



GOODWILL  
INDUSTRIES OF  
ALBERTA

# 2015 Annual Report

SUPPORTING ALBERTANS WITH  
DISABILITIES, STRENGTHENING  
COMMUNITIES, CHANGING LIVES

CONNECTING  
ALBERTANS  
WITH DISABILITIES  
TO JOBS.



goodwill.ab.ca



We are grateful to the many businesses, organizations, media partners and the dozens of service organizations ranging from Rotary Clubs, to Chambers of Commerce to local, provincial and national associations that have partnered with Goodwill to make our mission a success. Together, we made 2015 a tremendously successful year.

We know with confidence that great things happening here in Alberta have contributed to the North American Goodwill movement making Forbes' annual "Top 20 Most Inspiring Corporations in North America" (and in doing so Goodwill being the only not-for-profit). In 2015 over 318,000 people across North America (including right here in Alberta) earned a job and career opportunity through the Goodwill enterprise.

On behalf of all of our employees and team members across Alberta, thank you! Let's continue to make every day in 2016 and beyond a better day for those we proudly serve, and the tens of thousands of donors and shoppers who make it happen!

**LARRY BROWNOFF**  
CHAIR

**DALE MONAGHAN**  
PRESIDENT & CEO

**2015 HAS BEEN ONE OF THE MOST SUCCESSFUL YEARS IN OUR NEARLY 70 YEARS OF INSPIRING AND POSITIVELY CHANGING THE LIVES OF ALBERTANS WITH DISABILITIES.**

This unprecedented momentum took flight in mid-2014 and continues well into 2016. We have grown as an enterprise as we continue to proudly serve our donors and shoppers, and to fulfill our purpose of helping Albertans with disabilities.

Our Power of Work program and Commercial Services are both exciting and highly performing divisions of Goodwill. These programs are inspiring and help us achieve our mission. Every year we are committed to improving our enterprise to better support our community. We are proud of the many Albertans with disabilities who have found success in our Power of Work program and continue to grow as individuals in the community and within our stores, donation centers, transportation system and corporate office.



# 2015 Board of Directors

Goodwill Industries of Alberta is governed by a volunteer Board of Directors. We are fortunate to have such a dedicated group of strong leaders. The entire organization thanks this enthusiastic group of experienced, committed and diverse leaders for their time, effort and strategic guidance.

**Larry Brownoff**  
Chair

**Mirande Alexandre**  
**Bikram Daulay**  
**Kevin MacDonald**

**Drew Thomson**  
Vice Chair

**Onita Blankendfeldt**  
**Jennifer Fowler**  
**Nazim Merali**

**Dorothy Chan**  
Secretary

**Sangeet Brar Kang**  
**Stefan Kreptul**  
**Jammi R. Rao**

**Liliana Levesconte**  
Treasurer

**Dan Brozic**  
**Adrianna Laszlo**  
**Jason Watt**



# Vision, Mission & Values

At Goodwill, our vision, mission and values are the fabric of our organization. Whether it is customer service, our programs or our teams, we believe our vision is what steers us, our mission is who we are and our values are our moral compass.

## **VISION**

Goodwill will be recognized for excellence in community leadership, partnerships and the provision of employment opportunities for individuals with disabilities.

## **MISSION**

Goodwill is a social enterprise providing Albertans with disabilities the opportunity to enhance their lives through meaningful employment.

## **VALUES**

### **TEAMWORK**

We not me, so we can be our best.

### **RESPECT**

Be open and honest.

### **INTEGRITY**

Mean what you say and say what you mean.

### **RECOGNITION**

Say thank you.

### **CUSTOMER SERVICE**

Smile.

### **SAFETY**

A safe you is a safe me.

# Stores and Donation Centers

Thanks to our generous donors and retail customers, we are honored to be one of the largest employers of persons with disabilities here in Alberta. On top of this employment achievement, we are proud that all revenues from Goodwill retail sales stay here in Alberta and go towards helping Albertans with disabilities find employment across Alberta.



# Power of Work

Since 2003, our Power of Work program has been helping individuals with disabilities in finding employment or volunteer opportunities in their communities. Individuals are assisted with identifying their employment goals and personal strengths, employment preparation, job search and employment coaching.

IN 2015 POWER OF WORK SERVED **195** INDIVIDUALS WITH DISABILITIES

RESULTING IN

74

VOLUNTEERS

IN

51

ORGANIZATIONS

16,762

VOLUNTEER HOURS

37

NEW EMPLOYMENT  
PLACEMENTS

104

INDIVIDUALS ENGAGED WITH

58

EMPLOYERS

100%

OVERALL SATISFACTION WITH  
POWER OF WORK PROGRAMS

# 40 Years Later!

**IN 1975 PAM STARTED WORKING AT GOODWILL INDUSTRIES OF ALBERTA.** She has been working with us for 41 years. Pam says that “I’ve chosen to work at Goodwill for so many years because I am treated very well by the staff and I have a sense of belonging.” Pam has a learning disability and working with Goodwill has given her the ability to strive and succeed at her job. “I didn’t think I would ever hold a job and at Goodwill I have. It’s all been a great experience.”

Just one year after Pam started at Goodwill Elaine became a part of our team. 40 years later she is still a Goodwillian and she loves her job. Elaine says that it has been fun to watch how fashion has changed over the years and funny to see things make a comeback. Elaine was born with cerebral palsy and she says that she appreciates her co-workers because they are very accommodating and understanding of her disability. In fact she says “My co-workers are my favorite thing about working with Goodwill. They respect me and support me and who I am.” Elaine also loves all of our shoppers, especially the regulars.

If you ever have a chance to meet Pam or Elaine in our stores, you will be greeted by a warm smile and they might even tell you about the donations from back in the 70’s.







# Commercial Services

**COMMERCIAL SERVICES IS A DIVISION OF GOODWILL THAT PROVIDES INNOVATIVE AND COST-SAVING SERVICES FOR BUSINESSES IN ALBERTA.** By outsourcing with Commercial Services, corporations, government and non-profit organizations have realized cost savings by having assembly and/or product preparation completed by Team Members.

Commercial Services is a center based, inclusive place of employment for persons with disabilities. By providing a structured and accommodating work environment, we are able to offer a primary focus to persons with mental health challenges. It is through

this environment that they are able to experience meaningful employment and successes.

Here is a list of some of our service experience:

- Sorting
- Mail assembly
- Folding and labelling
- Counting and packaging materials, parts and promotion materials
- Assembly of manufactured parts
- Packaging products – kit assembly
- Cleaning cloth sales in 4 roll packs, 5lb bags, 10lb bags and 20lb boxes



# North Central Co-op

**NORTH CENTRAL CO-OP IS ALL ABOUT THE COMMUNITY. THEY WANTED TO JOIN FORCES WITH GOODWILL TO BUILD A PARTNERSHIP WITHIN ONE OF THE COMMUNITIES THEY SERVE.**

“Goodwill was a great choice for us as we have the same values about being community minded. North Central Co-op partnered with Goodwill to sell their signature cleaning cloths. These cleaning cloths are sold at all of our food, gas bar and home centre locations.”

Commercial Services produces the cleaning cloths from donations of cotton and terry cloth products that are unable to be sold in Goodwill stores. These cloths create revenues that are invested into creating jobs for Albertans with disabilities.

North Central Co-op has also partnered with Goodwill to create logoed cookies that serve many purposes

throughout Goodwill from staff celebrations to business partnerships.

“Not only do we support Goodwill’s mission by partnering with them to create baked goods and sell cleaning cloths, we also employ individuals with disabilities through our organizations. We want there always to be jobs for Albertans with disabilities and it is an opportunity for us to sell locally produced goods across greater Edmonton.”

“By supporting Goodwill, we strive to create awareness in our communities and to be truly local. The community is like family to us. Our company’s motto is ‘You’re at home here’. Without the community we don’t have a viable business.”

**JEFF BLANEY**  
**OPERATIONS MANAGER**

CONNECTING  
ALBERTANS  
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goodwill.ab.ca

WHY I DONATE TO GOODWILL



“As a parent of two growing children, I can appreciate the need of changing sizes for them continually. Not only do I find incredible deals in the Goodwill retail stores, but after being a chaperone parent to one of my children’s class tours of the Lymburn donation centre I find that I feel better about my donations to Goodwill. I donate all of our gently used items to Goodwill, seeing the benefit that my donations make to persons with disabilities makes my heart happy.”

**LEAH TAYLOR**

EDMONTON COMMUNITY MEMBER



After touring the Goodwill facilities and hosting their awards in Edmonton last year, walks through my home have changed. When I see an item I no longer use, I think of what a change donating it can make to the training and self-esteem of one of the wonderful people I have met. The smiles and joy at Goodwill are very tangible payback I see whenever I walk through their door.

## **BRUCE BOWIE**

**RADIO MORNING SHOW HOST**

HOW GOODWILL HELPED ME



“Goodwill helped me get a job.”

– BRAD G.

“I have found that having someone go with me on an interview has helped most by providing me with constructive feedback on how the interview went and a more relaxing environment to interview in. This program is important so that people with disabilities are more visible in every workplace and can make a living at what they love to do just like people without disabilities. I have benefitted through improvement of self-esteem by knowing that people are behind me trying their best to find me a job that suits me best. I enjoy helping children with special needs work on their strengths and show that there is more to them than what people see on the outside.”

**HEATHER P.**

“I like Goodwill, they helped me find a job, and they also help me develop my skills through work training. The staff are nice, helpful, kind and supportive, my Coach wants me to be independent someday.”

**LISA B.**

“The most helpful aspect of the Goodwill Power of Work program is that there was someone other than my supervisor who showed me the specifics of how to do my job. I feel I have benefited from being a part of the Power of Work program by having good employment that I will be able to keep for a long, long time.”

**PETER K.**



**“I ATTRIBUTE A LOT OF THE SUCCESS I HAVE HAD IN BUSINESS AND IN SPORT BECAUSE PEOPLE BELIEVED IN ME.** Growing up it was my parents, when I started my business it was the people in Calgary, when I competed in curling it was this province and at the Olympics it was this nation.

So it was never my intention to hang that silver medal in a trophy case to be admired, it was always meant to be shared, to give a voice to those without and to say thank you for that belief so many had in me.

With winning comes responsibility. Where could I lend my name to make a difference? So I made the choice almost two years

ago to become involved with a charity that supports this province that I love and the people in it: Goodwill Industries of Alberta.

It’s been an incredible journey so far, speaking out for Albertans with disabilities, helping people focus on their abilities, rather than their disabilities.

This choice I have made, to be socially responsible and to give back, has provided more rewards and exclamation marks than I could ever have imagined. Thank you Goodwill from the bottom of my heart.”

**CHERYL BERNARD**  
**GOODWILL AMBASSADOR AND**  
**2010 OLYMPIC SILVER MEDALIST**

# Thank you

PARTNERS & SPONSORS: CHARITABLE &

IN KIND SUPPORT

ALL CANADA CLEAN CORP  
BON TON BAKERY  
BUSINESS CAREER COLLEGE -EDM CORP  
CENTRE FOR AUTISM SERVICES  
CLEARPOINT BENEFIT SOLUTIONS  
COLUMBIA COLLEGE TRAINING CENTER  
COUNTY OF GRANDE PRAIRIE  
DALE P. MAVES  
DAVIES, PARKS & ASSOCIATES INC  
DRIVING FORCE  
DÉCOR GROUP LTD  
DÉCOR REST FURNITURE  
EPCOR UTILITIES INC  
FORTIS ALBERTA  
G2 MARKETING, INC.  
GRANDE PRAIRIE RAINBOW AUTOMOTIVE LTD.  
GENERAL SIGNS & SERVICE LTD.  
HENRY'S PURVEYOR OF FINE THINGS  
HEYZEUS SERVICES INC  
HIGH GRADE CLOTHING CO.  
J ROSS RECRUITERS INC  
J.A. (JERRY) NAQVI - CAMERON DEVELOPMENTS CORP.

JESSICA & BELLE RYKISS BRIDAL  
JOEY MICHEL  
MARILYN DOUGLAS  
MARSH CANADA LIMITED  
MARY KASSIAN  
PAMELA CHORLEY  
PENSKE TRUCK LEASING  
PHASHA INC  
POSTCARD PORTABLE  
PROGRESSIVE WASTE SOLUTIONS  
RE/MAX REAL ESTATE SPRUCE GROVE  
RONALD C BENJAMIN  
SHANNON THOMAS  
SHAPES N' FIGURES SWIM N' CRUISE WEAR  
SOUPTACULAR  
STONY PLAIN CHRYSLER LTD.  
TYRIE MACQUEEN  
UNITED WAY OF THE ALBERTA CAPITAL REGION  
URBAN CANDI TRAIL  
WELSH'S SADDLERY & WESTERN WEAR INC.  
YARDSTICK TECHNOLOGIES INC.  
YVAN BOUTIN

# Thank you

## MISSION SUPPORT

ALLEN GREY CONTINUING CARE CENTER  
AVIATION MUSEUM  
BOSTON PIZZA WESTGATE GRANDE PRAIRIE  
CALEB MANOR  
CAPITAL CARE, LYNNWOOD  
CEREBRAL PALSY ASSOCIATION  
CHRISTIAN FELLOWSHIP ASSEMBLY  
CHURCH OF CHRIST GRANDE PRAIRIE  
CINEPLEX ODEON  
COFFEE NEWS GRANDE PRAIRIE  
CRIME PREVENTION CENTER  
CRYSTAL PARK SCHOOL  
DAILY HERALD TRIBUNE  
DELTA SOUTH HOTEL  
DOLLARAMA  
DOLLARTREE (LONDONDERRY MALL)  
EASTSIDE SUBWAY GRANDE PRAIRIE

EDMONTON ESKIMOS  
EDMONTON GENERAL HOSPITAL  
EDMONTON HUMANE SOCIETY  
EDMONTON NORTHWEST CHILDCARE CENTER  
EDMONTON POLICE SERVICES DOWNTOWN  
EDMONTON POLICE SERVICES SOUTH WEST  
ELDER CARE  
EVANGEL CHURCH/FATHER'S HOUSE CHURCH  
FORBES PRESBYTERIAN CHURCH  
FORT EDMONTON PARK  
GIANT TIGER KENSINGTON  
GOOD SAMARITAN SOCIETY SOUTHGATE CARE CENTRE  
GOVERNMENT OF ALBERTA: HUMAN SERVICES  
GRANDE PRAIRIE & AREA SAFE COMMUNITIES  
GRANDE PRAIRIE CARE CENTRE  
GREY NUNS HOSPITAL  
HABITAT FOR HUMANITY EDMONTON





HABITAT FOR HUMANITY RESTORE GRANDE PRAIRIE  
HARVEY'S EDM 34 AVE  
HARVEY'S WESTGATE GRANDE PRAIRIE  
HEAD START- EDM HERMITAGE RD  
HOPE MISSION  
JASPER PLACE HEALTH AND WELLLLNESS CENTER  
LATITUDE 53  
LAURIER HOUSE  
LYNNWOOD  
MAIER CENTRE FOR AUTISM  
MAMA'S IN THE KITCHEN  
MEALS ON WHEELS  
MICHAEL'S SPRUCE GROVE  
MILLWOODS RECREATION CENTER  
MISERICORDIA HOSPITAL  
MUSTARD SEED  
NO FRILLS  
NORTHGATE BAPTIST CHURCH  
OASIS CHURCH  
ODYSSEY HOUSE  
OOSC- COMMUNITY OPTIONS  
OPERATION FRIENDSHIP SENIOR SOCIETY  
PARTY CITY  
PAT'S AUTO  
PETLAND GRANDE PRAIRIE  
RED THE AGENCY  
RERUNS  
REUSE CENTER

SALVATION ARMY FOOD BANK  
SALVATION ARMY- EDMONTON  
SHERWOOD FLOORING  
SPCA GRANDE PRAIRIE  
SPINAL CORD INJURY ALBERTA  
SPIRIT HALLOWEEN GRANDE PRAIRIE  
SPORTS CENTRAL  
ST. ALBERT SENIORS' CENTRE  
ST. FAITH'S ANGLICAN CHURCH  
ST. MICHEAL'S EXTENDED CARE  
STITCHES - WEST EDMONTON MALL  
STONY PLAIN YOUTH CENTRE  
STROMIGA 50ST  
SUBWAY SPRUCE GROVE  
SUICIDE PREVENTION RESOURCE CENTRE  
SUPERSTORE KINGSWAY  
SUPERSTORE SPRUCE GROVE  
TARGET GRANDE PRAIRIE  
TIM HORTONS SHERWOOD PARK  
VALLEN  
VICTORY CHURCH GRANDE PRAIRIE  
WALMART GRANDE PRAIRIE  
WALMART SHERWOOD PARK  
WALMART SOUTH EDMONTON COMMON  
WHOLESALE SPORTS  
YMCA- JAMIE PLATZ  
YMCA- LUTZKY  
ZIEBART



**FINANCIAL  
REPORT**  
REVENUES



# FINANCIAL REPORT EXPENSES



IN 2015, WE SPENT  
**\$2,507,604** ON  
MANAGEMENT AND  
ADMINISTRATION -  
EQUAL TO 10.4% OF  
TOTAL REVENUES.



THIS MEANS THAT  
**89.6 CENTS OF EVERY  
DOLLAR EARNED** GOES  
DIRECTLY BACK INTO  
OUR PROGRAMS AND  
SERVICES.





[GOODWILL.AB.CA/WHYDONATE](http://GOODWILL.AB.CA/WHYDONATE)

**GET INVOLVED WITH GOODWILL!**

**DONATE AT** GOODWILL

**SHOP** AT GOODWILL

**HOST** A DONATION DRIVE

**HIRE** THROUGH THE POWER OF WORK PROGRAM

**CONTRACT** COMMERCIAL SERVICES FOR UPCOMING PROJECTS

**FIND OUT HOW**

[WWW.GOODWILL.AB.CA](http://WWW.GOODWILL.AB.CA)

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