



Imagine...



Our Mission, Vision, and Values

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 and 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

Tim Curtis
Chair

Wesley Helms
Vice Chair

Don Chambers
Board Member

Phyllis Kerkhoven
Secretary

Stan Pride
Board Member

Robert Lawler
Treasurer

Dileep Naidu Singasani
Board Member

Dalton Clark
Past Chair

Garry Smith
Board Member

Dave Boychuck
Board Member

Sandra Wilson
Board Member

EXECUTIVE STAFF

Karen Droblich
President & CEO

Stephen McKay
Director of Finance

Nel Scarry
Vice President of Operations

Bob Romeo
Director of Marketing

MESSAGE FROM OUR BOARD CHAIR

As a member of the Board of Goodwill Niagara, it is our job to focus on the big picture. We ensure that Goodwill remains financially viable, and to monitor and assess the strategic plan to ensure that Goodwill Niagara continues to develop and grow in the Niagara Region. As we look forward to the opening of the new Niagara Falls store and donation centre in 2023, we will continue to plan for continued growth in both employment opportunities and mission through our Workforce Development department. As part of the continued growth, planning has begun for a new store and corporate head office in west St. Catharines, with a targeted opening date of early 2025. I would like to thank the Goodwill Niagara leadership team along with Karen Droblich, President & CEO, for the high level of service delivery maintained through the challenges and growth of the past 2 years, through my tenure as Board Chair.

What the Board does not often see firsthand, but what is incredibly important, are the ways in which Goodwill Niagara impacts the lives of individuals and families in the Niagara community. Goodwill Niagara transforms usable items, donated through our donation centres, into higher paying employment opportunities while providing good quality clothing and household items at a fraction of the price. Through employee development, these employment opportunities are usually the first step of a long and meaningful career either within Goodwill Niagara or with a community employer. Through our Workforce Development, individuals are given the opportunity to develop new skills through employment and skills training programs.

Goodwill Niagara also partners with many not-for-profit organizations throughout the Niagara Region, giving a hand up to vulnerable populations such as recent immigrants, new entrants to the workforce, or those restarting their lives due to unfortunate circumstances. Included in the Goodwill Niagara mission is the commitment to preserving the environment through landfill diversion. Donated items are reused, repurposed, or recycled, ensuring that gently used and reusable items are diverted from the landfill. Goodwill Niagara also gives back to the Niagara community by providing affordable housing to seniors in Welland and St. Catharines. In total, there are 52 apartments at affordable, below market rent to help seniors struggling to meet the rising cost of rent. I know that this list is not exhaustive and that Goodwill Niagara does so much for so many.

In September, my two-year term as Board Chair of Goodwill Niagara will end. I would like to thank my fellow Board members and the leadership team at Goodwill Niagara for making my time as Board Chair a memorable one that I can look back on with pride. I also look forward to continuing to assist as a member of the Board and as Past Chair while the next Chair assumes his responsibilities.



Board Chair

MESSAGE FROM OUR PRESIDENT & CEO

Dear Friends,

THANK YOU to our donors, customers, partnering organizations, and community employers. It is because of your generosity, support, and trust that we have been able to employ more, train more, and give more to the individuals and families in the Niagara community.

The most rewarding part of working at Goodwill Niagara is knowing that we help change lives in the Niagara community every day. Helping people find and keep meaningful jobs and creating career opportunities is the driving force behind Goodwill Niagara. We believe everyone should have the opportunity to work at a job they love, advance in their chosen career, while earning a competitive wage to support themselves and their families. Together through the power of work, we can dream more and achieve more.

This past year we focused on transforming the way we work; the way we serve the community and the way we protect our environment. We invested in new technology throughout the organization to help make our employees' jobs easier and more efficient. We invested in our employees by providing a competitive wage and benefit package that is well above the provincial minimum wage. We invested in providing the best skills training programs so people could invest in themselves by securing higher paid, meaningful jobs. We invested in people in the Niagara Region by making sure that children had their basic needs met, and that families had more money in their pockets by spending less on good quality clothing and household items. We invested in beautifying our affordable senior housing buildings so those living there could be proud of the home they live in. We invested in the community by providing more employment opportunities through the opening of another Goodwill store, and by adding more employment opportunities throughout the organization. We also invested in the environment by keeping more usable items out of the landfills through new recycling and repurposing initiatives.

I would like to personally **THANK** every one of our team members for all their hard work, commitment, and trust. Every day they make dreams happen and touch the lives of people in the Niagara community. They truly are the **GOOD** in **Goodwill**.

In the coming year, we are looking forward to exploring new opportunities and partnerships. We hope you will continue to support Goodwill Niagara in 2023/24 and join us in spreading the **GOOD** in the Niagara Region.



President & CEO

SUCCESS STORIES



Natalie
Hipswell

Natalie's first introduction to Goodwill Niagara was in 2007 after she saw an ad on the bus that offered training programs through our Workforce Development program. The factory she was working at had just closed, now unemployed and a single mom, Natalie decided to take a chance and try something new.

Having never worked in retail before, she was very nervous when she was invited to do some cash training with Nel Scarry, who was the Workforce Development trainer at the time. Natalie was a natural at customer service and learned the skills quickly. When the training was finished, she decided to volunteer at Goodwill Niagara's Glendale Avenue store in St. Catharines, to learn more about the day-to-day operations. After three months, the store manager asked her to submit a resume and she was hired as a part-time sales associate. Natalie became a full-time employee shortly after, and has been with us ever since.

Natalie is a well-respected, hardworking employee who is always willing help out and go that extra mile. With every new employee Natalie trains, she thinks back to her first day of training and draws on her own experiences to give the new hires the confidence they need to be successful. She says the things that have inspired her to continue at Goodwill Niagara for over 16 years are dealing with the regular and loyal donors and shoppers on a daily basis. Natalie is grateful for the training she received from Goodwill Niagara that has helped her advance and learn new skills over the years.

SUCCESS STORIES

Wesley
Couture Burke



Wesley joined Goodwill Niagara as an employee in 2018. He is a very community minded individual who volunteered at the Niagara Ice Dogs games throughout high school and saw donation drive posters for Goodwill Niagara at the game. After graduating from high school, Wesley was job searching and saw that Goodwill Niagara was hiring, so he applied.

Wesley applied at the Welland Avenue location in St. Catharines and got the job! He started out as a part-time employee and quickly learned all the aspects of retail. After eight months, Wesley was promoted to full-time status. Wesley continued to impress his manager, he was then promoted to lead associate a year later. Fast forward to 2023, Wesley was promoted to Assistant Store Manager at our Glendale Avenue location. From a high school graduate to an assistant manager in five years, his hard work has really paid off.

Wesley stays motivated by seeing the positive change that Goodwill Niagara is making in the community. Every day is a new day at the store, with a steady flow of donations coming in, new items on the sales floor every hour, and the opportunity to learn about unique and vintage items.

Wesley is very involved in the community outside of work, volunteering at his church and helping with youth groups. Wesley is a compassionate individual, who understands how important it is to help others and is making a positive impact on both Goodwill Niagara and the community.

GIVING BACK IN THE COMMUNITY

One of the great partnerships we have developed in the community is with the Niagara Military Museum. At Goodwill Niagara, we receive donations that have military significance from families that are downsizing, or donating items from people that have passed. Items we have received over the past year have included medals, uniforms, stretchers from World War II, and pictures dating to the early 1900s. Jim Doherty, President of the Niagara Military Museum, is a great historian who is making sure donated military items are properly preserved.



As most of you know, we receive many treasures that we sell; as well as rare collectables that are put in our silent auction. The historical military artifacts that we receive are treated with respect and dignity. These items are from not only Canadian Armed Forces, but also from other armed forces around the world. Military items are not for sale or auction; they are donated to the Niagara Military Museum to be preserved and displayed for their historical significance.

Our partnership with the museum dates back to 2019 when we received a donated briefcase at our Port Colborne location that belonged to Lt. Col. Frank Campbell. The suitcase contained thousands of photos and meeting notes about his life in Vietnam. Campbell was a Canadian officer stationed with the International Commission of Control and Supervision Vietnam (ICCS), which was a four-country operation set up to negotiate and enforce a ceasefire between North and South Vietnam. There is not a lot of information available about Canada's involvement in the ceasefire. The papers and documents are now secured in the National Defense HQ Department of Heritage and History in Ottawa.

If you haven't visited the Niagara Military Museum yet, we highly recommend you put it on your list of "things to do". The museum is located at 5049 Victoria Avenue in Niagara Falls.

Community Partnerships

BETHESDA
BIRCHWAY NIAGARA
BOYS & GIRLS CLUB
EDUCATION FOUNDATION
FEDCAP
GARDEN CITY KIWANIS HOCKEY
KIWANIS CLUB OF ST. CATHARINES
GARDEN CITY
HOPE CENTRE
JOB GYM
JOHN HOWARD SOCIETY
MARINE METALS
NASHVILLE GENERIC PRODUCT
NEWARK NEIGHBOURS
NIAGARA ICE DOGS

NIAGARA MILITARY MUSEUM
NIAGARA REGION
NIAGARA RIVER LIONS
NIAGARA THIS WEEK
PROJECT SHARE
OUT OF THE COLD
ROTARY CLUB OF ST. CATHARINES
SOUTHRIDGE SHELTER
START ME UP NIAGARA
TECH HEADS
WOMEN'S PLACE OF SOUTH NIAGARA
YOURTV COGECO
YMCA EMPLOYMENT HELP CENTRE
YWCA

Education Partnerships

BROCK UNIVERSITY
DSBN
NCDSB
NIAGARA COLLEGE

AFFORDABLE SENIOR HOUSING



STOKES COMMUNITY BUILDING

36 PAGE STREET

ST. CATHARINES

This building has a long history in our community. It was once home to the Canadian Army during WWI. Then it became the first CCM Bike Factory in Canada, Monarch Knitting, and Stokes Seeds. Goodwill Niagara came up with a plan to revitalize the warehouse into 32 affordable apartments for seniors, as well as a community centre that offers office space to agencies in the community. Ground breaking took place in the Spring of 2006, and the following year, the Stokes Community Building was opened for seniors and community partners in our community.

CHURCHILL COMMUNITY BUILDING

1 CHURCHILL AVENUE

WELLAND



In 2012, Goodwill Niagara opened its newest community building in Welland at 1 Churchill Avenue. It is a green field development that was modeled after the Stokes Community Building. The Churchill Avenue location features 25 affordable apartments for seniors, a Goodwill Niagara retail and donation centre, as well as a community centre.

BUILDING FUTURES PROGRAMS

CONSTRUCTING OUR FUTURE



The program provides theoretical and practical skilled trades training to youth in the Niagara Region with 10 weeks of training and 12 weeks placement with an employer.

Participants are paid the equivalent of minimum wage. They also get valuable certifications such as First Aid/CPR, WHMIS, forklift.

Participants also learn relevant employability skills such as resume and cover letter development, as well as interviewing skills.

CULINARY ARTS

Our Culinary Arts program provides skilled training and practical experience working in the food industry. This program is 10 weeks of Instruction & Certifications and 12 weeks of work experience with an Employer.

Participants will receive a variety of certifications including, but not limited to Safe Food Handling, First Aid/CPR Certification and WHMIS.

Participants will also learn workplace safety, employability skills, problem solving, teamwork, communication skills, and career and educational exploration.



Youth employment programs funded by the Government of Canada available to ages 15-30. For more information please call 905-650-5917.

GOODWILL NIAGARA BY THE NUMBERS

COMMITMENT TO THE ENVIRONMENT



PUTTING MONEY BACK INTO THE POCKETS OF SENIORS AND STUDENTS



OUR CUSTOMERS



THE FABRIC OF OUR ORGANIZATION

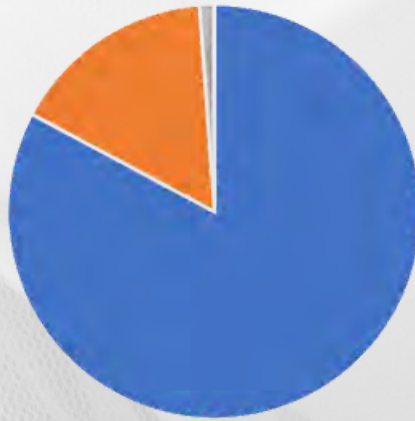


VOLUNTEERS



THANK
YOU

REVENUE GENERATED

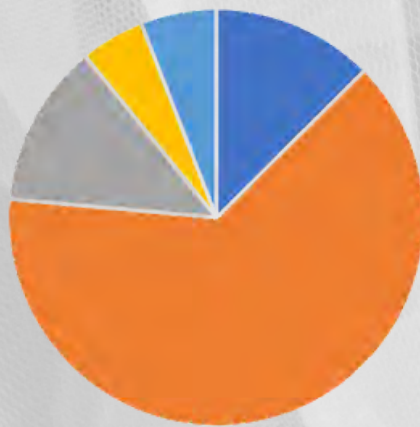


SALES OF DONATED GOODS - 82.80%

COMMUNITY PROGRAMS AND SERVICES - 16.03%

OTHER INCOME - 1.17%

REVENUE SPENT



RECYCLING AND DONATED GOODS - 12.57%

PROVIDING RETAIL EMPLOYMENT AND TRAINING OPPORTUNITIES - 63.84%

PROVIDING ESSENTIAL COMMUNITY PROGRAMS AND SERVICES - 12.72%

INVESTING IN COMMUNITY AND SENIOR HOUSING FACILITIES - 4.96%

ADMINISTRATIVE SUPPORT SERVICES - 5.91%

Imagine...



**"THERE IS NO POWER FOR CHANGE GREATER
THAN A COMMUNITY DISCOVERING WHAT
IT CARES ABOUT."**

- Margaret J. Wheatley

RETAIL AND DONATION CENTRES

ST. CATHARINES

495 WELLAND AVENUE & 228 GLENDALE AVENUE

NIAGARA FALLS

6777 MORRISON STREET & 6840 McLEOD ROAD

WELLAND

572 NIAGARA STREET & 1 CHURCHILL AVENUE

PORT COLBORNE

45-53 WEST SIDE ROAD

ATTENDED DONATION CENTRE

700 HUMBERSTONE RD, WELLAND

SHOP GOODWILL ONLINE

GOODWILLFINDS.CA

PHONE: 905-685-8777

SOCIAL MEDIA: @NIAGARAGOODWILL

ADDRESS: 271 RIDLEY ROAD, ST. CATHARINES, ON L2S 0B3



**" JUST ONE SMALL POSITIVE THOUGHT
IN THE MORNING CAN CHANGE
YOUR WHOLE DAY."**

- Dalai Lama



Donate to Goodwill Niagara