

Goodwill

Industries of Alberta



Making a *POSITIVE* Impact!

Annual Report
2021

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A Message from Leadership

As we pause, reflect and look back at our journey through 2021, we see and are very proud of the positive impact made within our organization communities we proudly serve. New projects launched and new community partnerships formed, creating a collaborative effort and outcome to support Albertans with disabilities to find and gain meaningful employment.

With an entire team across the province pulling as one, we successfully opened the first ever Goodwill Thrift Store and Donation Centre on the north side of the Sturgeon River in the beautiful city of **St. Albert**. During our Grand Opening celebration, we were honoured with the presence of Mayor Cathy Heron and the St. Albert Chamber of Commerce, as opportunity launched in St. Albert in April of 2021!

In **Calgary** after twenty years on Shaganappi Trail, our **Varsity** location received a major face lift and expansion. Renovations created a more delightful experience for our shoppers and donors, while creating a more accessible work environment for our team. We are very proud of the achievements of this team, as their dedication helped this store reach a new benchmark for sales and operations success!

On **Macleod Trail** we successfully relocated one of our most successful retail locations into a brand-new space at Goodwill Plaza. The triumphant launch at this new location, allows us to create a more dynamic shopping experience with a more progressive workspace for our team. Calgary is such a progressive city, beaming with pride, success and an outlook to an adventurous and exciting future. Goodwill is proud to serve this incredible city with our fleet of beautiful stores and their pipelines of generosity in place for donors to connect with Goodwill's across Calgary.

With the pandemic influencing a reduction in operations and services, our mission operations blossomed, as our **Career Connections** team launched the **Opportunity Accelerator** Program. A program designed to help more Albertans with disabilities than ever before. The Opportunity Accelerator is just one of the latest innovations of Goodwill to responsibly steward the resources we have been provided; delivering first class career development and career navigation in support of Albertan's with disabilities. These collective efforts were a huge success and accomplished while navigating the challenging influences of COVID-19. We embraced the opportunity to meet these challenges head-on and we not only over-came it, we flourished, gaining momentum heading into 2022.

As we embark on **60** years of Goodwill operating in Alberta, we continue to pursue new heights in making a positive impact with our **1.2 million** shoppers, over **800 thousand** donors, more than **150** volunteers and **700** Goodwill team members. Thank you so much for your support, your dedication and your contribution to help shape and steward Goodwill Industries of Alberta as we'll continue to make a positive impact in the lives of Albertans.

Dale Monaghan
President and CEO



Goodwill
President & CEO
Dale Monaghan



**Goodwill
Board Chair
Kevin MacDonald**

Through another year of extraordinary circumstances, our team proved once again that their dedication to our core values of working as a team, being accountable, continuously improving and showing that we care not only guides Goodwill through uncertain conditions, but it enables us to thrive. As a result of this hard work,

Goodwill generated record results for 2021, far outpacing projected outcomes. A new benchmark was set for donations in a single year, with over **800** thousand donations across the province. A **41%** increase over the previous year!

These donations are the heart and soul of how Goodwill continues to change lives for the better, as 90% of funds raised goes right back into our mission and we continue to be one of the largest employers of people with disabilities in the province. In 2021, **1** out of every **5** people at Goodwill declared having a self-disclosed disability. This all wouldn't be possible without these gifts of generosity from Albertans province wide.

With the extraordinary amount of donations received this past year, our Sustainability Action Plan was put into overdrive. Over **19 million** kilograms were diverted from local landfills, more than ever before, as we found new ways to recycle, re-use, upcycle and refurbishment, committing more to our mission and more to a greener environment. This was made possible through partnerships with ReWaste, ATB Financial, the Cities of Edmonton and Calgary and Aquatera.

Within the Goodwill @ Work program, we proudly worked with Suncor Energy, a leader in Alberta within the energy sector. Our team, made up entirely of people with differing abilities, created bolt kits for a number of projects at Suncor. With over **5,000** bolt kits created yearly, generating over **7,500** employment hours, this has become an exciting made in Alberta project, by Albertans.

We continue to look forward with optimism and are excited at our sustained success as we expand our sustainability and mission services in the Calgary region with the introduction of the Amazing Calgary Impact Centre in the summer of 2022. This world-class centre of excellence will expand our sustainability initiatives and mission services to heights never seen before in such a world-class city of innovation!

At Goodwill we never stop progressing and we never ease up on the thinking of "what else can we do to have Albertans with disabilities, learn, grow and succeed with the Goodwill enterprise." In late 2021, this included the introduction of our Mission Business Partners in the North and South Regions of the province, fully funded through the **Goodwill Round Up** program. Round Up is a way for the public to contribute to and enhance our mission services within our retail stores. These two positions focus on supporting those with barriers throughout our retail portfolio.

With so much achieved in such a short period of time and important work ahead, as Chair of the Board I am confident our team will exceed expectations in terms of mission, sustainability and impact on our community. Thank you to our wonderful shoppers, as this would not be possible without you! After all, we believe our mission is who we are, our vision is where we are aspiring towards and our values are our morale compass.

From the entire Board and everyone at Goodwill, ***thank you for making such a difference*** for so many, through the power of work and the dignity of a job.

Kevin MacDonald
Board Chair

Dale Monaghan
President and CEO

Making a difference with dignity and joy!



Vision

Recognized for excellence in community leadership, partnerships and the provision of employment opportunities for individuals with disabilities.



Brand Promise

Inspiring Albertans to make a difference!



Mission

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



Our mission comes to life!

Career Connections is where Goodwill's mission of helping Albertans with disabilities comes to life.

Headquartered on Whyte Avenue in downtown Edmonton, this progressive program supports people with disabilities in locating and maintaining employment or volunteer opportunities. Individuals are assisted with identifying their employment goals, employment preparation, job search, and employment coaching with an overall goal of independence.

In 2021, a task force was created to determine our path forward, as we looked to support more people than ever before. This task force looked inward to create opportunity, by leveraging current networks and introducing additional programming for those we serve.

This led to the introduction of the Goodwill Volunteer Hub, Opportunity Accelerator Program, a Student Accelerator Program and a variety of business partnerships throughout the province.



Overall, the Career Connections program served **178** people across all platforms in 2021. This created **41 NEW** paid employment positions with Albertan enterprises, including **12 NEW** paid employment positions within Goodwill Industries of Alberta.

This is **up 17%** from 2020. In total, **84** Albertans with disabilities gained paid employment through **97** different paid positions.





Building key partnerships through the Goodwill **Volunteer Hub** was a catalyst of GOOD things on the horizon for the volunteers in the Career Connections program. It began with the United Way, creating kits for people in impoverished areas in the Capital City Region and led to a relationship with the Mustard Seed in Edmonton creating ***The Providing Aid Cooperatively Project.***

The PAC project looks to get basic supplies into the hands of vulnerable community members who require these items immediately. It also highlights how two non-for-profits can provide for their mission, working together to support the greater good of the community.

While the innovation of the Goodwill Volunteer HUB helped create more hours for individuals looking for experience, other organizations helped utilize this wonderful workforce and **51 NEW** volunteer positions were created last year. A total of **137 volunteers** passed through our doors and found opportunity.



Introduced in 2021, the Opportunity Accelerator Program (OA) is an agile employment service delivery model that will support Individuals with disabilities (age 16+) with employment support. Individuals can expect individualized employment supports, which can include: career discovery, a person-centered Plan (PCP), job search, skill development through workshops, certifications, and coaching, in-demand employment placement, employment coaching, etc.

In the inaugural year, the OA program enrolled **66** individuals, (**34% ABOVE** capacity) with **45** graduates and **31** people earning work placement opportunities, reaching **60% ABOVE** initial projections.

With the high expectations and successful results of this program, Goodwill also introduced a Student Accelerator Program, designed with many of the same attributes, this program is targeted specifically for those in high-school. In it's first year, Goodwill had **7** enrollments and a **100%** graduation rate, with **3** students earning work place experiences as a result of the program.



Goodwill Commercial Services



Over 7000 paid employment hours each year

Goodwill @ Work is composed of micro social enterprises that focus on creating opportunity for people with disabilities, training, and sustainability. These enterprises are based out of the AMAZING Edmonton Impact Centre and includes: Commercial Services, Repair For GOOD, the Goodwill Coffee Cart program, We Shine Crew and the assembly of products.

Furniture upcycling at **Repair for GOOD** created **1400+** hours of employment, with **900+** volunteer hours. Our dedicated cleaning staff at We Shine Crew totaled **2011** hours and handing out free coffee through the Goodwill Coffee Cart program created **500+** volunteer hours.

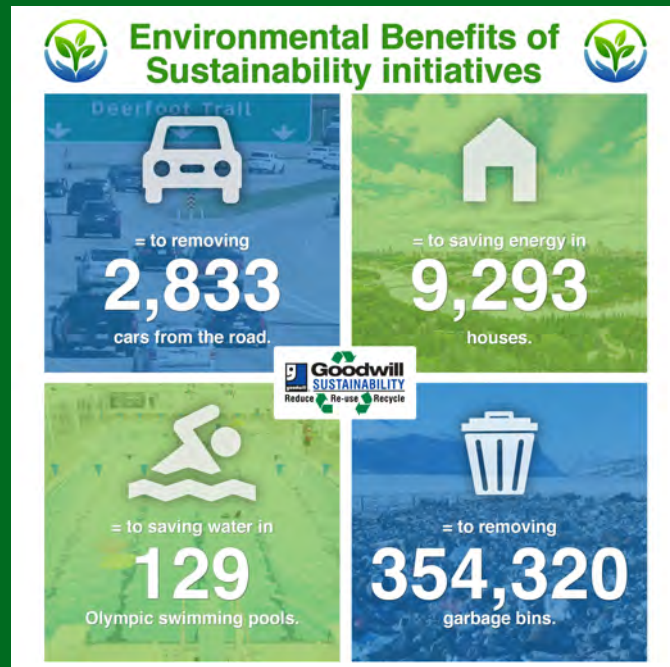
In total, Goodwill @ Work programs served **31** different people with either paid employment or meaningful volunteer opportunities. Currently at Goodwill, **2** positions in leadership roles are occupied by people with disabilities.

A Sustainable Impact



At Goodwill, we believe in accountability and continuous improvement for everything we do. Keeping our goal of increasing waste diversion from the landfills through repurposing, upcycling, and recycling donated products while creating sustainable employment for those with disabilities, Goodwill has managed to increase our sustainability efforts to new levels in 2021.

This has been accomplished through new partnerships, energy conscious facility upgrades, and new and improved recycling initiatives to better serve the province of Alberta.



As a result of these initiatives and Goodwill's commitment to sustainability Goodwill continues to divert **86%** of all items from local landfills.

This means that **19,627,882 kilograms** were diverted from the landfills, ***MORE THAN EVER BEFORE!***

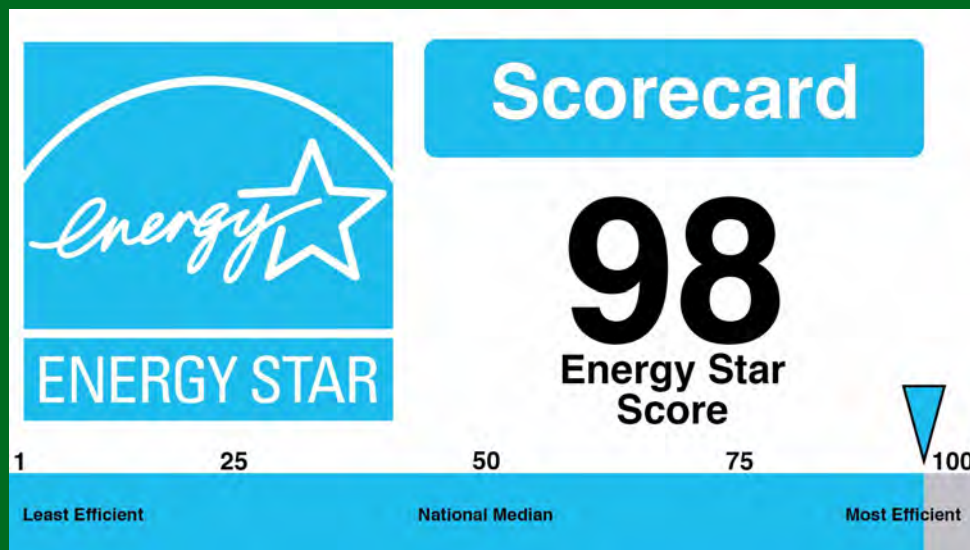
Quantum Lifecycle

When we speak about sustainability, we focus on the environment and the social economic impact. Thanks to a key partnership with Quantum Lifecycle, we have been able to responsibly recycle electronics, with Quantum Lifecycle donating \$0.01 per pound directly to Career Connections, generating \$10,694.44 for mission services. This is a perfect example of how we can help the environment and help those with a disability to find meaningful employment at the same time.

Energy Star Score

An energy performance score helps energy managers assess how efficiently a building uses energy relative to similar buildings. Rating the energy efficiency of a building is a complex process, involving ranking a building's energy consumption patterns alongside a peer group, normalizing for factors such as local climate and occupancy, while using a 1-100 ENERGY Star scoring system.

The amazing Goodwill Edmonton Impact Centre is an active member of the City of Edmonton's Climate for Change program and the Energy Star Portfolio Manager program, as part of Goodwill's Sustainability Action Plan. The amazing Goodwill Edmonton Impact Centre received an Energy Star Performance Score of **98 out of 100!**



Alberta Beverage Container Recycling Corporation

Goodwill is a Community Champions Partnership grant recipient which consists of collecting beverage containers at all of our locations, Thrift Stores and Donation Centres, across the province. With help from this grant, Goodwill was able to recycle more bottles from their sites than in 2020, which has led to a very innovative project entirely made of donated plastic, the Bee Hotel, which helps solitary pollinators thrive in Edmonton.

Efforts like this help create a lasting impact in our province and will provide meaningful employment opportunities for Albertans for years to come.

Cigarette Waste Recycling

In partnership with Terracycle, Goodwill runs a cigarette butt recycling program at the amazing Edmonton Impact Centre as part of the Sustainability Action Plan. In 2021, we recycled 8,255 lbs of cigarette butts!



Soap for Hope

In September, Goodwill looked at how we could divert feminine hygiene products, perfumes, nail polish and more, which led to a partnership with Soap for Hope, a non-profit organization based in Calgary. Soap for Hope uses these items to create hampers in support of vulnerable populations in Calgary and the surrounding communities. Goodwill was able to divert **26** bins of product totaling to a whopping **1072.2 lbs** in just 3 months!

Soap for Hope is currently serving over 100 facilities with that number to increase over 2022 and from their efforts and partnerships such as ours, they were able to divert 14 school buses of product from the landfill in 2021!

Awards and recognition



In late 2020, Goodwill's Commercial Services entered into a unique partnership with one of the largest organizations in Alberta, Suncor Energy.

Suncor required the assembly of bolts and bolt-kits for their maintenance operations throughout Alberta and looked to community led organizations to lead the operation. With the experience of working with various firms throughout Western Canada, like the United Way, the Commercial Services Division at Goodwill Industries of Alberta became the perfect fit.

Comprised entirely by a team of people with disabilities and mental health barriers, thousands of pre-assembled bolts were delivered and ready for installation at a variety of Suncor sites every month. This bolt-up kit product line allows Suncor's maintenance workers to focus on the toughest parts of their job, by eliminating a time-consuming task, as these bolts are required to be assembled by hand.

As a result, Suncor's workers are able to work faster and safer. To date, more than **30,000** bolts have been assembled, with Suncor naming Goodwill as a finalist for the Suncor Excellence Awards in 2021. An award recognizing and celebrating those who are leading the way in strengthening Suncor's culture and enhancing their core purpose and values.

In 2019, Goodwill Industries of Alberta, was the recipient of Canada's Volunteer Awards (CVA) for the category of Social Innovator in the Prairie region.



We were very honoured to be recognized for the hard work in our community and our commitment to a better tomorrow. The CVA program recognizes the exceptional contributions of volunteers, local businesses, and innovative not-for-profit organizations in improving the well-being of families and their communities.

Goodwill Industries of Alberta promotes volunteerism, job creation and the environment. This not-for-profit social enterprise is one of the largest employers of people with disabilities in the province.

Goodwill annually engages approximately 100 volunteers in up to 55 organizations, including within its own operations. Many individuals with developmental disabilities begin as volunteers and eventually obtain employment through Goodwill's Career Connections Program.

Due to ongoing COVID restrictions, while the award was for 2019, Goodwill Industries of Alberta received the award in a celebration with Member of Parliament Tim Uppal in September, 2021.

New beginnings



St. Albert

With retail operations in 6 cities across the province, Goodwill proudly expanded retail operations in 2021 to one of the most beautiful cities in all of Canada...St. Albert!

Located along the Sturgeon River, at 730 St. Albert Trail, this location complements our existing donation centre in the south area of St. Albert, Tudor Glen. Supported by the Rotary Club of St. Albert, Mayor Heron and the Chamber of Commerce, Goodwill is excited to expand on our environmental stewardship and mission services in this great region.

With St. Albert's track record of community development, diversity and inclusion, Goodwill couldn't be more proud or excited as we opened the doors to Canada's newest Goodwill centre of excellence.



Goodwill Varsity (Calgary)

As one of the oldest communities in Calgary, the Shaganappi community prides itself in being a friendly neighborhood with plenty of opportunity to enjoy the outdoors.

Serving the community here for 20 years has been an honour and a challenge. The team at Varsity dealt with ongoing space limitations, limited modern amenities for shoppers and donors and an uninspired way to represent our core values.

Yet, team Varsity delivered excellence and stood proud in the face of adversity. An opportunity arose to rectify the underwhelming circumstances by moving operations right next door, into a newly renovated space, meeting the needs of our team, our shoppers and our donors.

This new space represents the vibrancy and brightness of our team and the community. We will spend the next 20 years in this community, building on the legacies of good from the previous 20 years at this amazing Goodwill centre of excellence.



Goodwill Plaza (Calgary)

After two decades in the Willow Park community, it was time to create a better space for our shoppers, donors and team members by moving to a brand-new space four blocks north on Macleod Trail in Calgary.

This new space, labeled Goodwill Plaza, (formerly the Brick Plaza) instantly became a thrifter's dream and the largest Goodwill thrift store in Calgary.

This updated location has a boutique look and feel, with plenty of space to showcase the high-quality donations from the generous Calgarians in the area. With a commitment to the environment, you will not find a garbage disposal bin on-site and the store is outfitted with eco-friendly LED lights to help reduce energy consumption and out carbon footprint.

This store move is a victory for everyone who visits Goodwill. When Goodwill grows, the organization can provide more opportunities for Albertans with disabilities.

Some **GOOD** news

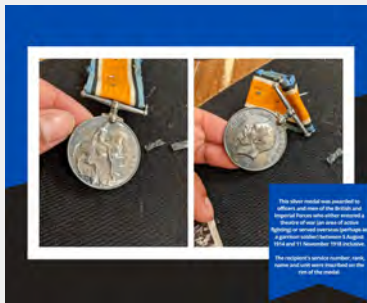
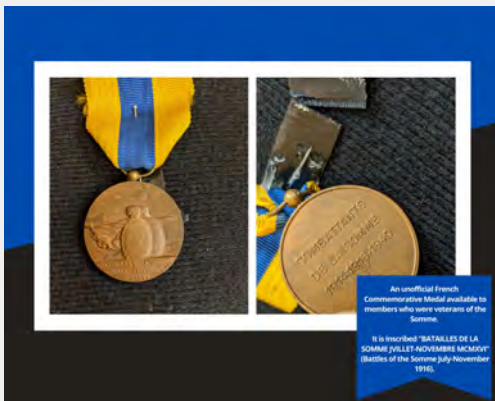
A Remembrance Reunion

In November, a military family was re-united with personal heirlooms on Remembrance Day. This all started with a donation we received at our Calgary TransCanada Goodwill Thrift Store.

A shadow box filled with medals, patches, and a black and white photograph of two soldiers showed up at our donation centre. Unsure of who it belonged to, we knew we needed to do some research to try and find a respectful resting place for them.

The Medals

In our research of each medal and patch, we found that the medals dated back to World War 1 and 2!



What to do with the Medals?

Starting with the Canadian Forces in Calgary, and further sleuthing, we found an obituary for one John Thomas Hearson, born in Nottingham Yorkshire, England, and settling in Wayburn, Saskatchewan. The originally recipient of the medallions. This led to living descendant, Mr. Kelly Hearson, P.Eng who resided in Manitoba.

A quick email with photos was sent and one of the men in the photo was identified, "that's definitely Grampa in the photo; he was not a tall man :D. Thank you very much for this!" Kelly proclaimed.

The Reunion

The medals were packed safely away in a re-purposed box to ship out to Winnipeg, Manitoba where the medals were reunited with John Thomas Hearson's grandson, and his own son's medals, which Kelly has on display at his home.

On Remembrance Day we will reflect and appreciate what we have and the life we get to lead thanks to our selfless veterans.

Some **GOOD** news

40 Years at Goodwill

Known as the Mayor of Goodwill, Andre Molik began his journey at Goodwill as an apprentice in 1979. Two years later in 1981, he officially became an employee. On Wednesday August 11, 2021, Andre, will celebrate 40 years with an organization that has given him an opportunity through the power of work.

Born with cerebral palsy and a learning disability, Andre has succeeded and has made a tremendous impact at Goodwill within the Goodwill @ Work and Commercial Services division.

"I love what this company does for people with disabilities," says Andre. "I love it, I don't want to leave. It's just an amazing place to work for!"

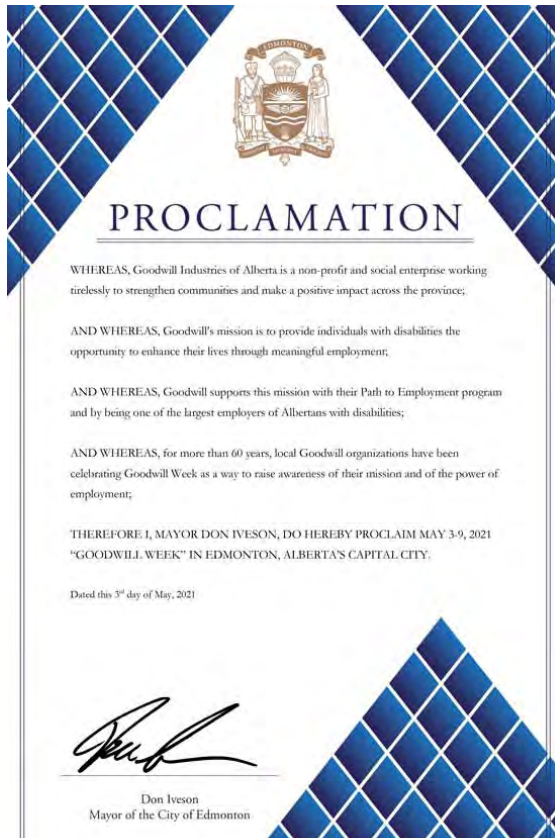


Starting out on the Goodwill assembly lines, putting together bingo cards, fixing bicycles and other various workshop related activities, Andre has elevated his craftsmanship to support Goodwill's Cleaning Cloths and Telus Netco wires at Commercial Services. There is no quit in Andre and he looks forward to celebrating 40 MORE years at Goodwill.

Good luck Andre and congratulations!

Since 1963, Goodwill has become one of the largest employers of people with disabilities in Alberta, with about 30% of the workforce having a disability. This is a commitment to enhancing people's lives through meaningful employment.

Community support



PROCLAMATION

Goodwill Industries of Alberta is dedicated to making a difference in the communities it serves, providing Albertans with disabilities the opportunity to enhance their lives through meaningful employment.

Whereas: When Calgarians choose to donate to Goodwill, they are strengthening our community by giving others an opportunity to obtain quality items at a great value;

Whereas: All revenues generated from Goodwill retail sales go towards helping Albertans with disabilities achieve their goals of workplace independence;

Whereas: Goodwill resolves to be a steward for a better environment through its recycling, waste diversion and sustainability programs.

On behalf of City Council and the citizens of Calgary, I hereby proclaim May 3-9, 2021 as:

"GOODWILL WEEK"

Naheed K. Nenshi
NAHEED K. NENSHI
MAYOR



Proclamation

Goodwill Week

Goodwill is a social enterprise with a mission to provide Albertans with disabilities the opportunity to enhance their lives through meaningful employment

WHEREAS when residents of St. Albert choose to donate to Goodwill, they are strengthening our community by giving others an opportunity to obtain quality items at great value, and;

WHEREAS all revenues generated from Goodwill retail sales stay in Alberta and go towards helping Albertans with disabilities achieve their goals toward a better environment through its recycling, waste diversion, and sustainability programs;

and the citizens of St. Albert, I, Cathy Heron, Mayor of the City of St. Albert, do hereby proclaim May 3-9, 2021 as Goodwill Week in the City of St. Albert.

Dated this 3rd day of May, 2021

Cathy Heron
Cathy Heron
Mayor, City of St. Albert
The Botanical Arts City



Strathcona County Goodwill Week

Goodwill Industries of Alberta is dedicated to making a difference in the lives of Albertans and the communities we serve. They have been serving Albertans with disabilities since our first store opened in Edmonton in 1961. They are committed to bring dignity and joy through the power of work – and are proud to achieve this purpose through meaningful, economical, and environmentally responsible ways.

Goodwill is one of the largest employers of people with disabilities in the province, enhancing lives through meaningful career development and job creation.

SO THEREFORE, I, Mayor Rod Frank, do hereby proclaim May 3-9, 2021 as Goodwill Week in Strathcona County.

Dated this 4th day of May, 2021
Rod Frank
Rod Frank
Mayor



P.O. Box 4050
Grande Prairie, AB T9V 6Y3
Phone: 780.538-0000

OFFICE OF THE MAYOR

PROCLAMATION

Goodwill Week – May 3 - 9, 2021

WHEREAS: Every year during the first week of May, Goodwill agencies across Canada and the United States celebrate the power of work, and;

WHEREAS: Here in Grande Prairie and across the province, Goodwill Industries of Alberta celebrates the incredible communities who have helped the organization realize its mission of connecting Albertans with disabilities to meaningful employment, and;

WHEREAS: Through the generosity of donors, shoppers, and members of the community, Goodwill is able to offer a hand up to Albertans with disabilities to achieve their goals of workplace independence.

THEREFORE: I, Jackie Clayton, Mayor of the City of Grande Prairie, Alberta, Canada, do hereby proclaim May 3 - 9, 2021 as Goodwill Week and thank Grande Prairie for supporting this organization and enhancing the lives of our fellow Albertans.

Jackie Clayton
Mayor Jackie Clayton



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Donation Recognition

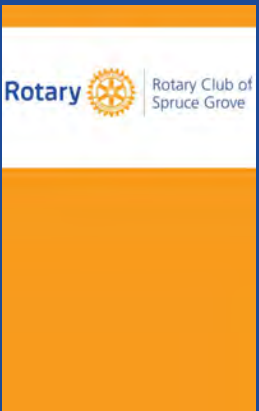
Jasper Park Lodge



Our programs all begin with your donations. Donations create everything possible at Goodwill. They create affordable, environmental options for shopping, which raise money for training and job opportunities for people with disabilities, with the cycle continuing for generations.

Over the period of several months, Jasper Park Lodge was a key contributor the beginning stages of this donation cycle. After partnering with Goodwill Industries of Alberta, many items directly from the Fairmont was shipped to Edmonton's west end to be processed and sold within Goodwill's retail outlets.

In fact, over **4,000 lbs** of exquisite furniture was brought to us during this time, providing many hours of programs and services through our mission. We couldn't be happier about the contributions through the Jasper Park Lodge.



Spruce Grove Rotary Club Rib Fest

It was a smokin' hot August weekend in Spruce Grove filled with music, talent shows and all the BBQ ribs your heart desires! Thanks to a partnership with the Rotary Club of Spruce Grove, a VIP lounge was set-up with upcycled furniture from the Repair for GOOD program. Goodwill sponsored the VIP seating area where people were given a chance to sit back, relax and remove a notch from their belt on the finest repaired furniture in Alberta.

We'd say that's one GOOD way to rest and digest!



University of Alberta Eco Move-Out

Goodwill and the University of Alberta have partnered once again to support students and their mission to give back to the community while they move out of their residences for the summer.

From the dorms to donations bins, a whopping **3,891 lbs** of student goods were collected throughout the event in 2021. From books, to toaster ovens to a bean bag chair this event garnered goods of all shapes and sizes.

This amazing partnership not only supports sustainability initiatives but directly helps make a difference in the lives of Albertans.

Board of Directors



Kevin MacDonald
Board Chair



Jodi Tomchyshyn London
Vice Chair



Terri Muhlbeier
Secretary/ Finance and Audit



Werner Pietrzyk
Treasurer Finance/Audit Chair



Evan Kay
Governance Chair



Steven Trottier
Governance



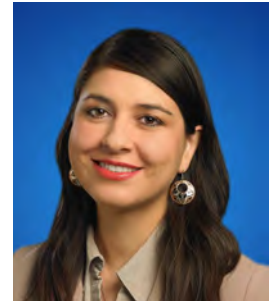
Leeca Sonnema
Governance



Kashmir Gill
Finance & Audit



John Panusa
Finance & Audit



B Elizabeth Romo Rabago
Governance



Wendy Ivey
Finance & Audit



Paul Osbaldeston
Governance



Erin Skinner
Governance



Dale Monaghan
President & CEO

Financial Report 2021



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21%

Employees with
a self-disclosed
disability

90¢

Of every dollar
reinvested into
mission

86%

Diversion rate
from landfills

837,649
Donations
(All-time record)

Total Revenues

\$36,531,649

\$688,637

Federal Subsidies

\$2,060,788

Provincial
Contracts

\$221,419

Donations and
Grants

\$33,514,059

Commercial

\$46,746

Interest and other

Total Expenses

\$35,590,623

\$1,484,921

Materials

\$12,004,258

Occupancy

\$615,930

Net Amortization

\$19,236,285

Human
Resources

\$2,249,229

Other Operating

Thanks to the generosity of Albertans province-wide, Goodwill received **837,649** donations, the **MOST EVER** received in one calendar year!

With total retail sales at **\$33,514,059**, Goodwill has been able to re-investment more into our mission than ever before, with **90%** being reinvested.



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21%

Employees with
a self-disclosed
disability

90¢

Of every dollar
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86%

Diversion rate
from landfills

837,649

Donations

(All-time record)

Thank you
for making a
POSITIVE Impact!



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