

**Goodwill**   
Industries of Alberta 



**2012** *building*  
**FOUNDATIONS**



**SHOP AT  
GOODWILL.**



**GOODWILL HELPS ALBERTANS  
WITH DISABILITIES GET JOBS.**



**DONATE TO  
GOODWILL.**



Message from the Chair of  
the Board  
**Trina Innes**

# 2012 BUILDING FUTURES

**2012 was a year of building the future of Goodwill. Goodwill has been a part of the fabric of Alberta for more than 60 years and we will continue to be part of that tapestry by pursuing innovative opportunities and strengthening our foundation.**

The appointment of our CEO, Dale Monaghan, in March of 2012, served to springboard our foundation-building. He re-energized the focus on our mission by expanding employment opportunities for individuals with disabilities in our operations.

Dale established new executives in operations, and finance & corporate services. They joined existing executives leading mission services, marketing & communications, and human resources & employee relations. Together this executive team is working in partnership with the Board to build the future of Goodwill.

In June 2012, the Board recast our vision and mission statements:

## **MISSION**

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

## **VISION**

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



In November 2012, in collaboration with the executive team, the Board built and approved a new set of guiding values and a three-year strategic plan addressing new trends and opportunities.

One of our greatest achievements this year was the grand opening of Chinook, a new retail location in Calgary. It was exciting to witness people like Adam, Kelsey, Barry, and many other individuals with disabilities serve as an integral part in the team that built this flagship location of Goodwill Alberta. We are also proud of the remodeling completed on the front and back end of other locations; we have created a great shopping experience for customers and a healthy working environment for our Goodwill team.

Goodwill continues to engage with our communities and pursue collaborative partnerships. We participated in the 2012 Special Olympics Canada Winter Games and International Day of Persons with Disabilities. We are growing and diversifying our relationships with stakeholder groups, corporate sponsors, government and community organizations.

As an outcome-driven organization, we have set the stage for results that will showcase excellence in all aspects of our business. Focused on our mission and values, strengthened by a new vision, led by an energetic and inspired executive team, and supported by the most dedicated staff, we are well under way to building our Goodwill family and our future.



## Message from the CEO **Dale Monaghan**

In March 2012, I joined Goodwill as CEO and immediately was struck by the power of our mission and the amazing dedication of those that work with Goodwill to promote that mission. Goodwill is a social enterprise, a business that uses profit for a purpose. At Goodwill, we emphasize that while we are designated a not for profit charity, we are a social enterprise. We are proud to be part of a Goodwill movement that is delivering on improving people, communities and societies in 16 countries. Every 38 seconds of every business day in North America, a person served by Goodwill earns a good job.

We established a new basis for doing business in 2012 that focuses on the Triple P bottom line of People, Profit and Planet. These three pillars provide the basis for our strategic plan and our business decisions.

We are first and foremost focused on supporting people, ensuring that individuals with disabilities have employment opportunities so that they can live productive and fulfilling lives. We are able to accomplish this through generating profit from our donations and retail operations, using our profit for purpose. Finally, we will not forget the planet. Our enterprise allows us to be deeply involved in the impact that waste has on our planet. Through donating and purchasing in our thrift stores, everyone contributes to bettering the environment by repurposing these gently used goods.

Through the leadership of our board and the inclusion of all of our staff we were able to move forward with the development of a new mission to reiterate our purpose, a new vision to guide our future, and a set of values to drive our decision making. Through six strong values and six strategic directions we set out a business plan that will guide our future for the next three years and set a foundation for building a strong enterprise.



In 2012, we opened two new retail locations, and remodeled two existing locations. By the end of 2013, all of our locations will visually inform customers of the power of our mission and another two locations will be remodeled. This guides us further down the road to significant organizational change and betterment in the way that we approach our operations and support our mission.

Finally, we are well positioned to deliver outcome-based services for individuals with disabilities, including meaningful employment opportunities and job training. This is strategically aligned with the Government of Alberta's social policy framework and the government's position on appropriately providing meaningful, employment-based opportunities for individuals with disabilities.

A new focus on community has led us to develop partnerships with companies and community-based organizations who desire to realize with Goodwill a better, stronger Alberta. We want to thank and acknowledge the many organizations that take part in our programs, events and build partnerships with Goodwill to support our mission. Their focus on building inclusive communities, enhancing the lives of individuals with disabilities through employment, and making an impact on the environment helps support the achievement of our mission each and every day.

My first year with Goodwill has been perhaps one of the most meaningful. Our staff's commitment to our mission, their energy and passion are contagious and our ability to change the lives of people every day through the simple ability to provide employment gives me a great sense of personal fulfillment.





## MISSION

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



## VISION

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



# 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

# COMMUNITY EMPLOYMENT

**65** NEW  
VOLUNTEER  
PLACEMENTS

**100** VOLUNTEER  
PLACEMENTS  
IN **69** ORGANIZATIONS

47 NEW EMPLOYER PAID PLACEMENTS

**30,977**  
VOLUNTEER HOURS  
PROVIDED TO THE  
COMMUNITY

**61** PAID EMPLOYMENT SITES

The Power of Work program supports people with disabilities in locating employment or volunteer opportunities in their communities. Individuals are assisted with identifying their employment goals, employment preparation, job search and employment coaching.

In total we served 187 individuals with disabilities and barriers to employment, which resulted in:

**4**

WORK  
EXPERIENCE  
SITES

**113** PAID  
PLACEMENTS  
WITH **69**  
EMPLOYERS

**17**  
INDIVIDUALS  
IN WORK  
EXPERIENCE

**62**  
INDIVIDUALS  
WORKING FOR  
GOODWILL ON  
PAYROLL



# CONTRACT SERVICES

FILLED **81** CONTRACTS

CUT **38,120** LBS. OF RAGS

SAVING COTTON & TERRY CLOTH  
FROM THE LANDFILL



SERVED  
**71**  
CUSTOMERS

SOLD **6,311** eBOOKS

The Contract Services program provides employment opportunities for people with disabilities and other barriers to employment. This program enables individuals to perform their various work responsibilities in an accommodating and low stress environment where they have the option to work individually or as part of a team.



PROVIDED  
WORK FOR  
**21**  
INDIVIDUALS

EMPLOYED  
**6** PEOPLE  
IN eBOOKS

# STORES *and* DONATION CENTRES

With 11 store locations and 21 donation centres in Alberta we are offering customers a variety of treasures each day. In 2012, we were pleased to open two new stores: Chinook in south Calgary and GoodBooks in Strathcona, Edmonton. We also renovated our Beverly store in Edmonton and our Trans Canada store in Calgary.



In 2012, we received:

**539,928 DONATIONS**

from generous members  
of the community

Sold

**1,813,275 ITEMS**

of clothing in our retail stores

and recycled

**3,545,623 ITEMS**

of clothing



# COMMUNITY PARTNERS

**We were excited to partner with a variety of organizations in 2012!**

Handbag Handoff—Edmonton Woman's Show

Eco Move Out—University of Alberta's Office of Sustainability and Waste Management

U of A Sustainability Fashion Show with Ecostyle



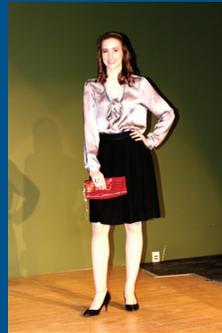
# COMMUNITY SPONSORS

Western Canada Fashion Week Stylist's Contest — Edmonton

Red Dress Initiative

2012 Special Olympics Canada Winter Games — St. Albert

The S.W.A.P. Team — Calgary



# *How to* **GET INVOLVED IN OUR MISSION**

## **DONATE**

- Donate your used household items to one of our 21 donation centres in the province
- Start a donation drive with your community, school, office or church
- Give stock from your business and receive a tax receipt

## **SHOP**

- Come down to one of our 11 retail stores and find that unique item

## **WORK**

- Employ someone with a disability
- Hire one of our Power of Work individuals in your business
- Work with Contract Services for piece work for your business

## **SOCIAL MEDIA**

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

## **TO GIVE TO GOODWILL**

Check out our website [goodwill.ab.ca](http://goodwill.ab.ca) for a donation centre or retail store location near you. Give us a call at 1.866.927.1414 for information about our programs and services.



# SPECIAL THANKS

*to our*

# 2012 SUPPORTERS

Goodwill has many individual and community supporters without whom we could not be successful.

We would like to acknowledge the following supporters and partners who helped us meet our goals in many different ways.

AON

ATCO Blue Flame Kitchen

A & W

Canadian Pickers

CenturyVallen

CIA Solutions Grande Prairie

Costco

Country 105

Deerfoot Mall

Eddie's Hang Up Display Ltd.

Edmonton Women's Show

Global TV Edmonton

Government of Canada  
Enabling Accessibility Grant

Guillevin International

H&R Block

Human Resources & Skills  
Development

KPMG

nexGen Grafix Inc.

Pat's Autobody Grande  
Prairie

Postcard Portables

RED the Agency

Renfrew Insurance

Heritage Park

XL103 Calgary

Robert Half

Rotary Club of Grande  
Prairie

Royal Bank

Save-On-Foods

Screen Craft

Sobeys Beverly

The Council for  
Lifelong Learning

U of A Office of Sustainability

United Way Capital Region

United Way Grande  
Prairie

UPS

Waste Management

Western Safety Consulting

# FINANCIALS

## REVENUES

Donated merchandise sales	18,094,140
Provincial contract fees	2,108,213
United Way	174,991
Donations and grants	148,360
Other	68,593
	<b>\$ 20,594,297</b>

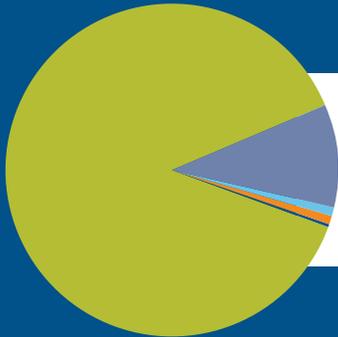
## EXPENSES

Human resource costs	12,992,010
Physical resource costs	5,115,306
Other operating costs	1,573,217
Amortization	461,945
Material costs	337,304
	<b>\$ 20,479,782</b>

Excess of revenues over expenses	<b>\$ 114,515</b>
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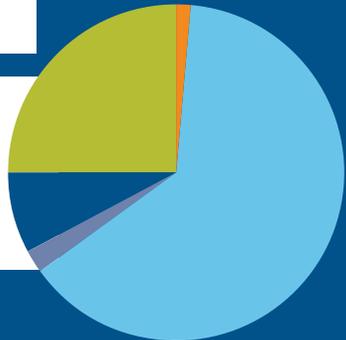
## WHERE THE DOLLARS CAME FROM



- Donated merchandise sales \$18,094,140
- Provincial contract fees \$2,108,213
- United Way \$174,991
- Donations & Grants \$148,360
- Other \$68,593

## WHERE THE DOLLARS GO

- Human resource costs \$12,992,010
- Physical resource costs \$5,115,306
- Other operating costs \$1,573,217
- Amortization \$461,945
- Material costs \$337,304



This information has been derived from the audited financial statements for the year-ended December 31, 2012.

**2012** *building*  
**FOUNDATIONS**

We'd love to hear from you!

You're invited to provide us with comments, questions, or concerns. All feedback is welcome.

**HEAD OFFICE**

8761 – 51 Avenue  
Edmonton, AB T6E 5H1

**1.866.927.1414**

**[goodwill.ab.ca](http://goodwill.ab.ca)**



