

FOR IMMEDIATE RELEASE

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Goodwill Industries, Ontario Great Lakes and Goodwill Essex Kent Lambton Coming Together as One Goodwill

For more than a century, Goodwill Industries has played an essential role in providing jobs, skills development and economic prosperity for people who face challenges to finding employment such as poverty, disability, skills deficits and other disadvantaging conditions.

In 2018 Goodwill Industries, Essex Kent Lambton (Goodwill EKL) celebrated 85 years of mission services, workforce development, and training to help individuals find meaningful employment.

Prompted by changes in the economic landscape and timely transitions of leadership, Goodwill EKL, serving Sarnia, Windsor, Chatham and the surrounding regions, and Goodwill Industries Ontario Great Lakes began collaborating over the past year to find synergies and efficiencies to foster continued success, promote sustainability and maximize opportunity to invest in people and mission.

A merger between the two Goodwill organizations came into focus as they worked together and realized the potential for more effective delivery of service and operational efficiency.

“It became clear that coming together as one Goodwill makes good sense,” said Lynne Cram, Chair Goodwill Great Lakes’ board of directors.

The board of directors and management of both organizations, having endorsed the direction and undertaken due process, undertook to unite the two Goodwill organizations within Goodwill Industries, Ontario Great Lakes effective March 31, 2019.

“The organizations will be stronger as one” said Dave Watson Chair, Goodwill EKL board of directors, “sharing a common mission, methods of operation, programs and brand”. For the vast majority of team members, clients, mission services, stakeholders and business operations; little will change in the day-to-day workings of the merged organization.

“Growth is at the top of the agenda — creating more jobs, not fewer,” said Michelle Quintyn, Goodwill Great Lakes’ President and CEO. “The aim is to continue to create work opportunities for people who need them most, and advance individuals, families and communities toward economic self-sufficiency and prosperity.

With roots and history in Essex, Kent and Lambton that run deep, Goodwill will continue to have satellite corporate offices in the Sarnia-Lambton communities where it was founded, and where partners have been loyal and strong.

Goodwill Great Lakes is committed to building on the legacy of EKL to change lives through the Power of Work.

About the unified Goodwill Industries, Ontario Great Lakes

Goodwill Industries Ontario Great Lakes united, is a resilient workforce of close to 1,000 individuals and growing. A comprehensive strategic plan will guide the development of a mission-integrated social enterprise across Ontario; with a goal of creating 900 new jobs to 1,900 in total; and increasing revenue from \$47 million to \$80 million over the next five years.

Goodwill EKL has operated in the Essex, Kent and Lambton counties serving communities such as Windsor, Chatham, Sarnia and the surrounding regions. Corporate services have been based in Sarnia where a satellite will continue to operate. Goodwill Ontario Great Lakes corporate services and logistics hubs are situated primarily in London, Ontario with satellites in the Region of Waterloo and the Greater Toronto Area.

Mission will be fulfilled across a network of Community Stores, Donation Centres, Career Centres, and various social enterprise platforms such as Edgar and Joe's Café and Goodwill Commercial Solutions.

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