



Annual Report

2015

Donate Shop Jobs



Message from the Chair and President

This past year has been an exciting one and marks a significant time in the history of Goodwill, The Amity Group.

In 2014/15 our support for individuals seeking work grew over the previous year, with the number of persons finding employment growing from 751 to 891. In addition, there were 14,493 individuals that accessed various services through our Career Centres.

Our social enterprise business activities saw continued growth in Commercial Services and in our Retail Stores, which when combined with our Leasing Operations at King William St., contributed to a strong bottom line.

With this continued success in serving people and maintaining a strong financial position, our Board has turned its attention to the future and how we can best invest to grow our impact of helping individuals and building communities, one job at a time.

The Board's discussions of the past couple of years have concluded with a decision to expand our territory. As a member of Goodwill Industries International, our assigned a territory for eighty years now, has been the Hamilton and Halton regions of Ontario. Unfortunately, there is no more unassigned territory in Ontario and so we have looked farther afield to achieve our goal of helping more individuals and communities. In the Spring of 2014 our application for expansion resulted in the assignment of the four Atlantic provinces to our territory, an area where Goodwill has not previously provided services.

With 2015 being our 80th anniversary year, it will be very fitting that we begin to develop our expansion

path with the opening of our first retail store and career centre in Nova Scotia. We are excited about this next step in building our future, while we celebrate our strong 80 year history in Ontario.

Over the years ahead, we will see operations expanding further into New Brunswick, Prince Edward Island and Newfoundland and Labrador, as we work to serve more than double the population that we currently serve in our historic territory of Hamilton and Halton.

Our success, both past and present, is built on a strong tradition of caring and service, a dedicated professional staff, a supportive public and mutually beneficial partnerships with businesses and governments. We will continue to value these strengths as we forge new relationships for our future.

Paul Chapin
President

Kevin McCallum
Chair



Amity Association starts in Hamilton, Ontario: helping unemployed men during depression

Launch of refurbishing and sale of donated goods

Focus changed to recycling as men go to war

Goodwill client success story



Cherrie came to Goodwill at the end of 2013 after being unemployed for the better part of a decade. Though she was in school full time, she was in her last year and was very motivated to find a job. Cherrie was keen to overcome the multiple barriers that came with having had a brain tumour.

Goodwill worked with Cherrie to assess her desired employment goals, as well as working with employers to find opportunities that aligned with accommodation needs, which included a worksite along public transit routes and several workspace and scheduling requirements. Goodwill also was able to secure some personal supports in the form of computer resources. Throughout the process she was always very positive, and in September of 2014 landed a key meet and greet with a potential employer. Goodwill stayed involved in the process and on October 24, 2014 Cherrie reported for her 1st day of work at a local business, responsible for the company's social media activities. Recently Cherrie sent the following message recapping her story:

Hello Goodwill,

As I was healing from a brain tumour that basically reset my whole body, I graduated from university and did not want to just sit in front of the television. Someone had recommended Goodwill and I went to check it out. As soon as I entered I felt this warmth in terms of temperature (it was like -20 degrees outside) and also the fact that Goodwill felt very welcoming.

I attended workshops which really revealed a lot of relevant knowledge; I also attended personal meetings with my counsellor and felt totally comfortable every time. Looking for work was challenging. I had knowledge and ability, but the brain tumour left me unable to walk and a damaged voice, but thankfully Goodwill broke down the physical wall blocking me and highlighted my

assets. Goodwill supplied me with helpful places to look for jobs and they also did their own personal search – with the combined work of Goodwill, my employer and myself I was now employed. Goodwill has been with me and seen me through my initial struggles, but I really like that they do not just unleash me and say goodbye, but they continuously inquire about my progress. Don't ever give up!

Goodwill thanks Cherrie, and congratulates her and the hundreds of other people in the region who were able to find meaningful employment during the year!



1946



1973



1973

Donate



Can you imagine just how many donations have come through our doors in 80 years? Would it surprise you that the number of pounds is in the billions? Donors are the driving force of our retail operations and career centres. We are a better alternative to filling landfills with products that still have a use. Our stores sort through the donations that come in every day. We use the good quality items for resale to support our mission, and recycle many of the non-saleable items, reducing our carbon footprint. Our donation sites are supported by friendly and attentive employees, a much better experience than donating to an overflowing cold metal box. Donating to Goodwill impacts the lives of thousands of people a year. Donors should be proud to know that the money raised from their no-longer-needed items goes right back into their community by helping people find meaningful employment. When you give a person the power to work it builds independence and strength for both the individual and the entire community. In the near future we will be making it even more convenient to donate by establishing additional donation drop off sites in the communities we serve.

From spring cleaning to back-to-school, and every season in between, donors like you have chosen to donate everything from wedding dresses, to coin collections, to limited edition prints. Our donors are not only generous to the cause of employment, they are creative in giving. We look forward to what you will have for us over the next 80 years!



The excellent donor experience begins as each person arrives. Donation Centre staff watch the doors - within ten seconds we are there to receive the donor and help them unload. This story is repeated so often, an ever-growing number of donors join the cause. Goodwill then squeezes the value out of this generosity, using the vast majority of donation value to find jobs for the neighbours of these donors.

The community made
74,745
donations this year

Donating has grown by
7.9%
over last year

Launch of
attended
donation
centres

1980

First Canadian
Goodwill
Achiever of
Year awarded

1983

50th
Anniversary
fund raising
allows HQ
refurbishment

1985

Shop

For the last 80 years retail has played a vital role in Goodwill's mission. In the beginning it provided meaningful work for men who had lost employment during the depression by refurbishing furniture for resale. Today retail has become a large economic engine for the continuing efforts of connecting the unemployed with meaningful jobs in the community. While our retail operations provide quality goods for great value, it also acts as a training ground for people interested in learning about retail and customer service, giving them the experience they need to find jobs in the community. Within the last 5 years our retail operations have grown in sales by 35% thanks to the support of the communities we serve and the dedication of the staff who provide the ultimate customer experience. Over the next 5 years shoppers can look forward to an even more enhanced shopping experience within larger, brighter more "department style" stores. The retail operations are excited for the future and look forward to serving more customers, in turn providing more sales to enrich the lives of those who seek assistance in finding employment.

Treasure hunting is in the heart of every thrift store customer. Some of the treasures found this year included a Rolex watch, several high quality diamond rings and plenty of designer purses. The best thing about shopping with Goodwil, our merchandise changes by the minute.



This year we have served

189,768
customers

This year our customers supported the cause with

\$2,592,515
in sales

Shopping has grown by

12.8%
over last year

Expansion to
Halton Region
communities

1996

Completes
reorganization
to position
services to
meet the needs
of the next
decade

1999

A new name
launched with
the changes:
Goodwill, The
Amity Group

2000

Jobs



891

people found employment

13,290

people visited our resource centres

\$22,500,000

annual wage impact of people that found jobs



This past year staff have worked with our career centre participants and employers making it yet another year to celebrate many successes! Our job placements were up 18% over last year. Once again our Career Centres were able to surpass targets and help even more people find work, all while assisting employers with their hiring needs. In total, our Career Centres had 13,290 visits to resource areas this past year. People visit our Career Centres for a number of reasons and can use the following free resources:

- Computers or telephones for job search or to research educational programs
- Support from Career Centre staff on a variety of topics including: resume review, interview skills, and helpful job search tips
- Employers utilize our Career Centres to interview potential candidates for their hiring needs
- Regular on-site job fairs
- 1,880 jobs posted by our Job Developers on behalf of employers
- Information regarding second career, Canada Ontario Jobs Grant, wage incentives, employment standards and other community resources

Over the year 3,253 attended a variety of workshop sessions geared towards a successful job search. 1,203 worked on-on-one with a Career Development Specialist to develop an individualized job search plan; the results were outstanding with 891 people finding jobs in our community and another 119 people returned to a registered training/education program. Here is what our participants and employers are saying about us:

“Staff was awesome. Great feedback, relevant information. Always went the extra distance.” – Deborah

“I have recommended Goodwill to friends and one woman recently gained employment because of the resume service provided at Goodwill” – Laura

“There are several programs out there; however, the Goodwill program is the best!” – Wendy

Growth begins anew: broader delivery of employment services and job placements

New retail approaches and mission services return organization to success

Becomes top Goodwill per capita for career centre job placement

Board of Directors

Kevin McCallum, Chair
 Tim Dobbie, Vice Chair
 Al Brown
 Martha Fox
 Lori Hall

Ted Hildebrandt
 Cheryl Hudson
 Brian Mullen
 Dan Sturk
 Paul Chapin, President & CEO

Community supporters



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 1150 CKOC Classic Hits
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 Made For You By Madeleine
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 Mike Nabuurs
 Ministry of Community and Social Services
 Mohawk College – Broadcast Television & Communications Media
 My-Thai Restaurant
 Paul & Dolores Chapin
 Printing By Innovation Inc.
 Radius
 Ron Dolson
 Royal Bank of Canada
 Sartor & Associates Inc.
 Service Canada
 Simpson Wigle Law LLP
 The Augusta House
 The City of Hamilton
 The George Hamilton
 The Hamilton Chamber of Commerce
 The Hamilton Spectator
 The Hilary & Roger Selby Family Fund
 (a fund held within the Oakville Community Foundation)
 The Honest Lawyer
 Two Black Sheep
 Ventura's Signature Restaurant
 Wass Ethiopian
 Western Regency Construction Inc.

Statement of Operations

For the year ended March 31, 2015

With comparative figures for the year ended March 31, 2014.

	2015	2014
Operating revenue		
Workforce development	\$ 3,206,133	\$ 3,078,463
Store	2,600,842	2,287,555
Rental	795,723	755,803
Salvage	199,891	253,727
Miscellaneous	22,423	15,023
Fundraising	39,900	37,437
Amortization of deferred capital contributions	13,532	12,971
	\$ 6,878,444	\$ 6,440,979
Operating expenses		
Wages and benefits	\$ 3,348,552	\$ 3,157,427
Occupancy	1,332,082	1,311,644
Other operating expenses	1,507,316	1,171,000
Amortization	358,277	388,603
	\$ 6,546,277	\$ 6,028,674
Operating contribution	\$ 332,217	\$ 412,305
Other revenue - interest	35,769	27,344
Excess of revenue over expenses	\$ 367,986	\$ 439,649

Activity Highlights

Used goods donors	74,745	78,365
Retail customers	189,768	195,023
Jobs found for clients	891	751
Annual wage impact of clients in jobs (rounded)	\$ 22,500,000	\$ 18,500,000

Amity Goodwill Industries

Sheltered workshops give way to developing employment skills with new TEAM program

2013

Goodwill, The Amity group awarded the 4 Atlantic provinces as new territory

2014

Services begin in new territory with 1st store and career centre in Halifax region

2015



GOODWILL

THE AMITY GROUP

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