

Goodwill Report

to our Stakeholders 2009/10



Community making an impact through WORK

Goodwill's mission is WORK. Our social purpose is founded on the notion that there is a need for universal access to work as a key determinant of the health of individuals and communities, and a major driver of our economy. A community that offers diverse and plentiful work becomes a magnet that draws both people and investment.

Work works like nothing else to change lives, strengthen communities and transform the toughest of challenges faced by our society.

Access to work is not simply an individual issue. Increasing access in particular for those who are marginalized is a civic responsibility requiring community participation, political engagement and strong leadership from the corporate sector.

Clearly the government's response to the economic downturn with injections of stimulus money into infrastructure projects that will create jobs and leave communities better positioned to sustain more people at work demonstrate this power that work has to effect positive and lasting change.

Our government leaders are to be commended for recognizing that Goodwill was worthy of a stimulus investment and can play a key role in improving the economy. As a social system that integrates human and employment services on a foundation that creates jobs and sustains people while at the same time generating revenue through enterprise activity. We are solid investment on a number of fronts.

Work Working to Stimulate our Economy

- Last year our 50 employment counselors and trainers provided a broad continuum of services, training and supports to more than 9,580 job seekers... helping 3,926 get trained and placing 1,876 in a job despite tough economic times
- We created 30 new jobs within Goodwill, dozens of construction jobs and are poised to create upwards of 200 more jobs by 2013
- We grew our revenue by 16.6% to \$10.5 million and fully integrated our mission into our business model with all of our employees either striving to overcome employment barriers or dedicated to serving those facing such challenge
- We diverted more than 14.4 million of pounds from landfill by reuse and recycling

All three levels of Government invested \$8.4 million so that Goodwill could begin a transformative evolution that will significantly enhance our ability to get marginalized people to work, reduce poverty, break down the stigma of mental illness and sustain the environment:

- With a pacesetting commitment of \$600,000 from the City of London in the summer of 2009 Goodwill captured the attention of the community with its promise to create new jobs, help revitalize a neighbourhood in decline, reduce waste to landfill and strengthen the organization overall to create more jobs across south western Ontario
- Goodwill was set on path to build a 80,000 square foot flagship training and employment services centre and expand its donated goods and recycling operations across its territory
- The Provincial and Federal governments committed an astonishing \$7.6 million in December of 2009
- The Royal Bank of Canada signaled its confidence in Goodwill as a social enterprise committing to lend up to \$4.7 million.
- A \$5 million community fundraising campaign called Work Works was launched with early commitments and champions suggesting a success was in the making.

Goodwill's Board of Directors, more than 300 employees and the one million stakeholders who participate as clients, donors, shopper or volunteers are immensely grateful to the community for investing in Goodwill and for believing like we do that work is the lifeblood of healthy, vibrant communities.

Goodwill by the Numbers 2009/10

Goodwill in Service

People Served	9,585
People Trained	3,926
People Employed at Goodwill	1,876
New Jobs created inside Goodwill	300
Number of pounds diverted from landfill	30
Number of Donors Served	240,469

Community Gave to Goodwill (Revenue)

Donated Goods Sales	\$6,445,161
Government Fees	2,808,272
Private Companies	\$761,930
Other	\$569,302
	\$10,584,665

Goodwill at Work in the Community (Expenses)

Wages and Benefits	\$6,363,677
Premises	1,736,864
Depreciation	\$222,034
Other	1,617,874
Operations	\$644,216
	\$10,584,665

Goodwill Financial Strength

Assets	\$6,484,097
Liabilities	\$1,970,078
Net Assets	\$4,514,019

Goodwill Leaders Making a Difference

Board of Directors 2009/10

Chair- Jay Livingstone
Vice-Chair - Melanie McLagan
Treasurer - Brad N. MacDougall
Secretary - Yvonne Bell
Lynne Cram
Harold Usher
Paul Van der Werf
John Kennedy
Jane Dupere
Kate Baldwin
Michelle Quintyn (ex officio, non voting)

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community at work.

