



# THRIFT STORE



## BUILDING STRONGER COMMUNITIES TOGETHER

The Salvation Army Thrift Store | National Recycling Operations  
Impact Report 2020–2021

# THRIFT STORE



TOGETHER WE MAKE A DIFFERENCE

NO HST

10% OFF FOR SENIORS

REFRESH

RECYCLE

RESTYLE



# A MESSAGE FROM OUR MANAGING DIRECTOR



It has truly been an unprecedented year. From face masks becoming a legal requirement in most of the country, to the introduction of social and physical distancing into our everyday language, this year's Annual Report recognizes how our organization adapted and why our work matters more than ever. In this report, you will read about the impact of your support through stories of hope, service, dignity, and stewardship, as well as our ever-growing waste diversion efforts and overall contributions to the work of The Salvation Army.

After the initial closures of our Thrift Stores and Donor Welcome Centres across Canada in March 2020, COVID-19 restrictions continued to have a significant impact on our organization last fiscal year, including a total of over 230 days of closure in some provinces. We operated at significantly reduced retail capacities to accommodate physical distancing, as well as many additional health and safety precautions to keep our staff, guests, and donors safe.

It was a challenging time for retail operations, yet through it all we remained committed to safely serving our communities and our employees. We are proud to reflect our values of inclusivity and equality through our over 1,900 employees and our shared communities of over 8 million individuals, composed of diverse Canadians from all backgrounds, religions, ages, genders, and identities.

I cannot applaud our frontline workers in our Thrift Stores, Donor Welcome Centres, and Distribution and Recycling Centres enough for their service and dedication to creating safe environments for each other, our Guests, and our Donors. My sincere appreciation to our entire team across the country – none of the incredible work that we do as an organization would be possible without them.

I would also like to thank our wonderful Thrift Store community for their unwavering support during this past year. Together, we are continuing to build stronger communities.

May God bless you and thank you for all that you do,

A handwritten signature in black ink that reads "Ted Troughton". The signature is fluid and cursive, with a large loop at the end.

**Ted Troughton**  
*Managing Director*

# WHAT WE DO

The Salvation Army Thrift Store National Recycling Operations (NRO) is part of one of the largest national charities in Canada that gives hope and support to over 2.1 million people.

As a non-profit organization and the only national division of The Salvation Army, our operations and impact span from coast to coast. Through our Thrift Stores, we offer savings on gently used clothing, textiles, and household items while generating funds to support local Salvation Army programs, services, and emergency relief efforts. Through our Donor Welcome Centres and Distribution and Recycling Centres, we are Canada's largest national clothing recycler providing our communities with a place to drop off unneeded items and empowering these donations to make a difference.



# WE DO THIS TOGETHER THROUGH THE SUPPORT OF:

98

Thrift Stores  
and Donor  
Welcome Centres

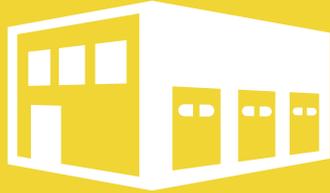


11

Distribution and  
Recycling Centres

4

Regional  
Home Offices



1,941

Employees

Over

8 million

generous  
Guests and Donors



Over 60

Partnerships  
with Municipalities,  
Waste Organizations,  
Associations, and other  
Non-Profit Partners.

# WHO WE ARE

## OUR 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.

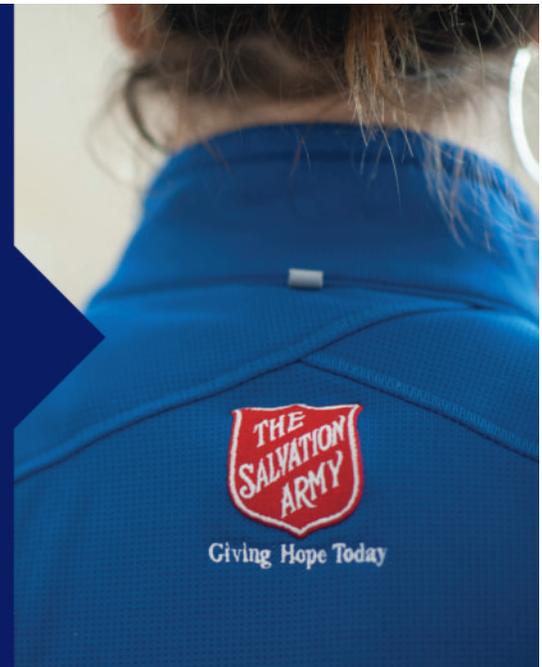
**Stewardship** – We responsibly manage the resources entrusted to us.

### Hope Through Partnership

During the height of the pandemic in Canada, a Facebook group of over 1,000 members in Ottawa, ON, sewed face masks to provide free of charge to community members upon request. When the group ran out of material, our NRO team in Ottawa were eager to support the cause.

Although we were temporarily closed to the public in accordance with public health restrictions, our Orleans, Richmond, Bell's Corners, and Merivale stores in the area each gathered and donated bags of cotton pillowcases and bed sheets.

According to the group, one queen-sized bedsheet provides enough material for up to 40 masks. Thanks to the support of our Ottawa team, hundreds of masks were able to be provided to the community, including for new mothers to help protect their newborn babies as they left the hospital.



### Dignity Through Empowerment

Our Thrift Stores are essential to many in our communities across Canada, as one individual in Ottawa witnessed first-hand. She was so moved by an experience in December that she sent it to her local newspaper to share with others. In the parking lot of her local Thrift Store, she saw a police officer walk into the store and return to her cruiser with a mask. She gave the young man in her backseat the mask, then escorted him inside. He had only a T-shirt and jeans on in the middle of winter.

The police officer explained the situation to one of our store employees, who immediately made the young man feel welcomed and cared for. No questions were asked as she began to help him look for a winter coat, warm socks, and a pair of winter boots.

We strive to make instances such as this commonplace in our organization. Anyone who comes to us in need of help will receive assistance based solely on their need and our capacity to help, regardless of race, disability, identity, age, or religion. We are thankful to be able to help restore dignity to anyone in need of a helping hand.





## Service Through Support

With more than 250 people experiencing homelessness and trying to survive the winter outdoors in parks in Victoria, BC, the local Salvation Army Addiction and Rehabilitation Centre (ARC) experienced desperate requests for sleeping bags, tents, and warm bedding last winter.

Prior to the pandemic, the ARC was the only social service provider in the city whose doors remained open overnight. With COVID-19 restrictions, the ARC's ability to help those with nowhere else to go during the winter months was severely limited.

After learning this, the Victoria NRO team stepped in to gather essential items from the area Thrift Stores to provide to the ARC for distribution. These donations enabled the ARC to continue supporting the community with dry socks, warm clothes, sleeping bags, sweaters, jackets, tents, and more to care for those experiencing homelessness.



## Stewardship Through Thrift

As a non-profit organization, we have a unique retail proposition that allows us to provide a high value shopping experience at a low cost, a place to recycle and donate unneeded items, and an opportunity to help care for those in need. This is a responsibility that we take seriously.

Even before the COVID-19 pandemic, we have seen a continued trend to thrift as our society moves away from fast fashion and looks for sustainable, environmentally conscious retail choices. Despite the impact of the pandemic, we were thankful to be able to open three new Thrift Stores and re-locate two existing stores to better serve our communities last fiscal year.

From new locations in Surrey, BC, and Strathmore and Douglas Square, AB, to re-locations in Montreal, QC, and Port Coquitlam, BC, we are thrilled to be able to serve even more Canadians. The Salvation Army Thrift Store is committed to helping individuals and families in need, including through The Salvation Army's voucher program that empowers vulnerable individuals and families to shop in our stores free of charge.

## MISSION

Our role, within the context of The Salvation Army, is both to generate funds to help The Salvation Army achieve its mission, and to have a positive influence in our communities.

## VISION

By operating successful Thrift Stores and integrating with the mission and work of The Salvation Army as a whole, we exist as a functioning and thriving modern day model of William Booth's "Household Salvage Brigade" through which the marginalized and excluded of society are refreshed and regenerated by meeting their practical needs.

# YOUR SUPPORT IN ACTION

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, shelter for people experiencing homelessness, and addictions rehabilitation, to contributing to environmental sustainability through retail and recycling, you are helping us build stronger communities together.

## WITH THE SUPPORT OF OUR GUESTS AND DONORS WE HAVE:

Raised **\$598,140**

through our Thrift Stores to support our local communities.

That includes:



**\$59,160** Local Community Support

**\$197,106** COVID-19 Relief Fund

**\$340,316** Kettle Campaign

Provided **11,428** vouchers

to neighbours in need who shopped at our Thrift Stores free of charge at a value of **\$1,111,402**



Diverted

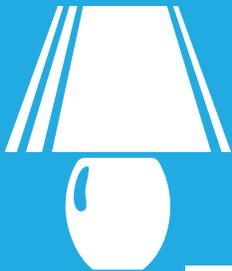
**70,820,221 lbs**

from local landfills



The equivalent of **1,400**  
full recycling trucks!

That includes:



**27,912,817 lbs**

of clothing and textiles



**28,256,587 lbs**

of household items

**8,625,431 lbs**

of electronics and metal



**6,025,386 lbs**

of books, paper, and pulp

# THE SALVATION ARMY CANADA

The Salvation Army gives hope and dignity to vulnerable people today and every day in over 400 communities across Canada and in 132 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.



Over **2.1 Million**  
people were helped by  
The Salvation Army in  
Canada last year.

**1.5 Million**



people were assisted with food,  
clothing or practical assistance.



**15,400**

people were helped  
when an emergency  
or disaster struck.

**2.8 Million**



meals were  
provided at shelters  
and in feeding programs.



**245,000**

people were helped  
at Christmas with  
food hampers and toys.

**51,000**

people were referred  
to social service  
partners for practical  
help and support.



**5,613**

children were  
helped through  
Brighter Futures  
Children's Sponsorship.





**THRIFT  
STORE**



[www.thriftstore.ca](http://www.thriftstore.ca)

1.855.98.GUEST (1.855.984.8378)