

# GOODWILL NIAGARA AT WORK



ANNUAL REPORT 2021/2022

**WEBSITE**

GOODWILLNIAGARA.COM

**SHOP GOODWILL ONLINE**

GOODWILLFINDS.CA

**RETAIL AND DONATION LOCATIONS**

ST. CATHARINES - 495 WELLAND AVE & 228 GLENDALE AVE  
NIAGARA FALLS - 6777 MORRISON ST    PORT COLBORNE - 45-53 WEST SIDE RD  
WELLAND - 572 NIAGARA ST & 1 CHURCHILL AVE

**ATTENDED DONATION CENTRE**

700 HUMBERSTONE RD, WELLAND



**PHONE: 905-685-8777**

**WEBSITE: WWW.GOODWILLNIAGARA.COM**

**E-COMMERCE: WWW.GOODWILLFINDS.CA**

**SOCIAL MEDIA: @NIAGARAGOODWILL @NIAGARAGOODWILLFINDS**

**ADDRESS: 271 RIDLEY ROAD, ST. CATHARINES, ON L2S0B3**



4

MISSION, VISION,  
AND VALUES

5

EXECUTIVE STAFF  
AND BOARD OF  
DIRECTORS

6

MESSAGE FROM  
OUR BOARD CHAIR  
AND CEO

8

A YEAR IN REVIEW

10

SUCCESS STORIES

11

SENIOR HOUSING

12

SKILLS AND  
EMPLOYMENT  
TRAINING  
PROGRAMS

14

PROGRAMS AND  
PARTNERS

16

COMMUNITY  
IMPACT

17

FINANCIALS

18

GOODWILL  
NARRATIVE

19

MOVING FORWARD

## MISSION

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

## VISION

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.

## VALUES

- 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.

## BOARD OF DIRECTORS

### **Timothy Curtis**

Chair

### **Wesley Helms**

Vice Chair

### **Phyllis Kerkhoven**

Secretary

### **Robert Lawler**

Treasurer

### **Dalton Clark**

Past Chair

### **Dave Boychuck**

Board Member

### **Don Chambers**

Board Member

### **April Jeffs**

Board Member

### **Eleanor Lancaster**

Board Member

### **Stan Pride**

Board Member

### **Dileep Naidu Singasani**

Board Member

### **Garry Smith**

Board Member

### **Sandra Wilson**

Board Member

## EXECUTIVE STAFF

### **President & CEO**

Karen Droblich

### **Vice President of Operations**

Nel Scarry

### **Director of Finance**

Stephen McKay

### **Director of Retail**

Roumi Ivanova

### **Director of Marketing**

Bob Romeo



# MESSAGE FROM THE BOARD CHAIR

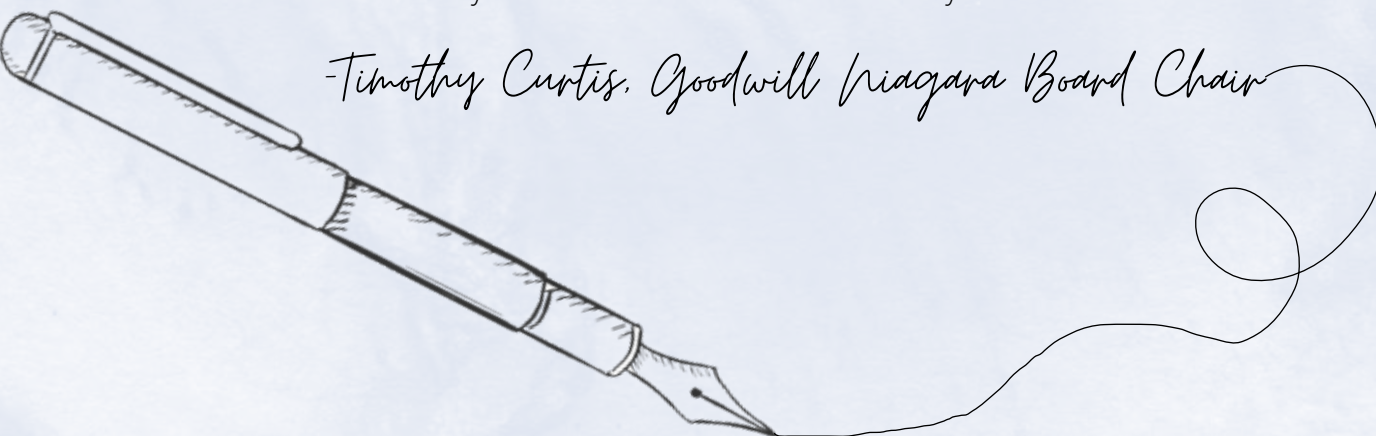
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Goodwill Niagara is in great shape; both financially and in the viability of its operations. Financially, Goodwill Niagara has built up a healthy reserve over the past few years due to the combined efforts of past Boards, management and staff. This reserve is allowing Goodwill Niagara to expand its operations without potentially jeopardizing its ongoing operations. This expansion includes new retail such as the new warehouse in Welland and the newly planned store in Niagara Falls, new programs such as providing workforce training and new landfill diversion such as expanded recycling programs for unsellable donations.

Operationally, Goodwill Niagara remains well positioned to continue to grow. The Goodwill Niagara model creates jobs where they otherwise would not exist and diverts tons of material from landfills; both needs that are crucial in the current environment. Not only are the operations of Goodwill Niagara growing but the jobs are expanding to become careers and the landfill diversion is expanding with new recycling programs. On top of all this, Goodwill Niagara is providing affordable housing at a time when this is a growing need. The Board will look to expand this as well if the right opportunity is found.

The Board is committing to continue to grow Goodwill Niagara in all these areas as long as it is meeting needs in the Niagara community and can be done in a financially sustainable manner.

*Timothy Curtis, Goodwill Niagara Board Chair*





# MESSAGE FROM THE PRESIDENT & CEO

Dear Friends,

What an extraordinary year it's been! This past year, nothing has been more satisfying or rewarding than being able to come together in person, without being separated by plexiglass or masks. Seeing smiles on faces, laughing together, and sharing a meal in a restaurant has brought new meaning to the word "connecting". In store shopping has once again become a social adventure and our staff can now connect with the familiar faces they have been missing the past 2 years.

We cannot thank the community enough for the continuous and generous support we have received. It is through this generosity that we have been able to make more connections in the community to help support families, job seekers and individuals wanting to develop new skills for future careers. We have also been able to expand our work on environmental sustainability focusing on landfill diversion rates, creating new partnerships, and researching new and innovating ways for creating a circular economy.


It all starts with your donation. From there we employ people that help build stronger families and create a thriving community. Donated goods provide affordable clothing and necessary items so people can keep more money in their pocket, focus on other important essentials in life, and feel GOOD about preserving the planet by keeping usable items out of the landfill and limiting resources needed to produce more goods.

A special **"thank you"** to each and every one of our Goodwill Niagara team members that continue to be the driving force behind our mission in the Niagara community. It is the great work they do each and every day that allows us to build better programs, reach more people, create more jobs, and keep seniors safe in our affordable senior housing complexes.

We have a lot more work to do in the coming year and we have an exciting year planned. You will be seeing more of Goodwill Niagara, hearing about Goodwill Niagara, connecting with Goodwill Niagara and learning more about Goodwill Niagara in the coming year. We look forward to seeing you in 2022/23 and remember...We are more than just a thrift store!

*-Karen Drobniak, Goodwill Niagara President & CEO*

## A YEAR IN REVIEW



It's always surprising when, at the conclusion of one year, we get to reflect on all the achievements over the past year. When we are busy dealing with the day-to-day activities within the organization, it's easy to see the small impacts of our work. However, when we sit back and reflect on the totality of the year, seeing how those small impacts have completely changed the lives of people in the community is extremely rewarding.

Looking back over the past year it's amazing how much we accomplished and the tremendous impact it had on the Niagara community. With the support of the community, we were able to divert 12.6 million pounds of usable items from the landfill. To visualize exactly how much that is, picture a newer 1-ton truck that holds approximately 6,000 lbs. Now put 2100 of those trucks side by side. That's a huge impact!

As our commitment for environmental stewardship increased, so did our need for space. This past year we added a 30,000 sq. ft warehouse to help us increase recycling initiatives and allow for future growth opportunities.

Keeping our seniors safe was a priority this past year. Security and beautification projects were on going at our affordable senior housing buildings with upgraded door entry, security cameras, outside and inside lighting and parking lot repaving being a few of the developments that took place.

As the unemployment rate reached an all-time high in the Niagara Region, Goodwill Niagara rose to the occasion by adding retail training to our Building Our Futures Program. The success of the program was evident with a job placement rate of over 90% across all 3 programs, retail, culinary and construction. Additionally, our job placement program for persons with disabilities achieved a 100% placement rate within the first 6 months. The expansion and success of these programs impact the lives of individuals and families in the Niagara Region every day.

Over the past year Goodwill Niagara added more jobs and created employment opportunities across the organization, putting more people back to work. With the rising cost of living, we continued our commitment to pay wages higher than the Provincial minimum wage, created more full-time positions and expanded health care benefits to include part-time employees.

We have exciting things planned as we head into a new year. The focus will be to build on the successes of the past year and connecting with the community to improve the lives of individuals and families in the Niagara Region.

*-Karen Drobnich, Goodwill Niagara President & CEO*



**“THE WORK WE  
CREATE BUILDS VALUE  
ECONOMICALLY,  
SOCIALLY, AND  
ENVIRONMENTALLY.**

**WHEN PEOPLE START  
TO WORK, PEOPLE  
START TO BELONG, TO  
MATTER, TO CONNECT.”**

# “GOODWILL HELPED ME IMPROVE MY PERSONAL LIFE AND FOCUS ON SETTING GOALS” –NIKKI

Nikki is one of Goodwill Niagara’s biggest success stories. Nikki’s was first introduced to Goodwill Niagara as a grade 9 student who came to work with her dad on “bring your child to work” day. That was 16 years ago.

Growing up Nikki was very shy and quiet and really wasn’t focused on what she wanted in life. At 17 she dropped out of high school, and even though she was encouraged to go back, she just wasn’t interested. Over the next couple years Nikki worked at different jobs, some good, and some not so good. Around that time, she became involved in a bad relationship. Desperate to end the relationship, she took a job out of town to get away. Shortly after, both the relationship and the job ended. Over the next couple years Nikki didn’t work much and battled bouts of depression. At a very low point in her life, when her depression became overwhelming, she attempted suicide. Ron, her dad, urged her enroll in the Constructing Our Future program being offered at Goodwill Niagara.

Nikki clearly remembers the prescreening interview with the Program Coordinator Nicole as she described all the benefits of the course. Although interested, Nikki told her, “I can’t guarantee I will show up every day for classes”. On her very first day, Nikki decided she was going to challenge herself to get the most out of this opportunity. She says now, “this program totally changed my life”. Not only did she learn skills for a construction job, but the program helped her grow as a person, deal with mental health issues, and meet friends who supported and cared for her. Nikki always struggled with social interactions growing up but found herself opening up giving her a new lease on life. She credits the support and friendship she received from fellow students and staff from Goodwill Niagara as the biggest influence on her to believe in herself. “They helped me improve my personal life and focus on setting goals” she says.

During the job placement part of the program, Nikki went to work for Silverline construction. Silverline hired Nikki after the placement ended and she developed a strong friendship with her supervisor and his family. It was one of the highlights in her life. With work shortages and the onset of COVID, Nikki found herself without a job, but because of the life skills she had learned she was able to stay focused and grounded. Finding herself drawn to Goodwill Niagara once again, Nikki was offered a position with the newly formed on-line shopping platform, Goodwillfinds.ca. Around the same time Nikki took on the role as the Admin person for the Jeep Club, a social group in Niagara. It was during that time that Nikki decided to follow a dream she had. She applied to Trillium College for Law and Security and was accepted. Looking back Nikki cannot believe all that she has accomplished. She is so thankful for the confidence and motivation skills that she gained through the Constructing Our Future program. Her goal now is to have a successful career in policing to help people in the community who need it the most. Nikki is scheduled to graduate in October 2022 and has already been offered a position with the Calgary Police Force.

*Best of luck Nikki! ❤️*

## SUCCESS STORY



# CONNECTING SENIORS WITH AFFORDABLE HOUSING

## **1 Churchill Avenue, Welland**

The affordable senior apartment building in Welland has been home to 25 seniors for the past 10 years. The building itself is an energy efficient, green building, that offers a community event space and game rooms for the seniors to enjoy. This building also includes a Goodwill Niagara retail and donation training centre. This unique building is close to all amenities including the Greater Niagara Welland General Hospital.

## **36 Page Street, St. Catharines**

The Goodwill Niagara Stokes Community Village has been home to 32 seniors for the past 12 years. The building has a long history in our community and has iconic features like, the 30ft brick chimney and glass block windows which came into fashion around the early 1900s as a durable and insulating way to let natural light into factories. Goodwill Niagara purchased the brownfield building in 2006 and began the renovation into affordable senior housing alongside the first group from the Constructing our Future program. This first of a kind building includes a community kitchen, meeting rooms, and a hub for not-for-profit organizations.



# BUILDING OUR FUTURES

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# CONNECTING PEOPLE WITH SKILLS AND EMPLOYMENT TRAINING PROGRAMS

## **CONSTRUCTING OUR FUTURE**

The Constructing Our Future program provides theoretical and practical skilled trades training to youth in the Niagara Region while earning the equivalent of minimum wage. Participants will receive a variety of certifications including, but not limited to, First Aid/CPR, WHMIS, Forklift, Health and Safety, Bill 168 and Job Readiness. Participants learn relevant employability skills such as resume and cover letter development, and interviewing skills. At the end of the 10 weeks, participants complete a 12 week paid placement with a community employer in the construction sector. Graduates of this program either secure employment or return to school.

## **CULINARY ARTS**

The Culinary Arts program provides skilled training and practical experience to youth working in the food industry while earning minimum wage. This program consists of on-site work experience/work placement. Participants will receive a variety of certifications including, but not limited to Safe Food Handling, First Aid/CPR, Bill 168, WHMIS, and Workplace safety. Employability skills focus on Problem Solving, Communication Skills, Teamwork, Career and Educational Exploration. Similar to the Constructing Our Future program, participants complete a 12 week paid placement with a community employer in the hospitality sector. Graduates of this program either secure employment or return to school.

## **RETAIL TRAINING**

The Retail Training program provides customer service training and practical work experience in a retail environment. Participants will receive a variety of certifications including, but not limited to First Aid, CPR Certification, Customer Service and Money Handling skills as well as Communication skills and Job Searching techniques. This program is 4 weeks of In Class Training & Certifications and 8 weeks of work experience with an Employer. All participants will be paid the equivalent of minimum wage.

## **EMPLOYMENT SERVICES**

Our dedicated and knowledgeable staff offer guidance and support to job seekers through the process of preparing, securing, and maintaining employment. Our individualized employer services include supporting the recruiting and hiring process, pre-employment certifications, on-the-job training, and coaching.



## **COMMUNITY SERVICES**

General Assistance  
Sponsorship Programs  
Volunteer Program  
Student & Family Support Program  
Shelter Re-home Program  
CSO Program  
Community Referral

## **COMMUNITY PARTNERS**

Niagara Education Foundation  
Newark Neighbours  
Christian Benefit Shop  
Dunns Furniture  
Niagara Furniture Bank  
Children's and Family Centres  
Rotary Club  
Kiwanis Club of St. Catharines  
Greater Niagara Chamber of Commerce  
Niagara Poverty Reduction Network  
Diversity Employment Network of Niagara  
Autism Niagara  
District School Board of Niagara  
Credit Canada Debt Solutions

## **EDUCATIONAL PARTNERS**

Niagara College  
Brock University  
DSBN  
NCDSB  
Positive Living  
Niagara Red Cross

## **ENVIRONMENTAL STEWARDSHIP PARTNERS**

Niagara Region  
-Textile Diversion  
-Recycling Bins  
-Recycling Materials  
-Bicycle Program  
TECH HEADS  
Nashville Generic Product  
Marine Metals

## **SOCIAL PARTNERS**

Hope Centre Southridge  
Out Of The Cold  
Project Share  
Women's Place of South Niagara  
YWCA



**GOODWILL  
WORKING TO  
CONNECT  
COMMUNITY  
WITH  
PROGRAMS**

# COMMUNITY AT WORK

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**12.6**

Million pounds of usable items were diverted from the landfill

**303**

Individuals were provided services and training

**1124**

Services and training were accessed through Goodwill Niagara Community Centres

**747**

Customers purchased through our e-commerce website

**66**

Seniors were provided affordable housing

**113**

People were supported through job searches

**117**

Goodwill Niagara employees from our community

# REVENUE GENERATED

Sales of Donated Goods - 74.71%  
Community Programs & Services – 19.89%  
Other Income – 5.40%

# REVENUE SPENT

Providing Retail Employment & Training Opportunities – 60.04%  
Providing Essential Community Programs & Services – 17.54%  
Recycling & Donated Goods – 10.69%  
Administrative Support Services – 6.31%  
Investing in Community & Senior Housing Facilities – 5.42%

## FINANCIALS 2022



# CONNECTING GOODWILL WITH THE COMMUNITY

Amity Hamilton Goodwill opens first Goodwill store in St. Catharines.

**1984**

**1994**

Goodwill Industries Niagara becomes an autonomous organization.

Opened retail location in Welland.

**1998**

**1999**

Opened retail location in St. Catharines. Purchased the Royal Canadian Legion, Branch 24, building in downtown St. Catharines. Created the Normandy Resource Centre, a community hub for not-for-profit organizations.

Purchased the Stokes Seeds factory on Page Street, St. Catharines.

**2008**

The first Constructing Our Futures program began.

Renovated and transformed the building into 32 affordable apartments for seniors, community kitchen, meeting rooms, and community hub for not-for-profit organizations.

**2012**

Built a “green” affordable senior housing complex in Welland. The building has 25 affordable apartments for seniors, retail and donation training centre, and a community centre.

Opened an Attended Donation Centre at the Humberstone Landfill in Welland in partnership with the Niagara Region.

**2013**

**2015**

Sold the Normandy Resource Centre at 111 Church. Goodwill corporate office and operations moved to 271 Ridley Road West in St. Catharines.

Opened a retail and donation centre in Port Colborne.

**2016**

**2018**

Moved the retail and donation location from Portage Road to Morrison St. in Niagara Falls.

Celebrated 25th anniversary in the Niagara Region.

**2019**

Goodwill Niagara is at **WORK** connecting community with programs, connecting people with skilled trades and employment training, connecting people with jobs, connecting seniors with affordable housing and connecting Goodwill Niagara with the community. This coming year is all about connections.

Our year ahead is about growth as we plan a new retail and donation location in Niagara Falls in the McLeod and Dorchester area. This will be a welcome addition to our location on Morrison Street. Not only will the new location provide good quality clothing and household items at affordable prices, but it will also have a convenient and accessible drive through donation drop off.

As we expand into new neighborhoods and new communities we are better able to help and assist those most vulnerable in the community by providing employment opportunities and much needed programs and services. It's all about connecting people with jobs, strengthening families and the community.

With our new warehouse up and running we will be connecting with institutions and organizations working on ways to improve recycling and diversion

rates positively impacting the environment and surrounding communities. Education is critical in connecting people to the environment by learning how giving usable items a new life preserves natural resources and protects the environment.

Goodwill Niagara will be making more connections with social media DIY to highlight the benefits of repurposing and creating one-of-a-kind masterpieces. Our hope is to support local small business by creating awareness and making connections that result in job creation in the community.

We are excited about the implementation of a new POS system across all retail and donation centres. This new system will enable employees to process donations more efficiently and be less labour intensive. This year is about connecting employees with job satisfaction. We will continue our commitment to investing in our employees and by providing diverse, equitable and inclusive environments where everyone can feel safe.

We look forward to connecting with everyone in 2022/23 as we work strengthening individuals, families, and the Niagara Community.

*Karen Drobniak, Goodwill Niagara  
President & CEO*

# MOVING FORWARD

**WHEN PEOPLE ARE WORKING,  
COMMUNITIES ARE WORKING**



**WORK HELPS PEOPLE BELONG, TO  
MATTER, TO CONNECT TO  
EACH OTHER**