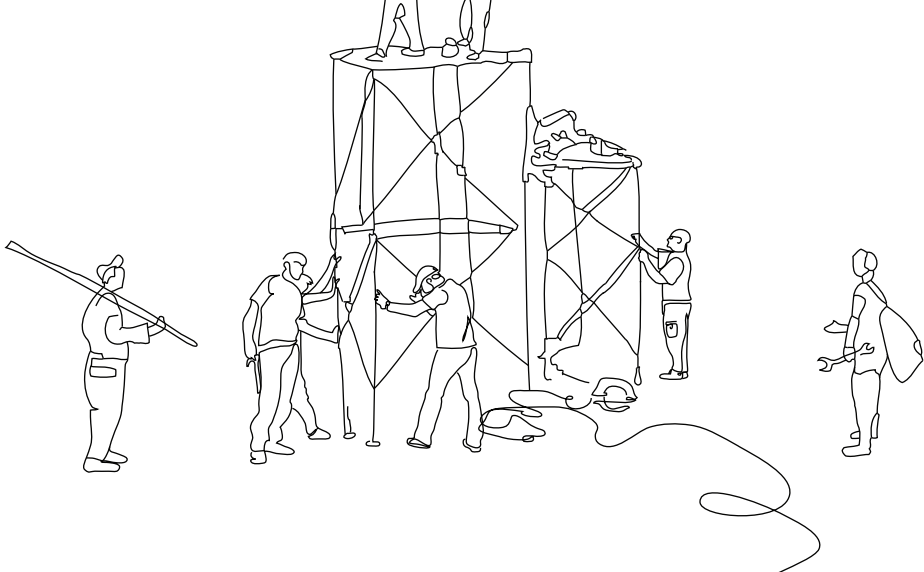


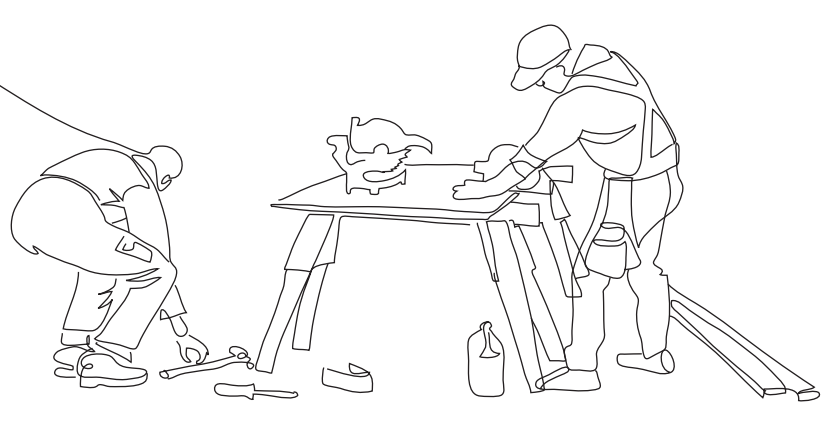
# WORK WORKS. AND WE NEED TO GET IT WORKING FOR OUR COMMUNITIES.



CHANGING LIVES THROUGH THE POWER OF WORK

AN APPEAL TO THE WORKING COMMUNITY FROM GOODWILL

COMMUNITY AT WORK™



## OUR COMMUNITIES NEED WORK.

**But right now, all across Ontario, too many of our communities aren't working because the people in them aren't. There's no simpler way to put it.**

**So what are we going to do about it?**

We could spend days talking about what's preventing our communities from working like they must. The rising poverty and unemployment. The legions of insecure people in insecure jobs. The pressure on families to barely survive, and on the services that help them barely do it. The isolation, hopelessness, and anger felt by people pushed to the edges of society. There's no end of it.

Or we could do this: We could talk about new ideas, new opportunities, and new solutions to fix it all. There's no end of them, too.

We're going to talk about what we can do, and how we're going to do it. Because that's the only thing that works.

**"Only 50% of working Canadians have a single, full-time job that has lasted more than six months."**  
 ("Income and Income Distribution" in Raphael, Dennis, ed. Social Determinants of Health, Canadian Perspectives, Canadian Scholars' Press Inc.)

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**"Societies where the vast majority of people working earn a living wage are healthier than the very richest of countries."** (Goodwill Community Works Report / Richard Wilkinson)

## WORK WORKS LIKE NOTHING ELSE.

**There's no magic bullet that can instantly fix our communities. But there is a powerful weapon.**

Work changes people. It connects us. It includes us. It unites us. It breaks down those walls between have and have not, between those on the margins of a community and those right there in it, making it better. Consumer, citizen, contributor—work makes people all of those essential things, often for the first time. When you've got someplace to go, you stand a much better chance of getting there.

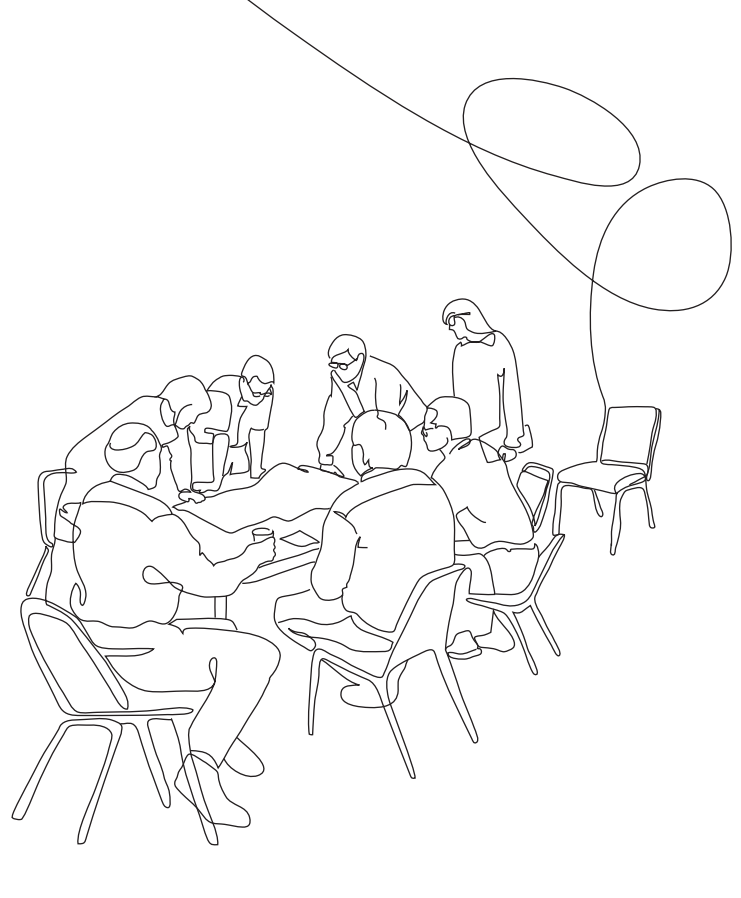
Work changes communities. Completely. A community offering greater opportunities for meaningful, sustainable work attracts new people, new investment, new enterprises. Better neighbourhoods start to grow. Social assistance spending falls. Tax revenues, cultural vitality, people's physical and mental health—they all go up. When the lights come on in buildings, they come on in people, too.

Work works like nothing else. For everyone and everything it touches. Especially those facing societal barriers, like persons with disabilities, youth at risk, the chronically unemployed, Aboriginal people and newcomers to Canada. Work can work wonders on all of them. We see it every day.

But it can't work by itself.



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## WE ARE THE WORKING COMMUNITY.

**We have work. We create work for ourselves and others. And we know what work means. To an individual, a family, a community, a country.**

**Today, as part of that community, Goodwill is asking every other member of this community to come together and help other people know the power of work, too.**

**What can we do?**

- We can provide work for people who need it. Paid, on-the-job work experience. That essential, first, real job for people who've never had one. The one that can open the door to a lifetime of meaningful work.
- We can be mentors, coaches and guides, and share our experience with those who have none.
- We can stand up and speak out with our colleagues, partners and friends about how to get our communities working better.
- We can lead.

We can do so much. We are the working community. And together, we can turn every other community into one as well.

**WORK WITH U S.**