

2019/2020

GOODWILL NIAGARA

A Hand Up ... Not a Hand Out



ANNUAL REPORT



TABLE OF CONTENTS

EXECUTIVE STAFF	1
BOARD OF DIRECTORS.....	2
MESSAGE FROM OUR BOARD CHAIR AND CEO.....	3
25TH CELEBRATION	4
GOODWILL GIVES BACK.....	5
VOLUNTEER APPRECIATION.....	6
SUCCESS STORIES	7
2019/2020 REVENUE	8
COMMUNITY IMPACT.....	9
SENIOR HOUSING	10
DO YOU KNOW.....	11
MOVING FORWARD	12
FRIENDS OF GOODWILL NIAGARA.....	13

EXECUTIVE STAFF

PRESIDENT & CEO

Karen Droblich

VICE PRESIDENT OF OPERATIONS

Nel Scarry

DIRECTOR OF FINANCE

Stephen McKay

DIRECTOR OF MARKETING

Bob Romeo

DIRECTOR OF RETAIL

Roumi Ivanova

MISSION

Provide work opportunities and skill development for people with barriers to employment or independence, and affordable housing for seniors.

VISION

Our vision is to enrich our community by improving the lives of people with disabilities or barriers to independence by providing essential programs and services through partnerships and the responsible use of community resources.

We put people first.
We will conduct ourselves with honesty and integrity.
We will hold our staff and volunteers accountable.
We will seek opportunities to incorporate our mission into our business operations.
We will constantly seek out opportunities to collaborate.
We will encourage innovation and risk taking to achieve our mission.
We will provide opportunities for the growth and development of people.
We will strive for excellence.
We believe in the power of work.

VALUES

2 BOARD OF DIRECTORS



Dalton Clark

Chair

Dalton is currently the Board Chair for Goodwill Niagara. He is now retired after working for 30 years in his family's business Clark Machine Co. Ltd. He is currently serving on the Board of the Education Foundation of Niagara in addition to Goodwill Niagara.



Timothy Curtis

Vice Chair

Tim Curtis is currently the Vice Chair for Goodwill Niagara and has been on the Board since December 2016. A resident of St. Catharines, Tim is currently the President of Niagara-on-the-Lake Hydro.



Don Chambers

Past Chair

Don Chambers has been on the Board of Directors at Goodwill Niagara for the past 14 years and has served 2 terms as Board Chair. Don's other community involvement includes being a former board member of the Niagara on the Lake Tennis club.



Robert Lawler

Treasurer

Robert Lawler has been on the Board of Directors at Goodwill Niagara for 2 years and is currently the Treasurer. Additionally, Robert served as a the Executive Director for Credit Counselling of Regional Niagara for 17 years.



Phyllis Kerkhoven

Secretary

Phyllis Kerkhoven has been a volunteer and on the Board of Directors for over 30 years. She started with us when we were known as Amity Goodwill. Phyllis is the Board Secretary and is one our longest standing board member.



Wesley Helms

Board Member

Wes has been on the board of Goodwill Niagara since 2016 and is an Associate Professor of Strategic Management at Brock University. He researches, teaches, and advises social entrepreneurs and enterprises through Brock's Goodman School of Business as well as University of Cambridge's Social Innovation Center.



Eleanor Lancaster

Board Member

Eleanor is a dedicated community member who has volunteered for over 20 years as a Board Member and served as Goodwill Niagara Board Chair for 4 years. She previously served three terms on Regional Council and was a local broadcaster with Laura Sabian.



Stan Pride

Board Member

Stan has been in Marketing for years and originally moved to Niagara to work for Canadian Tire Acceptance. Stan has been a Board Member of Goodwill Niagara for almost 15 years and has served as board chair.



Garry Smith

Board Member

Garry Smith has volunteered on the Goodwill Niagara Board for over 30 years. He was the Chair for Goodwill Niagara from 1996-2001. Garry was also a member of the Canadian Public Relations Society from 1975-2001 and the president from 1984-1985. Additionally, Garry is one of our longest standing Board member



Paula Harris

Board Member

Paula Harris, originally from St. Catharines, has been on the Goodwill Board since 2016. Previously, she was involved with the Didsbury Municipal Library in Alberta on the Board and as Chair.

MESSAGE FROM OUR BOARD CHAIR AND CEO

Dear Friends,
I would like to take this opportunity to pay tribute to all the people that are indispensable to our organization, our DONORS and SHOPPERS. Our mission, to provide work opportunities and skill development for people with barriers to employment or independence, and affordable housing for seniors, is only possible because of you.

A review of our Annual Report will show that in the past year our donors made possible the employment of 186 of their neighbours and provided services and training to 664 more. Your donations also provided affordable senior housing at locations in St.Catharines and Welland.

Goodwill Niagara is a NOT FOR PROFIT charitable organization and you can rest assured that all revenue realized from the sale of donated goods stays right here in Niagara to support Niagara communities. Simply drop off your donation at any one of our six retail stores across the Niagara Region and our Goodwill employees will take care of the rest in accordance with our mission and values.

Once again, thank you to our supporters, donors, and shoppers. We pledge to use the proceeds generated by your donations to serve your friends and neighbours right here in Niagara.

Dalton Clark, Board Chair

Dear Friends,

Goodwill Niagara underwent significant leadership change in the 2019 fiscal year. In April, we lost our President and CEO, Laura Hills, who was part of the Goodwill Niagara team for over 20 years. As a tribute to Laura, we continue to embrace her vision by focusing our mission on providing work opportunities which stabilize communities across the Niagara Region.

This year was a significant benchmark for Goodwill Niagara as we celebrated our 25th anniversary. We are proud to serve the Niagara Region as we continue to expand our footprint through our mission, retail, and environmental stewardship. We remain committed to providing relevant training and skill development that promotes independence, increased job opportunities through the expansion of our retail services while our top priority remains the protection of the natural environment through our sustainable practices.

All this good work would not be possible without our team of over 120 dedicated employees at Goodwill Niagara, from our frontline team members to our executive leadership team. Because of their hard work we were able to provide programs and services to 664 individuals in the Niagara community.

Thank you to all our community supporters who continue to donate, shop, volunteer or employ our job seekers, as well as our community partners who work with us in providing a hand up to everyone we work with in our community. Your continued support is vital to our success.

Moving forward, we continue to seek new innovative ways to expand our presence in the Niagara Region and promote the Power of Work. We hope you will continue to support Goodwill Niagara as we strive to attain higher levels of success in the coming year.

Karen Drobniak, President and CEO

25 YEARS

1994-2019

Celebration



6777 Morrison St-Niagara Falls

Bones with our team at
572 Welland St-Welland

228 Glendale Ave-St. Catharines



RAISING FLAG



Ontario Disability Supports Program Employment Supports

Assisting individuals with disabilities obtain and maintain employment through skills development and career exploration.

Constructing Our Future (COF)

Provide theoretical and practical construction training to youth in the Niagara Region, assisting with education exploration and job placement.

Culinary Arts

Deliver theoretical and practical culinary training to job seekers in the Niagara Region, assisting with education exploration and job placement.

Successfully Suited

Eliminates the barrier of appropriate interview attire to job candidates throughout the Niagara Region.

A Hand Up

Goodwill Niagara works with various shelters, organizations and families in need of emergency clothing, furniture and essential household items.

Partnership Programs

Education Foundation of Niagara

Assists in supporting students for basic necessities and innovative community initiatives such as Prom Project.

Textile Diversion Program

The Multi-Residential Textile Diversion Pilot Program allows textile material to be diverted from the waste stream, creating an opportunity for buildings to save on waste disposal costs and support local non-profit organizations at the same time.

Early On – Child and Family Centres

Our COF participants assisted with designing and building naturalized toys and furniture for the Early On - Child and Family Centres; allowing for more stimulating and diverse physical activity and creative play.

833
VOLUNTEERS

10,505^{HOURS}
VOLUNTEER

Volunteers are worth their weight in gold. They share their time and talents which is why we want to acknowledge their contributions and let them know they are valued. We appreciate everything our volunteers do and Goodwill Niagara wouldn't be the same without you!



This year Goodwill Niagara nominated board members Don Chambers and Dalton Clark for the St. Catharines Volunteer Recognition Awards. They have both served on the board for the past 14 years. Goodwill Niagara thanks Don Chambers and Dalton Clark for giving back in Niagara.

SUCCESS STORIES

Having worked in food services for several years, Hannah entered the Constructing Our Future program intent on transitioning to employment in the trades. Like many women endeavouring to do so, she struggled finding companies that would take on someone with no prior experience working in a labour capacity. However, Hannah was not deterred and subsequently excelled during the in-class portion of the COF program. She continued to thrive while on her job placement as a General Labourer with one of our community partners. Upon completion of the work term, Hannah's employer was so impressed with her abilities and work ethic that they recommended her to a colleague whose business better aligned with Hannah's interest in pursuing a career in the electrical field.

Hannah Anderson, Constructing our Future participant

Lynn came to the Constructing Our Future program undecided as to her exact career path. Although she possessed some experience working in a labour capacity, she struggled securing steady work. Lynn had also recently returned to the workforce from a maternity leave and found the lack of consistent employment unsettling. Viewing COF as an opportunity to "get her foot in the door" with an established employer, Lynn successfully completed the in-class portion of the program and seamlessly transitioned to her work placement as a Shop Attendant. Having demonstrated a high degree of proficiency maneuvering a forklift while in the program, she utilized these same skills in new role. Lynn's host employer was so pleased with her abilities and work ethic that they hired her on for a full-time role after she completed her placement. Upon connecting with Lynn in the months following her participation in COF she was quoted as saying "I joined the labourers union and I owe it all to the COF program".

Lynne Anderson, Constructing our Future participant

“

The **employer** was so pleased with her abilities and **work ethic** that they hired her on for a **full-time** role after she completed her **placement**.

”

REVENUE

REVENUE GENERATED

83.9%

15.3%

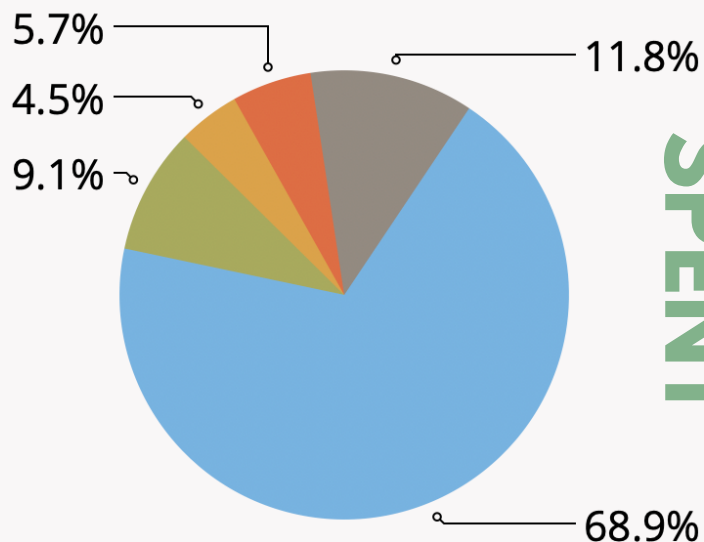
.8%

SALES OF
DONATED
GOODS

COMMUNITY
PROGRAMS,
SERVICES &
HOUSING

OTHER INCOME

- Administrative Support Services
- Investing in Community & Senior Housing Facilities
- Providing Essential
- Community Programs & Services
- Retail Employment & Training Opportunities
- Recycling & Donated Goods



REVENUE SPENT

COMMUNITY

IMPACT

Provided services and training to **664** individuals

6,350 people served through Goodwill Niagara Community Centres

Over **6.6 Million** pounds diverted from the landfill through sustainable programs

Employees **186**

Customers **341,922**

Donors **148,565**

SENIOR HOUSING



Photo courtesy of St. Catharines Library and photographed circa 1900's

36 Page Street, St. Catharines

Stokes Community Village has a long history in our community. It was once home to the Canadian Army during WWI. It then became the first CCM Bike Factory in Canada, Monarch Knitting and Stokes Seeds. In 2006, Goodwill Niagara purchased the property and restored the building. Today the building is home to 32 seniors as well as a not for profit community hub that offers office and event space to agencies in the community. Goodwill Niagara has partnered with Autism Ontario – Niagara Chapter, DSBN Literacy and Basic Skills, DSBN Transitions to Employment and Goodwill Niagara's youth Culinary Program.

1 Churchill Avenue, Welland

In 2012, Goodwill Niagara opened a green field development that was modeled after the Stokes Community Village. The Churchill Senior Residence has 25 senior apartments and homes another community event space and a Goodwill Niagara retail and donation training centre.

DO YOU KNOW...

In 1902 Reverend Edgar J. Helms coined the phrase and philosophy “a hand up, not a hand out”.

In 1984 Amity Goodwill Hamilton opened a store in the Niagara Region. In 1994 Goodwill Niagara became an autonomous organization and in 2019 celebrated their 25th anniversary.

The Stokes Community Village was originally built in 1895 to house the CCM bicycle company. Monarch Knitting took over the the factory in 1905 to help with the war efforts. After the war the Monarch Knitting facility continued to produce knit goods until it closed in the late 1960s. Stokes Seeds purchased the abandoned building and used as a seed warehouse and processing centre. Goodwill Niagara purchased the old factory and refaced it to the Stokes Community Village.

In 2012, Goodwill Niagara opened its newest community building in Welland named the Churchill Community Village. This building is a green field development that has energy saving systems including LED lighting, energy efficient windows, and hot water heating.

MOVING FORWARD

Looking ahead at 2020/21, Goodwill Niagara remains committed to helping individuals and families move forward in the Niagara Region. We will continue to drive new and impactful change through our community programs while increasing our environmental impact. It is our belief that everyone deserves an opportunity to thrive.

In March of 2020, the world changed. As the COVID 19 epidemic spread around the world, people worked together to save and protect, not only themselves, but their family, friends, neighbours and strangers. What forced us apart physically brought us together as a community. Goodwill Niagara focused on keeping shoppers, donors and team members safe by enhancing cleaning protocols, installing plexiglass and providing staff with personal protective equipment.

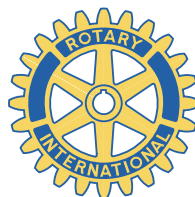
We will continue to make safety a priority as we move forward. We continue to look for new and efficient ways to serve our community and that is why Goodwill Niagara will be introducing online shopping in 2020/21. We thank all our supporters and we look forward to serving the Niagara Region in the coming year.

Stay safe, Stay strong, Stay together!

Karen Drobnich, President and CEO

Goodwill Niagara is actively recruiting Board Members.
For more information contact Karen Drobnich, karen@goodwillniagara.com

FRIENDS OF GOODWILL NIAGARA



#shopGOODshopSMART

Why?

BRAND NAMES

RARE COLLECTABLES

NO TAX

SENIOR DISCOUNTS

DONOR APPRECIATION

STUDENT DISCOUNTS

REGISTERED CHARITY

ST. CATHARINES
495 WELLAND AVENUE
228 GLENDALE AVENUE

WELLAND
572 NIAGARA STREET
1 CHURCHILL AVENUE

NIAGARA FALLS
6777 MORRISON STREET

PORT COLBORNE
45-53 WEST SIDE ROAD

**ATTENDED DONATION
CENTRE**
700 HUMBERSTONE
ROAD, WELLAND

Where?

Charitable Number: 140591645 RR0001

Visit us, goodwillniagara.com

