

GOOD FOOT DELIVERY



2021 HIGHLIGHTS



www.goodfootdelivery.com

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Charitable # 825692668RR0001

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Thanks to the support of our community, we continue to serve the neuro-diverse community in an impactful way. Although COVID-19 posed many challenges, we implemented initiatives to strengthen our programming, as well as measures to improve Good Foot's visibility. We are committed to listening, learning and adapting in ways to ensure accessibility and long-term sustainability.

Hiring, Training and Development

In 2021, we hired six (6) new Couriers who transitioned through our program successfully. Portions of our Courier training were modified to strengthen our ability to support remote work. To further build a solid foundation for effective virtual learning, we are adapting our in-class training to a learning management system (LMS) that will allow new hires to conveniently access interactive learning materials in various forms.

In early 2021, only a small team of Couriers felt comfortable completing deliveries while navigating COVID but by the summer the majority of Couriers had returned to work. Tailored "Ready to Work" training provided Couriers with information on our new contactless delivery protocols and other strategies to keep themselves and our customers safe.

Couriers had the opportunity to participate in numerous workshops to further develop work-related and personal skills. Workshops were held throughout the year and covered topics like Communication, Professionalism and Boundaries, Seeking and Retaining Employment, Disclosure and Accommodation and Financial Literacy.

DELIVERIES & DONATIONS

Courier Business

156 new customers
placed orders

We completed almost **10,000** deliveries, generating over **\$100,000** in revenue, an increase of 44% when compared to 2020.

Fund Development

In 2021 we received:
\$129k general donations
\$291k foundations
\$462k government grant



Social Programming

Social programming continued to be a core element of Good Foot's programming with both in-person and virtual events held throughout the year. To maintain connections while distancing, Couriers attended weekly virtual events that catered to different interests. As COVID-19 restrictions eased, we hosted a diverse range of in-person events to encourage meaningful connections. From a picnic in the park to a Ripley's Aquarium visit, Couriers took part in various experiences with their co-workers, building key foundational social skills.



Marketing & Customer Acquisition

Re-gaining order volumes was a critical initiative in 2021. A new TTC campaign focusing on Good Foot's service qualities was launched to increase visibility among potential customers. Since launching in November, **over 50 new customers referencing the campaign have signed up with Good Foot!**

To better meet the needs of e-commerce stores, we augmented our delivery service to provide Shopify stores a seamless delivery experience. This new integration will be launching to all Shopify stores early 2022! Delivery rates are pulled directly from our website and stores are able to place their delivery order through the Shopify platform. Stores will be able to provide their customers great service and speedy delivery while supporting inclusive employment!

A vertical advertisement for Good Foot Delivery. The background is dark blue. At the top, there are several light blue vertical bars of varying heights. Below these, the text "ON FOOT", "ON TRANSIT", and "ON TIME" is written in large, bold, orange letters, with a lightning bolt symbol between the words. To the right of this text is a circular logo with a white outline, containing a stylized foot icon and the text "GOOD FOOT DELIVERY". Below the main text, there are more light blue vertical bars. Underneath these, the text "GOOD FOOT DELIVERS YOUR PACKAGES LOCALLY WITH PRIDE." is written in orange. Below that, in smaller white text, it says: "We are a local Courier service that provides meaningful employment to the neuro-diverse community. Choose Good Foot Delivery the next time you need something delivered in Toronto!". At the bottom, there are two lines of text: "GOODFOOTDELIVERY.COM" and "@GOODFOOTDELIVERY" in white. The entire graphic is framed by a decorative border of light blue and orange dots.

Fundraising

This year we participated in two (2) fundraising campaigns that encouraged our team to get active and helped raise funds for Good Foot. Through the Scotiabank Charity Challenge our team raised almost \$10,000. Following the success of the 2020 TTC Challenge, Good Foot was selected as the official Charity Partner for the second year in a row! Through the incredible efforts of all those who participated, \$13,700 was raised to further expand and enhance training and skill development initiatives.



Partnerships

As our In, Up and Out program gained momentum this year, we established partnerships with eight (8) different local businesses/mentors, including Courage Cookies, Rum It Yourself, Crafted by Citrus, Artscape, Red Canoe, and Fresh. To date, nine (9) “Out placements” have been filled, providing Couriers an opportunity to learn new skills and experience different work environments. We believe that these partnerships are mutually beneficial; Couriers gain valuable learning and local businesses experience the value of fostering inclusive and accessible workplaces.

Overall Impact

Here are some highlights from our most recent Courier Satisfaction Survey:

- 85% of Couriers indicate that working at Good Foot has helped them become more independent in their day-to-day life.
- 85% of Couriers learned new skills since joining Good Foot
- 90% of Couriers improved their problem-solving skills; 85% their communications and customer service skills

