



2023 ANNUAL REPORT

Opportunity, Service and **Good**





2023 Annual Report

OPPORTUNITY, SERVICE AND GOOD.

As we mark the milestone of 60 years of Goodwill in Alberta, we celebrate these six decades with dignity, joy and enthusiasm, for our community, our mission and our people.

With over **30** physical locations across the province, we thank our **2.3 million shoppers**, over **850,000 donors**, over **1,000** team members and countless volunteers who continue to make such a profound difference.

Together we will continue to provide *Opportunity, Service and GOOD.*



2023 AT A GLANCE

92.1%

PERCENTAGE OF
DOLLARS REINVESTED
INTO MISSION

88%

DIVERSION RATE
FROM LANDFILLS

855,521

DONATIONS

21%

PERCENTAGE OF TEAM
MEMBERS WITH A SELF-
DISCLOSED DISABILITY

All-time
record
breaking
numbers



A message from leadership

Annual Message from our President & CEO Dale Monaghan



As we mark the milestone of 60 years of Goodwill in Alberta, we celebrate these six decades with dignity, joy and enthusiasm, for our community, our mission and our people. The dedication for our mission has shaped our organization into what it is today, and as we reflect on our journey, we are humbled by the impact we've had on individuals, families, and communities across Alberta. Our commitment to providing opportunities for personal and professional growth has remained unwavering, and over the years, we have touched the lives of countless individuals, helping them overcome barriers and achieve their full potential.

Our achievements in 2023 were awe inspiring and record-breaking, setting new benchmarks for success. This was led by introducing a new centre of excellence, with the opening of the AMAZING Calgary Impact Centre in April of 2023. This facility helps strengthen our operations for future years, with a focus on people, profit with purpose and the planet. In just under one year's time, this facility has helped divert an additional **1 million pounds** from Calgary landfills through the re-sale of items at the Goodwill Outlet Store. In addition, it has also housed new **MISSION IMPACT** programs, dedicated to finding meaningful employment for those with disabilities.

These programs include, the **Employment Inclusion Accelerator**, where Goodwill Job Development Specialists work with employers in the Calgary region to help private enterprises provide more job opportunities for those with disabilities. The **Opportunity Accelerator**, where Job Coaches help those with disabilities with career planning, interview skills and career discovery, with an end goal of independence. And the **Goodwill @ Work** team, an award-winning team, made up of people with disabilities, dedicated to upcycling and repurposing furniture, towels and textiles.

Through a commitment of continuous improvement, Goodwill focused on optimizing every aspect of the organization, from donations, to the shopping experience, resulting in more opportunities for our mission, partners and community members. Thanks to this optimization strategy, we achieved new all-time highs in terms of donations, transactions, retail sales, diversion rates and mission impact. We have embraced new technologies, developed innovative programs, and forged strategic partnerships to better serve the evolving needs of our organization and our mission.

This success was led by our core values of:

- We are ONE amazing team
- We get better and better every day
- We care and it shows and
- We make a positive impact.

These values are showcased each and every day, by each and every team member, taking us through journey of **GOOD** and enabling us to be #1 in all we do! While there was record success in 2023, we are excited for what lies ahead in 2024 as we prepare for the potential of continued growth and progress. With over 30 physical locations across the province, we thank our **2.3 million shoppers**, over **850,000 donors**, over **1,000 team members** and countless volunteers who continue to make such a profound difference.

Thank you for your ongoing support of Goodwill and for your commitment to our mission of supporting those with disabilities or barriers to find and gain meaningful employment. You are providing **Opportunity, Service and GOOD**. Let's continue to make such a positive impact. Together, we will continue to build a brighter future for all.

Dale Monaghan



A message from leadership

Annual Message from our Board Chair Erin Skinner



It is with great privilege and excitement that I address you as the Board Chair of Goodwill Industries of Alberta. As we reflect on the accomplishments of the past year and look ahead to the future, I am deeply inspired by the dedication and impact of our organization.

In 2023, Goodwill Industries of Alberta continued to uphold its mission of creating opportunities for individuals to experience the power of work and achieve their full potential. Even with economic challenges throughout our province and country, our commitment to serving the community remains unwavering.

Collaboration has always been at the heart of our approach, and this year was no exception. We forged innovative partnerships with local businesses, government agencies, and non-profit organizations to maximize our impact and create sustainable solutions to social challenges. This includes partnerships with organizations like **WINhouse**, where Goodwill received over **34 thousand kg's** of donations and issued over **\$15,000** in gift cards; back to help Women In Need.

As stewards of both social and environmental responsibility, we continued to prioritize sustainability initiatives within our operations. From reducing waste in our thrift stores to implementing energy-efficient practices, we are committed to making a positive difference for future generations. We were recognized by the **City of Calgary** for our Beacon Heights store having some of the lowest GHG Emission Intensity in the province, while the **Recycling Council of Alberta** recognized our organization for positive contributions to the Circular Economy with our one-of-a-kind program **Repair For Good**. This is where we take broken furniture and refurbish it; to keep the item out of the landfill.

At Goodwill, we measure our success not only by numbers and the award recognitions, but by the lives we touch and the stories we inspire. People like **Andre, Shelly and Justin**. As well as those who are looking for purpose, by helping to find the right job, for the right person.

As we look ahead to the future, I am confident that Goodwill Industries of Alberta will continue to be a beacon of hope and opportunity for individuals and families across our province. With the support of our dedicated staff, volunteers, donors, and community partners, we will strive to innovate, adapt, and expand our reach to create an even greater impact in the years to come. I extend my heartfelt gratitude to each and every individual who has contributed to our success. Your unwavering support fuels our mission and inspires us to push the boundaries of what is possible.

Together, we will build a future where every person has the opportunity to thrive.

Erin Skinner



*Making a difference with
dignity and joy*

MISSION

Through the power of work, Goodwill provides individuals with disabilities or barriers to employment the opportunity to enhance their lives.



ORGANIZATIONAL OUTLOOK

We are a people oriented, purpose driven enterprise. Our pillars are People, Profit with Purpose and the Planet.

PERFORMANCE DRIVERS

- o We have a winning and positive attitude.
- o We will lead the way by making courageous decisions.
- o We are committed to a culture of well-being.
- o We are committed to sustainability.

At Goodwill Industries of Alberta, we are committed to providing an exceptional shopper and donor experience to our customers. As part of our ongoing efforts to ensure that these guidelines are up-to-date and represent who we are today and who we aspire to be tomorrow, we have updated our mission, core purpose, core values and our big impact goal. These updates will guide our actions and decisions, while serving as a foundation for our operations to provide a framework for how we support our community. Our mission defines who we are. Our core purpose is why we exist. Our big impact goal is what guides us, while our core values provide our moral compass.

As a non-profit social enterprise led by a volunteer Board of Directors, these guiding principles will help us to better serve our customers, volunteers, team members and business partners to achieve our mission of finding meaningful employment for those with disabilities or barriers.

At Goodwill, we measure our success not only by numbers and the award recognitions, but by the lives we touch and the stories we inspire.

As a certified Commission on Accreditation of Rehabilitation Facilities (CARF organization, (through 2025, Goodwill expanded on job programs to help more people than ever before. These programs include, the **Employment Inclusion Accelerator**, where Goodwill Job Development Specialists work with employers in the Calgary region to help private enterprises provide more job opportunities for those with disabilities. In one year's time, this program assisted **44** employers and found **34** employment positions for those with a disability.

The Opportunity Accelerator, where Job Coaches help those with disabilities with career planning, interview skills and career discovery, with an end goal of independence. In Calgary, **42** people were served through this program, where 35 people were served in Edmonton.

Finally, Beyond Jobs, a program dedicated to helping women get back into the workforce, served **44** individuals, while Goodwill's dedicated program through the Government of Alberta, assisting **Persons with Developmental Disabilities (PDD)** to gain employment, served **132** people.

MISSION SUCCESS

Mission success at Goodwill Industries of Alberta is crucial for several key reasons, as we look to empower individuals, creating an opportunity at independent success. By focusing and providing job training and other community-based programs for individuals facing barriers to employment, more people have a possibility at enhancing and improving their lives through the power of work.

In 2023, **54** people graduated mission programs at Goodwill, with **228** volunteer and paid positions found, providing purpose and fulfillment.

By facilitating employment and skills development, Goodwill contributes to the local economy. Individuals who gain employment through Goodwill's programs become active participants in the economy, supporting local businesses and contributing to economic growth.





Goodwill @ Work is composed of micro-social enterprises that focus on creating opportunity for people with disabilities, training and sustainability. Originally based out of the Edmonton Impact Centre, the opening of the Calgary Impact Centre enabled Goodwill to expand services to the southern part of Alberta, including the assembly of products, repairing of furniture/textiles, cleaning services and volunteer opportunities.

In the Commercial Services division of Goodwill @ Work, a team of **13** diverted **6,391 kg's** of t-shirts and towels from landfills by creating **6,860** Goodwill Cleaning Cloths packages. Through an assembly partnership with Suncor, over **2,800** bolt kits were created and over **18,000** individual bolts have been serviced for use at their operational sites. The team also assembled **1,500** solar panel kits and fabricated **1,200** battery cables for EECOL Electric, **38,683** Telus promotional door hangars were delivered to households in Edmonton, **17,390 kg's** of metal was reused through the recycling and sorting of clothing hangers with Canadian Linen, while **520** volunteer hours were created by serving free coffee at our Impact Centres to guests.



Embarking on the journey to becoming a leader in our community requires dedication, practice, and self-awareness. Developing strong core values and self-understanding is foundational to authentic leadership.

Every October, Disability Employment Awareness Month (DEAM) gives us an opportunity to amplify this voice and be the leader in the field of inclusive employment. Goodwill is proud to be one of Alberta's largest employers of people with disabilities and a proud supporter of DEAM, raising awareness of the challenges faces by people with disabilities, all while celebrating the impact and contribution of these workers.

Last year, Goodwill took this initiative to the next level, by partnering with Kello Inclusive to share first-hand experiences from those involved with the hit CBC TV show 'PUSH'. Former Paralympian Brian McPherson and model Natasha Urkow took the time to share their journey of where they started, to where they are now, letting people understand that their limited mobility doesn't affect their unlimited potential.



The Goodwill Cares program started in 2022 with the idea of supporting ALL team members at work and in life. The best way to describe the role, is that these are life coaches, helping make progress in our team's personal lives in order to gain greater fulfillment.

This includes:

- Advocating and referring you to community supports
- Personal and life coaching
- Assists with goal development and career preparation
- Team dynamics and interpersonal communication
- UKG support and onboarding support Ongoing support to ensure accountability
- Or if you just someone to talk to...

The Goodwill Cares program is all about creating a safe space, providing supports for ALL Goodwill Team Members at work and in life. In 2023, **2679** hours were spent coaching and supporting **631** Goodwill team members. There were **3069** service visits with mental health and addiction subject matter supports being the most provided resource.



SUSTAINABILITY REPORT

As an innovator and leader in the field of environmental stewardship, Goodwill Industries of Alberta is embracing a commitment to sustainability. Through various initiatives and practices, Goodwill is reducing its environmental impact, while also supporting our community's well-being.

Recent surveys have concluded that about **9%** of thrift shoppers say an organization's commitment to sustainability and the environment could motivate them to shop more frequently. While on the donation side, the desire to minimize waste is the **#2** motivation for potential donors when selecting an organization to donate to. Just under one-third of Albertans are aware of sustainable initiatives within Goodwill, with awareness slightly higher in the Greater Edmonton Region.

These recent findings highlight the importance of having a strategic outlook for the environment and having a sustainable road map in place to ensure worthwhile green commitments are executed at the highest level. Goodwill's strategy consolidates many of our operations and centralize recycling efforts to reduce waste, while providing extra value to our customers and donors.

Goodwill's action plan is a practical guide that provides a road map of goals, areas of action and performance review tools that integrates the values of sustainability into all areas of operations and services. In 2023, this resulted in **20,519,003 kg's** diverted from landfills across Alberta. With over **23 million kg's** donated to Goodwill, this means **88%** of all items were diverted utilizing different repurpose, reuse, upcycle and recycle programs. The diversion rate is an all-time high for Goodwill Industries of Alberta, closing in on becoming a zero-waste operation.



CALGARY IMPACT CENTRE EFFECT INCREASED DIVERSION RATE BY 7% TO A TOTAL OF 88%



2022 vs 2023

Diverted 7,347,691 kg's in 2022 vs. 9,869,155 kg's in 2023



574,161 kg

Diverted thanks to reuse programs



300 kg

Diverted thanks to repurpose programs



417,781 kg

Diverted textiles thanks to the outlet store



156,380 kg

Furniture diverted thanks to the outlet store



CALGARY IMPACT CENTRE

We opened our second Impact Centre in Calgary in April 2023 following the positive outcomes happening in Edmonton. This 120,000 square foot facility will improve our positive impact on the environment and in our communities, by introducing established repurposing, upcycling and reuse programs to the south region of the province.

In less than one full year of operation, an additional **576,341** kilograms have been diverted from Calgary landfills, increasing Goodwill's diversion rate from landfills in the City of Calgary by **7%**, to a total of **88%**. The Calgary Impact Centre has exceeded all targets relating to diversion from the landfill, while creating additional employment and training opportunities for persons with disabilities or barriers.



ENVIRONMENTAL GRANT

Grants play a vital role in advancing sustainability in Alberta by mobilizing and inspiring those who champion and protect the environment towards a vision of health ecosystems for all Albertans. Goodwill is proud to have received the following grants to continue making a positive impact for people and the planet.

- Awarded in the spring of 2023, the City of Edmonton Waste Reduction Program, supporting the growth of Repair for Good Program in Edmonton, and pallet repair program.
- Awarded in the summer of 2023, the Alberta Eco Trust Innovation Fund, supporting the Goodwill Sustainable Energy Training Centre for Persons with Disabilities project. This program will provide long-term Greenhouse Gas (GHG) Emission reductions through solar panel installations, as well as ongoing employment opportunities for persons with disabilities.
- Awarded in the fall of 2023, the Alberta Eco Trust Environmental Impact Grant, supporting the creation of the Goodwill @ Work program at the Calgary Impact Centre. This program established a complete job program designed specifically for those with disabilities, while reducing waste.
- Awarded in the fall of 2023, the Alberta Eco Trust Springboard Grant, supporting training for the Mend for Good reusable bags program. This provided consulting, helping guide the team in patterns, sewing and repurposing denim into functional and stylish bags, to be used at both Goodwill donation and retail centres, and sold to partners and clients around Edmonton. We estimate this project will divert 2,000 lbs. of textiles from the landfills, saving 8000 lbs. of CO2 from entering the atmosphere.
- Awarded in November of 2023, the Capital Power Community Sustainability Fund, supporting the Mend for Good reusable bags program at the Calgary Impact Centre. These funds will allow for the purchase of sewing machines and other required materials, and the costs associated with training of persons with disabilities to make bags out of unsold denim donations.

QUANTUM LIFECYCLE

Quantum Lifecycle continues to help Goodwill recycle and reuse electronics,. This contributes to a better environment and expand our mission of helping those with disabilities or barriers to find and gain meaningful employment. In 2023, Goodwill sent **1,111,463 lbs.** of electronics to Quantum Lifecycle, earning a rebate of **\$21,895.28**, plus a donation to Bridges Out of Poverty for **\$11,807.64**, for a total of **\$33,702.92** in electronic recycling.

The recovered resources from these electronics included, aluminum, copper, ferrous metals, glass, plastic and circuit boards. **468.3 Tonnes of CO2e** were saved in GHG emissions, which is the equivalent of **378** flights between Victoria, BC and St. Johns, Newfoundland.



CITY OF CALGARY



In 2023, Goodwill began a partnership with the City of Calgary, installing donation bins at City of Calgary operated Waste Management Facilities. Beginning on May 1, 2023, at Spyhill, East and Shepard Waste Management Facilities, this partnership provided an opportunity to divert textiles from the City of Calgary landfills.

With this added convenience for residents, **22,085 kg's** of waste was diverted through this program. This tremendous beginning extended the partnership through 2024.



LEDUC DONATION CENTRE

Introduced in May of 2023, Goodwill saw an opportunity to develop the public drop off area at the Leduc & District Waste Management Facility (aka the Leduc Regional Landfill).

The service was piloted and has seen **2,584** donations dropped off amounting to over **70,313 kgs** of product diverted from the landfill. The donation area has seen positive feedback from the community. Goodwill staffs and manages the site for no cost to the community and this success is extending the partnership for five more years!

The Leduc and District Regional Waste Management Facility, managed by the LDRWMC, has been servicing residents from Devon, City of Leduc, Leduc County, Beaumont and Calmar residents since 1978.

Awards and Recognition



BenchmarkYYC helps building owners and operators measure, track, and disclose the year-over-year energy and emissions performance of their buildings. This empowers them to make data-driven capital investments to improve their building energy efficiency and reduce greenhouse gas (GHG) emissions while creating a baseline for designing their long-term building decarbonization strategy.

In 2023, the Goodwill Beacon Heights location in Calgary was awarded the award for lowest GHG Emission Intensity from the year 2021.

The R's of Excellence Awards have been designed to recognize the special contributions Recycling Council of Alberta (RCA) members are making to promote, facilitate and advocate for a Circular Economy in Alberta through waste reduction and resource conservation.

In 2023, Goodwill Industries of Alberta was awarded the Circular Economy Award for the Repair for Good program, due to the innovation of the program and the effect of the program diverting thousands of kilograms of furniture from landfills. The Repair for Good program takes broken furniture, which cannot be recycled, repairs and upcycles the pieces, to create NEW statement pieces for homes across the province. All while providing employment opportunities for those with disabilities.

Last year, the the Repair for Good program diverted **8,300 kg's** from landfills, resulting in **310 NEW** furniture pieces in people's homes.



The Nature Inspiration Awards recognize individuals and organizations whose specific projects encourage Canadians to take an interest in natural history, create links with nature and contribute to its preservation.

Throughout its sixty-year history, Goodwill Industries of Alberta has stood fast by its dual agenda: protecting the natural environment while providing employment opportunities for individuals with disabilities. In 2017, Goodwill opened an impact centre in Edmonton, the first such outlet in Western Canada. In 2023, it established a second branch in Calgary. Both facilities run a number of successful in-store sustainability programs, in which used clothing, furniture, and other donations are cleaned, mended, and resold at affordable prices.



To celebrate 60 years of Goodwill's dedication to inclusiveness and diversity in Edmonton, we were inspired to beautify the Old Strathcona district on Whyte Ave in Edmonton.

Painted by former Edmonton resident (currently living in Vancouver), David Camisa, this piece "Nest." David worked with the themes of inclusion and community and pondered what a safe space looked like for all of us. Whether it's a home, a person, community, or even a sense of calm we find within ourselves. David wanted to create a piece that felt like the place someone would go when they need a safe haven.

With Strathcona County hosting the Special Olympics Alberta Winter Games in February of 2023, the county was looking to create a cultural experience that would last a lifetime. Introducing moonGARDEN, presented by Goodwill Industries of Alberta.



moonGARDEN is an exciting light and sound installation composed of 5 self-inflated vinyl spheres. The size of the spheres, the surprising technique of shadow projection and the poetic soundscape all contribute to creating a unique and immersive experience. The shadow puppets were designed for the 2023 Special Olympics Alberta Winter Games to honour the commitment, perseverance and achievement shared by Games athletes.



In the spirit of Truth and Reconciliation, On June 21, Goodwill Industries of Alberta introduced a day of learning, understanding and a steadfast commitment to honoring indigenous traditions and cultural practices.

Workshops took place at each location with knowledge keeper Sarena Provost, where an offering of respect, gratitude and connection to the teachings and wisdom of our indigenous elders was performed.





Partner Recognition

Our mission begins with a donation. A donation provides an opportunity, success, innovation and so much more. With community partners who celebrate the impact a donation can make, it enables a more positive social and economic impact than ever before.

WINhouse



To minimize storage requirements while ensuring WINhouse residents have access to everything they need, WINhouse and Goodwill began a partnership in 2022 called the WIN for GOOD project. Through this project WINhouse donates overflow donations once a month to Goodwill Industries of Alberta and in return, WINhouse receives Goodwill gift cards to purchase the exact items their residents require.



In 2023, the results were fully realized, as WINhouse has not only been provided financial support, but has also strengthened their resolve to continue their mission. Goodwill meanwhile receives the donations and uses them to support programs to help people with disabilities or barriers to find and gain employment. A win-win for each organization.

Royal Alexandra Hospital



A highly anticipated collaboration between the Royal Alexandra Hospital and Goodwill Industries of Alberta began on November 10, 2023 to help disadvantaged patients being discharged from the hospital.

How it works: Goodwill Industries of Alberta supply the Royal Alexandra Hospital with clothing and products specifically designed for disadvantaged patients who are discharged, damaged their clothing via discharge (or other contaminants) and need clothing to get back to their residence. Funds for this project are provided by the Stollery Charitable Foundation to make this happen.

In the first month of implementation, **153 patients** were provided with clothing to return to their residence with dignity.

Cheryl Bernard



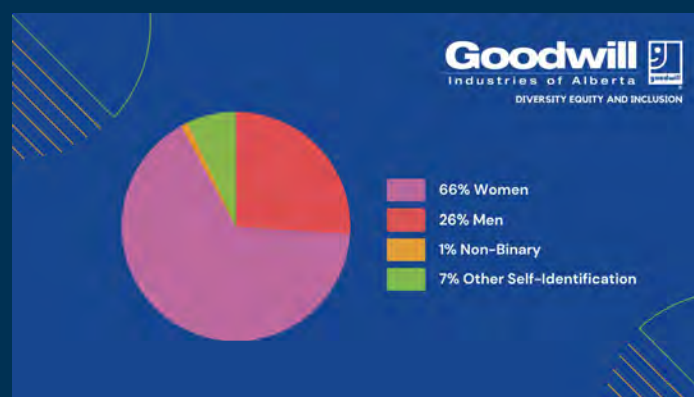
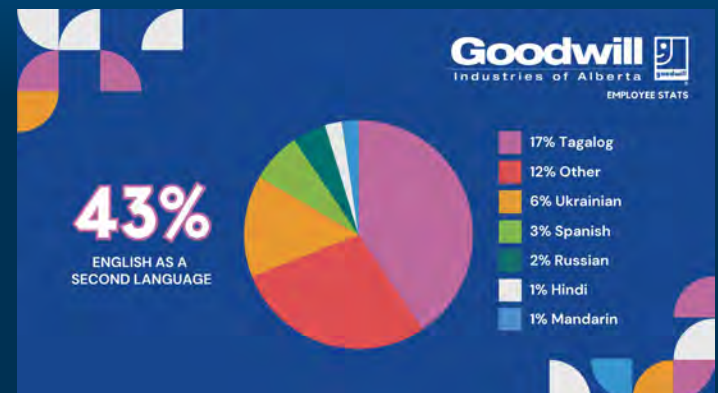
As a life-long Goodwill Ambassador, former Olympian Cheryl Bernard continues to go above and beyond in supporting Goodwill Industries of Alberta, with the hopes of providing more inclusive employment for those with disabilities. Since her days as an Olympian, Cheryl has become the President and CEO of Canada's Sports Hall of Fame in Calgary and Co-Chair of the Calgary 2024 Special Olympics Canada Winter Games Committee.

Late in 2023, the Winter Games Committee was looking ahead to their legacy for after the games and it was determined that there is a need for greater awareness and action to drive disability-inclusiveness in the

workplace, with sport being a catalyst for that change. With Goodwill being an inclusive employer for those with disabilities, providing education and training, a partnership was formed by introducing a new disability-inclusive employment initiative that provides opportunities for employers to work with Goodwill Industries of Alberta via their Employer Inclusion Accelerator (EIA) program.

The free Employer Inclusion Accelerator program for Games partners is one avenue for employers to find the guidance they may need to start or accelerate inclusive hiring practices. Organizations will have the opportunity to access support in a number of areas including inclusive job design support; employment promotion; recruitment and onboarding while also having access to additional resources.

Thanks in large part to Cheryl Bernard, and her continued efforts to support those with barriers, the legacy of the games will live on through Goodwill. This a proud example of how sport is more than just competition, as it is a catalyst and jumpstart for greater good in our community.





Board of Directors



Erin Skinner
Board Chair



John Panusa
Vice Chair



Werner Pietrzyk
Treasure and Finance Audit
Chair



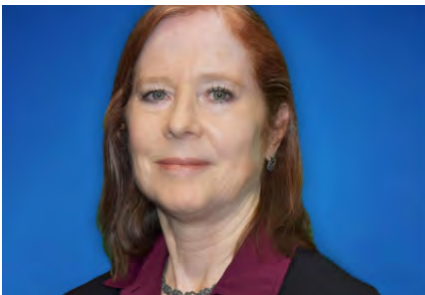
Kevin Macdonald
Chair of Governance



Jodi Tomchyshyn
London
Finance and Audit



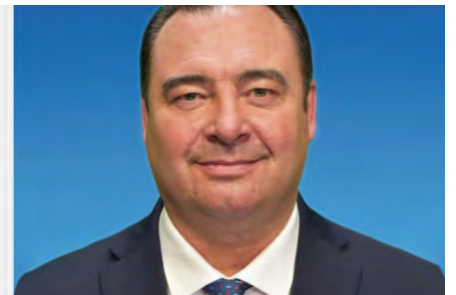
Gloria Hartl
Finance and Audit



Wendy Ivey
Finance and Audit



Erin Bilawchuk
Governance



Dale Monaghan
President and CEO



Financial Report

Goodwill Industries of Alberta is dedicated to providing a transparent and comprehensive overview of our non-profit organization's fiscal performance and financial stewardship. We are proud of our commitment to accountability, responsible management, and the effective utilization of resources. As a non-profit organization, our financial information serves as a testament to our mission-driven work and our dedication to serving our beneficiaries and the community at large. We invite you to join us on this journey, as we showcase our financial achievements and the positive impact they have on the causes we serve.

Thanks to the generosity of Albertans province-wide, Goodwill received **855,521** donations, of gently-used household items. The most donations EVER received in a calendar year! These donated items contribute to a self-sustaining non-profit social enterprise, focused on creating employment opportunities for those with disabilities or barriers.

With total retail revenues at **\$54,341,866** Goodwill has been able to re-investment more into our mission than ever before, with **92.1%** being reinvested into mission programs.

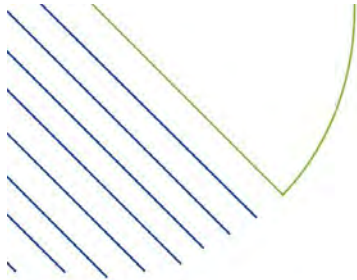




Thank You

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.

- AXE Monkeys
- CANADIAN LINEN & UNIFORM SERVICES
- CANADIAN TIRE
- EECOL ELECTRIC
- HUGHES PETROLEUM
- [RE] WASTE
- SKYBLUE SERVICES
- SUNCOR ENERGY
- TELUS COMMUNICATIONS



THANK YOU



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.



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