

Going for the Gold



Goodwill 
Industries of Southwest Florida, Inc. 

2021 Annual Report

Going for the Gold

LEADERSHIP

Goodwill Industries of Southwest Florida, Inc.

is operated autonomously and governed by a dedicated local volunteer Board of Directors, which advises the leadership team on the overall operation of the non-profit organization, which began in 1966.

EXECUTIVE STAFF

John Nadeau
President/CEO

Carolyn Johnson
Senior Vice President of Mission & Development

Douglas A. Stewart
Chief Operating Officer

BOARD OF DIRECTORS

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Catherine M. Speer
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Robert M. Arnall
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Chico Rivera, Emeritus
Dale Schneider
Joseph D. Spielman

Our Mission:

Goodwill Industries of Southwest Florida is committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.

Our Vision:

To be recognized as a valued leader and resource for people with disabilities and other barriers to employment in the communities we serve.

A special message from John Nadeau | President/CEO



Reflecting over the past year, I want to express my deepest gratitude to our donors, shoppers and friends. Your continued support has allowed Goodwill Industries of Southwest Florida to positively affect the lives of more than 23,000 individuals in our local community. Through training and assistance for those with barriers to employment and independence, Goodwill has been able to help Southwest Florida become stronger. In a time when so many have struggled with adversity and challenges, we have been a hand up in helping others. That positive impact is something I am very proud to be a part of.

2021 marked the 100th graduating class of the MicroEnterprise Institute with over 900 graduates and nearly 500 business emerging from the program. This small business class helps aspiring low-to-moderate income entrepreneurs learn the skills necessary to see if their business ideas are feasible, and helps them put their ideas on paper – the first steps to a successful business plan. These small businesses have added to the local flavor of Southwest Florida, and have provided job opportunities.

We also began an alliance with Hodges University to bring new workforce training opportunities to communities with fewer options. By removing the transportation barrier for those seeking a better future, people can now access college-level classes in their own neighborhoods. Our plan is for several of our Goodwill Community Resource Centers to be set-up with Hodges Direct programs, providing opportunity and opening new doors. This alliance is the first of its kind not only in Florida, but nationwide.

A lot of our growth has been brought on by the addition of three new Goodwill stores in 2021: Page Field in Fort Myers, Egrets Crossing in Naples, and the new “blue” boutique in Ave Maria. There has also been an expansion through moves and renovations. We were able to acquire nearby property at the Del Prado location to build-out and welcome shoppers to a newly remodeled store with a much larger footprint. Additionally, there were great commercial real estate negotiations that lead to affordable moves. The little Port Charlotte Goodwill in the Peachland Plaza moved into a much larger space in the same plaza (the old Publix); the Bonita Springs Goodwill moved a few blocks down into a larger location with better foot-traffic; and the downtown boutique in Fort Myers moved to the other side of the Sidney & Berne Davis Art Center (the historic Heitman Building on First Street), which provides a larger retail space that is now included in the downtown River District Alliance (RDA) events.

Our human resources team has been recruiting non-stop throughout 2021. With a focus on “Let’s Get Back to Work” we hosted community job fairs, not only for our own needs, but for our community partners as well. With more than 960 employees in the five-counties we serve (Lee, Collier, Charlotte, Hendry & Glades counties), we are now one of the largest employers in Southwest Florida.

At Goodwill, it’s all about mission services. Throughout 2021, we continued to direct ninety cents of every dollar raised by our retail operation toward funding community supports and services. Goodwill SWFL began the year helping seniors, 65 and older, get their COVID vaccines scheduled. Many did not have the ability to use the technology, or even an email address (which was required to book an appointment). We assisted with applications for child tax credit payments, with navigation the healthcare network, and with free tax filing through the VITA program. We also stepped up our free digital skills training initiative to help break down barriers to independence, and break the digital divide.

Our full-day training program for adults with developmental and intellectual disabilities, Pathways to Opportunity, grew to serve over 100 participants. Classes are now provided on campus in Fort Myers and online (through PTO-2-GO), enabling more people to access services than ever before. And, we are excited about opportunities to continually expand that program to help fill the gap in needed services.

Again, I want to thank you for supporting our mission and those we serve here in Southwest Florida.

A handwritten signature in blue ink, appearing to read "John Nadeau". The signature is fluid and cursive, written over a light blue horizontal line.

John Nadeau
CEO & President

2021 Chet Perry Breakthrough Achiever of the Year Wilson Waldrop



Wilson Waldrop started his journey with Goodwill as a student at High School High Tech. After graduating, he began volunteering at the Goodwill in Port Charlotte, working on developing job skills with his coach MaryJane Nickerson, a Goodwill “Pathways to Work” Employment Consultant.

Shanie Thames, who was the Assistant Manager at the time at Port Charlotte, watched Wil’s hard work and dedication and was impressed by his effort. So, when she was promoted to manager at the Kings Highway store, she thought of Wil when a position opened up and offered him his first job.

MaryJane shared something Shanie said, “She said, ‘I will hire Wil. I have been over at that store and I have watched him work, and how dedicated he is. How he calls in even as a volunteer when he is not coming, and how he comes in and gets right to work. He doesn’t sit. He doesn’t take breaks. He just works and, she said, I will hire him. I want him.’”

Shanie explained, “A position became available, so he got a job, and that is one of the nice things about the programs that we offer. It gave him an opportunity.”



MaryJane said that Wil gives 150%, and the customers love him.

“Everyone loves Wil. It’s hard not to love him,” Shanie says.

“Wil is very polite and gets along very well with his other associates, and is very good with the customers,” says Wil’s current store manager, John Monahan.

Walter says that working for Goodwill is great because they are like family.

Will has been with Goodwill for 3 years now, and loves every minute of it.

“I love working here at Goodwill,” says Wil.

He went on to say his favorite thing about his job is

helping the customers and stocking the shelves.

2021 William J. Barrett Breakthrough Graduate Barbara Zirilli-Lonergan



When Barbara first moved to Southwest Florida in 2008, she noticed that there were no water ice places in Cape Coral. That's what she grew up on back in Philly, and it was part of her family tradition. She joked with her husband about opening up their own water ice shop in the Cape someday, but she was working full-time and had no business experience. By 2014, Barbara's employment situation had changed and she decided to give her dream a shot. So she signed a lease for a shop, and started exploring local business training. That's when she found the Goodwill MicroEnterprise Program.

"I'm a preschool teacher by trade. I know nothing about owning or operating a business," explains Barbara, "So, the MicroEnterprise program for me was calling out, like you have to take this class."

"My father was my partner. He was my right-hand man. He was the guy who knew business. Six weeks after we opened, he fell from a ladder at home and suffered a severe brain trauma. Twelve days after he fell, we put my mom in the hospital and diagnosed her with stage-four pancreatic cancer and it was already throughout her whole body. So four months after we opened, I lost both of my parents 15-days apart."

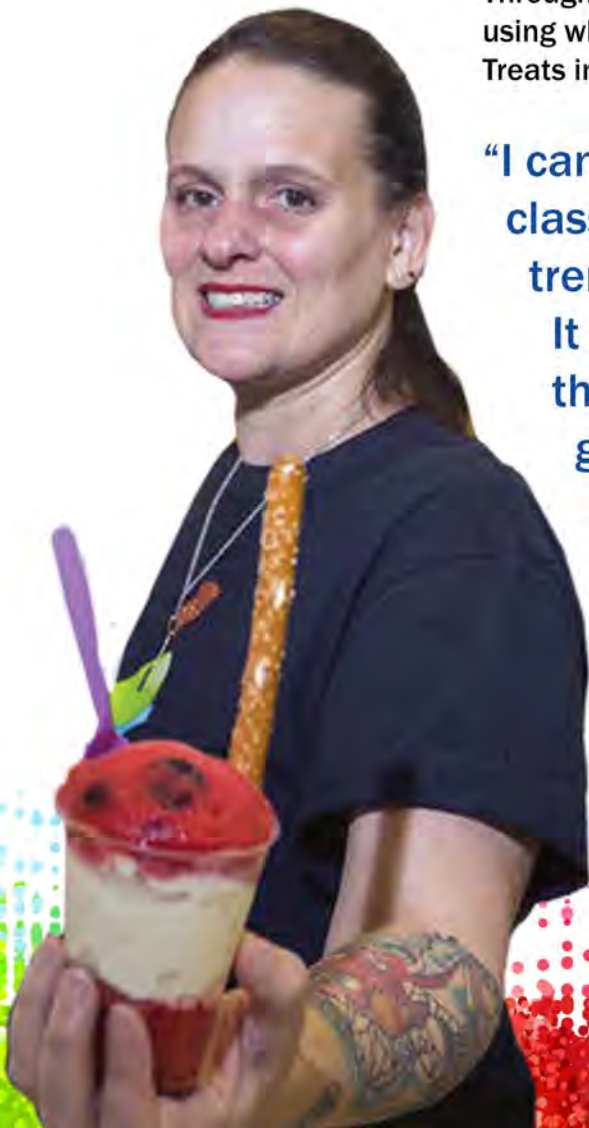
Through sheer will and determination, Barbara carried on with her dream, and using what she learned through MicroEnterprise, she has turned Zirilli's Chilly Treats into one of Cape Coral's destination locations.

"I can't even begin to tell you how important that class was. Even though I was already in the trenches, and I had to make this work.

It gave me the knowledge and the resources that I need to really look at this seriously and get a good start on it."

In addition to water ice, Barbara has added her own line of ice cream, and now even offers caramel apples.

She says that she will keep going in honor of her father and their shared dream.



2020 Breakthrough Employer of the Year Charlotte County Habitat for Humanity



Habitat for Humanity partners with low-income families to provide affordable home ownership. Like Goodwill, they have thrift stores where they sell donated items to help generate much needed revenue for their mission.

When MaryJane Nickerson, a Goodwill Employment Consultant was looking for employment opportunities for her Pathways to Work participants, Charlotte County Habitat for Humanity's CEO Mike Mansfield thought it was a good fit.

"I have an autistic son and he has been through the Goodwill program through Vocational Rehab. He's 27 now, so I am fairly familiar with the program and I thought it would be a good opportunity for Habitat to work that program with some of our folks in the stores," says Charlotte County Habitat for Humanity CEO Mike Mansfield.

"Here at Habitat, I've been here 15 years," says Chief Operating Officer, Gabrielle Reineck, "And the one thing we always look at doing is creating partnerships, and it has to be good for both – symbiotic relationships. So, when we met with your team at Goodwill, it seemed like a good fit for both.

Habitat has hired several Goodwill Pathways participants this year alone, and expects to hire more in the future.

"That's one of my things at Habitat," says Gabrielle, "Is how can we work together as a community to better our community."

"The partnership with Goodwill is one I have really longed for," says Mike, and it's one that I would like to see continue for a very long time. We're very happy."

"Mike is a wonderful employer to work with," says MaryJane.

"He definitely understands disabilities, barriers to employment, and he's so open to working with our people."

"We are super excited to be able to partner," says Gabrielle. "And, the thing to me is we are moving both of the missions forward. So, that's what's important."



2021 Breakthrough Goodwill Employee of the Year Walter Barb



In 2010, Walter Barb worked with MaryJane Nickerson through the Goodwill Pathways to Work program gaining the skills necessary to get and successfully keep a job. No one expected, that Walter would over-come so many barriers through the help of Goodwill, that he would become our Breakthrough Employee of the Year.

Walter did land his first job (or two) through the Pathways program, but most-importantly, he learned self-advocacy. So, when he needed to increase his income to remain independent, he went on his own and used Goodwill Employment Services to get a full time job. This time, with Goodwill. "Goodwill has been helping me on and off for the past 10 years," says Goodwill processor, Walter Barb.

"Walt was quite timid, anything new kind of scared him, says Port Charlotte store manager Vanessa Forester. "The last couple of years he has really started branching out. Now, he's actually excited about learning new stuff."

"I will do just about anything for Goodwill," explains Walter. "I'm kind of like a floater. I come into work and don't exactly know what my day is going to be like until I get here, and find out what Vanessa wants me to do for the day."

Vanessa explains, "He's so friendly and down to earth. Customers love him, Donors love him. You are his focus when he is speaking with you."

When asked why he was selected as this year's Breakthrough Employee, Walter says that his customer service is really good.

"Customer service is so huge in any business," says Vanessa. "When you make the customers feel at home, they want to come back because it's home."

Walter says that working for Goodwill is great because they are like family.

Vanessa explains that even though Walter advocated for himself to get hired at Goodwill, MaryJane still checks up on him to see if he needs anything.

"She checks to see how he's doing, and making sure that if he needs anything that help is available and he knows it, and so do I."

When asked what his goals were, Walter said,
"I am happy right now with what I am doing, and I want to learn how to do more things for Goodwill."



2021 Breakthrough Philanthropist of the Year Pelican Marsh Golf Club



For the past four years, the Pelican Marsh Golf Club's 120 members host an annual golf tournament to benefit a local charity in Southwest Florida. In 2021, Goodwill's Pathways to Opportunity program was chosen as the recipient. Pathways to Opportunity is a full-day training program for adults with intellectual and development disabilities. Currently, there are 96 participants served by the program that work on daily goals to maximize their independence. One of their favorite classes is cooking. The funds generated by the tournament allowed for a much-needed renovation of their teaching kitchen.

"So we were looking at infrastructure," said Ashley Price Swick, Goodwill SWFL's Director of Development. "We knew that the kitchen was going to be a big issue because it's so vital to teaching them life skills like cooking, budgeting, nutrition."

"The Island became accessible because before it was just kind of a block in the middle of the kitchen," explains Jessica Tursi, Director of Development. "We got new appliances, and we got to update everything that we had like the mixer that was broken, the ovens that took 3-hours to preheat. All of that got changed and set up for us."

The generous outpouring from the club not only allowed for the kitchen update, but also helped to fund a scholarship program to help more individuals access PTO classes.

"The cause we have chosen is one I love, this was something in favor of disabled people," said Pelican Golf Club member Alfred Steffen. "Because my son has been disabled since birth, so it was easy for me to sell people something from the heart."

"When they presented us with the check for about \$40,000, we were both shaking. We were both in tears because it was such an incredible experience," said Ashley.

With having all these individuals so willing to help and excited to help, it was really a goose-bump kind of event."



2021 Breakthrough Volunteer of the Year Soy Williams



Soy Williams is a retired architect who, as a life-long student and patron of the arts, volunteers her time at Goodwill to curate the collection and sale of fine art at the “blue” Boutique in Downtown Fort Myers, and oversees the distribution of all art: directing each piece to the outlet, a retail store, or elsewhere – to maximize the benefit to Goodwill mission services.

“Soy has been so helpful. She volunteers her time day and night,” says Kiarra Moore. “She comes in. She’s working at the warehouse. She picks out all of our artwork for us. She does her research. She takes pictures of it, and she makes little place cards so that our customers have a little bit of insight on the art piece that they are buying.”

Soy believes in honoring the donation, of our generous donors, and preserving the legacy of fine art. “Part of what we want to do with fine art is elevate everyone’s shopping experience by paying more attention to it, featuring it, giving it some extra attention,” explains Soy. “Also people that donate things to us, and we sell them, and we honor it by selling them at a good price. It gives them an opportunity to see where their contributions are actually working to help the mission.”

“My mother is 100-years-old and has been an artist 40 - 50 years, and through the years she has painted hundreds upon hundreds of paintings,” says Bob Beville VP of Sales at Waterman Broadcasting and art donor. “We talked about donating it, and when I mentioned Goodwill, her eyes lit up. She was so thrilled to be able to pass that on to somebody else, and help people at the same time.”

“There’s a lot of conservation related to nice pieces,” Soy explains. “That’s part of supporting the arts, and the community...and history really – going back millennia.”

“So, sometimes we give those pictures a second chance, or a third chance and send them to the blue instead of just getting rid of them,” says Sandra Hernandez, Goodwill Outlet Manger.

“I know Goodwill works and makes a difference in the community, and I truly believe this, albeit small donation, will have an impact on Goodwill and a lot of people here in Southwest Florida,” states Mr. Beville.



2021 Breakthrough Business of the Year PNC Bank



Being a non-profit, Goodwill is careful to select business partners who are advantageous to us as an organization. The long-standing business relationship that we have had with PNC Bank has really blossomed over the last two years, as PNC Bank has become more than just a business partner.

“With them we feel we have a really wonderful relationship in terms of how they support the organization not only from a business perspective,” states Goodwill COO Doug Stewart, “but also in terms of the rest of our mission services.”

“They wanted to know more about Goodwill. They wanted to know what they could do to help us further our mission,” recounts Carolyn Johnson, Goodwill SWFL Senior VP of Mission & Development. “So, when I told them that we have been providing employment services and wrap-around services in our community for the betterment of 55 years, they were surprised and happy to know that.”

“What really helps PNC develop good partnerships like Goodwill are similarities in our missions and their philanthropic efforts in the community,” explains Nick Ayotte, Relationship Manager and Senior VP with PNC Bank.

“We always look to strengthen the populations within the communities we serve. We like to empower our community members, and with Goodwill’s efforts behind that mission, it really helps us identify and easy fit for PNC with a partnership like that.”

“Not only are they a valued business partner, they are a committed community partner,” says Carolyn, “and I thank PNC for that.”



Nicholas Ayotte
Relations Manager and Senior Vice President of Fianance



RETAIL & DONATION LOCATIONS

Lee County

Bonita Springs

8951 Bonita Beach Rd.
Bonita Springs, FL 34135
(239) 390-1081
Mon-Sat 9-8 Sun 10-7

blue Boutique on First

2401 First Street
Fort Myers, FL 33901
(239) 332-2026
Sun - Thurs 10-7
Fri-Sat 10-9

Cape Coral Chiquita

4716 Chiquita Blvd.
Cape Coral, FL 33914
(239) 549-3614
Mon-Sat 9-8 Sun 10-7

Cape Coral North

2040 NE Pine Island Rd.
Cape Coral, FL 33909
(239) 772-3535
Mon-Sat 9-8 Sun 10-7

Cape Coral South

3226 Del Prado Blvd. S.
Cape Coral, FL 33904
(239) 542-2212
Mon-Sat 9-8 Sun 10-7

Estero

10351 Corkscrew Commons Dr.
Estero, FL
(239) 992-7336
Mon-Sat 9-8 Sun 10-7

Fort Myers Challenger

4950 Challenger Blvd.
Fort Myers, FL 33966
(239) 938-0061
Mon-Sat 9-8 Sun 10-7

Fort Myers Plantation

13500 Plantation Rd.
Fort Myers, FL 33912
(239) 768-3701
Mon-Sat 9-8 Sun 10-7

Fort Myers McGregor Store

15271 McGregor Blvd.
Fort Myers, FL 33908
(239) 437-2481
Mon-Sat 9-8 Sun 10-7

Fort Myers Island Park

16523 Island Park Rd.
Fort Myers, FL 33908
(239) 482-6102
Mon-Sat 9-8 Sun 10-7

Fort Myers Palm Beach

4162 Palm Beach Blvd.
Fort Myers, FL 33905
(239) 694-4915
Mon-Sat 9-6 Sun 10-6

Fort Myers Page Field

5120 S. Cleveland Ave
Fort Myers, FL 33902
(239) 875-3561
Mon-Sat 9-8 Sun 10-7

Lehigh Acres

2825 Lee Blvd.
Lehigh Acres, FL 33971
(239) 369-8500
Mon-Sat 9-8 Sun 10-7

North Fort Myers

1919 N. Tamiami Tr.
North Fort Myers, FL 33903
(239) 656-5020
Mon-Sat 9-8 Sun 10-7

Outlet Center

5100 Tice Street
Fort Myers, FL 33905
(239) 694-8754
Mon-Sat 9-7 Sun 10-6

Attended Donation Centers (ADC)

All locations Open
Mon-Sun 9:00 am - 6:00 pm

Bonita - (Store Front)

Bonita Grande Crossing
12950 Trade Way Four

Estero - (ADC)

Coconut Point Mall
US-41 at Coconut Road
(Near Super Target and Muvico Cinema)

Fort Myers - (Store Front)

South Point Plaza
5997 S. Pointe Blvd 101

Fort Myers - (Store Front)

Arbor Towne
10676 Colonial Blvd.

North Fort Myers - (Store Front)

Shops at Del Prado
17940 N. Tamiami Trail

Charlotte County

Englewood

1501 Placida Rd.
Englewood, FL 34223
(941) 475-9401
Mon-Sat 9-8 Sun 10-7

Punta Gorda

3415 Tamiami Trail
Punta Gorda, FL 33950
(941) 833-0130
Mon-Sat 9-8 Sun 10-7

Port Charlotte

2325 Tamiami Tr.
Port Charlotte, FL 33952
(941) 625-3449
Mon-Sat 9-8 Sun 10-7

Port Charlotte

(Peachland Promade Shopping Center)
24123 Peachland Blvd.
(941) 764-0821
Mon-Sat 9-8 Sun 10-7

Collier County

blue Boutique at Ave Maria

5076 Annunciation Circle Suite #103
Naples, FL 34142
(239) 327-3301
Mon-Sat 10-6 Sun 11-5

Egrets Crossing

4951 Santa Barbara Blvd
Naples, FL 34101
(239) 450-5317
Mon-Sat 9-8 Sun 10-7

Golden Gate

4875 Golden Gate Pkwy.
Naples, FL 34116
(239) 353-7331
Mon-Sat 9-8 Sun 10-7

Heritage Bay

8915 Sage Ave
Naples, FL
(239) 348-1624
Mon-Sat 9-8 Sun 10-7

Immokalee

400 North 15th St.
Immokalee, FL 34142
(239) 658-2262
Mon-Sat 9-8 Sun 10-7

Naples Pine Ridge

1687 Pine Ridge Rd.
Naples, FL 34109
(239) 592-1586
Mon-Sat 9-8 Sun 10-7

Naples Towne Centre

3759 E. Tamiami Tr.
Naples, FL
(239) 417-5636
Mon-Sat 9-8 Sun 10-7



Hendry Counties

Clewiston

969 W. Sugarland Hwy.
Clewiston, FL 33440
(863) 983-274
Mon-Sat 9-8 Sun 10-7

LaBelle

91 S. Lee St.
LaBelle, FL 33935
(863) 675-8585
Mon-Sat 9-8 Sun 10-7

Attended Donation Centers (ADC)

All locations Open
Mon-Sun 9:00 am - 6:00 pm

Naples - (Store Front)

Midway Plaza
4755 Tamiami Trail - Midway Plaza

East Naples - (Store Front)

Price Street Plaza
12450 Tamiami Trail

Naples - (Store Front)

Marquesa Plaza
13020-12 Livingston Rd. Suite 13

Naples - (Store Front)

Uptown Center
2700 Immakalee Rd.
(Between Airport Pulling and Livingston Rd.)

DID YOU KNOW....

Goodwill has over **960 employees**, 25.5% identify as having a disability. We moved all hourly employees to the new state minimum (if their pay rate was below) and gave others, that pay rates were already above the new rate a \$0.50 increase.

2021 Retail Community Impact



537,455
in donated goods

2,526,286

Shoppers visited our Southwest Florida Goodwill Retail Stores



\$3,510,150

E-Commerce Revenue

51,595,680 LBS.

of goods that did not go into the landfills

Number of Donations	537,455	
Total Donation Pounds	25,797,840	100%
Retail Pounds	14,659,681	56.8%
Outlet Pounds	969,490	3.8%
Salvage Pounds	6,837,212	26.5%
Waste Pounds	3,331,457	12.9%



2021 Mission Services Community

A year in Review

23,262 unduplicated individuals were served in Lee, Collier, Charlotte, Hendry & Glades counties.

#onestepcloser

7,515 individuals received Community Services for individuals with disadvantages/barriers

- **60** individuals enrolled in our credentialing programs which included home-care companion course, ASE auto service, or SafeStaff Food Handler's course. **58** people earned a certification in one of these programs.
- **7,339** people were served through our Community Resource Centers (CRCs) which provides unemployment application assistance, ACCESS services, Career Campus/Digital Skills training and other wrap around services that help individuals and their families get one step closer to economic self-sufficiency. Through our CRCs, **391** individuals secured a job through our employment placement services. In addition, **351** veterans and families received linkage and referral services.
- **116** aspiring entrepreneurs enrolled in the MicroEnterprise Institute 73 graduating and 55 new businesses were started or strengthened.

273 Individuals with disabilities received services:

- **109** adults with intellectual and developmental disabilities were served through our Pathways to Opportunity and PTO-2-Go program
- **111** adults with disabilities attended Trailways Camp
- **53** people were provided job training and employment services through our Pathways to Work program



6,482 Individuals/families received wrap around services through our Neighborhood Outreach which serves the communities of Charleston Park, Page Park, and Pine Manor.

305 Individuals live in our accessible housing for low-income seniors and people with physical disabilities in Cape Coral, Fort Myers, North Fort Myers, LaBelle, Clewiston, Lehigh Acres, Punta Gorda and Port Charlotte.

681 People received support services such as work experience, voucher assistance, and approved LIHEAP (utility) application assistance

8,006 People attended and participated in our many Mobile-CRC events, Job fairs, community collaboration events (food drives), the G.I.V.E program, or were connected to a community partner through our linkage and referral service.



Career Fairs held by Goodwill CRC's in 2021

- 4 Career Fairs (July-Oct 2021)
- 356 Jobseekers Attended
- 54 Vendors Attended
- 32 Job Placements
- Goodwill participated in 3 additional outside Job Fairs (Nov-Dec), resulting in 8 internal hires.

2021 MISSION HIGHLIGHTS

For more information on our programs and services visit: www.goodwillswfl.org

John Nadeau, Goodwill SWFL CEO, named in top 30 nonprofit executives of 2021 by Cape Coral Community Foundation.

Every year the Cape Coral Community Foundation honors top achievers and community builders who perform their duties with integrity and honesty while making a substantial impact.



Goodwill SWFL receives SHIP funding for Housing for people with disabilities

The Lee County Board of Commissioners has approved the allocation of SHIP Funding (State Housing Initiative Partnership program) to make necessary upgrades and renovations to two of Goodwill housing apartment complexes, The Pines in North Fort Myers and Country Cove in Lehigh Acres. The funding totaling more \$600,00 for these two projects will be used to renovate a total of 28 apartments for people with physical disabilities. Goodwill Industries of SWFL has been providing housing for people with



MicroEnterprise

2021 marked the 100th graduating class of the MicroEnterprise Institute with over 963 graduates and more 500 businesses emerging from the program. This small business class helps aspiring low-to-moderate income entrepreneurs learn the skills necessary to see if their business ideas are feasible, and helps them put their ideas on paper—the first steps to a successful business plan. These small businesses have added to the local flavor of Southwest Florida.



United Way awards nearly \$30k to Goodwill SWFL's community services and VITA

The United Way of Collier and the Keys has awarded \$18,750 to support the CRC in Collier County and the Mobile CRC, which is a van fitted with computer stations and can serve residents in areas where transportation is a barrier. Goodwill was also awarded \$10,000 to help during the VITA Season. Giancarlo Castano, the Goodwill Mobile CRC coordinator, received training from the IRS and used the Mobile CRC to help 100 people in Collier County prepare and e-file their 2020 federal tax returns.



United Way Employee Giving Campaign

In 2021 Goodwill SWFL raised \$26,359.50 (with a goal of \$19,000) for the United Way of Lee, Hendry, Glades, and Okeechobee. *1 employee pledged \$1,000+ and 4 pledged \$500+*



2021 MISSION HIGHLIGHTS

Carolyn Johnson, Sr. VP of Mission and Development Named Opportunity Accelerator Fellow by Goodwill Industries International

The Opportunity Accelerator is a process in which Goodwill across the country can deliver digital skills, job placement, and career training services to job seekers and career advancers. The process has three phases that our career navigators will use to provide services: Assess and Plan, Equip and Connect, and Launch and Evaluate. As part of the first cohort, Goodwill SWFL will be one of the first Goodwill to put the Opportunity Accelerator into action and help thousands of individuals in the community reach their career goals.



HODGES UNIVERSITY (HU DIRECT) and GOODWILL SWFL Affiliation

In 2021 Goodwill and a division of Hodges University, HU Direct, forged an affiliation that brings educational and workforce training opportunities to SWFL residents. Beginning with the Goodwill Lehigh Community Resource Center, followed by the Bonita Springs location and then the King's Highway location, students can take classes on days and times that best suit them. Current classes are focused on English as a Second Language and English Grammar Online.



PNC Bank Pledged \$25,000 to support Community Resource Centers

Goodwill CRCs serve more than 800 people a week aiding with job search skills, resume writing, online job searches, interview preparation, digital skills training and upskilling for career advancers. The grant from PNC will be integral to the Centers expanding their ability to serve more people.



Pathways to Opportunity was awarded \$50,000 grant from the Golisano Foundation

The funds are to support Pathways to Opportunity (PTO), a day training program that provides life-changing opportunities for adults with significant intellectual and developmental disabilities who want to gain independence, empowerment, and experience new opportunities.



Bank of America awards PPEs to Pathways to Opportunity

PTO received 2,000 gloves, 25 cases of hand sanitizer and 10,000 masks to help keep the participants, staff, and volunteer safe.



Community Resource Centers receive support in 2021

Goodwill CRCs provide free digital skills training, employability workshops, assist with applications for Access, child tax credit payments, navigation of the healthcare network, and free tax filing through VITA, and much more. We would like to thank those who provided support in 2021.



- United Way of Lee County
- Truist Foundation
- Coca-Cola Foundation
- United Way of Collier and the Keys
- Allegretti Foundation
- PNC

2021 RETAIL HIGHLIGHTS

Store expansions through moves and renovations:

We were able to acquire nearby properties at Del Prado to offer a much bigger shopping experience. Additionally, there were great commercial real estate negotiations that lead to affordable moves to expand our footprint at Kings Highway Port Charlotte, Bonita Springs, and blue Downtown Fort Myers.



Del Prado
(3226 Del Prado Blvd. Cape Coral)



blue boutique downtown
(2285 First Street, Fort Myers)



Kings Highway
(24123 Peachland Blvd., Port Charlotte)



Bonita Springs
(11601 Bonita Beach Road)

We also Opened three new store locations in 2021



Egrets Crossing
(4951 Santa Barbara Blvd., Naples)



"blue" boutique
(Ave Maria's town circle)



Page Field
(5120 S Cleveland Ave, Fort Myers)

Our Human Resources team has been recruiting non-stop through 2021.

Goodwill SWFL has over **960 employees** in the five counties we serve, and is one of the largest employers in SWFL.



2021 EVENT HIGHLIGHTS

Festival of Trees 2021: 15th Annual Festival of Trees

Festival of Trees was celebrated at the Sidney & Berne Davis Arts Center in the downtown River District of Fort Myers Dec 2-5th, including a free outdoor concert by the Ben Allen Band.

Thank you to all of our sponsors who have helped make the 2021 Festival of Trees so wonderful!



2021 Patrons Winners Team Bobby Jones



- Ken Bennett
- Justin Bean
- Eric Strom
- Mike McGarvey

Goodwill Southwest Florida 10th Goodwill Golf Classic



2021 Golf Classic Winners Team RD Johnson Construction

- Michael Johnson
- Mike Lendino
- Alex Ortega
- Matthew Johnson

2021 FINANCIAL REPORT

INCOME STATEMENT for Goodwill Industries of Southwest Florida, Inc.

(2021 Summary Financial Statement Information for the year ended December 31, 2021 UN-Audited)

REVENUES

Retail Stores	\$ 39,473,145
E-Commerce	\$ 3,510,150
Salvage	\$ 1,595,895
Community Support Services & Grants Revenue	\$ 1,480,899
Fundraising	\$ 598,264
Business Services	\$ 461,206
Other	\$ 498,088

TOTAL REVENUE \$ 47,617,647

INCOME FROM OPERATIONS \$ 4,694,924

LESS:

Depreciation & Amortization \$ 1,775,593

NET INCOME \$ 2,919,331

EXPENSES

Retail Stores	\$ 32,723,964
E-Commerce	\$ 1,738,522
Salvage	\$ 1,054,441
Community Support Services (css)	\$ 2,929,219
Business Services	\$ 920,378
Fundraising	\$ 198,468
General & Administrative	\$ 3,145,895
Other	\$ 211,836

TOTAL OPERATING EXPENSES \$ 42,922,723

BALANCE SHEET for Goodwill Industries of Southwest Florida, Inc.

(2021 Summary Financial Statement Information for the year ended December 31, 2021 UN-Audited)

ASSETS

Current Assets:

Cash & Investments	\$ 10,161,259
Accounts Receivable	\$ 523,314
Inventories & Other Current Assets	\$ 9,003,670

Total Current Assets \$ 19,688,243

Non-current Assets:

Land, Buildings & Equipment (Net) \$ 28,580,861

Total Non-current Assets \$ 28,580,861

TOTAL ASSETS \$ 48,269,104

LIABILITIES & NET ASSETS

Current Liabilities:

Accounts Payable & Accruals	\$ 2,754,020
Inventories & Other Current Assets	\$ 337,454

Total Current Assets \$ 3,091,474

Non-current Liabilities:

Long-term Debt - Financing	\$ 5,024,873
Long-term Debt	\$ 73,070

Total Non-current Liabilities \$ 5,097,943

Deferred Revenue \$ 1,589,378

Deferred Rent Liability \$ 829,198

Total Deferred Revenue \$ 2,418,576

Total Liabilities & Deferred Revenue \$ 10,607,993

Net Assets \$ 37,661,111

TOTAL LIABILITIES & NET ASSETS \$ 48,269,104



THANK YOU

FOR YOUR FINANCIAL SUPPORT

Your generosity has helped to improve lives in Southwest Florida.
We could not have accomplished our goals without you.

2021 SUPPORTERS

Donations received cumulatively from 2011 - 2021

\$50,000 - \$100,000

CBRE, Group | Trinity Commercial Group | Mr. & Mrs. Joseph and Brenda Sullivan

\$10,000 - \$49,999

Mr. & Mrs. Jim and Carol Allegretti | Mr. & Mrs. Robert and Ann Arnall | B&I Contractors | Ms. Elisabeth Bailey | Mr. Butch Borchert Boston Red Sox Foundation | Mr. Stephen Bowen | Stephen Bowen Construction | Mr. & Mrs. Teely and Lerin Byrd Enterprise Holdings Foundation | Ms. Barbara Hartman | Mr. & Mrs. John and Cheryl Honc | Honc Marine
Ms. Carole Laird Mr. & Mrs. Walter Nelson | News-Press | OneDigital | John E. and Aliese Price Foundation | Publix Super Markets Charities ROMICH IX, LLC | Rotary Club of Fort Myers, Florida | Trust Fund | Mr. & Mrs. Mike and Dawn Silverman | Mr. & Mrs. Jon and Joyce Simmons | Ms. Ley Smith South Hampton Asset Management, LLC | Mr. & Mrs. Michael and Karen Sullivan SunTrust Bank | Ms. Ann Talcott | Dr. Ken Walker

\$5,000 - \$9,999

Ms. Sarah Arnall | Mr. & Mrs. Reggie and Sarah Augusthy | Balcon Enterprises, Inc. | Mr. & Mrs. William and Lisa Barrett Grand & Benedicts | Mr. Kenneth Bennett | Century Link | The Honorable Judge Scott Cupp | Carl George DuBois Revocable Trust | Ms. Dorothy Farrington | Mr. Gerard Fiacco | Mr. Frank Fisher | Florida Insurance Trust | GMA Architects
Mr. and Mrs. Jason Hochberg Mr. Mike Johnston | KRB Music Company } Mr. & Mrs. Rich McConville | Mr. & Mrs. Jerry and Sharon Miller | Mr. Scott Myers | Mr. & Mrs. John and Pamela Noland | Mr. Chris Peters | Mr. Michael Leahy Pollock
Mr. David Roos | Mr. Michael Roper | Rotary of North Fort Myers | Ryder Systems, Inc. | Ms. Mary Sparkman | LTG Gary Speer and Catherine Speer | Ms. Judith Stetter | SunTrust Foundation Mr. Jerry Welty | John R. Wood Properties

\$1,000 - \$4,999

Mr. Roberto Alana | American Cover Design 26, Inc. | Ms. Hilda Avedikian | Mr. Avis Bauer | Mr. Everett Bell | Bella Signs and Designs | Mr. & Mrs. Juan and Enas Bendeck | The Bireley Family Foundation | Ms. Darlene Brox | Ms. Greta Campbell | Cape Coral Brewing Company, LLC | Collaboratory | The Community Foundation | The Columbia Property Group, Inc. | Mr. & Mrs. Ronald Cummins | Ms. Leaetta Davidson | Ms. Sherri Denning | Dr. & Mrs. Carlo deRosa | Major General James Dozier and Sharlene Dozier | Mr. Richard Driscoll | Ms. Katherine Dupee | Mr. Doug Errington | Mr. & Mrs. Richard and Susan Evanchyk | Mr. Gary Faulkenburry | Mr. & Mrs. William and Virginia Fellows | Fifth Third Bank
Mr. Thomas Flood | Mr. Thomas Frackenpohl | Sam Galloway Ford | Mr. & Mrs. Charles E. Garrity | Hahn, Loeser & Parks, LLP | Hanger Charitable Foundation | Mr. Jesse Heindl | Ms. Mildred D. Hill | Mr. Billy Holbrook | Mr. David Hollander | Mr. Robert E. Hord, Jr. | HTM Conservator, LLC | Kalamazoo Foundation Mr. Jerry & Mrs. Carloyn Johnson
Mr. & Mrs. Thomas and Elizabeth Kepp | Leon Korol Company, Inc. Mr. Lonnie Letteri | Mr. & Mrs. Kevin and Renee Lewis | Mr. Thane Liming | Mr. Joseph McCarthy Mr. William McDaniel, Jr. | Dr. John Meyer | Mr. John Nadeau and Ms. Soy Williams | Mr. John Okonek | Ms. Dorin Oxender | Reusable Transport Packaging, Inc. | Chesley (Chet) Perry Foundation | Mr. Michael Perry | Ms. Carol B. Phelon | Piedmont Companies | Mr. Ray Pottorf | Mr. Duane Prosser Mr. Olin Raby Regent Products Corp | Ms. Margaret Rogers | Rotary Club of Fort Myers South | Safelite Autoglass Foundation | Sandoval Community Association | Mr. Kurtis Schroeder | Mr. & Mrs. Shafir | Mr. & Mrs. Ron and Lois Shulman | Mr. & Mrs. Douglas and Karen Stewart | JFK Trading, LLC | Suncoast Credit Union | Synovus Bank | Ms. Madeline Taeni | The Andrews Family Fund Alexander Tognino Foundation, Inc. | Mr. Byron Tweeten | US Bank | Mr. Mark Vincent | Mr. Ron Weaver | Mr. David West | Willie T's Key West

We sincerely apologize in advance if a name(s) did not make our list.



THANK YOU

FOR YOUR FINANCIAL SUPPORT

Your generosity has helped to improve lives in Southwest Florida.
We could not have accomplished our goals without you.

2021 GRANTS

\$50,000 plus

Golisano Foundation | Lee County Board of County Commissioners (Lee CARES, Partnering for Results, Communities, and Continuum of Care) | United Way of Lee, Glades, Hendry, and Okeechobee Counties.

\$20,000 to \$49,999

City of Cape Coral City Council (CDBG) | Richard M. Schulze Family | United Way of Collier and the Keys

\$5,000 to \$19,999

Bank OZK | Bank of America Charitable Foundation | Carol B. Phelon Foundation | Charlotte Community Foundation Economic Development Partnership (Charlotte County) | Fifth Third Bank | FineMark National Bank & Trust | Martin Foundation OneTen | Third Federal Savings and Loan | Truist | Wells Fargo

\$250 to \$4,999

Allegretti Foundation | Charlotte State Bank & Trust | Garrity Family Giving Fund | Margaret McCartney & R. Parks Williams Foundation | Regions Bank | Zonta Foundation of Southwest Florida, Inc.

2021 LEGACY SOCIETY

The Blair Foundation | The Jack Brown Estate | The Howard Lewis Estate | The Barbara Mann Trust | The Margaret Mengert Estate | The Elizabeth A. Rash Trust | The Betty Royer Trust



A special thank you to Pelican Marsh Golf Club
for their support of the
Pathways to Opportunity Kitchen Remodel



A special thank you to PNC Bank
for their support of our
Community Resource Centers

**We sincerely apologize in advance if a name(s) did not make our list.*



Goodwill

Industries of Southwest Florida, Inc.

Opportunity Center
5100 Tice Street | Fort Myers, FL 33905
(239) 995-2106 | T.T.Y. (239) 995-9207

www.goodwillswfl.org

