



**Donate.Shop.Jobs.**

Annual Report **2016**

**GOODWILL**  
THE AMITY GROUP



As our 80th year comes to a close, we look back on some proud and some challenging moments.

At the beginning of this year, we were actively engaged in establishing the base for our operations in the East Coast portion of our expanded territory. Our site was secured in Halifax for the operation of a retail store, a career centre and a recycling operation. Significant investment was made in preparing the site for opening in August. The investment and effort to ramp up the East Coast operations continued after the initial opening, with the identification of other community donation centre locations, the first of which opened in Halifax in late December and the second of which opened in the Spring of 2016.

In launching the operations on the East Coast, we also introduced a brand refresh for our thrift stores, introducing the public to our new Goodies Thrift retail name. Goodies presents several improvements

over our current Value Centre brand in terms of a fresher, more contemporary look. It includes bigger shopping areas and even a coffee house operation to welcome our shoppers. And of course, it features the same superior customer service and great value that distinguishes Goodwill from our competitors.

We also introduced a new approach for our community donation centres. Also flying under the brand of Goodwill Goodies, our newest donation centres sell books and other household accessories, in a relaxing upscale environment.

This Spring, we opened one of our new bookstore/donation centres in Hamilton, Ontario, again under the Goodwill Goodies brand as part of our commitment to bringing our customers and donors the very best in a refreshed brand experience.

Plans are currently underway for a major expansion of our Oakville store under the same Goodies brand refresh.

We also took time to celebrate our 80 years by hosting a staff and family day at our corporate headquarters. Each department and store within the organization contributed to a time capsule that will be opened up on the occasion of our 100th anniversary. It will be interesting to see how the staff of our future interpret the items that the staff of today saw as meaningful in our

history. We also held our 10th Annual Awards night, where we recognized and celebrated the achievements of most successful clients and the employers that have helped along the way.

On the more challenging side, the closure of the adjacent Toronto Goodwill, due to bankruptcy, after over 80 years of service to a number of Ontario communities was a blow and created much confusion in the minds of the public as to the future of Goodwill in Ontario. This confusion resulted in a temporary loss of customers and donors. Our Goodwill and the other Goodwills in Ontario worked to clarify that we were still open, serving our communities, and that we were not linked to the troubles of the Toronto Goodwill. This has taken much effort and many months to re-establish this clarity in the public's mind.

As we enter our 81st year, we look forward to continued investment in our future and the opportunity to serve even more clients in both Ontario and in Nova Scotia. And our ability to build communities one job at a time would not be possible without the support of our donors, our shoppers, our many partners in government and in the many businesses that provide jobs for our clients. DONATE...SHOP...JOBS

**Paul Chapin**  
President

**Tim Dobbie**  
Chair



Before Gene came to Goodwill, he was on disability as a result of being hit by a car in 2005, which left him with a broken leg and damage to his spine. Gene faced years of recovery; in fact, it took him over six months to learn how to walk again. Prior to the accident Gene was a commercial painter, so he could no longer return to his trade.

Gene tried to find work on his own with no success. He heard about the services of Goodwill through a friend. Gene went to a session at the Ontario Disability Support Program office to get their blessing to find work and he was provided with a list of a half dozen service providers to choose from. Based on his friend's recommendation, Gene decided his first choice

was Goodwill. He knew his friend would not steer him in the wrong direction.

Prior to coming to Goodwill, Gene was interested in the cooking field and was ready to get the help he needed to launch into his new career. In November of 2014, almost 10 years since his accident, Gene came to Goodwill for the first time. He said that his first impressions of Goodwill were that he met some really great people and felt welcome from his very first visit. Gene stated, "The staff have been behind me all the way."

As a result of the length of time out of work and uncertainty over what Gene could handle, we did a short term work trial at Goodwill's Stairways Coffee House. This was a safe environment to determine whether Gene really enjoyed working in a kitchen and if Gene was up to the task of working in the environment. It was obvious right from the start that Gene had the motivation, drive and determination to learn all the skills required for the task. Once we together determined that this was Gene's job goal, he worked with staff to re-design his resume, learn job search skills and how to impress an employer during an interview. While learning the tricks of how to job-search, Gene was introduced by Goodwill to his new employer.

The length of time Gene was out of work and his lack of experience in the field, allowed Goodwill to

offer The Golden Griddle Family Restaurant a wage incentive to offset the training costs of hiring. On January 25th 2015 Gene started his new position as a dishwasher. Soon after starting, Gene proved to his employer he had the skills and abilities required to be Cook. He has been working at Golden Griddle Family Restaurant for well over a year. It has been a win-win for everyone. He said he enjoys his work and his hours at the busy establishment. His employer comments, "He is a great guy they can depend on."

Well done Gene! We are all very proud of your accomplishments.

# Goodwill success story



## Message from the Chair and President



# Donate

As you could imagine, we have a lot of experience getting value out of the gently used household items that our communities have been generous enough to give. In our 80 years, we have helped divert billions of pounds of useful products from landfills, driving the operation of our retail operations and career centres! That is why we have been keen on growing the number of places where we provide both convenience and that personal touch when people want to give. This year we launched new donation centres at two locations in our newest region of Halifax, Nova Scotia, and are prepping a third new location to launch where we have our roots: Hamilton, Ontario. While the failure of the neighbouring Toronto Goodwill caused some winter softness

in our donation volumes amidst some confusion in the marketplace, we have been undeterred in our growth plans. We have been well-received wherever we put up our signs and open our doors to the communities we serve. Our staff sort through the donations that come in every day. We use the good quality items for resale to support our mission, and recycle many of the non-saleable items, reducing our carbon footprint. Our donation sites are supported by friendly and attentive employees; a much better experience than donating to an overflowing cold metal box. Donating to Goodwill impacts the lives of thousands of people a year. Donors should be proud to know that the money raised from their no-longer-needed items goes right back into

their community by helping people find meaningful employment. When you give a person the power to work it builds independence and strength for both the individual and the entire community. In the near future we will continue to build on your convenience to donate by establishing even more new donation drop off sites.

From spring cleaning to back-to-school, and every season in between, donors like you have chosen to donate everything from wedding dresses, to hockey card collections, to antique cameras. Our donors are not only generous to the cause of employment, they are creative in giving. We look forward to what you will have for us as we continue to add locations to serve you!

The excellent donor experience begins as each person arrives. Donation Centre staff watch the doors – within ten seconds we are there to receive the donor, help them unload, thank them for their donation and answer any questions about how each donation makes a difference. Goodwill then squeezes the value out of this generosity, using the vast majority of donation value to find jobs for the neighbours of these donors.

# Goodies Shop

THRIFT



Retail operations have always played a vital role in Goodwill's mission. Today, retail is a large economic engine for the continuing efforts of connecting the unemployed with meaningful jobs in the community. While our retail operations provide quality goods for great value, it also acts as a training ground for people interested in learning about retail and customer service, giving them the experience they need to find jobs in the community. We have a multi-year history of solid sales growth thanks to both the support of the communities we serve and the dedication of the staff who provide the ultimate customer experience. In the constant pursuit of the excellent customer service, we have begun to roll out GREAT TIME – a philosophy that reinforces the power of a positive shopping experience for both staff and customers! This past year we have seen further sizeable growth in our organization. A new 17,000 square foot store was opened in

Dartmouth, along with our first Book store Donation Centre in Bedford, both part of the Halifax region. These stores were opened under our new brand: Goodies Thrift. The look and feel of the new brand shopping experience is clean and cheerful. We are launching Goodies Thrift in Ontario in the coming year, starting with a Bookstore Donation Centre on Hamilton Mountain, opening in May. The customer experience will be further enhanced in the re-branded larger stores with the addition of on-site Stairways Coffee House locations. The retail operations are excited for the future and look forward to serving more customers, in turn providing more sales to enrich the lives of those who seek assistance in finding employment.

Treasure hunting is in the heart of every thrift store customer. Some of the unique finds provided this year included a Royal Doulton tea set, several Coach purses, an antique sewing machine and plenty of wedding dresses. The best thing about shopping with Goodwill, our merchandise changes by the minute.

This year we have served **216,249** customers

Shopping has grown by **14.0%** over 1st year

This year our customers supported the cause with **\$2,904,199** in sales

Our communities made **81,145** donations this year

Donating has grown by **8.6%** over last year

# Jobs



New to Goodwill Career Centres is yet another great set of programs geared to youth in order to complement our wide scope of services. The Youth Job Connection is a new, more comprehensive and targeted suite of employment programs and services. It was implemented to more effectively help young people across a broader spectrum of needs improve their skills and find work. This includes Youth Job Connection, Youth Job Link and the existing Employment Service.

The Youth Job Connection program serves people aged 15 to 29 who experience multiple and/or complex barriers to employment, by providing more intensive supports beyond traditional job search and placement opportunities.

Supports offered to youth and employers can include:

- Paid pre-employment training to promote job-readiness and job retention
- Job matching and paid job placements, with placement supports for participants and hiring incentives for employers
- Mentorship services, and
- Education and work transitions supports.

YJC consists of two components: an on-going year-round component, and an additional summer component (Youth Job Connection: Summer), which provides summer part-time and after-school job opportunities to high school students, aged 15 to 18, who are facing challenging life circumstances and may need support transitioning between school and work.

Youth Job Link is designed to help people, including students, aged 15 to 29, who do not face significant barriers to employment, but could benefit from some extra help planning their careers and transitioning to the labour market.

Not only were our staff busy adding new programs we are proud to say over the past year we provided 3,986 people with instruction through our workshops on pre-employment, job search, and job retention. We also helped 1,168 receive one-on-one employment counselling, assisted 157 people return to education or further training, and we posted 2,012 jobs for employers. Here is what one participant had to say about us:

*"The YJC is one great way for youth and other individuals seeking a job in this country. We are Filipinos who are new here in Canada. We were looking for a job and we joined the YJC Program at Goodwill. We encountered a lot of things on how to start to have a job in a step-by-step process. Our teachers explained what are the right and wrong things when we are in our work place. We made our own resumes and they helped us. With this experience we got a job; we are enjoying it and we are now earning money to sustain our needs. And thank you so much Laura, Jeff, Melissa and others at Goodwill for helping us. Without you guys we couldn't get through this. I salute the Government of Canada for having this program to help people." - Ayla*

**\$20,700,000**  
annual wage impact of  
people that found jobs

**11,570**  
people visited our  
resource centres

**813**  
people found  
employment

## Board of Directors

Tim Dobbie, Chair  
Dan Sturk, Vice Chair  
Kevin McCallum, Past Chair  
Paul Chapin, President & CEO  
Al Brown

Martha Fox  
Lori Hall  
Ted Hildebrandt  
Linda Nazareth

## Statement of Operations

For the year ended March 31, 2016

With comparative figures for the year ended March 31, 2015.

	2016	2015
Operating revenue		
Workforce development	\$ 3,275,165	\$ 3,206,133
Store	2,948,295	2,600,842
Rental	925,356	795,723
Salvage	185,027	199,891
Miscellaneous	17,776	22,423
Fundraising	41,889	39,900
Amortization of deferred capital contributions	14,615	13,532
	\$ 7,408,123	\$ 6,878,444
Operating expenses		
Wages and benefits	\$ 3,953,492	\$ 3,348,552
Occupancy	1,583,565	1,332,082
Other operating expenses	1,728,432	1,507,316
Amortization	433,410	358,277
	\$ 7,698,899	\$ 6,546,227
Operating contribution (deficit)	( \$ 290,776 )	\$ 332,217
Other revenue - interest	28,286	35,769
Excess of revenue over expenses (expenses over revenue)	( \$ 262,490 )	\$ 367,986
Activity Highlights		
Used goods donors	81,145	74,745
Retail customers	216,249	189,768
Jobs found for clients	813	891
Annual wage impact of clients in jobs (rounded)	\$ 20,700,000	\$ 22,500,000

Amity Goodwill Industries

## Community supporters



102.9 K-Lite FM  
1150 TSN Radio  
1-800-GOT-JUNK  
Acclamation Bar & Grill  
Arvin Air  
Capri Ristorante Italiano  
CCXIT Computer Services  
Courneya Group  
Dee Signs Inc.  
Deloitte LLP  
ArcelorMittal Dofasco's Corporate Community Investment Fund  
Downtown Hamilton Business Improvement Area  
Employment Ontario  
Frank & Teresa's Anchor Bar  
Gallagher's Bar & Lounge  
Gate of India  
Halton Region's Non-Profit Division Credit for Reuse Subsidy  
Hamilton Building Supply  
Hamilton Police Service  
Hamilton Street Railway  
Homegrown Hamilton  
Incognito  
International Village Business Improvement Area  
La Cantina Ristorante  
La Piazza Allegra  
Made For You By Madeleine  
Manulife Financial  
Marlene & Glen Gibson  
Marydale Construction Co. Ltd.  
Metroland Media  
Mike Nabuurs  
Ministry of Community and Social Services  
Mohawk College - Broadcast Television & Communications Media  
My-Thai Restaurant  
Paul & Dolores Chapin  
Pamela Edwards  
Print Factory Inc.  
Printing By Innovation Inc.  
Radius  
Radke Films Ltd.  
Royal Bank of Canada  
Service Canada  
Simpson Wigle Law LLP  
Spritz Creative  
The Augusta House  
The Benefits Company  
The City of Hamilton  
The George Hamilton  
The Hamilton Chamber of Commerce  
The Hamilton Spectator  
The Honest Lawyer  
The Mule  
Tim Dobbie Consulting Ltd.  
Two Black Sheep  
Ventura's Signature Restaurant  
Wass Ethiopian  
Western Regency Construction Inc.  
Ya Man! Caribbean Cuisine



DONATION  
CENTRE

Goodies  
THRIFT

BOOK  
STORE



# GOODWILL

THE AMITY GROUP

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