



2017 - 2018 Annual Report

CELEBRATING OUR IMPACT IN ESSEX KENT LAMBTON



85th Anniversary
CHANGING LIVES SINCE 1933



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CHARITY
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Charitable Registration #119139426RR0001

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CHANGING PEOPLE'S LIVES THROUGH THE POWER OF WORK.

2017 - 2018 BOARD OF DIRECTORS

Dave Watson - President
Helen Lomax - Vice President
Pat Oakley - Treasurer
Kevin Smith - Secretary / Chief Executive Officer
Arianna Noctor
Charles Fisher
Joyce Neill
Karen Pahlavan
Steve Lane
Sue Beck
Will Barnes

2017 - 2018 EXECUTIVE TEAM

Kevin Smith - Chief Executive Officer
Michelle Repuski - Director Workforce Development
Heather Allen - Manager of Marketing & Communication
Laura Greaves - Executive Assistant / Board Liason
Britt Walling - Director Information Technology
Sue Baert - Director of Operations & Retail
Krista Knoll - Director of Finance
Donna Piffard - Controller
Mary Lynn Bouman - Manager of Human Resources

2017 - 2018 LEADERSHIP TEAM

Kevin Smith - Chief Executive Officer
Anita McRae - Team Leader Coach
Bev Underwood - Team Leader Coach
Britt Walling - Director Information Technology
Craig Watters - Operations Manager
Danielle Russell - Manager of Mission Development Services (MDS)
Donna Piffard - Controller
Heather Allen - Manager of Marketing & Communication
Jenna Haskell - Employment Services Coordinator

John Rooke - Senior Accounting Analyst
Krista Knoll - Director of Finance
Laura Greaves - Executive Assistant / Board Liason
Melissa Dufour - Team Leader Coach
Michelle Repuski - Director Workforce Development
Sue Baert - Director of Operations & Retail
Tammy Denomme - Team Leader Coach
Tammy Ouellet - Employment Services Coordinator
Wendy Smith - Workforce Development Project Coordinator

A message from our Board President

On behalf of the Goodwill Board of Directors, I want to extend my greetings and gratitude to the Organizations and people of Essex, Kent and Lambton Counties.

At Goodwill Industries Essex Kent Lambton Inc. we are celebrating our 85th year! We are the oldest Goodwill in Canada and we are part of the larger Goodwill Movement, which has been around since 1903. That's 115 years of providing needed services to the areas that they serve.

In 2017, The World Value Index (undertaken by ENSO a mission-driven creative company based in Los Angeles) ranked Goodwill as the number 1 organization. Goodwill remains number 1 in their 2018 study as well. This is important because this study is based on perception as ranked by people.

"There is no truth only perception" - Gustave Flaubert

While there is a lot of truth in the following pages...facts, statistics, charts that plot out our path last year, it's how did we treat you and how did we make you feel last time we met that forms your idea of Goodwill.

Unemployment in Canada is at its lowest level in decades. While excellent news, our Career Centre staff are working harder than ever to provide the right people for the right job.

And finally, recent Provincial legislation is also affecting our bottom line and these things are reflected in the following pages.

Our Social Enterprise, our Goodwill remains strong and continues to grow and thrive. We are even expanding with a new retail store in Windsor. And while this might be perceived as counter intuitive, this new store will actually allow us to recover a year or two earlier than projections with out it.

Through it all our greatest strength lies in our people, whom without, we would cease to be Goodwill.

"Wherever there is a Goodwill, a community is at work. Every day, Goodwill Industries - Essex Kent Lambton Inc. is strengthening their communities, providing access to meaningful employment and promoting dignity and independence for the people who need it the most."



Dave Watson
President of the Board of Directors





Meet Geoff

Geoff began his journey with Goodwill in 2003. He was referred through Stepping Stones. Prior to coming to Goodwill, Geoff had some earlier jobs; one being snow shovelling and grass cutting for seniors, and the other being a cart clerk at Zehrs Grocery Store in Windsor. In the past years Geoff has been witness to many changes and has adapted to each and every one.

Geoff is legally blind, has epilepsy and has a developmental delay yet he never lets that define him or slow him down. He is an active member in a bowling league at Marcin Bowl through Community Living and enjoys his team and chatting it up each week. For Geoff, independence is a very important attribute to have. He loves to build and tinker with all sorts of things, mainly electronics.

In the recent past, with Goodwill's help, Geoff was able to obtain his Ham Radio License. During this process Geoff learned what it is like to overcome adversity and succeed in the goal he set for himself..."it is a rough road that leads to the highest of greatness." Since Geoff has always enjoyed working with his hands and fixing things, when the

opportunity arose for him to participate in the Habitat Re-Store pilot project, it was a great fit. Geoff was soon able to independently start and successfully finish various tasks in the 'testing area'. He has continued on as a volunteer at the Re-store independently, twice a week, and assists them with mentoring other volunteers.

With help from Geoff's team made up of Goodwill Connections, Goodwill Career Centre and Ontario Disability Support Plan Employment Supports staff, Geoff was able to secure part-time employment in his community as a custodian at St. Michael's Parish in Bright's Grove. Geoff is responsible for vacuuming the entire church, washing the windows and glass doors, stocking supplies, sweeping and mopping and keeping the church area neat and organized.

Geoff's story is one of hard work, a desire to achieve a goal with determination to succeed.

He is truly a success!

Human Resources

This has been a busy year for the Human Resource Department. With new faces sitting in the key Human Resources roles the exciting process of reorganizing the department was started. Recruitment was the primary focus for the team, with the hope of finding the right people for the right positions. The introduction of Bill 148 meant big changes and challenges for the organization. The biggest challenge of course was the financial impact due to the increase in the minimum wage. The team worked together and quickly to ensure our policies reflected the new legislation. We are

looking forward to the next fiscal, and we expect more change and growth with the addition of the new retail store in Windsor. We will continue to focus on recruiting happy, friendly, customer service based employees who will be excited to be part of the Goodwill Industries-Essex Kent Lambton team as we continue to grow.



A handwritten signature in black ink that reads "Joel Prieur".

Joel Prieur
Senior Human Resources Generalist





"The Goodwill Career Centre helped me find a job in a difficult job market. They worked with me on my resume and interview skills and now I'm employed at a job I love in Chatham-Kent. Thank you, Goodwill!"

- Emmanuel

GOODWILL CAREER CENTRE



Meet Emmanuel

As a newcomer to Canada, having arrived in Chatham Kent from Nigeria only two weeks prior, Emmanuel's goal was to find employment in a sales/marketing career. Possessing a degree in International Business Management, he had been operating his own company for the past two years in Nigeria and Korea. In this role he was negotiating sales transactions between the two countries for car parts and textiles. During

one of his appointments with his Employment Consultant, Emmanuel stated that he would be open to working in retail sales and indicated that he was especially interested in clothing, furniture and electronics sales. Within 10 days he was placed at the new Hart Department store in Chatham and has been working there full-time ever since. We are proud to announce he has graduated to a key holder position.

**EMPLOYMENT
ONTARIO**

This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario.

Workforce Development 2017-2018

During the fiscal year of 2017-18, Workforce Development provided services to 3,784 individuals through a wide range of information and resource, counselling, training, placement and post-placement services.

The Goodwill Career Centres in Chatham and Sarnia offer the full complement of Employment Ontario's Employment Services. We provide workshops, specifically designed and regularly updated to provide essential and current information for job seekers and provide supports and access on community services in our employment resource centres. These resource centres are open access labour market facilities that anyone in the community can use for employment services. We also provide one to one employment counselling, job search and job placement assistance and access to other Employment Ontario programs, including Youth Job Link, Employing Young Talent incentive, Second Career and the Canada Ontario Job Grant. We have staff available daily who provide intensive, individualized supports to match employers and job seekers in our communities. We continue to expand our service reach through our online services portal, which provides access to a variety of job seeker and employer resources and service options, including a job board, job search information, instructional materials and ability to register online for upcoming events. The information is accessible 24-7, and enables users to be active in their employment services from home, or other off site locations fitting in easily to busy lives. Our specialized job placement services, through the Ontario Disability Support Plan continues to

grow each year. We provide customized intensive counselling, planning, placement and coaching services to individuals with disabilities in Sarnia, Chatham and Windsor. We are grateful for the tremendous partnerships that have been developed with employers. Recent labour market trends have resulted in employers needing assistance in filling key positions in their businesses. Goodwill's qualified staff are able to aid throughout the recruitment and retention process, enabling employers to focus on their business goals.

We are pleased that in 2017-18, our services connected 1,427 people to employment



This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario.



The signature of Michelle Repuski, written in a flowing blue cursive script.
Michelle Repuski
Director of Workforce Development



"I am so grateful for your agency's assistance in helping me secure new employment. I would recommend giving the Goodwill Career Centre a try because they have access to the hidden job market, that we as everyday job seekers don't see."

- Jane

GOODWILL CAREER CENTRE



Meet Jane

After numerous consecutive, short term contract positions, Jane came to the Goodwill Career Centre in March 2018 in need of finding sustainable work to help support her family. At the age of 60 years old, she felt that her options at finding work would be limited and difficult; that employers would not give her a chance at proving herself in an administrative role.

Not long into the program, Jane was matched with a local employer for a placement. She was given the opportunity to learn new skills and build on her existing skill set, all the while feeling like a productive member of society. In a setting where she felt very much at home; a local church office, Jane was thriving.

**EMPLOYMENT
ONTARIO**

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Family Strengthening - Strengthening our Communities

As Goodwill Industries-Essex Kent Lambton celebrates its 85th Anniversary we continue to demonstrate to the communities we serve that "Goodwill is Good for Families". During the fiscal year of 2017-2018, Goodwill's Family Strengthening Program partnered with four new community agencies in Essex and Kent counties to assist individuals and families in need. We provided \$19,871.69 in services and financial assistance. These funds provided support to people in need facing a variety of personal crises.



Goodwill Connections:

Our Goodwill Connections program had an exciting first year! We have closed down the Sheltered Workshop Program and now offer more personalized services to connect all of our clients to inclusive community activities based on their own personal needs and preferences. We hosted several community events promoting inclusive practices and are proud to say that we have been able to support all clients in their transition to additional activities. Some of our clients have reached a level of independence where they have moved on to fulfilling activities such as community volunteering, and competitive employment. When any client achieves his or her goal and decides they are ready to graduate from the Goodwill Connections program, we are able to offer these enriching services to another member of our community. In our first year, we are proud to say that 6 clients have graduated, creating new opportunities for others, while benefitting from the important aspects of inclusive living! As our year drew to a close we acquired a 9 passenger van, which with the help of a local sponsor,



Southwest Regional Credit Union, will enable us to attend events both near and far as we celebrate so much that our communities have to offer!





Meet Tom

Tom has been with Goodwill since 1997. He was part of the Sheltered Employment Program and was very successful in his role. Tom worked on the cutters making wipers that we sold in the store and to community businesses. He also worked in the retail store hanging clothes for the retail program.

The transition from the Sheltered Employment Program to the community participation-based program, known as Goodwill Connections was not an easy one for Tom since he was working for so long. Eventually Tom adapted to the change and was able to find his place in the Connections Program. Tom is an excellent peer mentor and always willing to help staff and his peers.

Using the skills and knowledge learned from taking part in the Goodwill Connections program he secured a part-time job at Sarnia Flower Boutique. His responsibilities include general cleaning of the store, helping customers and more. With the help of the Goodwill Connections staff Tom has found a local community group New Beginnings. He attends a few times a week. Goodwill Connections staff currently assist Tom with transportation using their new Connections Van while moving towards Tom taking the bus independently.

Tom continues to be a positive role model for his peers and will continue to do so with his employment success.

Marketing & Communications

The Goodwill Marketing & Communications Team has had a great year building brand awareness across all three counties that we serve and building partners along the way. Much of what we do could not be done without the relationships we have had the privilege to make over the years. It is in collaboration with these partners in our community, businesses and organizations alike that we continue to grow the Goodwill brand and educate on our mission: Changing people's lives through the power of work.

It was a busy year as we rebranded some fantastic new fixtures in our stores, generously provided by Sears Canada, updated our production areas, and began our marketing launch in preparation for a new Windsor store. We held three Appreciation Luncheon's, one in each community that we serve, launched

our 85th Anniversary with our Legacy Book and prepped and planned for numerous other 85th Anniversary events to follow. We partnered with the Celebration of Lights in the restoration of the famous candle arch while making a video of the project to showcase their longstanding commitment to the Sarnia community.

Our GECAP (Goodwill Employee Communication Advisory Panel) was busy once again with our quarterly newsletters, Reward & Recognition Program and our bi-annual Town Hall Communication Sessions.

We look forward to the year ahead, the great opportunities that await and the chance to build more community partners in Essex Kent and Lambton counties.



Heather Allen

Heather Allen
Manager of Marketing & Communication





"I love my job!"



Meet Crystal

In May 2017 Crystal began volunteering at the Strangway Community Centre in the Café.

Since Crystal began volunteering her mother, Jessie Hillier has stated that "Crystal has become more independent and is more self-confident in trying new things. Crystal is proud of her role and responsibilities which has in turn increased her self-esteem and desire to work towards her goals".

Through the skills that Crystal has gained while volunteering she has been able to secure competitive employment at Fairwinds Lodge in Sarnia. Crystal is part of the house keeping team and responsible for keeping the main areas at Fairwinds Lodge looking neat and tidy by vacuuming and dusting. When asked what she thinks of her job Crystal simply replies, "Oh I love my job!"

Crystal receives wrap around services from her support team made up of Goodwill Connections, Goodwill Career Centre and Goodwill ODSP Employment Supports staff that has assisted her in transitioning from our Goodwill Connections program to her volunteer position in the community and now on to employment. When asked what the thing is you like most about going to work Crystal stated "I really like seeing people and doing my job"

Information Technology

As Goodwill Industries-Essex Kent Lambton continues to grow, a solid information technology infrastructure is required. An Information Technology Department was created in October 2017, which is made up of two employees, and is responsible for setting the direction of technology in order to meet business goals and objectives at Goodwill Industries-Essex Kent Lambton.

The IT Department hit the ground running in October 2017 with the investigation of a new Point of Sale (POS) system. After gathering business requirements and evaluating 3 different POS systems, a vendor was chosen. The design, build and testing of the system took place during the months to follow, leading to the training of employees. Implementation will be taking place throughout the remainder of 2018. This POS system is easy to use and will provide employees with many new skills.

In addition, the IT Department is working with our Managed Services partner, Leadwave Technologies, to review the current state of technology at all of our locations and provide recommendations on future needs and business solutions.



Britt Walling
Director of Information Technology



IMPACT ON COMMUNITIES

43,565 square feet of stores
17 Goodwill Stores & Donation Centres
3 counties served

IMPACT ON ENVIRONMENT

373,289 lbs of e-waste
156,435 lbs of scrap metals
3,131,293 lbs of commodities, glassware and textiles

**TOTAL AMOUNT DIVERTED
FROM LANDFILL
3,661,017 LBS**



Retail & Donated Goods

It has been a busy year in our Retail & Donated Goods Department. One filled with opportunity and challenges. The introduction of Bill 148 and the increase in minimum wage brought on challenges to our department to work more diligently and improve processes in hopes of increasing sales to help offset the additional expense. The introduction of the Point of Sale System has been exciting and provided great opportunities to our retail and donated goods teams to learn the latest technology in the retail field. We introduced our first Friends & Family Sale bringing together staff from our entire organization to feel invested in our success. The sale far exceeded our goals and we could not be more proud of our team! Together here you will see a breakdown of sales, transactions and donations over the past fiscal along with our extremely successful Register Round Up Program which allows us to provide employment and job skills training to individuals in our retail stores across Essex Kent and Lambton counties.

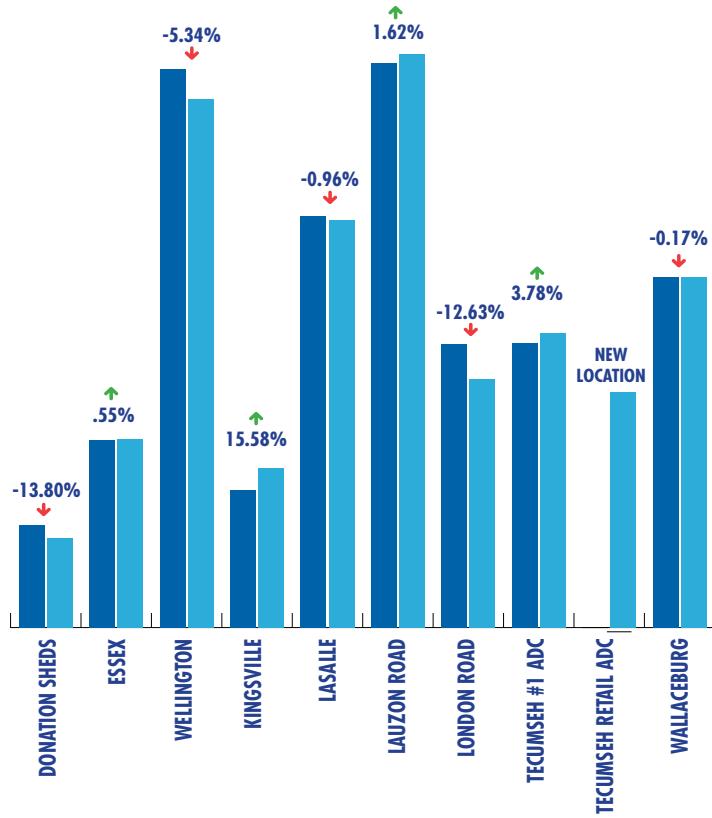
NUMBER OF DONOR TRANSACTIONS



DONOR REPORT

APRIL 1, 2017 TO MARCH 31, 2018

■ 2017 ■ 2018



**Register
ROUNDUP**
Give change for a change!

\$93,199
raised

Over 90,000 people donated at the till to support job skills and training programs.

Statement of Financial Position

ASSETS

Cash & Short Term Investment	\$1,760,475
Accounts Receivable/Other Receivables	\$373,885
Prepaid Expenses	\$67,622
Property, Plant, & Equipment	\$14,776,397
TOTAL ASSETS:	\$16,978,379

LIABILITIES

Accounts Payable & Accrued Liabilities	\$919,249
Other Payables	\$175,015
Deferred Subsidy	\$58,073
Building Loan	\$2,128,716
Long-Term Liabilities	\$5,971,117
TOTAL LIABILITIES:	\$9,252,170

NET ASSETS **\$7,726,209**

TOTAL LIABILITIES & EQUITY **\$16,978,379**

Complete financial statements, audited by Collins Barrow Chartered Accountants, and from which this summary is extracted, are available upon request.

Statement of Activities

COMMUNITY'S
CONTRIBUTION
TOTAL
\$13,459,581

- Retail Sales \$8,207,404
- Government Grants \$4,480,773
- Contributions & Misc. \$771,404

GIVEN BACK TO
THE COMMUNITY
TOTAL
\$12,894,299

- Staff Wages & Benefits \$7,464,968
- Building Occupancy \$1,117,040
- Other Operating Expenses \$4,312,291

Increase in net assets \$565,282



Krista Knoll

Director of Finance



*This Annual Report is dedicated to:
Mr. Kevin Smith - Chief Executive Officer,
Goodwill Industries – Essex Kent Lambton
*2000 – 2018**

*We thank you for your hard work, dedication
and leadership during these years.*

Congratulations on your retirement!





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