



®

#FINDYOURWHY

2014 ANNUAL REPORT

GOODWILL INDUSTRIES OF ALBERTA

LETTER FROM THE BOARD

2014 WAS A TREMENDOUS YEAR OF GROWTH FOR GOODWILL

2014 was a tremendous year of enterprise growth, success and mission celebration for Goodwill Industries of Alberta.

The theme for this year in review is *Find Your Why*. With every donation and with every sales transaction, there is a story behind why Goodwill was the organization of choice for our donors and shoppers.

Our Why?

At Goodwill Industries of Alberta, we're committed to providing individuals with disabilities the opportunity to build a brighter future through meaningful employment and this would not be possible without your support.

Every day we find new *whys*, such as expanding our mission into communities like Strathcona County where we proudly opened our new operation in Sherwood Park that hosts our retail store, donation centre and career development centre that focuses on employment training. Another way we're *finding our why* is working with leaders in our community and empowering them to become ambassadors.

We are thrilled that Olympian and silver medalist Cheryl Bernard has joined us as an official ambassador for our enterprise. Cheryl shares our passion of working with Albertans with unique abilities and connecting them with meaningful employment so it was a natural fit and opportunity for Cheryl to become a Goodwillian.

Why would business partners and community organizations team up with Goodwill?

The Rotary Clubs of Spruce Grove and Stony Plain *found their whys* and through their support we were able to add new trucks in support of connecting community generosity (donated used household goods) and our retail division.

By partnering with our Commercial Services division, corporations, government and non-profit organizations have *found their whys* through cost savings by having assembly and product preparation completed by Goodwill team members.

These groups *found their why* that connecting Albertans to employment not only empowers an individual with disabilities but makes a profound impact on their family and community.

As you navigate through our year in review, consider what your *WHY* might be. We know we could not continue to grow and expand our services without your support.

On behalf of our 500 employees and team members across this great province, *thank you*.

LARRY BROWNOFF
CHAIR

DALE MONAGHAN
PRESIDENT & CEO





BOARD OF DIRECTORS

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

LARRY BROWNOFF
CHAIR

DREW THOMSON
VICE-CHAIR

DOROTHY CHAN
SECRETARY

LILIANA LEVESCONTE
TREASURER

MIRANDE ALEXANDRE

ONITA BLANKENFELDT

SANGEET BRAR

BIKRAM DAULAY

JENNIFER FOWLER

JASON GIANG

PATRICK KANE

ARDYCE KOURI

STEFAN KREPTUL

ADRIANNA LASZLO

JULIE MACPHERSON

JAMMI RAO

JASON WATT



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.

MISSION, VISION AND VALUES

At Goodwill, our mission, vision and values are the fabric of our organization.

Whether it is customer service, our programs or our internal teams, we believe our mission is who we are, our vision is what steers us and our values are what makes it possible.

STORES & DONATIONS CENTRES

Thanks to the generosity of donors and retail customers, we are honoured to be one of the largest employers of persons with disabilities in western Canada. On top of this employment achievement, we are proud to let you know that proceeds from Goodwill retail sales stay in Alberta and go back to helping Albertans with disabilities find employment.

For 10 years we have had a donation centre located in Sherwood Park and in 2014 we expanded our operation to a full retail store and Power of Work Career Development Centre.

IN 2014

609,830 DONATIONS

were received from generous members of the community.

1,064,725 SALES

transactions translated into thousands of hours of employment training for Albertans with disabilities.

7,000,000 ITEMS

of clothing were received from generous Albertans.

4,036,874 KGS

of clothing were diverted from the landfill.

POWER OF WORK

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 2014 Power of Work served **195 individuals with disabilities** resulting in

81 VOLUNTEERS

in 56 organizations

50 NEW EMPLOYMENT PLACEMENTS

101 INDIVIDUALS EMPLOYED

with 58 employers

22,336 VOLUNTEER HOURS

provided across Alberta



Samantha's Story

Yes. You CAN do that!

Before Sam started working at Goodwill Industries of Alberta she felt like things were stacked against her. Former coworkers would often remind her of what she *couldn't* do and they were unable to see talents Sam has.

Last year Sam came to Goodwill's Manning location through the Power of Work program, which supports people with disabilities in locating employment. Today she has a very different outlook on life and self-esteem.

"Sam told us that before she started here, in many, many other places she's been to, she was told, 'Pay attention; just do your job,'" said Glenn Forth, store manager and Sam's supervisor. "She has excelled here and has made incredible growth and progress with our team."

Sam's abilities were evident shortly after she started working with Glenn's team. After only two months of working with a Power of Work job coach, she was able to work independently.

"My team believes in me and supports me in whatever I do," said Sam. "I feel less anxious when I am doing a dressing room. I enjoy socializing with my co-workers and the customers. I enjoy doing job searches and making new friends with my co-workers and at Power of Work."

When she first began working she was timid and shy and now her exuberance and positive energy is tangible. Sam feels that the Manning Goodwill team has changed her life even when her days are challenging.

Every day when Sam comes to work, the team reinforces, "Yes, you can do that!" or "Just do your best!"

By focusing on her abilities and with the support of her team, Sam has really come out of her shell.

Shoppers and employees alike are greeted by Sam with warm enthusiasm and she has the ability to make anyone's day a bit brighter.

COMMERCIAL SERVICES

Commercial Services is a division of Goodwill Industries of Alberta that provides innovative and cost-saving services for businesses in Alberta. By outsourcing with Goodwill's 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 people with disabilities. By providing a structured and accommodating work environment, we are able to offer a primary focus to people with mental health challenges. It is through this environment that they are able to experience meaningful employment and successes.



Hughes Car Wash Story

Business Partner of Commercial Services

Darren Hughes is humble about his family's successes but when it comes to partnering with Goodwill's Commercials Services Division, he's all business.

For over 20 years, Hughes Car Wash has been selling Goodwill's Cleaning Cloths in their car-washes and gas stations across Alberta.

"Out of everything else that we sell for carwash supplies Goodwill's Cleaning Cloths are our number one seller," said Darren. "It's not charity we're doing. It's a good business."

Commercial Services produces the Cleaning Cloths from donations of cotton and terry cloth products that cannot be sold in Goodwill's stores.

When customers or other businesses learn about Hughes partnership with Goodwill, Darren said they're usually surprised to hear about Commercial Services.

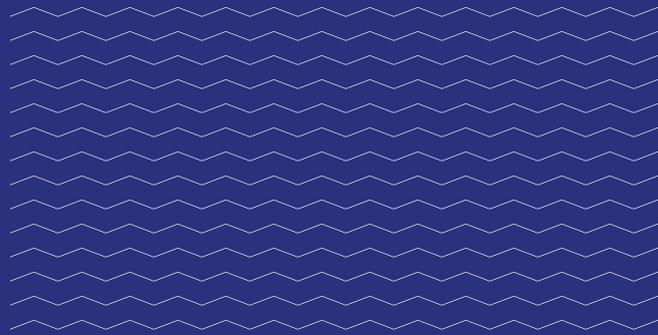
"Most people know about Goodwill's retail and donations operations but I'm not sure if they know about their commercial operations.

They're excited to learn that Hughes' number one car wash selling product is made right here in Edmonton and also diverts waste from the landfill.

Often, people might pick up the cloths to simply support Goodwill's mission but they don't know the quality of product they're getting, explains Darren. After using them, customers are so impressed that not only are they supporting people with disabilities but this team is producing an incredible great product.

"There's a lot of wiping rags to choose from but a lot of them are just cloth, not towel, and Commercial Services Cleaning Cloths are a lot better at detailing vehicles than anyone else's."

Trends have come and gone – microfiber towels are all the rage now – but these Cleaning Cloths are still the number one seller!



FIND YOUR WHY STORIES



“It’s Good for the Environment”

“Now that I have a family, I find myself donating to Goodwill more than ever before — kids grow out of stuff so fast!

In general, I think a lot of people get caught up in the pressure to constantly consume and buy everything brand new, but I don’t think that’s sustainable. There are lots of people out there like me — people who’ve simply run out of space or have outgrown something — who donate lots of perfectly usable and unique

things to Goodwill. They might not be brand new, but they’re still in great condition.

By donating to Goodwill, not only am I helping people with disabilities find jobs, but I’m also teaching my son the importance of sustainable living. Every item we drop off at Goodwill can be reused by someone else, keeping it out of landfills.”

– Tania K.





“It’s so Convenient”

“I grew up in a small town. My family didn’t have a lot of money, so we often visited a local secondhand store. Over the years, I naturally became quite thrifty. When I graduated from university and was living in Edmonton, I needed to find somewhere new to shop and donate, so I started going to Goodwill. Now, I work nearby and I come here nearly every week.

It’s the most convenient way to pass on items that my family no longer needs, like clothes, toys, and even furniture. We do a big clear out a few times a year — in the spring, around Christmas, and before birthdays. And by

donating to Goodwill, not only do we feel more organized around the house, but we also know we’re supporting a good cause by helping people with disabilities find employment.

My daughter likes to come along when I drop off our donations, and she usually picks up a little something to bring back — she especially loves finding pretty necklaces to surprise her mom, and princess movies, too (of course).

– Chris K.

Since 2011, Goodwill Industries has been named one of ‘America’s 20 Most Inspiring Companies.’ Published by Forbes, the ranking recognizes Goodwill Industries’ impact on the lives of people and families throughout North America –including Alberta, where we are one of the province’s largest employers of persons with disabilities. In 2014, Goodwill Industries was the only not-for-profit organization to be included in the list.

“It Creates Local Jobs for Albertans with Disabilities”

“When it comes time to spring clean, there are lots of places that will take your stuff — but not all of them have a clear mandate. That is, what is the true impact of my donation?

But when I read through Goodwill’s mission — which is to create meaningful employment opportunities for people with disabilities — I knew right away that my donations would have a tangible impact on the lives of so many people here in Alberta.

As a business owner, I know how important it is to make everyone feel appreciated — regardless of his or her background. Disabled people are just like you and I, so I think it’s

important to treat them how you would want to be treated. And, by creating access to employment opportunities, Goodwill does just that.

By donating, I know I’m helping to create something really wonderful. I’ve been donating for over 15 years, and I’ll continue to do so well into the future. Giving to Goodwill is an amazing way to feel good about making a donation, knowing it goes directly toward creating a job and building a better future for someone with a disability.”

– **Monica K.**





THANK YOU BUSINESS PARTNERS & SPONSORS

Charitable & In-Kind Support

BOUTIQUE JACOB INC.
THOMAS L. BRINKERHOFF
BURGETT FINANCIAL
BUSINESS CAREER COLLEGE
CASH MONEY CHEQUE CASHING
CLEARPOINT BENEFIT SOLUTIONS
COLUMBIA COLLEGE
CREATIVE CANDY BOUTIQUE
DAVEY TEXTILE SOLUTIONS
RAFAEL DRAINAN
EPCOR
FAVA
ANAFI GAJE
GAP
GENERAL SIGNS
G[SQUARED]
KPMG
MARSH CANADA LIMITED
MATRIX CONSULTING GROUP LTD.
NEWCAP RADIO

PENSKE
PIVOTAL PROJECT MANAGEMENT
PODS CALGARY
PODS EDMONTON
RED NIK SURF CO.
RENFREW INSURANCE
RE/MAX SPRUCE GROVE
RICHARD J. KROETSCH
ROY MACNEIL
SHAPES N' FIGURES
SHANNON THOMAS
SOUPTACULAR
STAPLES
TALENTCORE
UNIVERSITY OF ALBERTA
UNIVERSITY OF CALGARY
JAMES O. VERHAGEN
ED & JULIE WEISS
YARDSTICK TECHNOLOGIES INC
ZEPHYR VENTURES INC.

“I believe everyone should have an opportunity and I believe Alberta is the place to provide individuals the opportunity to focus on their abilities and become a noteworthy part of the labour force in this city and throughout Alberta.”
- Cheryl Bernard



THANK YOU BUSINESS PARTNERS & SPONSORS

Mission Support

ADP LESILVA INSTALLATION
ALLEN GREY CONTINUING CARE CENTER
 (A.G.C.C.C.)
ARGYLL CASINO
ASLS
AVIATION MUSEUM
AZ AUDIO VISUAL
BAMA FURNITURE
BASICALLY BABIES
BEE CLEAN
BEYOND PAWS
BOSTON PIZZA- TRIVILLAGE SPRUCE GROVE
BOSTON PIZZA WESTGATE
BUILDING HOPE COMPASSIONATE MINISTRY
CALEB MANOR
CASA
CEREBRAL PALSY ASSOCIATION
CHAMPION PET FOODS
CHILDREN'S AUTISM CENTER
CHRIS WARKENTIN, M.P
CHRISTIAN FELLOWSHIP ASSEMBLY
CHURCH OF CHRIST
CHURCHILL RETIREMENT COMMUNITY
CITY OF EDMONTON REUSE CENTRE
CLIFF'S TOWING
COFFEE NEWS
COPPER SKY LODGE
CRYSTAL PARK SCHOOL
DELTA SOUTH HOTEL
DOLLARAMA

DOLLARTREE (LONDONDERRY MALL)
EASTSIDE SUBWAY
EDMONTON EXAMINER
EDMONTON GENERAL HOSPITAL
EDMONTON HUMANE SOCIETY
EDMONTON NORTHLANDS RACE TRACK
EDMONTON NORTHWEST CHILDCARE CENTER
EDMONTON POLICE SERVICES
ELDER CARE
ELDER'S CORNER
ELITE WASTE DISPOSAL
ELLERSLIE GIFT AND GARDEN
EUROPA MEAT SHOPPE
EVANGEL CHURCH/FATHER'S HOUSE CHURCH
FORBES PRESBYTERIAN CHURCH
FORT EDMONTON PARK
G.P & AREA SAFE COMMUNITIES
GIANT TIGER (KENSINGTON, EDMONTON)
GOOD SAMARITAN SOCIETY SOUTHGATE
 CARE CENTRE
GP PUBLIC LIBRARY
GREY NUNS HOSPITAL
HABITAT FOR HUMANITY EDMONTON
HABITAT FOR HUMANITY RESTORE- GRANDE
 PRAIRIE
HARDESTY NURSING HOME
HARVEY'S- EDM 34 AVE
HEAD START- EDM HERMITAGE RD
HOLY SPIRIT CHURCH
HOME DEPOT

HOPE MISSION
HUGHES PETROLEUM
INDOOR ELEMENTS MECHANICAL LTD.
JASPER PLACE HEALTH AND
WELLNESS CENTER
KIDS KOTTAGE
LATITUDE 53
LYNNWOOD, CAPITAL CARE
LYNNWOOD-LAURIER HOUSE
MADDHATTERS LIQUID LOUNGE
& CRAZY CUISINE
MEALS ON WHEELS
MEMORIAL COMPOSITE HIGH SCHOOL
MICHAEL'S CRAFT STORE - SPRUCE GROVE
MILLCREEK NURSERY
MILLWOODS REC CENTER
MISERICORDIA HOSPITAL
MUSTARD SEED
NORTH CENTRAL CO-OP
OASIS CHURCH
ODYSSEY HOUSE
OPERATION FRIENDSHIP SENIOR SOCIETY
PARKSIDE SCHOOL
PAT'S AUTO
PETLAND
PLAN
PLAYWORKS
PROVINCIAL ARCHIVES
RED THE AGENCY
ROTARY CLUB OF SPRUCE GROVE
ROTARY CLUB OF STONY PLAIN

ROTARY INTERNATIONAL
ROYAL ALEXANDRA HOSPITAL
ROYAL FURNITURE REFINISHING
SALVATION ARMY- EDMONTON
SCREEN CRAFT INDUSTRIES
SPCA GRANDE PRAIRIE
SPINAL CORD INJURY ALBERTA
SPRUCE GROVE COMPOSITE HIGH SCHOOL
ST. ALBERT FAMILY RESOURCE CENTRE
ST. ALBERT SENIORS' CENTRE
ST. MICHAEL'S EXTENDED CARE
STITCHES - WEST EDMONTON MALL
STROMIGA 50ST
STROMIGA DOWNTOWN
SUICIDE PREVENTION RESOURCE CENTRE
SUPERSTORE SPRUCE GROVE
TARGET GRANDE PRAIRIE
THE FINISH LINE
THE PEOPLE'S CHURCH
THE PINT
THE REAL CANADIAN SUPERSTORE
TRIPLE 6 MECHANICAL
CENTURY VALLEN
VICTORY CHURCH
WALMART (CLAREVIEW)
WALMART (GRANDE PRAIRIE)
WEST EDMONTON CHRISTIAN ASSEMBLY
WHOLESALE SPORTS
YMCA - JAMIE PLATZ
YMCA - LUTZKY
YWCA

FINANCIAL REPORT

REVENUE ITEMS:



\$19,225,212

DONATED MERCHANDISE
SALES



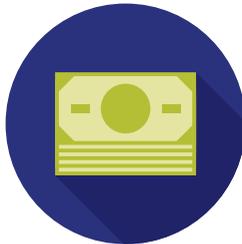
\$2,489,045

PROVINCIAL CONTRACTS



\$156,856

UNITED WAY



\$67,483

DONATIONS AND GRANTS



\$72,996

OTHER

Total Revenue \$22,011,592

EXPENSE ITEMS:



\$13,664,328

HUMAN RESOURCE COSTS



\$5,654,644

OCCUPANCY COSTS



\$595,072

AMORTIZATION



\$461,187

MATERIAL COSTS



\$1,839,774

OTHER OPERATING COSTS

FOR 2014, WE SPENT \$2,542,819 ON MANAGEMENT AND ADMINISTRATION – EQUAL TO 11.6% OF TOTAL REVENUES. **THIS MEANS THAT 88.4 CENTS OF EVERY DOLLAR EARNED GOES DIRECTLY TO OUR PROGRAMS AND SERVICES.**

EXCESS OF EXPENSES OVER REVENUES \$203,413

Total Expenses \$22,215,005



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