

Appearance Standard for Participants in Volunteer Programs



All participants in volunteer programs are brand ambassadors for Goodwill. While completing required service hours through any community based or service-learning programs administered by Goodwill, participants must follow all policies and procedures of Goodwill Industries of Tennessee Area, Inc. This includes Goodwill's [Code of Ethics and Accountability](#) and the following Goodwill Appearance Standard for frontline line and non-frontline team members.

Goodwill Appearance Standard (Effective Date December 1, 2021)

The Leadership Team of Goodwill desires that all standards and policies honor our stated values, mission, and vision. We believe our most valuable assets are the people we employ. We are committed to an inclusive culture of civility where difference isn't a disruption. We provide employment services to those in need, seeking to change lives through the power of work. This appearance standard flows from who we are as a mission-integrated social enterprise.

Goodwill's frontline team is the brand ambassador for the organization. Customers are greeted and assisted by a team with smiling faces (our Goodwill logo) and welcoming eyes. As a result, frontline team members as well as all other team members are expected to exercise good judgment on how their overall appearance impacts the people we serve. Team members are expected to wear clothing that properly fit and honor their role as a brand ambassador for Goodwill.

Goodwill recognizes that personal appearance is an important element of self-expression and strives not to dictate appearance. The following appearance standards for frontline team members seek to balance respect for personal self-expression, always ensure safe operations, and guarantee a positive experience for all who visit our locations:

FRONTLINE: (Attended Donation Center Team Members, Retail Store Team Members & Transportation Team Members)

1. Team members will be provided a Goodwill vest, which must be worn on the sales floor. Shirts worn under the vests must have no visible branding or messaging. Sleeveless tops or exposed shoulders are not permitted.
2. Pants, skirts, or shorts must be jean or khaki material. Skirts must come to or below the knee. Shorts must be at least mid-thigh length and holes in pants must be below mid-thigh.
3. Well-maintained, enclosed shoes are required year-round. No high heels are permitted.
4. Jewelry worn in piercings must be studs with nothing hanging. No more than six facial piercings are permitted. Piercings must not dominate appearance. Gauges must be filled with plugs. Goodwill maintains the right to request certain piercings not be worn.
5. Any tattoo(s) on exposed skin should be non-harassing with no profanity. Facial tattoos must not dominate appearance. Goodwill maintains the right to request that any specific tattoo be covered.
6. Hair should be clean & well-groomed before commencing duty.
7. No hats allowed unless issued by Goodwill.
8. Nails must be clean. If long nails are worn, gloves are required during processing.

9. When on store premises, even during off-duty hours, a professional appearance must be maintained.

NON-FRONTLINE: (All others)

Team members that are not in a frontline role should demonstrate good judgement and professional taste with their appearance. Consideration for fellow employees, customers, clients, and safety are expected. Displaying a professional image along with these considerations will determine proper appearance.

Any questions about this policy should be directed to the Team or Department Lead. Exceptions to these standards may be granted if necessary to reasonably accommodate an employee's disability or sincerely held religious beliefs. If a team member chooses not to honor this policy, a Leadership Team Member may impose disciplinary action, which may include, but is not limited to, sending the team member home without pay, issuing a written or oral warning, or other disciplinary action up to termination of employment.