



GIVE  
GET



**60 YEARS**  
**AND GROWING**  
**1950 - 2010**

GOODWILL INDUSTRIES  
OF ALBERTA  
2010 ANNUAL REPORT

Suzi and Elvis the Dog  
Goodwill Participant

## MISSION

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

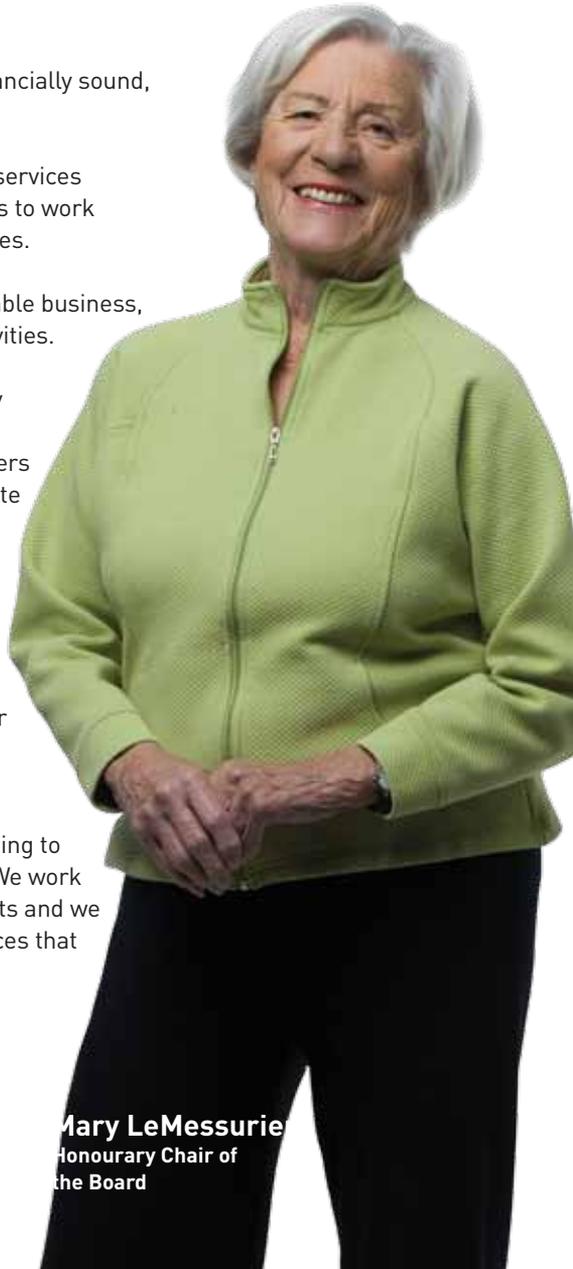
## VISION

Our vision is to be a mission-focused, financially sound, not for profit business committed to:

- providing exemplary employment services 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 employment barriers will have opportunities to participate in a complete range of activities.

We change lives by increasing the independence of people, creating a sense of contribution to the community, and making it possible for everyone to participate in activities we may all take for granted.

We help communities across Alberta by providing employment and life skills training to individuals facing employment barriers. We work with employers to find suitable placements and we create job opportunities through the services that we provide.



**Mary LeMessurier**  
Honourary Chair of  
the Board

Goodwill Industries of Alberta has been providing services to people with disabilities for over 60 years. Based on the "A Hand Up, Not a Hand Out" mission of the original founder, Edgar J. Helms of Goodwill Industries International, Goodwill Industries of Alberta has a unique business model that sustains this mission. When you give to Goodwill, you get Goodwill.

## CLOSET PURGING.

## LIFE CHANGING.

When you donate to Goodwill you support our ability to provide programs to individuals with disabilities and barriers to employment. Goodwill's programs find these individuals volunteer and employment opportunities in Goodwill and in the community.

## WHO KNEW PAISLEY COULD CHANGE A LIFE?

Our customers understand the thrill of the hunt, finding great treasures at great prices. Every dollar spent at one of our retail locations helps support our programs for individuals with disabilities and barriers to employment.



Daughter of  
Goodwill  
Transportation  
Manager

## **YOUR WORK SHIRT HAS NEVER WORKED HARDER.**

Our Community Employment programs, Power of Work and FASD (Fetal Alcohol Spectrum Disorder), work with individuals to find community employment and volunteer opportunities that are best suited to them. Each individual is unique and we work hard to find the employment or volunteer opportunity that suits their skills and dreams.

## **YOU CALL IT RETRO WE CALL IT POSSIBILITY.**

One hundred and forty eight employers and volunteer organizations saw the value in hiring people with disabilities in 2010. The benefits of bringing someone with a disability into your organization are endless. They become part of your team, their co-workers love their dedication, enthusiasm and hard work, and they become some of your most loyal and committed employees.





**DONATE IT.**

**COME BACK WHEN IT'S HIP AGAIN.**

Maybe you won't come back when it's hip again, but it's hip to understand the benefit that donating gives to the environment. Every time you give a gently used household item to Goodwill you give it another chance to have a purpose in someone else's life or find a new life by being recycled. This year by donating, you saved 4.31 million kilos of goods from the landfill. Imagine if everyone in Alberta donated to Goodwill, what a difference we all could make.

Guy

Goodwill Board Alumnus



**MESSAGE FROM**  
**BOARD CHAIR**  
**TRINA INNES**

In 2010, we celebrated the 60th Anniversary of Goodwill Industries of Alberta. While we started as the Edmonton Physically Handicapped Association, our mission has always been to serve Albertans with disabilities and barriers to employment to help them gain the skills needed to find and keep employment.

Goodwill Industries of Alberta is part of Goodwill Industries International, one of the world's largest providers of services to people with disabilities and barriers to employment. Goodwill Industries International assists over 1.5 million individuals worldwide annually, a job that it has been doing now for over 100 years.

By donating and shopping at Goodwill, you are playing a vital role in helping the planet and local communities. We are proud to be the one organization in Alberta where donations are collected, sold and revenues are invested right back into community programs that help people become independent, earn good jobs, and build stronger families and communities in Alberta.

Last year over 500,000 people donated to Goodwill Industries of Alberta. Goodwill is consistently ranked among top charities that make your donations go further.

We know we can grow our donations and our mission programs with the ongoing support of Albertans.

There are many ways to donate. Drop off your new or gently used household goods at one of our 23 donation centres in Edmonton, Calgary and Grande Prairie. You can also partner with Goodwill to organize a donation drive at your work, in your community, or with a local organization. Children can get involved by hosting a donation drive at their school, cadet, guide or scout troop.

As the Chair of the Board of Goodwill Industries of Alberta in 2010, I am proud of this year's accomplishments. The board established a ten-year vision for the organization that positions us to reduce our reliance on grants from the government and other agencies by becoming a self-sustaining social enterprise. This will enable us to offer a greater variety of programming to more Albertans who have difficulty in finding and keeping employment.

This year the board approved a three year plan to frame the strategies needed to achieve this vision. The plan will be updated annually and backstopped by meaningful and credible performance

measures to help gauge our progress. The board continued to develop its education programs through workshops, visits to other Goodwills and site visits to our own operations. We continue to consolidate and update our governance policies and have developed a knowledge management tool for capturing and sharing knowledge between current and future board members.

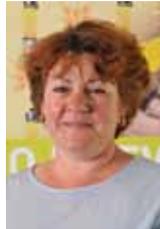
We are excited by what we have accomplished, none of which would have occurred without the support of the Goodwill family, funders, staff, and community partners.

Whether you shop, donate or work at Goodwill Industries of Alberta, you are instrumental in expanding hope and opportunity across our province. You are changing lives. From the board, to each and every one of you, I extend our deepest thanks.

## 2010 BOARD MEMBERS



**James A. Hea – Vice Chair**



**Julie MacPherson – Treasurer**



**Sue Bohachuk — Secretary**



**Greg Thiessen – Past Chair**



**Kathryn Andrews**



**Larry Brownoff**



**Chris Burrows**



**Ardyce Kouri**



**Carolyn Makowecki**



**Tsitsi Soko**



**Paul Wright**



**Elly Zeggelaar**

## 2010 EXECUTIVE



**Marianne Chant**  
Chief Financial Officer



**Cathy Alexander**  
Vice President, Operations



**Deanne Friesen**  
Vice President, Community  
Employment Programs  
and Services



**Glenda Rouleau**  
Director, Human Resources



**Barbara Engelbart**  
Director, Marketing  
and Communications



## MESSAGE FROM

CEO

**CLEO PRELLWITZ**

Goodwill Industries of Alberta is many things. We are a donor-driven charitable society. We are a thrift retailer. We are a Contract Services operation. We are a major recycler of a growing range of donated items. But most importantly, the mission of Goodwill Industries of Alberta is to change the lives of people with disabilities and disadvantages by turning household donations and other resources into training and jobs.

Goodwill has been working hard to achieve its mission for over 60 years, a pretty impressive time span particularly when Alberta is only 105 years old. Every year, through Goodwill Week in May, Goodwill celebrates the wonderful long-term partnership Goodwill has with Alberta and its generous citizens. Together we are working hard to increase the number of people served through Goodwill programs.

Goodwill is Alberta's largest social enterprise. We put disabled and disadvantaged Albertans to work because you care enough to donate your gently used household goods to us. Goodwill's good work is based on your donations, and

we work hard to make the best possible use of those donations. As Albertans, we should all feel very proud to donate to Goodwill. Not only have we supported putting Albertans to work, but we are supporting a greener Alberta by keeping items out of the landfill.

In 2010, Goodwill worked not only with generous individual Albertans, but we also developed many long-term corporate relationships with companies who have the same goals as individual Albertans - to put people to work and to make Alberta greener. Our corporate relationships can take many forms:

- We have been invited to install Goodwill donation boxes in companies so that employees have a convenient way to support Goodwill.
- We have been invited to co-host retail customer appreciation evenings where donations to Goodwill are the way to get a discount at your favourite retailer.
- Companies who are moving to a new location have donated their gently used office furniture and equipment.
- Many retailers donate their end of season stock.

Goodwill turns your donations into jobs. There are so many ways for corporations operating in Alberta to give back to Alberta's citizens, and donating to Goodwill is one of the very best. And of course, as a charitable organization, Goodwill is able to provide tax receipts to business.

Goodwill Industries' Board and staff are a team of passionate, competent, and dedicated people who are capable and eager to grow the Goodwill mission across Alberta. We are honoured to work with our many partners and volunteers who join us in our valuable work to help those who need us.

On behalf of each person Goodwill has served, we thank Albertans for your continued and generous support in 2010. Together let's create an even brighter 2011. Your partnership makes it all possible.

# 2010

## YEAR IN REVIEW

2010 was a great year for Goodwill Industries of Alberta as we celebrated 60 years of providing service in Alberta.

Our primary focus is to support those people in our communities with disabilities and barriers to employment as they find jobs and volunteer opportunities that give them a chance to be active and vital members of their communities.

### COMMUNITY EMPLOYMENT PROGRAMS & SERVICES ACHIEVEMENTS

In 2010, we actively operated three programs – Power of Work, Contract Services and Fetal Alcohol Spectrum Disorder. The following is an overview of the success of these programs in 2010.



Carolynn  
Contract Services Employee

## POWER OF WORK

In total we served 237 individuals with disabilities and barriers to employment in Power of Work and FASD programs.

- We provided **86,706** hours of direct service to individuals in our programs.
- **164** people participated in Power of Work Programs.
- **50** new job placements were generated.
- Program participants provided **34,743** volunteer hours in their community.
- **71** community employers employed our individuals, which generated **114** paid employer placements.
- **77** organizations provided volunteer placements which generated **133** volunteer positions.
- **91%** retention rate after 90 days of employment.
- **208** individuals in paid employment or volunteer positions.



Andre  
Contract Services Employee

## CONTRACT SERVICES

In 2010, our Contract Services program actively sought contracts that provided work for 59 individuals. Additionally, Contract Services opened a location in Calgary that serves six individuals with barriers to employment.

- **We employed 59 individuals in Contract Services**
- **Contract Services generated 30,780 lbs. of cut rags, saving this cotton and terry cloth from the landfill.**
- **Program employees filled 217 contracts of varying sizes and complexity.**
- **2,527,865 books were donated to Goodwill in 2010. Of these, Contract Services sold 21,395 through our E-Books Program. The rest were sold in our retail locations or recycled for their paper and cardboard.**

This year Contract Services was able to sell more books online by moving to a new sales and distribution model with Fulfillment by Amazon. This change occurred late in the year and we are excited to see how this new model increases both the value and number of books that we are able to sell.

In December, Goodwill Industries of Alberta was named a 2010 top holiday seller.



Meghan  
Contract Services Employee

## DONATED GOODS AND RETAIL

To support our mission, the Goodwill business model is based on collecting gently used household items at 23 donation centres in Alberta. We then resell these items in our retail thrift stores. In 2010, we were once again able to exceed our goals for donations and our projections for sales through the generous contributions of Albertans.

- **Over 500,000 donors contributed their gently used household goods, a 17% increase over 2009.**
- **Sales in the stores increased 9.32% over 2009, based on 818,996 transactions.**
- **We saved 1,398,693 articles of clothing from the landfill and sold them in our stores.**
- **We doubled, from 2009, the amount of material that we kept out of landfills to reach an amazing 4.31 million kilos.**

# KEY MILESTONES

There were several key milestones that were achieved by Goodwill Industries of Alberta in 2010 which will support our growth and expansion in the next ten years.

We celebrated our 60th Anniversary with a community luncheon in in Edmonton during Goodwill Week on May 3, 2010.

## BRAND

We launched a refreshed brand, which focuses on the duality of the mission and donated goods and retail in the organization. At Goodwill Industries of Alberta we turn gently used household items into training and jobs and our brand reflects this duality.

We also launched a new website, a Facebook page, Twitter account and YouTube Channel.

## FACILITIES

Our Southside store received a much need facelift and was the first location to incorporate the new brand to rave reviews.

On October 12, we opened our first new store in Grande Prairie. We closed our old location and relocated to the Gateway Power Centre. We incorporated the new branding and the store has seen a 400% increase in donors and sales since moving in October 2010.

In September, we opened our first ever regional office, Contract Services, Donation Centre, and warehouse location in SE Calgary. Located in the Foothills Industrial Park, this location provides a permanent regional office in Calgary, employs people with employment barriers in the Contract Services area, and Donation Centre, and allows us to enhance our ability to recycle and store donated goods.

## HUMAN RESOURCES

We launched an extensive Health and Safety program for our employees and conducted organization wide harassment training.

## ACCREDITATION

The Council of Accreditation on Rehabilitation Facilities (CARF) came to Goodwill Industries of Alberta to audit our Community Employment Programs and Services, as well as our administrative areas. We are proud to say that we once again gained a three year CARF accreditation, our ninth since beginning this process in 1986.



Daughters of  
Goodwill  
Transportation  
Manager

# 2011

## LOOKING FORWARD

In the next ten years we want to become the truly self-sufficient organization we know we can be. Our goal is to be able to provide more services to those with barriers to employment and disabilities in communities across Alberta and Western Canada. To support this goal we need to expand our donation centres and retail stores with a goal to reach \$50 million in revenue by the end of 2020.

In 2011, we are beginning to work towards this goal. We are focusing on four strategic objectives in our ten year plan.

### STRATEGIC OBJECTIVE ONE:

#### STRENGTHENING MISSION

- Goodwill will annually expand the employment of mission-based staff in Goodwill Industries of Alberta.
- We will annually expand the number of locations that deliver mission-oriented services.

### STRATEGIC OBJECTIVE TWO:

#### STRENGTHENING BUSINESS

- Goodwill will become Alberta's largest thrift retail presence in communities across Alberta.
- We will maximize the efficiency of our thrift retail operations.

## **STRATEGIC OBJECTIVE THREE:**

### **STRENGTHENING BRAND**

- We will be a highly trusted, visible leader in the delivery of mission services and in the thrift retail industry.
- We will become the organization of choice for private donations of gently used household goods.
- We will increase the visibility of mission employment throughout all of Goodwill's operations and externally funded programs.

## **STRATEGIC OBJECTIVE FOUR:**

### **STRENGTHENING PEOPLE**

- We will create a vibrant, safe and healthy workplace culture known for excellence in staff leadership, business processes, and staff engagement.
- We will advance strategic alliances and partnerships.
- We will establish and implement a corporate social responsibility plan.

## **2011 OBJECTIVES**

We are focused on moving forward in some key business areas. In 2011, we will:

- grow and integrate our mission services in Alberta.
- grow responsibly by filtering all decisions through the appropriate risk management framework.
- build individual and organizational competencies needed to support responsible expansion.
- increase the reach, influence, and effectiveness of our brand to advance our mission work.
- more fully integrate environmental sustainability in our operations.

## SUPPORTERS

H&R Block  
AON  
E-Cycle  
Corus Radio  
Call the Kettle Black  
Global TV  
ION Print Solutions  
Provident Solar  
Solvx Inc  
Edmonton Exchanger  
Henry Singer  
Sears  
Tabi  
Jacob  
Family Circle Magazine  
90.3 AMP Radio  
J3 Image Consulting  
Creative Concepts  
Canada Post  
Red the Agency  
The Edmonton Journal  
The Bounce  
Royal Bank  
Yellow Pages  
Blue Flame Kitchen

Eddie's Hang Up Display Ltd.  
Ryder Canada  
Citadel Theatre  
Millwoods Town Centre  
ADT  
TELUS  
Screen Craft  
Echo Promotions  
Northlands  
Compugen  
Cross Iron Mills  
Renfrew Insurance  
Heritage Park  
XL103  
Chinook Mall  
Marlborough/Westbrook Mall  
Deerfoot Mall  
Data/Sundog Printing  
North Hill Centre  
ATCO  
NewAd  
Bankers Hall  
Virgin Radio  
Calgary Lock & Safe  
Kingsley Land Company Ltd.  
Progress Land Services Ltd.

# HOW CAN PEOPLE HELP?

## DONATE

Donate your used household items to one of our 23 donation locations in the province. Start a donation drive in your community, school, office or church. Businesses can donate stock and receive a tax receipt.

## SHOP

Come to one of our eight retail locations and find that unique item at a great price.

## EMPLOY

Hire one of our Power of Work participants in your business. Call Contract Services for the piece work your business needs.

### Check out what's new with us:

**Blog** – [www.goodwillalberta.wordpress.com](http://www.goodwillalberta.wordpress.com)

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

**Facebook** – [www.facebook.com/GoodwillAB](http://www.facebook.com/GoodwillAB)

**Twitter** – [www.twitter.com/GoodwillAB](http://www.twitter.com/GoodwillAB)

**You Tube** – [www.youtube.com/GoodwillAB](http://www.youtube.com/GoodwillAB)



**Lonnie**  
Long time  
Goodwill Retail Store Employee



**Goodwill**   
Industries of Alberta

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

Jason  
Goodwill  
Retail Store Employee

