



Goodwill SWPA's Culture, Conduct & Commitment Initiative



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Introduction

By completing this course, team members will deepen their understanding of Goodwill SWPA's Code of Conduct, key policies, and our Vision 2028 RISE values — Respect, Inclusion, Service, and Excellence.

Watch the video below to learn about our culture



Goodwill SWPA Culture

Below is an outline of Goodwill SWPA's Culture, Commitment & Conduct initiative.

WORKPLACE CULTURE

VISION 2028

RISE VALUES

Learn how team members contribute to a positive, inclusive, and purpose-driven environment through their everyday actions via Culture, Commitment & Conduct.

WORKPLACE CULTURE

VISION 2028

RISE VALUES

Apply Vision 2028 strategies to strengthen communities, advance reuse and sustainability, and empower people to achieve their potential.

WORKPLACE CULTURE

VISION 2028

RISE VALUES

Discover how our long-term vision and core values RISE—Respect, Inclusion, Service, and Excellence—shape our workplace culture and guide our mission.

Goodwill SWPA Policies

Below is an outline of Goodwill SWPA Policies that will be reviewed and acknowledged throughout this training module.

Code of Conduct Policy

Learn how to uphold professional standards and address concerns respectfully and effectively.

Whistleblower Policy

Understand your rights and protections when speaking up about unethical or unsafe behavior.

Social Media Policy

Explore how to use social media responsibly while protecting your personal and professional reputation.

Workplace Relationship Policy

Understand expectations for workplace relationships and how to maintain professionalism.

Ethics Point

Learn how to report concerns confidentially and responsibly using our secure reporting system.

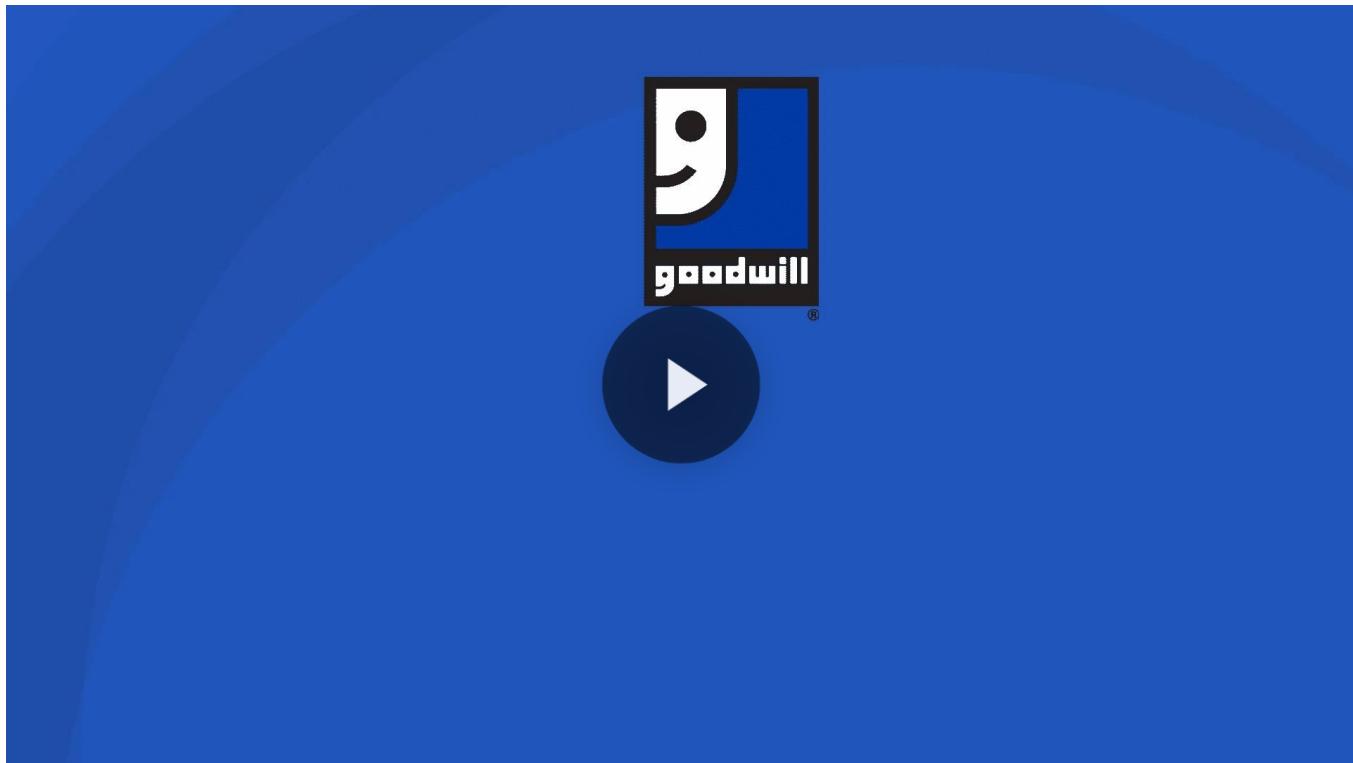


Please watch the video and click each section to continue.

Culture, Conduct & Commitment

Culture, Conduct & Commitment — building a workplace rooted in Respect, Inclusion, Service, and Excellence (RISE)

Watch the video below to learn about our RISE values.



How do Culture, Conduct & Commitment work together at Goodwill SWPA?

- They focus on unrelated aspects of the organization
- They form the foundation for a strong and effective workplace
- They only apply to leadership roles
- They are used mainly for employee recognition

SUBMIT



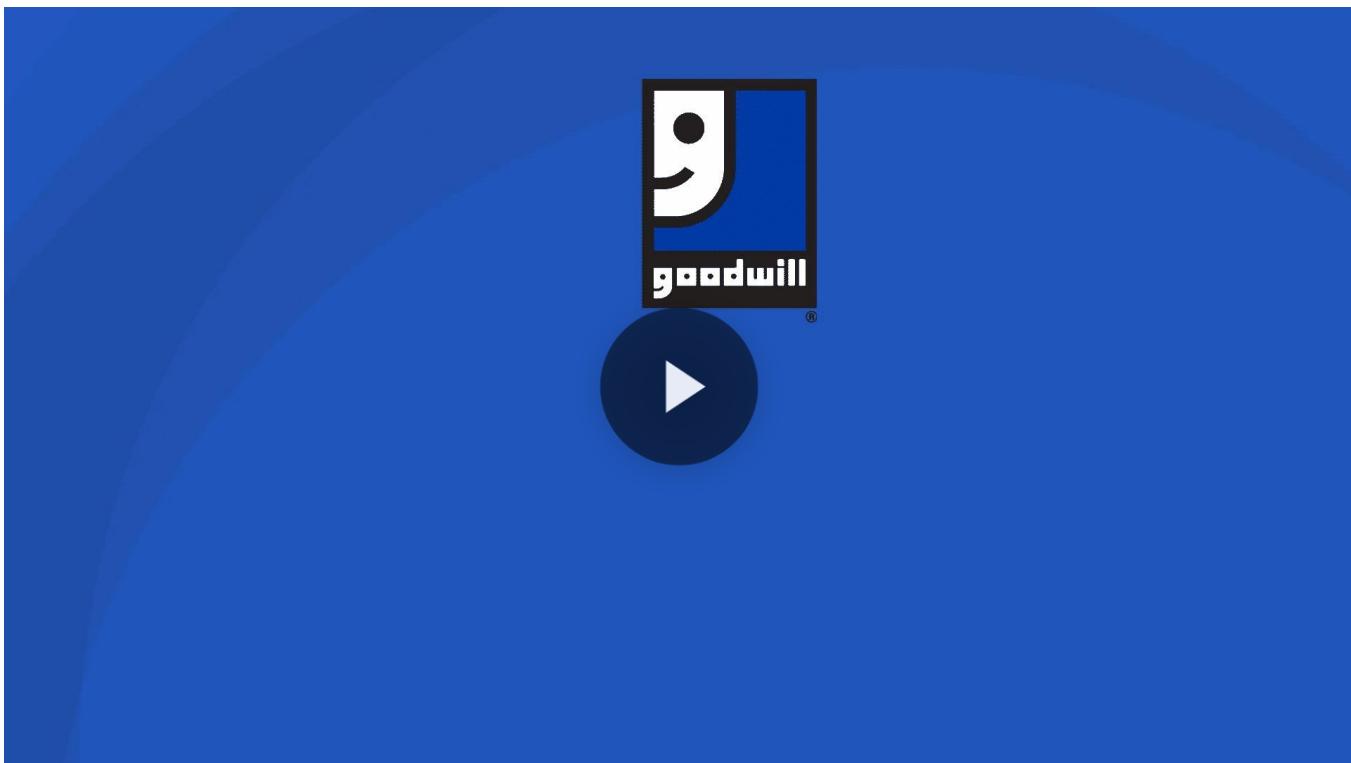
Please watch the video and answer the question to continue.

Vision 2028: Our Future Together



Goodwill Vision 2028 is a framework that focuses on expanding access to opportunities, embracing innovation, and deepening impact across communities.

Watch the video below to learn about Vision 2028.



What role do the RISE values — Respect, Inclusion, Service, and Excellence — play in Vision 2028?

- The principles that guide how we bring Vision 2028 to life every day
- The policies related to compliance and safety
- The financial goals that determine annual budgets.

SUBMIT

Document Acknowledgement: Vision 2028



I acknowledge that I have read and understand this document and agree to follow its guidelines.

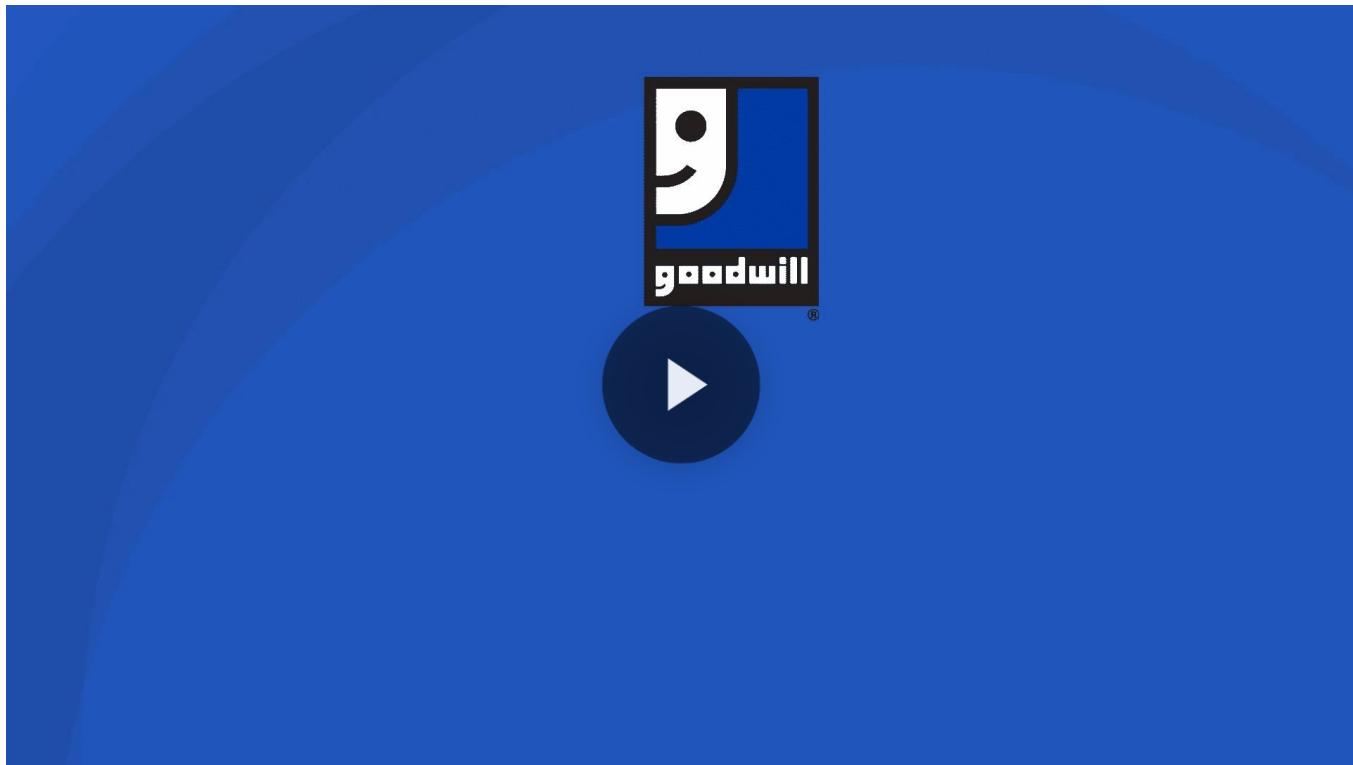


Please watch the video, read the document, and click acknowledge to continue.

Code of Conduct

Learn how to uphold professional standards and address concerns respectfully and effectively.

Watch the video below to learn about the Code of Conduct.



Code of Conduct Policy Summary

The Code of Conduct outlines the following:

- Treat others with **respect and inclusion**
- Uphold **ethical standards** in all interactions
- Maintain **confidentiality** and protect sensitive information
- Apply **health and safety** practices
- Follow all **policies and procedures** consistently

Which of the following best demonstrates adherence to Goodwill's Code of Conduct?

- Sharing confidential customer information with a coworker
- Ignoring a coworker's inappropriate behavior to avoid conflict
- Treating all team members with respect and reporting misconduct appropriately
- Using company time to complete personal errands

SUBMIT

Document Acknowledgement: Code of Conduct 2025



I acknowledge that I have read and understand this document and agree to follow its guidelines.

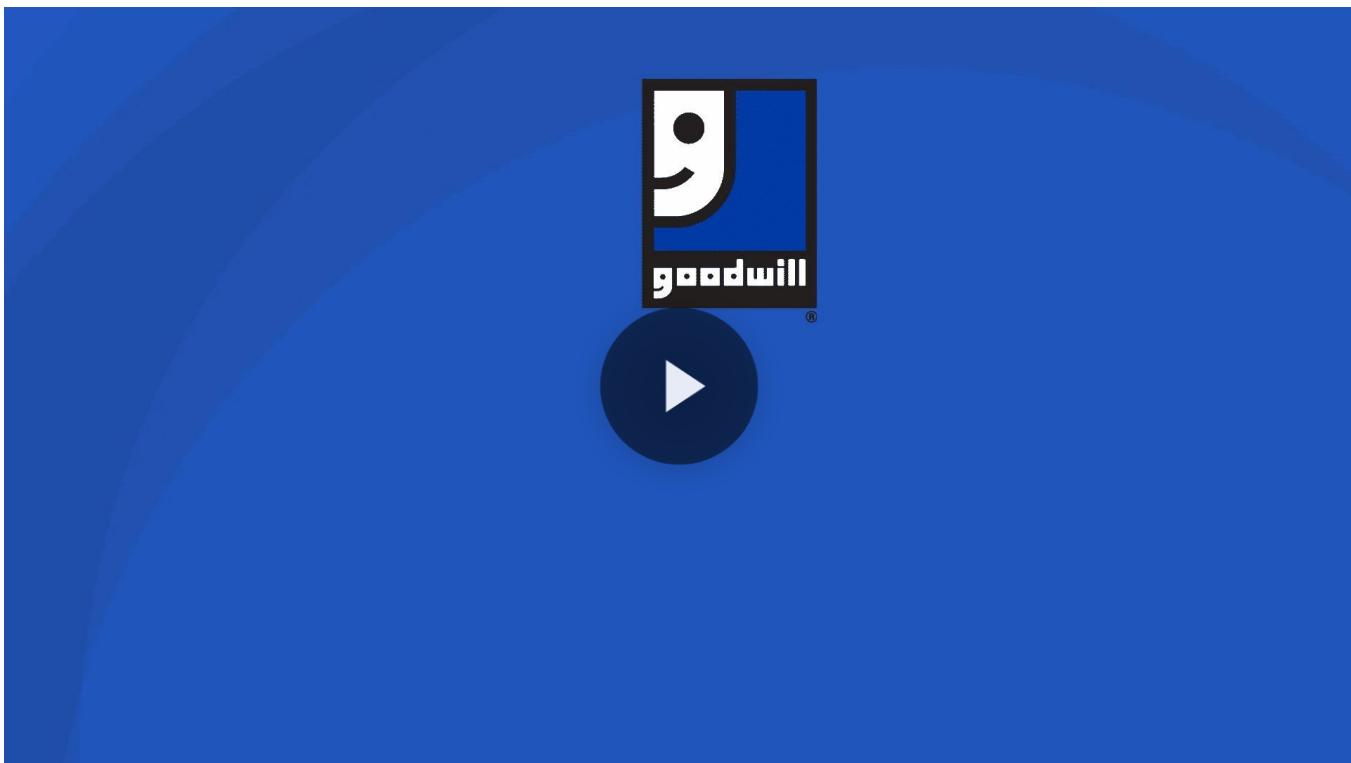


Please watch the video, read the document, and click acknowledge to continue.

Whistleblower Policy: Standing Up for What is Right

Understand your rights and protections when speaking up about unethical or unsafe behavior.

Watch the video below to learn about the Whistleblower Policy.



Whistleblower Policy Summary

Goodwill's Whistleblower Policy Key Points:

- **Safe Reporting:** Team members can report concerns anonymously through **EthicsPoint** or directly to People Services or leadership.
- **No Retaliation:** Goodwill strictly prohibits retaliation against anyone who reports in good faith.
- **Confidentiality:** All reports are handled discreetly and investigated thoroughly.
- **Responsibility:** Team members are encouraged to speak up if they witness misconduct, fraud, harassment, or financial mismanagement

What is the correct action if you witness unethical behavior at work?

- Talk about it with coworkers to get their opinions
- Ignore it unless it affects you directly
- Report it through EthicsPoint or to People Services, knowing you are protected from retaliation
- Post about it on social media to raise awareness

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Document Acknowledgment: Whistleblower Policy



I acknowledge that I have read and understand this document and agree to follow its guidelines.

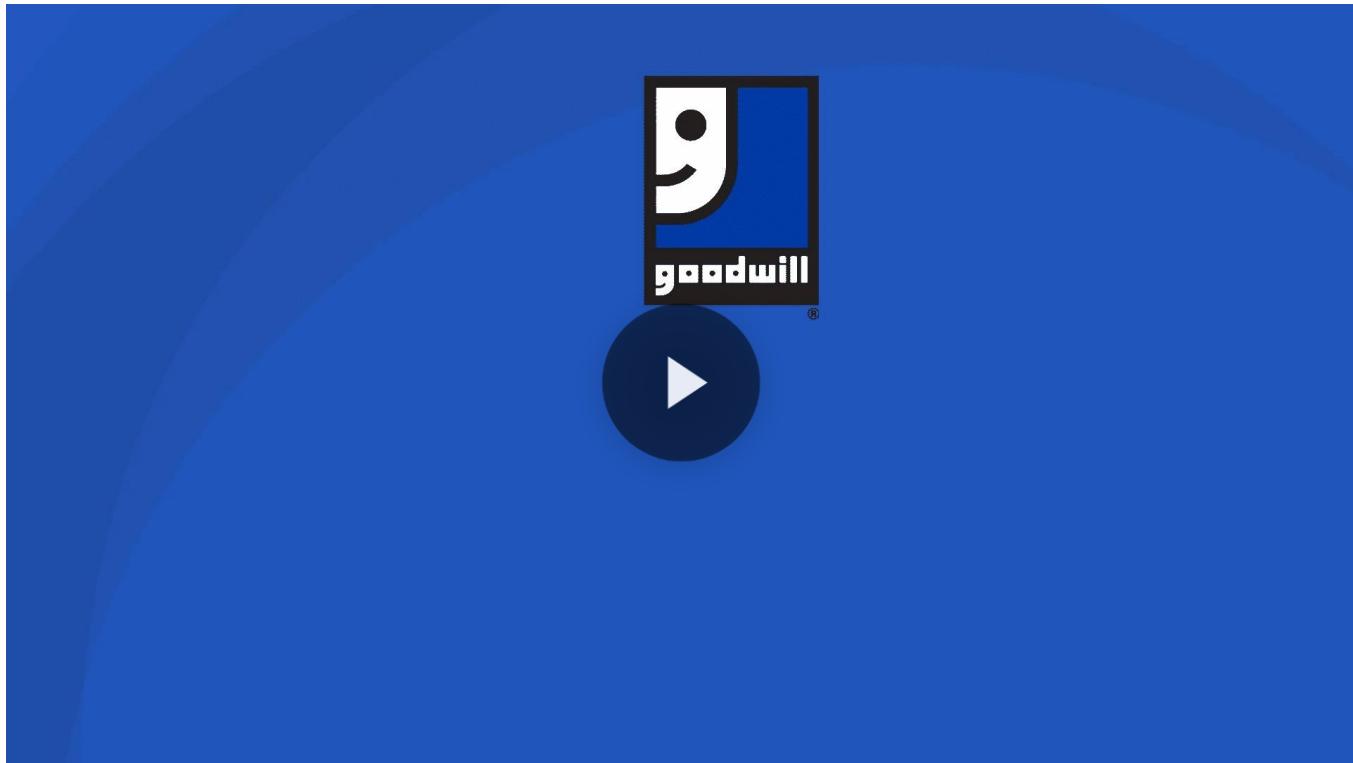


Please watch the video, read the document, and click acknowledge to continue.

Social Media: Think Before You Post

When using social media, team members should represent Goodwill in a way that reflects our mission and values.

Watch the video to learn about the Social Media Policy.



Social Media Policy Summary

The goal of this policy is to provide guidelines on personal use of social media and to assist employees with making appropriate decisions with managing, implementing, or creating social media initiatives on behalf of Goodwill.

- Be accurate. Make sure you have all the facts before you post.
- **Respect coworkers and customers:** No bullying, harassment, or discriminatory remarks online.
- **Follow brand guidelines:** Only authorized staff may post on official Goodwill accounts.
- Posted content must be aligned with Goodwill's mission.

Which of the following actions represents Goodwill's Social Media Policy?

- It is about protecting the Goodwill reputation for our team members, clients, donors, and funders.
- Tagging coworkers in a meme that includes offensive language
- Using your personal account to respond to customer complaints on behalf of Goodwill

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Document Acknowledgment: Social Media Policy



I acknowledge that I have read and understand this document and agree to follow its guidelines.

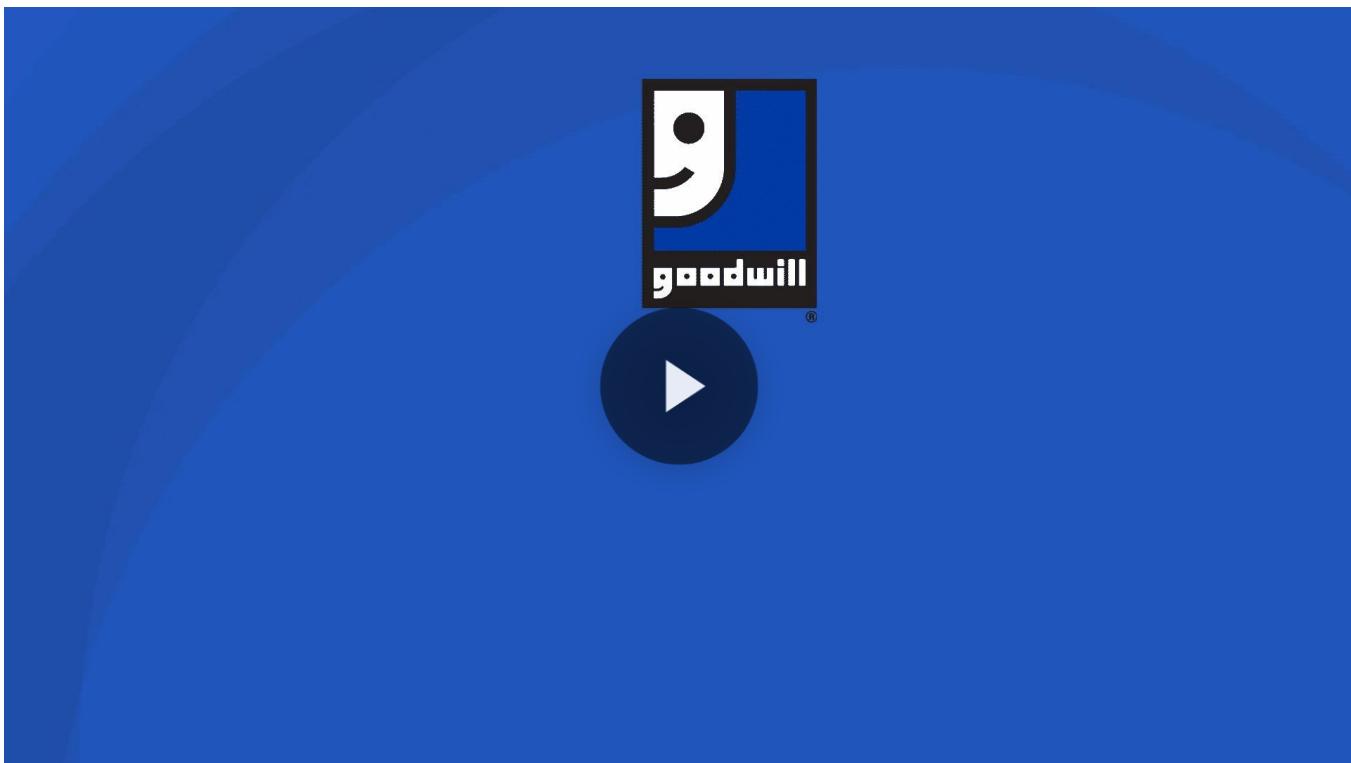


Please watch the video, read the document, and click acknowledge to continue.

Workplace Relationship Policy

Understand expectations for workplace relationships and how to maintain professionalism.

Watch the following video below to learn about the Workplace Relationship Policy.



Which of the following is the most appropriate response if you witness a conflict between two coworkers?

- Ignore it and hope it resolves itself
- Take sides and defend the coworker you agree with
- Report the issue to your supervisor or follow the grievance process
- Share the incident with other coworkers to get their opinions

SUBMIT

Document Acknowledgment: Workplace Relationship Policy



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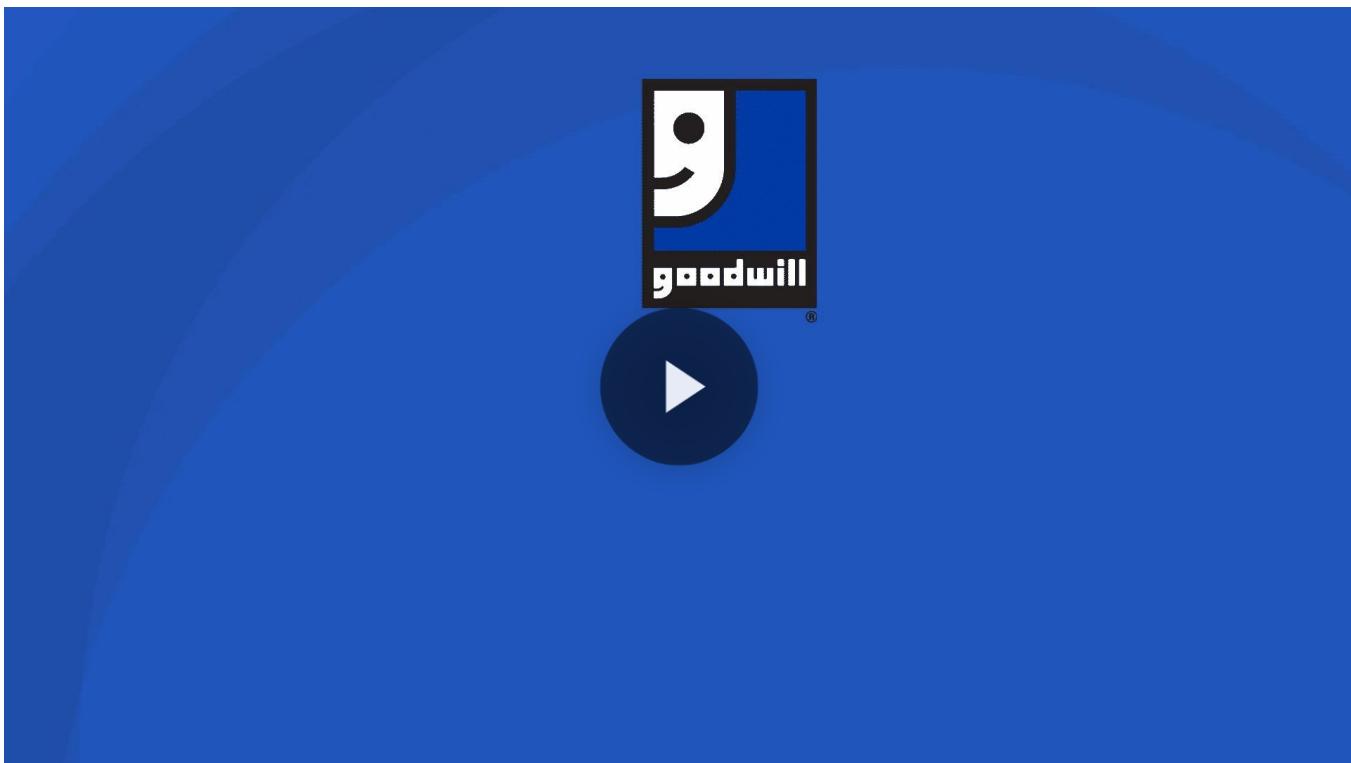


Please watch the video, read the document, and click acknowledge to continue.

Grievances

The grievance process provides a structured way for team members to raise concerns about workplace issues such as unfair treatment, harassment, or policy violations.

Watch the video to learn about grievances



Grievance Process Summary

Key steps include:

Step 1: Informal Resolution: Speak directly with the person involved or a supervisor.

Step 2: Division Leadership: Continue the dialogue with the division leader.

Step 3: Formal Complaint: If the issue is unresolved, submit a written grievance to People Services or through EthicsPoint.

Employees are protected from retaliation when using the grievance process in good faith.

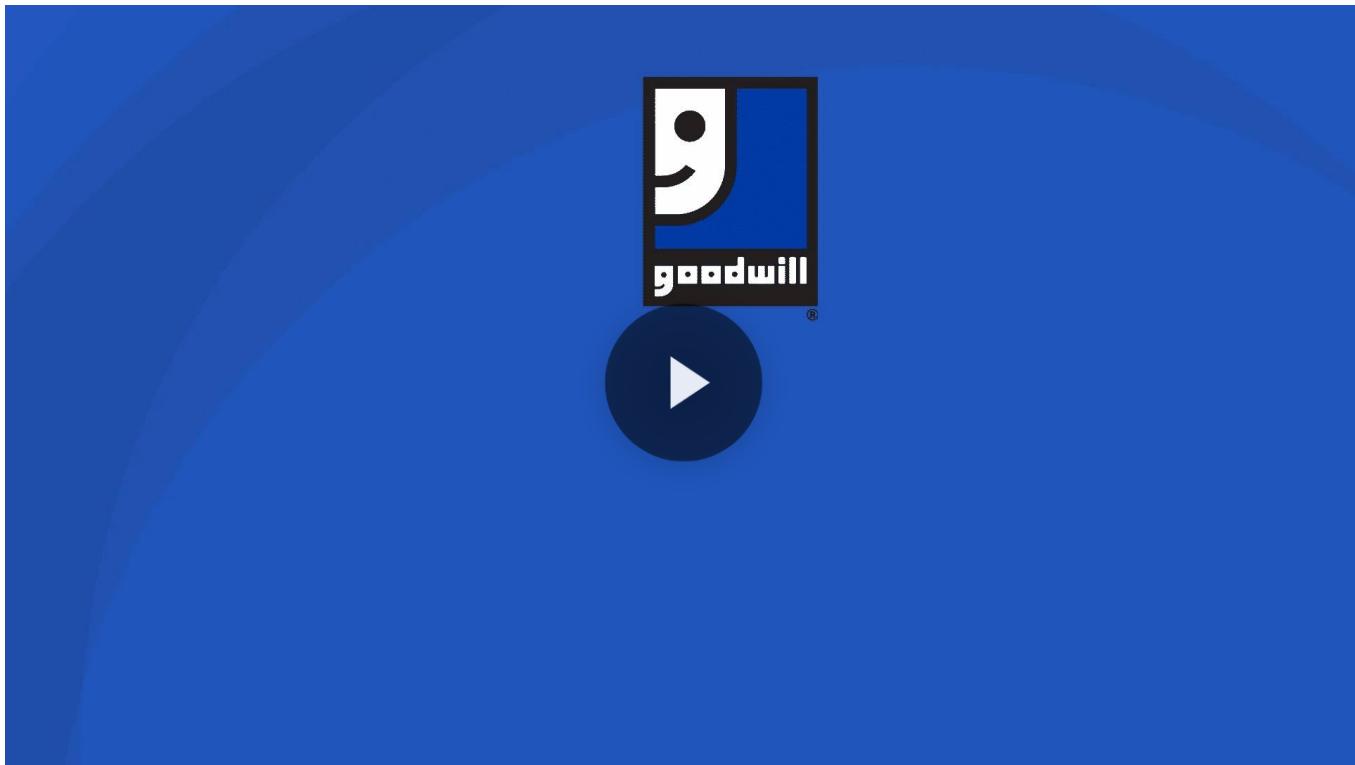


Please watch the video and read the section to continue.

EthicsPoint: Reporting Misconduct

Learn how to report your concerns confidentially and responsibly using our secure reporting system EthicsPoint.

Watch the video below to learn about the reporting process.



What is EthicsPoint?

- Confidential system for reporting workplace concerns
- Platform that tracks employee performance
- Tool used to schedule meetings
- Program that recognizes employee achievements

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EthicsPoint Process Summary

Use EthicsPoint if you witness or suspect violations of our Code of Conduct, such as harassment, discrimination, conflicts of interest, theft, or safety concerns.

How to Report a Concern

Call the EthicsPoint hotline

1-877-213-0983 (available 24/7)



Submit a Report Online

Visit the website and search "Goodwill of Southwestern Pennsylvania". Follow the instructions to make a report.

English [Español](#)

Goodwill 
Southwestern Pennsylvania

[Follow-up on a Report](#) | [Code of Conduct](#) | [Non-Retaliation Policy](#)

Goodwill of Southwestern Pennsylvania has selected Ethicspoint to provide an anonymous and confidential option for reporting concerns or reports of misconduct. Reports are shared with appropriate members of Goodwill's leadership. Reports are also shared in aggregate with the Goodwill SWPA Board Governance Committee at each scheduled meeting. In addition, this information is shared monthly in aggregate with the entire Goodwill SWPA Board of Directors through our board communication portal. If a member of Goodwill's leadership is named in a report, that report will not be viewed or shared with that employee.

Goodwill SWPA is committed to providing an organization free from harassment and discrimination and in alignment with Goodwill SWPA's standards for ethical behavior. Our Code of Conduct outlines our standards as they apply to our interactions with the people we serve, as well as anyone else with whom we conduct business.

Your concerns will be heard and handled in accordance with Goodwill SWPA's policies and procedures. In addition, our Non-Retaliation Policy establishes an environment where all team members and stakeholders can feel free to report, without fear of negative consequences, suspected, planned or actual violations of our standards of ethical or business conduct. For your reference, a copy of Goodwill SWPA's code of conduct is attached to this page, which includes Goodwill SWPA's non-retaliation policy.

Our Commitment

Goodwill of Southwestern Pennsylvania is a trusted and respected organization with a long history of service in our various communities. Our goal is to maintain this fine reputation. Our commitment is to do this by protecting our critical assets including our people, physical assets, and information. We will proactively adapt our communications, internal controls, and processes to meet the changing needs of our agency and stakeholders.

We appreciate your commitment to ethical business conduct and compliance.

To Make a Report

You may use either of the following two methods to submit a report:

- Dial **1-877-213-0983**
(Toll-free United States, Guam, Puerto Rico, Canada)

OR

- Make a report online
 - 1. Select the state in which the violation took place.
- Select -

Goodwill of Southwestern Pennsylvania serves specific Goodwill locations in the United States. If you are unable to find your location in the options above, please navigate to [ethicspoint.com](#) and use the search functionality to find your local Goodwill organization.

Your Report Key

After you complete your report you will be assigned a unique code called a "report key." Write down your report key and password and keep them in a safe place. After 5-6 business days, use your report key and password to check your report for feedback or questions.

EthicsPoint is NOT a 911 or Emergency Service:
Do not use this site to report events presenting an immediate threat to life or property. Reports submitted through this service may not receive an immediate response. If you require emergency assistance, please contact your local authorities.

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What Happens After I File a Report?

After submitting a report, you'll receive a unique access code and password. Use these to log back in, check updates, or respond to follow-up questions from investigators.

Confidentiality & Anonymity

Reports to EthicsPoint are confidential and can be made anonymously. Goodwill SWPA does not tolerate retaliation against anyone who raises a concern in good faith.

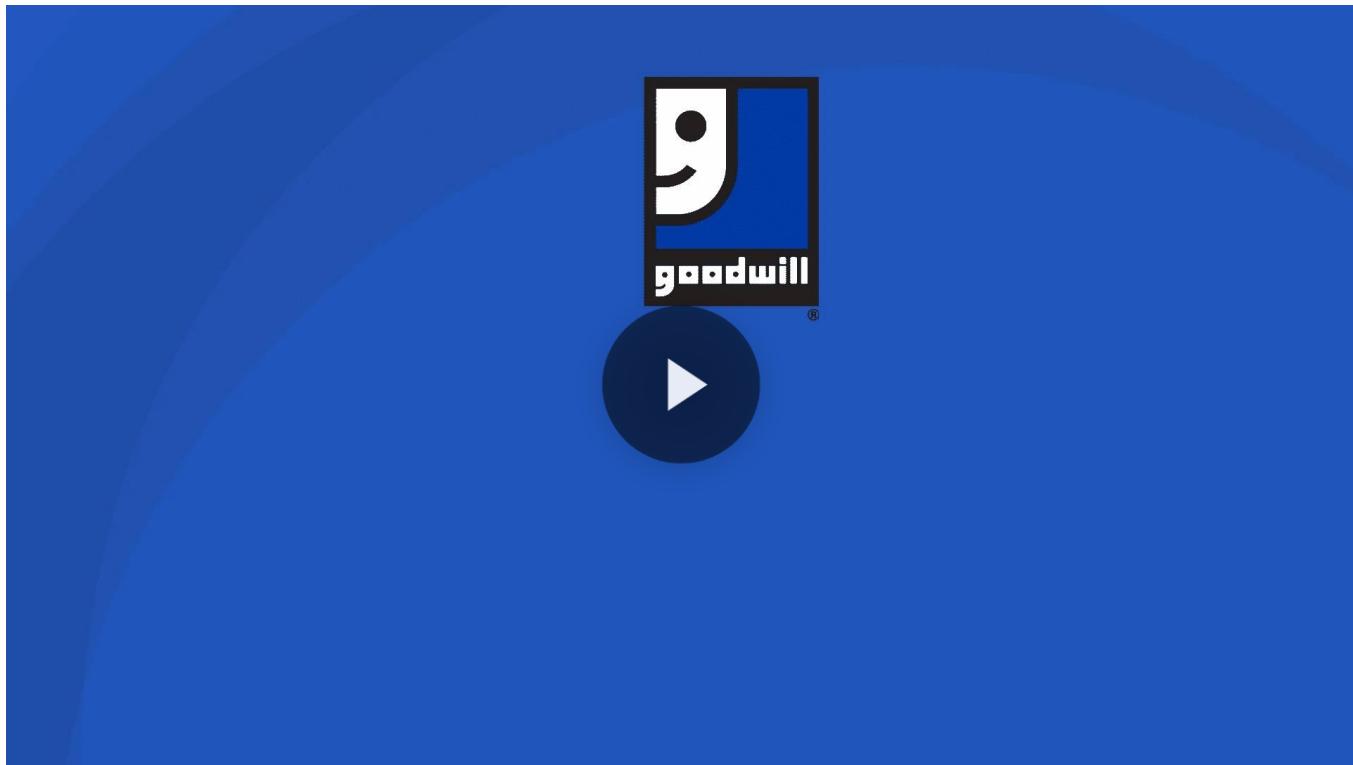


Please watch the video and read each section to continue.

Your Role in Our Culture at Goodwill SWPA

Live the Goodwill Way—Every Day.

Watch the video below to learn about your role in building
our culture at Goodwill SWPA



Call to Action for Employees

Live the Goodwill Way—Every Day.

- **Model the RISE values:** Show Respect, Inclusion, Service, and Excellence in every interaction.
- **Make ethical choices:** Follow the Code of Conduct and speak up using EthicsPoint when something doesn't feel right.
- **Own your impact:** Whether you're in Retail, HR, Janitorial, or IT—your actions shape our culture.
- **Stay engaged:** Participate in training, share ideas, and help build a workplace where everyone thrives.
- **Be the difference:** Culture. Conduct. Commitment. Powered by Purpose.



Please watch the video and read each section to continue.

Employee Engagement Survey

Thank You for Completing This Training!

At Goodwill SWPA, Culture, Conduct & Commitment aren't just words — they're what make our organization strong, inclusive, and mission-driven.

Your participation in this training helps us live our RISE values: *Respect, Inclusion, Service, and Excellence*.

Next Step: Employee Engagement Survey

We want to hear from you!

All team members are invited to complete the Employee Engagement Survey — an important opportunity to share your voice and help shape our workplace culture.

You can access the survey through:

- Email link, if you have an active Goodwill SWPA email address
- The People Services Connect page
- The weekly *Feel Good Friday*
- The Retail newsletter

Let's continue to RISE together — building a respectful, inclusive, and empowering workplace for everyone.

Thank you for completing this training.