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Message from the President and Chair

This past year has been another one to celebrate as we continue to impact peoples' lives through the Power of Work.

Our Career Centres have been busy assisting individuals in finding work in a tough employment market, or in returning to school for retraining for new opportunities. In addition to opening another Career Centre in North Oakville, we have continued to tailor our programs to meet the changing needs of our clients, so as to better serve our communities.

Services to youth have been expanded and our clients with more substantial employment challenges have been well served by our Workbound, TEAM, ESL and Specialized Return to Work programs.

Our efforts at providing specialized work preparation and training programs have been well received and have proven beneficial for the clients that have taken advantage of these unique Goodwill services. We are especially proud of the role that our new coffee house, Stairways, is playing in training clients that are interested in working in the hospitality industry, and of the fact that eight TEAM clients were able to secure employment in the community through the revised approach to helping our hard-to-serve clients through this program area.

All totaled, we served over 7,500 people looking for work this past year and were able to directly assist 751 in becoming employed in the community.

Our thrift stores continue to play a valued role in our communities by recycling donated goods, providing a great shopping experience for the thrift-conscious, and generating funds that help us get local people back to work. This sets us apart from most other thrift stores, which

collect donated goods through other charities, but actually send the majority of their profits away to their U.S.-based, for-profit parent company.

We have also taken another step forward this year by investing in both the leadership and the equipment for the development and expansion of our Commercial Services Division. Goodwill's Commercial Services are now able to provide shredding services, product assembly, packaging, mail outs, and wiper rags in support of local businesses' needs. In doing so, Commercial Services assists in preparing our clients for employment and provides a number of employment opportunities for local people.

We continue to be proud of our client successes, the role that our staff play in helping them achieve the dignity and independence that comes from having a pay cheque, and the solid track record that our Goodwill has played over the past 79 years in helping to build strong local communities.

Paul Chapin
President

Kevin McCallum
Chair





GOODWILL NEW CLIENT SUCCESS STORY

Charles returned to Goodwill's Upper Gage Career Centre in July 2013 after being laid off from his Instrumentation position. Charles used our Goodwill Career Centre in 2011 to land his last position.

Charles quickly identified his employment goal to be in the pharmaceutical sector and embraced Goodwill by participating in workshops, networking, and spending most days in the resource area of the Career Centre. He used this area for applying to positions, social media networking and sending out marketing letters. Charles' upbeat and positive attitude was infectious and everyone around him, both participants and staff, were lifted by his positive outlook. Just three months later, Charles was offered a high-paying position as an Instrumentation Technician in the Pharmaceutical Industry and sent his Career Development Specialist Peter the following e-mail:

Dear Peter, Goodwill staff,

I wanted to thank you for all the warmth, talent and professionalism you showed me, as well as the assistance I required to land a position with a great pharmaceutical company. The network marketing sessions, and the marketing letters you assisted me with were not only instrumental in helping me achieve my goal, but the key to my success.

The marketing letters targeted and channeled the personnel at the company that made the decisions and I beat the ad going in for an instrumentation technologist because of my marketing letter. They



were going to place an ad, but did not need to, when they received my marketing letter. Just as you said would happen. Awesome!

You helped me fine-tune my resume and cover letter, which the company needed in the second interview stage, as well as assisting me with my references.

You were magnificent. You, meaning all the staff, from John and Kelly at the front line, to Peter in the trenches, if not for your help I would not be writing this letter.

Thank you all very much for all your help. I want to tell everyone who reads this NOT to give up, and to stick with this process here at Goodwill. They really know how to get you to where you want to be and have a very helpful and professional staff to do it.

I will recommend Goodwill and all that they have done, BRAVO! What a team.

Goodwill thanks Charles, and congratulates him and the hundreds of other people in the region who were able to find meaningful employment during the year!

“Stick with the process here at Goodwill. They really know how to get you to where you want to be and have a very helpful and professional staff to do it.”

- Charles

DONATE



Each donor is a person taking time out of their busy day to give items they no longer need, yet have value, knowing they are helping people in the community get jobs. With so many people helping so many other people, Goodwill makes sure we give the personal touch with each donation. 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 and help them unload. This story is repeated so often, an ever-growing number of donors join the cause. Every weekend, all weekend long, whole vanloads of goods are received with thanks. The story gets even better when imagining the tonnes of items diverted from landfill this year! 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. At Goodwill, The Amity Group, there are no impersonal, mysterious donation boxes. Routinely staff find personal documents amongst donations, stories with a happy ending, reuniting these effects with the donor. We provide a consistent, personable, welcoming service that keeps people coming back. Donating to Goodwill means dealing with real people who really care, and providing an efficient way of converting people's generous intentions into jobs. Thanks to all the donors who are part of the story!



The community made **78,365** donations this year



Donating has grown by **6.9%** over last year

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SHOP



This year many retailers reported shopping setbacks. At Goodwill, The Amity Group it was a different story. Combined, our retail stores experienced significant growth, despite a particularly heavy and long winter. Thanks to all the generous community donors, our stores are maintaining a track record of growing support for the cause. We continue our on-going drive to enhance customer experience. We never rest in our pursuit of excellence: our service, organization and cleanliness are always top of mind for all staff, while keeping costs low and customer affordability high. We continue to stand apart in delivering a positive experience, with reasonable prices; this combination helps Goodwill Value Centre be the bargain hunters' paradise. Yet our shoppers find more than bargains – there are often unique items to discover! This year, the shopping story included several superb Moorecroft pottery pieces, elegant and timeless Coach purses, an antique jewelry 18 carat gold pocket watch, and even two Group of Seven high quality prints. Beyond the items found, our stores also valuably serve as training grounds for our Career Centres. People who show interest in working in the retail industry with no experience are recruited to gain experience with training. The result is even more people finding jobs in the communities we serve. Through unique service, bargains, treasures and people, we conclude another fantastic year and look forward to the future.

This year we have served
195,023 customers,

This year our customers
supported the cause with
\$2,339,722 in sales

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

Our retail stores have been growing consistently over multiple years, thanks to all the generous donors in the communities we serve. We continue with our on-going drive to enhance the customer experience in our stores. We never rest in our pursuit of excellence: our service, organization and cleanliness are always top of mind for all staff. We do all of this while keeping our costs low and customer affordability high.

JOBS




Cory arrived in January. He drove from Grand Valley to Goodwill Career Centre, looking to move to Burlington and securing employment first. He was searching for assistance to further his career goals of obtaining employment in the construction or home renovation field.

Cory left college short of obtaining his diploma in Police Foundations, to work and support a family. Previously, Cory could only obtain short-term employment and contracts.

Working with Goodwill, Cory secured an opportunity as a Painter Apprentice with Absolute Home Services, to train for a skillset eventually leading to his chosen field; he accepted a 20-week employer placement.

A short-term, full-time wage incentive was established, along with personal support and training expenses to cover the needed tools for the job. This in-depth employer program covered all aspects of a professional painter: hands-on work, watching videos, watching role models and concrete experience with feedback.

Placement completion is a month away and on track, exceeding the training plan. With the very first monitoring report, the employer stated that Cory “worked out better than she had hoped for”. It is expected that Cory will carry on when his placement ends. He has gained valuable skills available nowhere else, has gained confidence and direct customer service skills, has successfully relocated his family, and looks forward to achieving more skills toward his long-term career goals. This has been a valuable start.



751 people found employment



159 people returned to full time school



\$18,500,000 annual wage impact of people that found jobs



During the past year our Career Centres experienced new growth in the area of vocation rehabilitation; we have partnered with insurance companies to assist those people who have experienced a significant illness or injuries return to the workforce. We are also working to expand our services to even more people with the opening of a new Career/Donation Centre in North Oakville.

BOARD OF DIRECTORS

Kevin McCallum, Chair
 Tim Dobbie, Vice Chair
 Al Brown
 Paul Chapin, President & CEO
 Kieran Dickson
 Martha Fox

Ted Hildebrandt
 Cheryl Hudson
 Brian Mullen
 Terry Smith
 Dan Sturk

STATEMENT OF REVENUE AND EXPENSES

For the year ended March 31, 2014

With comparative figures for the year ended March 31, 2013.

	2014	2013
Operating revenue		
Workforce development	\$ 3,078,463	\$ 2,746,857
Store	2,287,440	2,091,431
Rental	755,803	780,925
Salvage	252,103	270,335
Miscellaneous	16,762	35,785
Fundraising	37,437	36,687
Amortization of deferred capital contributions	12,971	10,783
	\$ 6,440,979	\$ 5,972,803
Operating expenses		
Wages and benefits	\$ 3,157,427	\$ 2,986,458
Occupancy	1,311,644	1,334,506
Other operating expenses	1,171,000	893,664
Amortization	388,603	352,221
	\$ 6,028,674	\$ 5,566,849
Operating contribution	\$ 412,305	\$ 405,954
Other revenue - interest	27,344	20,959
Excess of revenues over expenses	\$ 439,649	\$ 426,913

Activity Highlights

Used goods donors	78,365	73,296
Retail customers	195,023	185,278
Jobs found for clients	751	870
Annual wage impact of clients in jobs (rounded)	\$ 18,500,000	\$ 20,200,000

Amity Goodwill Industries



COMMUNITY SUPPORTERS

A1 Security Systems	La Cantina Ristorante Italiano
Acclamation Bar & Grill	La Piazza Allegra
Active Green + Ross	Liaison College
Arvin Air	Lordly Jones Limited
Baltimore House	Manulife Financial
Capri Ristorante Italiano	Marlene & Glen Gibson
CXCIT Computer Services	Marydale Construction Co. Ltd.
Cosimo's Garage	Mike Nabuurs
Councillor Sam Merulla, Ward 4	Ministry of Community and Social Services
Courneya Group	Mohawk College – Broadcast Television & Communications Media
D. Chase Contracting Inc.	My-Thai Restaurant
DeGroot Human Resource Association	Oldies 1150
Deloitte LLP	Paul & Dolores Chapin
DMI Furniture Inc.	RBC Foundation of Canada
Downtown Hamilton Business Improvement Area	Royal Bank of Canada
Employment Ontario	Service Canada
Funny 820	Simpson Wigle Law LLP
Gallagher's Bar & Lounge	Tailgate Charlie's
Halton Region's Non-Profit Division	The Augusta House
Credit for Reuse Subsidy	The City of Hamilton
Hamilton Building Supply	The Hamilton Chamber of Commerce
Hamilton Health Sciences	The Hamilton Spectator
Hamilton Police Service	The Hilary & Roger Selby Family Fund (a fund held within the Oakville Community Foundation)
Hamilton Street Railway	The Honest Lawyer
Incognito Restaurant & Catering	28 Lister Chophouse & Grill
Insurance Brokers Association of Hamilton	Vans Shoes & Clothing
International Village Business Improvement Area	Ventura's Signature Restaurant
Jacob's	Wass Ethiopian
James A. Thomas	Western Regency Construction Inc.
James Milne	
K-Lite FM	



GOODWILL

THE AMITY GROUP

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