

MESSAGE FROM THE BOARD CHAIR

As we reflect on 2011, we know how uplifting it has been to travel a journey through challenging times towards positive outcomes. It was through the dedication and hard work of a core team of people and the commitment of the board that Goodwill strategically entered 2012 with a foundation for success.

As part of the Goodwill family we could not be more proud of what has been accomplished in 2011. Every member of the Goodwill team stepped up and took charge for a greater future; the energy and collaborative spirit around Goodwill was, and continues to be, infectious.

In 2011, we focused our attention on four main areas:

- embedding our mission into all aspects of our operation
- aligning staff and leadership
- reducing expenses
- advancing partnerships and strategic alliances

Our priority was to imbed our mission into our entire operation. At Goodwill Industries of Alberta, our mission is the most important thing that we do; it is our life blood, our reason for being. This year proved to be the year of the mission. As we re-focused our energies on ensuring that we worked together to employ people with disabilities not only through our programs, but in our stores, donation centers and office operations, we energized the organization.

In order to be an effective and efficient organization we needed to ensure we had the right staff and leadership, capable of working together to reduce expenses that did not support the achievement of our mission or the success of our operations. In September 2011, an interim CEO was brought in to guide us through an important transition period and improve our operations. It was during this time that roles in the organization were re-aligned and the organization was reset, allowing for the allocation of resources where they were most needed. Our leaders were empowered to take a more active role in the success of the operation and the mission.

In 2012, we look forward to an exciting year of growth and even greater mission success resulting from our reset in 2011. Dale Monaghan, our new CEO, was appointed in March 2012 and is moving forward with a passion and commitment to succeed. We are looking forward to a journey of change as the Goodwill renaissance continues to take shape. Strongly focused on fiscal prudence, a culture of innovation, and excitement around growth with respect to our mission, we look forward to unprecedented success.

We are all part of the Goodwill family. We support each other in everything that we do. It is with the spirit of teamwork, and our Give/Get Goodwill attitude that we will continue to prosper and succeed. We have a long and proud tradition of over 60 years of service in Alberta, and look forward to another 60 years of serving Albertans.

When You Give Goodwill, You Get Goodwill.

Trina Innes – Board Chair

Goodwill

Industries of Alberta



Our mission is to change the lives of people with disabilities and disadvantages by turning household donations and other resources into training and jobs.

GIVE GET 2011

THE COMMUNITY THAT GIVES

IS THE COMMUNITY THAT GETS

Donations from **ONE HOUSEHOLD** creates change & **POWERS GOODWILL.**

1 WORKING COMPUTER

+2 PAIRS OF SHOES

+3 PAIRS OF JEANS

+4 OLD PURSES

+10 SHIRTS & TEES

+4 LAST SPRING'S DRESSES

8

hours of career counseling for someone in the Power of Work Program

IN TOTAL IN 2011 WE...

Received **532,070** donations from generous members of the community

kept **4,365,751 KGS** of material from the landfill

& recycled **3,300,000** items of clothing

WE WERE ABLE TO RECYCLE SHOES, BELTS & PURSES, POTS & PANS, HARD TOYS, SOFT TOYS, BOOKS & PAPER, CARDBOARD, CORDS & CHRISTMAS LIGHTS, TEXTILES, KITCHEN PLASTIC, SCRAP METAL



AND ELECTRONIC WASTE IN OUR RECYCLING OPERATIONS.

WHICH PROVIDED



84,650

HOURS OF DIRECT SERVICE



Supported **189** individuals in
POWER OF WORK PROGRAM

resulting in **116** paid placements with **72** employers

124

We also had
VOLUNTEER PLACEMENTS in

81 organizations

Providing **35,877**
VOLUNTEER HOURS



In our operations we employed **445** people,

35 of which were known to have
disabilities or barriers to employment



22,480
KGS
OF
RAGS

22,480
KGS
OF
RAGS



FILLING 484 CONTRACTS SUPPORTING 81 CUSTOMERS

SAVING TERRY CLOTH COTTON

SAVING TERRITORY FROM THE LANDFILL AND FLANNEL FROM THE LANDFILL

We received

\$162,000

in United Way funding.



to support our
Contract Services

\$1,961,385

government support of Power of Work



Worked with the
Persons with Developmental
Disabilities Boards in Edmonton
& Grande Prairie

We opened a new store and donation centre in Airdrie
A new donation center in Old Strathcona in Edmonton



We partnered with over 50 organizations & suppliers
to have over 15 successful events.

98,962 website visitors



526 Facebook Fans

454 Twitter Followers

GIVE

GET



FSC LOGO

Goodwill
Industries of Alberta



DONATE

- Donate your used household items to one of our 25 donation locations in the province.
- Start a donation drive with your community, school, office or church.
- Businesses can donate stock and receive a tax receipt.

SHOP

- Come down to one of our eight retail locations and find that unique item.

WORK

- Employ Someone with a Disability
- Hire one of our Power of Work participants in your business
- Work with Contract Services
- Call Contract Services for the piece work for your business

SOCIAL MEDIA

Join the Conversation

Join us on Facebook, Twitter, Pinterest and on our blog to find out what is happening with Goodwill everyday.

TO GIVE TO GOODWILL

Check out our website - goodwill.ab.ca for a donation centre or retail location near you.

Give us a call at 1-866-9274-1414 for information about our programs and services.

goodwill.ab.ca



Save on Foods
ECO-Style Student Association
University of Alberta Office of Sustainability
Red the Agency
Corus Radio—Country 105 & Joe 92.5
Westjet
Waste Management
Century Vallen
Servus Credit Union
Field's
Wal-Mart
ERA – Electronics Recycling Association

Goodwill proudly offers the following programs that support people with disabilities in finding and retaining employment.

Community Employment Programs and Services

- Employment Training and Job Search Support
- Job Coaching and Support
- Supports to Employers of Individuals with Disabilities

Contract Services

- Employing individuals with disabilities in our Outsourcing
- E-Books - selling gently used books online through amazon.com and employing individuals with disabilities

Goodwill Industries of Alberta

Statement of Financial Position

Year ended December 31

2011

2010

Assets

Current

Cash	\$ 732,285	\$ 1,297,349
Short term investments	100,000	-
Accounts receivable	124,608	173,698
Inventories	8,906	26,778
Prepays and deposits	<u>117,232</u>	<u>86,249</u>
	1,083,031	1,584,074

Long term investments	400,000	-
Accrued benefit asset	317,800	227,800
Long term prepays and deposits	323,550	181,377
Property and equipment	<u>1,586,887</u>	<u>1,388,769</u>
	\$ 3,711,268	\$ 3,382,020

Liabilities

Current

Accounts payable and accruals	\$ 1,450,571	\$ 1,412,698
Deferred revenues	124,667	66,390
Deferred contributions	38,651	49,321
Current portion of deferred contributions – capital	53,403	115,248
Current portion of obligations under capital lease	<u>4,079</u>	<u>17,353</u>
	1,671,371	1,661,010

Straight line rent payable	125,500	
Deferred contributions - capital	149,282	165,737
Obligations under capital lease	<u>7,924</u>	<u>-</u>
	1,954,077	1,826,747

Net Assets

	<u>1,757,191</u>	<u>1,555,273</u>
	\$ 3,711,268	\$ 3,382,020

Goodwill Industries of Alberta

Statement of Operations

Year ended December 31 2011 2010

Revenues

Provincial contract fees	\$ 2,025,873	\$ 1,957,500
Commercial	<u>16,449,111</u>	<u>16,256,052</u>
	18,474,984	18,213,552
United Way	162,491	162,491
Amortization of deferred contributions - capital	78,299	115,248
Donations	12,597	95,394
Fundraising	69,143	72,450
Interest revenue	12,076	-
Foreign exchange gain	<u>1,823</u>	<u>-</u>
Total revenues	<u>18,811,413</u>	<u>18,659,135</u>

Expenses

Human resource costs	11,644,462	11,798,720
Physical resource costs	4,373,346	3,777,443
Material costs	319,775	392,355
Other costs	<u>1,858,482</u>	<u>1,917,898</u>
Operating	<u>18,196,065</u>	<u>17,886,416</u>
Amortization of capital assets	413,430	418,093
Total expenses	<u>18,609,495</u>	<u>18,304,509</u>
Excess of revenues over expenses	<u>\$ 201,918</u>	<u>\$ 354,626</u>

Statement of Changes in Net Assets

Net assets, beginning of year	\$ 1,555,273	\$ 1,200,647
Excess of revenues over expenditures	<u>201,918</u>	<u>354,626</u>
Net assets, end of year (Note 8)	<u>\$ 1,757,191</u>	<u>\$ 1,555,273</u>

Our board, of 13 individuals,
volunteered over 1500 hours.

GOOD WILL



2011

SOCIAL RESPONSIBILITY REPORT