



2018 Annual Report



2018 ANNUAL REPORT

Goodwill Industries of Alberta is a non-profit social enterprise, strengthening people and communities, creating a positive impact across Alberta. Goodwill is one of the largest employers of people with disabilities in the province, enhancing lives through meaningful career development and job creation.



We care and it shows.



We are a team.



We are continuously improving.



We are accountable.

For the full
2018 Annual Report please visit:
<https://ar.goodwill.ab.ca>



Annual Message from Our CEO: Dale Monaghan

We entered 2018 excited to continue to build on this legacy of good to create yet a greater positive impact within the communities we so proudly serve. New projects and community partnerships launched, with a keen focus and proud effort to support Albertans with disabilities to find meaningful employment.

2018 marked one-year celebration anniversaries for our **Beacon Heights** store and Career Centre in Calgary, and in Edmonton our Goodwill on **Whyte** and **SouthPark** retail locations. Each of these outstanding new Goodwill operations exceeded expectations on many fronts throughout 2018. By bringing dignity and joy to the forefront of our operations, these new Goodwill operations showcase our modern, new look of Goodwill as we excitedly welcome both current and new customers, donors and friends of Goodwill. The **'Amazing Impact Centre'** in Edmonton also celebrated its first year anniversary as one of the most innovative centres of excellence of its kind in Canada. The Impact Centre supports Goodwill in achieving record waste diversion from our landfills, creating such an opportunity for Goodwill to champion our environment. In fact, we diverted more than 13 million kilograms of waste from landfills in 2018, beating our 2017 achievements by over 8.5%.

In 2018, Goodwill launched our **Sustainability Action Plan**, a first for any Goodwill in Canada. Our Sustainability Action Plan will offer us an opportunity to expand current and future environmental programs. We will be a role model organization that integrates sustainability practices and a culture of shared responsibility for the planet into all areas of our operations. Because of these amazing sustainability initiatives, Goodwill was proudly recognized by the Recycling Council of Alberta and awarded for excellence in environmental stewardship. We're excited for this innovation to lay the groundwork for an Impact Centre to open in Calgary in 2020.

Committing to the ability to deliver so much good, Goodwill is proud to partner with, and we certainly appreciate our 1.2 million customers, 600 thousand donors and nearly 800 staff members. We are confident that we will reach all new heights of success in the years to come, as together; we are making such a difference.

Whether you are a valued shopper or donor, or one of our Goodwillian team members, *thank you for your dedication, our friendship and your phenomenal contribution* to one of North America's most successful Goodwill enterprises!

Annual Message from Our Board Chair & CEO

You Can Ride 2 continued to build on its success by serving 161 individuals & children with disabilities. The progress and success of collaboration helped launch our association with Alberta Reads. Our partnership with Alberta Reads helps get books into the community for those that do not have access to reading material. At the first book sorting event, volunteers were able to process and recycle over 1,000 books, supporting greater literacy and helping Goodwill's commitment in diverting waste from the landfill. Great things keep happening at the 'Amazing Impact Centre,' especially with our Commercial Services division. In 2018, we introduced a brand new upcycle program by taking donated tea cups that were not sold in our retail locations and converting them to opportunities as candles for home décor. This program is supporting our **Sustainable Action Plan**, while at the same time, creating meaningful employment for Albertans with disabilities.

In 2018, our tremendous team of nearly 800 Goodwillians continue to proudly serve our communities. Our Goodwillians are truly the heartbeat of Goodwill, both past and present. Our celebration of our team led Goodwill to honour one of our own in **Valerie Thornton**. Valerie came through the Career Connections program and spent 21 years working at Goodwill! Her dedication, hard work and cheerful smile led to our **Career Connections Centre of Excellence** in Edmonton being named in her honour.

Although we are proud of our past, we are focusing on excellence for the future. We're excited to continue our journey of 'Good' by respecting our triple P bottom-line of people, profit with purpose and the planet. Thank you to everyone who has supported us on this journey from our hard-working staff of over 800 Goodwillians, including our loyal Board of Directors and volunteers. Thank you to our dedicated shoppers and generous donors, for which all of this would not be possible without you. Thank you for making such a difference.

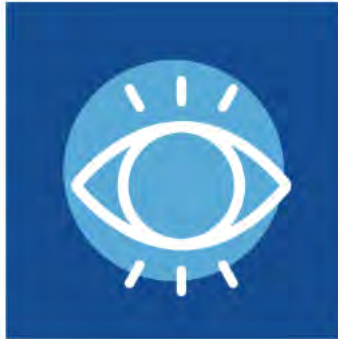
Together, we are changing lives for the better through the dignity of a job and the power of work. Our successes and the amazing positive change we make every year, *create a better community, a better Alberta.*

With your help we look forward to the progress that awaits us in 2019!

Who We Are



Core Purpose >



Vision >



Values >



Mission ▾

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

Goodwill Industries of Alberta is a non-profit social enterprise, strengthening people and communities, creating a positive impact across Alberta. Goodwill is one of the largest employers of people with disabilities in the province, enhancing lives through meaningful career development and job creation.

Goodwill's positive input begins with a donation. The success of Goodwill's retail operations and our capacity to strengthen the communities around us revolve around the generosity of people in those communities choosing to donate used household goods and clothing to Goodwill. These items donated to Goodwill are sold through Goodwill thrift retail stores, providing the community the opportunity to obtain quality items at a great value.

Goodwill is passionate about the Path to Employment. This program provides employment coaching and job training for individuals with disabilities through collaboration with local business and organizations.

Goodwill has been able to divert millions of kilograms from the landfill through the implementation of the Sustainability Action Plan. This plan initiated recycling through our glassware, ceramic, cleaning cloths and plastic initiatives, earning recognition from the Recycling Council of Alberta.

Goodwill believes and is passionate that our mission defines who we are. Our vision is our guiding light, steering us to success, while our values provide our moral compass.



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Career Connections

Goodwill @ Work

The Career Connections team has increased team engagement and collaboration to help play a key role in assisting Albertans' with disabilities gaining and maintaining meaningful employment in their community.

Through an individualized Person-Centred plan, The Path to Employment program puts a focus on skill building, customizing work opportunities and job coaching. This helps support the needs of each individual.

Once a client achieves their independence, there is so much more they can do. Everything about inclusion sets them up for their future goals, as they are looking to gain the same opportunities as everyone else, discovering purpose, while participating in a team environment.

Path to Employment



"The concept behind the Impact Centre is all about sustainability."

Making a positive impact on the environment

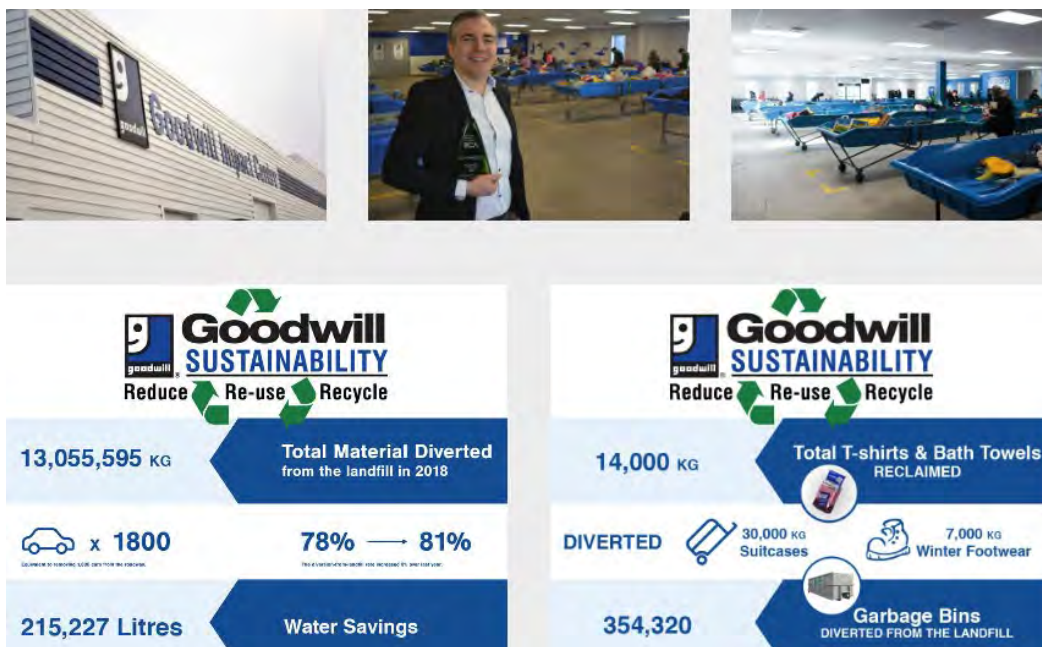
In 2018 the Goodwill Impact Centre celebrated its one year anniversary. It was a year of creating a positive impact on the environment, while providing employment for Albertans and Albertans with disabilities.

The Impact Centre has proved to be the future of Goodwill in Alberta and is home to several important aspects of the organization with a main focus on Sustainability.

Goodwill implemented its first Sustainability Plan in 2018 with the goal to incorporate sustainability into all areas of operations. This has translated into a greater diversion from the landfill and significant water and energy savings.

As a result of Goodwill's commitment, 31,760 kilograms of plastics, 11,902 kilograms of glassware and 104,695 kilograms of paper were diverted from local landfills in 2018. Overall over 13 million kilograms were diverted from landfills with the diversion rate increasing to 81% from 78% the previous year. Waste bins have also now been removed from the donation centres and retail stores in the greater Edmonton region, as all waste is now centralized at the Impact Centre.

The success of the Goodwill Impact Centre in Edmonton has led the organization to pursue a similar venture in Calgary in the coming years.



Recycling Council of Alberta Environmental Stewardship

Since inception the Goodwill Impact Centre has been an example of good sustainability practices. In 2018, the facility was recognized by the Recycling Council of Alberta with the 'R's of Excellence' award for outstanding reuse, recycle and re-purpose programs. The incredible impact won the Not-For-Profit award.

Goodwill's extensive reuse and recycling program includes textiles, shoes, accessories, metal, books, paper, cardboard, toys, electronics, toner cartridges and furniture. Cotton T-shirts and towels that were unable to find a home through our retail stores are brought in to our Commercial Services division, where the team transforms them into cleaning cloths.

Different community partners and recyclers were brought together to forge synergies with the goal of reducing waste, while supporting Albertans with disabilities.

Commercial Services

Creating meaningful employment

Commercial Services is a division of Goodwill that provides innovative and cost-saving services for various companies in packaging, assembly and light manufacturing. This initiative is integral to Goodwill's sustainability and creates meaningful employment for Albertans' with disabilities.

One such program within the department is the re-purposing of donated terry cloths and t-shirts that do not find a home through our retail stores. The Commercial Services team cuts, rolls and transforms these items into cleaning cloths that are then sold at Goodwill's retail stores and through local partners, including Hughes Carwash and North-Central Co-op.



Goodwill in the Community

Shared goals with a similar vision

Goodwill is proud to partner with different organizations throughout the community. The purpose of these partnerships is to work toward shared goals, while sharing a similar vision.

In 2018, Goodwill continued their partnership with College H.U.N.K.S., while fostering new relationships with Rohit Communities, Chappelle Gardens and ATB Financial. These are only a few of the important partnerships formed. Goodwill is grateful for all the organizations who assist with the mission of providing meaningful employment for Albertans' with disabilities.

You Can Ride 2

Based out of the Goodwill Impact Centre, You Can Ride 2 offers adaptive bicycles and services for children who require specialized training or equipment. This gives all children the ability to experience the joy and freedom of riding a bike.

The space at the Impact Centre gives You Can Ride 2 an opportunity to store and repair over 170 adaptive bikes. The centre also provides a space for the program to provide a fitting for the families who rely on the service. This ensures the equipment remains safe and in good repair as it is inspected yearly.

Since 2013, Over 300 children with disabilities enrolled with You Can Ride 2 have had the opportunity to borrow a bike from the program.



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College H.U.N.K.S.

College H.U.N.K.S. is a moving and hauling company that offers services across the United States and Canada. In Alberta, Goodwill is proud to partner with College H.U.N.K.S. as the recommended provider of donation pick-up services.

Housed out of the Goodwill Impact Centre, this 48-hour prior service strives to be self-sustainable with a goal of zero trips to the landfill. This partnership should be extremely helpful to donors involved in major cleanups, as this partner will not only bring the donations to Goodwill, but will take the donations Goodwill is unable to accept to another non-profit organization or recycler.

ATB Financial

ATB Financial was a key contributor to the Goodwill Sustainability Action Plan. With their partnership, Goodwill was able to create a recycling program revolved around hard plastics. These plastics would be reduced from their original size and shipped to Lethbridge to be transformed into plastic benches. These benches will in front of ATB branches across the province in 2019.

Chappelle Gardens Donation Drives and other events

Significant donation drives took place over 2018, but none was more prominent than the drive at Chappelle Gardens in Edmonton. This drive took place over a two day stretch in May and garnered almost 5,000 pounds of donated items for Goodwill!

Other events in 2018 include a donation drive with Rohit Communities, an eco-move out with the University of Alberta, the Goodwill city clean-up with the City of Edmonton and an Earth Hour race with MacEwan University.



Alberta Reads

The free bookshelves program officially started in Edmonton in December of 2018 thanks to the support of Goodwill Industries of Alberta and Alberta Reads.

This partnership helps get books back into the community for those that do not have access to reading material. At the first book sorting event, volunteers were able to process and recycle over 1,000 books, helping Goodwill's mission in diverting waste from the landfill.



2018's Major Goodwill Events

Another exceptional year of community engagement & growth at Goodwill Industries of Alberta



[Goodwill Greatness Awards >](#)

[Spruce Grove Inclusive Shoppings >](#)

[Valerie Thornton v](#)

At Goodwill, we're all about dedication. At the one-year anniversary of the Whyte Ave location in Edmonton, the dedication became a reality when the Career Connections Centre of Excellence was named in honour of Valerie Thornton.

Valerie was a hardworking Goodwill employee for 21 years prior to passing away in 2012. Originally working through the Career Connections program, Valerie's generosity serves as an example of the lasting influence donations to Goodwill have on the lives of Albertans. Her contributions will help others seize their opportunity and reach for their own dreams for years to come.

Her cheerful smile, love of strawberry ice cream and the joy she found in bowling continue to live on in our memories.



1 Year Anniversaries at Goodwill

Milestones were reached in 2018 at four locations across the province

In Calgary, the Beacon Heights retail store and Career Development Centre built on the success of their first year. In Edmonton, Goodwill on Whyte and SouthPark enjoyed the success of their recent moves, while the Amazing Impact Centre and Outlet Store marked one year as one of the most innovative centres of its kind in Canada.

Each location celebrated the anniversaries with customers, donors, partners and employees, showcasing the new modern look of Goodwill with an eye on the future.



[Whyte Ave >](#)

[SouthPark >](#)

[Impact Centre v](#)

[Beacon Heights >](#)

Goodwill's Board of Directors

Volunteers from throughout Alberta



Kevin MacDonald | Chair



Larry Brownoff | Vice Chair



Jammi Rao | Executive
Chair

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Governance Executive**



Meghan Unterschultz |
Secretary

**Committee: Governance
Executive**



Dorothy Chan | Treasurer

**Committee: Chair, Finance
and Audit Executive**



Bikram Daulay

**Committee: Finance and
Audit**



Sabrina Huot

**Committee: Finance and
Audit**



Terri Muhlbeier

**Committee: Finance and
Audit**



Brad Severin

**Committee: Finance and
Audit**



Werner Pietrzyk

**Committee: Finance and
Audit**



Paul Pryce

Committee: Governance



Jodi Tomchyshyn London

Committee: Governance



Mirande Alexandre

Committee: Governance



Dale Monaghan | President
& CEO

Financial Report 2018

Goodwill is proud to be an equal opportunity employer. In a 2018 staff survey, 30% of Goodwill team members disclosed that they live with a disability. Goodwill spent \$3,305,728 on management and administration, equal to 11.3% of total revenues. This means that 88.7¢ of every dollar earned goes directly into supporting our mission.



Expenses		Revenues	
HR Costs	\$17,562,393	Donated Merchandise Sales	\$26,737,544
Occupancy Costs	\$8,173,857	Provincial Contracts	\$2,382,561
Material Costs	\$780,436	Donations & Grants	\$124,487
Amortization	\$1,166,158	Other	\$35,781
Other Operating Costs	\$2,229,033		
Total Expenses	\$29,911,877	Total Revenue	\$29,280,373

Thank You

Goodwill Industries of Alberta would like to extend gratitude to the following supporters:

☛ Mission Support

☛ Charitable & In-Kind Support

Thank you to the following organizations for your partnership and support of our mission of providing Albertans' with disabilities meaningful employment. Your projects and support of the Path to Employment program have helped bring our mission to life.

Able Maids

Adira Kitchens & Counters

Advance Book Bindery

Alberta Canola Producers

Alumni Affairs – University of Alberta Atlas Book Bindery

Bon Ton Bakery

City Neon Signs

Craftsman Floors (ALTA) Ltd.

Daniel Keown

Diversity Technology Corp.

Driven Fitness

Granite Worx Inc.

Heron Printing

High Speed Printing

Hughes Petroleum Ltd.

Jasper Auto Parts

Jon Miller

Kyle Harper

L & M Ditching Ltd.

L. E. Silva Installations

Layfield Geosynthetics

Mukai Maromo

Nedco, Division of Rexell Canada

North Central co-op

Rotex Supply Inc.

Royal Furniture Refinishing

Sara Camsell

Screen Craft Industries Ltd.

Sherwood Park Chevrolet

Shopmen's Local Union No. 805

Simonet Woodworking

Solv-X Enterprises Inc.

Stevens & Associates Millwork

Stromiga Inc.

Telus Communications Company

The Finish Line

Tire Shop Plus

Triple 6 Mechanical

United Way of Alberta Capital Region West Star Signs

Atco Structures & Logistics

Blue Sea Philanthropy

Calgary Stampeders

Chapel Hats Canada

CHIMP: Charitable Impact Foundation Clearpoint Benefit Solutions

College Hunks

Davies Park & Associates Inc.

DCG Executive Search Services Ltd.

Eddie's Hang-Up Display Ltd.

Edmonton Bicycle Commuters Society Edmonton Community Foundation

EPCOR – Stefan Kreptul

Edmonton Eskimos

Fluid – A Junior Achievement company

G Squared – Glori Meldrum

GEEP

Ian Swan

JLL

JRoss Recruiters Inc.

June Hui-Chan Professional Corp.

Leokadia Contracting Ltd.

Livewell Benefit Specialists

Olejniak Ryszard

Penske Truck Leasing

ReMax Real Estate Spruce Grove

Russ Falk

Sean Kerr

SIRKit Ltd.

Teanna Frederick

The KPMG Foundation

The Benevity Community Impact FundThe City of Spruce Grove

Timothy Matthews

