

# AMESSAGE FROM OUR MANAGING DIRECTOR

We are excited to share this year's Impact Report with our employees, guests, donors, and community partners. It's a moment to recognize and celebrate how—together we're caring for our neighbours, protecting our planet, and thrifting our way toward a more sustainable future.

At the heart of our work is a clear purpose: we support the mission of The Salvation Army by generating funds through our retail and reuse solutions to positively impact our communities and our planet.

Equally important are our core values—hope, service, dignity, and stewardship. These values guide every decision we make and every action we take.

With a shared commitment to our purpose and values, we continue to make a meaningful difference in the lives of those we serve and, in the communities, where we operate.

Beyond the funds generated through the sale of donated items, GoodWorks@Work® fundraising campaigns help raise awareness and critical support for important causes—such as providing kids an opportunity to experience summer camp, modern slavery and human trafficking prevention, providing clean water, resources and education in developing countries, and supporting Christmas Kettles.

This past year, we reached a historic milestone, raising over one million dollars through these campaigns—a powerful testament to the generosity of our guests and the dedication of our teams.

Our employees are our greatest resource, and without them, we would not have been able to make the contributions we have made this year. My sincere thanks to the more than 1,800 team members across the country whose dedication brings our purpose to life every day.

I would also like to thank our wonderful Thrift Store community for their support through donating and shopping. Together, we are caring for our communities and the planet we share.

May God bless you,

Ted Troughton, **Managing Director** 

The Salvation Army Thrift Store, National Recycling Operations

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The Salvation Army Thrift Store National Recycling Operations is part of one of the largest national charities in Canada. Through 3 million visits for assistance last fiscal year, The Salvation Army provides hope and support across the country.

We are the only national division within The Salvation Army, as well as one of Canada's largest textile collectors and a leader in textile diversion in the charitable sector. Through our Thrift Stores we offer savings on new and gently used clothing, textiles, and household items while supporting Salvation Army programs, services, and emergency relief efforts.



# ONE OF THE LARGEST NATIONAL CHARITIES

IN CANADA.



97
Thrift Stores



1,900+
Employees



13
Distribution & Recycling Centres



**13.6M+**Guests & Donors



117
Donor Welcome
Centres



60+
Partnerships



Home Offices



# **OUR PURPOSE**

We support the mission of The Salvation Army by generating funds through our retail and reuse solutions to positively impact our communities and planet.

# **OUR VISION**

As Canada's leading Thrift Store, our people share our passion to drive positive social and environmental change.

# **CORE VALUES**







# **HOPE**

We give hope through the power of the gospel of Jesus Christ.

# **SERVICE**

We reach out to support others without discrimination.

# **DIGNITY**

We respect and value each other, recognizing everyone's worth.

# **STEWARDSHIP**

We responsibly manage the resources entrusted to us.

# DIVERSITY, INCLUSION & BELONGING

At The Salvation Army Thrift Store, we are committed to creating an environment where everyone feels valued, respected, and included, while fulfilling our purpose within The Salvation Army's mission. This extends to how we operate as an organization by ensuring our decisions are equitable

and inclusive, barriers are addressed, and that everyone feels safe to share feedback and ideas. Through our dedication to diversity, inclusion and belonging, we strive to create safe and welcoming spaces where all differences are embraced, both in our workplace and the communities we serve.



# SIMPLE ACTS WITH A BIG IMPACT

At the core of our mission lies the generosity of our donors. Across the country, individuals, families, businesses, schools, and community groups host donation drives to collect gently used clothing and household items for The Salvation Army Thrift Store.

When you host a drive or donate goods, you're helping to provide funding for The Salvation Army's life-changing services and programs, supporting people in need, and promoting sustainability by giving pre-loved items a second life.

2024 — 110 Drive Events

• • • 183,513 lbs of goods

Last year alone, 110 drive events were hosted, collecting a total of 183,513 pounds of goods. We extend our heartfelt thanks to everyone who organized or contributed to a donation drive. Let their stories inspire you to join our community of generous donors!

# **RUMMAGE FOR A CAUSE**

Our long-standing partnership with Islington United Church in Etobicoke, Ontario, reflects the shared commitment to giving back. The church hosts an annual rummage sale to raise funds for its causes, and after each event, unsold items are generously donated to local charities—including The Salvation Army Thrift Store.

Our donors will often ask us, 'What do you do with the stuff that doesn't sell?' When we tell them that it goes to The Salvation Army, they have no problem giving the donation. So that's the image you have out in the world, that you do good things and people want to donate to you."

- Valerie

# WARMING HEARTS TOGETHER

Each year, Vancouver's Fairchild Radio hosts its Winter Warm Wave campaign, rallying listeners and viewers to donate gently used clothing in support of The Salvation Army Thrift Store. These donations help bring warmth and dignity to individuals in need while making a meaningful impact in the local community.

La participated at the very first Winter Warm Wave campaign back in the 90s. Witnessing tons of donations delivered to the Salvation Army Thrift store every year is gratifying. Fairchild Radio is proud to make a difference!

Vivien

# HOST A DRIVE. MAKE A DIFFERENCE.

Hosting a donation drive is simple and meaningful. Whether it's a one-day collection at your workplace or a weekend event in your community, every contribution matters.

Getting started is easy: Scan the QR code and complete our donation drive form. A member of our team will connect with you to provide support, guidance, and helpful resources to make your event a success.





By shopping and donating at The Salvation Army Thrift Store, your impact is limitless. From helping to support programs and services in your community, such as food banks, school programs and camps, shelters for people experiencing

homelessness, addictions and rehabilitation, and work preventing modern slavery and human trafficking, every purchase and every donation is making a positive impact on individuals and families in communities across Canada.

# We Have Raised Over

# One Million Dollars

Thanks to our dedicated GoodWorks@Work® fundraising campaigns and the generosity of our Guests in stores from coast to coast. These funds are in addition to the proceeds generated from the sale of donations in our Thrift Stores and provide extra support for the vital work of The Salvation Army in local communities.

# That includes:

\$573,308 Christmas Kettle Campaign

\$102,464 Brighter Days Campaian

\$96,021

Fight for Freedom Campaign

\$117,415 Additional Donations

\$167,787

Send a Kid to Camp Campaign

# KIN)

# The Salvation Army gives hope and dignity to vulnerable people today and every day in over 400 communities across Canada and in 134 countries around the world.

The Salvation Army exists to share the love of Jesus Christ, meet human needs, and be a transforming influence in the communities of the world. Last year, over 3 million visits were made to The Salvation Army in Canada and Bermuda for assistance including:



2.1 million visits for food, clothing, or practical assistance



8,350 shelter, addictions, detox, mental health beds provided



4.8 million community and shelter meals were distributed



87,600 visits for assistance when disaster struck



345,000 visits for Christmas assistance including food hampers and toys



73 individuals removed from human trafficking situations



5,600 children helped through Brighter Futures Sponsorship program



2,900 children and teens attended Salvation Army summer camps

# YOUR SUPPORTFOR OURPLANET INACTON

By shopping and donating at The Salvation Army Thrift Store, you are making a direct impact on our environment by helping to reduce, reuse, and recycle. We strive to extend

the lifecycle of donated items through our stores, Distribution & Recycling Centres, and partners to support our environment most effectively and share the benefit of thrift for all.

# WHAT MAKES US DIFFERENT



of all donated textiles make a tangible impact

Through all our channels, we are striving to make secondhand the first choice in our communities by encouraging reuse and recycling through donating and shopping thrift. In addition, we're constantly seeking ways to increase efficiency and implement innovative methods and partnerships that can extend the lifecycle of usable goods.

Less than 5% of the textiles donated to us end up in landfills, meaning that the vast majority of donations – 95% – contribute to making a local impact through our Thrift Stores across the country or via our ethical recycling suppliers.

# A BETTER LIFECYCLE



# **Donate**

New and gently used donations that we receive from our generous donors and corporate partners.

# Reuse

Donated items are reused by shopping thrift. Vouchers are given to individuals in need to shop at no cost to them.

# Recycle

Every year, millions of pounds are diverted from local landfills. Unsaleable items are recycled with our ethically responsible partners.

# Supporting our Communities

Every purchase and every donation is making a positive impact on individuals and families in communities across Canada.

# DIVERSION NUMBERS





43,350,529 lbs of clothing & textiles



**8,940,015 lbs** of books, paper & pulp



15,233,409 lbs of household Items



13,029,644 lbs of electronics & metal

Through this diversion<sup>1</sup>:

816,635

tonnes of carbon emissions were displaced

135,192

kilolitres of water were saved All of which is equivalent to<sup>1</sup>:

37,507,827

Trees planted

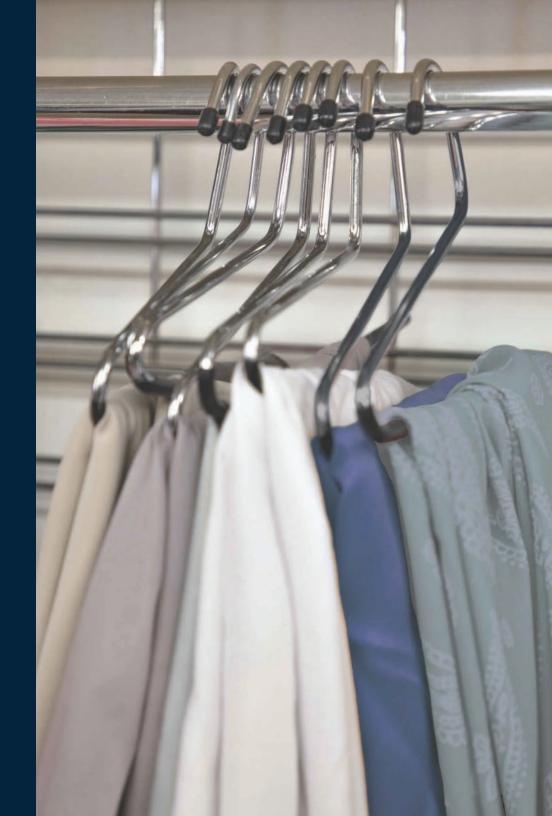
177,529

Cars removed from the road

# PARTNERING FOR PROGRESS

We create opportunities to improve the local economy, conserve the natural environment, and strengthen the community by working with municipalities, academic and charitable institutions, and associations. We are also grateful to our many valued corporate partners, ranging from one-time donations to ongoing collaboration with businesses of all sizes across Canada.

- 22 Municipalities & Cities
- 8 Associations
- 6 Non-Profit Partners
- 4 Academic Partners



# **MUNICIPALITIES & CITIES:**

City of Dorval Colchester County City of Edmonton **Durham Region** City of Guelph Halton Region City of Hamilton King Township City of Markham Metro-Vancouver City of Moncton Niagara Region City of Richmond Hill Region of Peel City of Toronto Strathcona County City of Vancouver Town of Aurora Town of Blackfalds City of Vaughan Town of Newmarket City of Winnipeg

# **POST-SECONDARY INSTITUTIONS:**

Humber College York University University of Ottawa University of Toronto

# **ASSOCIATIONS:**

Circular Innovation Council Municipal Waste Association

National Association for Charitable Textile Recycling (NACTR)

National Zero Waste Council (Board)

Recycling Council of Alberta

Recycling Council of British Columbia

Retail Council of Canada

Saskatchewan Waste Reduction Council

# **NON-PROFIT:**

BC Children's Hospital
Canadian Red Cross
Encorp Pacific
Food Bank Canada
Furniture Bank
Habitat For Humanity Canada

# OVER 130 BUSINESS & CORPORATE SUPPORTERS:

Whether it's through corporate donations of surplus products, employee engagement initiatives, or long-term partnerships, together we are making a meaningful impact in our communities and on the environment.



Scan the QR code to explore partnership opportunities and get in touch with our Business Development Team.



# **BUSINESS AND CORPORATE OPPORTUNITIES:**

- **Donation of Surplus Goods** We have the logistics in place to handle large-scale donations efficiently and ensure items are distributed to support local communities.
- **Donation Drive Events** Engage employees and customers by hosting a donation drive at your workplace or retail location, creating a meaningful impact together.
- Long-Term Partnerships Align your corporate social responsibility initiatives with our programs for a year-round, sustainable impact.



**6000** 

thriftstore.ca