

Mission Statement

Goodwill of the Great Plains serves as an advocate for economic self-sufficiency through employment and education.

Vision Statement

We create a world of dignity and compassion by putting people to work. Goodwill invests in our community by: turning donated goods into work opportunities, forming and expanding job creation centers, through innovative programming and services, and development of leaders.

Principles

Goodwill's philosophy is predicated on the belief that every individual has the right to work toward achieving the same quality of life and people need to lead lives of self-fulfillment and meaning.

Achieving quality of life entails:

- Exposure to opportunities
- Freedom of choice
- Participation in community life
- Self-directedness

The people of Goodwill of the Great Plains further believe that six concepts must be our guideposts to ensure that we all do maximizes the potential of each person receiving services to attain this quality of life.

The six concepts are:

- Normalization
- Empowerment
- Integration
- Self-directedness
- Inclusion
- Autonomy

Core Values

Goodwill has established Codes of Ethics to guide the actions of staff/board members, treatment of those receiving services, business/financial practices, and marketing.

The core values that serve as roots for our Code of Ethics are:

- **Compassion**

Code of Ethics

All staff and board members will exercise thoughtful consideration of the needs of others – staff person, board members, persons receiving services.

- **Achievement**

All staff and board members as well as persons receiving services will actively strive toward achievement of goals and objectives on a corporate, departmental, and individual level.

- **Potential**

All staff and board members as well as persons receiving services will actively seek out and recognize the potential for growth within themselves and others.

- **Integrity**

All staff and board members will deal in a forthright manner with other staff persons, board members, customers, and those receiving services. The value of honesty cannot be compromised. We must be honest without being hurtful. We must be willing to do the right thing, even when it is difficult.

- **Dignity**

All staff and board members will treat with dignity and respect everyone with whom we come into contact while at work. We will present ourselves in a manner that inspires the respect of others. Each of us will be non-judgmental on issues. We will be supportive of others and responsive in any time of need.

Code of Ethics – Treatment of Persons Receiving Services

- The following questions will serve as principles which will guide our actions in dealing with those individuals receiving services from or employed by Goodwill of the Great Plains.

DO MY ACTIONS:

- Promote self esteem in those we serve/supervise?
- Demonstrate empathy and a willingness to use insights thus gained in such a way as to improve the situation?
- Enlist the involvement of those we serve/supervise by increasing the worth of these individuals?
- Persons receiving services must always be treated with respect and dignity, regardless of disability or other potential deficit areas.

Code of Ethics

- The input of persons receiving services into the rehabilitation/ habilitation process is not only important but is paramount. That input should always be accepted in a respectful manner.
- An atmosphere must be maintained in which those receiving services may learn and develop.
- The organization must be ever mindful of the attitudinal, architectural and communication barriers that may exist in the agency. Where barriers exist, the organization must consider corrective action.

Code of Ethics – Staff Members

- I will do my best to see that Goodwill of the Great Plains meets the needs of the person receiving services.
- I will respect the value and dignity of all individuals.
- I will do my best to create and maintain a climate of loyalty, trust and mutual respect.
- I will support a work atmosphere in which the work of each individual is respected as important.
- I will recognize excellent work done by other staff members and persons receiving services.
- I will strive to speak to everyone in a friendly, positive, enthusiastic and courteous way.
- I will support a work atmosphere that is open and non-secretive while being mindful of the need for confidentiality.
- I will support the decisions of management. I may state my position, but ultimately staff members must follow management's final decision.
- I will be loyal to the agency. I will refrain from doing anything that might bring discredit to the agency.
- I acknowledge that enthusiasm and a positive attitude always make for a better work place.
- I will uphold all applicable laws and regulations, going beyond the letter of the law to protect and/or enhance Goodwill's ability to meet it's mission.
- I will be a responsible steward of Goodwill of the Great Plains' resources.
- I will strive for personal and professional growth to improve my effectiveness.
- I will carefully consider the public perception of my personal and professional actions, and the affect my actions could have on Goodwill's reputation in my community and elsewhere.

Code of Ethics – Board of Directors

- I will do my best to see that Goodwill of the Great Plains is operated in a manner that upholds the agency's integrity, adhere to its bylaws and merits the trust and support of the public.
- I will strive to adhere to all applicable laws and regulations, going beyond the letter of the law to protect and/or enhance Goodwill's ability to accomplish its mission.

Code of Ethics

- I will treat others with respect, doing for and to others as I would have done for me and to me in similar circumstances.
- I will be a responsible steward of Goodwill's resources.
- I will take no actions that could benefit me personally at the expense of Goodwill, avoiding even the appearance of a conflict of interest.
- I will carefully consider the public perception of my personal and professional actions, and the effect my actions could have, positively or negatively, on Goodwill reputation in my community and elsewhere.
- I will strive for personal and professional growth to improve my effectiveness as a Goodwill Board Member.
- I will refrain from unwarranted intrusion into the responsibilities of Goodwill's operational management.

Code of Ethics – Financial Practices

- All financial practices of Goodwill shall be handled in accordance with the applicable federal, state and local laws.
- All financial matters shall be conducted within the standards of commonly accepted, sound financial management practices.
- All financial matters that fall within the purview of the agency's financial management policies shall comply with those policies.
- All financial matters covered by the agency's bylaws shall be handled in accordance with those bylaws.

Code of Ethics – Marketing Activities

- Marketing activities are part of Goodwill accountability to the public.
- Marketing activities/efforts shall always respect the dignity and privacy rights of those receiving services.
- Marketing activities will never knowingly mislead or misinform the public or misrepresent Goodwill of the Great Plains.
- Marketing activities will uphold the integrity of Goodwill of the Great Plains so as to merit the continued support and trust of the public.

Code of Ethics – Treatment of Community Members

- Community members must always be treated with respect and dignity.
- Requests for information from community members are responded to in a timely manner.
- Concerns or complaints from the community are addressed.
- Input is solicited from the community and is considered in a respectful manner.

Procedure for Ensuring Policy Awareness

Each new staff and board member will be required to review and sign the pertinent code, indicating acceptance of it. For new staff members, this will involve reading



Code of Ethics

and signing the Code of Ethics upon hire. New board members will undergo a similar process.

Reporting a Violation of the Code of Ethics

Any staff member who violates the agency's Codes of Ethics may face corrective action. Reports of Code of Ethics violations may be brought to the Goodwill Corporate Compliance Officer or made to Goodwill's Accountability Gateway, provided by Ethics Point, Inc., which provides for anonymous website reporting or 24-hour, toll-free telephone reporting of such matters. Any report of a violation of the Code of Ethics will be thoroughly and swiftly investigated (investigations to begin within 72 hours after report is received). Any staff member who is found to have violated the Code of Ethics will receive disciplinary action up to and including dismissal from employment. Board action may be taken with any board member who violates the Code of Ethics.

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