

2024

Goodwill

Industries of Alberta



Annual Report

**Thrift.
Transform.
Thrive.**





CORE PURPOSE

We impact people and our planet for an amazing Alberta!



WE CARE
AND IT SHOWS



WE ARE ONE
AMAZING TEAM



WE GET BETTER AND
BETTER EVERY DAY



WE MAKE A
POSITIVE IMPACT

**THROUGH THE JOURNEY OF GOOD,
WE WILL BE #1 IN ALL WE DO!**

Making a Difference with Dignity and Joy

Our mission is to change lives and communities through the power of work. We believe that meaningful employment is a fundamental right for all individuals, and we are committed to creating inclusive workplaces where everyone can thrive.

Guided by our core values of, **We Care and It Shows, We Are ONE Amazing Team, We Get Better and Better Every Day, and We Make a Positive Impact**, we foster a culture of compassion, collaboration, continuous improvement, and social responsibility.

As a donor-driven organization, led by a volunteer Board of Directors, Goodwill is more than a thrift store, as our non-profit, social enterprise, is a catalyst for positive change, creating a brighter, more inclusive future for all Albertans.

37

Donation drop off
locations across
the province.



Goodwill Team
members have a self
disclosed disability or
barrier to employment*

65%

*ESL included



Goodwill
stores in
Alberta:

14

91



Cents of every dollar made
from your donations goes
back to our mission.



21,604,446 kg

Total amount diverted
from landfills



2024

Waterstone -
Canada's Most
Admired
Corporate
Cultures.

1 in 5



Persons employed
have a self
disclosed disability.



1.47%

Increase

3,102,969

Store Traffic



16,738

Paid employment
hours exclusively in
Goodwill@Work.

Thrift. Transform. Thrive.

Through the power of thrift, we continue to build a circular economy that supports both environmental sustainability and social good.

With the support of over **910,000 donors**, over **1,100** team members and over **3 million visitors** to our retail stores, we continue to move forward, helping more people with disabilities and barriers through the power of work and the dignity of a job.

Thank you for making a positive impact and transforming lives for the better.



From the desk of Dale Monaghan, our President & CEO

As we reflect on 2024, I am filled with a deep sense of pride in the resilience, growth and impact that defined this past year at Goodwill Industries of Alberta. The dedication towards our important mission of supporting those with disabilities or barriers through meaningful employment, continues to build stronger communities, more inclusive workplaces and a more sustainable future.

Support always starts with a donation and thanks to the incredible generosity of Albertans, we received a record-breaking **911,222** donations in 2024, marking a **6.5%** increase over the previous year. This milestone reflects the community's keen interest in our mission and also plays a critical role in keeping usable goods out of landfills,

all while funding employment programs within the communities we proudly serve.

In line with this growth, store traffic increased **3%**, with over **3 million visitors** to our retail stores, an increase of approximately **70,000 people** compared to 2023. Every visit represents someone choosing to support local job creation, sustainability, and social impact through the simple act of shopping at or donating to Goodwill.

One of the year's most exciting developments saw two of our retail stores relocate to larger, more accessible locations. After years on the TransCanada highway in **Calgary**, this location moved a few blocks North to the beautiful **Sunridge** neighbourhood. While in **Sherwood Park**, we relocated the Athabasca Ave location to **Baseline Road**. Both locations offer a more enhanced shopping experience and a more efficient donation centre for supporters. These moves reaffirm our commitment to serve proudly our communities in a more dynamic fashion and to create even more employment opportunities for Albertans with disabilities or barriers to the workforce.

Our employment programs continued to thrive, especially through our Mission Impact portfolio, which saw a **105% increase** in paid employment positions found. We are proud to support hundreds of individuals with disabilities or barriers every year in gaining valuable work experience, building skills, and finding meaningful employment. Their successes are the true measure of our impact and compliment Goodwill's own opportunity to hire, train and prepare hundreds of individuals with disabilities or barriers for employment within our own stores. Goodwill retail locations are more than just an outlet to shop, as they are a training ground and development centres of excellence for those in pursuit of positive progress.

As we look ahead, with your support, we remain focused on expanding our reach, enriching our programs, and building partnerships to amplify our mission.

Thank you for your ongoing belief in the power of work and the dignity of a job and thank you for your commitment to our mission of supporting those with disabilities or barriers to find and gain meaningful employment. We are partners and we are very proud of this relationship. You are creating a long-lasting positive impact of goodwill, as we continue to provide opportunity, service and good for all.

Dale Monaghan
President & CEO
Goodwill Industries of Alberta





From the desk of Erin Skinner, Board Chair

As Chair of the Board of Goodwill Industries of Alberta, it is my privilege to reflect on a truly exceptional year for our organization, marked by innovation and an unwavering commitment to the people and communities we serve.

At the heart of Goodwill's success are our core values, which continue to guide every decision and action we take:

- **We are a team – united in purpose and collaboration.**
- **We get better and better every day – always striving for improvement.**
- **We care and it shows – in how we serve and support one another.**
- **We make a positive impact – in the lives of individuals, families, and the environment.**

These values came to life in 2024 in inspiring and tangible ways. We were proud to be recognized for our corporate culture of excellence, receiving the Canada's Most Admired Corporate Cultures™ Award from Waterstone Human Capital; a testament to the people-first culture we foster at every level of our organization. Only eight organizations from Alberta received this recognition, and we're so proud to be one of them.

Environmental stewardship remains central to our mission and our sustainability efforts continue to grow, with an astounding 21.5 million kilograms of all donated items diverted from landfills in 2024. Through targeted upcycling initiatives, we gave new life to over 6,500 kilograms of textiles like t-shirts and towels, and more than 6,000 kilograms of furniture, simply by upcycling and repurposing these items through a variety of programs dedicated to employing those with disabilities at our Impact Centres in both Edmonton and Calgary.

With the tremendous success of waste diversion through these programs, we received honours and recognition through the City of Calgary's Environmental Achievement Award, as well as recognition from the Alberta Emerald Foundation for our innovative Repair for Good program. In partnership with Vecova, we also received an Equity Investment Award, celebrating our commitment to inclusive employment and community collaboration.

The Board of Directors is proud to support an organization that adapts to meet the needs of today and leads boldly towards a more inclusive, sustainable future. These accomplishments are made possible by our dedicated leadership team, passionate staff, tireless volunteers, generous donors, and the countless individuals who choose to shop and donate with Goodwill.

On behalf of the wonderful volunteers on the Board of Directors, thank you for continuing this journey with us. With your support, we are making a difference, and we are creating lasting change across Alberta.

Erin Skinner

Board Chair

Goodwill Industries of Alberta



Goodwill

Mission Impact

Our Mission Comes to Life

At Goodwill, we are a people first organization. We are inspired by people who come to Goodwill looking for opportunity and a vision for betterment. It is about lives that are transformed through meaningful employment.

As a certified Commission on Accreditation of Rehabilitation Facilities (CARF) organization, (through 2025), Goodwill's Mission Impact encompasses a variety of departments and personnel dedicated to helping those with disabilities or barriers with job opportunities. This includes:

- **Career Connections** – Focused on helping people with disabilities and employers on the education of hiring people with disabilities.
- **Goodwill Cares** – Consisting of Goodwill Navigators, who are life coaches for all of our Goodwill team members.
- **Goodwill @ Work** – Providing employment for people at Goodwill for those with disabilities through a specialized department dedicated to upcycling and working with and working with private enterprises for the assembly of products.

In 2024, Goodwill has increased the people and employers served through our Mission Impact programs over the previous year by **21%**, while graduating **14%** more people through a variety of job training programs. By working with more external employers, Goodwill also had an increase of over **105%**, or **41 NEW** paid positions found for people with disabilities in Alberta.



386

PEOPLE &
EMPLOYERS
SERVED23% INCREASE
OVER 2023

139

INDIVIDUALS SERVED IN
CALGARY OPPORTUNITY
ACCELERATOR230% INCREASE
OVER 2023

62

GRADUATES OF
MISSION PROGRAMS14% INCREASE
OVER 2023

82

NEW PAID
EMPLOYMENT
POSITIONS FOUND105% INCREASE
OVER 2023

131

PERSONS WITH
DEVELOPMENTAL
DISABILITIES SERVED

120

VOLUNTEER POSITIONS

6369

VOLUNTEER
HOURS CREATED

3000+

EMPLOYERS
WORKING WITH
GOODWILL SINCE
INCEPTION



Mission Success

At the 2024 Goodwill Thrifting Hall of Fame, Gregory Hemp took the time to share with the audience and inductees about his experience through the Goodwill Mission programs.

Gregory began his journey with Goodwill in 2023, getting job training through the Career Connections portfolio, finding an opportunity as a Goodwill Ambassador to help clean the store at the Goodwill Whyte Avenue location. He used this experience to interview and obtain a job at the Superstore in Harvest Hills working mostly weekends in general service. Gregory loves CRUSHING boxes in his role!

Meaningful employment can mean so much to a person and for Gregory, he was so proud to show his first pay stub to his mama. In his spare time, Gregory loves pinball and bowling and just loves to learn new things, as long as he gets to come home with a smile every single day. Gregory's dream job is as an accountant because he loves math and by gaining work experience, every day he steps one foot closer to having the dream become reality.

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 2024, 62 people graduated mission programs at Goodwill, with 202 volunteer and paid positions found, providing purpose and fulfillment.



OPPORTUNITY ACCELERATOR



Opportunity Accelerator

An accelerated (6-week) Path to Employment program for those with disabilities, who are ready and willing to find and gain meaningful employment.

139

INDIVIDUALS SERVED IN
CALGARY OPPORTUNITY
ACCELERATOR

230% INCREASE
OVER 2023

62

GRADUATES OF
MISSION PROGRAMS

15% INCREASE
OVER 2023



Employer Inclusion Accelerator

Goodwill's Employer Inclusion Accelerator Program helps employers with support to hire those with disabilities. Support for employers includes hiring, retention, onboarding and coaching of people with disabilities, creating an overarching goal of independence for the individual.

64 45%
INCREASE
OVER 2023

EMPLOYERS SERVED
BY THE PROGRAM

22

PAID EMPLOYMENT
POSITIONS FOUND

2

VOLUNTEER POSITIONS





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.

5,132

HOURS SPENT
WORKING WITH STAFF

1,166

TOTAL NUMBER OF
PEOPLE SERVED,
THROUGHOUT 2024

13,063

COUNTS OF SERVICE
PROVIDED



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.

TOP 4 DISCUSSED TOPICS

Mental Health
Family Matters
Physical Well-being
Communication

25

COMMERCIAL
SERVICES STAFF

9

WE SHINE
CREW STAFF

4

TELUS DOOR
KNOCKER STAFF

3

REPAIR FOR
GOOD STAFF

CLEANING CLOTHS



Packages Created

8,200

T-shirts & towels
diverted from landfills

6,555 kg

SUNCOR BOLT KITS



Kits Made

1,828

Individual
bolts created

10,880

EECOL ELECTRIC



Solar panel brackets
fabricated

1,187

Battery cables
fabricated

1,577

GOODWILL@WORK

REPURPOSE



Denim totes sold by
RePurpose by GW

226

COFFEE CART VOLUNTEER HOURS



Volunteer hours

416

TELUS DOOR KNOCKERS



Door hanger
advertisements delivered

30,074





deam
DISABILITY EMPLOYMENT
AWARENESS MONTH

Disability Employment Awareness Month (DEAM) in Alberta is an annual campaign in October that focuses on promoting inclusive hiring practices and raising awareness about the challenges faced by individuals with disabilities in the job market. DEAM aims to celebrate the contributions of workers with disabilities, educate employers about the benefits of inclusive hiring, and foster collaboration between service providers, businesses, and government to create a more inclusive economy.

Goodwill is proud to be one of Alberta's largest employers of people with disabilities with over **22%** of the staff having a self-disclosed disability, (as reported in an annual employee engagement survey) 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.

Throughout the month of October, various events and activities are held across Alberta to promote DEAM's goals, such as conferences, workshops, and online campaigns. This includes Goodwill's DEAM speaker series in both Edmonton and Calgary, where the BollyWheels dance group, piano player Riccardo Baldelli and the Milk Jar Company were featured, highlighting the benefit of becoming an inclusive environment, while showcasing the successes of hiring those with disabilities.





Sustainability

At Goodwill Industries of Alberta, sustainability is integral to our mission of empowering individuals with disabilities or barriers to employment. Through innovative programs and community partnerships, we are committed to reducing waste, conserving resources, and fostering a circular economy that benefits both people and the planet.

Sustainability is at the heart of the growing trend towards thrift shopping in Canada. According to surveys, **90%** of Canadians have engaged with thrift stores through shopping or donating, up from 83% in 2022. Nearly one in three Canadians thrifted in the past year, and more than **40%** of Gen-Z are active thrifters. 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 over one-third of Albertans are aware of sustainable initiatives within Goodwill, with awareness slightly higher in the Greater Edmonton Region. This shift reflects a broader cultural movement toward conscious consumption and environmental responsibility.

Goodwill Industries of Alberta plays a pivotal role in this movement. By diverting over **87%** of donated items from landfills, we actively contribute to environmental conservation. In 2024, this resulted in **21,604,446 kg** of material being diverted. This is equal to filling up Commonwealth Stadium in Edmonton with waste 4 times!

As we look to the future, we remain dedicated to expanding our sustainability efforts. Through innovation, community partnerships, and a steadfast commitment to our mission, Goodwill Industries of Alberta continues to lead by example in creating a more inclusive and environmentally responsible society.

87%

DIVERSION RATE IN 2024

SUSTAINABILITY STATISTICS



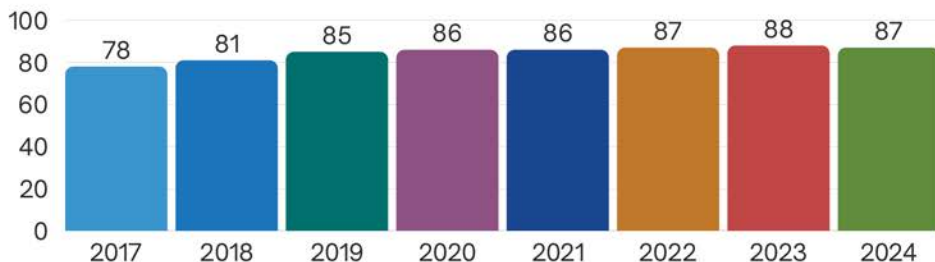
87%
DIVERSION RATE IN 2024



21,604,446

TOTAL MATERIAL DIVERTED FROM LANDFILLS IN KILOGRAMS

EQUIVALENT TO:



DIVERSION RATE HISTORY

24,799,362 kg

TOTAL DONATIONS

21,604,446 kgTOTAL AMOUNT DIVERTED
FROM LANDFILLS**6,084 kg**FURNITURE UPCYCLED BY
REPAIR FOR GOOD**6,555 kg**DIVERTED
TOWELS/TSHIRTS FOR
CLEANING CLOTHS**6,570,691 kgs**

ITEMS RECYCLED

36%INCREASE IN
WIEIGHT (KGS)
DIVERTED FROM
LANDFILLS
SINCE 2017



498,746 kg
RECYCLED

Quantum Lifecycle continues to help Goodwill
recycle and reuse electronics.



183

PAIRS OF JEANS DIVERTED
FROM LANDFILLS



120

EMPLOYMENT
HOURS CREATED

In the Edmonton region, a successful pilot
program was launched between Canadian Tire
Corporation/Mark's and Goodwill Industries of
Alberta involving a denim 'take-back' for
customers, giving denim a second-life.



COMMUNITY AT THE CORE

At Goodwill Industries of Alberta, community is more than just a value, it's the foundation of everything we do. This year, Goodwill is proud to strengthen meaningful partnerships that brought people together and celebrated the spirit of giving back. From cheering on the Calgary Hitmen and Edmonton Oil Kings, to collaborating with the Elks and sharing the joy of thrifting through our Thrift Bus and Thrifting Hall of Fame. Every initiative was a reminder of how powerful we can be when we work together. These partnerships support our mission of sustainability and inclusion, while also helping us reach new audiences and spread the message of Goodwill in a fun, engaging, and impactful way. We are grateful for these relationships and look forward to building an even stronger community in the year ahead.



COMMUNITY SUPPORT



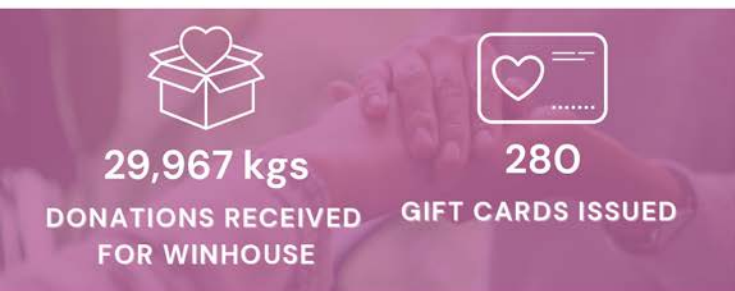


Royal Alexandra
HOSPITAL

Sturgeon
Community
Hospital
Foundation

COMMUNITY SUPPORT

The Edmonton Impact Centre works closely with the Royal Alexandra and Sturgeon Community Hospital to provide clothing and products specifically designated for disadvantaged patients who are discharged from the hospital and have damaged their clothing.



WINhouse

For the third straight year, Goodwill Industries of Alberta proudly continued our meaningful partnership with WINhouse, a vital Edmonton-based organization that provides emergency shelter and support for women and children fleeing domestic violence.



In the Edmonton region, Goodwill has partnered with the Mustard Seed to accept textiles and other commodities. Goodwill purchases overstock items from the Mustard, which provides recycling support for their unsold merchandise.

\$3,700City of Edmonton
Window Repair**\$2,500**Disability Employment
Awareness Month**\$21,175**Circular Economy Grant
for Repurpose by GW



Finalists and Recognition

- Charity Village for Mental Health in the Workplace
- Charity Village for Diversity, Equity and Inclusion
- Alberta Business Awards of Distinction for Marketing
- Alberta Media Production Industries Association for best Public Service Announcement



At the heart of Goodwill Industries of Alberta is a passionate and purpose-driven team of 1,069 individuals who bring our mission to life every day. United by a shared commitment to inclusion, sustainability, and community impact, our team members work across retail, donation, logistics, and mission-focused programs to help Albertans thrive through the power of work.

1069

Total number of
Team Members
as of December
31, 2024

We are especially proud that 22% of our workforce self-identifies as having a disability, a reflection of our commitment to building an inclusive workplace where everyone is valued, supported, and empowered to succeed. Together, we are not just creating jobs, we're creating meaningful opportunities and lasting change.

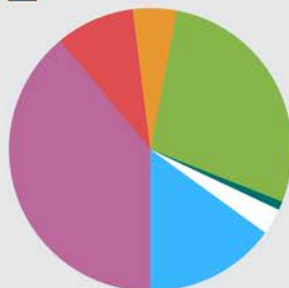


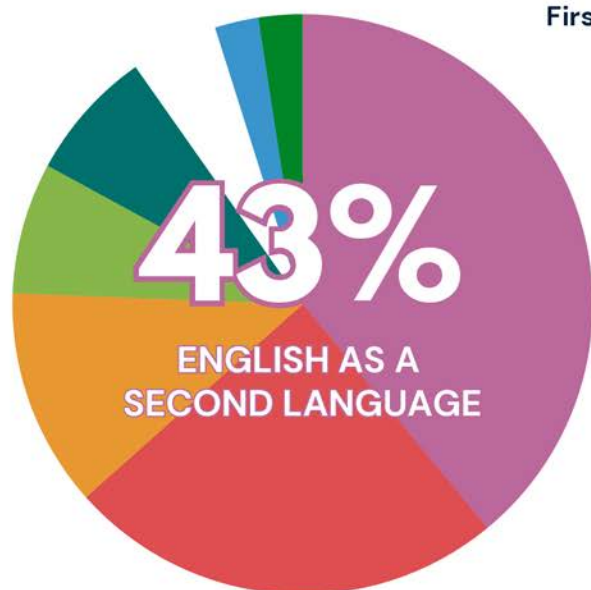
22%

of staff
members with a
self-disclosed
disability

Breakdown of Cultures/Backgrounds

- 39% Caucasian
- 9% Black
- 5% Latino or Hispanic
- 28% Asian
- 1% Pacific Islander
- 3% Indigenous
- 15% Undisclosed





First Languages

- 16% Tagalog
- 10% Other
- 5% Ukrainian
- 3% Spanish
- 3% Russian
- 2% Hindi
- 1% Mandarin
- 1% French



BOARD OF DIRECTORS



Erin Skinner
Board Chair



John Panusa
Vice Board Chair



Werner Pietrzyk
Secretary &
Executive
Committee



Stuart Johnston
Finance and Audit
Committee



Gloria Hartl
Treasurer & Chair
of Finance & Audit
Committee



Crystal Tulloch
Finance and Audit
Committee



Jodi Tomchyshyn
Finance & Audit
Committee



Wendy Ivey
Finance and
Audit Committee



Erin Bilawchuk
Chair of Governance
Committee



Wendy Birch
Governance
Committee



Bob Sprague
Governance
Committee



Dale Monaghan
President & CEO

Goodwill Industries of Alberta is guided by a dedicated team of volunteer board members who bring their diverse expertise, leadership, and passion for community service to our mission. Their strategic vision and governance ensure that we remain focused, accountable, and aligned with our values as we work to create inclusive employment opportunities for Albertans with disabilities.

We are deeply grateful for their time, insight, and unwavering commitment to building a stronger, more compassionate province.

2024 REVENUE

2024 EXPENSES

\$55,617,489

TOTAL REVENUE

\$54,756,934

TOTAL OPERATING EXPENSES

\$3,291,041

PROVINCIAL CONTRACTS

\$35,007,639

HUMAN RESOURCES

\$51,399,868

DONATED GOODS REVENUE

\$14,150,618

OCCUPANCY

\$926,580OTHER DONATIONS, GRANTS
AND OTHER REVENUES**\$5,598,677**

MATERIALS AND OTHER COSTS

Financial stewardship is more than just responsible accounting, it's a reflection of our commitment to transforming lives through the power of work. Each year, we work diligently to ensure that every one of the **911,222** donations, generating **\$55,617,489** in total revenue is maximized to support our mission of creating inclusive employment opportunities for individuals with disabilities and barriers to employment.

In 2024, our focus remained on sustainability, transparency, and reinvestment into the communities we serve. Through the careful management of resources, we were able to strengthen our employment programs, enhance our environmental initiatives, and expand our social impact across the province.

The financial report demonstrates our dedication to building a better, more inclusive Alberta. Together, we are turning donations into opportunity and opportunity into lasting impact.



THANK YOU

At Goodwill Industries of Alberta, everything we achieve is made possible because of your support. In 2024, your generosity and commitment helped us continue transforming lives through the power of work. Every item donated, every purchase made, every hour volunteered, and every partnership formed contributed to a brighter, more inclusive future for Albertans with disabilities and barriers to employment.

Because of you, thousands of individuals gained access to meaningful work, critical job training, and renewed confidence. Your support helped us reduce waste, extend the life of millions of goods, and deepen our impact in communities across the province.

You are not just part of our mission, you are the reason it thrives.

Thank you for believing in the power of **thrift**.
Thank you for fueling **transformation**. Thank
you for helping people and communities **thrive**.







Thank You

“We impact people and our planet for an **amazing** Alberta!”