

# Goodwill

Industries of Alberta



## 2020 ANNUAL REPORT

A Legacy of Good

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

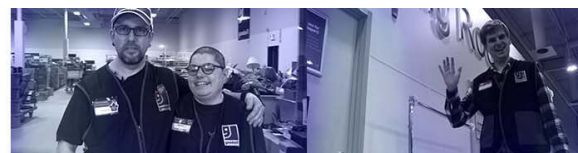


Since 1963, Goodwill has been making a difference in the lives of Albertans.





## A Message from Leadership



**PRESIDENT & CEO  
DALE MONAGHAN**

For nearly 60 years, Goodwill has been changing lives for the better, strengthening families and communities, through the power of work and the dignity of a job.

We entered 2020 on a wave of positivity from such a successful year in 2019, building on a **legacy of good**.

This being said, we learned and gained a lot from last year. Yes, it was a tough year, not only for Goodwill but for all of our team members, our community, our province, our country and the world. With a courageous team effort, Goodwill navigated these turbulent waters successfully.

The COVID era has taught us a lot as we continue to constantly improve Goodwill so we can continue to be the beacon of light for so many.

This light shines brightly with our **Career Connections** team. In May, as our province came out of a health and safety lockdown, most of our volunteer placements within Career Connections were put on hold. Our Job Development team was tasked with finding new opportunities for these placements and a new Goodwill Volunteer Hub was born. This hub has become a platform for volunteerism and community engagement, helping other local non-profits with packaging and assembly.

Our **Sustainability Action Plan** continues to make a positive impact in environmental stewardship and was a finalist for the Canadian Museum of Nature Inspiration Award in the Not-For-Profit category. We are truly honoured to be recognized for such a prestigious award though the effort and passion to succeed does not stop here. You will see more sustainability pursuits on the horizon including expanding successful environmental practices to the Calgary region.

Every year, organizations throughout Alberta are recognized by the **Alberta Business Awards of Distinction**. Goodwill was honoured to be a finalist for the Diversity Award of Distinction, demonstrating best practices in recognizing and creating an inclusive environment, respecting people as unique individuals. Goodwill strives for betterment and will look to incorporate best practices from fellow finalists, achieving greater success in the role of diversity.

Even with health restrictions in place for most of the year, donations received by Goodwill increased month over month, with 2020 being one of our best years ever in terms of donated items. These donations are the heart and soul of how Goodwill continues to change lives for the better, and it wouldn't be possible without these gifts of generosity from Albertans province wide.

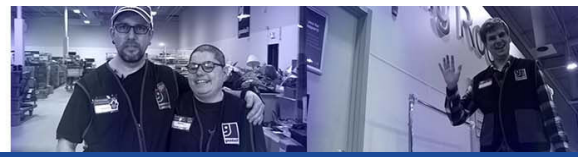
Committing to the ability to deliver so much good, we certainly appreciate our 1.2 million customers, 600 thousand donors and nearly 700 staff members.

Whether you are a valued shopper or donor, employer partner, 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**



## A Message from Leadership



**BOARD CHAIR  
KEVIN MACDONALD**

Not much more can be said about the trial and tribulations of last year. It was tough, excruciating and challenging.

Despite all this, 2020 ended more positively than originally forecasted at Goodwill, considering the challenging situations facing so many businesses and nonprofits across Alberta.

At Goodwill many programs and initiatives continue to move forward, 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 700 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!

Even with the obstacles of 2020, the Sustainability initiatives at Goodwill continued an upward trend of diverting items from local landfills. This is in large part due to additional space in Calgary, where more recycling opportunities are being implemented. This includes a wonderful partnership with the City of Calgary, by having Goodwill bins at their Throw 'n' Go stations.

After a two-month temporary closure of services at Career Connections, our team came back refreshed and inspired to find opportunity where opportunity didn't exist before for those with a disability. Working in partnership with the **Ready, Willing and Able organization**, Goodwill helped launch a new service stream. This pilot project launched in September with a goal of creating more employment opportunities for those with a disability. We cannot wait to see the success this program brings in 2021.

With a very committed Board of Directors, a strong and passionate senior leadership team, and talented team members from Grande Prairie to Calgary and across the Edmonton and capital region, we march into 2021 together. We march with strength, to bring dignity, joy, smiles and confidence to Albertans with disabilities, and the hundreds of thousands of Albertans who march with us.

We see the hope of what could be in 2021, as we start fresh, excited to continue our mission. **Thank you** to our dedicated shoppers and generous donors, for which all of this would not be possible without you.

We are proud to be **serving with you** because **together** we are stronger and **together** we are moving forward, elevating our mission and making such a **difference** for so many through the power of work and the dignity of a job.

**Kevin MacDonald**  
**Board Chair**





## Guiding Principles



We care  
and it shows.



We are continuously  
improving



We are a team.



We are accountable.

## VISION

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

## BRAND PROMISE

Inspiring Albertans to make a difference!



Career Connections is where Goodwill's mission of helping Albertans with disabilities, gain and obtain meaningful employment, comes to life.



With resources in the Greater Edmonton region, individuals are assisted with identifying their employment goals, employment preparation, job search, and employment coaching, with an overall goal of gaining independence.

In January 2020, Career Connections broadened the scope to increase the eligibility of participants to the program. This helps increase potential intakes through the Persons with Developmental Disability criteria.

During COVID-19 lockdowns, Career Connections did suspend activity as a health and safety precautionary measure, working in line with provincial regulations. After a two month temporary closure, services resumed with 94.1% of persons served returning to receiving services.

This temporary measure created opportunity where opportunity didn't exist before. Working in partnership with the Ready, Willing and Able organization, Goodwill helped launch a new service stream. Originally a pilot project, this program re-launched in September with a goal of creating more employment opportunities for those with a disability.

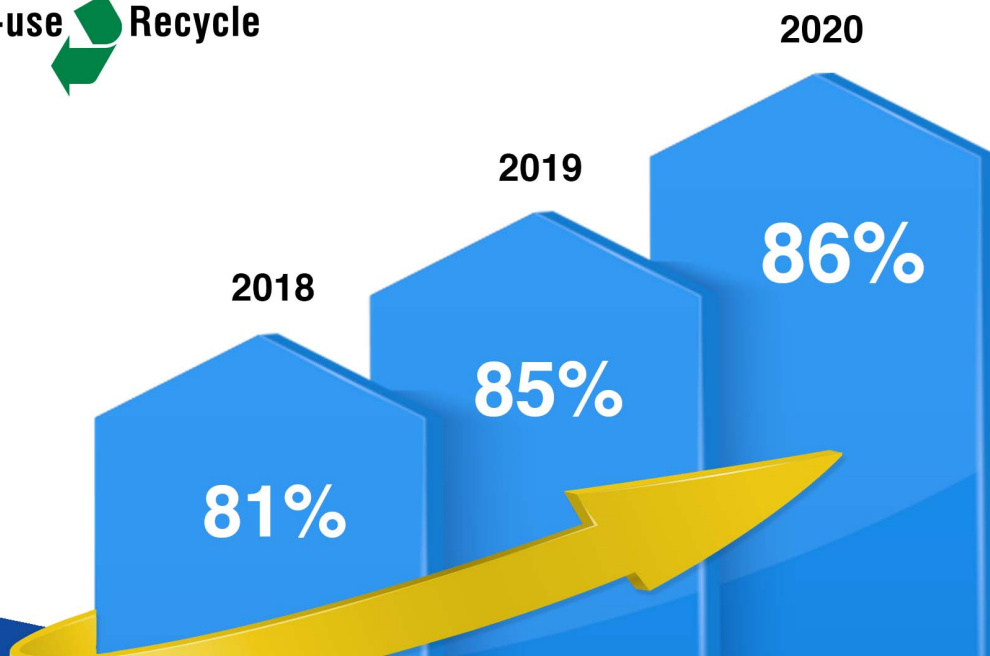
In 2020, 130 Albertans with disabilities were served through Career Connections. This includes gaining or maintaining paid employment for 59 individuals, creating and maintaining volunteer opportunities for 52 people and graduating 9 people from our program. Based on an assessment in 2019, Goodwill is certified by CARF (Commission on Accreditation of Rehabilitation Facilities) for quality standards until rec-certification in 2022.



## Impact Report



## Diverted waste from landfills



Sustainability initiatives continue to thrive at Goodwill. In 2020, thanks to the positive impact made by the addition of seven new sustainability programs, Goodwill continues an upward trend of diversion from local landfills.

This past year, Goodwill has rolled out the following diversion from landfill programs:

### In the Calgary region:

- i. Reuse of glassware and ceramics.
- ii. Reuse of audiovisual materials.
- iii. Reuse of soft toys.
- iv. Reuse of single shoes.
- v. Recycling of plastic food containers; a pilot project at the Goodwill Calgary Regional Office.

### In the Edmonton & Calgary region:

- i. Recycling of razors and razor blades.
- ii. Implementation of the Expanded Electronics Recycling Program. Thanks to the support provided by the Alberta Recycling Management Authority (ARMA)

As a result of these initiatives and Goodwill's commitment to sustainability the **diversion rate** across the province once again increased from 85% in 2019 to 86% in 2020. This meant that **15,125,461 kilograms** were diverted from the landfills, even with a hiatus of two months due to COVID-19.





# Calgary Throw 'n' Go

Goodwill Industries of Alberta was the selected partner for the collection of textiles at the East Calgary, Spyhill and Shepard Throw 'n' Go facilities in Calgary.

Clothing and textiles are donated, reused or recycled depending on their condition. Materials are sorted, cleaned and can be turned into wiping rags or shredded down for upholstery stuffing or fiber recycling.

All dropped-off clothing and textiles are organized by Goodwill.

Thanks to this partnership with the City of Calgary, **13,225 kilograms** of textiles were diverted from local landfills.



## Environmental Benefits



**9,090  
tonnes of CO2**

equivalent to removing  
**2,183 Cars**



**154,686  
Gigajoules**

equivalent to saving energy in  
**7,167 Households**



**249,342  
Litres of water**

equivalent to saving  
**100 Olympic Swimming pools**



**98,516  
m<sup>3</sup> of landfill space**

equivalent to  
**354,320 Garbage bins**





# Achievements



The NEOC recognizes nonprofits whose talent management practices support successful mission delivery in the communities they serve.

In a quest to create decent workplaces, we are trying to debunk the myth that employees in the nonprofit sector are willing to work in exchange for the opportunity to do good. Thanks to our strong organizational culture, training and career development, talented people like yourselves are finding meaningful work right here at Goodwill. Your support has made this award possible!



The Alberta Business Awards of Distinction (ABAD) recognize businesses/organizations that have demonstrated outstanding achievement and contribution to their community while having developed business acumen & management practices to ensure long-term sustainability.

Goodwill was proudly nominated for the Diversity Award of Distinction. This award recognizes an inclusive business/organization which demonstrates best practices in recognizing and appreciating diversity so that employees, clients, customers and others are respected and valued as unique individuals.



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.

Goodwill Industries of Alberta continues striving for sustainable and environmental success and was nominated for this national award in the category of non-profits.



As one of Alberta's largest employers of people with disabilities, Goodwill is proud to be a supporter of Disability Employment Awareness Month (DEAM) and its month-long activities throughout Alberta. Taking place each October nationally and provincially, DEAM, is a campaign and event that works to promote inclusion within the job market for people with disabilities. DEAM raises awareness of the challenges faced by people with disabilities while celebrating the impact and contributions of these workers.





## COVID-19



People helping people. Communities rallying in support of one another.

With COVID beginning to make a world-wide impact, Goodwill and the rest of Alberta made a very tough decision. On March 21st, 2020 Goodwill aligned with the advice of Canada's public health authorities and implemented their recommendations on procedures and protocols.

For the first time in almost 60 years, Goodwill made a very difficult, yet honorable decision to temporarily close the thrift retail stores and donation centres across the province to keep our friends, family and team members safe from an impending health crisis. A government lockdown took precedent shortly after lasting 52 days.

This temporary measure was in place to ensure we continue to look out for our staff, people who frequent Goodwill and people with disabilities.

During this time, Goodwill asked the public to hold on to their donations and resist the urge to spring clean, as the resources were not in place during this timeframe.

On May 9th, after approval from the provincial government and COVID safety precautions put in place, Goodwill was able to open donation centres across Alberta. Retail stores followed shortly after, re-opening in a safe and cautious manner.

By June 7, 2020, all facilities were operational once again, delivering hope and optimism for the Goodwill mission of helping those with disabilities to find employment.

### COVID-19 INFORMATION

# HELP PREVENT THE SPREAD

Prevention starts with awareness. Be informed on how you can protect yourself and others from COVID-19.

- Now mandatory to self-isolate for 10 days if you're feeling sick
- Now mandatory to self isolate for 14 days if you're returning from international travel, or in close contact with people confirmed to have COVID-19
- Stay home - if you must leave your home, maintain physical distancing of 2 metres
- Wash your hands frequently for at least 20 seconds
- Cover coughs and sneezes
- Avoid touching your face

Stay informed on how you can help prevent the spread.

[alberta.ca/covid19](https://alberta.ca/covid19)

March 31, 2020

Alberta



## Some GOOD News



### *Guitar made of pencil crayons comes to Goodwill*

Sometimes the Goodwill hunt is inspired by your imagination. This is exactly what happened to a retired inner-city elementary teacher. Bryan Rosychuk recently built something unique using only items he found at Goodwill.

Rosychuk built TWO custom-made guitars using pencil crayons and items he found at Goodwill retail outlets in Alberta. All pieces (aside from one tiny piece) were bought within the various retail locations and built at home. It took Rosychuk months to source out the materials and build the guitars. Rosychuk sourced out 1200 Laurention/Crayola pencil crayons and cut them down to 1 $\frac{3}{4}$ .



### *A Rare Goodwill Find*

In January of 2020, our organization received a generous donation in the form of a hand-made, seal skin jacket from the 1960's. The jacket has never been worn and is in pristine condition. Our staff found the jacket while sorting through a variety of donations and notified senior leadership because it was immediately recognized for its cultural and historical significance.



### ***Arctic Narwhal Tusk Donated***

Goodwill receives unique donations daily, but none are as rare as an ivory tusk from a Narwhal whale in Canada's Arctic regions.

The tusk came with hunting tag that dates back to 1978 and is about 24 inches in length. For centuries in Inuit communities, narwhals have provided food for those in the Arctic and have supplied materials for day-to-day living. The narwhal hunt is significant as it provides both food and income, particularly in isolated Arctic communities, where employment opportunities are very scarce for families involved in hunting. Items like these are a fundamental part of Indigenous Culture and History and must be preserved.

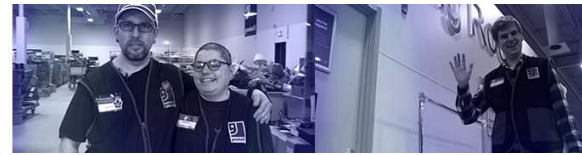
As a social enterprise, we are thankful of the donation to help the betterment of our community in Alberta, and are looking to honour the tusk's cultural significance. After speaking with multiple local organizations, Goodwill is pleased to announce that the tusk will be given to the Arctic Institute of North America, located at the University of Calgary, who is committed to preserving the tusk's historical and cultural integrity.

The artifact will create a better learning opportunity about this history of our great white North.





# Partnerships



A relationship is only as good as the partners within. This rings true with College H.U.N.K.S. Hauling Junk and Moving based out of the amazing Edmonton Impact Centre.



For years, College H.U.N.K.S. has supported Goodwill Industries of Alberta in their endeavors of sustainability and the environment. This was showcased in 2019, as both organizations received an Alberta Emerald Award for efforts in environmental stewardship.

In 2020, more people were home, either due to government restrictions or because of work-from-home orders. This meant more personal time was dedicated to eradicating items which held no more sentimental value. These honest, uniformed, nice, knowledgeable and service based workers helped these people divert from landfills by ensuring items could be donated to Goodwill or recycled responsibly.



A vibrant partnership with local non-for-profit You Can Ride 2, offers children with disabilities the opportunity to find joy and freedom through movement, by reducing barriers to riding a bike.

Even with the challenges of the pandemic the You Can Ride 2 programs helped 152 children through the Borrow a Bike program, surpassing a goal of 140. In order to adapt to COVID restrictions, remote fitting protocols were developed and mechanics began doing any necessary repairs via house-calls.

This allowed children between the ages of three and 20, who have a diagnosis that makes riding a standard bicycle difficult, to borrow an adaptive bicycle without the full expense.



Peavey Mart is a farm and ranch retail banner in Western Canada offering a unique selection of agriculture, farm and ranch, pet, work wear, lawn and garden, hardware and homesteading supplies for those who enjoy a down-to-earth rural lifestyle.

By helping support our team in Sherwood Park, select Peavey Mart locations have been instrumental in providing employment opportunities for those with disabilities.

In October, Peavey Mart went above and beyond their duties once again, as they provided space for Goodwill to collect donations in Strathcona County. Their services gave Goodwill extra recognition in a beautiful region that fully embraces our mission of helping those with disabilities to find meaningful employment.



## Board of Directors



**Kevin MacDonald**  
**Board Chair**



**Dorothy Chan**  
**Board Vice Chair**



**Werner Pietrzyk**  
**Treasurer**



**Jodi Tomchyshyn London**  
**Governance**



**Steven Trottier**  
**Governance**



**Terri Muhlbeier**  
**Finance and Audit**



**Paul Osbaldeston**  
**Governance**



**Erin Skinner**  
**Governance**



**Loradonna Botter**  
**Governance**



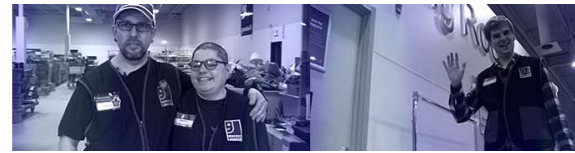
**Guy West**  
**Finance and Audit**



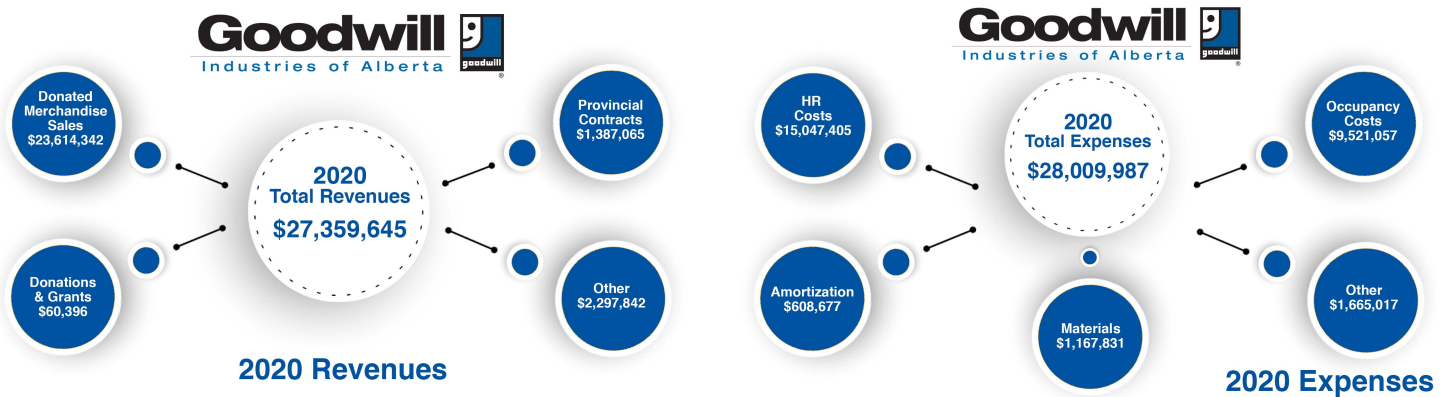
**Dale Monaghan**  
**President & CEO**



## Financials



## 2020 At A Glance



As an equal opportunity employer, 2020 marked a challenging year for most not-for-profits organizations across the province.

Thanks to our wonderful donors, our organization received 595,071 donations, marking one of the highest years of donation ever, despite a two month hiatus due to COVID-19.

Thanks to our wonderful shoppers, retail sales hit \$21,121,102, where 89 cents of every dollar goes back to our mission.



# Goodwill

Industries of Alberta



## 2020 ANNUAL REPORT

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

**86%**

materials diverted  
from landfills

**130**

individuals in path  
to employment

**89¢**

of every dollar  
reinvested into  
mission

**595,071**  
Donations

**9**

graduations  
from Career  
Connections

## 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.