

How to get on the Good Foot

Kirsten Gauthier

On a brisk, cloudless afternoon in March, Jon Gauthier arrived at the headquarters of AmoebaCorp, a boutique design studio with offices in Toronto's Queen West neighbourhood. He picked up a manila envelope and proceeded west, by streetcar, to a small print shop in the west end, where he delivered the parcel. He got a signature from the recipient, made a quip about the weather, and was on his way.

It's the type of transaction that happens countless times every day: A courier enters an office, picks up a parcel and then moves on. But when Jon Gauthier walked into Amoeba's offices, it was more than just business: *It was a superhero moment.*

Jon is no average courier; he works with Good Foot, the courier service that I founded last year. Good Foot employs people with developmental disabilities, offering them an opportunity to contribute to the community and to achieve financial independence. (Full disclosure: Jon is my brother, and Good Foot's first employee; our team has since grown to three.)

It's a good call

When someone at Amoeba picked up the phone and called Good Foot – and not one of these big courier companies – they squeezed some good out of something incredibly mundane. And that's the key to becoming a superhero. It's not necessarily hopping on a plane to Haiti, or selling your house and giving half the money to charity, or even volunteering half a day a week at a food bank. (Not that I'd discourage any of these things.)

It's much, much simpler than that: It's about making thoughtful choices that have a meaningful effect on others.

Change is good

There are many companies out there that have found innovative ways to do good. These 'do-gooders' are committed to improving the lives of others and still get business done. Companies who believe that your office can still courier items in a secure, reliable way; you can continue to cater to meetings with tasty, homemade pastries; and you can feel extra good about buying a new pair of shoes, more often. We've included a quick snapshot of some of these 'do-gooders' – Common Grounds Co-op, Tom's Shoes and Contribute – take a look on the next page.

So what changed?

People have started to realize that socially conscious businesses can also be successful businesses and doing the right thing doesn't mean compromising.

You don't have to compromise either. Just take a step back and ask yourself: How can I squeeze more good out of my life? Where are there simple opportunities to help others that I'm not yet seizing? You'll be amazed what you'll discover, and in no time at all, you'll be a superhero, too.



Good Foot Delivery
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There are do-gooders everywhere!

There are many companies like Good Foot who are out there doing some good.

Common Ground Co-op helps support social-purpose enterprises owned and operated by persons with developmental disabilities such as Lemon & Allspice – a local bakery and catering company.

Tom's Shoes donates one pair of shoes to a needy child in a developing country for every pair of shoes they sell.

Contribute is a soon-to-launch web platform that donates money to various charities with every Google search.