

Welcome

A Message from Leadership

Career Connections

2019 Impact Report

Partnerships in the Community

Achievements

Recognition

Feel GOOD Moments

Board of Directors

Financial

Thank You

Past Annual Reports

Donate



Inspiring Albertans to Make a Difference

## 2019 Annual Report

# STRENGTHENING COMMUNITIES

Through the power of work and dignity of a job, Goodwill is dedicated to making a difference in the lives of Albertans and the communities we serve. Through innovative initiatives, we are proud to achieve this mission through meaningful, economical and environmentally responsible ways.

[FIND OUT HOW](#)

**Goodwill**  
Industries of Alberta



## STRENGTHENING COMMUNITIES 2019 ANNUAL REPORT

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

Goodwill Industries of Alberta is a non-profit social enterprise, strengthening people and communities through the power of work and dignity of a job. Together we are impacting the lives of thousands and making a difference for those with disabilities.



# A Message from Goodwill Leadership

CEO: Dale Monaghan

Since 1963, Goodwill continues to be a leader in Alberta, strengthening families and communities through the power of work and the dignity of a job.

Through hard work, dedication and a commitment to excellence, 2019 was one of Goodwill's best years ever!

We continued to build on this legacy of good, creating a greater positive impact within the communities we proudly serve. New projects and community partnerships launched, with a keen focus and proud effort to support Albertans with disabilities to find and gain meaningful employment.

We successfully opened up the largest Goodwill retail store in Alberta with Westview in Edmonton in May. We had amazing teamwork and support from all of our staff right across the province. With this opening and the success of all of our retail stores we continue to one of the most successful Goodwills in all of North America.

Throughout 2019 we celebrated the hard work and contribution of our team, including the longest-serving team member, Elaine Wenger, who retired in August after spending 43 years within our social enterprise. Elaine is an example of Goodwill providing opportunity for over four decades to a team member with a disability.

Christine Murakami, an employment coach at Career Connections is now the longest tenured employee at 39 years, starting with Goodwill in 1980.

Thanks in large part to our Sustainability Action Plan and the Amazing Edmonton Impact Centre, Goodwill received two major awards in 2019! The first was from the Alberta Emerald Foundation for Sustainability and environmental high performance, while the second was from the Calgary Chamber of Voluntary Organizations for Innovation and leadership in environmental stewardship. We are truly honoured to accept these awards, though the effort and passion to succeed does not stop here, as you will see more sustainability pursuits on the horizon including the ongoing innovations in recycling of hard plastics and upcycling of broken furniture through our ATB Financial sponsored Repair for Good program.

Thanks to generous Albertans, 2019 also marked the year of the most donations ever received by Goodwill. With such a strong and inspiring relationship, with nearly 700,000 Albertans who donated, these gifts of generosity helped contribute to another record, this being the most earnings and benefits ever received by our team members with disabilities within one operational year. This is a tremendous success and something we look to build upon for upcoming years.

Committing to the ability to deliver so much good, we certainly appreciate our 1.2 million customers, 700 thousand donors and nearly 800 staff members.

Whether you are a valued shopper or donor, or one of our team members, thank you for your dedication to our journey of good, our friendship and your contribution. We are confident that with your support we are indeed making such a difference!

Dale Monaghan  
President and CEO

## Annual Message from Our Board Chair & CEO

2019 marked one of the most successful years in the history of Goodwill Industries of Alberta, as our organization continued to be recognized for outstanding achievements in terms of innovation and environmental stewardship. Many programs and initiatives were expanded, creating better career development and training opportunities for those we serve.

As a non-profit, social enterprise, Goodwill is one of the largest employers of people with disabilities in the province, with about 30% of the almost 800 team members having a self-disclosed disability. There are Not-For-Profit organizations and there are For Profit organizations. Goodwill is proudly a FOR IMPACT organization and in 2019, did Goodwill ever make an impact!

The Sustainability initiatives at Goodwill continue to exceed expectations. Thanks to support received by ATB Financial, Aquatera and Goodwill's Sustainability Action Plan, Goodwill diverted nearly 16 million kilograms destined to landfills and is closing in on a 90% diversion rate, the incredible mark of a zero-waste operation.

The Commission on Accreditation of Rehabilitation Facilities, or CARF for short, has certified Goodwill for another three years. We are proud to be leaders when it comes to CARF standards, as our programs continue to exceed expectations and we couldn't be happier in receiving the recertification, valid and in place until the year 2022. We are prepared to go to extraordinary lengths to serve those with a disability through the power of work.

Great things keep happening in Calgary, with two locations going above and beyond to receive DEAM nominations from Disability Employment Awareness Month in October. We are so proud of our teams at the Varsity and Trans Canada locations and their strong working relationship with other Calgary disability service providers. This speaks highly of Goodwill's commitment to helping those who have barriers to overcome as we continue to proudly serve our communities.

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.

Goodwill continues to make positive strides, gain lessons learned and celebrate success, as we strive to make improvements within our organization and within our community. Together, we are changing lives for the better through the power of work and the dignity of a job.

# Who We Are



Core Purpose >



Vision >



Values >



Mission >



We care  
and it shows.



We are continuously  
improving



We are a team.



We are accountable.

Since 1963, Goodwill Industries of Alberta continues to make a difference in the lives of Albertans, strengthening people and communities, through the power of work and the dignity of a job.

As a non-profit, social enterprise, Goodwill is one of the largest employers of people with disabilities in the province, with 30% of the almost 800 team members having a self-disclosed disability. There are Not-For-Profit organizations and there are For Profit organizations. Goodwill is proudly a FOR IMPACT organization.

Goodwill's positive impact begins and ends with community members, as every person who frequents Goodwill contributes to a circular economy. It begins with a donation, where it gets sold at the retail stores. The revenue generated goes to Goodwill, with 89% of the proceeds put into career training and development programs for those with a disability.

For items that do not get sold, Goodwill's Sustainability Action Plan will find a way to recycle the item responsibly, either through recycling partners or upcycling initiatives from Goodwill's Commercial Services department. This plan-initiated recycling through our glassware, ceramic, furniture, cleaning cloths and plastic initiatives, earning recognition from the Emerald Foundation of Alberta and the Calgary Chamber of Voluntary Organizations. With support from the wonderful community, together we can create a better tomorrow and our tremendous success showcases how those who donate, shop and support Goodwill are in fact, making such a profound difference, day in and day out.

# Career Connections



The Career Connections 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.

In 2019, Career Connections served 167 Albertans with disabilities. This includes getting employment for 46 individuals, getting volunteer opportunities for 32 people and graduating 22 people from our program.

Goodwill was once again declared a CARF accredited program through 2022. This signifies that Career Connections has met all the requirements laid out by the Commission on Accreditation of Rehabilitation Facilities for quality standards that enhance the lives of people served.

The Career Connections team is an outstanding group of Albertans who are passionate about advocating for a more inclusive society.

Each team member commits to serve Albertans with disabilities and to enhance their lives through meaningful employment. They genuinely care about inclusion and understand how important it is to feel that you are part of a community. Paid employment, work experiences, and volunteer positions are just some of the platforms where we can help, and we do it with dignity and joy!



# 2019 Impact Report

## Environmental Stewardship

Based on the triple 'p' bottom line of people, profit with purpose and the planet. Goodwill is in the business of helping people through our mission services, while caring for the planet by reducing our environmental footprint and generating revenue from our sustainable efforts.

In 2019, thanks to support received by ATB Financial and the Sustainability Action Plan, Goodwill was recognized by the Alberta Emerald Foundation and the Calgary Chamber of Voluntary Organizations for the efforts in sustainability, innovation and environmental stewardship as a Non-Profit organization.

As a result of Goodwill's commitment to sustainability, 31,043 kilograms of hard plastics, 82,793 kilograms of glassware/ceramics and 1,021 kilograms of treated wood were diverted from local landfills in 2019. Overall, almost 16 million kilograms were diverted from landfills with the diversion rate increasing to 85% from 81% the previous year.

With the success in the Edmonton region, Goodwill continues to explore a similar venture in Calgary in the coming years.



# Goodwill Commercial Services 2018

21,730 lbs.



T-shirts & towels diverted from landfills

7064



Hours of paid employment

17,245 lbs.



Diverted from landfills in partnership with AHLA

90



Pieces of furniture repaired & upcycled

440 lbs.



Tea cups & candles upcycled

# Recycling Initiatives

New and exciting sustainability projects are constantly being developed with each project helping divert more waste from landfills. Among these new projects, was the plastic bench initiative.

Thanks to the financial contribution provided by ATB, Goodwill Industries of Alberta was able to purchase plastic bins for the sorting of hard plastics and the installation of a plastic granulator required to break down plastic items into small pieces known as plastic flakes. These plastic flakes are used in the recycling process to make plastic benches.



Out of the 31,043 kilos of plastics sorted, granulated or baled at the amazing Edmonton Impact Centre, 1,728 kilos were used for the manufacturing of 16 plastic benches. The plastic benches, manufactured in Lethbridge and using the plastics processed by Goodwill, are the perfect example of the Circular Economy model. All plastic benches have a plaque highlighting the partnership with ATB.



**Our Amazing Impact Centre**  
Our ongoing process for sustainability turns waste into something special.



**Unwanted plastics?**  
There's no such thing at our Amazing Impact Centre. We collect them from items that didn't sell in our retail stores, then bale or shred into flakes.



**Where it's wanted.**  
The plastic is sent to Lethbridge to be transformed into new products.



**Then, we take a seat.**  
The plastics are now at home in our Impact Centre as benches.



**A little help from our friends.**  
Through every step, it couldn't be done without ATB. We're partners in sustainability.

# Partnerships in the Community

Collaboration and strategic partnerships are fundamental to improving business outcomes. Partnering pushes platforms and products into new markets, exposes brands to new constituencies and enables companies to leapfrog the traditional barriers of expansion and scale by using the core competencies of each partner.

In 2019, Goodwill continued their partnership with College H.U.N.K.S. and expanded on an amazing partnership with ATB Financial to enhance Goodwill's sustainability initiatives. A new connection was formed with the Alberta Hotel and Lodging Association, to get more people with disabilities entry to the workplace and community drives with Aquatera helped prevent much relief from local landfills. Each partnership Goodwill is grateful for all the organizations who assist with the mission of providing meaningful employment for Albertans' with disabilities.



Reducing tipping fees and waste in the Grande Prairie region.

Thanks to a shared vision of reducing tipping fees and waste in the Grande Prairie region, a partnership with Aquatera Utilities Inc. was formed in 2017.

Since this time, Goodwill has reduced tipping fees from \$25,062 to \$7,231 as of 2019. This means that less and less is going to landfills in the Grande Prairie region. This collaboration has also led to other community outreach programs like the 'Drop n' Swap.'

This event helps promote waste reduction by offering the community a chance to upcycle clothing items. 284 boxes and bags came through the doors and left to find a new home in someone's closet instead of landing in the landfill.



This program will encourage partner hotels to divert goods from the landfill.

Goodwill teamed up with the AHLA to implement two outstanding projects that will divert tens of thousands of kilograms of waste from local landfills, all while creating jobs for people with disabilities. This will impact our community for the better.

## The Eco-Check Out Program

This program will encourage partner hotels to divert goods from the landfill. Goodwill will accept a wide variety of donations from hotels that will be sold in various retail locations throughout the province with 89% of all revenues being invested in Career Development initiatives for people with disabilities.

In the last half of 2019, area hotels going through renovations, diverted 17,245 lbs from landfills and donated these items to Goodwill.



Thanks to the support, new sustainability programs were developed.

Thanks to support received by ATB Financial, Goodwill developed several new key sustainability programs including:

The furniture repair program, Repair For Good, at our amazing Edmonton Goodwill Impact Centre.

The recycling and transformation of hard plastics into plastic benches.

Replacing fixtures with energy efficient to create a smaller environmental impact.

In the last quarter of 2019, the Repair For Good program, Goodwill was able to divert 90 pieces of furniture (1,021 kgs) from local landfills.

Additional environmental impacts included, 1.35 tonnes of CO2 saved and an energy savings of 10.73 gigajoules. This was thanks to 5 volunteers and one paid part-time staff member. This program will look to get bigger and better in 2020.

## 2019 Achievements



Westview Grand  
Opening >



Elaine Wenger  
Retirement >



Goodwill Pop Up Shop >

Since 2006, the Goodwill Thrift Store and Donation Centre on 169th st. in Edmonton has been a staple in the West end of the capital city.

On May 4th, 2019, the store relocated to 18715 Stony Plain Rd. NW and became the largest Goodwill Thrift Store and Donation Centre in Alberta with over 17,500 square feet of retail space!

Spurred by generous donations from across the community, including Harley Davidson out of Lloydminster, who donated over \$7,700 worth of brand new goods, opening day weekend recorded all-time highs in retail sales, meaning more money went back into training programs and career development for those with a disability.

This is a victory for everyone who has support Goodwill since 1963.

---

Elaine Wenger began working at Goodwill 43 years ago and in 2019 she was ready to hang up her Goodwill jacket. Born with a disability, Wenger is an inspiration to those who look to gain meaningful employment and a symbol of how Goodwill Industries of Alberta can help those find a purpose through the power of work.

Over the years, Wenger worked in various departments, including ironing and merchandising, in Goodwill locations across the Edmonton region. While working at Goodwill, she was able to put herself and her two kids through post-secondary education.

Wenger started at the now-closed 104th Street and 103rd Avenue Goodwill. She retired from her job as a merchandiser at the SouthPark location on Calgary Trail.

She hasn't figured out what she's going to do in her retirement yet, besides a trip to England, a boat cruise, and spending time with her grandchildren.

---

A new experience came to people at various markets across the capital city region this year. Led by Liam Maxwell and Katie Bossio, these two summer students expanded their business and knowledge and customer outreach by taking the Goodwill experience on the road.

The pair visited 8 events throughout the summer months, including ones in Spruce Grove and Open Streets in Edmonton. It was a great opportunity for Goodwill to raise awareness of our mission, while showcasing some unique finds that can be found within our retail our locations.

A total of 153 items were diverted from landfills, while our staff interacted with 700 individuals, one on one, giving them a better understanding of how Goodwill operates.

## Awards and Recognition

This year, Goodwill was honoured, not once, but twice for our efforts in environmental stewardship, innovation and sustainability. This started in June, as the Alberta Emerald Foundation recognized Goodwill as a leader in Sustainability in the category of Community Group or Not-For-Profit for a Large Organization. Receiving the award on behalf of Goodwill was President and CEO Dale Monaghan and Board Chair Kevin MacDonald.

This award recognizes associations dedicated to furthering a particular social cause or advocating for a shared point of view that have demonstrated a significant commitment to the environment through their actions.

In October, Goodwill was honoured once again for the efforts in innovation and sustainability, this time at the Alberta Nonprofit Innovation Awards hosted by the Calgary Chamber of Voluntary Organizations.

Goodwill Industries of Alberta was the proud recipient of the 2019 Calgary Chamber of Volunteer Organizations for social enterprise innovation. Receiving the award for Goodwill was President and CEO Dale Monaghan, Vice President of Donated Goods and Retail Fay Wisted, as well as Store Managers from throughout the Calgary region.

The award recognizes innovation and high-performance success with the operation of the Amazing Edmonton Impact Centre and the Sustainability Action Plan, for which ATB Financial is a major supporter of.

These awards wouldn't be possible without the wonderful team members at Goodwill. This is how it success becomes a reality. Each year Goodwill recognizes the accomplishments of team members throughout the province with the Goodwill Greatness Awards.

While there were numerous award winners, Goodwill is proud of the hard work each and every Goodwillian puts forward. Without the entire organization working as a whole, Goodwill would not be able to execute on the mission of providing meaningful employment to Albertans' with disabilities.



# Goodwill's Board of Directors

---



Kevin MacDonald | Chair

**Committee:** Chair, Executive Ex-Officio, All

Kevin is the newest Board Chair of Goodwill Industries of Alberta. He is the Founder and...



Jammi R. Rao | Executive Chair

**Committee:** Chair, Governance Executive

Over the course of his 32 year career, Jammi has worked with commercial banks in India, Japan,...



Dorothy Chan |  
Treasurer

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



Terri Muhlbeier

**Committee:** Finance  
and Audit



Thomas Trevethan

**Committee:** Finance  
and Audit



Werner Pietrzyk

**Committee:** Finance  
and Audit



Paul Pryce

**Committee:**  
**Governance**



Jodi Tomchyshyn  
London

**Committee:**  
**Governance**



Loradonna Botter

**Committee:**  
**Governance**



Paul Osbaldeston

**Committee:**  
**Governance**



Erin Skinner

**Committee:**  
**Governance**



Dale Monaghan |  
President & CEO

# Financial Report 2019

As an equal opportunity employer, 2019 marked one of the best years on record for Goodwill Industries of Alberta. Thanks to our wonderful donors, our organization received more donations than any year prior with 690,126. Thanks to our wonderful shoppers, retail sales were the best on record at \$27,491,103 earned, where 89.2 cents of every dollar goes back to our mission. Most importantly, 2019 marked the year of the most earnings ever by our team members with disabilities.

## Goodwill

Industries of Alberta



### 2019 At a glance



### Goodwill Industries of Alberta

#### 2019 Revenues



### Goodwill Industries of Alberta

#### 2019 Expenses



# Thank You

Goodwill Industries of Alberta is a non-profit charitable social enterprise that depends on support from community and corporate Albertans. We would like to extend our sincere gratitude to the following supporters.

<ul style="list-style-type: none"> <li>▪ Alberta Hotel and Lodging Association</li> <li>▪ Alberta Reads Network</li> <li>▪ Alison MacAdam</li> <li>▪ Allison Johnson</li> <li>▪ Andre Fotso</li> <li>▪ Andrea Dieterman</li> <li>▪ Andrea Morris</li> <li>▪ Angela Burgoyne</li> <li>▪ Anita Dingwall</li> <li>▪ Aquatera Utilities Inc.</li> <li>▪ Ashley Blum</li> <li>▪ ATB Financial</li> <li>▪ Bradley Mastaler</li> <li>▪ Calvin Li</li> <li>▪ Carolyn Cushing</li> <li>▪ Cathy Marshall</li> <li>▪ Charlotte Pardely</li> <li>▪ Cheryl Fleming</li> <li>▪ Christina Mensah</li> <li>▪ Christine Myles</li> <li>▪ Clair Birkman</li> <li>▪ Clint Buserius</li> <li>▪ College Hunks Hauling Junk and Moving</li> <li>▪ Daryl Scot Robinson</li> <li>▪ Denise Hagman</li> <li>▪ Duane Froese</li> <li>▪ Eddie's Hang-Up Display Ltd.</li> <li>▪ Elizabeth Nyong</li> <li>▪ Eric Pilpula</li> <li>▪ Four Points By Sheraton</li> <li>▪ Gwyn Brooks</li> <li>▪ Habiba Hassan</li> <li>▪ Hampton Inn &amp; Suites</li> <li>▪ Hala Rahami</li> <li>▪ Hector Rogel</li> <li>▪ Himani Basra</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ibrahim Elchammouri</li> <li>▪ Imalus Koroma</li> <li>▪ Iram Shahzadi</li> <li>▪ Ismeta Dedic</li> <li>▪ Jack Ramstad</li> <li>▪ James Clancy</li> <li>▪ Jamie Khau</li> <li>▪ Jason Wywal</li> <li>▪ Jeremy Pope</li> <li>▪ Jing Yang</li> <li>▪ Joseph Torpey</li> <li>▪ Joy Lormague</li> <li>▪ June Hui-Chan Professional Corp.</li> <li>▪ Kathrine Bateman</li> <li>▪ Kathleen Carlson</li> <li>▪ Kathryn MacMillan</li> <li>▪ Kelva Kopfensteiner</li> <li>▪ Kevin Dackiw</li> <li>▪ Khaled Mogheer</li> <li>▪ Kim Marki</li> <li>▪ Kris Aloisio</li> <li>▪ Krista Semchystyn</li> <li>▪ LeeField Community League</li> <li>▪ Liliam Huerta</li> <li>▪ Linda Urchaler</li> <li>▪ MacEwan University</li> <li>▪ Malik Mawji</li> <li>▪ Maria Gallo</li> <li>▪ Mark Caldwell</li> <li>▪ Matthew Stokes</li> <li>▪ Matus Toth</li> <li>▪ Melanie Finlayson</li> <li>▪ Michael Cardinal</li> <li>▪ Morgan Thomas Consulting LTD</li> <li>▪ Muhammad Mirza</li> <li>▪ Murray Harrington</li> <li>▪ Nagla Erojbani</li> <li>▪ Nancy Benner</li> <li>▪ Nathan McKay</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parminder Singh</li> <li>▪ Patrick Henri</li> <li>▪ Penske Truck Leasing</li> <li>▪ Quantum Chemical</li> <li>▪ Rahul Pandey</li> <li>▪ Reid Nichol</li> <li>▪ Richard Egelston</li> <li>▪ Royal Board Shop</li> <li>▪ Rupinder Wallia</li> <li>▪ Rutle Kelati</li> <li>▪ Sage Analytics</li> <li>▪ Sandra Shears</li> <li>▪ Sameh Sawires</li> <li>▪ Satnam Sarao</li> <li>▪ Sean Roberts</li> <li>▪ Seng Southchack</li> <li>▪ Seven Mechanical</li> <li>▪ Sharon Wiley</li> <li>▪ Sherri-Lyn Meaney</li> <li>▪ Sia Collier</li> <li>▪ Simply SOS Professional Organizers</li> <li>▪ SIRKit Ltd.</li> <li>▪ Staybridge Inn &amp; Suites</li> <li>▪ Stephanie Schulte</li> <li>▪ Stephen Terry</li> <li>▪ Steve Hall</li> <li>▪ Syed Ahmed</li> <li>▪ Tara Patrie</li> <li>▪ Tasha Baker</li> <li>▪ Tessa Bradley</li> <li>▪ The KPMG Foundation</li> <li>▪ Travis Dieterman</li> <li>▪ University of Alberta</li> <li>▪ VanLee Robblee</li> <li>▪ Virginia Burke</li> <li>▪ Wendy Drummond</li> <li>▪ Wendy Mertz</li> <li>▪ Wouter Bouyks</li> <li>▪ Zag Creative</li> </ul>
<p>The Estate of Marion and Ben Johnston</p>		



GOODWILL IS ONE OF THE LARGEST EMPLOYERS OF ALBERTANS WITH DISABILITIES

At Goodwill, our vision, mission and values are the fabric of our organization. Whether it is customer service, our programs or our teams, we believe our vision is what steers us, our mission is who we are and our values are our moral compass.

