

Goodwill

Industries of Alberta



2025 Annual Report



The Power of One

One donation. One purchase. One community,
creating good, together.

1,112

TEAM MEMBERS

\$62.4M

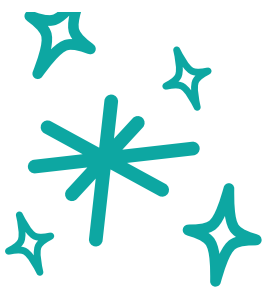
TOTAL REVENUE

87%

DIVERSION RATE

281

PEOPLE SERVED



93¢

Of every dollar is reinvested into our mission

87%

Total diversion rate from landfills

665

Inclusive job training workshops

25%

Team members have a self-disclosed disability

40+

Locations across Alberta

3



®

Message from the President & CEO



Dale Monaghan

President & CEO, Goodwill Industries of Alberta

In a year of firsts, Goodwill Industries of Alberta demonstrated in 2025, what can be made possible when purpose, community and opportunity come together. As we reflect on these achievements, our current efforts are laying the foundation for a brighter future for those we serve. Our commitment to purpose, community, and innovation has had a profound and lasting impact, opening doors to opportunities and transforming lives across Alberta.

Our dedication towards our mission of supporting those with disabilities or barriers through meaningful employment continues build a positive future and drive positive change. The progress we made in 2025 is a testament to the strength of our organization, the passion of our team, and the tremendous impact of our collective efforts. Every initiative we launched, every program we expanded, and every partnership we fostered directly contributed to a more inclusive and prosperous future for Albertans.

This past year, Albertans demonstrated exceptional trust in Goodwill, recognizing our ability to transform donations of clothing and used household goods into life-changing opportunities. Their generosity fueled our mission and empowered individuals to overcome challenges and realize their full potential. Goodwill proudly received **over 1 million donations**, setting a new organizational record, marking a 10% increase from the previous year. Each donation represented far more than reusable goods, as it represented belief in our mission and directly fueled job creation, skills development and environmental stewardship.

This trust was also reflected in how communities engaged with our retail network. In 2025, store traffic increased by 8% to **nearly 4 million visits**, over 300,000 more than the previous year. These visits strengthened our ability to reinvest in employment programs while reinforcing Goodwill's reputation as a purpose-driven, transformative social enterprise. At the heart of this impact are the individuals we serve. We saw 118 people graduate from Goodwill's mission programs, each person moving forward with new skills, confidence and valuable connections to meaningful work. These outcomes remind us of why our work matters and why continued investment in inclusive employment is essential.

We also made significant strides in strengthening our social enterprise. Our commitment to authentic storytelling were recognized with an **Alberta Business Awards of Distinction** award for marketing, reflecting our commitment to transparency and trust. Additionally, we were also proud to receive a renewal of **Canada's Most Admired Corporate Culture** award from Waterstone Human Capital, validating our belief that a strong, values driven culture is foundational to delivering meaningful community impact, while shaping a sustainable future.

Within our organization, we prioritized investing in our people, fostering a workplace rooted in respect, inclusion and growth. Our team members across retail, mission services, logistics and administration bring passion and purpose to their work every day. Their commitment is the driving force behind our success. Strong governance and financial stewardship remained essential pillars of Goodwill. Together with our Board of Directors, we maintained a clear focus on accountability, risk management and long-term sustainability, ensuring Goodwill is positioned to meet growing community needs while remaining resilient in a changing environment.

We are deeply grateful and extend our deepest gratitude, to our donors, shoppers, employment partners, stakeholders and supporters for standing alongside us. Your trust and collaboration amplify our impact and extend the reach of our mission across Alberta.

Thank you, for your ongoing belief in the power of work as we continue our forward progress, through our commitment of supporting those with disabilities or barriers to the workforce. You are helping to create a legacy that will live well into the future, where one act of donating or one act of shopping can reshape a life forever.

Dale Monaghan
President & CEO

Goodwill Industries of Alberta

Message from the Board Chair



John Panusa

Board Chair, Goodwill Industries of Alberta

As Board Chair of Goodwill Industries of Alberta, I am proud to reflect on a year defined by progress, purpose, and measurable impact for the people and communities we serve.

Our success is grounded in clear values that guide every decision and every action. We are a team. We get better and better every day. We care and it shows. We make a positive impact. These values are not aspirational statements, as they are lived daily by our team members, volunteers, partners, and supporters across the province.

We were proud to see **281** individuals accessing resources and participating in job training programs, gaining skills, confidence, and opportunity on the path to meaningful employment in 2025. These outcomes reflect Goodwill's unwavering focus on inclusive employment and our commitment to supporting people as they build sustainable futures.

Strong partnerships remain essential to this work. During the year, 160 new employers joined in working with our mission team, creating pathways to employment for people with disabilities and helping build more inclusive workplaces throughout Alberta. These relationships are critical to delivering real, lasting change and demonstrate the growing confidence employers place in Goodwill's approach.

Goodwill's environmental stewardship continues to deliver tangible results. Through donation, reuse, and repurposing, we diverted **23.8 million kilograms** of material from local landfills, achieving an **87 percent** diversion rate. As a result, we realized a **42 percent** reduction in landfill kilograms per donor, keeping more than **11.5 million** additional kilograms of material in circulation; reinforcing Goodwill's role as an environmental steward and circular economy leader.

Innovation in reuse played a key role in this progress. Over the year, **26,608 kilograms** of furniture, t-shirts, towels, and denim were repaired and repurposed, creating employment opportunities for individuals with disabilities while keeping these items out of landfill. This work demonstrates how social impact and environmental responsibility can move forward together.

On behalf of the Board of Directors, we remain committed to strong governance, responsible stewardship, and rigorous oversight to ensure Goodwill Industries of Alberta continues to deliver sustainable social, environmental, and financial outcomes. The Volunteer Board of Directors actively supports management in advancing our strategy, monitoring performance, and managing risk in alignment with our mission and values.

As we look ahead, our focus remains on long-term impact, organizational resilience, and the responsible use of the resources entrusted to us. We are confident in Goodwill's leadership, operational discipline, and strategic direction, and we will continue to govern in a manner that upholds public trust, strengthens partnerships, and ensures lasting value for the individuals and communities we serve.

John Panusa

Board Chair

Goodwill Industries of Alberta



Mission Impact



Goodwill
Mission Impact

281

Individuals served
138 PDO (104 Calgary OA) | 39 RWA

665

Workshops delivered
91% average attendance rate

118

Program graduates
98 Calgary OA | 19 PDO

160

New employer partners
3,300+ since inception

43

New paid positions
102% increase from 2024

112

New volunteer positions
With Goodwill and partner organizations



Goodwill
Mission Impact



7,290

Volunteer hours in our community



Valued at

\$153,103

Mission

Empowering Individuals Through the Power of Work

Goodwill Industries of Alberta's mission is to empower individuals with disabilities and barriers to employment by providing opportunities to develop skills, gain confidence, and secure meaningful work. In 2025, this commitment translated into measurable impact across communities we serve.

Through our programs, 281 individuals accessed training and employment supports through our Persons with Developmental Disabilities programming, designed to build independence and long-term success. Our focus on inclusive employment resulted in 43 individuals securing new paid positions, reflecting both the readiness of participants and the effectiveness of our employer partnerships. In total, Goodwill established 160 NEW employer partnerships in 2025, expanding opportunities for individuals and strengthening connections with businesses committed to inclusive hiring.

Learning and skill development remained at the heart of our approach, with 665 workshops delivered throughout the year. These workshops provided practical training, workplace readiness skills, and confidence-building experiences that support individuals at every stage of their employment journey.

Together, these outcomes demonstrate the strength of Goodwill's mission in action: creating opportunities, advancing inclusion, and helping individuals build brighter futures through the power of work.

Goodwill Cares

Supporting Our Team From Within

Goodwill Cares is a cornerstone program at Goodwill Industries of Alberta.

Available to all Goodwill team members, Goodwill Cares provides personalized assistance through dedicated navigators who connect individuals to resources and services tailored to their needs. In 2025, 1,298 team members accessed the program, underscoring its importance across the organization.

Navigators played a critical role in delivering this support, contributing 7,120 hours of service throughout the year. Their work led to the development of 256 individualized care plans, helping team members address a range of needs including financial stability, wellness, and access to community supports.

1,298

Total number of team members utilizing services

7,120

Hours invested

927

Life scans completed

256

Personal care plans created



Top 3 topics

- Mental Health
- Family Matters
- Physical Well Being

Mission Moment

An employee recently shared their experience of coming out as transgender in the workplace after more than a year with the organization. While they had previously hesitated due to past experiences, they described receiving overwhelming support from team members and leadership once they felt ready to share their authentic identity. With the support of their supervisor, they were able to update their name/pronouns and were also connected to community resources to support their journey. They expressed deep gratitude for the understanding and encouragement they received, noting that this environment gave them the confidence to move forward. Their experience reflects Goodwill's ongoing commitment to fostering a workplace where every individual feels respected, supported, and empowered to be their true self.

Goodwill @ Work

Social Enterprise In Action



52

Total number of staff in Goodwill@Work program

12,900

Total employment hours for Commercial Services Team

5,847

Employment hours for We Shine Crew

312

Coffee cart volunteer hours

\$531,223

Total Goodwill@Work earned revenue

The Goodwill at Work Program is a dedicated department within Goodwill Industries of Alberta that creates meaningful employment opportunities for individuals with disabilities. With a team of 52 members, the program focuses on building skills, fostering independence, and delivering high quality contract services for community and corporate partners.

In 2025, the team contributed to a diverse range of projects that combined social impact with environmental sustainability. For Suncor, team members assembled 11,927 bolt kits, while 1,164 solar panel bracket packages were completed for EECOL Electric, supporting the growth of clean energy infrastructure. The team also played a role in community outreach by delivering 41,682 TELUS promotional materials.

Environmental stewardship remained a key priority. Through the production of 9,060 packages of Goodwill Cleaning Cloths, made by repurposing donated textiles, 15,666 kilograms of material were diverted from landfills. The Repair for Good program further advanced circular economy efforts by refurbishing furniture, diverting 42,995 kilograms of material from waste streams. In partnership with YYC Rain Barrels, the program also transformed repurposed soda barrels into rain barrels, diverting an additional 13,220 kilograms from landfills.

Together, these initiatives demonstrate how the Goodwill at Work Program brings the mission to life by creating inclusive employment, supporting industry partners, and advancing environmental sustainability across Alberta.

RePURPOSE by GW

Launched in March 2025, RePURPOSE by GW is a sustainability-focused initiative that transforms donated denim into functional, high-quality products such as handbags and aprons. By giving new life to donated materials, the program reflects Goodwill Industries of Alberta's commitment to environmental stewardship and innovative reuse.

In its first year, the program produced 829 denim bags and 137 denim aprons, diverting more than 1,000 kilograms of textiles from landfills. Beyond its environmental impact, RePURPOSE by GW creates meaningful employment opportunities for individuals with disabilities, providing hands-on experience, skill development, and pathways to greater independence.



DEAM Connect

DEAM Connect, presented by Goodwill Industries of Alberta, is an inspiring annual event held each October in recognition of Disability Employment Awareness Month. It brings together leaders, advocates, employers, and community members to advance inclusive employment and celebrate the contributions of individuals with disabilities in the workforce. In 2025, the event featured powerful voices including Madison Tevlin, an internationally celebrated actress who has starred alongside Woody Harrelson, whose perspective challenged assumptions and highlighted the immense value of inclusive hiring.

"I have Down syndrome and it's the least interesting thing about me."

DEAM Connect continues to serve as a catalyst for growth, learning, and action. It offers attendees the opportunity to deepen their understanding, build meaningful connections, and discover new ways to foster inclusion within their own organizations and communities.

Graduations

In 2025, Goodwill Industries of Alberta introduced public graduation ceremonies to recognize individuals who have progressed through the Career Connections Program. This marked a meaningful shift from previous years, when participants received certificates of completion privately at their workplaces.

Two ceremonies were held during the year at the Whyte Avenue Mission Impact training area, bringing together graduates, families, and supporters to celebrate achievement in a more visible and community-oriented way.

For graduates, these ceremonies represent far more than the completion of a program. They symbolize hope for the future, greater independence, and the confidence to take the next step in their employment journey. Graduation is a powerful milestone that recognizes not only the skills gained, but also the perseverance and resilience required to overcome barriers and build a path forward. One of the graduates in 2025 included Tyler, from Edmonton, who has seen his development improve dramatically through the Career Connections program. He volunteers regularly through the Goodwill Volunteer Hub, giving back to his community and creating time so he can regularly train and compete in the Special Olympics Alberta Summer and Winter Games. Tyler is going from co-dependence to independence all through the power of work and the dignity of a job.

Sustainable Impact Report

87% Diversion Rate



87%

Total diversion rate from landfills



23,848,418

Total kilograms diverted from landfills



1,676,491

Total kilograms of recycling



27,324,323

Total kilograms (approximately of donations)

Sustainability is central to the mission of Goodwill Industries of Alberta, reflecting a commitment to both environmental responsibility and community impact. By extending the life of donated goods and reducing waste, Goodwill plays an important role in supporting a more circular economy while creating opportunities for individuals facing barriers to employment.

In 2025, this commitment resulted in 87% of all donated items being diverted from landfills, representing 23.8 million kilograms of materials reused or repurposed. An additional 1.6 million kilograms of items that could not be resold were recycled responsibly, further reducing environmental impact and supporting responsible resource management.

These efforts demonstrate the significant role second-hand shopping plays in sustainability. By choosing to donate and shop at Goodwill, customers directly contribute to waste reduction, lower carbon emissions, and a more sustainable future. Every purchase and donation helps keep usable items in circulation while supporting programs that empower individuals in the community.

Key partnerships continue to strengthen Goodwill Alberta's ability to innovate and expand its environmental impact. Collaborations with organizations such as Aquatera in Grande Prairie and Quantum Lifecycle in Sherwood Park enable more materials to be diverted from landfills through advanced recycling solutions and responsible processing practices.

BIG PICTURE IMPACT

23,848,418kg diverted from landfills would look like a convoy of garbage trucks stretching from **Edmonton** to **Calgary**



Hospital Partnership Program

Goodwill Industries of Alberta continues to strengthen its community impact through partnerships with healthcare institutions across the Edmonton region, including the Sturgeon General Hospital, University of Alberta Hospital, the Royal Alexandra Hospital, and the Edmonton Remand Centre.

Through this initiative, hospitals purchase gently used clothing at a reduced cost, which is then provided to patients who may have had their clothing damaged or are discharged without appropriate attire. In 2025, a total of 7,926 items were distributed through this program.

Quantum Lifecycle

Through its partnership with Quantum Lifecycle, Goodwill Industries of Alberta continues to advance environmental sustainability while directly supporting its mission. In 2025, a total of 308,644 kilograms of electronics were responsibly recycled, generating \$57,673 in revenue that was reinvested into mission programming. This collaboration was further recognized through the Circular 21 Award for emission avoidance — 638.9 tonnes of CO₂e in GHG emissions were avoided.

Aquatera

Through its partnership with Aquatera in Grande Prairie, Goodwill Industries of Alberta continues to advance environmental sustainability by increasing the diversion of materials from landfill. In 2025, the impact was significant, with 1,091.85 cubic metres of landfill space saved — equivalent to diverting 9,099 standard 120-litre garbage bins from local landfills.

Donation Bins

Goodwill Industries of Alberta continues to make donating more accessible and convenient for communities across the province through the strategic placement of 29 donation bins in 2025. Located primarily at eco stations and Habitat for Humanity ReStores, these bins are thoughtfully positioned to align with existing sustainability focused destinations.

Unlike typical donation bins placed in parking lots, Goodwill has intentionally avoided these locations to ensure every donation is handled with dignity, care, and respect.

The Goods

Stories of Impact

Old Money Donated

In March 2025, Goodwill Industries of Alberta was honoured to receive a meaningful donation of old currency from a generous family who chose to turn a forgotten asset into renewed opportunity. The family shared that the funds would be better used supporting Goodwill's mission. This thoughtful contribution was converted to support mission programming, directly enabling employment and training opportunities for individuals facing barriers.

Rain Barrels

Through a meaningful partnership with Green Calgary, Goodwill Industries of Alberta's Repair for Good program is transforming large soda containers into functional rain barrels for community members. This innovative initiative extends the life of donated materials while promoting environmental sustainability and water conservation across local communities.

Wonder Collective

Through the TELUS STORYHIVE series Wonder Collective, young audiences are inspired through engaging, educational programming that highlights community impact and creativity. In one episode, Wonder Collective visited Goodwill Industries of Alberta's Impact Centre in Calgary, offering a behind-the-scenes look at what happens to donations after they are received.

Community Support

The Driving Force Behind Our Mission



Community support is foundational to the success and sustainability of Goodwill Industries of Alberta, directly enabling the organization to deliver on its mission. Through the collective efforts of donors, partners, and community participants, everyday contributions are transformed into meaningful employment opportunities for individuals facing barriers.

Throughout 2025, a wide range of community initiatives demonstrated the power of this support in action. Community group donation drives brought together schools, businesses, and local organizations, encouraging Albertans to contribute gently used goods while building awareness of Goodwill's mission. Larger scale partnerships, including donation drives and activations with the Edmonton Elks and KiSS 91.7 FM, helped extend this reach even further.

Goodwill's Impact Centres in Calgary and Edmonton also played a key role in connecting the public to the mission in a tangible way. Tours and educational events, such as circular economy presentations hosted at the Calgary Impact Centre, provided behind-the-scenes insight into how donations are sorted, repurposed, recycled, and ultimately transformed into funding for programs.

Community Partners

Earth Warrior · Last Shot Apparel · Recycling Council of Alberta · Milk Jar Candle Company · Suncor · M&Z Industrial · TELUS · Green Calgary · Hughes · EECOL Electric · Article Apparels · Unboutiqued · City of Edmonton · City of Calgary · Axe Monkeys · French Quarter Business Association · Quantum Lifecycle · Allied Universal · Totem Community Foundation

Scholarship for GOOD



**Goodwill Industries of Alberta
Scholarship for GOOD**

Neha B.
MacEwan University

Scholarship for GOOD

With tuition fees on the rise and living expenses adding up, many students and their families find themselves grappling with the daunting prospect of accumulating debt to fund their academic endeavors. However, amidst this financial landscape, there exists a beacon of hope – student scholarships.

Introducing the Scholarship for GOOD open to all Alberta students 14+ and their parents.

Apply for the Goodwill Industries of Alberta Scholarship for GOOD for a chance to win \$2,500 to boost your efforts in spreading good vibes and making a positive impact. No minimum GPA or essays required for entry.

Grants

Investments in Our Mission



Grants

\$82,635
Federal Enabling Accessibility Fund

\$5,000
Totem Community Foundation

\$2,500
Alberta Employment Frist Network

\$2,500
City of Edmonton

Awards & Recognition

Leadership Across Alberta



Awards Received

- Alberta Business Awards of Distinction Marketing - Thrift Haul of Fame
- Waterstone Corporate Culture Award Renewal
- Circular 21 Award Emission Avoidance
- Benchmark YYC Award Lowest GHG Emissions Intensity

Finalist:

- HR Awards, Excellence in Diversity and Inclusion
- Eco-Impact, Community Award for Goodwill@Work
- Sherwood Park Chamber of Commerce - Leading Edge Award
- Charity Village Award - Best Non-Profit Employer, Diversity Equity and Inclusion

2025 Awards



Semi-Finalist:

- Charity Village Award Best Non-Profit Employer, Workplace Wellness Program

In 2025, Goodwill Industries of Alberta was recognized with several prestigious awards, reflecting its leadership in marketing excellence, organizational culture, environmental stewardship, and inclusive employment.

The organization received the Alberta Business Award of Distinction for Marketing, recognizing not only the strength of its campaigns and community engagement, but also its commitment to authentic storytelling. Goodwill Alberta also maintained its standing as a leader in workplace culture through the renewal of the Waterstone Corporate Culture Award.

Further demonstrating its environmental leadership, Goodwill Alberta was named to the Circular 21 list for emission avoidance, presented by Quantum Lifecycle. In addition, Goodwill Alberta was honoured as a finalist in several respected award programs including the HR Awards for Excellence in Diversity and Inclusion, the Eco-Impact Community Award, the Sherwood Park Chamber of Commerce Leading Edge Award, and nationally as a finalist for the CharityVillage Awards in Best Non-Profit Employer, DEI, and as a semi-finalist for Workplace Wellness.

Our People & Purpose

1,112 Team Members Strong



Goodwill Industries of Alberta's strength lies in its people, its purpose, and its deep connection to the communities it serves. In 2025, the organization continued to expand its reach, operating 39 donation centres, 14 retail stores, and 43 donation bin locations in partnership with Eco Stations and Habitat for Humanity. Across the province, more than 4,008,159 visits were made to Goodwill locations, reflecting strong and growing public support.

This engagement resulted in an all-time record of 1,003,997 donations, fueling both environmental impact and mission programs that create opportunity for individuals facing barriers to employment. Behind this success are 1,112 dedicated team members who bring Goodwill's mission to life every day.

Goodwill Alberta's workforce reflects the diversity and inclusivity at the heart of the organization. Twenty-five percent of team members have a self-disclosed disability, and 46% speak English as a second language, creating a workplace enriched by lived experience and diverse perspectives. With 57% of staff in full-time roles and an employee satisfaction rate of 81%, the organization continues to foster a supportive, stable, and purpose-driven environment. This culture is exemplified by the dedication of its people, including its longest-serving team member, who reached an inspiring milestone of 29 years of service in 2025.

Board of Directors

Guiding Our Strategic Direction

The Board of Directors of Goodwill Industries of Alberta is composed of dedicated volunteers from communities across the province, each bringing diverse expertise and perspectives to their governance role. United by a shared commitment to Goodwill's mission, these individuals generously contribute their time, insight, and leadership. Their volunteer service reflects a deep connection to the communities we serve and a belief in creating meaningful employment opportunities for Albertans facing barriers.



John Panusa
BOARD CHAIR



Erin Skinner
EX OFFICIO PAST CHAIR



Stuart Johnston
VICE CHAIR



Gloria Hartl
TREASURER & CHAIR,
FINANCE & AUDIT



Erin Bilawchuk
SECRETARY



Bob Sprague
CHAIR, GOVERNANCE
COMMITTEE



John Anderlic
FINANCE & AUDIT
COMMITTEE



Wendy Ivey
FINANCE & AUDIT
COMMITTEE



**Jodi Tomchyshyn
London**
FINANCE & AUDIT
COMMITTEE



Crystal Tulloch
FINANCE & AUDIT
COMMITTEE



Wendy Birch
GOVERNANCE
COMMITTEE



Linda Banister
GOVERNANCE
COMMITTEE



Angelo Blais
GOVERNANCE
COMMITTEE



Dale Monaghan
PRESIDENT & CEO

Financials

Goodwill Industries of Alberta's financial strength is driven by the generosity of the communities we serve, with more than one million donations received in 2025. These contributions directly fuel our mission, supporting programs that create meaningful employment opportunities for individuals facing barriers. With a strong commitment to stewardship, 93 percent of all revenues are reinvested into mission programming. This disciplined approach ensures that every donation delivers measurable impact across Alberta, strengthening communities and changing lives.

Combined Total Revenues		 2025 Financial Report
\$62,437,182		
<ul style="list-style-type: none">• Provincial contracts		\$3,092,153
<ul style="list-style-type: none">• Donated goods revenue		\$58,463,591
<ul style="list-style-type: none">• Donation, grants and other		\$852,463
Combined Total Expenses		
\$59,066,135		
<ul style="list-style-type: none">• Human Resources		\$37,318,410
<ul style="list-style-type: none">• Occupancy		\$14,931,364
<ul style="list-style-type: none">• Materials and other		\$6,816,361

Thank You

Together, We Changed Lives

We extend our heartfelt gratitude to every donor, customer, volunteer, partner, and team member who has supported Goodwill Industries of Alberta throughout the year. Your generosity and belief in our mission make it possible to create meaningful employment opportunities for individuals facing barriers, empowering people to build independence, confidence, and purpose. Together, we have transformed more than donations into opportunity, strengthened communities, and advanced a more inclusive and sustainable future across Alberta.

This year has been one of growth, impact, and momentum, made possible by the collective commitment of those who stand behind our work. Every contribution, every purchase, and every act of support fuels programs that change lives and create lasting pathways to employment.

As we look ahead to the future, we do so with optimism and determination. With your continued support, we will build on this strong foundation to create even greater opportunities for Albertans facing barriers to employment. Thank you for being an essential part of our journey and for helping us shape a future defined by possibility, inclusion, and shared success.



Goodwill Industries of Alberta

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