

GOOD TOOLS



Goodwill 

Industries of Alberta

goodwill

®

Core Values



CORE PURPOSE

We impact people and our planet for an amazing Alberta!



WE CARE
AND IT SHOWS



WE ARE ONE
AMAZING TEAM



WE GET BETTER AND
BETTER EVERY DAY



WE MAKE A
POSITIVE IMPACT

THROUGH THE JOURNEY OF GOOD,
WE WILL BE #1 IN ALL WE DO!

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More Than a Thrift Store

About Goodwill

RETAIL STORES

We operate 14 thrift stores and outlet stores across the province. 91 cents of every dollar from our retail stores goes to support Goodwill's mission of helping Albertans with disabilities find and gain meaningful employment.



DONATION CENTRES

We operate over 38 donation centres across the province, where we collect gently used items to sell in our retail stores.



MISSION IMPACT

We offer a number of programs that help Albertans with disabilities find meaningful work through job placement, training, support, and partnerships with inclusive employers.



SUSTAINABILITY

We have two impact centres in Alberta which are the hubs for Goodwill sustainability initiatives. We divert about 90% of all items donated to Goodwill from local landfills, which is more than 21 million kilograms of donated items annually.



Good Stats

1 IN 5

GOODWILL TEAM MEMBERS HAVE A SELF DISCLOSED DISABILITY



91%

PERCENTAGE OF DOLLARS REINVESTED INTO MISSION



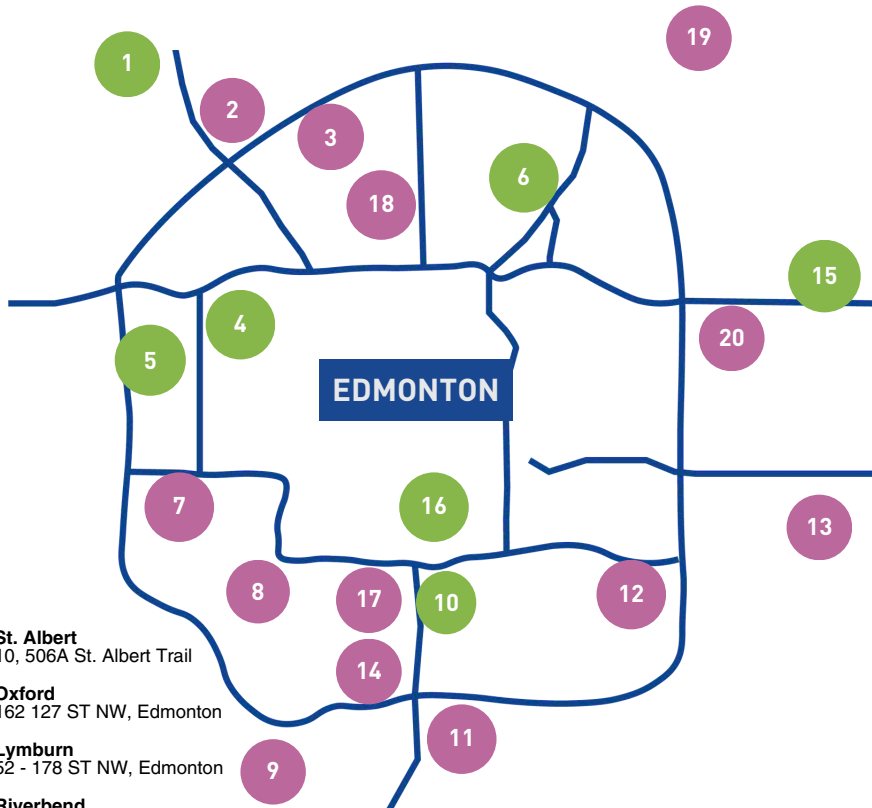
OVER
21 MILLION KG
DIVERTED FROM
LANDFILLS



87%

DIVERSION RATE FROM LANDFILLS

Alberta North Retail and Donation Centres



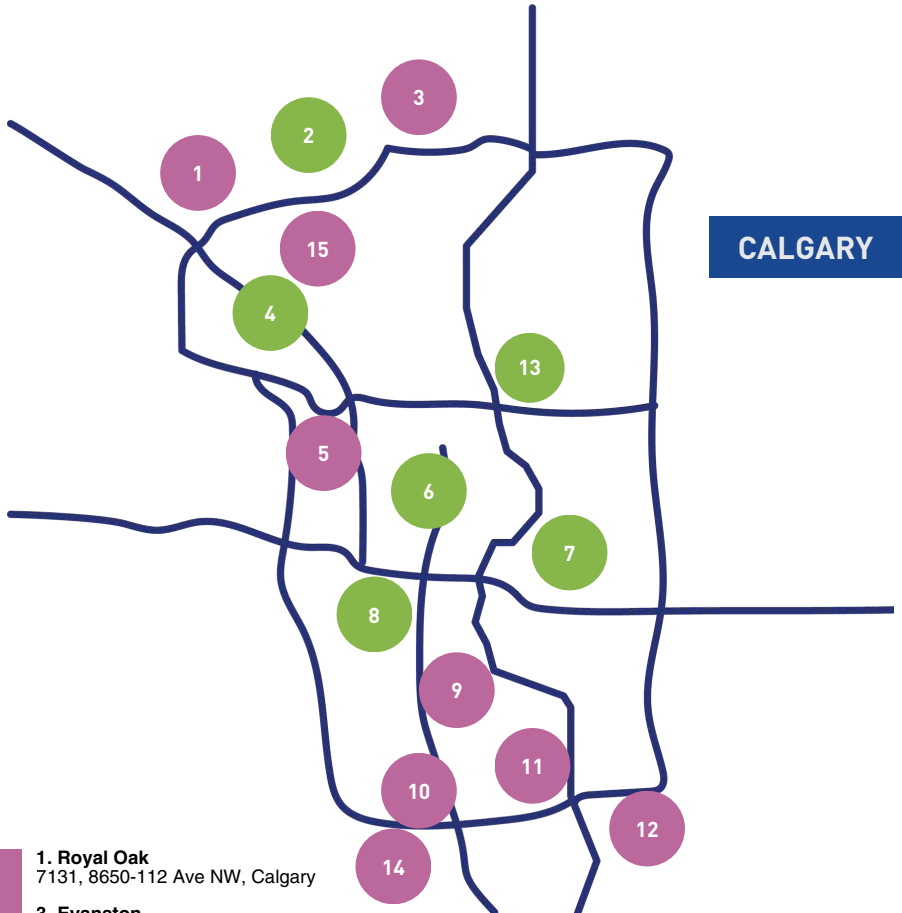
- DONATION CENTRE**
- 2. St. Albert**
#210, 506A St. Albert Trail
 - 3. Oxford**
15162 127 ST NW, Edmonton
 - 7. Lymburn**
7552 - 178 ST NW, Edmonton
 - 8. Riverbend**
530 Riverbend Sq, Terwillegar Dr NW & Rabbit Hill Rd NW, Edmonton
 - 9. Jagare Ridge**
14270 28 Ave SW, Edmonton
 - 11. Ellerslie**
9230 Ellerslie Road SW, Edmonton
 - 12. Meadows**
3824 17 Street NW, Edmonton
 - 13. Wye Road**
Unit #130 1020 Sherwood Dr. Sherwood Park
 - 14. Century Park**
2025A - 111ST NW, Edmonton
 - 17. Duggan**
3901 - 106ST NW, Edmonton
 - 18. Griesbach**
9940 137 ave NW #107, Edmonton
 - 19. Fort Saskatchewan Heartland**
9301 Wilshire Blvd unit 113, Fort Saskatchewan
 - 20. Athabasca**
130 Athabasca Avenue, Sherwood Park

- RETAIL LOCATION**
- 1. Goodwill on the Trail**
730 St Albert Trail, St. Albert
 - 4. Impact Centre**
11415 168 ST NW, Edmonton
 - 5. Westview**
18715 Stony Plain Rd. Edmonton
 - 6. Manning**
600 Manning Crossing NW, Edmonton
 - 10. South Park**
#180, 3803 Calgary Trail NW, Edmonton
 - 15. Sherwood Park**
390 Baseline Road #342, Sherwood Park
 - 16. Whyte Ave**
10110 82 Avenue NW, Unit 205, Edmonton

**GRANDE PRAIRIE
10940 100 AVENUE**



Alberta South Retail and Donation Centres



DONATION CENTRE

- 1. Royal Oak**
7131, 8650-112 Ave NW, Calgary
- 3. Evanston**
2060 Symons Valley Parkway Northwest #5028, Calgary
- 5. Bow Trail**
3825 Bow Trail SW, Calgary
- 9. Deer Valley**
1140 - 137th Avenue SE
- 10. Shawnessy**
85 Shawville Boulevard SE, Calgary
- 11. McKenzie**
16626 McKenzie Lake Blvd. SE, Calgary
- 12. Mahogany**
80 Mahogany Rd SE #1740, Calgary
- 14. Harvest Hills**
19369 Sheriff King St. SW Unit #906, Calgary
- 15. Crowfoot**
140 Crowfoot Crescent NW Unit 217, Calgary

RETAIL LOCATION

- 2. Beacon Heights**
710-12024 Sarcee Trail NW, Calgary
- 4. Varsity**
4625 Varsity Dr NW, Calgary
- 6. Chinook**
5707 Macleod Trail SW, Calgary
- 7. Impact Centre**
2731 57 Ave SE, Calgary
- 8. Plaza**
9655 Macleod Trail SW, Calgary
- 13. Sunridge**
2930 - 32nd Ave, Calgary



Eco Station Drop Off Locations

Donation drop off locations are also conveniently located at local landfills, including small throw and go bins.



NORTH

Ambleside Eco Station

14710 Ellerslie Rd SW, Edmonton

Coronation Eco Station

11440 143 St. NW, Edmonton

Kennedale Eco Station

5355 127 Ave NW, Edmonton

Strathcona Eco Station

5150 999 St. NW Edmonton

St. Albert Recycling Depot

7 Chevigny St., St. Albert

Broadview Enviroservice Station

101 Broadview Rd. Sherwood Park

Leduc Regional Landfill

49444 Range Road 244, Leduc

Morinville Roseridge Waste Management Facility

55515 Range Road 251,
Sturgeon County

SOUTH

East Calgary Landfill

3020 68 St SE, Calgary

Shepard Landfill

12111 - 68 Street SE, Calgary

Spyhill Landfill

11808 69 St NW, Calgary

Cochrane Springhill Transfer Site

41060 Cook Rd #12, Rocky View County



Goodwill Mission Impact

Every year, Goodwill serves **hundreds** of Albertans with disabilities or other barriers on their path to meaningful employment. 91 cents from every dollar we earn in our retail stores goes towards programs to support this mission. In addition, we are champions in the community for creating more inclusive workplaces, supporting hundreds of employers every year through the process of hiring and employing Albertans with disabilities.





Goodwill Mission Impact

Career Connections

The Career Connections program supports people with disabilities in locating and maintaining employment or volunteer opportunities. Individuals are assisted with identifying their employment goals, employment preparation, job search, and employment coaching.

Through an individualized Person-Centred plan, The Path to Employment program puts a focus on skill building, customizing work opportunities and job coaching. This helps support the needs of each individual.

Path to Employment





Goodwill Mission Impact

Youth @ Work

Youth@Work is a no-cost support program helping Calgary employers attract, hire, and retain resilient youth aged 18–29 who face barriers to employment. These youth bring strength, motivation, and unique perspectives to the workplace.

What We Offer

- Inclusive hiring readiness assessment
- Customized support plans
- Training and workshops
- Trauma-informed supervision, bias-aware interviewing
- Hiring and recruitment support
- Onboarding and retention strategies
- Community connections
- Partners and job-ready youth



Goodwill Warehouse Academy



Goodwill Warehouse Academy will offer hands-on, skills-based training to cohorts of 10 students, equipping them to work in warehouse environments. Upon completion, participants will be supported by our program team to secure meaningful employment in local warehouses, ensuring a smooth transition and long-term success in the workforce.



Goodwill Mission Impact

Volunteer Hub

The Volunteer Hub is based out of Goodwill's Career Connections training facility on Whyte Avenue in Edmonton. Individuals with disabilities assist with various tasks including: working with the Goodwill Impact Centre and ReUse Centre, sorting out donations that were unable to sell at the Goodwill Impact Centre. Once sorted items get shipped to the ReUse Centre for people to find new and different things to use them for, thus diverting even more from the landfills.

Other Seasonal Projects

- Assembling the Long term recognition packages for Goodwill Week.
- Assembling boxes for Career Connections graduations (new).
- Other projects for Goodwill and partners as they come up.





Goodwill @ Work

Goodwill @ Work is composed of micro social enterprises that focus on creating opportunity for people with disabilities, training, and sustainability. These enterprises are based out of the Calgary and Edmonton Impact Centres and includes: Commercial Services, Cleaning Cloths, Repair For GOOD, RePURPOSE by GW and the assembly of products.

Cleaning Cloths



Our flagship product, the Cleaning Cloths, are made from towels and t-shirts that haven't been able to find a second home through Goodwill's retail stores. These items are transformed by the fantastic Commercial Services team into a new product that can be used in a variety of ways. This magnificent product can be found at our retail stores our at Hughes Carwash and Northern Co-op retailers.



**THANKS TO THIS PROGRAM,
EVERY YEAR GOODWILL DIVERTS
OVER 6,500 KILOGRAMS OF
TOWELS AND T-SHIRTS FROM
LOCAL LANDFILLS.**





Goodwill **@ Work**

Re-PURPOSE By GW

Uniting Goodwill's mission and sustainability value, this program works with people with disabilities to Re-PURPOSE textiles from our Impact Centres to create new items! Their flagship products include a patchwork denim tote bag, and a patchwork denim apron. This program provides countless hours of employment for people with disabilities, all while diverting textiles from local landfills.



Repair for Good

Our sustainability footprint continues to grow with our partnership with ATB Financial and the Repair for Good program. This program is where we have the ability to repair and upcycle un-usable furniture re-selling the item at an affordable price to our customers. This program supports people with disabilities learn carpentry, furniture repair, and employment skills.



Contact



Goodwill Commercial Services

Suncor

Suncor Bolt-up kits supports Goodwill's Commercial Services team with a disabilities and mental health barriers.

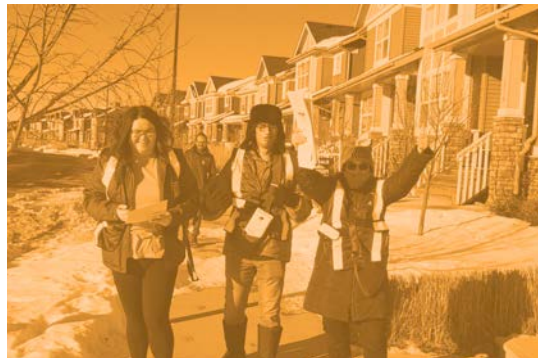
Commercial Services team members take the bolt studs, grease them, and then thread bits onto both sides of the bolt. They are then packaged and delivered to M&Z Industrial, an organization that then distributes them for use in the Suncor Edmonton Refinery. To date over 17,000 bolts have been assembled by the Commercial Services team.

By partnering on this project Commercial Services team members are able to gain meaningful employment and Suncor employees can focus on the more difficult parts of the job.



Telus

Telus has partnered with Goodwill to provide opportunities for those with disabilities to participate in their promotional campaigns. A great way to get their bodies moving as they gain valuable employment skills. This partnership has created 10 hours a week of employment for two individuals, who otherwise wouldn't have work opportunities.





Goodwill Commercial Services



City of Calgary Rain Barrel Program

The Repair for Good program in Calgary is proud to partner with Green Calgary and the City of Calgary to refurbish rain barrels for the new Barrel YYC program. These barrels, repurposed from the food industry, are cleaned and prepared locally by Goodwill teams to support water conservation across the city.

This initiative follows last year's water crisis and aims to help Calgarians prepare for future restrictions. Each barrel can hold up to 208 litres and be filled up to 20 times per summer, providing a free, chemical-free water source for gardens and green spaces.

By taking over production, Goodwill is helping ensure continued access to sustainable water solutions—while also supporting local employment and environmental stewardship.





Goodwill @ Work

Goodwill Cares Navigators

Goodwill Cares Navigators work to support any Goodwill team member that requires support or help. They can act as a life coach, advocate and refer to local community supports, help with team dynamics and interpersonal communication, as well as onboarding support. See the life scan categories to the right for things that a Goodwill Cares Navigator can assist with in providing resources.

The program is funded exclusively by Round UP. At the till shoppers are asked if they would like to round up to the nearest dollar to support the Goodwill Cares Program. Without the Round UP program, Goodwill Cares would not exist.



Life Scan Categories

- Financial
- Food Insecurities
- Housing
- Caregiver
- Social Support
- Transportation
- Legal Concerns
- Immigration
- Health (Physical and Mental)
- Self Development
- Technology
- Education/Career



CONTACT US

GOODWILL-CARES@GOODWILL.AB.CA

Everything discussed is confidential and we are here to support YOU!
If you need support, contact us by phone/email.





Goodwill
SUSTAINABILITY
Reduce Re-use Recycle



The Goodwill Industries of Alberta Sustainability Action Plan is intended to be a practical guide that provides a road map of goals, areas of action and performance review tools that integrates the values of sustainability into all areas of operations and services. Goodwill has close to a 90% diversion rate from the landfill and the organization as a whole diverts millions of kilograms every year thanks to the Sustainability Action Plan.

87%

DIVERSION RATE IN 2024

In 2024 that was over 21.6 million kg of items. That's enough to fill Commonwealth Stadium in Edmonton with waste 4 times!



Scan here for the tour.



Impact Centres

Edmonton and Calgary are home to Alberta's two outlet stores AKA "The bins".

After donated items have had the chance to sell in our retail stores, they move to the outlet stores, where items are sold by the pound. This gives customers one final opportunity to purchase before items enter our recycling process.

If an item doesn't sell in a retail location, it is sent to an outlet store. Here, donated goods are offered in bulk and sold by the pound, creating a treasure hunt for thrift shoppers while reducing the number of items destined for recycling or landfill.

These facilities also consolidate operations in Edmonton, Calgary, and surrounding areas, centralizing recycling efforts, minimizing waste, and delivering added value to both shoppers and donors.

Awards

2024 EMERALD AWARD
WASTE MANAGEMENT FOR
REPAIR FOR GOOD

2024 RETAIL COUNCIL
CANADA: EXCELLENCE IN
RETAILING AWARD FOR
ENVIRONMENTAL
LEADERSHIP

2023 CLEAN 50 TOP PROJECT

2022 CHANGE BUILDINGS
FOR CLIMATE

2019 EMERALD AWARD

2019 CALGARY CHAMBER OF
VOLUNTARY ORGANIZATIONS
INNOVATION AWARD

2018 RECYCLING COUNCIL OF
ALBERTA R'S OF
EXCELLENCE AWARD





Impact Centres

At the outlet store you can find everything from electronics, to furniture, to overlooked clothing and accessories.

Goodwill SUSTAINABILITY
Reduce Re-use Recycle

HOW TO SHOP THE BINS

STEP 1 - The Layout.

Giant blue bins with various items are found throughout the Impact Centre Outlet Store.

STEP 2 - Get Ready to Rumble!

Shoppers line up at the designated yellow location marks.

STEP 3 - Ready and GO!



Once the bin is placed, you will be given a signal to begin your treasure hunt!

STEP 4 - All Thrifted Out.

It's time to weigh your items. You'll pay by the pound!

STEP 5 - Do a Happy Dance!

Happy shopping! Thank you for helping Albertans with disabilities, find and gain meaningful employment.



Goodwill SUSTAINABILITY
Reduce Re-use Recycle

CODE OF CONDUCT

At Goodwill, we are committed to providing a safe and respectful environment, free of abuse for customers and staff. Please follow the code of conduct for an enjoyable experience.

1. Step back & be safe

With blue bins in constant motion, please maintain a safe distance from all moving objects to ensure safety.

2. Shopping carts

Shopping carts are not permitted in the aisles and should be placed along the walls.

3. Children

Due to moving equipment and safety concerns, we ask that all entrants to the outlet store be 12+ years of age.

4. Be respectful and kind

Once an item is in another person's cart, it is no longer available for selection.

5. Create a safe atmosphere

Disrespectful language, conduct or violence will not be tolerated. If reported or observed, the offenders may be asked to leave the premises and may not be allowed to return for a specific period of time determined by management.

Thank you





Community Partners

We work closely with the communities where we operate for a positive impact. We are always looking to forge new partnerships to address environmental and social issues.

Partnerships with Goodwill includes:

ATB Financial™



[Re] Waste



WINhouse





Goodwill Team Members

22% STAFF WITH SELF-DISCLOSED DISABILITY

81% EMPLOYEE SATISFACTION RATE

OVER
1069
TEAM MEMBERS



“Working at Goodwill gives me the ability to manage my time.”
-Peter

“Before I had this job, I was very reclusive, and that’s not who I naturally am. Now that I have this and I have been able to rebuild my confidence and I’ve been able to get that structure, that routine, that responsibility... I have been able to come out of my shell and take charge of my own life.”
-Mykaela



“I think this has impacted me in a very positive light. I am able to appreciate work done by others, and I am able to better organize my time with myself at home.”
-Ely



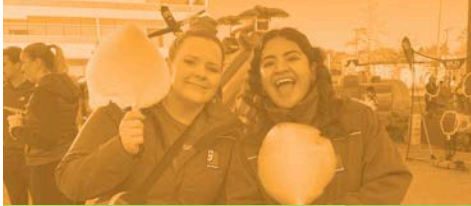


People and Culture



We are happy you decided to join our Goodwill family!

Thank you for adding your happy smiling face to all of ours. Every day, your hard work helps Goodwill provide possibility and opportunity to Albertans with disabilities or barriers in your community.



Thank you for helping us give amazing customer service to donors, shoppers, individuals with disabilities or barriers and each other.



Thank you for being a part of our family that treats each other with respect and integrity.



Thank you for helping people with disabilities or barriers achieve their dreams.



Thank you for staying safe at work and helping everyone in our family stay safe.

Need to get in touch with P&C?

North Region

p&cnorth@goodwill.ab.ca

South Region

p&csouth@goodwill.ab.ca



People and Culture



Our annual employee engagement survey, continues to showcase the strength of our organizational culture, employee engagement and employee satisfaction. Recently we were just recognized by Waterstone Human Capital as one of Canada's **Most Admired Corporate Cultures**, as we consistently rank high in their benchmarking reporting.

Corporate culture drives performance – it's our organization's greatest asset. Canada's Most Admired™ Corporate Cultures is a national program, now in its 20th year, that annually recognizes best-in-class Canadian organizations for having cultures that have helped them enhance performance and sustain a competitive advantage.



Diversity, Equity & Inclusion

Our diverse team boasts many unique talents and we know that achieving our mission requires incredible talent and teamwork.

At Goodwill, we share common values and we're all team players who believe in supporting one another at all levels of the business.

Leadership sets the tone for the organization, and we focus on fostering a positive, collaborative environment.

Our DEI Committee (task force) is made up of team members from across Alberta with different cultural backgrounds. This team is responsible for leading cultural and ethical activities/changes within the organization.

With over 1,000 team members throughout the organization, 43% speak more than one language, with 61% having a minority background.



Interested in joining the DEI Committee?
Get in touch people&culture@goodwill.ab.ca





Grow with Goodwill

Visit the Careers page for a full listing of current jobs then connect with the People & Culture team with your resume to apply for your next Goodwill employment opportunity.

[Visit Goodwill.ab.ca](https://www.goodwill.ab.ca) for a current list of job openings.



Scan to learn more





Marketing Campaigns & Events





Marketing Campaigns & Events



SPRING
CLEANING



THRIFT
TOUR BUS



THRIFTING
HALL OF FAME





Marketing Campaigns & Events

deam CONNECT
BY GOODWILL

Join us for an inspiring speaker series featuring voices of lived experience, offering real-world guidance on building inclusive workplaces for people with disabilities.

October 1, 2025 | 1-5pm
STANLEY A. MILNER LIBRARY, MUTTART THEATRE
7 SIR WINSTON CHURCHILL SQ NW, EDMONTON

Special Presentation by
RICCARDO BALDINI
Founder & Founder of Resource Adaptive

Speakers: AUSTIN HINCHY, MADISON TEVERN, GINA MARTIN

Goodwill Industries of Alberta

DEAM

HALLOWEEN COMES ALIVE AT GOODWILL

goodwill

HALLOWEEN

Thank you

Your donations are empowering Albertans with disabilities.

goodwill

THANK YOU



Marketing Campaigns & Events

Campaign Timeline

This is an outline of our annual marketing campaigns. Each year we strive to make every event bigger and better than the year before.



We're honoured to be recognized by the Alberta Business Awards of Distinction for our marketing efforts. This achievement celebrates our incredible team and the meaningful difference we're making across Alberta.



Marketing - In Store Promotions

Good Rewards

Our customer loyalty program includes the Good Rewards card! Every time a customer spends \$25, they get a stamp on their card. Once they collect 10 stamps, they can redeem the card for \$15 off their next purchase.

When you shop...

you save...

with GoodRewards!



**Spend \$25 and collect a stamp!
Collect 10 stamps to receive
\$15 OFF your next purchase
of \$25 or more!**



Goodwill Round Up?

At checkout, you will have the opportunity to Round UP your purchase to the nearest dollar, but you might be wondering; "where will that extra money go?"



GREAT QUESTION! Every cent that you Round UP goes directly to our Goodwill Cares program. A program that provides life coaches and guidance for ALL Goodwill team members.

NEW LOYALTY PROGRAM COMING



Marketing - In Store Promotions

Seniors Day

Seniors Day is every Wednesday! A customer who is 60 years or older, can receive 15% off the entire store.



Tag Sales

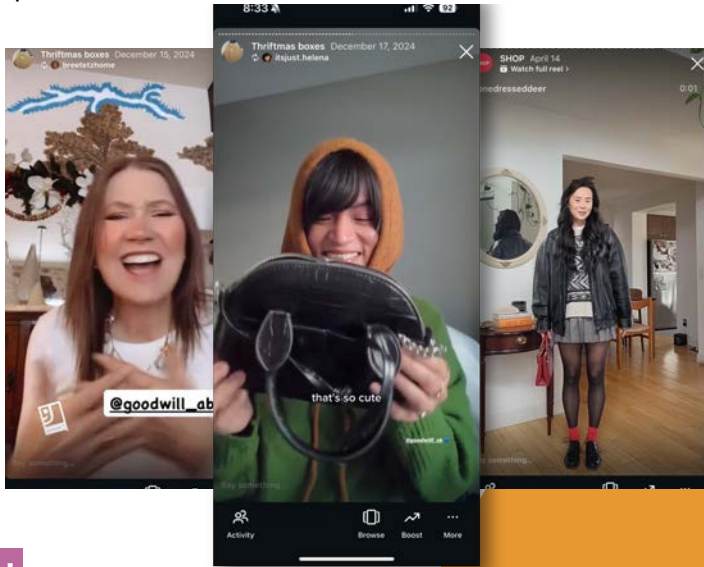
Each week a different tag colour is 50% off, giving our customers another great chance at great savings!





Marketing - Social Media

Our goal on Social Media is to educate, entertain and build community all while building brand awareness. We have a number of loyal supporters who continue to spread awareness about our mission and all that we do here at Goodwill.



Follow us!



 [goodwill_ab](https://www.instagram.com/goodwill_ab)

 [goodwillab](https://www.facebook.com/goodwillab)

 [goodwillab](https://www.tiktok.com/goodwillab)

 [goodwillab](https://www.linkedin.com/company/goodwillab)

 [goodwillalberta](https://www.youtube.com/goodwillalberta)

Interested in being
a featured Team
Member on our socials?
Email
marketing@goodwill.ab.ca



Subscribe to our newsletter!
Visit [goodwill.ab.ca](https://www.goodwill.ab.ca)

Marketing - Good News



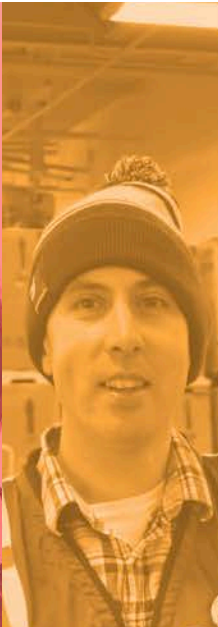
The Good News is a monthly internal newsletter that celebrates Team Members, shares events, announcements and more! Anyone is welcome to submit to the Good News! Have a project or poem you want to share? Want to shout out a coworker for being great? See below:



 Submit your photos, ideas and stories to the Good News! Email goodnews@goodwill.ab.ca

Glossary

Acronym	Full Term
CC	Career Connections
CIC	Calgary Impact Centre
DC	Donation Centre
DGR	Donated Goods & Retail
EIC	Edmonton Impact Centre
GIA	Goodwill Industries of Alberta
IC	Impact Centre
P&C	People & Culture
SS	Support Services



Goodwill



Industries of Alberta

Thank you for making a difference!

