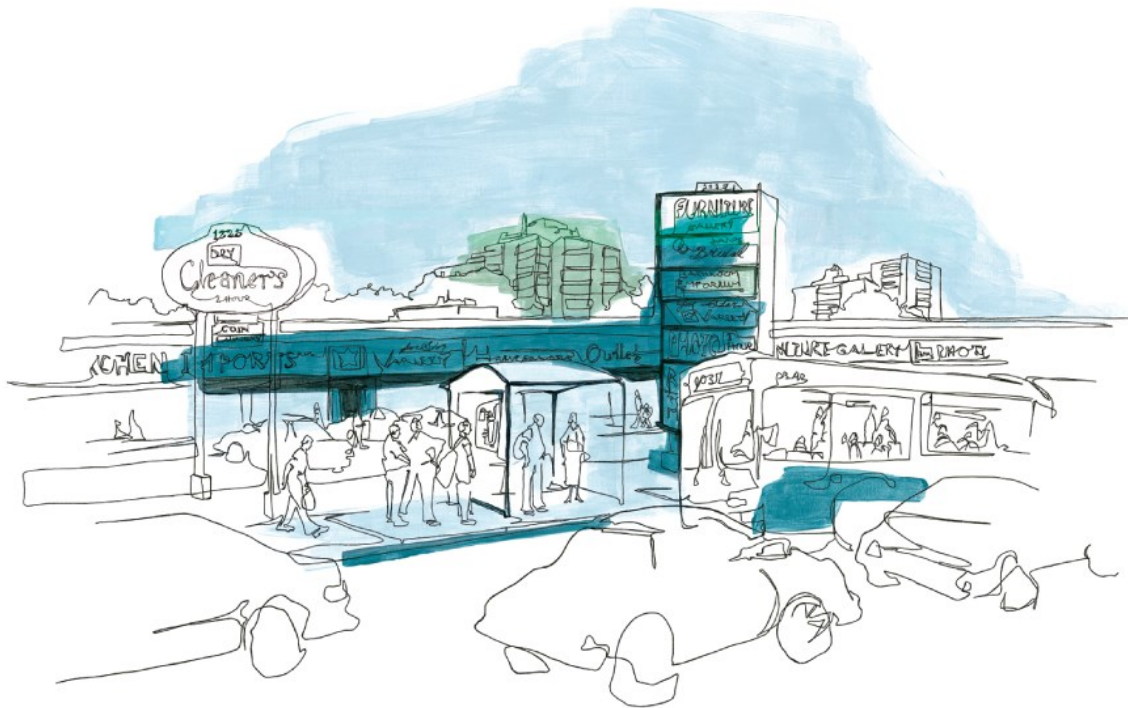


# Goodwill Industries, Ontario Great Lakes

WORK WORKS. ...



Submitted by  
Michelle Quintyn, President and CEO  
Goodwill Industries, Ontario Great Lakes  
255 Horton Street  
London ON N6B 1L1

# Goodwill Industries, Ontario Great Lakes



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

Province of Ontario PRE-BUDGET CALL TO ACTION: Understand and partner in the potential for employment social enterprises like Goodwill Industries to achieve (largely self-funded) social, health, justice, education, and economic outcomes consistent with the Provincial Government's mandate – more effective, efficient, and innovative strategy toward prosperity for all,

**Too many people are idling in the wrong systems – systems that consume billions such as justice and health; systems that may not be helping individuals realize their full potential and contribute to society.**

Many people struggle to fit into the traditional education system and need different pathways toward prosperity.

This is Goodwill Industries' unique contribution – a social system largely self-funded by enterprise revenue, significant job creation for people shut out of the labour market, and a track record of graduating workers who face barriers to the competitive labour market ...fueling the economy.

Do we want people languishing in the welfare system, or at Goodwill learning, developing 21<sup>st</sup> century skills, and earning a real wage while getting ready to advance to better careers?

The average annual cost to train and develop a worker at Goodwill in Ontario is \$6,000, an amount almost equal to the earnings of a single person with no children receiving a welfare benefit from Ontario Works of \$7,872... But at the same time the person will earn \$27,400 working at Goodwill.

Goodwill is also the largest non-profit provider of employment services and training. In 2019 the network employed 130,000 people, placed 280,000 in jobs and trained more than 4 million people – millions more with virtual services. Collectively the network has \$6 billion in social enterprise market share; being a charity and non-profit all of the good and profit is vested into people, planet and prosperity for all.

Goodwill is an innovative alternative to institutional or government driven strategy. However, Goodwill achieves little alone partnering with government, business, community and social services, health care, education, environment and labour.

In Ontario (and Canada) Goodwill's potential has been unrealized and untapped. Stimulus funding to enable Goodwill to scale and above all, a small fraction of health care, wellness and training resources is all we ask. See Miami example adjacent to understand the power of integrating wellness and training resources into the workplace.

Since the beginning of the last Century Goodwill Industries has provided jobs and skills development for people who face disability, social disadvantage and other barriers to employment. The aim is to strengthen life and career potential in a supported authentic work environment with real pay, and advance workers to better careers targeting the needs of the labour market.

Credited for employing more people who face disabilities and disadvantage than any other corporation in North America, Goodwill is also the largest non-

The Goodwill headquartered in Miami employs 3,000 people who face barriers such as poverty and mental illness; manufacturing every American flag, operating a state of the art hospital linen business, maintaining dozens of government buildings, servicing contracts like the Miami Herald, and selling and recycling used goods. In partnership with government they employ Nurse Practitioners, Psychologists and a fulltime Psychiatrist – and one quality/training coach for every 80 people. A major source of workers for the competitive labour and contributor to the economy, Goodwill is an essential social system.

# How Does Goodwill do it and Why Should the Province Invest and Partner?

## GOODWILL CONNECTS PEOPLE ON THE MARGINS TO WORK THAT TRANSFORMS

**GOODWILL IS A JOB CREATOR WITH A DOOR OPEN TO PEOPLE WHO NEED A JOB THE MOST** – People shut out of the labour market and/or who face barriers such as poverty or disability are Goodwill's priority for hiring with a goal of helping workers advance to better jobs by eliminating obstacles and closing the skills gaps.

**WORK AT GOODWILL IS A PATHWAY TO A BETTER JOB** – Authentic work, pay with benefits, an emphasis on second-chances, industry relevant skills development, and the embrace of a working community is the essential role of Goodwill's social system; a differentiator in the employment services and skills development sectors.

A job at Goodwill is a pathway toward a better career through on-the-job training, work experience, life coaching, access to education and scholarships, financial empowerment and family strengthening.

Goodwill primarily hires and trains people idling within social assistance systems such as Ontario Works, Employment Ontario and ODSP; and also people from marginalized populations such as disadvantaged or Indigenous youth, new Canadians, people with disabilities, people transitioning from incarceration or the health care system, and those who lack the skills and experience to enter or re-enter the workforce.

Fifty to seventy-five percent of Goodwill's workforce faces barriers to employment; poverty, mental illness, and a paucity of education and work experience being the most common.

**GOODWILL TARGETS THE NEEDS OF THE LABOUR MARKET** – Employee training programs are designed explicitly to enable individuals to acquire valuable and relevant industry or occupational skills to prepare for entry to the competitive labour market. Across Goodwill Great Lakes 95 different job roles require an array of both soft and advanced specialized skills pertinent to a number of industries.

## SOCIAL ENTERPRISE SUSTAINS PEOPLE AND MISSION REDUCING BURDEN ON TAXPAYERS

Goodwill plays a unique role in society innovating and generating revenue in the social enterprise sector uniting mission and business to achieve social good, while reducing the burden on tax payers.

Several enterprise platforms including thrift, recycling, e-commerce, food and hospitality, manufacturing, maintenance and logistics produce goods and services to create the jobs and revenue that help those shut out of the labour market, enter and participate in it...and then develop valuable work skills and experience. Revenue generated is enterprise earned, and non-dependent on government or philanthropy. Goodwill is a non-profit charitable organization.

## ABOUT GOODWILL INDUSTRIES, ONTARIO GREAT LAKES

Goodwill Industries, Ontario Great Lakes serving across Ontario has 1,200 employees, enterprise revenue of \$46 million, and total assets to \$60 million. Current ratios are healthy, and the organization is positioned for accelerated growth. This Ontario Goodwill is one of six separately incorporated and governed regional Goodwill charitable organizations in Canada. A robust infrastructure, top talent, stable financial position, strong governing Board, and a high degree of knowledge of the business, will be the primary driving forces of the five-year plan to achieve 2,100 employees, hundreds of training positions, and \$73 million in revenue. [www.goodwillindustries.ca](http://www.goodwillindustries.ca)

## GOODWILL GREAT LAKES EXPANDING COMMUNITY BY COMMUNITY TO (over the next five years\*):

- Transform lives as people move beyond the margins of society to participate and contribute
- Lift people and families out of poverty while fueling the labour market and economic prosperity
- Create 900 new jobs to 2,100 by 2026
- Provide \$183 million in paid wages and benefits; \$112 million to people who face barriers to a total annual payroll of \$45 million by 2026

- Grow a sustainable social enterprise that generates \$73 million annually
- Reduce reliance on social assistance and burden on taxpayers
- Engage citizens in reuse/recycling collecting 2 million donations and diverting 96 million pounds of goods from landfill annually, helping sustain the environment

## ABOUT GOODWILL INDUSTRIES, INTERNATIONAL

Founded by Dr. Reverend Edgar J. Helms in 1902, Goodwill Industries International operates as a network of independent, separately governed community-based charities in 13 countries. Collectively, Goodwill employs 130,000 people and provides employment and community services to more than 37 million people, placing 300,000 into employment annually.

With \$6 billion of social enterprise market share and a 120-year legacy of mission, Goodwill is a major labour and education partner with government. Across the international organization, Goodwill places someone in a good job every 23 seconds of every business day. **[www.goodwill.org](http://www.goodwill.org)**

## WORK WITH US.

Goodwill takes what is wasted or unfulfilled potential in our community...human potential, human spirit, future generations...and goods not doing anything and potentially harming the environment...and we turn this unused or unfulfilled potential into jobs for people who need them, into people who become contributors, consumers and colleagues; into families with a better future.

Goodwill is asking the Province to partner to ensure everyone has access to work no matter what barriers they face, and to help ensure our communities are working because the people in them are working.

The best health care and social program is a job.

**Our Mission – Changing Lives and Communities through the Power of Work.**

Contact: Michelle Quintyn, President and CEO \* [mquintyn@goodwillindustries.ca](mailto:mquintyn@goodwillindustries.ca) \* 519-859-4959