learned that our Goodwill received a three-year accreditation through June 30, 2024 from CARF, the longest period of time for an accreditation. Our team was commended as follows- "The CEO is very knowledgeable about services and best practices and has outsourced aspects of workforce development, technology, and preparation for CARF accreditation. The leadership team has a vast knowledge of retail stores, service provision, fiscal responsibility, and the CARF standards. The leadership team is also well respected in the community. Funding sources speak highly of the services they purchase from Goodwill. The families and persons served express a high level of satisfaction in Goodwill's ability to meet their needs and expectations." There are numerous points of input from the stakeholders and this information is analyzed for continued improvement. Goodwill has developed a strategic plan, cultural competency plan, accessibility plan, technology plan, and a succession plan for key positions.

We also recognized the Healthy Kids campaign that Goodwill held, donating over \$4,472 to area agencies that serve youth and children in our communities.

In our September meeting we learned that The Conference of Executives Goodwill Industries International, Inc. conferred upon David the status of Certified Executive. The commendation is effective for a period of three years and will expire on July 30, 2024. We commended David for this wonderful achievement and his dedication to the organization.

In the Spring of 2022, we are all looking forward to developing a Strategic Plan for 2023-2027. For the present year 2021 -2022, we are following an interim plan for year one where we are focused on developing a balanced scorecard. We remain steadfast in our mission to help community members with barriers to employment attain independence and self-sufficiency, gain confidence, and enhance their quality of life, through vocational education, work training, and other support services. As we prepare for this new stage in the evolution of Goodwill Industries of the Berkshires and Southern Vermont we hope you will consider a donation to help us forge even greater connections in our community. Your financial donations make a huge difference.

Miriam Maduro, Board President

BOARD OF DIRECTORS

OFFICERS

Miriam Maduro -President
Lisa McCormack-Vice President
Jaclyn Alibozek-Secretary
Heather Kruckowski, CPA, CFE, Treasurer

MEMBERS

Heidi Higgins- AVP Marketing Officer
Brian P. Astorino, CRPC®- LPL Financial Advisor
Leonard Patnode - Board Member
Steven Skoblow- Board Member
Jennifer Galvagni Carpenter, Atty.- Board Member
Stephen Glick- Board Member
Garry Beatty- Board Member
Robert T. Sykes- Board Member
Rev. Ralph Wesley Howe- Board Member



BOARD OF DIRECTORS CODE OF ETHICS

Loyalty and Conflict of Interest

The Board of Directors maintain loyalty to the organization. This duty of loyalty requires that Directors of Goodwill act in the best interest of the organization.

Confidentiality

Individuals serving as Directors of Goodwill learn detailed information about the operation and the financial condition of the organization. Generally, Directors should keep this inside knowledge confidential unless they are authorized by Goodwill to disclose the information. Information that has previously been disclosed publicly under the filing requirements of Goodwill would no longer be considered confidential once it is publically available.

Duty of Care

The duty of care requires Directors to manage the affairs of the Goodwill in good faith with the care of that an informed prudent person in a like position would exercise under similar circumstances.

Duty of Obedience

Directors of Goodwill must ensure that they comply with local, state and federal laws, and that their actions as Directors are true to the organization's purposes and goals, as stated in its articles and by laws and consistent with its status

as a not-for-profit, tax exempt corporation. The Directors must also abide by the terms of any other applicable governing documents, which may include documents requiring specific uses of funds like the terms of a gift or bequest.

Advocacy

Goodwill encourages board members, staff, volunteers, and friends to act as advocates and ambassadors for the organization.

Individuals who are authorized to act as advocates and ambassadors for Goodwill are knowledgeable about the programs and activities of the organization and are prepared to speak on its behalf when appropriate.

Information provided to the general public, the media, and policy makers becomes a matter of public record. Therefore, in order to avoid misunderstanding or manipulation of the message, Goodwill ensures that the information is timely and accurate and that both the mission and operations components of the information are clear.

WHISTLE BLOWER PROTECTION

Goodwill commits to the establishment of policies and procedures for employees and other stakeholders to report financial or other suspected wrongdoing within the organization in a confidential manner. The Whistle Blowers Policy is incorporated by reference herein.

VALUING OUR EMPLOYEES

POSITION CHANGES



Karen Harrington
Retail Store Manager &
Training Manager for all
Store Locations

Karen joined Goodwill in November of 2015 as the Manager for the Bennington store. Most recently she became the Training Manager for all of our territory. Prior to Goodwill she was the Administrative Assistant to the Executive Director of the Bennington Museum. Karen enjoys her work at Goodwill, especially training on best practices. She takes great pleasure in helping others achieve their goals.



Maryam Kamangar
Director of Supply Chain
Management and Territory
Expansion

Maryam has been with Goodwill for eight years, previously serving as the Director of Community Development. Since October, she has been focused on Project Management. As the Director of Supply Chain Management and Territory Expansion, her job as a Project Manager involves constant learning, interaction with all sorts of people, and increased responsibility. Her favorite aspect of her current position is to manage projects, people, and expectations.

NEW EMPLOYEES



Cindy Brightly
Director, Human Resources

Cindy is honored to be a part of the Goodwill family, having joined the team in 2021. Prior to joining Goodwill, Cindy worked for Crane Stationery Human Resources and built relationships within all channels of the company, creating technical training and leading the Wellness and Safety programs, developing on boarding and safety curriculum, implementing quality improvement and employee development on all levels.



Amy Zupko
Store Manager, N. Adams

Amy is so excited to be included in the Goodwill Family as the new Store Manager in the North Adams Store. She has a long background in retail operation, and as director of a local Bennington, Vermont non-profit corporation. Combining the two is a new frontier for her, but the welcoming and inclusive environment of Goodwill is making this a perfect fit.

NEW EMPLOYEES CONT.



Sylvia Ayala
Production Manager,
Headquarters

Sylvia started at Goodwill in the Truck Driving Program and soon after obtaining her certificate, she was hired as the Third Key/Processor in one of our stores and then became an Assistant Manager then as an Acting Manager. She then was employed by Walmart as a Fresh Cap Associate and then a Fresh Cap Supervisor/Associate. In August, we were fortunate to have Sylvia once again join the Goodwill family as Production Manager at the Headquarters location.



Stephanie Caporale
Assistant Director, Mission
Services

Stephanie joined the Mission Services Team as the Assistant Director in September 2021. She is excited about this position and opportunity to be a part of the mission of Goodwill and building our community to be prosperous. She enjoys working with a team of individuals sharing the same passion in helping strengthen our community. Prior to Goodwill, Stephanie was an employee at MassHire Berkshire Career Center as the Business Service Representative.



Mary Killeen
Senior Accountant

Mary Killeen joined Goodwill in December 2020. With a B.S. in Business Administration and many years of accounting experience, Mary brings her expertise in multiple facets of accounting principles and best practices to the Goodwill Administrative Team. Mary cares deeply about connecting the dots between and amongst organizational teams. She feels that by leveraging conversations and financial data, Goodwill will be better equipped to move forward.

MISSION SERVICES



Photo Caption: Supported employees and their Program Coaches.

What an interesting year this has been, adjusting to life with COVID, reshaping the footprint of our Supported Employees and Gateway to Employment returned to the classroom- as well as via Zoom, and the addition of several qualified dedicated team members.

In the first quarter we brought back our supported employees. They were glad to be back and the team was so happy to reconnect. The Supported Employees were welcomed back to a new work area dedicated just for them. Hanging and sorting stations were set up, we had a new dedicated space for sorting and pairing shoes, and a space for the rag cutter. A bulletin board went up for notices and notes from the team, and a white board was added as well. The white board is used to post targets and daily performance. The white board was very well received and the team is very proud that their accomplishments are there for everyone to see. And the jewel in the crown is a new office and meeting space specifically dedicated to our Supported Employee team.

Melanie Bennett has done a remarkable job as the Supervisor of Supported Employees and has added to her team Tasha Persip and Shane Kushi as Program Coaches, which has enabled us to grow our team of Supported Employees to fourteen.

Pam Bennett continues to amaze us with her

facilitation skills in all of our Gateway to Employment programs. In addition to this, Pam as our Mission Services Specialist, manages the Youth Works program, and is our go-to for training and coaching of our Supported Employees coaching team.

Brittany Guyette started two years ago as an On the Job Training intern has blossomed and contributes to our analysis processes, spreadsheets and power point presentations which add another dimension to our Gateway to Employment Programs.

Stephanie Caprole joined us in September as Assistant Director of Mission Services, a position that went unfilled due to COVID. The wait was worth it as Stephanie is a whirlwind dedicated to taking Mission Services to the next level.

This was also a banner year for the Round Up program that in recent years was implemented to increase the dollars contributed from our retail stores, YTD the great cashiers have raised \$16,600 to support our Mission!

All of that said Mission Services would not be able to do what we do without the support of the entire Goodwill Team from the Greeter/Donor to our Senior Leadership team.

Kathy Anker, Director of Mission Services

CODE OF CONDUCT FOR PARTICIPANTS SERVED

- We provide services to participants based on individual needs.
- We agree to keep the names of participants and documents confidential at all times.
- We relate to participants and supported employees of Goodwill in a manner that promotes the dignity, welfare, individual rights and independence of participants. We refrain from any action or omission, which exposes a participant or supported employee to a serious risk of physical or emotional harm.
- We do not participate in placing a participant or supported employee in a position that will result in damaging his/her interest and welfare.
- We do not participate in physical restraint, involving a restriction on an individual's voluntary movement. If an individual is out of control and presents a threat to himself/herself or others, police are called for assistance.
- We treat all program participants in a respectful and cooperative manner.
- We speak to all program participants as we would any other co-worker.
- Goodwill staff do not pursue personal, social or sexual relationships with program participants inside or outside of work.

CODE OF CONDUCT FOR HUMAN RESOURCES

Goodwill Resources Management is committed to principles that individuals should be treated with respect and dignity.

We adhere to the highest standards of ethical and professional behavior and compliance with the law.

In order to ensure ethical conduct, we:

- Acquire and disseminate information through ethical and responsible means.
- Ensure only appropriate information is used in decisions affecting the employment relationship.
- Investigate the accuracy and source of information before allowing it to be used in employment related decisions.
- Maintain current and accurate HR information.
- Safeguard restricted or confidential information.
- Take appropriate steps to ensure the accuracy and completeness of all communicated information about HR policies and practices.
- Work to achieve the highest levels of service; performance and social responsibility.
- Seek expert guidance if ever in doubt about ethical propriety of a situation.

DIVERSITY, EQUITY, AND INCLUSION IN ALL THAT WE DO

- Goodwill Industries of the Berkshires and Southern Vermont is dedicated to providing quality, individualized services that are respectful and responsive to the diversity of the customer & person served.
- We are committed to educating and training personnel on the cultural diversity of the people we serve, our community, fellow GIB personnel, and other GIB stakeholders.
- Our staff is aware of and respects the cultural beliefs, values, interpersonal styles, and perspectives of all stakeholders.
- Goodwill embraces diversity, equity and inclusion in the workplace and in the delivery of our programs and services.

RECYCLING/DELL RECONNECT

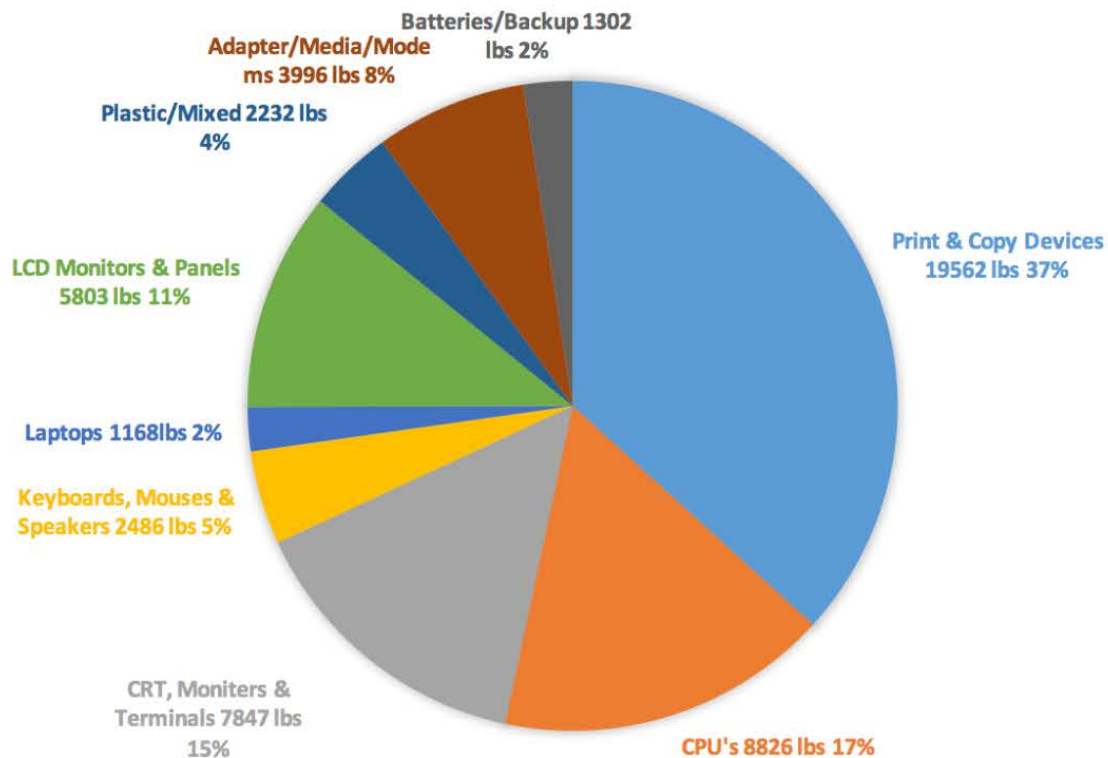
Category	Pounds
Textiles	808,662
Books	549,204
Cardboard	110,715
Metals	100,146
Thrifty Rags	12,411
E-cycle	9,800
Misc. Salvage	6,116
Shoes	4,818
Dell Reconnect	53,222

Total 1,655,094

As an organization, we make every effort possible to engage in a circular economic cycle. What does this mean? It means that we work with as many companies as possible to recycle and reuse as many items as possible that we aren't able to sell in our stores. In fact, we recycled 1,655,094 pounds of goods for the year July 2020 to June 2021, including cardboard, scrap metal, shoes, purses, baseball caps, books, and so much more, keeping these items out of landfills.

Approximately 85% of the items that are not sold in our stores are recycled in one way or another.

DELL RECONNECT 53,222 LBS



RETAIL



"In October 2021 we reached our highest revenue month in the entire history of our Goodwill."

-Stephen Rotter

This past year we prioritized the Health and Safety of our employees and customers. Our Standard Operating Procedures for COVID-19 have proven to be both effective throughout our operations.

With a rebound in sales in our Retail Stores we experienced steady growth month over month, each month surpassing 2019 sales. And in October 2021 we reached our highest revenue month in the entire history of our Goodwill.

One of our accomplishments in maintaining best practices was the development of a comprehensive Retail Standard Operating Procedures Training Platform.

Stephen Rotter, Director of Retail Operations

IN THE COMMUNITY



Photo Caption: The Rutland team and the Boys and Girls Club of Rutland.

The Keeping Children Healthy Campaign

Held in July at all of our Retail Locations, this campaign raised over \$4,000. The funds were distributed in each of our locations to agencies and organizations that serve young people.



Photo Caption: Maryam Kamangar and Eddy Mutch delivering food.

The Goodwill Food Truck

From April 15th, 2020 to November 10th, 2021, Goodwill has provided 444,476 lbs. of food to food pantries and soup kitchens in North Adams and Williamstown.

CODE OF ETHICS FOR FINANCE & BUSINESS MATTERS

- Goodwill is committed to operating a fiscally stable organization. All staff members are expected to report information accurately, truthfully and completely. Staff is prohibited from making false or improper entries on any document that affects transactions with Goodwill customers.
- Financial records accurately reflect transactions and conform to generally accepted accounting principles.
- Goodwill follows the Federal/State reporting laws/standards. Goodwill files all documentation required for non-profit status, solicitation, 990 forms, State Attorney General forms, etc.
- We recognize that financial reporting and an integrated system of internal controls are key responsibilities of our Chief Executive Officer and Chief Financial Officer.
- We believe that periodic review of our financial status by our Board of Directors is essential and an integral part of their duties.
- We further recognize that an annual independent examination and assessment of our finances under the supervision of our Finance Committee is a key element in maintaining our credibility and ensuring the safeguarding of our assets.

Financial Statements

We reaffirm our responsibility to report the financial position and results of operations and cash flow of the organization in accordance with generally accepted accounting principles to our Finance Committee and Board of Directors monthly.

Internal Controls

We have, or will create as needed, an integrated system of internal control, designed to provide reasonable assurances that we will attain the following:

- Effectiveness and efficiency of operation, including the safeguarding of assets
- Reliable financial statements
- Compliance with applicable laws and regulations
- Embezzlement/theft will be handled according to our personnel manual stating that Goodwill has a no tolerance policy.

Annual Audit

We will engage an independent accounting firm to conduct an examination of our financial statements.

Document Destruction

By law, certain documents must be archived according to specific guidelines. It is illegal to alter, cover up, falsify, or destroy any document to prevent its use in any official proceeding such as a federal investigation. (See Document Retention Policy).

Certification of Form 990

We agree that the Chief Executive Officer will sign Internal Revenue Service Form 990 to attest to the accuracy and completeness of its contents as well as to the accuracy of financial reports utilized during the year and in preparation of the Form 990.

CONFLICTS OF INTEREST

Employees, officers and Directors must act in the best interests of Goodwill. We do not engage in any activity in which we have a personal interest that presents a "conflict of interest." It is our responsibility to disclose any transaction or relationship that reasonably could be expected to give rise to a conflict of interest.

Income		FY21	FY22
Contributions	\$	37,833	43,684
Grants	\$	53,481	47,822
Mission Contract/Serv.	\$	184,138	189,329
Salvage/Recycling	\$	258,215	174,739
Stores	\$	3,730,351	3,025,588
Other income (loss)	\$	29,457	916
Total Income	\$	4,293,475	3,482,078
Core Mission Expenses	\$	230,903	260,706
Store Expenses	\$	2,274,556	2,246,534
Warehouse Expenses	\$	788,993	584,503
Other Operating Expenses	\$	916,752	895,835
Total Operating Expenses	\$	4,211,204	3,987,578
Income/Loss- Operations	\$	82,271	(505,000)
Extinguishment of Debt (PPP)	\$	509,652	
Total Excess/Deficit		591,923	(505,000)

HUMAN RESOURCES

Goodwill Resources Management is committed to principles that individuals should be treated with respect and dignity.

We adhere to the highest standards of ethical and professional behavior and compliance with the law.

In order to ensure ethical conduct, we:

- Acquire and disseminate information through ethical and responsible means.
- Ensure only appropriate information is used in decisions affecting the employment relationship.
- Investigate the accuracy and source of information before allowing it to be used in employment related decisions.
- Maintain current and accurate HR information.
- Safeguard restricted or confidential information

- Take appropriate steps to ensure the accuracy and completeness of all communicated information about HR policies and practices.
- Work to achieve the highest levels of service; performance and social responsibility.
- Seek expert guidance if ever in doubt about ethical propriety of a situation.

SOCIAL MEDIA

Goodwill trusts – and expects – its workforce to exercise personal responsibility whenever they participate in any social media medium. This includes not violating the trust of those with whom they are engaging.

Goodwill Information

Information in any form or media that is created by or on behalf of Goodwill in the course and scope of its business, regardless of whether that information is maintained or stored by Goodwill and others or others on Goodwill's behalf will be in keeping with the policies and procedures for social media. Examples of Goodwill information include, but are not limited to, client and customer records, personnel records, or financial information.

Using Social Media

Employees are to adhere to Goodwill rules, regulations, policies, and all rules, regulations and laws that apply to Goodwill and when using or participating in social media. All the rules and policies that apply to other Goodwill communications apply to the use of social media, specifically: respecting clients, customers and employees and one another; protecting confidentiality, privacy and security; and safeguarding and proper use of Goodwill assets. People have the right to privacy and you should not take photos or videos without permission. A signed Goodwill consent and release form must be obtained first. If there are any questions about

what is considered confidential, employees should check with their immediate Supervisor and/or the Mission Services Department.

Be Respectful

Goodwill does not sanction any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity when posting to Goodwill-hosted sites. Some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

Self-Hosted Sites

Employees must not say or suggest that the views or opinions they express relate to Goodwill or any of the topics, businesses, dealings or issues which Goodwill is or may be perceived to be involved with representing the official views of Goodwill.

MARKETING

External Communications

- External communications are guided by clear marketing and public relations efforts. These may include a newsletter, website, social media channels, an annual report, advertising, public service announcements, promotional brochures and flyers, news releases, press conferences, and feature stories.
- Goodwill regularly reviews and updates its branding and messaging to accurately reflect and include the diversity of individuals that it currently serves and aspires to serve in the community.
- Goodwill has written policies and procedures for developing public statements and positions on issues. All members of the leadership team are aware of them.

- At the time of crisis or emergency, Goodwill will develop a written plan for communicating with the public and the media. This plan includes a procedure to communicate internally as well.
- Members of the leadership team of Goodwill are provided with appropriate, ongoing opportunities to interact with the Board of Directors and management regarding the organization's activities.

HEALTH AND SAFETY

- Goodwill will take every reasonable step to provide its employees and volunteers with a safe workplace.
- Goodwill conducts business in accordance with applicable health and safety requirements and strives for continuous improvement in its health and safety policies and procedures.
- All employees perform their work in compliance with applicable health and safety laws, regulations, policies and procedures and apply safe work practices at all times in all locations.

FUNDRAISING

All solicitation and fundraising materials and other communications to donors and the public shall clearly identify the Goodwill and be accurate and truthful. All fundraising activities will follow ethical guidelines including confidentiality and restrictions for use if so indicated.

RISK MANAGEMENT

Goodwill will perform an inventory of compliance-related risks and prioritize those risks appropriately each year. We will update policies, procedures and internal controls to address emerging risks (i.e., cyber risk, anti-corruption).

OUR SPONSORS/PARTNERS

SPONSORS



PARTNERS

