

Goodwill Niagara Annual Report 2025/26

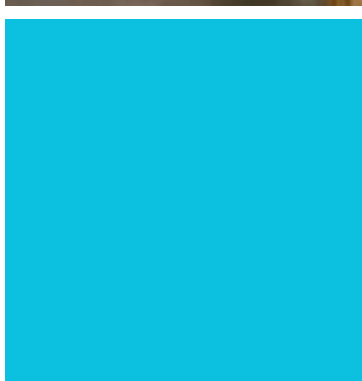
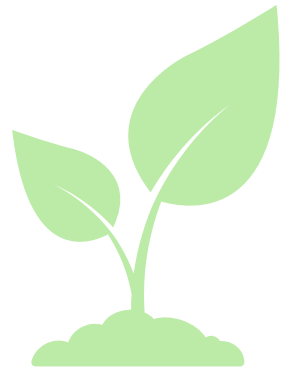


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Mission

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 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.

Board of Directors

Wesley Helms - **Chair**
Robert Lawler - **Vice Chair**
Phyllis Kerkhoven - **Secretary**
Sandra Wilson - **Treasurer**
Dave Boychuck - **Director**
Don Chamber - **Director**
Dalton Clark - **Director**
Sharon Corcoran - **Director**
Tim Curtis - **Director**
Sylvia Grewatsch - **Director**
Stan Pride - **Director**

Executive Staff

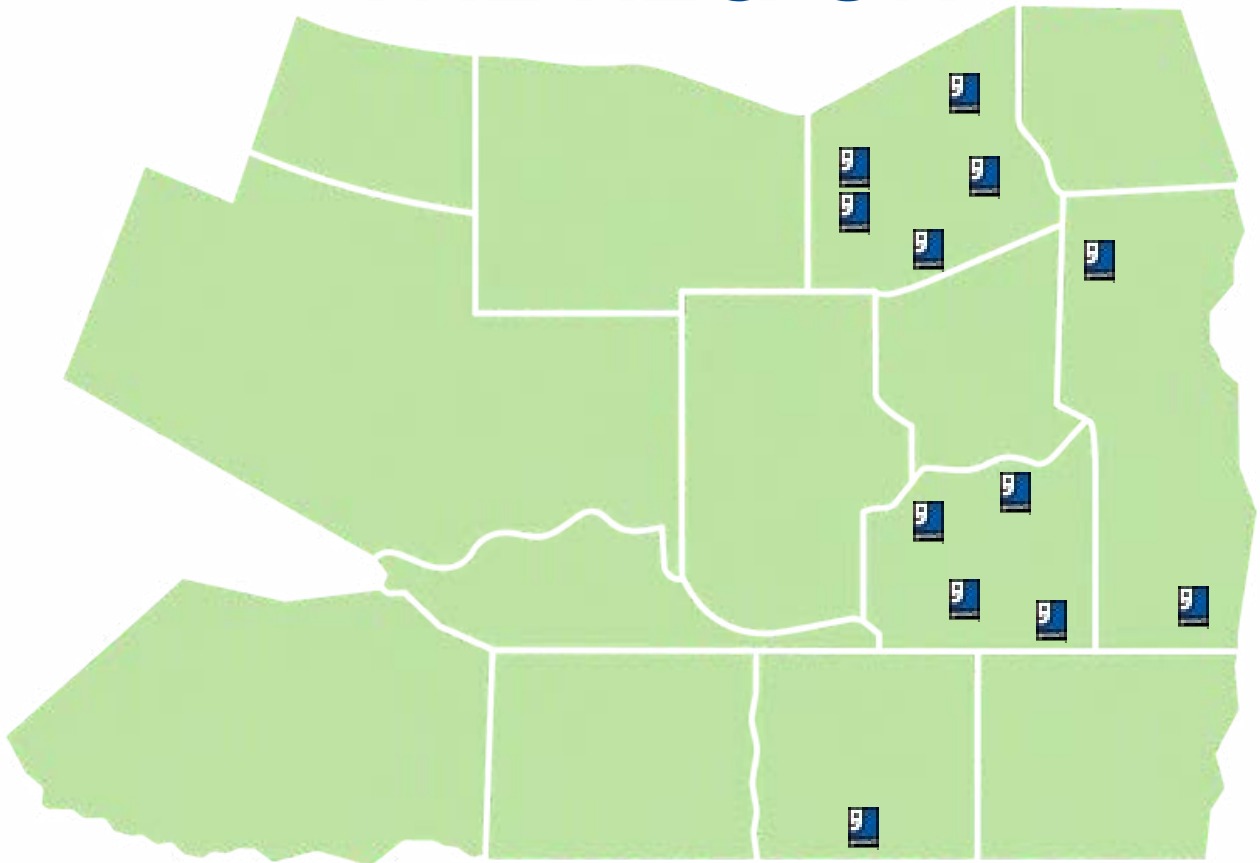
Karen Droblich
President & CEO
Nel Scarry
**Vice President
of Operations**
Stephen McKay
Director of Finance

Corporate Office

399A Vansickle Rd,
St. Catharines, Ontario L2S 3T4
info@goodwillniagara.com



GOODWILL NIAGARA TERRITORY ACROSS THE REGION



St. Catharines

495 Welland Avenue
228 Glendale Avenue
36 Page Street (Senior Housing + Community Services)
399 Vansickle Road Unity 2 (Workforce Development)

Niagara Falls

6777 Morrison Street
6840 McLeod Road

Welland

572 Niagara Street
700 Humberstone Road
90 Atlas Avenue (Logistics + Warehouse)
1 Churchill Avenue (Senior Housing + Retail Store
Donation Center)

Port Colborne

45-53 West Side
Road

Shop our online store at goodwillfinds.ca

MESSAGE FROM THE BOARD CHAIR

Serving as Board Chair of Goodwill Niagara has been both an honour and a privilege. Over the past year, I have had the opportunity to work alongside a dedicated Board of Directors, an exceptional leadership team, and committed employees who collectively continue to strengthen and expand this wonderful organization. Together, we have overseen another year of meaningful growth and impact, guided by Goodwill Niagara's mission and commitment to enriching the communities it serves.

As I reflect on Goodwill Niagara's accomplishments, I am particularly proud of the way the organization has advanced all three pillars of sustainability: economic, social, and environmental. Through retail operations, workforce development initiatives, employment services, and affordable housing programs, Goodwill Niagara has created opportunities that improve lives while building a stronger and more inclusive Niagara. At the same time, Goodwill Niagara's commitment to environmental stewardship has continued to divert millions of pounds of usable goods from landfill, demonstrating that responsible business practices and community impact can go hand in hand.

These achievements would not be possible without the dedication of Goodwill Niagara's employees, volunteers, donors, shoppers, community partners, and leadership team. On behalf of the Board, I extend my sincere gratitude to Karen Drobnich, President and CEO, her management team, and every member of the Goodwill Niagara family.

Whether serving customers in Goodwill Niagara's stores, supporting job seekers through workforce development programs, maintaining affordable housing for seniors, or working behind the scenes to ensure organizational success, your efforts create lasting value throughout the region. You are the driving force behind Goodwill Niagara's mission and the reason the organization continues to thrive.

This year also marks the conclusion of my term as Board Chair. As I step away from this role, I do so with immense confidence in the future of Goodwill Niagara and tremendous pride in what the organization has accomplished. It has been a privilege to serve an organization that demonstrates every day how business can be a vehicle for social good, economic opportunity, and environmental responsibility. I remain deeply committed to Goodwill Niagara's mission and look forward to watching the organization continue to grow and serve the community in the years ahead.

Thank you for your support, your dedication, and your belief in Goodwill Niagara's work. Together, Goodwill Niagara has built something remarkable, and I am excited for all that lies ahead for the organization.

Wesley S. Helms



MESSAGE FROM PRESIDENT & CEO

As I reflect on the past year, I am filled with gratitude and pride. It has been a true honor to lead such a remarkable organization, one that is deeply rooted in community, committed to environmental stewardship, dedicated to creating meaningful employment opportunities, and focused on making a positive impact for those we serve.

None of our successes would have been possible without the unwavering support of our employees, customers, partners, and community stakeholders. Your continued belief in our mission and vision has enabled us to grow, innovate, and strengthen our role within the communities we are privileged to serve. For that, I offer my sincere thanks.

I would also like to extend my heartfelt appreciation to our staff. Their hard work, dedication, and commitment to our shared vision have been the driving force behind everything we have achieved this year. Through periods of growth, change, and challenge, they have continued to demonstrate exceptional professionalism, resilience, and passion. I am incredibly grateful for their contributions and proud of what we have accomplished together.

To our Board of Directors, thank you for your commitment, trust, support, and guidance throughout another year of opportunities and challenges. Your leadership and strategic oversight have been invaluable as we navigated change and continued to advance our mission. The strength of our organization is enhanced by your stewardship and dedication.

A major highlight of the past year was the opening of our new store in St. Catharines on Vansickle Rd. in December. From the earliest stages of planning through to launch day and beyond, the excitement surrounding this milestone was truly remarkable. The response from our community exceeded expectations, and the store has quickly established itself as a tremendous success. The enthusiasm and support shown before, during, and after the opening demonstrated the important role our organization continues to play within the community.

Building on that success, we are equally excited about the opening of another new store planned in Fort Erie for early summer. The anticipation surrounding this expansion is already growing, and we look forward to bringing our services, employment opportunities, and community impact to even more people. This next chapter represents another important step in our ongoing growth and our commitment to serving communities in meaningful and sustainable ways.

As we look ahead, we remain focused on the values that have guided us thus far: community engagement, environmental responsibility, innovation, and opportunity. While new challenges will undoubtedly arise, I am confident that, together, we will continue to build on our successes and create lasting positive impact.

Thank you for your continued support, trust, and partnership. We look forward to another year of growth, collaboration, and achievement.

Karen Drobnich

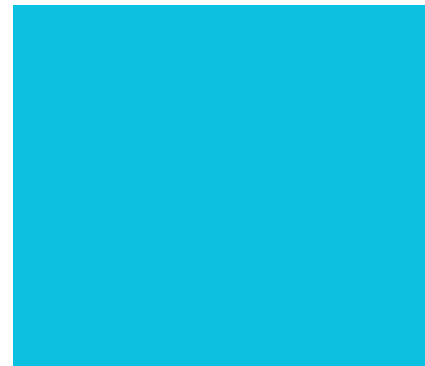




A NEW SPACE FOR EVOLUTION

On December 16, 2025, Goodwill Niagara opened its doors at 399A Vansickle Road in St. Catharines, marking an exciting milestone in our organization's growth and evolution. This new location represents far more than a retail expansion, it reflects our commitment to increasing access to affordable goods, strengthening our community presence, and enhancing the Goodwill experience for donors and shoppers alike.

The new location not only expands our retail presence but also becomes home to our Head Office. This modern, accessible space reflects our commitment to evolving, strengthening our operations, and serving the Niagara community in new and impactful ways.





COMMUNITY IMPACT

Every donation and purchase at Goodwill Niagara helps make a lasting impact in our community. Through your support, we're able to create employment opportunities, provide skills training, and contribute to a more sustainable future.

As one of Niagara's leading environmental organizations, we're committed to giving both people and items a second chance. Together, we're strengthening communities, supporting individuals on their journey, and helping build a brighter future for our region.



\$25,418

Students Saved



\$17,451,975

Pounds of useable items
diverted from landfill



\$372,965

Seniors Saved



783

Dedicated Volunteers

9501

Hours of their time

538,088

Customers visited our 8
retail locations



231

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

127

People supported with
job search activities

699

Individuals accessed
training and services

1525

Services and training
opportunities accessed



232,693

Donors

337,960

Pounds of metal &
electronics

116,548

Pounds of cardboard

1,969,097

Pounds of salvage



FINANCIAL STATEMENT

REVENUE

Sales of
Donated Goods

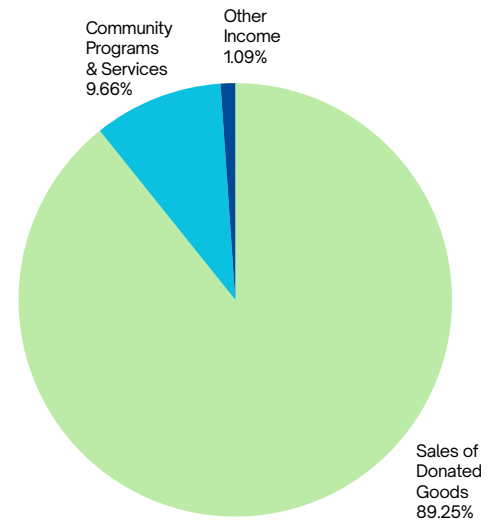
89.25%

Other
Income

1.09%

Community
Programs & Services

9.66%



EXPENSES

9.72%

Recycling & Donated
Goods

71.17%

Providing Retail
Employment & Training
Opportunities

6.57%

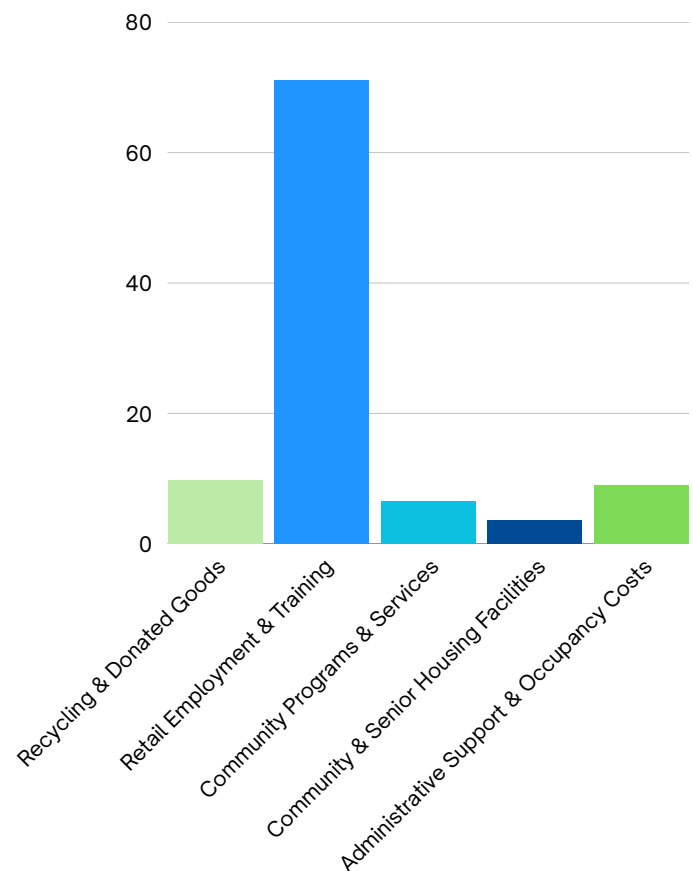
Providing Essential
Community Programs
& Services

3.53%

Investing in Community &
Senior Housing Facilities

9.02%

Administrative Support &
Occupancy Costs



MISSION

Community Development

Goodwill Niagara's Community Development Program continues to support partnering agencies and the individuals and families they serve by providing access to essential resources in a manner that promotes dignity, respect, and confidentiality. Over the past year, the program has evolved to strengthen service delivery, enabling Goodwill to better respond to community needs while expanding its reach. Through ongoing collaboration with community partners, the program helps ensure that critical supports are accessible to those who need them most.

Successfully Suited Program

The Successfully Suited Program remains an important component of Goodwill Niagara's community support services. By providing professional clothing and related support, the program helps individuals prepare for interviews, new employment opportunities, and career advancement. Through the generosity of donors and community partners, participants are able to access appropriate attire that builds confidence and supports their transition into the workforce. This program continues to help individuals present themselves professionally while pursuing their employment goals.

Housing

Affordable housing for seniors remains a key part of Goodwill Niagara's commitment to fostering independence and well-being within the community. At 36 Page Street in St. Catharines and 1 Churchill Avenue in Welland, Goodwill provides 57 one- and two-bedroom apartments for seniors. With rents maintained at approximately one-third of market rates, these residences offer safe, quality housing that supports financial stability and peace of mind.

Designed with comfort, accessibility, and security in mind, the buildings feature energy-efficient appliances, controlled entry systems, elevators, laundry facilities, community rooms, green spaces, and onsite parking. Goodwill Niagara's investment extends beyond the residences themselves, with ongoing enhancements to the surrounding neighbourhoods, including improved lighting, landscaping, and masonry restoration. Together, these efforts help create welcoming environments where seniors can live with dignity, stability, and a strong sense of community.





PROGRAMS

For more than three decades, Goodwill Niagara has helped create pathways to success for individuals throughout Niagara. By focusing on employment training, skills development, and employment support, we empower people to achieve their goals while contributing to a stronger and more inclusive Niagara Region.



Through a combination of training and employment services, participants gain the tools needed to build sustainable careers. Training opportunities include culinary arts, where individuals develop food preparation and kitchen skills for the hospitality sector; construction, which provides foundational knowledge and practical experience in the skilled trades; and pre-employment training that strengthens essential workplace competencies such as communication, teamwork, and problem-solving.

In addition to skills training, Goodwill Niagara offers comprehensive employment supports that help individuals prepare for, secure, and maintain meaningful work. These services include resume and interview preparation, workplace readiness coaching, personalized job search assistance, and ongoing mentorship after employment is obtained. By supporting participants throughout their employment journey, we help individuals build confidence, achieve greater independence, and succeed in the workplace.



Through these programs and services, Goodwill Niagara continues to invest in people, creating opportunities that strengthen both individuals and the communities they call home.

For more information: 905-650-5917

COMMUNITY



**NATIONAL DAY OF RECONCILIATION
CEREMONY- NIAGARA FALLS -
SEPTEMBER 2025**



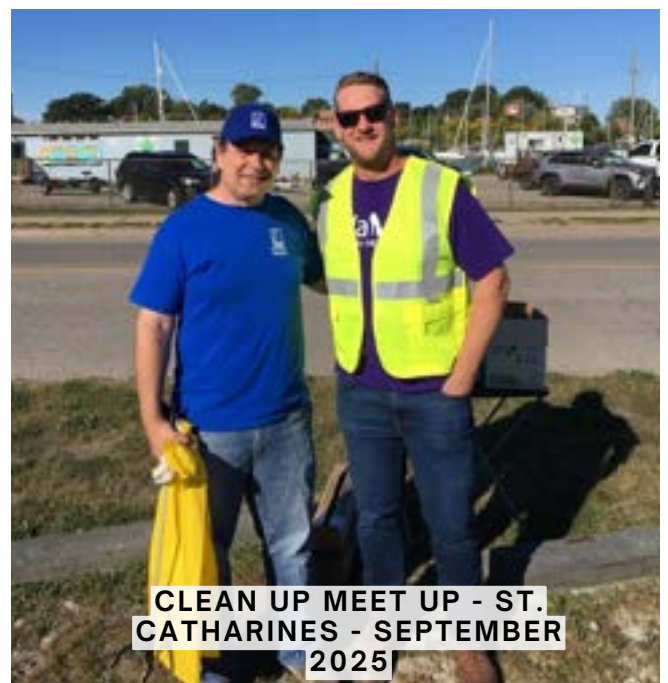
**REMEMBRANCE DAY CEREMONY -
ST. CATHARINES -
NOVEMBER 2025**



**COMMUNITY CREW LUNCH
MAKING - DECEMBER 2025**



**GNCC AFTER 5 EVENT -
NIAGARA FALLS - OCTOBER
2025**



**CLEAN UP MEET UP - ST.
CATHARINES - SEPTEMBER
2025**

ENGAGEMENT



**HISTORIC NOTES FROM
THOROLD CITY COUNCIL
- JULY 2025**



**ICE DOGS DONATION DRIVE -
MERIDIAN CENTRE - DECEMBER 2025**



**GARDEN CITY KIWANIS
HOCKEY BANQUET -
FEBRUARY 2026**



**NIAGARA MILITARY MUSEUM
DONATING ITEMS - NIAGARA FALLS
- JULY 2025**



**WELLAND CENTENNIAL SECONDARY
SCHOOL FILM SHOOT - WELLAND -
MARCH 2026**

GOODWILL COMMUNITY PARTNERSHIPS

**Garden City
Kiwanis Hockey**
Sponsored Youth
Hockey Team

Garden City Productions
Silver Sponsor

**Niagara Peninsula
Foundation For Children**
Gift Sponsor

Ruach Of God
Donated Sponsor

Rotary Ribfest
Silver Sponsor

Start Me Up Niagara
Gift Card Sponsor

Merrittville Speedway
Easter Eggstravaganza
Silver Sponsor to Provide
Candy for the Event

Positive Living Niagara
Auction Sponsor

Niagara Ice Dogs
Sponsor for Ice Dogs

Rotary Auction
Auction Sponsor

**Kiwanis Club of St.
Catharines**



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 Cafe

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

**CHZ
PLZ**



GATTA HOMES



**SWISS
(HALET)**



FOODLAND



COMING SOON

1264 GARRISON RD. FORT ERIE



Find out what's happening
at Goodwill Niagara



GoodwillNiagara.com