

**THERE ARE TWO SIDES**

**TO EVERY MAKEOVER.**

**ONE MAN'S  
V-NECK IS  
ANOTHER  
MAN'S FUTURE.**



Goodwill Industries of Alberta  
2009 Annual Report  
**Repurpose and Revitalize**

# Mission and Vision of GIA

## Our mission is to:

- Change the lives of people with disabilities and disadvantages by turning household donations and other resources into training and jobs

## Our vision is to be a mission-focused, financially sound, non-profit business committed to:

- Providing exemplary employment/employment service for Albertans experiencing barriers to work due to disadvantages and disabilities.
- Conducting cost-effective, sustainable business, recycling and entrepreneurial activities.
- Supporting development of healthy inclusive communities where individuals with barriers will have opportunities to participate in a full range of life experiences.



Suzie & Elvis

# Board Message

## A Year of Growth and Positioning!

It has been a busy and productive year!

I'm pleased with the progress the Board has made over the past year on a number of key activities to help us move to a new, higher level of performance as a Governance Board. The Board is more fully engaged in the strategic planning process which will set a proactive direction for Goodwill. We will monitor progress towards achieving the organization's goals and objectives. Goodwill has become a much stronger organization under the current leadership and is successfully moving from an operational board to a governance board.

We are ready for the future!

In 2009, we began focusing on the strategic planning process, and in particular environmental scanning, to understand the world in which we operate. The scanning has taken the form of presentation and discussion events at Board meetings designed to leverage the wealth of knowledge and experience resident in Goodwill's people and those external to the Goodwill organization. The purpose has been to inform and to educate Board members about the many futures possible. In addition, these futures are certainly exciting to ponder!

The Board's committees have also been very active this past year.

The Governance Committee has focused on improving the board succession planning and recruitment process, tackling the revision of the Bylaws, and continuing the important task of reviewing and revising the Board's policies and procedures.

The Financial Audit Committee has streamlined the Audit Process, and with the Governance Committee, has planned its meeting schedule and agenda items to align with the Board's governance and strategic planning agenda for the upcoming year. It has been a satisfying year as Board Chair and I look forward to working under the leadership of the new Chair, who will bring fresh ideas and perspectives to continue building the Board's governance and strategic planning capabilities, and who will guide the Board towards these exciting futures.

Greg Thiessen, P.Eng, MBA  
Goodwill Industries of Alberta  
Board Chair

# Message from the CEO

When I began as CEO in July 2008, I knew Goodwill Industries of Alberta (GIA) was a well established social enterprise with a huge capacity to grow and develop. GIA definitely had potential. What was missing was a strong foundation upon which to build and expand. So in 2009, GIA and its staff embarked upon a year of building a solid foundation.

We started with the most fundamental of foundations – our financial stability. GIA sustainability is rooted in funding a strategically planned expansion of our donated goods & retail operations. A healthy system of thrift retail stores will establish a secure cash flow, and allow GIA to become less reliant on government funding in our work with people with disabilities and barriers to employment.

After laying the groundwork for financial stability, we turned our attention to providing a solid human resources foundation for GIA. GIA's staff is truly the heart of our organization, and brings to GIA a huge amount of experience as well as commitment and loyalty. In turn, GIA has a commitment to staff to enhance their career development, and to build strong and united working teams across the breadth of GIA.

The foundation for our revitalized Goodwill brand also began in 2009. We engaged the community in background research. We talked to donors, customers, community partners, employers and most especially, with our staff. We wanted to increase our existing Goodwill brand recognition while ensuring that the Goodwill brand will be meaningful to future generations of Goodwill supporters.

Overall, we did a huge amount of foundational work in 2009. Work which will bear fruit in the coming years. In addition to the precedents and best practices we established in all disciplines of work, we re-established the Goodwill Mission and Vision statements as the bedrock of the whole of GIA. A sense of anticipation and excitement swept through GIA.

As this exciting culture change is working its way through GIA, senior GIA staff are drawing on the strength of our sister Goodwills in Canada and the US by learning and drawing inspiration from them. We saw how they had devoted the time required to develop their strong financial foundations; and how they used that financial stability to provide outstanding support to community members with disabilities and barriers to employment.

At GIA, we fully comprehend the larger Goodwill vision and we are moving forward purposefully to achieve it. Our staff look forward to working with our Board to develop GIA's long term strategic plan, and like "the little engine that could", we say loud and clear "Yes, We Can"!

Cleo Prellwitz, B.Comm, LLB, MBA  
CEO

# 2009 Highlights

## Workforce Development

### Edmonton PDD

- 63,687 hours of direct service to individuals with developmental disabilities
- 19,378 hours volunteered back to the community by individuals with developmental disabilities
- 80 Employer paid placements
- 92% retention after 90 days with employer paid placements
- 71 Volunteer placements
- 135 individuals served

### Contract Services

- 70 individuals served
- 37,940 lbs of rags cut for sale
- 55,350 cut terry towels rolled for sale
- 411,600 inches of wire cut

### E-Books

- Over 2,000,000 books donated to Goodwill
- Sold 33,185 books online
- Average price of book sold online \$10.79



Lonnie

# 2009 Highlights

## Grande Prairie PDD

- 10,017 hours of direct service to individuals with developmental disabilities
- 1,927 hours volunteered back to the community by individuals with developmental disabilities
- 16 Employer paid placements
- 100% retention after 90 days with employer paid placements
- 20 Volunteer placements
- 29 individuals served

## Grande Prairie FASD

- Began in April 2009
- Served 9 individuals
- 3 in competitive employment



Dawn

Elona

# 2009 Highlights

## Donated Goods and Retail

- 454,078 Donors contributed to Goodwill by giving donations of gently used household items - 7% increase over 2008
- 746,814 Customers were served - 7.5% increase over 2008
- Sales increased 7% over 2008
- saved 1,253,832 articles of clothing from the landfill and sold them in stores
- kept 5,915,228 lbs of goods out of the landfill
- opened the most successful donation centre in Goodwill Alberta history at Bow Trail in Calgary which saw 12,604 donors pass through its doors in its first six months in operation and 200 donors and 20,000 lbs of goods donated on opening day.



Richard

# The Future

## What does the future have in store for Goodwill Industries of Alberta?

Our 2010 - 2020 business plan sets out two significant goals.

Reach \$50 Million in sales by 2020. Serve 3,000 people by 2020

### Our business plan says it best - YES WE CAN!

This can only be accomplished by teamwork. We are striving to build the best team in Alberta. We are working with our leadership team to develop strong leaders who can help guide our future, be innovative and steward us into a bright future.

We know that our staff, in all areas of our business, are the key to reaching these goals. In 2010, we will implement strong training programs to ensure our staff have the skills they need to serve the community.

We know that we need a strong brand. This annual report highlights our new brand and our new brand campaign. Our approach to marketing is innovative and bold, using guerrilla techniques combined with developing strong relationships to ensure the community is aware of our mission and continues to support it by viewing us as the charity of choice when they are giving gently used household items.

We know that we need solid financing. We are financially sound and will continue to build on that foundation. We are not only building our retail business to keep supporting our mission activities, but we are also actively pursuing a strong fund development strategy to help us in building the solid foundation that will one day make us a self sufficient social enterprise.

We have been here 60 years and plan on being here another 60 years. The future for Goodwill is bright and will continue to be so with the support of our staff, donors, customers, clients and the communities we work and live in.

# Goodwill Industries of Alberta

## Statement of Operations

Year Ended December 31	2009	2008
<b>Revenues</b>		
Program Funding, Provincial Government	\$ 2,169,031	\$ 2,015,128
Retail Revenues	14,860,134	13,887,599
	17,029,165	15,902,727
Funding, Capital Region United Way	162,482	157,476
Donations	100,399	99,176
Grants, Alberta Lottery Foundation	150,789	186,273
Other Income	146,119	144,024
	17,588,954	16,489,676
<b>Expenses</b>		
Other Costs	306,513	266,754
Operating	16,067,621	16,055,669
	16,374,134	16,322,423
	\$ 1,214,820	\$ 167,253

# Our clients, customers and employers

## Here is what employers are saying about working with Goodwill's program participants:

“ Goodwill clients are a valuable asset to St. Michael's Health Group. They assist our staff in providing care, housekeeping and recreation programs – all of which add to the quality of life for our residents. Many of the Goodwill clients have become an integral part of the 'team' in the departments they work in. They are included in staff functions and discussions and their opinions and talents are well respected by all. ”

– Pat Wilkes, St. Michael's Health Group

“ Working with the staff and clients from Goodwill Industries of Alberta has been an incredible experience and a great partnership. It is a win/win situation: they learn new, transferable skills, and we get the extra help that we need. Here at the Northeast Community Health Centre, the Goodwill clients do a variety of tasks from making packages to stamping papers or cleaning toys. They always come with a smile and are happy to help in any way they can. The Goodwill staff have been very supportive of helping the clients learn new skills or reinforce previously learned ones and our staff have learned how capable and charming people with disabilities can be when given a chance. We thoroughly enjoy having them as part of our team. ”

– Lorri Klyne-Karim,  
Northeast Community Health Group

“ The Power of Work program has brought us a committed group of employees who bring a conscientious approach to important work in maintaining our facility, and whose positive attitude delight all of us in their day-to-day interactions. As full contributing members of our work force, they help the company achieve its goals every day. ”

– CenturyVallen Industrial Maintenance & Safety Solutions

“ If I could work 24/7, everyday of the year I would. ”

– Andre Molik

“ Goodwill saved my life. I am honoured to work here. ”

– Lonnie Roach



Andre  
Contract Serv  
Employee



Carolynn

Cherie



®

**Goodwill Industries of Alberta**

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

