



# Canadian Goodwill

“BUYING, RUNNING, FUELING AND SERVICING TRUCKS WAS BECOMING A MAJOR HEADACHE THAT WAS DIVERTING TOO MUCH MANAGEMENT ATTENTION FROM RUNNING THE ORGANIZATION, AND VEHICLE BREAKDOWNS WERE MAKING HUGE DEMANDS ON A TIGHT BUDGET”

Douglas McKechnie, President and CEO, Goodwill

## INDUSTRY

- COMMUNITY WORK

## COMPANY

- CANADIAN GOODWILL

## CHALLENGES

- ENCOUNTERING UNEXPECTED MAINTENANCE COSTS
- EXISTING FLEET NOT RELIABLE OR DEPENDABLE
- TRANSPORTATION OPERATION NOT CORE TO CLIENT'S BUSINESS
- SPENDING TOO MUCH TIME WORRYING ABOUT TRUCKS

## SOLUTIONS

- VEHICLES SUPPLIED UNDER A MULTI-YEAR RYDER FULL SERVICE LEASE
- PROVIDE COMPETITIVE RATES AND PREDICTABLE EXPENSES
- PROVIDE A FLEET OF DEPENDABLE VEHICLES AND FULL MAINTENANCE/ REPAIR SUPPORT

## RESULTS

- RELIABLE VEHICLES FOR MAXIMUM UP TIME
- PREDETERMINED MONTHLY BUDGET AND CASH FLOW
- QUALITY IMAGE

Just about every Canadian is familiar with the community work being done by Canadian Goodwill in their area, through drop-off points in shopping mall parking lots, retail stores, telephone pick-up schedules and busy trucks collecting donated items on neighbourhood streets. But behind these overt activities, is an organization of dedicated individuals committed to running its operations as smoothly and effectively as any other business that sells consumer products with a strong focus on bottomline profitability. Goodwill brings in its raw materials from the public, repairs and restores it for resale, recycles whatever materials cannot be sold through its stores, and trains and provides employment and work experience for people who might be disabled. These activities also provide beneficial side effects; first to the community, by providing low priced useful goods to those who like to bargain shop; and second to the environment, by re-manufacturing articles that would otherwise likely have been dumped into landfill sites as garbage.

WINNIPEG



# Canadian Goodwill



**RYDER SIMPLIFIES CANADIAN  
GOODWILL OPERATIONS.**



In 1931, Goodwill commenced operations in Winnipeg to service the city and central areas of Manitoba, and it has continued to do so ever since. In 1994, the organization, headquartered at 70 Princess Street, operated four retail outlets selling a wide variety of household needs from clothes, furniture, and appliances to collectibles. Serving the needs of its chain of stores required a small fleet of trucks for pick-ups and deliveries. They were finding that buying, running, fueling and servicing trucks was becoming a major burden that took a lot of management attention away from its core business of running the organization and the additional expense attributed to vehicle breakdowns was making huge demands on a tight budget. President and CEO, Douglas McKechnie, and Operations Manager, Tom Craig addressed the situation and decided to investigate the concept of subcontracting out the Company's transportation operations. Tenders were invited for specifying, supplying, maintaining and operating a suitable fleet of vehicles. Ryder's proposed solution, from both operational and economical viewpoints, proved to be the best option. The Board of Directors approved the contract for a Full Service Lease contract, that included four vans and one dump truck. Today, Goodwill has expanded its Canadian operations in the Winnipeg area to seven retail stores, which are still being served by the same number of vehicles, further

driving efficiencies into the operations. Communication between Ryder and the client is open, simple, and effective with Tom as the primary contact and Doug as the back-up. This situation further allows management to focus on what it does best – running a profitable Canadian Goodwill business for charity. The financial crises associated with vehicle breakdowns are a thing of the past. Ryder provides programmed and preventive maintenance schedules that help keep the fleet up and running in a consistent manner. If a vehicle needs to be temporarily taken out of service for any reason, a reserve vehicle from Ryder is always available. In short, the Goodwill vehicles reflect an image of efficiency and professionalism with well-trained professional drivers that help enhance the organization's image and standing in the community, while simultaneously enabling management to be the best that they can be. It is a partnership that serves everyone extremely well!



**Always Thinking**

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