

# GOODWILL INDUSTRIES NIAGARA



ANNUAL REPORT 2023 - 2024



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# IN MEMORIAM



Garry Smith

Since becoming a Board Member of Amity Goodwill Industries Hamilton in 1987, Garry Smith was a proud Goodwillian who passionately supported the smiling G and Goodwill's mission, vision, and values. When Goodwill Niagara became autonomous in 1994, Garry, a journalist, marketing guru, and avid traveler, utilized his skills and knowledge to help grow our organization into what it is today. Serving as Board Chair, Vice President, Past Chair, PR Committee Chair, and in various other roles over his tenure, Garry Smith was truly a remarkable man who loved helping those in our community. His dedication and contributions will be deeply missed and fondly remembered.

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

# MISSION





# Our Vision and Values

## 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.



# From The Desk Of Our Board Chair

As Board Chair of Goodwill Niagara, it has been a honour and pleasure to work alongside my other board members and Goodwill Niagara's management team to oversee the organization's growth the past year. Over the past decade Goodwill Niagara's social and economic growth has been organic, stable, and sustainable. Happily, as we enter our next fiscal year we will have the chance to oversee the opening of a new head office as well as continue exploring growth opportunities for both our stores and, more importantly, mission services.

I speak for the Board in thanking Karen Droblich, President and CEO, her management team, and Goodwill Niagara's 180 employees who are collectively responsible for maintaining Goodwill Niagara and its mission. This includes all those individuals working diligently in the stores, within its Housing and Workforce Development departments, as well as those administering and coordinating in the Head Office. At its core, all of the value that Goodwill Niagara creates, whether it is our expanding job development programs, the 57 apartments that we offer seniors at affordable rates, or our environmentally sustainable donation and shopping model, is driven by your daily work. Please know that we recognize that you drive this rare model and are responsible for the value it creates...whether a better job opportunity, a more affordable place to live, or the opportunity to purchase a needed good at an inexpensive price. We have great pride in your work and the value that you produce.

In September, I will step away for a year from my two-year term as Board Chair of Goodwill Niagara while I am on academic sabbatical in the U.K. As I conduct research around social innovation and teach social enterprise I will proudly evangelize the good work conducted by Goodwill Niagara to those around me. I am grateful that Bob Lawler will be stepping into the shoes of Board Chair until September of 2025 and eagerly look forward to returning to the board in the near future.

*Wesley S. Helms*

Board Chair





# From The Desk Of Our President & CEO

As we reflect on our journey and accomplishments over the past year, I am filled with gratitude for the unwavering support you have provided to Goodwill Niagara. Your commitment to our mission has been instrumental in enabling us to achieve significant milestones and make a meaningful impact within our community.

Thanks to your generous support, we have been able to expand our efforts in several key areas:

- 1. Job Creation and Wages:** We are proud to have created numerous employment opportunities, allowing us to offer wages well above the minimum standard. This not only supports the livelihood of our employees but also contributes to the economic vitality of our community.
- 2. Enhanced Programs and Services:** Your support has allowed us to assist more individuals and families through our diverse programs and services. By providing vital resources and support, we are helping people develop essential employment-related skills and improve their quality of life.
- 3. Environmental Sustainability:** Our commitment to environmental sustainability remains steadfast. We are pleased to report that we are on track to becoming a zero-waste organization, with less than 10% of our waste going to landfills. This achievement underscores our dedication to reducing our environmental footprint and promoting sustainable practices.
- 4. Affordable Senior Housing:** We have made significant strides in beautifying and maintaining our affordable senior housing buildings. Our efforts ensure that these facilities provide a clean, safe environment for our senior residents, all while keeping rents at an affordable rate of one-third of the market rental value.
- 5. New Retail and Donation Centre:** We are excited to announce the opening of our new retail and donation center on McLeod Road in Niagara Falls. This new location will enhance our ability to serve the community, providing more opportunities for individuals to shop and donate while further supporting our mission.

I would also like to extend a heartfelt thank you to our Board of Directors for their unwavering support and strategic guidance. Your dedication and expertise have been crucial in steering us towards success and ensuring that we remain focused on our mission.

Additionally, a sincere thank you to all the employees of Goodwill Niagara. Your hard work, dedication, and passion drive the success of our organization. It is your commitment and effort that enable us to make a positive impact on the lives of so many. These accomplishments would not be possible without the collective support of our stakeholders, Board, and team members. Each step we take forward is a testament to the collaborative spirit that defines Goodwill Niagara.

As we look to the future, we remain committed to enhancing our impact and continuing to serve our community with the same passion and dedication. We are excited about the opportunities ahead and look forward to sharing more successes with you.

Thank you once again for your invaluable support.

  
President & CEO



# IMPACT

Goodwill Industries Niagara is dedicated to enhancing the quality of life and strengthening our community. Through a range of impactful programs and services, we focus on sustainability's three pillars: environmental, social, and economic.

**180**

Employees throughout  
St. Catharines, Niagara Falls,  
Welland and Port Colborne

**156**

People supported with Job  
Search activities



**1,375**

Individuals were provided  
training and services

**579**

Services and training  
opportunities accessed

**167**

Volunteers dedicated

**3,015**

Hours of their time



Students saved

**\$19,758**

Seniors saved

**\$269,547**

During Discount Mondays



**452,919**

Customers visited our  
7 retail locations



**205,653**

Donors



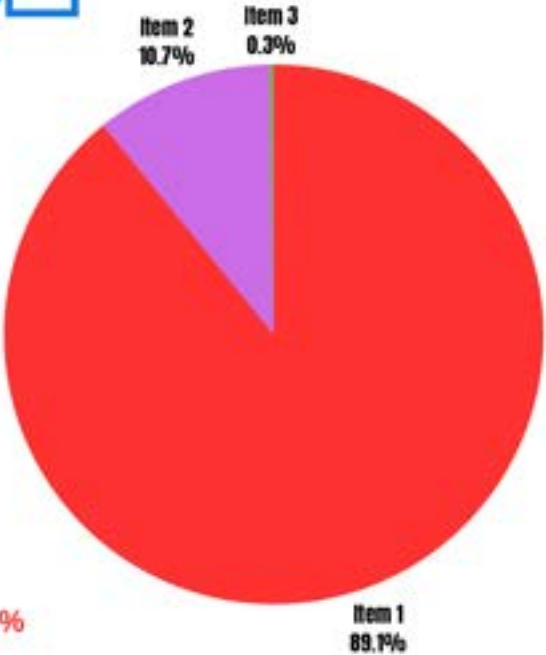
**15.4 Million**

Pounds of usable items  
diverted from landfill



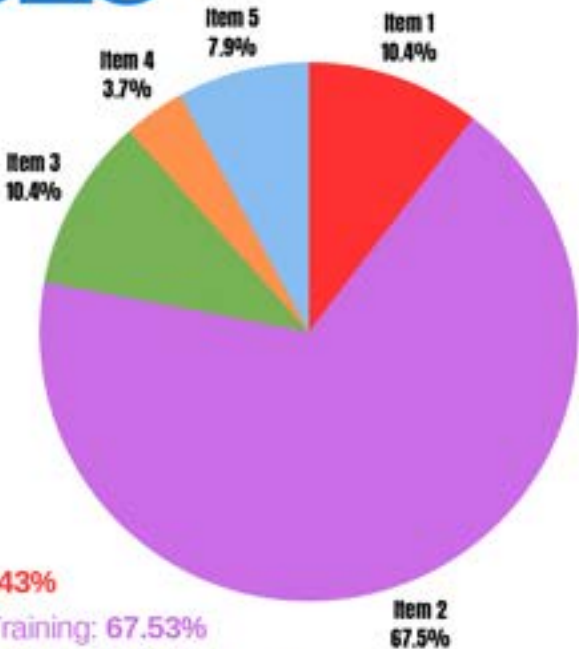
# FINANCIAL STATEMENTS

## REVENUE



Sales Of Donated Goods: 89.10%  
Government Funding: 10.65%  
Other Income: 0.25%

## EXPENSES



Recycling & Donated Goods: 10.43%  
Providing Retail Employment & Training: 67.53%  
Providing Essential Community Program & Service: 10.42%  
Investing In Community Programs &  
Senior Housing Facilities: 3.68%  
Administrative Support Services: 7.94%

# AFFORDABILITY FOR SENIORS

Goodwill Niagara is proud to offer 57 one and two-bedroom apartments at the 36 Page Street in St. Catharines and 1 Churchill Avenue in Welland, designed with seniors' needs in mind. These units come with a range of onsite amenities, including laundry facilities, elevators, community meeting spaces, green spaces, and parking. Each apartment is equipped with energy-efficient appliances and security-controlled entryways, ensuring a safe and comfortable living environment.

Since moving into these communities, Goodwill has been dedicated to enhancing the neighbourhoods. Efforts include adding landscaping, upgrading indoor and outdoor lighting, installing speed bumps, and rejuvenating masonry work. These improvements not only beautify the area but also contribute to a safer and more pleasant living experience for all residents.



Affordability is a key focus, with these units priced at one-third of the market rent in the Niagara Region. This pricing structure ensures that our tenants have access to affordable, safe housing, allowing them to live with dignity and peace of mind.

In addition to affordable housing, Goodwill supports seniors through our retail stores. Every Monday, Tuesdays when Monday is a holiday, seniors can save 25% off their purchases at our seven Goodwill Niagara Retail stores. This initiative has helped keep \$269,547 in the pockets of Niagara's seniors this year alone, further supporting their financial well-being.

Goodwill remains committed to providing affordable housing and additional support to seniors, ensuring they can enjoy a high quality of life in a vibrant and caring community



# EMPLOYMENT PROGRAMS & SERVICES

For the past 29 years, Goodwill has been dedicated to expanding and enriching the Niagara Region, including St. Catharines, Welland, Niagara Falls, and Port Colborne.

## Skills Training and Development

We offer comprehensive skills training in various fields, ensuring that individuals are well-prepared for the workforce. Our training programs include:

- **Culinary Arts:** Participants learn the essentials of cooking and food preparation, equipping them with the skills needed for a career in the culinary industry.
- **Construction:** This program provides hands-on experience and knowledge in the construction industry, preparing individuals for various roles within this field.
- **Pre-Employment Skills:** We help individuals develop the foundational skills needed to enter the workforce, including communication, teamwork, and problem-solving.



## Job Readiness and Support

Our job readiness and support programs are designed to prepare individuals for successful employment. These programs include:

- **Job Readiness Preparation:** We equip participants with the tools and knowledge to excel in job interviews and workplace environments. This includes resume writing, interview techniques, and professional etiquette.
- **Job Search Support:** Participants receive assistance with job searches, resume writing, and application processes, helping them to find suitable employment opportunities.
- **Job Retention Assistance:** We provide ongoing support to help individuals maintain and thrive in their employment. This includes mentorship, coaching, and access to resources that promote job stability.



## Commitment to Community

Our commitment to developing and delivering these programs continues to drive our mission of improving lives and enriching the community. Whether you are an employee seeking to enhance your skills or an employer looking for reliable support, Goodwill is here to help you succeed.

We are proud of the impact we have made over the past 29 years and remain dedicated to serving the Niagara Region with programs and services that foster growth, development, and community enrichment. Thank you for your continued support and partnership in our mission.

**FOR MORE INFORMATION ON THE PROGRAMS PLEASE CALL 905-650-5917**



# MEET OUR RETAIL TEAM!



**Glendale**



**Lincoln Mall**



**Port Colborne**



**Churchill**



**Niagara Falls**



**McLeod**



**Welland**





# NEW STORE OPENING!

6840 MCLEOD ROAD,  
NIAGARA FALLS

On June 28, 2023 Goodwill Niagara opened its 7th retail and donation centre at 6840 McLeod Road in Niagara Falls. The excitement was building for months and our loyal supporters didn't disappoint, there were many happy faces lined up that morning to shop and donate at our new location.

This location is more than just a shopping and donating destination; it is a job creator. We are thrilled to announce that the addition of this site has added over 20 new jobs to the City of Niagara Falls. We look forward to continuing our mission of enriching the community through sustainable practices and impactful services.



## COMMUNITY PARTNERS

BROCK UNIVERSITY  
DSBN  
EDUCATION FOUNDATION OF NIAGARA  
FEDCAP  
GARDEN CITY KIWANIS HOCKEY  
KIWANIS CLUB OF ST. CATHARINES  
HOPE CENTRE  
JOB GYM  
JOHN HOWARD SOCIETY  
NASHVILLE GENERIC PRODUCT  
NIAGARA COLLEGE  
NIAGARA FALLS COMIC CON  
NIAGARA FALLS SOCCER CLUB  
NIAGARA ICE DOGS  
NIAGARA REGION  
NIAGARA RIVER LIONS  
NIAGARA THIS WEEK  
PROJECT SHARE  
OUT OF THE COLD  
ROTARY CLUB OF ST. CATHARINES  
SERVICE CANADA  
SOUTHRIDGE SHELTER  
START ME UP NIAGARA  
TECH HEADS  
YMCA EMPLOYMENT HELP CENTRE  
YWCA

## COMMUNITY EMPLOYERS

GATTA HOMES  
FOODLAND  
FRESHCO  
RUSKCAST  
OPENVIEW  
THE HILTON  
IRONWOOD  
KEN PETRUNIK CUSTOM CABINETRY  
DJ DRYWALL AND RENOVATIONS  
SILVERLINE  
RAVENSHEAD HOMES  
HEART OF NIAGARA HOTELS  
SWISS CHALET  
VINTAGE HOTELS  
ELITE SIDING  
CHZ PLZ  
MARTINDALE PLACE  
CALIX CONSTRUCTION  
CLIFTON GROUP  
SUNSET GRILL  
WELDED TUBE  
CAIRNWOOD

## COMMUNITY FUNDERS

SERVICE CANADA  
FEDCAP





# 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 Road - Welland



## Board of Directors

Wesley Helms, **Chair**

Robert Lawler,  
**Vice Chair**

Sandra Wilson  
**Treasurer**

Phyllis Kerkhoven,  
**Secretary**

Tim Curtis,  
**Past Chair**

Dalton Clark,  
**Board Member**

Stan Pride,  
**Board Member**

Don Chambers,  
**Board Member**

Sharon Corcoran  
**Board Member**

Dileep Singasani  
**Board Member**

Dave Boychuck  
**Board Member**

Sylvia Grewatsch  
**Board Member**

## Executive staff

Karen Droblich  
**President & CEO**

Nel Scarry  
**Vice President Of Operations**

Stephen McKay  
**Director of Finance**

Bob Romeo  
**Director of Marketing**

## Stay up to date with our progress



**GoodwillNiagara.com**

