



Goodwill
Amity

GOODWILL THE AMITY GROUP

GOODWILLONLINE.CA

Annual Report 2023-2024

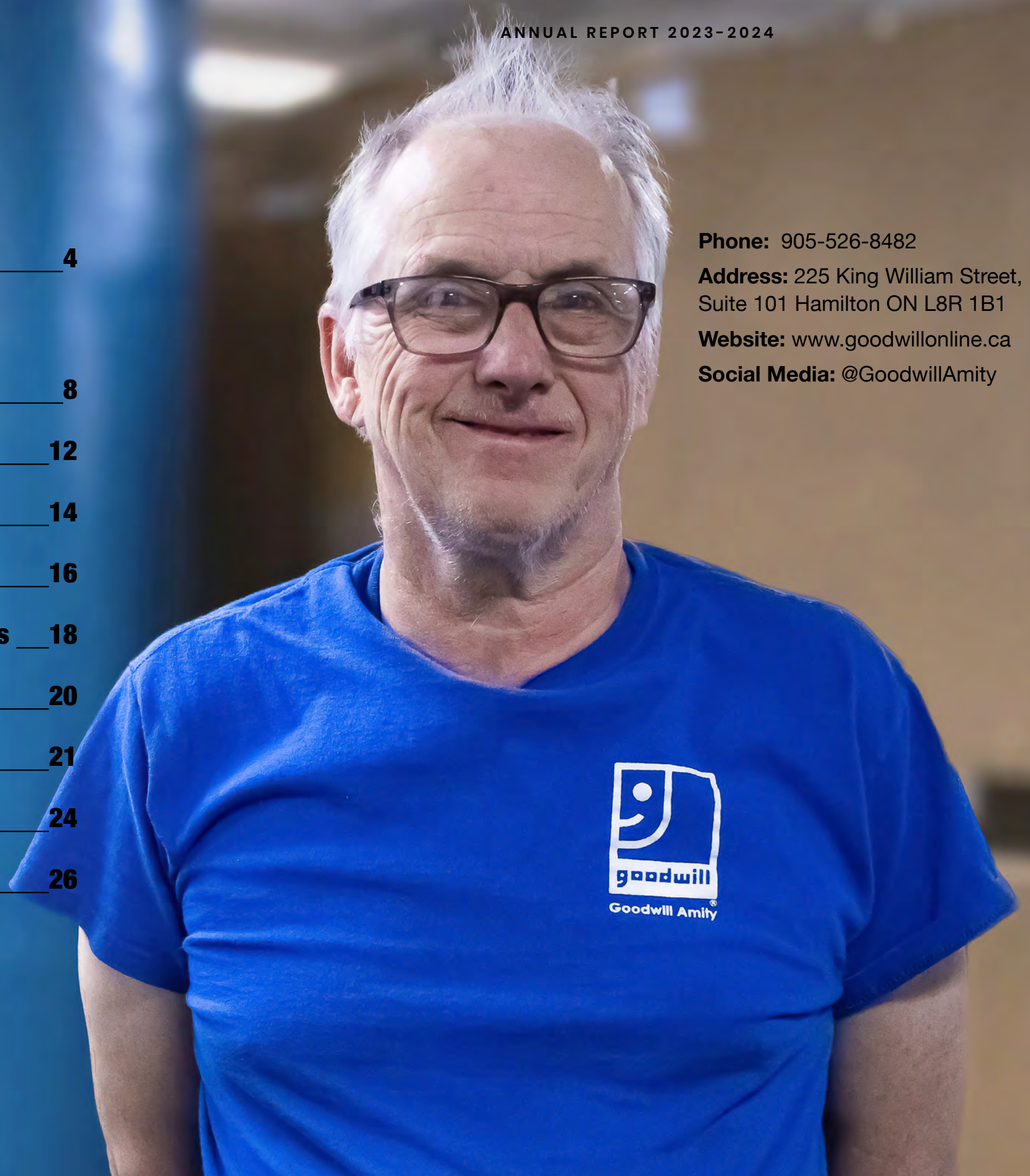
Changing lives and strengthening
communities through the power of work.



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Introduction

About Goodwill Amity

Goodwill Amity is a local Hamilton/Halton charity and 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.

We do that in the form of our Employment Services, providing skills training and job search supports through our numerous programs to those who face barriers, or are marginalized and are still waiting for their chance. **Over the past year, individuals with low or no income made up 68.7% of those we served; people with disabilities 29.7%; and racialized individuals 52%.**

Employment means so much more than a paycheque to many of our job seekers. It can be easy for those fortunate enough to be employed to take for granted the purpose and identity that goes along with having a job. Every day a parent doesn't work is another day the family might go without. Work can provide housing, put food on the table, and even pay for soccer or swimming lessons for the kids.



Photo Caption: A Goodwill Amity team member standing at the reception desk in a Career Centre

Employment and income are the top two social determinants of health because poverty so often leads to terrible health outcomes.

The Goodwill model is unique in being able to use our social enterprises as a platform to train job seekers and provide them the opportunity to hone their employable skills in a real-world environment. Participants in our Transitional Employment and Mentoring (TEAM) program can enhance their knowledge and gain industry-specific skills in our thrift stores or our café and catering division, Stairways, before finding community employment.

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

Our retail locations also serve an important environmental role. The vast increase of fast fashion has had a significant environmental impact, making sustainable shopping now more important than ever. Our stores promote the circular economy and, in the last year alone, enabled our community to repurpose and recycle over **3 million pounds** of goods.

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.

Having a job gives everyone a sense of purpose, improves confidence, well-being, and social connections.



Photo Caption: Two Goodwill Amity team members carrying a box of donations

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 job seekers fills out an application at a Goodwill Career Centre

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

[My Goodwill workshop facilitator] taught me, and brought out in me the skills that I did not know existed. Which in turn has definitely now broadened my job search. Over the ten day [training] I discovered many character traits that I didn't know I possessed, which were just under the surface.

– Anonymous



Photo Caption: A Goodwill Amity team member speaks to a job seeker at a Job Fair

Report from the Chair and the CEO

This past year we have focused on advancing the objectives in our 2022-2027 Strategic Plan ([see the plan here](#)) and expanding the impacts we make in our communities.

Some highlights of our past year include:

- **Launching hands-on training** for our Transitional Employment and Mentoring (TEAM) program participants. With support from the Ontario Trillium Foundation we were able to purchase a passenger van which we use to bring our program participants to our retail stores, enabling them to get real-world work experience, supported by a job coach.
- **Expanding our community presence through Youth Outreach.** With renewed two-year funding from RBC, the Outreach Coordinator position continues to serve youth who otherwise would not have the ability or confidence to seek us out. For individuals with significant barriers to employment, walking into any career centre can be intimidating. Our team member can meet them where

they are and support them on their journey.

- **Opening our first stand-alone donation centre.** This is the first step in expanding our retail social enterprises. Located in Burlington, the donation centre enables us to supply our current retail stores and generate more funds for employment services. Importantly, it will also create a donation base for a new store opening in the near future.
- **Celebrating the 50 year anniversary** of owning our King William building in Hamilton and 50 years of being a member of Goodwill Industries International. To mark this occasion,



Photo Caption:
 Left: Glen Norton, Goodwill Amity Board Chair
 Right: Kelly Duffin, Goodwill Amity President and CEO

we created and unveiled a new “Welcome Wall” at our support office, illustrating the history of Goodwill Amity and our roles in our communities through the decades.

- **Honouring our job seeker and employer Awards Winners at our annual Power of Work Awards Lunch.** Guests were inspired by the words and stories of keynote speaker, Kendal Netmaker, and witnessed our mission in action through our award winners’ stories.

We are also humbled that our work was recognized with a nomination for a Business Excellence Award in the Non-Profit category by the Burlington Chamber of Commerce, and winning a Community Partnership Award presented by the International Village BIA and City of Hamilton at this year’s Outstanding Business Achievement Awards.

Of course, the heart of what we do is helping people enter or re-enter the workforce and helping employers find their teams. Some of those impacts are featured on [page 12](#).

We are proud of these initiatives and the number of lives they have changed because at its core, our work is about values and people. It’s about making sure no one gets left behind.



Photo Caption: A job seeker shaking hands with the hiring department after getting the job

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

Those we serve are often at high risk of being left behind and may already have faced a lifetime of social and economic exclusion. They need, as our founder said, “a hand up,” or “a chance.”

They are youth looking for a first job and often lacking the family supports we may take for granted. They are newcomers trying to land that all-important Canadian experience. They are people with physical or, increasingly, mental health disabilities. They are racialized individuals, still too frequently overlooked. Many of those we serve didn’t have the chance to complete their education, or their work history is spotty. At any age and any stage, we meet them where they are and, with any needed wrap around services, help them transition into employment. It is life changing.



Photo Caption: Guests & Goodwill Amity staff pose on stage at our Power of Work event

We feel privileged to accompany our program participants on their employment journeys and we see everyday the transformational power of work. We also feel privileged to serve employers, and by connecting individuals with work, to help our communities thrive.

“ Participant Testimonial

I just wanted to say a big THANK YOU for the Power of Possible workshop we ended today. It was an amazing and enlightening experience. You connected with each of us and I feel so confident and ready for the Canadian job market now.

– Tosin



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.”

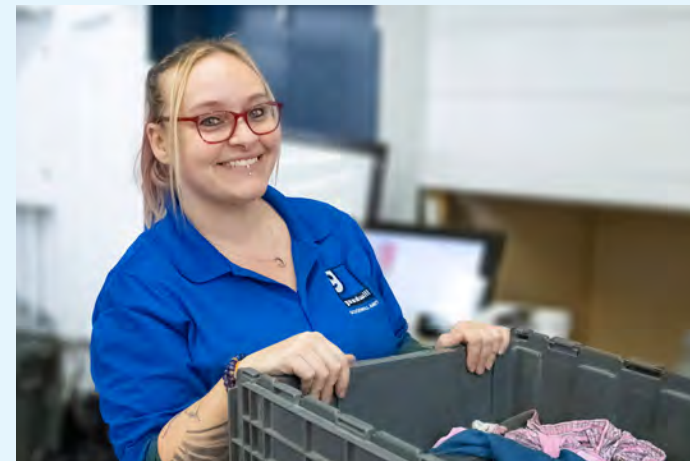


Photo Caption: A Goodwill Amity team member with a box of donations

“ Participant Testimonial

Before I started POP, I felt overwhelmed by the job search and I did not know that the things that I had been doing were counter-productive, actually causing harm to my efforts to find work. POP not only gave me practical tools to effectively market my skills, it also gave me insight into the common pitfalls during my search as well as in the interview stage. The time spent in the 10 day workshop structured my days giving me a renewed sense of hope. I learned tools that would benefit my life not only in the context of the job search. It was an empowering experience - giving me back control in the job search. POP was truly an important investment into my own well being. It was worth the investment. I am grateful.

– Yolisa



Statistics and Impact in 2023-2024

Employment Services:

Assisted over 300 employers

Placed 528 people in jobs

Supported 161 people in entering training and education

Delivered 568 pre-employment workshops to 2671 attendees with an additional 3734 visits to our Resource Centres

Participant Testimonial

[My Career Development Sepcialist's] inspiration and ability to motivate others has resulted in a significant increase in my self-confidence and willingness to learning and gaining new knowledge.

I truly appreciate your efforts and the assistance you offer, especially to the newcomers. Newcomers can be considered as vulnerable people which need careful and patient treatment in respect of their diverse work background, and you are this person who is dedicated to helping others sincerely and diligently.

You are a good listener and a great advice giver in a way that leads others to work hard to strengthen their points of weakness and grow.

Please accept my sincerest gratitude for your superior work as a Career Development Specialist.

- Amani

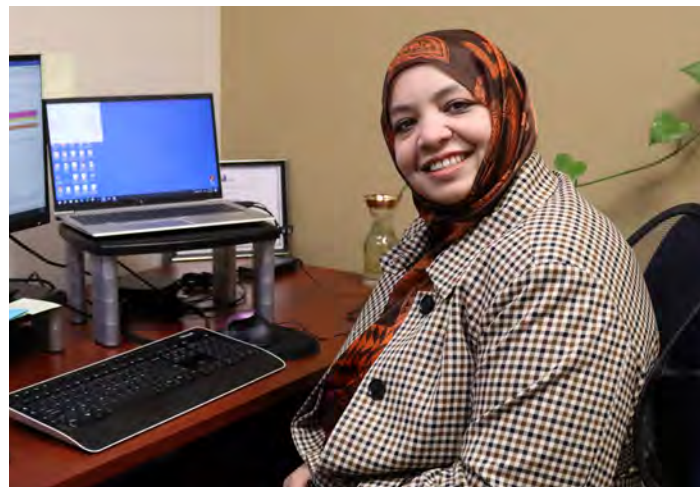


Photo Caption: A Goodwill Amity team member sitting at her workstation in our Career Centre

Community-wide:

When placed, our job seeking clients earned an average wage of \$22.61 per hour: 36.6% above minimum wage and often saw further wage increases as they progressed in their employment

On average those placed worked 33.18 hours per week, with the majority being full-time

Through our retail stores we enabled the reuse or recycling of 3.1 million pounds of textiles and goods



Photo Caption: A Goodwill Amity team member checking out a customer at the cash register

Furthering Our Mission

Grand Opening

We took a significant step in our Strategic Plan goal of expansion in opening our very first stand-alone donation centre. Located in Burlington, our donation centre enables us to keep our retail stores stocked with goods, the sale of which generate funds to go towards providing employment support in the community.

The morning of Thursday, June 22 marked the official Grand Opening of our new Donation Centre. The event was attended by the Mayor of Burlington among other community officials, and Goodwill staff and supporters alike. This expansion is just one step in the furthering of our mission, and we look forward to more opportunities for growth.



Photo Caption: City officials and Goodwill Amity team members cut the ribbon at Grand Opening of the new Goodwill Donation Centre

Goodwill On-The-Go

It has long been a dream of our program staff to be able to provide our Transitional Employment and Mentoring program (TEAM) participants with real-world experience working inside our stores.

This year, through an Ontario Trillium Grant, that dream was realized when we secured our new transit passenger van. This van has allowed us to add an experiential learning component to the TEAM program and bring our participants on the road for skills training in our stores. TEAM is an eight-week program designed to support people with intellectual or developmental disabilities in obtaining skills and knowledge through pre-employment training, education, and hands-on experience. This practical experience is a hugely valued addition to what can be learned in a classroom setting for our program participants.



Photo Caption: Goodwill Amity's Outreach Coordinator speaking with job seeker at a community event

Spreading Goodwill

Year one of our RBC-funded Outreach Coordinator position has come to a close, and we have seen a significant impact in our communities. Our Outreach Coordinator has been able to locate youth and other marginalized employment groups and meet them where they are in the community to offer employment services. In the past year, **250 youth have received help with resume writing, job searching, interviewing, and career support.** We have connected **116 youths with skills training**, and helped **80 youth secure employment.**



Photo Caption: TEAM Program standing in front of the new Goodwill Van

Our Work is Transformational

Nour's Story

Nour was the first person in her extended family to go to university, graduating from McMaster just as the pandemic started. She wasn't sure how to find a job and reached out to Goodwill Amity for help. "I didn't know where to start, I just knew I wanted to find a job where I could help people."

Nour has always been a helper even from a very young age. Iraqi born, she moved to Canada with her family as a refugee, sponsored by a small church in a tiny town in rural Saskatchewan. Settling in Hamilton, Nour, the oldest of six children, quickly learned to speak, read and write in English. Her father had to work to support the family while her mother cared for her siblings at home, leaving no time for her parents to complete English as a Second Language (ESL) classes. As early as eight years old, Nour was the one stepping in to attend parent-teacher interviews, filling out paperwork, taking her siblings to extracurriculars, and translating information for family and friends.

Following university, Nour joined



Nour Bazouni,
Hamilton Past Participant
Youth Job Connection and
Canada Summer Jobs

Goodwill Amity's Youth Job Connection program where her commitment and effort stood out over the eight weeks of learning. She secured employment at Goodwill Amity through a Canada Summer Jobs grant and swiftly moved into a permanent position helping job seekers in the Transitional Employment and Mentoring Program (TEAM).

As a Job Coach Facilitator and Career Development Specialist, Nour is fueled by her passion to help others. "I've always wanted to help people who feel like they never had a chance. And, if I can be that one person, that is the best thing I can do, honestly."

I learned that if you put yourself out there, show up, and be committed, you will stand out.

Joseph's Story

Joseph is a participant in our TEAM program. This eight-week program is designed to assist people with disabilities in obtaining and identifying skills, while working toward employment, volunteering, or recreational programs.

At the start of the program, Joseph was quite nervous and shy. The first week was tough for him, and he even considered quitting because he didn't feel like he was performing well. Little did he know that these early challenges would lead to a remarkable transformation.

Over the next eight weeks, Joseph gradually stepped out of his comfort zone; he became more active and engaged in the program, surprising both himself and those around him with his commitment and hard work. The supportive environment and guidance from mentors played a pivotal role in helping Joseph build confidence and overcome his initial doubts.

As the program progressed, Joseph's skills developed significantly. By the end, he not only overcame his self-doubt but also showcased a high level of employability. Recognizing his achievements, Joseph was referred to employment services to take the

next steps in his career journey, and is currently working with Nour Bazouni to navigate job opportunities, interviews, and job searching strategies.



Photo Caption: Goodwill Amity's TEAM program leader, Nour Bazouni, sitting with program participant, Joseph

Nour and Joseph's journeys exemplify the transformative power of work and perseverance. Nour, driven by her passion to help others but uncertain in her career path, found her way to Goodwill Amity as a client, and became a Program Leader. Similarly, Joseph, initially nervous and shy, joined our TEAM program seeking support to overcome his challenges, and despite early doubts, blossomed into a confident and capable individual. Both Nour and Joseph showcase how the power of work can transform uncertainties into opportunities and empower individuals to make meaningful contributions to their communities.

Congratulations to our 2023 Power of Work Award Winners

Achiever of the Year

Lindsay Johnson

Despite the difficult challenges in front of her, Lindsay did not give up taking steps to identify and focus on reaching her personal and financial goals. Her achievements have been inspiring to watch including maintaining employment while also completing post-secondary schooling. The future is bright for Lindsay as she continues to be a successful role model to her daughter.

[Watch Lindsay's story here.](#)



Lindsay Johnson
Achiever of the Year, 2023

Achiever of the Year

Hatim Nairoukh

As a newcomer to Canada, Hatim spent countless hours working on his English language, reading and writing skills. He upgraded his skills and volunteered to gain some much needed Canadian work experience to complement his extensive work background. These efforts helped him to secure employment in his field of choice. Hatim's journey teaches us that dreams can become reality through hard work, courage, and a solid belief in oneself.

[Watch Hatim's story here.](#)



Hatim Nairoukh
Achiever of the Year, 2023

Business Partner of the Year

Denninger's Foods of the World

For more than 65 years, this local family-owned business has provided the very best in specialty food items and outstanding customer service. With retail locations across Burlington, Oakville and Stoney Creek, a manufacturing plant and a warehouse, Denninger's employs approximately 300 people across Southern Ontario. They have provided significant opportunities to Goodwill Amity job seekers throughout their lines of business, and have ensured that each employee has the training and supports needed to be successful in their role.

[Watch the Denninger's story here.](#)



Denninger's Foods of the World
Business Partner of the Year, 2023



Photo Caption: Keynote Speaker, Kendal Netmaker, speaks at the podium

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

Presenting Sponsor



Speaker Sponsor



Raffle Sponsor



Award Sponsors



Contributing Sponsors



Frapporti Inc.



Community Sponsors



Friend Sponsors

A1 Security

Blair Blanchard Stapleton Limited

Durabond Janitorial Services

Dyer & Duman

Evan Apostol, Broker

Print Factory Ink

Donors

\$5,000+

- Kelly Duffin
- Jacquie Daniel
- Andrea Donlan
- Ted Hildebrandt
- Kuljeet Kaur & Anil Gupta

\$1,000 - \$2,500

- Tracy Cuning
- Fidelity Investments
- Martha Fox
- Shelley Kuzma
- Glen Norton
- Sevasti Soleas
- Talka Credit Union Limited
- John Klein
- Kristin Kusturin
- Nyah Lewis
- LiUNA Local 837
- Joan Marinacci
- Indira Naidoo-Harris

Gifts Under \$1,000

- Akosua Alagaratnam
- Anonymous Donor
- Celeste Bannon Waterman & Rob Waterman
- Mark Boyak
- Equbal Charania
- Giovanna Chaves
- Erin Cote
- John Reidy
- Gaetano Sferrazza
- Michael Shea
- Carmela Trombetta



Financial Results

In fiscal 2023/2024 revenues grew by \$243K over the prior year, driven largely by increases in Fund Development and Mission Integrated Social Enterprise, which includes our thrift stores and Stairways (our food service division). Our Employment Services revenues declined as projects from the prior year came to the end of their funding.

We achieved two financial milestones this year: our Oakville store surpassed \$2M in revenue for the first time ever and Stairways surpassed \$200K, due to record catering sales.

For the third straight year we contributed to our Building Reserve Fund, which now has \$150K. 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 \$17.5K (\$338K 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, donors, leaders, and communities.

We are very grateful.

For the year ended March 31

2024
2023

Revenue

Employment Services	\$4,456,343	\$4,859,763
Mission Integrated Social Enterprise	\$3,871,940	\$3,572,174
Leasing	\$967,761	\$957,874
Fund Development	\$526,023	\$182,745
Amortization of Deferred Capital Contributions	\$62,458	\$62,458
Other Income	\$14,126	\$20,350
Total Revenue	\$9,898,651	\$9,655,364

Expenses

Mission Related	\$7,749,462	\$7,477,486
Management and Support Services	\$1,484,455	\$1,283,814
Leasing	\$326,665	\$335,993
Total Expenses	\$9,560,582	\$9,097,293

Earnings Before Interest, Amortization and Other Expenses (EBITDA)

\$338,069
\$558,071

Other Items

Amortization	\$283,301	\$317,695
Interest	\$37,262	\$39,635
Total Other Items	\$320,563	\$357,330

Excess of Revenue Over Expenses

\$17,506
\$200,741

Board of Directors

Glen Norton

Chair

Cortney Oliver

Vice Chair

Kelly Duffin

Secretary Treasurer

Akosua Alagaratnam

Andrea Donlan

Khadija Hamidu

Scott James

Indira Naidoo-Harris

(until December 2023)

Gaetano Sferrazza

Carmela Trombetta

Senior Leadership Team

Kelly Duffin

President and CEO

Gary Cavanagh

(joined March 2024)

Vice President,

Mission-Integrated Social Enterprise

Tracy Cuning

Vice President,

Employment Services

Daniel Hancock

(until March 2024)

Vice President,

Mission-Integrated Social Enterprise

Naz Nazari

Vice President,

Finance and Corporate Services

Glenn Cockfield

Director,

People and Culture

Shelley Kuzma

Director,

Community Engagement

and Partnerships