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**SOCIAL
IMPACT**



JOBS

ANNUAL REPORT 2019



Goodwill Amity[®]

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225 King William Street, Hamilton, ON, L8R 1B1, 905-526-8482

ABOUT GOODWILL

Changing Lives Through the Power of Work

Goodwill is about the power of work in people's lives and that power cannot be overstated. For individuals, a job means a pay cheque and the ability to provide for their families. That paycheque enables so many other things to be in place - food, shelter, health, recreation, security. It also gives a sense of identity, purpose, and pride. So much of who we are is connected to work. In many ways we are what we do. Work impacts not only the individual who gets the job but has ripple effects across many generations. Parents worry less about their children's future when they have a job; and the next generation benefits not only in the present from greater financial security but has a role model for their own future employment. For the economy as a whole, employment is the key measure of our collective performance.

Since 1935 Goodwill, The Amity Group has delivered our mission through Employment Services. Working with local employers we help them secure a workforce to meet their operational objectives. Working with job seekers, we provide job preparation, skills development, coaching, and training around resume writing, interview skills, and networking. For those facing barriers to employment, we help break down the barriers. We provide job maintenance, to ensure once a job is secured that it is retained.

In support of this effort, our thrift stores sell and recycle donated goods, and offer shoppers an economical alternative to fast fashion, while also helping the environment by diverting product from landfills. Our stores and Stairways, which is our coffee shop and catering division, also provide training opportunities for individuals seeking employment.





Report From The Chair and CEO

We have a lot to celebrate and a lot to be grateful for in fiscal 2018/19.

Our mission, of changing lives through the power of work, was delivered in all parts of our operations.

Mission and Impact

For employers, recruiting and retaining the workforce they need to meet their objectives became a high priority and increasing challenge given the high employment rate in Ontario over the last year. Indeed, the 2019 Ontario Economic Report from the Ontario Chamber of Commerce cited “recruiting and retaining talent” as employers’ number one critical success factor for organizational competitiveness. Given the tight labour market, it is no surprise that Workforce Planning Hamilton’s 2019 Employer One Survey found that 38% of employers used a free employment service agency (Goodwill or another) – a 30% increase over the prior year.

As local leader Steve Foxcroft, AVP of Fluke Transportation notes: “While it is good to have a low unemployment rate in the province, the downside is that finding and keeping employees is an enormous challenge for businesses, especially small to medium sized enterprises that are the backbone of the economy. By working with Goodwill we have been able to attract candidates I know we would not otherwise have found.”

We continue to expand our relationships with employers to help them meet their workforce needs.

Of course, we also remained focused on our job seeking clients. In Employment Services, we saw **over 4,000 people pursue their career goals in our Career Centres and provided direct service that led to employment for 964 job seekers.** Their average wage was \$16.22 –16% above minimum wage. The average working hours per week for those placed was 30.67, with **the majority being full-time.**

“And if I don’t get the chance to, I also wanted to say thank you so much for everything.

This program taught me so much and I truly feel like I’ve gained confidence in what I knew would be a long road.

Not only that, I had so much fun doing it as well.”

-B.B.

“Based on my experience, I found the staff to be very professional, courteous and experts in the field of employment.

I was amazed at the amount and level of services (i.e. aptitude testing) and assistance (i.e. workshops) that is available to anyone who is interested in locating employment.

Best of all, there is no stigma attached to accessing the services.

I encountered people from all walks of life and all the richer for having met them. I could not have been more impressed with the great work this agency provides to the community as a whole.”

-R.D.

In many cases, the individuals Goodwill serves come off social assistance when they get work. For those Ontario Works and Ontario Disability Supports Program recipients we placed in a job, **the ROI in social assistance savings was 5.5 times the funding we received** to provide that service. Every dollar invested in Goodwill Employment Services for people with disabilities generates savings of \$5.50 in social assistance payments.

We see and serve job seekers of all kinds - youth, older workers, long time unemployed, newcomers, those with criminal records, without education or work experience - and we are proud partners in supporting them in overcoming those barriers and finding a job. In fact, **Goodwills across Ontario place a candidate in a job every 39 minutes.**

Where work experience may be lacking, Goodwill is there with training programs and opportunities in our own social enterprise divisions to give individuals hands on learning opportunities to prepare them before seeking community employment. Our Transitional Employment And Mentoring (TEAM) program, serving clients with disabilities, does that by offering a combination of classroom and applied training in areas including janitorial, basic computer skills, customer service, and food service. Our donated goods retail stores also provide a supportive environment for youth, newcomers, people with disabilities, and others looking for work experience and an opportunity to join a dynamic and disciplined team.

In fact, we've seen even more dynamism and discipline in our stores over the last year as one of our key business objectives was, in partnership with a colleague Goodwill based in Sarasota, Florida, to introduce new systems and processes to “back of house” operations and “front of house” presentation, operations, and service.

These improvements streamlined the processing and pricing of goods, getting them onto the floor faster, and including a suite of **daily data and metrics that enable us to monitor and manage our business better than ever before**. To complement those initiatives, we renovated the Burlington store to deliver a better shopping experience and environment for customers. The results have been dramatic. **Traffic has increased, donations are at record levels, and sales are up 12% over the prior year.**

And while key parts of our stores' purpose include offering employment and training to job seekers and well priced goods to customers in our communities, we never forget that there is also an environmental mission we achieve through our sale of used goods. We are very proud that this year, through sales in our stores and the recycling of items that didn't sell, **we kept over 1.9 million pounds of goods out of landfills.**

Our Stairways Coffee House and Catering division also provides hands on skills development in food service to job seekers and serves healthy and delicious food to an ever growing clientele. Indeed, **our catering business was up 32% over the prior year.**

Community

Over the past year we have also continued to expand our networks and impact across our communities.



"All the staff at Goodwill Burlington were excellent.

They treated me with respect and dignity.

I never knew that Goodwill was such a great organization.

Special thanks to the staff for their caring, support and training!!"

-P.F.

"I'm sure you have all heard how difficult it is for us as mature adults to begin job searching. Fortunately you have provided a crutch for us to lean on and pumped us full of new knowledge in the steps to finding employment. I want to thank all of you for the assistance your center has given me. Pat yourselves on the back for a job well done. Here's to hoping my only visits will be for donations. Thank you sooo very much and have a fantastic summer ."

-C.R.

In June 2018 we celebrated the Grand Opening of our new Burlington Career Centre. Local businesses, former clients, the Chamber of Commerce, Councillors, and then MPP Elect Jane McKenna all joined the festivities.

In September 2018 we hosted our first ever Open House and Showcase and welcomed over 100 community members and partners for a tour of our King William building and to see our work in action. Hamilton Mayor Fred Eisenberger and Ward 2 Councillor Jason Farr attended and spoke, along with our 2018 Business Partner of the Year, Steve Foxcroft of Fluke Transportation.

Our 13th annual Awards Dinner saw close to 200 attendees gather to celebrate the success of our winners: twins Kelly and Kennedy Thorne as Workers of the Year, Spencer Stuart and Amber Scott as Achievers of the Year, and Sobeys as Business Partner of the Year. Kelly and Kennedy first trained through our TEAM program before working with our Burlington Career Centre to land jobs at No Frills. Amber, who is Deaf and used to work as a welder, transitioned with our support to be a CMM Operator (Coordinate Measuring Machine) at Fruitland Manufacturing. We have worked with Sobeys in Ancaster, Stoney Creek, and Grimsby to help them find the staff they need for their stores.

Also this year the grand Reopening celebrations for our renovated Burlington store drew all levels of government.



MPP Triantafilopoulos, MP Gould, Mayor Meed Ward, Councillor Stolte, Councillor Bentivegna and Tom Flannery, Vice Chair of the Burlington Chamber of Commerce all attended our ribbon cutting ceremony. MPP McKenna joined our Grand Reopening weekend with a tour of the store and back room operations. Their support for Goodwill in the community was inspiring!

Financial Results

As already mentioned, revenues in our stores and Stairways divisions significantly surpassed prior years' performance. Because we exceeded our Employment Services targets, our gross and net revenue in that division also outperformed.

We closed our three Nova Scotia locations in fiscal 2018/19, however, and had to write down the assets that we could no longer use. In addition, we had a one time investment with Goodwill Sarasota in the system transformation of our retail operations. Those costs, which will not continue into future fiscal years, push our total bottom line into a deficit position.

But on an EBITDA (Earnings Before Interest Taxes Depreciation and Amortization) and net of the extraordinary one time expenses described, the bottom line is a surplus of \$342,941 much better than budget and a \$471,069 improvement on the prior year.

"When I came to Goodwill Centre I had lost all hope of finding a job. I came with very little expectations, to be honest I wasn't even sure why I was going altogether. The staff counselled me and with their support I got back to applying for jobs. The staff sent me jobs constantly and I know from the e-mails that I was getting that they were applying for jobs on my behalf. I not only got a job but also courage to keep up the struggle in very hard times. I thank Goodwill from all my heart, I will not forget their support."

- K.J.



“Followed their suggestions; had a full time job in 1 week. Super people.”

-J.M.



That performance, our operational improvements, and our ever expanding network of partnerships in our communities give us confidence that the future is bright.

That would not be possible without the strategic leadership of our volunteer Board of Directors, the business acumen of our Senior Leadership Team, the competence and commitment of our staff, and the generosity and support of our communities.

Indeed, we have a lot to celebrate and much to be thankful for.



Dan Sturk
Chair, Board of Directors



Kelly Duffin
President & CEO

WHAT WE DO



Always have an amazing turnout and hardworking team assisting me with the candidate flow. Thank You Everyone!" -K. S. Maple Leaf Foods



THIS YEAR

4,027 PEOPLE
Pursued their employment
goals in our Goodwill
Career Centres

964

People were placed in jobs using the services of our Goodwill Career Centres

\$16.22

Was the average wage of those who found employment

30.67

Was the average working hours per week of those who found employment

\$24,937,046

Was the annual wage impact

"First off I'd like to thank you for your patience and continued willingness to help me move forward in looking for gainful employment. Your understanding along with your knowledge in today's work force has built confidence for me to re enter as a second career opportunity.

I wasn't sure what to expect when I first walked in your office but it didn't take very long to see the courtesy in a professional manner. So having said that my experience is a "5" from start to finish. Thanks so much." - D.H.

CLIENT SUCCESS STORIES



2019 Goodwill Annual Achievement Awards

Photo (L-R): Dan Sturk; Goodwill Board of Directors, Chair, Councillor Angelo Bentivegna, Kennedy Thorne, Kelly Duffin; President and CEO of Goodwill, Kelly Thorne, Mayor Fred Eisenberger

Goodwill recognizes that not all individuals can easily achieve competitive employment.

Many of these clients are served through our TEAM Program, which stands for Transitional Employment and Mentoring. We provide hands on training, working in our own social enterprises. This enables clients to develop work related skills and experience before actively seeking employment in the community.

The Worker of the Year Award usually recognizes one but this year we recognized TWO of our TEAM clients who have shown great development in overcoming multiple barriers and have been successful in their job search.

Twins Kelly and Kennedy Thorne are this

year's Workers of the Year. Kelly and Kennedy demonstrated an ability to take direction and a willingness to learn. They have a great work ethic and were very determined. They took a bus every day from Burlington to Hamilton to participate in the program and had excellent attendance.

Through the program they developed greater self confidence and work skills in the food industry, with customer service, and working on cash.

Kelly and Kennedy are enjoying their new jobs as cashiers and the confidence they gained from working with the team at Goodwill.



"I strongly recommend if you are ever looking for employment, the team at Goodwill is the best place to go. They helped me with resume building and kept me informed of job offers ." - L.F.

CLIENT SUCCESS STORIES



2019 Goodwill Annual Achievement Awards

Photo (L-R): Dan Sturk; Goodwill Board of Directors, Chair, Kelly Duffin; President and CEO of Goodwill, Spencer Stewart, Mayor Fred Eisenberger

The Achiever of the Year Award is presented to an individual who has made outstanding progress in overcoming barriers to employment or in pursuing education and skill development towards their employment goals. This year we have two winners.

Our first Achiever of the Year, Spencer Stewart, could no longer continue in his original line of work. With Goodwill, he determined how he could use transferable skills from his past experience to move into a new field.

He attended job search workshops, used the Resource Centre, explored all his options with our Employment counsellors, and has returned to school.

Through the Second Career Program, he is now in the Electrical Engineering Technician program at Mohawk College. He has become a leader in the student body, having been elected Vice President of the Mohawk Students' Association.

When he graduates he can immediately become a Technician, continue with an apprenticeship as an Industrial Electrician, or complete a year of university to become an Electrical Engineer.



"Thank you for showing lots of compassion, understanding and positive words throughout the training workshops." -Anonymous

CLIENT SUCCESS STORIES



2019 Goodwill Annual Achievement Awards

Photo (L-R): Kelly Duffin; President and CEO of Goodwill, Dan Sturk; Goodwill Board of Directors, Chair, Amber Scott, Mayor Fred Eisenberger

Our second Achiever of the Year, Amber Scott, is Deaf. Amber had been a welder but was open to considering a new career.

An acquaintance referred her to Goodwill. She worked with our staff, participated in our Interview Skills workshop, and got support with her resume. When she was ready, Goodwill's Job Developer connected her with Fruitland Manufacturing, who saw in her, the potential to learn and take on the role of CMM Operator (Coordinate Measuring Machine). To their credit, Fruitland invested in that training.

Since being hired and trained, Amber has been doing a great job and Fruitland has been

able to reap the benefits of her work and their CMM machine. Their story was even profiled in the "Shop Metal Tech" magazine.

Fruitland also supported Amber in full force with 14 seats purchased for our Annual Outstanding Achievement Awards Gala to cheer her on for her win. Kudos to Fruitland Manufacturing for the value they clearly place on their employees.



"Goodwill Career Centre excels on what customers need and require. Great Job!" - J.C.

CLIENT SUCCESS STORIES



2019 Goodwill Annual Achievement Awards

Photo (L-R): Kelly Duffin; President and CEO of Goodwill, Dan Sturk; Goodwill Board of Directors, Chair, Malachi Whatcott, Steve Foxcroft; AVP of Fluke Transportation, Rita Haviland; Assistant Store Manager Sobeys, Kelly Turner; HR Sobeys, Craig Gawley; Director of Operations Sobeys, Mayor Fred Eisenberger

Employers are critical partners. We see ourselves as serving them as much as we serve our client job seekers. With employers we strive to understand and meet their business needs so we put the right candidates forward and help them secure a workforce that can deliver on their business objectives. We know our job seekers are especially grateful for the employers who are willing to give them a chance, offer some training and support, and work with them to help develop and advance their skills.

This year's winner of our Business Partner of the Year is Sobeys. Our relationship with Sobeys goes back more than three years and in that time we have worked with them at their Ancaster, Stoney Creek, and Grimsby locations, placing over 25 job seekers. They have worked with us in running job

fairs; participated in a Goodwill Networking with Employers workshop to share with our clients the employer perspective in the hiring process; and have collaborated with us not only at the store level but also with their head of HR for Southern Ontario.

They have demonstrated real leadership in hiring diverse Goodwill clients, including those with limited or no work experience, newcomers, youth, and people with disabilities.



"This workshop was just what I needed. I now feel motivated and reenergized to get back to my job search utilizing my new information. Kept me engaged and attentive." -Anonymous

COMMUNITY PARTNERS

Al Brown
Alexander Tools
ArcelorMittal Dofasco
Arvin Air Systems
Beauty First
Biasutti Drywall
Bulldogs Foundation
Canadian Clothing International
CCXIT Computer Services
Cogeco Connexion
David Braley
David Court
David Rathbun
Dick Duffin
Emco Corporation
First Ontario Credit Union
Fluke Transportation
Fruitland Manufacturing
George Takach – McCarthy Tetrault
H. Williams Jewellers
Hamilton Chamber of Commerce
Hamilton Ticats Football Team
Hamilton Wentworth Police Services
Homewood Health
Hotti Biscotti
Jason Linton
June Elliott
Jane McKenna, MPP Burlington

Kelly Duffin
MaryDale Construction
Maria Zegarac
Marquis Dreamstore
McDonald's AND07 Consulting Inc.
MD Charlton Co. Ltd.
Michelle Hovesen
Mike & Karen Shea
Niko Apparel Systems
Phil Lowry
RBC
Richard Gillespie
Rulco Metal Recycling
Settlers Supplies Inc.
Sevasti Soleas
Simpson Wigle Law LLP
Sobeys
Stresscrete Group
Sunshine Building Maintenance
Switchboard Communications
Ted Hildebrandt
Theatre Aquarius
Tim Dobbie
Turf Tamers
Wendy's Restaurant
Western Regency
Whip's Carpentry
With Love Confectionery

THANK YOU TO OUR FUNDERS



Ontario

MINISTRY OF ADVANCED EDUCATION AND SKILLS DEVELOPMENT



Ontario

MINISTRY OF COMMUNITY AND SOCIAL SERVICES

"I am extremely grateful for all the support from Goodwill Career Centre staff. Everyone is polite and helpful. The education classes were excellent & timely. I will certainly promote your services & drop by again. Thank you." -S.K

2018-2019 FINANCIAL REPORT

	2019	2018
Operating Revenue		
Employment Services	3,863,626	3,612,113
Retail and Donated Goods	2,182,539	2,444,735
Leasing	1,045,418	990,447
Recycling	189,613	102,289
Fund Development	51,458	24,867
Other	41,299	22,796
Total Revenue	7,373,953	7,197,247
Operating Expenses		
Mission related	7,049,119	6,447,296
Management and Support Services	1,137,363	1,376,351
Total Operating Expenses	8,186,482	7,823,647
Operating Deficit	(812,529)	(626,400)
Depreciation and Impaired Assets	785,261	482,261
Earnings Before Interest, Taxes, Depreciation/Amortization	(27,268)	(144,139)
One Time Cash related Adjustments	364,625	0
Earnings Before Interest, Taxes, Depreciation/Amortization and one time adjustments	337,357	(144,139)
Other revenue – interest	5,584	16,011
Adjusted Operating Deficit	342,941	(128,128)

“As a new immigrant, I am very well satisfied and happy with the service I received from my Career Development Specialist. I strongly recommend the Career Centre for the good service they provide to their customers .” -S.V.

2018-2019 BOARD OF DIRECTORS



Dan Sturk, Chair

Tim Dobbie, Vice Chair

Kelly Duffin,
President & CEO

Al Brown

Martha Fox

Ted Hildebrandt

Linda Nazareth

Marian Page

David Rathbun

Andy Skrypniak

2018-2019 SENIOR LEADERSHIP TEAM

Kelly Duffin,
President & CEO

David Court,
Vice President, Retail

Jason Linton,
Vice President, Employment Services and Director, HR

Maria Zegarac,
Director of Finance and Controller

Sheila Davidson,
Director, Operations and Administration

CELEBRATING THE SUCCESSES OF THE YEAR!

Our Community Open House & Showcase



2018 Goodwill Community Open House & Showcase

Photos (L-R): Steve Foxcroft: AVP of Fluke Transportation, Mayor Fred Eisenberger, Councillor Jason Farr, Kelly Duffin; President and CEO of Goodwill

We invited the community to come in and learn more about our mission to change lives through the power of work and to:

- ✓ Tour our landmark building
- ✓ See our services in action
- ✓ Enjoy refreshments provided by Stairways, Goodwill's Café and Catering division



CELEBRATING THE SUCCESSES OF THE YEAR!

The Grand Opening of our New Burlington Career Centre



2018 Goodwill Burlington Career Centre Grand Opening

*Photos (L-R): Kelly Duffin; President and CEO of Goodwill,
Jason Linton; VP of Employment Services for Goodwill, MP Pam Damoff*

In June 2018 we celebrated the Grand Opening of our new Burlington Career Centre. Local businesses, former clients, the Chamber of Commerce, Councillors, and then MPP Elect Jane McKenna all joined the festivities.
MP Pam Damoff visited for a tour.

"The presentation was incredibly informative and surpassed my expectations above and beyond! I feel the presentation was very enthusiastic and sincere, I received a lot of valuable information that was relevant, accurate and painted a realistic picture of the interview game. Definitely coming back for another workshop! Thank you!" -Anonymous

CELEBRATING THE SUCCESSES OF THE YEAR!

Our 13th Annual Outstanding Achievement Awards



These Awards are a highlight of our year, when we celebrate clients' success and recognize one of our many exceptional employer partners. Everyone who joined the celebration contributed not only to the celebration but also to our mission, which speaks to the power of work in people's lives. And work is powerful - with a job comes dignity, independence, improved health, and better outcomes not only for individuals but for their families and their communities.

In 2019 we had a record number of guests join us in recognizing the Achievers at this uplifting evening of delicious food, entertainment, storytelling, celebration, and good company. Our winners are profiled on pages 11-14 for more details on their stories.



CELEBRATING THE SUCCESSES OF THE YEAR!

The Grand Reopening of Our Burlington Retail Thrift Store & Community Donation Centre



After months of renovations and a lot of hard work, we were able to invite the community in for a grand opening weekend full of celebration, special deals, and delicious refreshments.

MPP Triantafilopoulos, MP Gould, Mayor Meed Ward, Councillor Stolte, Councillor Bentivegna and Tom Flannery, Vice Chair of the Burlington Chamber of Commerce all attended our ribbon cutting ceremony. MPP McKenna joined our grand reopening weekend with a tour of the store and back room operations. All showed their support of our mission and helped our team celebrate this milestone.



"The employees at Goodwill Career Centre were invaluable in my job search efforts and success. They were knowledgeable and helpful in my pursuit of employment and in the tailoring of my resume/cover letters.

What really set them apart was the outstanding motivational support in ensuring that clients stayed on target. The networking sessions were particularly helpful and helped me grow my confidence in presenting myself and my skills in a professional manner."

-I.L.



THIS YEAR

57,926 DONORS

Dropped off their donations at our Community Donation Centres

6,740,122 ITEMS

were received and processed throughout our organization

1,920,274 POUNDS

were kept out of landfills

122,939 CUSTOMERS

were served in our thrift stores



SOCIAL IMPACT WITHIN OUR COMMUNITY



225 King William Street
Hamilton, Ontario
(905) 526-8482 Ext. 2313
E-mail: stairways@goodwillonline.ca

Stairways Coffee House & Catering

Breakfast. Lunch. Catering. Coffee.
7:45 am to 2:30 pm every Monday to Friday.

Stairways Coffee House & Catering provides supportive hands-on training on customer service, food preparation, cash register operation, janitorial functions, health and safety, among other skills.

When you choose to order from Goodwill's Stairways you are supporting employment services in our community. Revenues from

catering are invested in our not for profit mission, which is to change lives through the power of work.

Everyday we help people in our community overcome barriers to employment and find jobs. So when you do business with Goodwill you are also doing good for our community.

"Never have I felt more cared for as an individual that has struggled with job searching. This team is phenomenal!" -N.M.

SOCIAL IMPACT WITHIN OUR COMMUNITY



T.E.A.M

Transitional Employment And Mentoring Program

T.E.A.M is designed to assist people with disabilities to obtain and identify skills, while working toward employment, volunteering, or recreational community programs.

T.E.A.M. participants attend an 8 week program and are given an opportunity to access experience within a simulated setting in a variety of tasks such as:

- Computer Training
- Janitorial Services Training
- Food Services Training
- Customer Service Training



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