

2020

2021

# ANNUAL REPORT



GOODWILL® NIAGARA



**WE ARE MORE THAN A THRIFT STORE**

**PHONE: 905-685-8777**

**WEBSITE: [WWW.GOODWILLNIAGARA.COM](http://WWW.GOODWILLNIAGARA.COM)**

**E-COMMERCE: [WWW.GOODWILLFINDS.CA](http://WWW.GOODWILLFINDS.CA)**

**SOCIAL MEDIA: @NIAGARAGOODWILL @NIAGARAGOODWILLFINDS**

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



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## 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.

## 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

## Board of Directors

### Dalton Clark

Dalton Clark has served as Board Chair for the last two years, 2019-2021. He joined the Goodwill Niagara Board in 2006.

### Tim Curtis

Tim Curtis currently serves as Vice Chair and joined the Goodwill Niagara Board in 2016.

### Don Chambers

Don Chambers joined the Goodwill Niagara Board in 2005. He served as Board Chair for two years, 2017-2019.

### Robert Lawler

Robert Lawler currently serves as Treasurer and joined the Goodwill Niagara Board in 2018.

### Phyllis Kerkhoven

Phyllis Kerkhoven currently serves as Secretary and joined the Goodwill Niagara Board in 1985.

*\*Phyllis is one of our longest serving Board Members.*

### Wesley Helms

Wesley Helms currently serves as a Board Member and joined the Goodwill Niagara Board in 2016.

### Eleanor Lancaster

Eleanor Lancaster currently serves as a Board Member and joined the Goodwill Niagara Board in 1997. She has twice served as Board Chair.

### Stan Pride

Stan Pride currently serves as a Board Member and joined the Goodwill Niagara Board in 2005. He previously served as Board Chair.

### Garry Smith

Garry Smith currently serves as a Board Member and joined the Goodwill Niagara Board in 1987. He served as Board Chair for five years, 1996-2001.

*\*Garry is one of our longest serving Board Members.*

# MESSAGE

Dear Friends,

I would like to take this opportunity to thank the Niagara Community for their support over the past year. The tremendous support you have shown our organization through donating and shopping made it possible for Goodwill Niagara to continue to support individuals and families throughout the Niagara Region.

The challenges faced by our community, and indeed the world, are unprecedented in our lifetimes. COVID-19 has changed the way we work, live, and relate to one another. While some businesses are thriving, others are struggling to survive. Since the Great Depression, there has not been as great a need for “A HAND UP”, as we have seen in the past year. Goodwill Niagara recognized and responded to that need by reaching out to individuals, families, and local business in our community.

I am pleased to report that Goodwill Niagara, not only survived the pandemic, but has never been in a stronger position to fulfill our mission to “Provide work opportunities and skill development for people with barriers to employment or independence and affordable housing for seniors.”

During the past year, there has also been an increase in environmental awareness in our community and across the world. People are focusing more on recycling and repurposing in an effort to improve environmental sustainability. Goodwill Niagara is also committed to reducing our carbon footprint by developing new and better recycling initiatives to help save our planet.

I would like to recognize and thank all Goodwill Niagara employees and volunteers who, in spite of uncertainty, work schedules and complete lockdowns, returned to work and continue to make our organization successful. Our senior leadership team guided the organization, with great skill, optimism, and creativity, ensuring that Goodwill Niagara will continue to serve the Niagara community for many years to come.

Finally, my appreciation and thanks for my fellow board members who have worked diligently, usually virtually, guiding our finances, rewriting our Bylaws and Policies, and planning our future. The future of Goodwill Niagara looks exciting and rewarding as we continue to serve our Niagara communities.

*-Dalton Clark, Goodwill Niagara Board Chair*



## FROM OUR BOARD CHAIR AND CEO

MESSAGE FROM OUR BOARD CHAIR AND CEO





Dear Friends,

While directing a not-for-profit, social enterprise through three COVID-19 lockdowns in 2020/2021, we witnessed the closure of many local businesses, saw firsthand the devastation and economic crisis faced by families and friends, faced the fear, panic and uncertainty felt by co-workers, learned to work virtually, and juggled work schedules while supporting students working from home. Yet, despite all the obstacles, we watched a community come together and support each other and by banding together we were able to “strengthen families” across Niagara communities.

After reflecting on the past year, Goodwill Niagara is committed more than ever to providing necessary programs and services that will benefit individuals, families, and local employers. In response to the changing environment, we can now provide virtual services and training, and identify new programs that will address the gaps that were highlighted during the pandemic.

A special thank you to everyone who continued to donate, shop, volunteer, and partner with our organization, especially during the past year. It was your support that allowed us to reach out and help the most vulnerable in our community. But nothing is possible without the dedication, commitment, and hard work of our employees. They conquered enormous barriers, both personal and work related, to return to work and provide the best service to the community.

We look forward to the coming year by building on the strengths and successes of this past year. We will take the knowledge and experiences we learned, to build a stronger, diverse, equitable and inclusive organization. With your continued support, we can provide more job opportunities and connect more people with necessary programs and services. We look forward to seeing you in 2021/2022.

*-Karen Drobniich, Goodwill Niagara CEO*

# A Year in Review

What a year it's been! 2020 changed the way we do business, deliver programs, and interact with each other and the public. From wearing a mask while performing our day-to-day operations, physical distancing and working remotely, we have had to change the way we think, shop, and work. While navigating this new environment, we opened an on-line store, expanded our social media presence, formed new partnerships, and explored new and exciting innovative ideas for environmental sustainability.

With the addition of new team members, we launched our e-commerce platform [goodwillfinds.ca](http://goodwillfinds.ca) in October, and it was an instant success. We were able to provide shoppers with affordable items while our retail locations remained closed to the public. We will continue to expand our online store in the coming year.

During this past year we also increased our social media presence and connected with local entrepreneurs and DIY bloggers who gave our followers great suggestions for thrifting, repurposing, decorating, and home renovating. With the introduction of our monthly newsletter and updated website, we were able to reach more people and increase exposure for the importance of environmental stewardship.

This past year we were lucky to create new partnerships with educational institutions and local employers in an effort to address the needs of businesses, individuals, and families affected by the pandemic. These partnerships explored new ways that helped reach and support members of our community.

We will continue to build on the successes of the past year and look forward to the coming year with renewed optimism, confidence, and courage.





**ANNA MALONEY**  
**CONSTRUCTING OUR FUTURE PARTICIPANT**

Having recently finished her education, Anna entered the Building Futures - Constructing Our Future (COF) Program with a long-term goal of becoming a firefighter. Looking to bolster her skills in preparation for attaining this career goal, Anna viewed the program as a pathway to gain knowledge of construction techniques and basic structural components. Like many women pursuing work in the trades, she struggled to find companies that would take on someone with limited labouring experience. However, this adversity did not dampen Anna's resolve. She successfully secured a position as a COF participant and excelled in the classroom. Anna carried forward the same enthusiasm and tenacity into her work placement as a General Labourer with a local home builder. Ultimately, Anna's host employer was so pleased with her abilities and work ethic that, they offered her full-time employment.

# Success Stories

**MARIA ARTIGA**  
**MARKETING AND SOCIAL MEDIA COORDINATOR**

Maria joined the Goodwill Niagara team as a summer student Partnership Assistant, looking to enhance her skills as a communications professional. Maria was able to tap into her different skill sets and showcase her creative ideas and talents. Maria said, "I was able to tap into my creative side to illuminate what Goodwill already does best." Maria impressed the leadership team so much that they offered her a permanent position as a Marketing and Social Media Coordinator, where she continues to flourish and help expand Goodwill's positive image. "It's rewarding to work for a company that gives back to the community more than one way, I'm happy that I can be a part of a bigger impact," said

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*- Maria Artiga*

# PROGRAMS & PARTNERS

## **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

# SENIOR HOUSING

## 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 built a green housing complex modeled after the Stokes Community Village. The Churchill location has 25 senior apartments, a community event space and a Goodwill Niagara Retail and Donation Training Centre.







# BUILDING OUR FUTURES

## **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.

## 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.



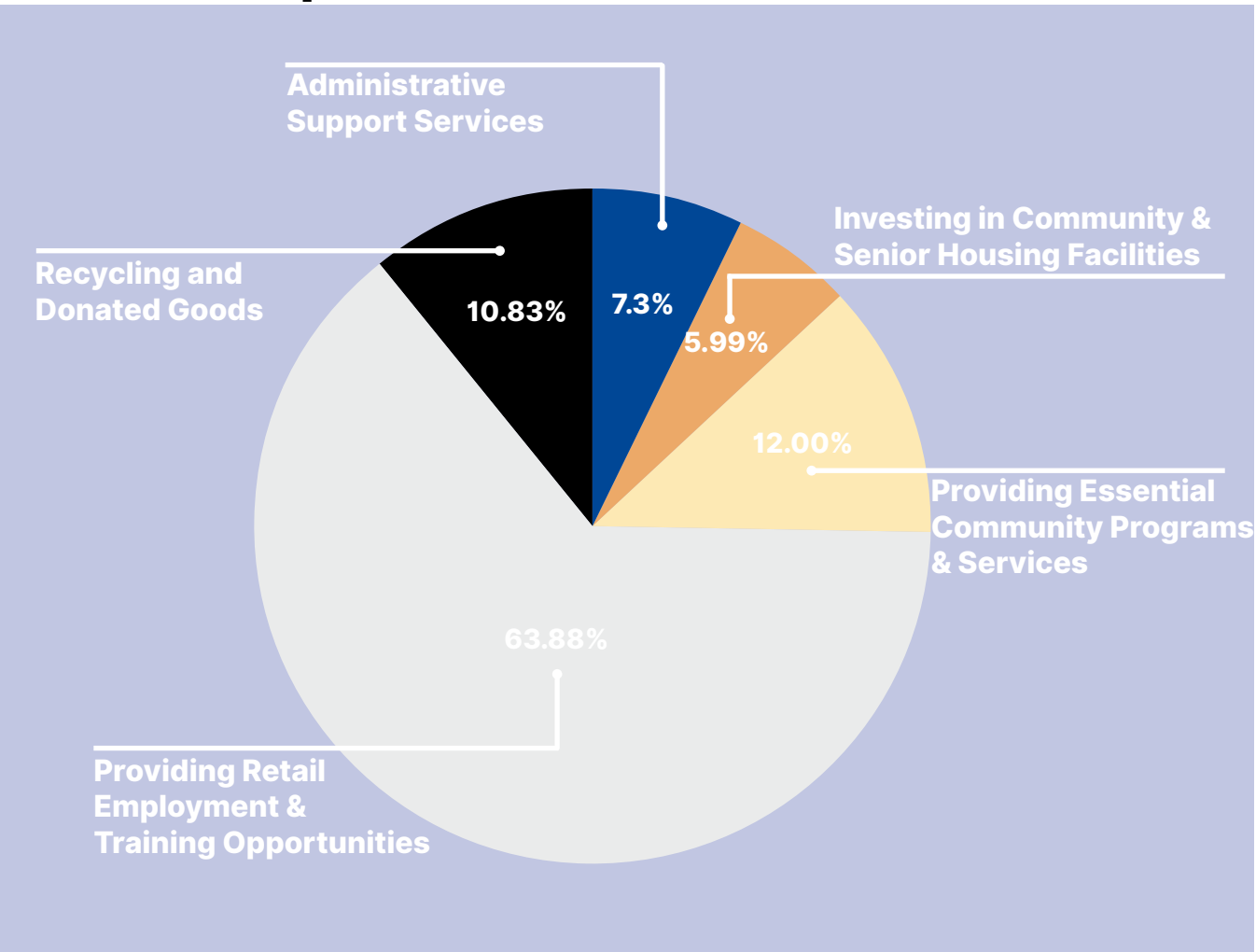


# FINANCIAL RESULTS

## Revenue Generated

Sales of Donated Goods	75.72%
Community Programs, Services and Housing	15.84%
Other Income	8.44%

## Revenue Spent



# COMMUNITY IMPACT

## 10.3

Million pounds of useable items were diverted from the landfill

## 198

Individuals were provided services and training

## 1,038

Services and training were accessed through Goodwill Niagara Community Centres

## 185

Customers purchased through our e-commerce website

## 66

Seniors were provided affordable housing

## 81

People were supported through job searches

## 168

Goodwill Niagara employees from our community

*\*Goodwill Niagara was closed for in-store shopping for 4 months due to COVID-19 pandemic*

# Goodwill Narrative

**1984**

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

**1994**

Goodwill Industries Niagara separates from Amity Hamilton Goodwill and becomes an autonomous organization.

**1998**

A new retail location opened in Welland.

**1999**

A fourth retail store opened in the Pendale Plaza across from the Pen Centre in St. Catharines.

**2008**

Goodwill Niagara purchased the Stokes Seeds factory on Page Street, St. Catharines.

Goodwill Niagara purchased the building once belonging to the Royal Canadian Legion, Branch 24, located in downtown St. Catharines. This building is the first to operate as a community hub housing not-for-profit organizations. The building was renamed the Normandy Resource Centre.

The first Constructing Our Futures participants renovated and transformed the building into 32 affordable apartments for seniors, community kitchen, meeting rooms, and office space for not-for-profit organizations.

**2012**

The second Senior housing complex was built in Welland. This green building has 25 affordable apartments for seniors, Retail and Donation Training Centre, and a community centre.

**2013**

The first Attended Donation Centre opened at the Humberstone Landfill in Welland in partnership with the Niagara Region.

**2015**

Goodwill Niagara sold the Normandy Resource Centre at 111 Church. The building was torn down and Permanent Supportive Housing was built for men, women and families living in Niagara.

**2016**

The 6th Goodwill Niagara retail and donation centre was opened in Port Colborne.

**2018**

The Niagara Falls Retail and Donation location was moved from Portage Road to a larger building at 6777 Morrison St.

Goodwill moved the Corporate office to 271 Ridley Road West in St. Catharines.

**2019**

Goodwill Niagara celebrated their 25th anniversary in the Niagara Region.

### RETAIL STORES

Goodwill Niagara is a not-for-profit social enterprise that generates revenue through the sale of donated goods. The revenue generated is invested back into the community through employment, programs, services, and senior housing that changes lives and strengthens families in the community.

### EMPLOYMENT SERVICES

Assisting job seekers in the Niagara Region develop and achieve their employment goals while supporting employers by providing services to answer their Human Resource demands.

### ENVIRONMENT STEWARDSHIP

Through the process of donating, items that can be reused, recycled, or repurposed are kept out of the landfill.

### EMPLOYMENT AND SKILLS TRAINING

In addition to being a leading employer in the Niagara community, Goodwill Niagara provides skills training programs that prepare individuals entering and re-entering the workforce.

### SENIOR HOUSING

Goodwill Niagara provides affordable apartments for seniors, so they have a safe and secure place to live.



# What we do

The sales of your donated goods support work opportunities and skill development for people with barriers to employment or independence, and affordable housing for seniors.

Our Employment Services support employers in Niagara accessing a talented pool of job seekers who have worked with staff to develop employment goals to ensure success.

Proceeds go towards employment and skills training that are provided by Goodwill Niagara.



# How we work

**Changing lives and  
strengthening families  
since 1994.**



# Forward

Goodwill Niagara has many new and exciting opportunities planned for the 2021/2022 year ahead. While our attention remains focused on providing a safe environment for our employees, shoppers, and donors, we are committed to providing new job opportunities and employment through retail expansion and environmental initiatives.

We believe that growth is possible through the **“Power of Work”**. In addition, we will continue to develop new employment and skills training programs that will eliminate barriers to employment and promote independence. We will also continue to provide affordable, safe, and secure apartments for vulnerable seniors in our community.

Our commitment to environmental sustainability will focus on new ways to recycle and repurpose items into remanufactured products. These new initiatives will enable Goodwill Niagara to provide additional job opportunities, partnerships, and help us attain our aggressive goal of eliminating waste from our landfills.

We look forward to the challenges and opportunities the coming year will bring. We know that from adversity, creativity and innovation is born!

Be sure to check out our “new look” on billboards, social media, and our website at [goodwillniagara.com](http://goodwillniagara.com), and remember **“we are more than just a thrift store”**.♥



# Believe in the Power of Work



## #MORETHANATHRIFTSTORE

### **WEBSITE**

[GOODWILLNIAGARA.COM](http://GOODWILLNIAGARA.COM)

### **SHOP GOODWILL ONLINE**

[GOODWILLFINDS.CA](http://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