

# Making a **POSITIVE** Impact for over 30 years!



# Annual Report 2024/25



# TABLE OF CONTENTS

- 3 In Memoriam
- 4 Goodwill Across Niagara
- 5 Mission and Vision
- 6 Message from the Board Chair
- 7 Message from the CEO
- 8 30 Years of Goodwill Niagara
- 9 30 Years of Goodwill Niagara
- 10 Community Impact
- 11 Financial Statements
- 12 Mission
- 13 Programs
- 14 Community Engagement
- 15 Community Partners & Employers
- 16 Coming Soon!



# IN MEMORIAM



## ELEANOR LANCASTER

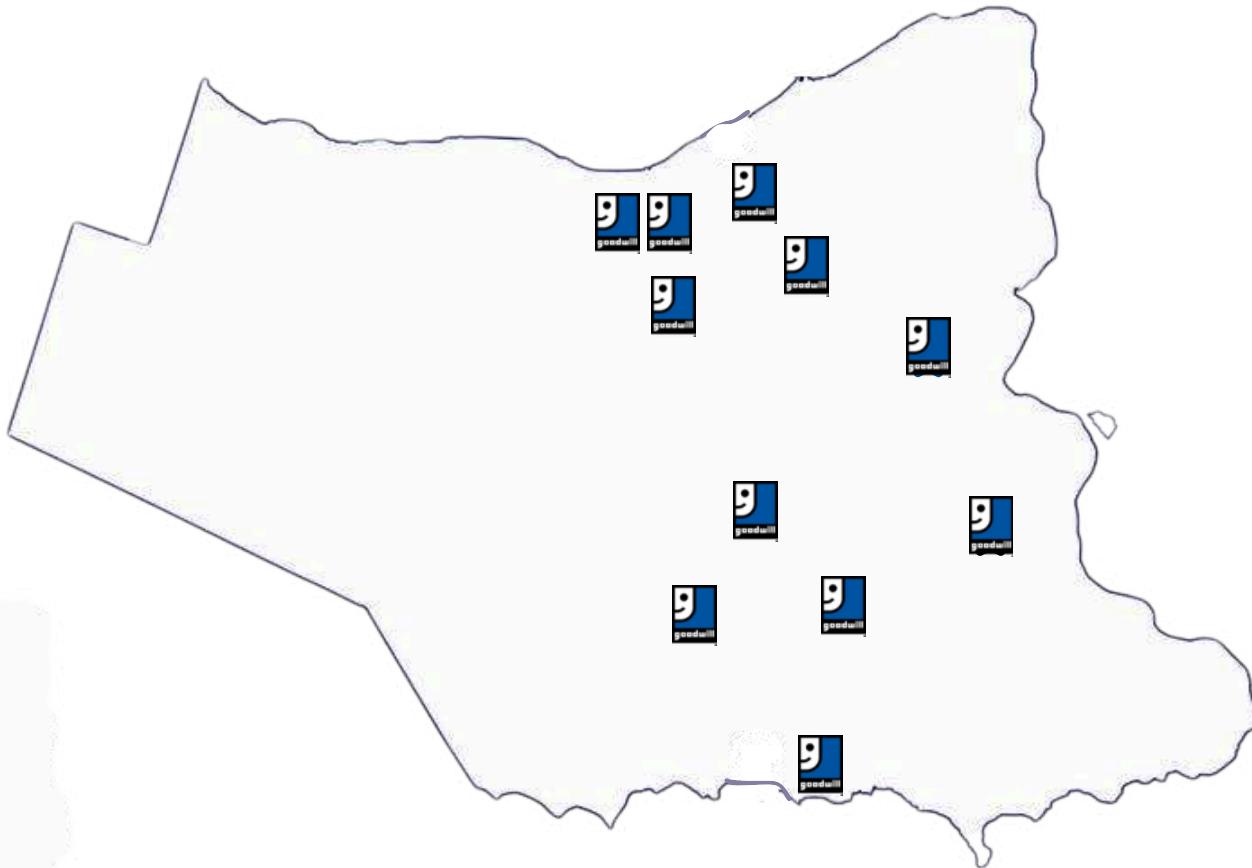
In January 2025, Goodwill Niagara lost a beloved member of our Board of Directors. Eleanor Lancaster was a Board member for 25 years, she helped shape our organization to be a successful one. Eleanor was a teacher, consumer advocate, volunteer, broadcaster, politician and civil servant.

Eleanor was the first female appointed to the Ontario Environmental Assessment Board, serving as Vice Chair. She was a Regional Councillor for Niagara from 1982 to 1991. She was passionate about her community and got involved as much as she could. Over the years, she served on many other boards in Niagara including, Brock University Board of Trustees, Niagara College Board of Governors, The Lincoln County Board of Education, Hotel Dieu Hospital Board, Canadian Henley Rowing Corporation and United Way Campaigns.

One of Eleanor's proudest moments was serving as Board Chair and Campaign Chair for Goodwill Niagara for our \$1.6M Stokes Project. This project revitalized the former Stokes warehouse and created affordable housing for seniors, a community centre that offers office space to agencies in the community as well as a home to our Building Futures programs.

Eleanor Lancaster is sadly missed at Goodwill Niagara and in our community, she left us great memories and an amazing legacy across the Niagara Region.

# GOODWILL NIAGARA ACROSS THE REGION



## **St.Catharines**

495 Welland Avenue  
228 Glendale Avenue  
36 Page Street  
399 Vansickle Road  
271 Ridley Road

## **Niagara Falls**

6777 Morrison Street  
6840 McLeod Road

## **Port Colborne**

45-53 West Side Road

## **Welland**

572 Niagara Street  
1 Churchill Avenue  
700 Humberstone Rd

Shop our online store at **goodwillfinds.ca**!

# BOARD OF DIRECTORS

Robert Lawler - **Chair**

Wesley Helms - **Vice Chair**

Phyllis Kerkhoven - **Secretary**

Sandra Wilson - **Treasurer**

Dave Boychuck - **Director**

Don Chambers - **Director**

Dalton Clark - **Director**

Sharon Corcoran - **Director**

Tim Curtis - **Director**

Sylvia Grewatsch - **Director**

Stan Pride - **Director**

# EXECUTIVE STAFF

Karen Drobnich

**President & CEO**

Nel Scarry

**Vice President Of Operation**

Stephen McKay

**Director of Finance**

Bob Romeo

**Director of Marketing**

**Corporate Office**

271 Ridley Road

St. Catharines, ON L2S 0B3

[info@goodwillniagara.com](mailto:info@goodwillniagara.com)

# MISSION

Provide work opportunities and skill development for people with barriers to employment or independence, and affordable housing for seniors.

# VISION

Our vision is to enrich our community by improving the lives of people with disabilities or barriers to independence, by providing essential programs and services and through partnerships and the responsible use of community resources.

# VALUE

We put people first.

We will conduct ourselves with honesty and integrity.

We will hold our staff and volunteers accountable.

We will seek opportunities to incorporate our mission into our business operations.

We will constantly seek out opportunities to collaborate.

We will encourage innovation and risk taking to achieve our mission.

We will provide opportunities for the growth and development of people.

We will strive for excellence.

We believe in the power of work.

# MESSAGE FROM THE BOARD CHAIR

It is my privilege to present the annual report for the year just ended. As the financial and statistical data clearly show, Goodwill Niagara has had another successful year. We continue to see growth in the number of individuals we serve, as well as increases in revenue.

This success is no accident—it is the result of strong leadership from Karen and the senior management team, and the dedication and positive attitude of all our staff in their daily interactions with clients, shoppers and donors. I also want to acknowledge the commitment of our Board of Directors, whose strategic guidance, advice, and support are invaluable.

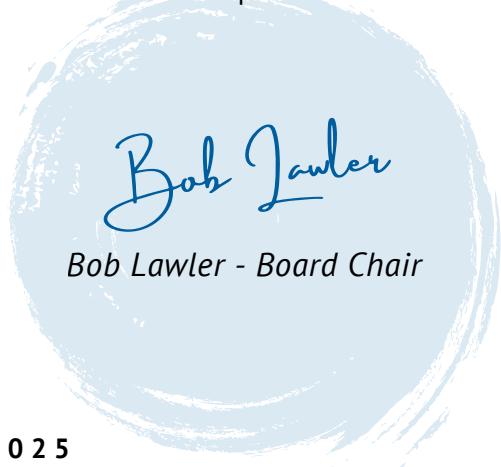
While many people associate Goodwill Niagara primarily with our thrift shops, we are proud to be much more than that. Our thrift shops serve three essential purposes:

1. Community Service – They provide a valuable service to the communities we serve.
2. Employment – They offer meaningful employment to approximately 180 individuals.
3. Revenue Generation – They generate the funds that enable us to offer a wide range of programs and services across the region.

Beyond our retail operations, we currently manage two apartment buildings in Niagara that offer affordable housing for seniors—both of which maintain 100% occupancy. We also operate a robust recycling program and a successful workforce development initiative. In addition, we collaborate with other registered charities throughout the region to amplify our impact.

Looking ahead, we have exciting plans for the upcoming fiscal year. A new store is set to open this fall in St. Catharines, and we are actively exploring additional opportunities for expansion across Niagara.

In summary, Goodwill Niagara has had an outstanding year. We are proud of our accomplishments and confident in our ability to continue serving our community with excellence and compassion.



# MESSAGE FROM PRESIDENT & CEO

I would like to extend a heartfelt thank you and my deep appreciation to all staff across the organization for their continued dedication and hard work. I would also like to thank our numerous stakeholders, partners and the community for their dedication and support throughout a transformative and prosperous year.

Over the past year, Goodwill Niagara was able to hire more employees increasing staffing levels from 160 to over 190, reflecting the organization's expansion and commitment to service in the Niagara Region.

The building beautification project at Stokes, our St. Catharines affordable senior apartment building, was completed this past year. The restoration and addition of beautiful stonework by Overbeeke Masonry, helped preserve the integrity and appearance of the historic brownstone building.

The Churchill affordable senior housing building in Welland, underwent a complete exterior renovation by Tip Top Exteriors. The transformation is astounding, and the completed project really enhanced the look of the building far exceeding expectations.

A new retail/donation centre on Vansickle Road in St. Catharines is set to open this fall with additional stores planned across the Niagara region in the coming year. This new location will create 25-30 new jobs in St. Catharines while increasing the community impact in the Niagara community.

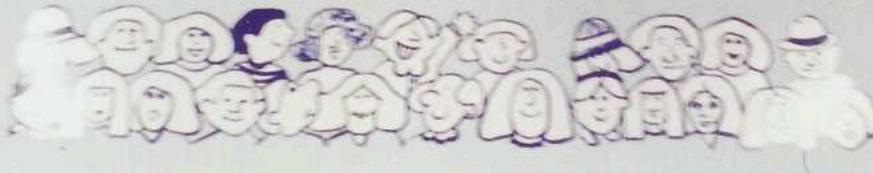
Over the past year we worked diligently streamlining assistance programs and aligning with partnering agencies throughout Niagara. The continued delivery of skills training and employment programs in collaboration with local businesses allowed us to reach more families, offering a hand up, not a handout.

We are proud to say that over 17.3 million pounds of reusable items were diverted from landfills this past year. Our sincere thanks to the community for donating preloved items, helping others give them a new home and contributing to a healthier planet.

Finally, a special thank you to the Board of Directors of Goodwill Niagara for their unwavering support and guidance throughout the year. Their commitment to community, sustainability, and meaningful change is inspiring and impactful.



# GOODWILL TOUCHES SO MANY LIVES



# 30 YEARS OF



# COMMUNITY IMPACT

Every donation and purchase at Goodwill Niagara fuels meaningful change across our region. By supporting our mission, you help create local jobs, provide essential training opportunities, and protect our environment.

As one of the greenest organizations in Niagara, Goodwill is committed to sustainability—not just in how we operate, but in how we uplift lives. Together, we're building stronger families, empowering individuals, and creating a healthier, more resilient community for all.

**193**

Employees throughout  
St. Catharines, Niagara Falls,  
Welland and Port Colborne

**121**

People supported with Job  
Search activities



**695**

Individuals accessed  
training and services

**1520**

Services and training  
opportunities accessed



**637**

Dedicated Volunteers

**12,571**

Hours of their time



**498,977**

Customers visited our  
7 retail locations



Students saved

**\$25,153**



Seniors saved

**\$331,328**



**231,557**

Donors

**17.3**



**Million**

Pounds of usable items  
diverted from landfill

**156,118**

Pounds of Salvage

**6,338**

Pounds of Cardboard

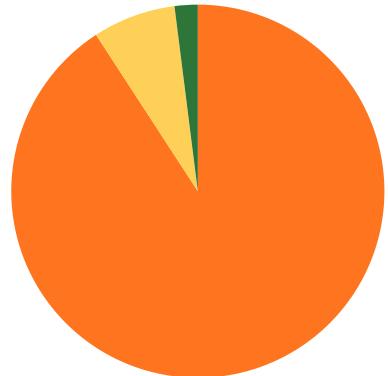
**19,394**

Pounds of Scrap metal

# FINANCIAL STATEMENTS 2024/25

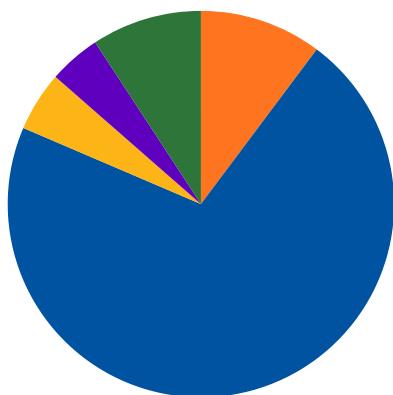
## REVENUE

- Sales of Donated Goods.....90.86%
- Community Programs & Services ..... 7.19%
- Other Income..... 1.95%



## EXPENSES

- Recycling & Donated Goods .....10.23%
- Providing Retail Employment & Training Opportunities.....71.21%
- Providing Essential Community Programs & Services .....5.00%
- Investing in Community & Senior Housing Facilities .....4.34%
- Administrative Support Services .....9.22%



# MISSION

## **Affordable Housing for Seniors**

Goodwill Niagara is proud to provide 57 thoughtfully designed one- and two-bedroom apartments for seniors at 36 Page Street in St. Catharines and 1 Churchill Avenue in Welland. These residences prioritize comfort, safety, and accessibility, featuring energy-efficient appliances, security-controlled entryways, elevators, laundry facilities, green spaces, community rooms, and onsite parking.

Our commitment goes beyond housing—we actively invest in the surrounding neighborhoods. Since opening these communities, Goodwill has enhanced the areas with upgraded lighting, landscaping and restored masonry work. These improvements foster safer, more welcoming environments for all residents.

Affordability remains at the heart of our mission. With rents set at one-third of the market rate, seniors can access secure, quality housing while maintaining financial independence and peace of mind.

Through these initiatives, Goodwill Niagara continues to support seniors in living with dignity, stability, and a strong sense of community.

## **Community Development Program**

We are pleased to announce that the Community Development Program has been streamlined to better serve our partnering agencies, as well as the individuals and families who rely on it. This redesign focuses on delivering services more efficiently while upholding the highest standards of confidentiality and dignity. Through this improved approach, we've been able to reach more people and ensure they receive the essential resources they need.

## **Successfully Suited Program**

We are proud to continue offering the Successfully Suited Program, designed to empower individuals by providing professional attire and support for employment and career advancement. This program ensures that participants have access to appropriate clothing for interviews, job placements, and other professional settings—helping them feel confident and prepared. Through partnerships and community support, we've been able to expand our reach and serve more individuals with dignity and care.

**FOR MORE INFORMATION ABOUT  
GOODWILL NIAGARA'S PROGRAMS PLEASE EMAIL:  
[ASSISTANCE@GOODWILLNIAGARA.COM](mailto:ASSISTANCE@GOODWILLNIAGARA.COM)**

# PROGRAMS

For three decades, Goodwill Niagara has been a driving force in expanding opportunities and enriching lives across St. Catharines, Welland, Niagara Falls, and Port Colborne. Our mission is rooted in empowering individuals through education, training, and employment—building a stronger, more resilient Niagara Region.

## Skills Training & Development

We offer hands-on, industry-relevant training to prepare individuals for meaningful careers:

- **Culinary Arts:** Participants gain essential cooking and food preparation skills for careers in hospitality and food services.
- **Construction:** This program provides practical experience and foundational knowledge for roles in the construction industry.
- **Pre-Employment Skills:** We help individuals build core competencies like communication, teamwork, and problem-solving—critical for success in any workplace.

## Job Readiness & Employment Support

Our employment services are designed to guide individuals from preparation to long-term success:

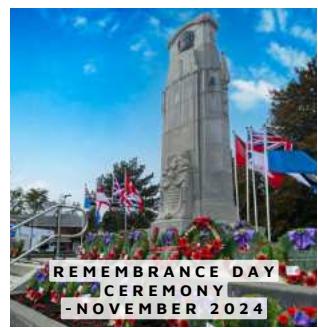
- **Job Readiness Preparation:** We offer resume writing, interview coaching, and workplace etiquette training to help participants confidently enter the job market.
- **Job Search Support:** Personalized assistance with job applications, resume development, and identifying suitable opportunities.
- **Job Retention Assistance:** Ongoing mentorship and coaching ensure individuals not only find work—but thrive in it.

Through these programs, Goodwill Niagara continues to invest in people, helping them unlock their potential and contribute meaningfully to their communities.

**FOR MORE INFORMATION  
ABOUT  
GOODWILL NIAGARA'S  
EMPLOYMENT PROGRAMS  
AND SERVICES  
PLEASE CALL  
905-650-5917**



# COMMUNITY ENGAGEMENT



# COMMUNITY PARTNERS

Brock University  
DSBN  
Education Foundation Of Niagara  
Fedcap  
Garden City Kiwanis Hockey  
Kiwanis Club of St. Catharines  
Hope Centre  
Job Gym  
John Howard Society  
Nashville Generic Product  
Niagara College  
Niagara Falls Comic Con  
Niagara Falls Soccer Club  
Niagara Ice Dogs  
Niagara Region  
Niagara River Lions  
Niagara This Week  
Project Share  
Out Of The Cold  
Rotary Club Of St. Catharines  
Service Canada  
Southridge Shelter  
Start Me Up Niagara  
Tech Heads  
YMCA Employment Help Centre  
YWCA

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# COMMUNITY EMPLOYERS

Advanced Insulation  
Blue Star Restaurant  
Cairnwood  
Calix Construction  
Caroline Cellars Winery  
cHZ PLZ  
Clifton Group  
Dj Drywall and Renovations  
Elite Siding  
Finish Facelift  
Foodland  
Freshco  
Gatta Homes  
Grazi  
Halco Portables  
Heart of Niagara Hotels  
Ironwood  
Ken Petrunik Custom Cabinetry  
Martindale Place  
Openview  
Ravenshead Homes  
Ruskcast  
Silverline  
SunSet Grill  
Swiss Chalet  
The Hilton  
Vintage Hotels  
Welded Tube

# Coming Soon!



399 VANSICKLE ROAD, ST. CATHARINES

Find out what's happening  
at Goodwill Niagara



[GoodwillNiagara.com](http://GoodwillNiagara.com)