

REPORT TO THE COMMUNITY

CHANGING LIVES
THROUGH THE POWER OF WORK

LOOKING BACK AND MOVING FORWARD

Many people think of Rappahannock Goodwill (RGI) as that place you send all the clothes you don't want or can't fit into anymore. RGI is really much more than that. The heart of Goodwill is this simple philosophy: the power of work can change lives. Having a job and doing it well is an important part of living with dignity. That is what drove us as we created our new mission statement in 2016: we create jobs locally, prepare people to succeed at work, and help them to overcome the barriers to employment.

RGI has served Fredericksburg and our 12-county region for over 50 years. In that time, we have grown immensely since our humble beginnings when the Junior Women's Club of Stafford, Mental Health America, and ARC created a committee to find ways to help and serve people with disabilities. We grew slowly but steadily and eventually became well-known

when we aligned with Goodwill. The goods that have been donated to RGI have served as a source of revenue to accomplish our mission. However, that really only scratches the surface of what we do every day to serve people with all manner of barriers to employment and accomplish our mission. Through all of the changes that RGI has seen, I believe that people with disabilities have always been the heart and soul of the organization and will continue to be just that.

Today, RGI operates 12 stores and an outlet that all provide revenue that supports mission-related programs and services. In addition, we operate RGI Laundry, Taskforce Staffing, College Hunks Hauling and Moving, and our newest acquisition, ServiceMaster Commercial Cleaning for Good.

Not only are we proud of our past and how we have grown, we also anxiously anticipate our future. In the next five years we expect a



DONNIE TOLSON
RGI President & CEO

great deal of change and growth.

Our recently implemented five-year strategic plan embraces every need our organization has, including programs, administration, and friendraising. We will continue to solidify our legacy of helping people and work to realize our tireless vision to decrease the barriers to success people face when seeking employment. We have a strong history on which to build a solid future to help more people experience The Power of Work.

RGI HAS PLANS FOR GROWTH



Change is inevitable — and when it leads to growth, it's exciting. Coming off a record-breaking year of service, Rappahannock Goodwill Industries is looking to an exciting future of change and growth with a five-year strategic plan that embraces every program, administration, and fundraising need of the organization.

"In the next five years, we will continue to build on our legacy of helping people enjoy the power of work," said RGI President & CEO Donnie Tolson. "Our strong emphasis will be on four overarching strategies: creating jobs, providing training not available anywhere else, building relationships with employers, and transitioning these individuals into jobs outside RGI."

Each step of the new five-year strategic plan was designed with RGI's mission in mind: to create jobs locally, prepare people to succeed at work, and help them overcome barriers to employment.

In 2016, with a strong focus on

the dignity of work, RGI was able to place 1,090 individuals in new jobs. The person-centered continuum of services operates under five core values, which will only be strengthened through this strategic plan:

- Respect: Treat all people with dignity and respect
- Stewardship: Be socially, financially, and environmentally responsible
- Ethics: Strive to meet the highest ethical standards
- Learning: Strive for excellence, continue to learn and improve personally and organizationally
- disabilityFirst: Focus on people with disabilities first

The reaffirmed strategic focus on RGI's core mission, vision, and values will help RGI combat the increasing barriers to success for both the individuals served and the organization as a whole.

"While the economy is growing, greater retail competition and government regulation changes are increasing the stress on RGI's current business model," Tolson said. "If we want to provide the

best service possible to individuals seeking employment, as well as those with disabilities who are receiving vocational services, we need to adapt our strategy and be ready to adjust further as needed."

This meaningful plan will touch every area of operation:

- The board will ensure RGI advances programs that support the mission
- The administrative team will continue to develop the organization's infrastructure, making changes that support growth and excellence
- RGI will seek out greater collaborations with visionary partners
- RGI will work to understand and help meet the needs of employers
- RGI will work to increase awareness and support for programs
- RGI will develop new enterprises while enhancing those already in operation
- RGI will continue to keep people first, serving individuals with a wide range of barriers to employment in the organization's assigned territory

"We are excited to have begun implementing this plan," said Julie Rettinger, Vice President, Branding & Chief Administrative Officer. "The strategic direction we follow over the next five years will change the lives and futures of thousands of individuals facing barriers to employment."

RGI INTRODUCES FIVE-YEAR STRATEGIC PLAN

GOALS

PROGRAMS & SERVICES	Serve individuals with a wide range of barriers to employment in RGI's assigned territory.
RGI ENTERPRISES	Continue to develop new and existing RGI enterprises that align with RGI's mission and increase the organization's financial independence and stability.
EMPLOYER FACING	Become an "employer-facing" organization: understand the needs of employers and provide transition assistance to those with significant barriers.
AWARENESS	Increase awareness of and support for RGI.
COLLABORATION	Seek collaborative opportunities with organizations whose visions align with RGI's vision.
ADMINISTRATIVE SUPPORT	Develop RGI's processes, people, and decision-making tools to support organizational growth and excellence.
BOARD	Ensure strong board support for RGI to advance programs in support of its mission.



People RGI Placed in Competitive Jobs:
1,090



People Served in 2016:
7,914



RGI Employees:
694

CORE VALUES

- Respect
- Stewardship
- Ethics
- Learning
- disabilityFirst

VISION

People with barriers to employment—particularly those with disabilities—enjoy full economic and social participation in the community.

MISSION

We create jobs locally, prepare people to succeed at work, and help them overcome barriers to employment.



RAPPAHANNOCK GOODWILL INDUSTRIES
4701 MARKET STREET, SUITE A
FREDERICKSBURG, VA 22408

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rethink **GOODWILL** **Tour Dates**

Discover the Goodwill Mission

- Tuesday, July 11, at 9 a.m.
- Tuesday, September 12, at 9 a.m.
- Thursday, October 26, at 4 p.m.
- Tuesday, November 14, at 9 a.m.
- Thursday, December 14, at 4 p.m.

Call to Register: 540-371-3070



www.FredGoodwill.org