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GOODWILL INDUSTRIES
OF ALBERTA

2016

ANNUAL REPORT

Letter From Goodwill's CEO and Board Chair

Goodwill Industries of Alberta entered 2016 excited about 'what could be' and 'what would be possible'. After such a tremendous 2015, we had high expectations.

And succeed we did! 2016 will go down in history as one of the most successful years of all time....a track record of proudly supporting Albertans to make such a difference in the lives of so many that reaches decades back into Alberta's history.

Our 2016 momentum continued with the celebration of Goodwill becoming the recipient of the Diversity in Ability Award presented by Diversity Magazine, and the City of Edmonton Mayor's Award for Workplace Inclusion.

We are so proud to serve the Alberta communities in which we have career development centres, stores, donation centres and logistics centres of excellence. We are the fastest growing Goodwill in Canada and we thank the hundreds of thousands of Albertans who, through Goodwill, make such a difference in the lives of Albertans with disabilities. Together, through the dignity of a job and the power of work, we are changing lives for the better, strengthening families and communities all the while being a steward of a better environment through our recycling, upcycling and repurposing. Talk about sustainability on so many fronts!

In early 2016 we proudly opened our newest donation centre ('generosity pipeline') in Riverbend Square in Edmonton. We were indeed excited to establish a generosity pipeline from the Riverbend community, such a dynamic, caring part of Edmonton.

As 2016 progressed, we were excited to significantly renovate our retail locations in Manning (Edmonton) and Spruce Grove. Spruce Grove's renovation resulted in a brand new Power of Work Career Development Centre.

Our 2016 momentum continued with the celebration of Goodwill becoming the recipient of the Diversity in Ability Award presented by Diversity Magazine, the Grande Prairie Chamber Award of Distinction for Employer of Persons with Challenges, and the City of Edmonton Mayor's Award for Workplace Inclusion. As CEO and Board Chair, we cannot help but feel pride when Goodwill is recognized for our work in such prestigious fashions. This pride however is not only in Goodwill as an organization, but in each and every one of our team members. Goodwillians are the key ingredients that make our organization whole and we are truly greater than the sum of our parts. Thank you for your dedication and phenomenal work! Together we are making such a difference.

While we celebrate the steps we have taken, we must also acknowledge those who support us along our journey: our success would not be possible without the incredible generosity of our donors, the loyalty and support of Goodwill shoppers and the friendship of our many partners. If our team members (including our wonderful volunteers on our Board of Directors) can be considered the body of the organization, then you are surely the lifeblood that makes our purpose achievable. Thank you for your unwavering support. Know that, through seemingly simple actions such as purchasing a shirt or donating books that no longer suit your collection, you have made a profound difference in the lives of those around you, strengthened families, strengthened your community and made for a better Alberta.

2016 was a great year for Goodwill and we are looking eagerly forward to the progress that awaits us in 2017!

With respect and appreciation to all,

Dale, President and CEO

Larry, Board Chair





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

SUPPORT. COOPERATE. APPRECIATE.



RESPECT

UNDERSTAND. ACCEPT. SPEAK.



INTEGRITY

HONEST. FAIR. MORAL.



RECOGNITION

REWARD. CELEBRATE. ACKNOWLEDGE.



CUSTOMER SERVICE

PATIENT. LISTEN. SOLVE.



SAFETY

COMMIT. CARE. ACCOUNTABLE.

Looking Forward

Much of 2016 was dedicated to the vision of an innovative new facility that would allow Goodwill to increase our service to the community: more recycling, increased sustainability opportunities, and a unique shopping experience. Most importantly, this facility would create jobs for persons with disabilities within the facility itself, throughout our organization, and through many partnerships.

Throughout the year, teams from all areas of Goodwill collaborated to transform a facility on the west end of Edmonton into our vision for the future. In early 2017, after months of hard work, Goodwill was proud to realize this vision and celebrate the grand opening of our new Impact Centre. The first of its kind in western Canada, the Impact Centre offers over 99,000 square feet of possibility and is home to:

- Our warehouse and logistics operations, including Goodwill's recycling initiative,
- Goodwill's Commercial Services division,
- Our first Goodwill Outlet Store where customers can purchase items by weight
- A Community Engagement Centre dedicated to giving back to Edmonton and surrounding communities. We are proud that this space is currently hosting You Can Ride 2, an Edmonton-area non-profit dedicated to providing bicycles to children with disabilities to ensure that all children, regardless of ability, can experience the joy and freedom of riding a bike.

We look forward to using this space to serve Edmonton and surrounding communities, and to forward our mission in 2017 and in many years to come.



Our Award-Winning Organization

Goodwill's vision is to be recognized for excellence in community leadership, partnerships, and the provision of employment opportunities for individuals with disabilities. In 2016, the organization was the proud recipient of:

Diversity in Ability Award from Diversity Magazine. This category recognizes organizations that support individuals with developmental, psychological and other related disabilities.

"We believe that everyone deserves the opportunity and the dignity of a job and we work hard to make this a reality. This recognition is thrilling because it means that we are succeeding in fostering the diversity and inclusion that we value as an organization," says Dale Monaghan, President and CEO of Goodwill.

Grande Prairie Chamber Award of Distinction for Employer of Persons with Challenges. This award is given to a business that demonstrates creative, leading-edge practices in hiring, training and developing employees with challenges. This award is given to an employer who has been instrumental in removing barriers to employment for persons with challenges.

Edmonton Mayor's Award for Paid Employment. The annual Mayor's Awards are presented to recognize individuals, organizations and businesses in Edmonton who use creative methods to ensure the dignity and inclusion of persons with disabilities.

Goodwill's purpose is to provide career development and job placement for Albertans with disabilities. In the past few years, we have become one of the largest employers of persons with disabilities in Alberta and we partner with outstanding businesses to place well-trained and readied persons with disabilities into great jobs in the community.



Photos by Dave Tameling Photography



Stores and Donation Centres

In 2016, Goodwill operated 12 stores and 22 donation centres across Alberta. When generous Albertans donate to Goodwill, these items are sorted, priced, and placed out on the sales floor. Revenue from the stores supports Albertans with disabilities in their search for meaningful employment. Thank you, Alberta!

IN 2016

577,152
DONATIONS

1,164,641
TRANSACTIONS

\$20,274,834
RETAIL SALES

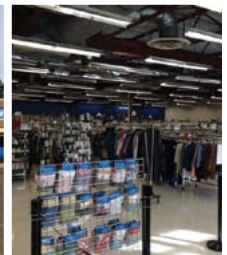


Convenience is important to our donors, and our donors are important to us. That's why select donation centres now feature an after-hours bin, for convenient drop-off at any time of the day.



Goodwill customers deserve an incredible shopping experience. To serve our customers better, we were proud to unveil the renovations at our Manning location in Edmonton, and our Spruce Grove location.

Shop



Power of Work Program

Goodwill's Power of Work program supports Albertans with disabilities in securing employment or volunteer opportunities in their communities. Each person served is assisted with identifying employment goals, developing employment readiness skills and searching for a job. After hiring, the client is supported on-site in the employment environment until they are confident in doing the work and have built supporting working relationships with colleagues.

Donations from generous Albertans transform into thousands of hours of employment readiness training for Albertans with disabilities!

Power of Work Program Results



In 2016, the Power of Work program served 180 individuals with disabilities.

Power of Work Testimonials

"Goodwill helped me with job search. I learn a lot from the workshops. It's fun to work with the coordinators and coaches."

➤ **Gracia Kasinyabo**

"I have a paid job and two volunteer placements. I will be graduating from the program in June. Goodwill has helped me find these placements. Goodwill is a good company."

➤ **Lillian Hein**

"I am part of the Power of Work at Goodwill. I like having the extra support with the Goodwill coaches and employment coordinators."

➤ **Blake Tourangeau-Blood**

"My experience with Goodwill has been amazing. Claudette and I worked on different tasks like building resumes and workbook activities and thanks to her I got my first job at a liquor store and my second job at Goodwill."

➤ **Justin Rybicki**



teamwork

power of work



empower

jobs

In 2016, Goodwill achieved another continuous three-year CARF accreditation. CARF International assists service providers in improving the quality of their services, demonstrating value, and meeting internationally recognized standards. Goodwill is proud to be a CARF accredited organization and is committed to continuously improving services, encouraging feedback from stakeholders, and serving the community.



It can be difficult for those who haven't had the opportunity to work with a person with a disability to appreciate the unique challenges that arise. Through the Power of Work program, Goodwill works with employers to share the perspective and experiences of Albertans with disabilities.

Heather P. – Employee with Children's Autism Services

Heather is currently employed at Children's Autism Services and will soon be starting a second job at Autism Edmonton, helping teenagers with autism learn and develop their social skills. She is a hard worker, great with kids and a very empathetic individual. "I love my job, and really feel like I belong there," she says.

Before Goodwill, Heather struggled because her employers didn't understand her disability. Almost five years ago, Heather joined the Power of Work program and it has been a game-changer for her and her confidence. Working with the Power of Work program, she had the support of employment coaches and job coordinators who helped her find a job that fit with her skills, interest and passions.

While searching for that perfect job can prove challenging and frustrating, Heather says, "Through all the encouragement and support it really made the process a lot easier. They're kind of like friends."

Heather was successful in finding an incredible position with Children's Autism Services where she makes a difference every day and, with the help of the Power of Work team, worked to educate her employer and others about her disability. The Power of Work team supported her until she felt comfortable in her workplace and Heather knows that they are a phone call away if she needs them.

Even in her off hours Heather is an incredible advocate for Albertans with disabilities, lending a new perspective to those she interacts with. When asked if she wanted to share the nature of her disability and how it affects her daily life, Heather didn't hesitate and immediately shared, "My disability is autism. I don't know any different, it doesn't affect me. It seems to affect other people."

Heather reminds us that we are defined by our abilities, not our disabilities. Heather is defined by her big smile, strong work ethic, her independence and her passion for wanting to make a difference in the lives of others.



Michael B. – Maintenance Worker with Wendy’s Restaurants

Over two years ago Power of Work client Michael was working independently at a welding shop and was laid off during an economic downturn. Shortly after, he joined the Power of Work program hoping that he could find support in his job search. The program helped Michael focus on his strong skills and abilities in order to find the perfect placement. It was important to Michael that he find a good job so that he could help support his family.

During his job search, Michael had the opportunity to volunteer at the Edmonton Food Bank and the Re-Use Centre. These volunteer opportunities helped him add to his skillset, developing stronger people and organizational skills. “My favorite part about volunteering with these organizations was the opportunity to help other people out,” Michael says.

This would prove valuable, as it wasn’t long after these volunteer positions that a job at Wendy’s opened up and Power of Work job coordinators encouraged Michael to apply for the opening. After working hard to prepare for the interview, Michael became Wendy’s new maintenance worker. When asked about working at Wendy’s, Michael says “I like my job because I like to meet new people, I love helping others.”

Michael appreciates the Power of Work team. He says, “Everyone is so friendly, helpful and funny, kind of like friends.” His job coach is always there for him when he needs her and available to support him while he navigates his new workplace. Michael is a very patient individual who has a love for cooking, his family and his dogs. One day Michael would love to be a welder and is working towards this goal by learning new things, meeting new people and growing his skills.

***“I like my job because I like to meet new people,
I love helping others.”***

Recorded by Megan Bodker
Communications & Social Media Specialist

Commercial Services

Goodwill's Commercial Services is an inclusive, centre-based place of employment. By providing a structured and accommodating work environment, we are able to offer a primary focus on employing people with mental health challenges. Through this environment, Commercial Services team members are able to experience meaningful employment and success.

Commercial Services provides innovative and cost-saving services for businesses in Alberta, and produces Goodwill's signature cleaning cloths.

Commercial Services Success Story

My name is Tammy Bedeck. I was in foster care until the age of 6. I was adopted by a very loving, kind, couple who chose to be my Mom and Dad.



My childhood and teenage years were full of ups and downs. I had a very supportive family, however people in the community were unkind to me. They didn't include me in their activities; they treated me unfairly, made fun of me and bullied me.

After high school I tried out nursing school. I soon learned that nursing school was difficult for me for a number of reasons. First off, it was very stressful; it required a lot of focus which was challenging for me. This may have been a result of "fetal alcohol effect" which is a mild form of fetal alcohol syndrome.

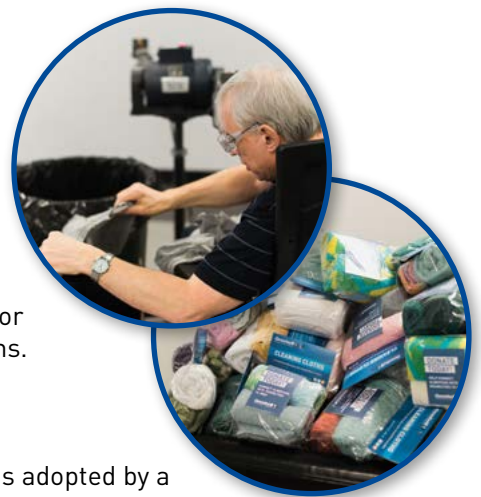
During the next 21 years I did not see much success finding and sustaining employment. It made me depressed and it kept getting worse. I began to harm myself and ended up in and out of the hospital repeatedly.

I was hired by Goodwill two and a half years ago which has had an amazing impact in my life. When I come to work, it's rewarding, meaningful and makes me feel happy and successful. I work as a labourer in the Commercial Services division of Goodwill. I'm responsible for the cleaning program, rolling cleaning cloths into packages, cutting terry cloths and more.

Everyone at Goodwill is accepting of my mental condition, which has challenged me for years. Since I started at Goodwill, I have noticed my depression decreased immensely and my feeling of self-worth increased substantially.

I have lost 110 pounds in the last year and a half, which has given me confidence in the way I look. I have a great sense of humour and I enjoy putting a smile on customers' faces and receiving kind words from fellow employees.

I am excited to announce that I am engaged to a wonderful man named Don. I'm so grateful that Goodwill has given me the courage to be proud of myself and has given me structure in my everyday activities. I look forward to helping Goodwill achieve success in the future.



"I was hired by Goodwill two and a half years ago which has had an amazing impact in my life."



Tammy Bedeck,
Commercial Services division

2016 Partner Feature with Aquatera

Aquatera's Core Purpose is Helping Grow Healthy Communities. Community involvement promotes the organization's mission, vision, principles and values of supporting worthwhile community events and organizations.

"Goodwill meets Aquatera's focus areas of reducing waste in our landfill by selling gently-used clothing items and benefits the communities we serve by providing programming services that promote education and community well-being. The partnership helps us promote our core purpose of helping grow healthy communities and aligns with our key focus areas and core values," says Brittany Trudeau, Marketing Coordinator with Aquatera.

"Goodwill believes in the importance of protecting the environment by reusing and recycling items where possible. We strive to divert items from community landfills but inevitably we receive items that aren't able to be recycled or sold in our stores," says Dale Monaghan, President and CEO of Goodwill. "That's where our partnership with Aquatera came in: they recognized that we divert significantly from the landfill so in exchange they waived the fees for items that unfortunately can't be used. This helped us to reduce costs operationally, allowing us to focus resources on our mission of connecting Albertans with disabilities to jobs."

In 2016, Aquatera provided gift-in-kind sponsorship in the form of waived tipping fees at the Aquatera Landfill in Grande Prairie.



Goodwill In the Community

"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 three 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

The Calgary Stampede partners with Goodwill to promote our mission in Calgary.



**The Edmonton Eskimos
and CISN 103.9 support Goodwill
with a game-day donation drive.**



The Goodwill team at work



Hanging out on the field
with Chris Scheetz



Filling the Kool Bus with donations



Lynette's souvenir from the
pre-game coin-toss

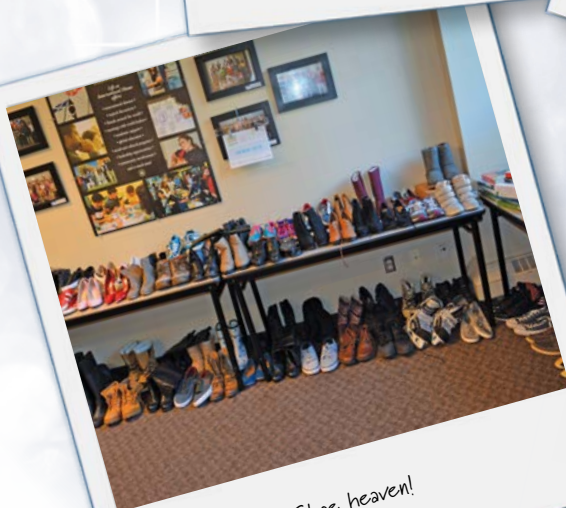
Goodwill partners with the University of Alberta to support the Eco Move-Out and the Move-In Market. The Move-In Market is stocked with donations collected from students moving out of campus residences during the Eco Move-Out.



The Move-In Market runs for two days



Stylish finds for students



Shoe heaven!



Warm coats for sale!

Thank You

**Supporters and Sponsors:
Charitable & In-Kind Support**

Able Maids	GEEP	Rotex Supply Inc.
Adira Kitchens & Counters	Granite Worx Inc.	Royal Furniture Refinishing
Advance Book Bindery	G Squared – Glori Meldrum	Russ Falk
Alberta Canola Producers	Heron Printing	Sara Camsell
Alumni Affairs – University of Alberta	High Speed Printing	Screen Craft Industries Ltd.
Aquatera	Hughes Petroleum Ltd.	Sean Kerr
Atco Structures & Logistics	Ian Swan	Sherwood Park Chevrolet
Atlas Book Bindery	Jasper Auto Parts	Shopmen's Local Union No. 805
Bon Ton Bakery	JLL	Simonet Woodworking
Blue Sea Philanthropy	Jon Miller	SIRKit Ltd.
Chapel Hats Canada	JRoss Recruiters Inc.	Solv-X Enterprises Inc.
CHIMP: Charitable Impact Foundation	June Hui-Chan Professional Corp.	Stevens & Associates Millwork
City Neon Signs	Kyle Harper	Stromiga Inc.
Clearpoint Benefit Solutions	L & M Ditching Ltd.	Teanna Frederick
Craftsman Floors (ALTA) Ltd.	L. E. Silva Installations	Telus Communications Company
Daniel Keown	Layfield Geosynthetics	The Finish Line
Davies Park & Associates Inc.	Leokadia Contracting Ltd.	Triple 6 Mechanical
DCG Executive Search Services Ltd.	Livewell Benefit Specialists	The KPMG Foundation
Diversity Technology Corp.	Mukai Maromo	The Benevity Community Impact Fund
Driven Fitness	Nedco, Division of Rexell Canada	The City of Spruce Grove
Eddie's Hang-Up Display Ltd.	North Central co-op	Timothy Matthews
Edmonton Bicycle Commuters Society	Olejnik Ryszard	Tire Shop Plus
EPCOR – Stefan Kreptul	Penske Truck Leasing	United Way of Alberta Capital Region
Fluid – A Junior Achievement company	ReMax Real Estate Spruce Grove	West Star Signs

Thank You

Mission Support

Allen Grey Continuing Care Center	Good Samaritan Society Southgate Care Centre	Points West Living
Ashbourne	Government of Alberta: Human Services	ReRuns
Bee Clean	Grande Prairie Care Centre	Reuse Center
Bissell Centre	Grey Nuns Hospital	Rogers Place
Boston Pizza (Trivillage Spruce Grove)	Habitat For Humanity ReStore (Grande Prairie)	Salvation Army
Caleb Manor	Harvey's (Westgate)	Sawridge Hotel
Calgary Stampeders	Hope Mission	Serenity House
Cerebral Palsy Association of Alberta - Scribbles and Giggles Program	Hospitals and Community Child Care Centre - University of Alberta	Southland Transportation
Church of Christ	Indigo	SPCA (Grande Prairie)
Cobs Bread	Latitude 53	Spirit Halloween (Grande Prairie)
Coffee News	Liquor Depot/Liquor Barn (Stony Plain)	Sports Central
College H.U.N.K.S. Hauling & Moving	Lynnwood, Capital Care	St. Albert Seniors' Centre
Community Options - Out of School Care	Lynnwood-Laurier House	St. Faith's Anglican Church
Confetti Sweets	Maier Centre for Autism (CASE-Children's Autism Centre of Edmonton)	St. Micheal's Extended Care
Cora	Meadows Recreation Centre	Stony Plain Youth Centre
Crime Prevention Centre	Meals on Wheels	Stromiga
Crystal Park School	MicroAge	Subway (Spruce Grove)
Daily Herald Tribune	Mill Woods Recreation Centre	Superstore (Kingsway)
Eastlink Center	Misericordia Hospital	Superstore (Spruce Grove)
Edmonton Eskimos	Mustard Seed	Target (Grande Prairie)
Edmonton Food Bank	No Frills (Richards)	The Friendship Center
Edmonton General Hospital	Norwood Capital Care	Tim Hortons
Edmonton Humane Society/SPCA	Oasis Church	Touchmark (Wedgewood)
Edmonton Mennonite Centre for Newcomers	Odyssey House	Tutti Frutti Breakfast and Lunch
Edmonton Northwest Childcare Center	Operation Friendship Senior Society	Vallen
Edmonton Police Services (Downtown)	Original Joe's	Victory Church
Edmonton Police Services (South West)	Pat's Auto	Walmart
Elder Care	Petland	Wendy's Restaurant (South)
Father's House Church	Pizza 73 Call Centre	Wendy's Restaurant (UofA)
Forbes Presbyterian Church		YMCA Grande Prairie
Fort Edmonton Park		YMCA William Lutsy
		Ziebart

Board of Directors

Goodwill Industries of Alberta is governed by a volunteer Board of Directors. This dedicated group of strong leaders is guiding the organization into an incredible future. Goodwill thanks this enthusiastic group of committed, experienced and diverse leaders for their time, effort and strategic guidance.

Larry Brownoff
Board Chair

May 2010 - Present

Onita Blankenfeldt
Vice Chair

May 2014 - Present

Dorothy Chan
Secretary

February 2012 - Present

Liliana Levesconte
Treasurer

February 2012 - Present

Mirande Alexandre
May 2013 – Present

Bikram Daulay
May 2014 – Present

Stefan Kreptul
May 2013 – Present

Adriana Laszlo
May 2012 – Present

Kevin MacDonald
May 2015 – Present

Nazim Merali
May 2015 – Present

Teri Muhlbeier
May 2016 – Present

Werner Pietrzyk
May 2016 – Present

Jammi R Rao
May 2014 – Present

Brad Severin
May 2016 – Present

Meghan Unterschultz
May 2016 – Present

Jason Watt
May 2012 – Present

Heather Yewchuk
May 2016 – Present

Jennifer Fowler
May 2014 – May 2016

Drew Thomson
November 2012 – May 2016

Dan Brozic
May 2015 – March 2016

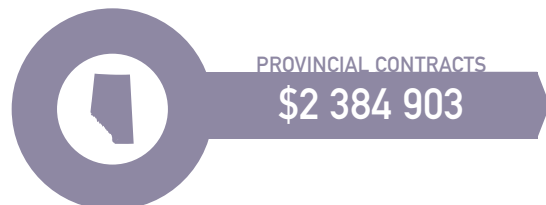
Sangeet Brar Kang
February 2014 – February 2016



FINANCIAL REPORT

REVENUES

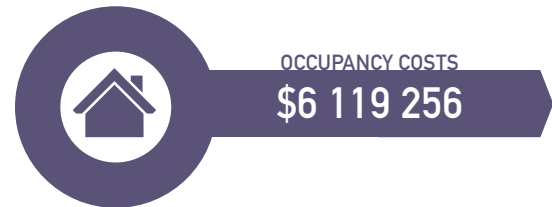
Goodwill is proud to be an equal-opportunity employer. In a 2016 staff survey, 27% of Goodwill team members disclosed that they live with a disability.



FINANCIAL REPORT EXPENSES

*In 2016, Goodwill spent
\$2,525,815 on management
and administration – equal
to 10.4% of revenues.*

*This means that 89.6 cents
of every dollar earned
goes directly back into our
programs and services.*



These numbers are reported in Goodwill's audited financial statements.

Additional financial information can be obtained through the annual filings with Canada Revenue Agency.



goodwill.ab.ca/why-donate

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
goodwill.ab.ca/why-donate



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