



Goodwill  
Amity

GOODWILL THE AMITY GROUP

GOODWILLONLINE.CA

# Annual Report 2022-2023

Changing lives and strengthening  
communities through the power of work.



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# Introduction

## About Goodwill Amity

Goodwill Amity is a local Hamilton/Halton charity. Our work is tied to poverty reduction. We exist **to help people enter or re-enter employment** so they can achieve financial security for themselves and their families.

Typically, we serve people who need, as our founder said, “a hand up” in trying to find work – those who face barriers or have been marginalized and are still waiting for their shot. **Over the past year, individuals with low or no income made up 30% of those we served; people with disabilities 30%; and racialized individuals 34%.**

We see newcomers seeking Canadian experience, youth looking for their first job, women, and recently of course, people displaced by COVID. We are the place people get first jobs and second chances.

Among other things we help them put a resume together, practice their interview skills, network, and connect with employers. We offer skills training – sometimes to meet general workplace expectations and sometimes in specific industries, such as manufacturing or food service.



**Photo Caption:** : A business specialist assisting a client in an office space.

Having these skills and supports means that job seekers will be successful in finding and keeping work.

In addition to generating proceeds for our mission, our well-known thrift stores and our food service division provide training platforms for job seekers to acquire hands-on real-world experience before helping them find community employment. The Goodwill model is unique in providing this integrated ecosystem of support.

The stores serve an environmental purpose as well, enabling our communities, in Burlington, Hamilton, and Oakville to repurpose and recycle over 3 million pounds of goods last year alone.

We also serve employers in finding a workforce. By connecting job seekers with employers we help our communities thrive.

All of what we do addresses the intractable social issues of our time including tackling poverty, contributing

to a greener planet, and building stronger communities.

**For participants**, our mission is transformational. It can lead to financial stability, food, shelter, and a career path.

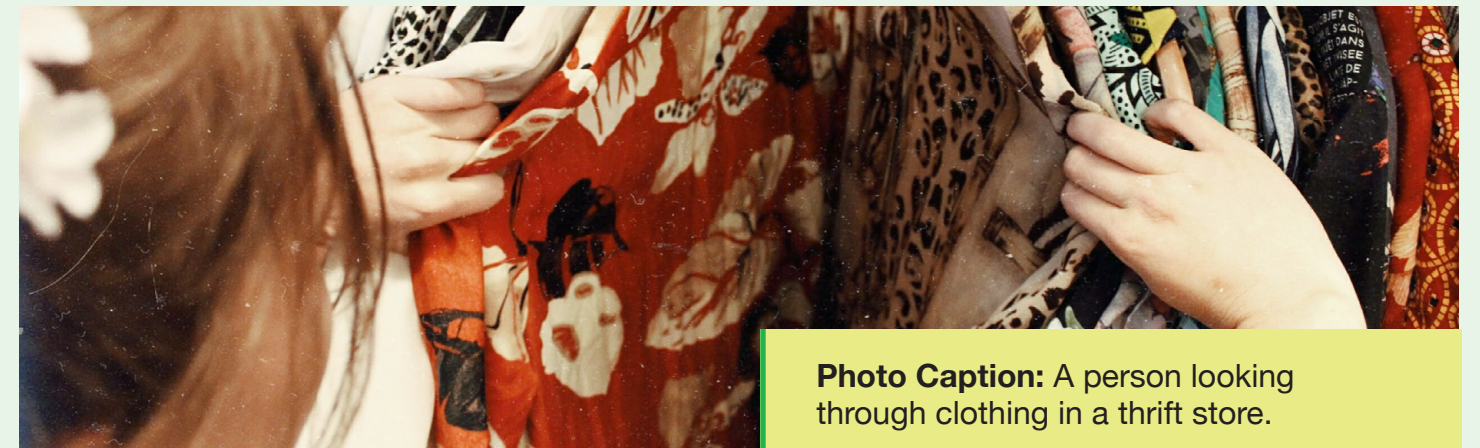
**For families** impacted by our work, secure employment can break generational cycles of poverty.

**For employers**, our work has the ability to tap a hidden pool of candidates, from internationally trained professionals to skilled tradespeople, to part-time and seasonal staff.

### Participant Testimonial

The experience was great, and I have learned good techniques to improve my job searching path. I can say now that I feel more confident and prepared for a future interview because I reinforced my skills.

– *Dariana*



**Photo Caption:** A person looking through clothing in a thrift store.

## Our work changes lives.

As part of a global network implementing solutions at the local level, we are inspired by the United Nations 17 Sustainable Development Goals (SDGs). In particular, we are committed to realizing the following three SDGs for the people, the planet, and the communities we support:

- **Reducing inequality** by advocating for equal access to work, regardless of gender, age, race, sexuality, or ability.
- **Assuring decent work and economic prosperity** by strengthening the social and economic fabric of our neighbourhoods through stable and sustainable employment, responding to labour market needs, and investing in future workforce development.
- **Building sustainable cities and communities and safeguarding the planet** by integrating green practices into our business activities while engaging consumers in reuse and recycling to reduce our environmental impact.

We are a path to income security for individuals and their families. We are a catalyst for strong and healthy neighbourhoods. We are a benchmark for sustainability in the retail marketplace.

In all these ways, Goodwill Amity is influencing positive, long-lasting transformational change.



**Photo Caption:** A person holding a pile of folded jeans.

## Vision and Mission

### Vision

Vibrant, inclusive, and sustainable communities where everyone has an opportunity for meaningful employment.

### Mission

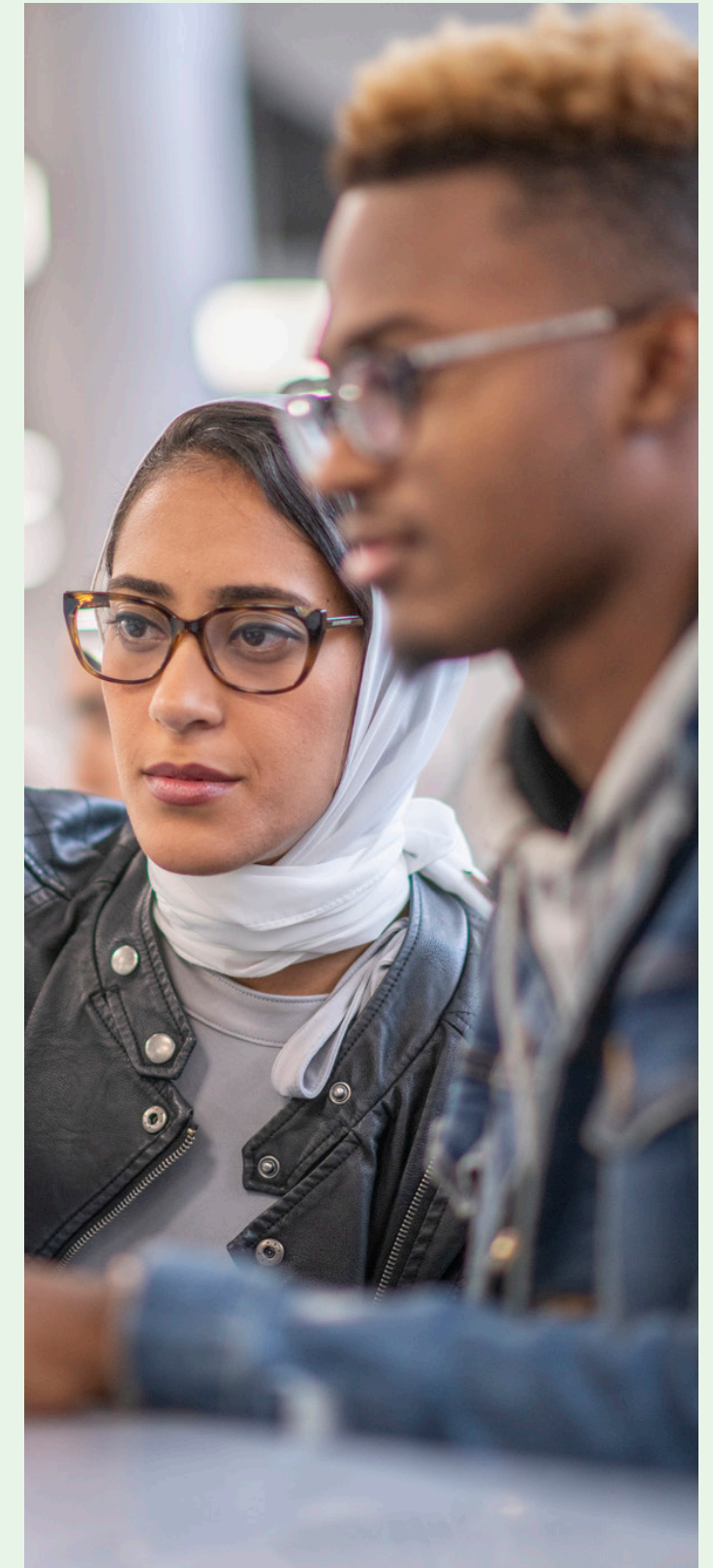
Changing lives and strengthening communities through the power of work.

### “ Participant Testimonial

What impresses me [about the Goodwill workshop facilitator] is her high level of professionalism, simplicity, patience, punctuality, great listening skills, open-mindedness and welcoming of ideas. She is very motivated and motivates participants to contribute and also values our contributions.

She is always willing to support participants by connecting them to other services that Goodwill provides and is ready to welcome areas of improvement in the services provided.

– *Josephine*



**Photo Caption:** A trainer helping a young person in the Resource Centre.

## Report from the Chair and the CEO

The last fiscal year was the first year of work on our new five year Strategic Plan. [See the plan here.](#)

The theme of the Plan is growth and its two objectives are to:

1. Build more pathways to increase the job seekers who secure meaningful work
2. Expand our enterprises to increase revenues that advance and enable our mission

The Plan will see us grow our retail footprint and increase our fund development revenues in order to expand our employment services offerings.



**Photo Caption:**

Left: Andrea Donlan, Goodwill Amity Board Chair  
 Right: Kelly Duffin, Goodwill Amity President and CEO

To that end, we not only found new opportunities to contribute to social and economic recovery from the pandemic but we also worked to advance our Plan objectives.

### In the past year we have:

- **Created a new Youth Outreach Worker position**, to connect with younger people who have been so terribly affected by COVID. Funded by the RBC Foundation, the person in this new role has been able to reach youth where they are and invite them into our welcoming and supportive job search supports.
- **Opened a new Digital and Resource Community Hub** inside our Career Centre located in downtown Hamilton to serve the local Beasley neighbourhood. Funded through the Government of Canada Healthy Communities initiative, visitors have free access to computers and technology support to help with completing online applications, pursue literacy training, and access resources. We can make employment assistance referrals. Fresh food and reading materials are also available and free to take away.



**Photo Caption:** Two team members from a Goodwill Donation Centre carrying donation boxes.

- **Launched a new skills training program** leading to employment in the field of manufacturing. This program was designed with partners and industry advisors to help employers fill positions in this in-demand sector. It was targeted to help women and youth develop the skills to enter and advance in a wide range of opportunities with living wage work.



**Photo Caption:** Photos from the Power of Work Power Lunch event.

- **Been nominated for a Business Excellence Award** by the Burlington Chamber of Commerce's in the Not-for-Profit category.

We're pleased and proud of these initiatives, because they not only move our Plan forward, but are so reflective of our values.

At its core, our work is about people and making sure no one gets left behind.

It can be easy to take for granted a paycheque and the purpose and identity that comes with having a job. That is not the reality for many of those we see and serve everyday.

The impact of work, or as we say, the power of work, cannot be overstated. Every day a parent doesn't work is another day the family might go without because work can provide housing, put food on the table, and even pay for soccer or swimming lessons for the kids. Work can break generational cycles of poverty.

We are privileged to accompany our program participants on their journeys to employment and to see the how transformational that is in their lives.



**Photo Caption:** A young person working in a manufacturing facility.

## Our thanks

None of that would be possible without the guidance, wisdom, and support of our volunteer Board of Directors. It would not be possible without the strong, capable, and compassionate leadership of our senior team and managers. It would not be possible without our funders, our sponsors, and our donors. It would not be possible without our community partners. And of course, it would not be possible without our Goodwill team members.

It is a tribute to them that we achieved what we did for our community and that we end the fiscal year in a strong financial position, poised for continued growth in the years ahead as we live our mission of **“changing lives and strengthening communities through the power of work.”**

### “ Participant Testimonial

In the beginning I was a bit skeptical about the program being that I was new to the country but I applied myself to the workshops attended and I gained results in the job field.

Not only did my participation increase but my confidence in myself and also in my work field and getting adapted to a new life.

I gained so much knowledge from my resume to interview skills and preparation it was just amazing. I was able to apply and start working with Amazon in Canada as an associate. [My Career Development Specialist] has been there with me every step of the way.

This program and the staff especially I feel just go above and beyond for its community and I am very grateful to have attended the workshop and received the mentorship [my Career Development Specialist] has offered throughout this time. Truly just a blessing. ”

– *Jalyssa*



**Photo Caption:** A person sitting at a computer, while another person stands beside him looking at the screen.

## Statistics and Impact in 2022-2023

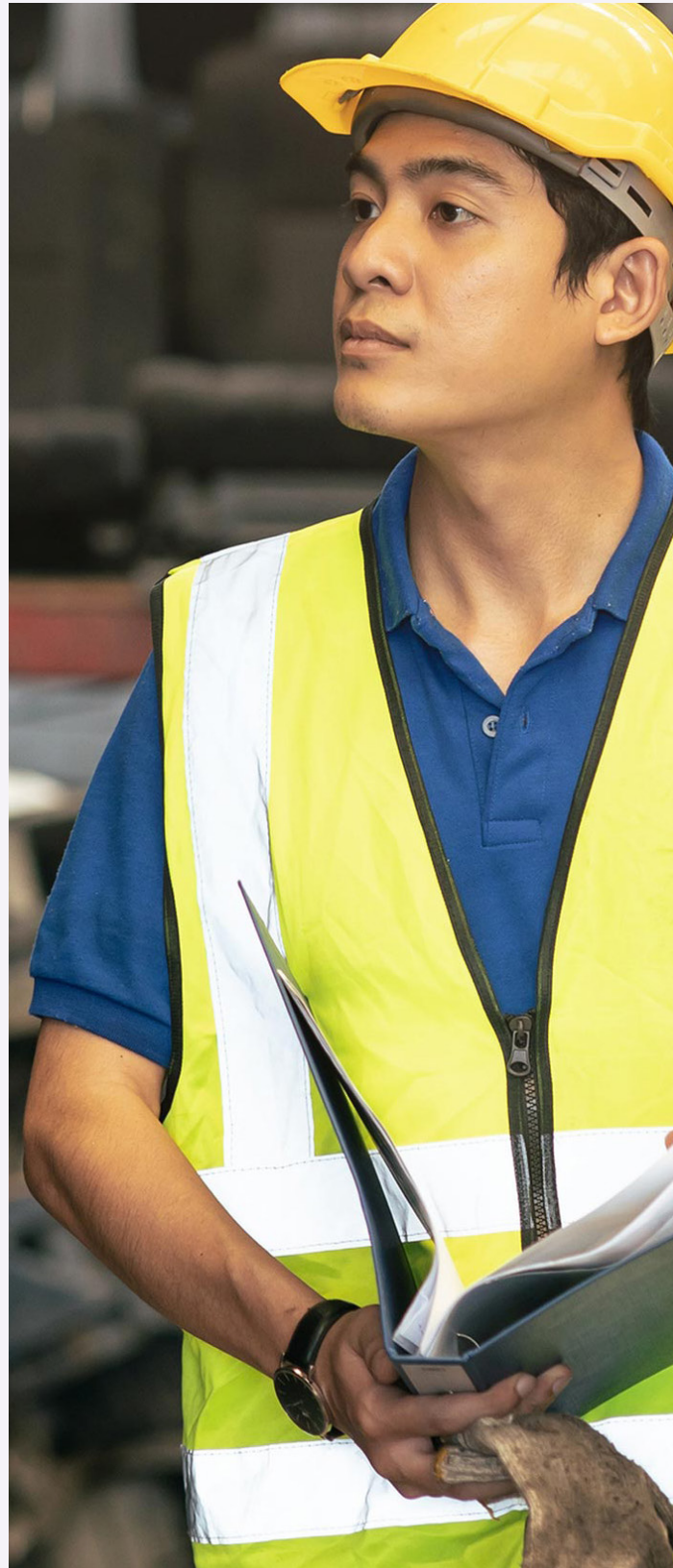
### Employment Services:

Assisted **215 employers**

Placed **549 people in jobs**

Supported **48 people in entering training** and education

Delivered pre-employment virtual workshops to **761 job seekers**<sup>1</sup>



**Photo Caption:** A worker checking inventory in a warehouse.



**Photo Caption:** A person giving computer training to another person.

### Community-wide:

When placed, our job seeking clients earned an **average starting wage 40% higher than minimum wage** and often saw further wage increases as they progressed in their employment<sup>2</sup>

On average **those placed worked 33.4 hours per week**, with the majority being full-time

Through our retail stores we enabled the **reuse or recycling of 3 million pounds of textiles and goods**

<sup>1</sup> Some job seekers attended multiple workshops.

<sup>2</sup> Average starting wage was \$21.81 versus minimum wage of \$15.50.



**Photo Caption:** A rack with colourful clothing in a Goodwill thrift store.



## Congratulations to our 2022 Power of Work Award Winners

### Achiever of the Year

#### Stewart Smith-Fairbairn

Despite losing everything, Stewart found his way back to a successful career as a quality technician with the support of Goodwill Amity. Determined to re-enter the workforce, Stewart was resilient in the face of every barrier he encountered. His positive attitude and work ethic helped him quickly secure a job and promotion within nine months. Stewart generously shares his experience with other jobs seekers at local organizations within the community and is inspiring others every day with his story. [Watch Stewart's story here.](#)



**Stewart Smith-Fairbairn**  
Achiever of the Year, 2022

### Achiever of the Year

#### Lisa Smith-Priest

After working for 10 years in the fashion industry, Lisa lost her job when the company she worked for closed its doors. Despite feeling anxious and frustrated with her situation, Lisa sought employment support at Goodwill Amity. She visited daily to practice and upgrade her computer skills, prep for job interviews, and actively search for work. Lisa secured a position working with fashion and has proven that barriers do not have to be a hinderance to success. [Watch Lisa's story here.](#)



**Lisa Smith-Priest**  
Achiever of the Year, 2022

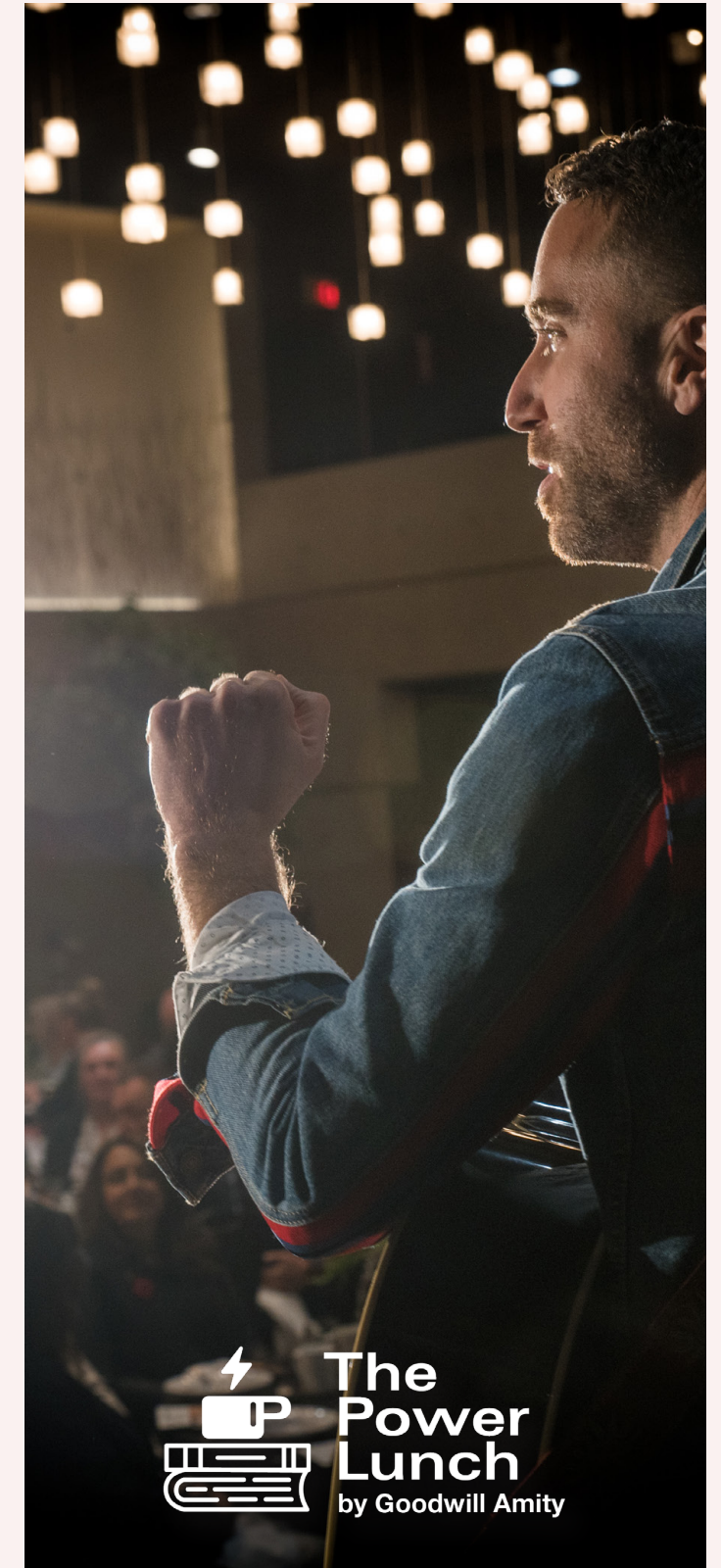
### Business Partner of the Year

#### T4Tax

Owner Guy Sferrazza has come full circle. Early in his career, Guy was a Goodwill Amity client when he was out of work and looking for a job. Today, as an employer himself, he and his partner Carlo Agro, have hired eight Goodwill job-seekers since purchasing T4Tax seven years ago. They employ a diverse workforce with a wide range of skills and backgrounds and provide them with training in bookkeeping, finance, and tax preparation. The supportive culture and flexible work environment at T4Tax has helped create opportunities for job seekers to be successful in their roles. [Watch the T4Tax story here.](#)



**Guy Sferrazza (left) and Carlo Agro (right)** Business Partner of the Year, 2022



**Photo Caption:** Peter Katz speaking at the event.

# Funders



Ministry of Labour, Immigration,  
Training and Skills Development

Ministry of Children,  
Community and Social Services



Fedcap Canada



Employment and  
Social Development Canada



Hamilton Community Foundation



Community Foundations of Canada



An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario

Ontario Trillium Foundation



RBC Foundation

# Partners and Donors

## Power of Work Awards Sponsors

### Event Sponsor



### Speaker Sponsor



### Experience Sponsors



### Contributing Sponsors



### Community Sponsors



## Donors

### \$5,000+

- Kelly Duffin
- Siegel Executive Search Solutions Inc.

### \$1,000 - \$2,500

- David Rathbun
- Glen Norton
- Shelley Kuzma
- Stewart Smith-Fairbairn
- Talka Credit Union Limited
- The Benevity Community Impact Fund
- Tracy Cuning
- Martha Fox

### \$500 - \$999

- Andrea Donlan
- Jackie Engholm
- RBC Royal Bank
- Sevasti Soleas
- Ted Hildebrandt

### \$200 - \$499

- Al Brown
- Andy Donovan
- Anil Gupta
- Anonymous Donor
- Carmela Trombetta
- Celeste Bannon Waterman & Rob Waterman
- Cortney Oliver
- Dean Walker
- Kuljeet Kaur
- Neda Lovric
- Paul Lakin

### Gifts Under \$199

- Brad Read
- Cassandra D'Ambrosio
- Craig Huffman
- David Capek
- Giovanna Chaves
- Jacqueline Vinovich
- Jacquie Daniel
- Khadija Hamidu
- Lorry Goodson
- Michael Mushonga
- Nyah Lewis
- Patricia Harmon
- Rachel Hunt
- Ruth Herbert
- Shima Sadravi
- Susan Main
- Toronto Foundation
- Tracey Turriff
- Wendy Sharpe
- William Couch

### “ Participant Testimonial

A few of us are of the elder generation and have not gone to job interviews in years, so we learned a lot, very informative for sure!!

Thank you so much for this program, it helps ease fears and concerns going forward to job interviews!! ”

– *Claudia*



**Photo Caption:** A mature participant listening to the workshop presenter.

## Financial Results

In fiscal 2022/2023 revenues grew by \$1.1M over the prior year.

Revenues for our Employment Services mission increased by \$595K due to a pilot program being funded through the Skills Development Fund with the Ministry of Labour, Immigration, Training and Skills Development and due to the extension of a program funded through Employment and Social Development Canada (ESDC).

In Mission Integrated Social Enterprise, which includes our thrift stores and Stairways (our food service division) revenues increased \$832K.

Our store performance continues to improve on a top and bottom line basis with increasing donations and sales as well as operational efficiencies.

We also achieved two financial milestones this year. Our Burlington store surpassed \$1M in sales for the first time ever. Stairways generated a record \$100K in catering revenue as restaurants emerged from COVID.

For the second year we contributed to our Building Reserve Fund, which now has \$135K. While regular maintenance and upkeep of our support office building is included in our annual operating budget having a fund for larger ticket or unforeseen items is a prudent measure.

Solid results in all our divisions contributed to generate an overall surplus of \$201K (\$558K on an EBITDA basis).

These results give us the resources to fund the growth objectives in our Strategic Plan.

In the years ahead we will be particularly focused on investing to expand our retail footprint in order to provide training opportunities and proceeds to grow our Employment Services.

This would not be possible without the strategic leadership of our volunteer Board of Directors, the business acumen of our Senior Leadership Team, the competence and commitment of our staff, and the generosity and support of our funders, sponsors, leaders, and communities.

We are very grateful.

### For the year ended March 31

2023

2022

#### Revenue

Employment Services	\$4,859,763	\$4,264,301
Mission Integrated Social Enterprise	\$3,572,174	\$2,740,279
Leasing	\$957,874	\$943,893
Fund Development	\$182,745	\$206,910
Amortization of Deferred Capital Contributions	\$62,458	\$33,543
Other Income	\$20,350	\$371,369
<b>Total Revenue</b>	<b>\$9,655,364</b>	<b>\$8,560,295</b>

#### Expenses

Mission Related	\$7,491,086	\$6,332,932
Management and Support Services	\$1,181,786	\$1,078,145
Leasing	\$424,421	\$423,308
<b>Total Expenses</b>	<b>\$9,097,293</b>	<b>\$7,869,091</b>

#### Earnings Before Interest, Amortization and Other Expenses (EBITDA)

\$558,071

\$691,204

#### Other Items

Amortization	\$371,695	\$298,268
Interest	\$39,635	\$47,804
<b>Total Other Items</b>	<b>\$357,330</b>	<b>\$346,072</b>

#### Excess of Revenue Over Expenses

\$200,741

\$345,132

## Board of Directors

**Andrea Donlan**

Chair

**Glen Norton**

Vice Chair

**Akosua Alagaratnam**

**Martha Fox**

(until June 2022)

**Khadija Hamidu**

**Indira Naidoo-Harris**

**Cortney Oliver**

**David Rathbun**

**Carmela Trombetta**

(after June 2022)

## Senior Leadership Team

**Kelly Duffin**

President and CEO

**Tracy Cunning**

Vice President,  
Employment Services

**Glenn Cockfield**

Director,  
People and Culture

**Daniel Hancock**

Vice President,  
Mission-Integrated Social Enterprise

**Shelley Kuzma**

Director,  
Community Engagement  
and Partnerships

**Naz Nazari**

Vice President,  
Finance and Corporate Services