

# Goodwill

Industries of Southwest Florida, Inc. 

## *2022 Annual Report*



# Roaring 2022

## 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

**Douglas A. Stewart**  
Chief Operating Officer

**Carolyn Johnson**  
Senior Vice President of Mission & Development

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### **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



Last September, when Hurricane Ian slammed into Southwest Florida seems like a long time ago, but the memories are still vivid. Immediately after the storm, Goodwill Industries of Southwest Florida was one of the community nonprofits on the front lines helping in the recovery effort, and providing critical support and services to those impacted by the storm.

I am proud to say that Goodwill SWFL was able to provide nearly \$500,000 in vouchers to the local community. These vouchers provided clothes for those who lost everything, and helped replace some of their lost items. In addition to the vouchers, Goodwill staff had a continuous presence at the Disaster Relief Center in Fort Myers providing assistance with online applications for FEMA, D-SNAP, SBA loans and much more. Our mobile unit went out to isolated areas cut off from power, internet and phone service and provided access to internet, help with applications for assistance, and most of all - hope.

When we were able to reopen our facilities, our Community Resource Centers (CRCs) provided direction and orientation to those who had no idea where to go or what to do to access needed services and benefits. We joined with other community agencies and churches offering whatever we could to as many as we could; and (though this was hard on us as a community), in many way, it brought us together and made us stronger.

Through this disaster, even our greater Goodwill family offered support. The Florida Goodwill Association (FGA), made up of all nine Goodwill organizations in Florida, sent out a public service announcement to elicit help for Southwest Florida. People from all over the state donated to their local Goodwill, and those donations helped support the voucher program. Other Goodwill organizations from across the country also reached out. Some sent boxes of donated merchandise, some sent cash, and some came in person to lend a hand.

Thanks to Goodwill of Manasota, our neighbors to the north, we were able to partner with Guy Harvey & Zephyrhills to provide a Hurricane Relief give-away event for the hard hit area of Island Park in Fort Myers. Nearly 5-feet of standing water filled most of the homes and businesses in that area; and because we were still repairing the Island Park store, this was a drive-thru event offering free Guy Harvey t-shirts, packs of new socks, cases of Zephyrhills water, hand sanitizer, face buffs, and other goods.

Fortunately, thanks to help from our good partners and insurance providers, we were able to get all but one of our stores repaired and back open quickly; even stores that took a lot of damage like Island Park, McGregor and our blue Boutique in downtown Fort Myers.

All in all, 2022 was a good year for Goodwill SWFL as a social service enterprise. We were able to provide assistance to 33,563 people here in our five-county area throughout the year. Among that number, 7,282 benefited from assistance at one of our eight CRCs, receiving free digital skills training, employability and workforce development upskilling, which helped open new doors for them to a better job. We also offered 10 MicroEnterprise classes in 2022, which graduated 71 entrepreneurs, and launched 40 new businesses in Southwest Florida. Finally, 146 individuals with intellectual and developmental disabilities received services through our Pathways to Opportunity, PTO-2-Go, Life-Skills Series and Pathways to Work programs. People in Southwest Florida are still recovering and looking for work as businesses rebuild. We are here helping, guiding and training. We are offering a hand-up out of hopelessness, into a better tomorrow.

A handwritten signature in blue ink, which appears to read "John Nadeau". The signature is fluid and cursive, written over a white background.

**2022**  
**Chet Perry Breakthrough**  
**Achiever of the Year**  
**Cheryl Fisher**



Cheryl Fisher started her journey with Goodwill as a student in High School High Tech - a career exploration & enrichment program for students with disabilities.

“She recognized that as soon as she joined High School High Tech that anytime there was job shadowing, and mentoring, she was all in, explains Angela Hemstreet, Goodwill’s Director of Employment Services.” “If we had workshops in making a good first impression, or a resume workshop, she was there. She just really participated in High School High Tech big time, and that moved her on to summer experiences. She didn’t stop learning in the summer, she joined Youth Leadership Forum, went to Tallahassee twice and really learned a lot of leadership. She’s a natural leader.”

Cheryl may have been introduced to Leadership through High School High Tech, but it was her natural leadership abilities and a love for learning new things, that made her to want to explore more. She jumped at an opportunity to do On-The-Job Training at the Goodwill near her home, and was so successful at it, that by the time she was 17, she was offered a job as a processor.

“I really liked sorting the clothing,” giggles Cheryl. “My strength is my speed and how efficient I get things done. Yeah, it was an exciting experience learning new things and such.”

By the time Cheryl finished High School, she was offered a full time position at Goodwill. Now, five years later, not only has she excelled in her position, she has totally reinvented the whole textile process to improve efficiency. “To make things easier, I’ve started a better system to get things out, and now that’s working much better. It’s less stressful,” explains Cheryl.

“I saw a potential in her. She took a leadership role with the textile team, and she just continued to grow from there,” says John Monahan, Cheryl’s Store Manager. “She now leads five other people to get the job done, and it shows in our numbers. All her departments are up over 60%. So they are doing something right and it’s because of her leadership.”

*“I really like working with my team. It’s like we are a family here,” says Cheryl.*

*“I’m just impressed. I’m proud of her,” Angela exclaims. “We like to see this. That somebody takes part in a program and then moves on to really have success at their job.”*

Cheryl’s success has come through hard work and dedication to her team. She says working for Goodwill is great because she enjoys being part of an organization that helps the community.

## 2022 Breakthrough William J. Barrett Graduate of the Year Chevone Peterson



“Our first business idea, my husband and I, we were looking to open up a group home because we’ve always, always, always wanted to service the community, and especially with individuals with disabilities,” says Chevone Peterson. “But, I had no idea on how to run a business, what to do for a business, what it is that I need for a business... So, going through MicroEnterprise, it showed me how to set up my business plan.”

“Chevone Peterson completed our class number 18 in 2013,” explains Sandra Plazas, the Goodwill Director of Community Education, “Throughout the six weeks, she developed a feasibility plan to help her launch this business.”

“As I got into it, and as I got into MicroEnterprise, and understanding what it is that I was seeking,” explains Chevone, “I understood that I wanted to do more than just a group home.”

“There was a need in the community that was not being met,” says Sandra, “and she decided to open up, as part of her original business, a nonemergency transportation service for individuals with disabilities.”

“A transportation provider shutdown, and now we have one major transportation provider in this area, but they were running slammed,” explains Jessica Tursi, Goodwill Director of Disability Services & Navigation.. “They were finding it hard to get help. They needed to find more buses, because the demand in the area was so much higher. So, when we reached out to Sandra to see if there was someone who graduated from MicroEnterprise who could help, she gave us some contact information, and we reached out.”

“All the waiver support coordinators were saying, ‘Hey, since you are servicing all these people, why don’t you try transportation?’ I was like, Oh, OK,” explains Chevone. “Oh-my-gosh, that was like a life changing idea.”

“It’s been amazing because a lot of our folks that ride with them, wouldn’t have any other way to come here if it wasn’t for them,” says Jessica.

***“I love, love, love the individuals that we serve,” explains Chevone, “because if they are having a bad day, you can turn it around to a happy day. And, they just love you, and they say thank you - all the time.”***

“In speaking with Chevone recently, she did tell me that she has more business than she’s ever imagined,” says Sandra. “And with that, she is constantly busy and also able to hire more employees, which is another really great opportunity with small business, because they hire local folks which helps our local economy.” “Yes, we are looking to expand, expand, expand,” says Chevone, “and, who knows, we may be the next LeeTran.”



Peterson Family Care LLC

## 2022 Breakthrough Employer of the Year Lee County School District



"In 2022, we were still struggling to maintain the staff that we had, and we were still in a growing population too, so even though the pandemic happened, people were still moving to Lee County," says Suzette Rivera, Lee County School District Director of Recruitment. "We still were needing to hire personnel from teachers to bus drivers to support staff in the schools, and that never went away. It actually increased."

"A big push over the last year-and-a-half or so, has been 'Let's Get Back to Work', which has been really important because of COVID and the hurricane and helping folks be able to realize that there are opportunities out there," explains Tim Goodman, Goodwill Employer Relations Specialist.

"In this market where we are trying to recruit employees, we wanted to find out how do we reach our community members who need employment," explains Suzette. "So, having the job fairs hosted by Goodwill where we were here in with our people in Lee County, helped us recruit and retain some incredible bus drivers and other employees."

"Well, we have worked with Lee County School District, specifically the bus transportation department, for about a year-and-a-half now," says Tim. "And, they have been great partners with us to attend all of our job fairs."

"The Goodwill events are always well ran and well organized, and they have great turnout," says Suzette. "It's really been a great opportunity for us to get some employees back to working in Lee County Public Schools."

***"The Goodwill job fairs have been really great," recounts Mr. Jesse Peterson, the Lee County School District Transportation Secretary. "So far, I've actually hired about 16 though the Goodwill events."***

"And they continue to hire more," explains Tim. "They have had folks that have been with them awhile. We've gotten some feedback. They are very happy in their positions. They feel like they are more productive citizens. They feel like they are doing jobs that make a difference, and that give back to the community, and so they feel better about themselves. "

***"If it wasn't for Goodwills, we couldn't be changing lives," says Mr. Peterson. "And that's the whole purpose behind giving someone the opportunity to change their life."***

"I think everyone benefits because it's so important that our students get the transportation that they need to school," says Tim. "I feel like it just helps the whole community, and helps with the hiring needs in our county as well."

## 2022 Breakthrough Business of the Year Florida Wholesale



Florida Wholesale, headed up by owner and CEO, Ken Bennett, has been doing business with various Goodwills over the years. They began their business relationship with Goodwill Industries of Southwest Florida about five years ago, and through that time, Ken has become much more than a source for sunglasses and coffee.

“Ken is multifaceted in the way he helps us. He comes to our store openings. He donates free sunglasses & coffee, and he comes in person to serve our employees and the people coming in to shop,” explains Ashley Price, Goodwill SWFL Director of Development. “And, I think that is really important because he has such a great personality, and he makes people feel really warm. And, that is exactly how you want your customers and employees to feel on Grand Opening day. He could send anyone from his job, but he comes in person.”

“This is fun! this is why we’re here,” Ken remarked thoughtfully. “Yeah! You can’t have someone tell you what that smile looks like, or what that smile feels like. So, to experience that, gives you a sense of what you are doing, and why you are doing it. It’s not giving to me. I get back much more by seeing those smiles, and contributing to this community. It really, truly is my privilege.”

“Anything that we need from him, we just ask him and he is willing to help us,” explains Ashley. “He connects us with other community members, and also foundations that can lead to money for our mission.”

“I would say the biggest thing about Ken (beyond the products, beyond the business association) is he’s a big believer in Goodwill, and the mission of Goodwill,” says Goodwill SWFL CEO & President John Nadeau. “He’s always been a big supporter of anything that we tried to do. He is a big part of our Patrons Golf Tournament. His heart is really with Goodwill. Ken believes in the Goodwill mission, and he helps a lot of Goodwills across the country not just ours.”



“I think we have just begun with Ken. I think he is such a valuable asset to us,” states Ashley. “He cares about who we are, and who we serve and really what we are here to do, and the impact that we have on our community.”

***“Oh, they’re stuck with me,” laughs Ken.  
“They have kind of adopted me so I’m here to stay.”***



## 2022 Breakthrough Volunteer of the Year Texas Roadhouse's Alex Damerell



In addition to sponsoring regular fundraisers called "Dine to Donate", Texas Roadhouse also invites our Pathways to Opportunity participants to come in for learning field trips.

"Usually the week before we have our Dine to Donate, the participants will go out (to Texas Roadhouse)," explains Jessica Tursi, the Director of Disability Service & Navigation. "They'll learn different skills, so Alex sets up stations where they have to balance a tray on their hands, and he does an obstacle course throughout the whole restaurant."

"I love to watch them learn new things when they come out for field trips," says Alex Damerell, Texas Roadhouse Event Coordinator and Marketer. "Last time they learned the cuts of meat, and where it is located on a cow and then we did some things with trays, so they learned how to carry trays, and we bussed tables one time. They just do everything when they come here. They are always engaged. They are always asking questions. We have a great time. I love them all"

"So they love them," states Jessica. "Alex actually comes out to program, and a lot of participants ask why aren't they working here? And (when at Texas Roadhouse), a lot of participants are like, 'I can hang out here, this would be fun.'"

***"Oh my gosh! The literal smiles that they have on their faces, they just warm your heart," gushes Alex. "There's a ton of them that I have done multiple events with, they are all amazing. I love to go to Pathways and just kind of hang out with them. They gave me a tour, and everyone was so excited. They are just so genuine. I just love every single one of them."***

***"He has definitely supported us in a million different ways," explains Jessica. "I constantly get emails saying, 'Alex told me about you and said I should reach out.' So, we're very excited and very grateful for Alex and his wonderful team - that they have kind of taken us, and made us part of the family. So, thank you for everything."***





**2022  
Goodwill SWFL  
Employee of the Year  
Brad Ellena**



In 1995, Brad Ellena started his journey with Goodwill after being inspired by another Goodwill employee.

“Mary Keese had lived in the institution as a resident, got out of the institution, and went to work, explains Brad Ellena. “I found out that she went to work at Goodwill Industries. Not only did she deinstitutionalize from the institution, she got four friends together and bought a house and was a home owner. My thought process was that if a company could do that for a person who was in an institution, and now they are a homeowner, than I have to go work for that company. And, that’s what I did.”

For Brad, It was all about making a difference for people with disabilities. His first role with Goodwill was as an alcohol, drug and mental health counselor.

“So, I would go to institutions and transition these people into their first jobs (sometimes), out of the institution and that kind of connected me with Mary also, because that’s what she did, and that’s what I got to do,” Brad reflected.

Over the years, Brad has worn many hats – but what has remained consistent, is his support for people with challenges in the workplace.

“One thing about Brad is he actually takes the time to work with those individuals hand-in-hand, to make sure they understand what the expectation is, and they understand that job,” states Jody Jacoby, Brad’s direct supervisor and Senior Director of Facilities. “So, he’s really passionate about that, and I think that one of the things that makes him stand out as a leader in the organization as well.”

Providing opportunities for people with disabilities and disadvantages is Goodwill’s mission, and Brad has lived this mission for the past 28 years.

*“If you can make a difference with a couple of people, it makes a huge difference for me inside,” explains Brad. “And, that’s why I stay and that’s really what it’s about.”*



## 2022 Goodwill SWFL Employee of the Year Kim Yape



Kim Yape celebrates her *50th Anniversary* this September as a Goodwill employee and there is one fact about Kim that makes her pretty unique.

Carolyn Johnson, the Senior VP of Mission and Development reflects, "Well, I heard that back in the day, Kim used to ride her horse to work."

"Kim used to ride to work on a horse. That's how she first started here, and it was pretty cool to hear the story when she would tell it," stated Charissa Comerota, Goodwill SWFL Graphic Designer and Webmaster who has worked for Goodwill nearly 29 years.

Kim says that the Goodwill operation has changed a lot over the past 50 years. When she first started, there were only six stores in this market, and they didn't have the forklifts, bailers and other machinery that we have today.

"Way back, 40 years-ago, we didn't have pallets or anything," explains Kim. "We put everything in the hoppers. We'd go down the line. We'd pick out all the good stuff and the bad stuff would go into burlap bags."

Burlap bags are a carryover from when Goodwill first started in 1902. Even then, the Goodwill mission was to provide work and opportunities for people with disabilities and disadvantages. Although Kim has a hearing impairment, most people have no clue because she's able to read lips accurately and, it's never slowed her down.



"Kim, she has a barrier, but you'd never know she had a barrier," explains Kim's supervisor, Sandra Hernandez. "She does anything that needs to be done. She knows the needs of the company before you can tell her the needs because she has been here for so long, and she trains the new employees that come in."

"I feel comfortable," says Kim. "It's easy for me to get back and forth to work."



"Kim's real dedicated to her job and she loves working for Goodwill, and it shows," explains Sandra. "She's not just an employee, she does the mission all the way. From the beginning to the end, she does it all."

*"I'm going to work as much as I can," says Kim. "Maybe another couple of years." "I am so grateful to have a chance to work with her. She's a great person, and she's more than a great employee," says Sandra. "I wish all employees could be like her, because she's wonderful. She's a wonderful person."*

## 2022 Breakthrough Philanthropist of the Year Pet Therapy



"Hi. My name is Ellen Ferguson, and I am a Pet Therapy volunteer here at Pathways to Opportunity."

"Hi, I am Celia Ruben, and I am a Pet Therapy Dog Handler, and we've been coming here to Pathways for approximately a year now."

"A long time ago back in 1985," reflects Ellen, "I went with another friend of mine to a nursing home and she took her dogs, and I thought, this is something that I'd like to do, but, nursing homes are not my favorite thing. I like more interactions from younger people. I also like reading programs, and the Pathways clients are my favorite people."

"I love the interaction with all of the people. The staff is amazing in with what they do for the participants here," says Celia. "We have grown to know all of their names and they know our dogs' names, so it's just a win for all of us here."

"I like all of the programs that are offered here," says Ellen, "and I also like the flexibility that they provide for me so that I can come on a schedule that is convenient for me, and my dogs love all of the clients here, so it's a win, win, win for everybody."

"In 2022, Pet Therapy gave us unrestricted funds just to use for PTO," explains Jessica Tursi, Goodwill SWFL's Director of Disability Services & Navigation. "We already have that deficit every year with our folks because we don't get full reimbursement from waiver. Even the participants who are paying out of pocket, we're not charging them the full amount to come here, so that covered a big chunk of that, and it's helped in numerous places."

"Miss Ellen, thank you for bringing the dogs to Pathways," says Pathways to Opportunity participant, Stephanie.

"Thank you for bringing the dogs and letting us come to your farm," said PTO participant, Jordan. "It was wonderful! Thank you so much."

"Thank you very much Ms. Ellen for taking the dogs," says PTO participant, Gage. "We love them as much as we love you."

"Ellen and Pet Therapy, thank you so much for everything you guys have done for us," said Jessica. "I can't even begin to put into words what it means to our participants, families and to us. We couldn't have done anything we have done the past couple of years without you guys."



# 2022 Mission Services Community

## A Year in Review

### 33,563 Served in 2022!

#onestepcloser

**21,097** Individuals received Community Services for individuals with disadvantages/barriers

- **13,525** Hurricane Ian Disaster Recovery Vouchers were issued during the aftermath of the storm. During this time, our agency supported local, state, and other non-profits during recovery and relief efforts in a multitude of ways: Providing assistance at Disaster Recovery Centers, donations and distributions, and Application assistance for FEMA, and Department of Children and Families Disaster Food Stamps.

- **7,282** people were served through our Community Resource Centers(CRCs) which provide Digital Skills Training, Interviewing Skills, Employment Services and Placement, ACCESS services, Literacy Classes and other wrap-around services that help individuals and their families get one step closer to economic self-sufficiency. Through our CRCs, **199** individuals secured a job through our employment placement services.

- **186** Goodwill Employees received assistance through the G.I.V.E program. (*Goodwill Investing in Valued Employees*)

- **97** aspiring entrepreneurs enrolled in the MicroEnterprise Institute **71** graduated and **40** new businesses were started or strengthened.

- **7** individuals enrolled in our credentialing programs which included a home-care companion course, ASE auto service, and Safe Staff Food Handler's course. **4** people earned a certification in one of these programs.

**7,336** Individuals/families received wrap-around services through our Neighborhood Outreach that served the communities of Charleston Park, Page Park, and Pine Manor.

**4,535** People received support services such as work experience, voucher assistance, and approved LIHEAP (utility) application assistance. Linkage and referral services were provided.

**308** 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.

**146** Individuals with disabilities received services:

- **120** adults with intellectual and developmental disabilities were served through our Pathways to Opportunity, PTO-2-Go program, and the Life-Skills Series program

- **26** people were provided job training and employment services through our Pathways to Work program

**141** Mobile-CRC events, Job fairs, and Community Collaboration events were held this year with **4,902** people attending.



### Career Fairs held by Goodwill CRCs in 2022

- **1,195** Job seekers Attended (*March-December 2022*)
- **99** Vendors attended Goodwill Job Fairs in 2022
- **97** Hires obtained from Job Fair partners confirmed for 2022
- **27** Job Fairs
- **15** Outside Job Fairs Goodwill participated in
- **11** Confirmed Goodwill Hires

# 2022 MISSION HIGHLIGHTS

**John Nadeau, Goodwill Industries of Southwest Florida's CEO & President was named one of the Top 30 Nonprofit Executives in Southwest Florida by The Community Foundation.**

This honor recognizes Nonprofit Influencer's for leading the Southwest Florida community with grace in the face of challenge and adversity.

**Goodwill mobilizes at the front line to deliver services after Hurricane Ian. Helping our community has been our number one priority through the 2022 disaster.**

Our Community Support staff set up at the Disaster Relief Center, local churches and at our CRCs (when we could open them), while our mobile unit was out in areas hardest hit, providing access to the internet, assistance with FEMA, D-SNAP and SBA loan applications, giving out free vouchers for Goodwill merchandise and much more to help people recover from their loses.



**Goodwill SWFL, Goodwill Manasota and Guy Harvey host a one-day giveaway event at the Island Park Goodwill.**

We provided water, dry socks, Guy Harvey T-shirts, hand-sanitizer and more to help the people of that hard-hit area of SWFL.

**Goodwill Community Resource staff received training by the Patterson Foundation, and became Digital Navigators to help people in our community get connected.**

Digital Navigators help people get qualified for the government's Affordable Connectivity Program (ACP) where they can get fundamental computer training, affordable home internet services, or reasonably priced devices to make the most of the internet and break the digital divide.

**Digital Navigator**

The Patterson Foundation's Digital Navigator Program trains local organizations to connect area residents with opportunities to obtain internet connectivity, devices, digital skills, and support.

Goodwill Industries of Southwest Florida participated in Cohort #2 with FUNDATION Inc. and Generosity Southwest Florida and they are ready to assist with the three essential elements of digital access:

1. Connectivity
2. Devices
3. Skills + Support

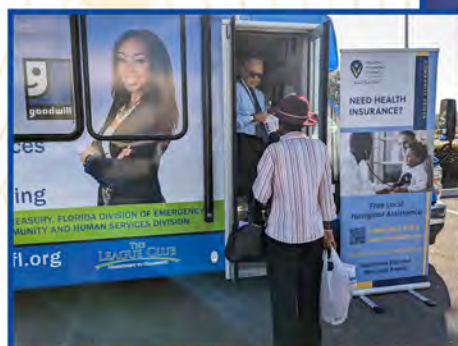
To request an appointment, call a Community Resource Center (CRC) or scan the QR code below to learn more.

**Community Resource Center**

**Community Resource Centers receive support in 2022**

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 2022. (for listing see pages 18-19)



# 2022 MISSION HIGHLIGHTS

## Introduced the Opportunity Accelerator



2022 we have launched our new Opportunity Accelerator (OA) program. A free mentorship program offered through Goodwill that individualizes the delivery of digital skills, job placement and career training services to each job seeker and career advancer in low-to-moderate income communities. This helps financially challenged individuals fulfill their true potential, and create equity across Goodwill programs.

Goodwill Community Resource Center coordinators move career advancers through three phases: Assess and Plan, Equip and Connect, and Launch and Evaluate. The resources provided in the OA framework have been tested in a number of environments (urban, suburban and rural) and with a diverse population of job seekers, from adults young and old, to persons with disabilities and veterans.

## Goodwill Hosts Employability Workshops to Help Seniors

Goodwill and AARP have worked closely for a number of years to train seniors for jobs. But in 2022, they have taken the training to a new level. Amalia Cruz, the Coordinator at Goodwill's Lehigh Community Resource Center (CRC), was providing Employability Skills classes to a group in her center, and at the same time facilitating the training of an AARP volunteer in office skills.

As the weeks passed, and the topics in class pertained to professional attire and appropriate workplace communication, Amalia noticed the volunteer making changes to improve her own attire, language, carriage, and general professionalism. Amalia mentioned this to the AARP Program Director who had noticed those changes as well. The Director proposed that Amalia submit her curriculum for approval as training courses for AARP members.

The curriculum was subsequently approved, and now cohorts of AARP members receive eight weeks of training in the Goodwill Lehigh Community Resource Center. Trainees are learning to type, navigate the internet, use basic word-processing software, and complete online forms. Those who do not yet speak English are engaging in English as a Second Language workshops. The cohort has become a community, learning and discussing together best practices in the world of work. Goodwill's Director of Employment Services, Angela Hemstreet, sees this as a model which can be expanded to the other Community Resource Centers across Southwest Florida.



## SWFL MicroEnterprise Institute

2022 marked the **110th** graduating class of the MicroEnterprise Institute with over **1034** graduates and more than **540** 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 Employee Giving Campaign

In 2022, Goodwill SWFL raised **\$14,171** for the United Way of Lee, Hendry, Glades, and Okeechobee.



# 2022 EVENT HIGHLIGHTS

The Festival of Trees was selected as the Best Overall Charity Event by The Community Foundation during the 2022 Charity Events Awards.

An annual celebration to recognize the best SWFL fundraising events and the most outstanding charitable organizations that plan and promote fundraising events.

Now, in its 16th year running, Festival of Trees has become a family holiday tradition in downtown Fort Myers bringing thousands of visitors of all ages together to see beautifully decorated trees from local businesses.

*"We are so grateful for the people who worked hard to get this event off the ground 15 years ago and the individuals and organizations that make it the holiday tradition it is today!"*

- Ashley Price, Director of Development.



**Goodwill**   
Southwest Florida 

**11th Goodwill Golf Classic**

Our 11th Annual Golf Classic fundraiser tournament brought in over \$25,500 to go towards funding our programs and services right here in SWFL.

This event was held at the Veranda Club, the Fort Myers picturesque golf club featuring two courses designed by Jack Nicklaus.

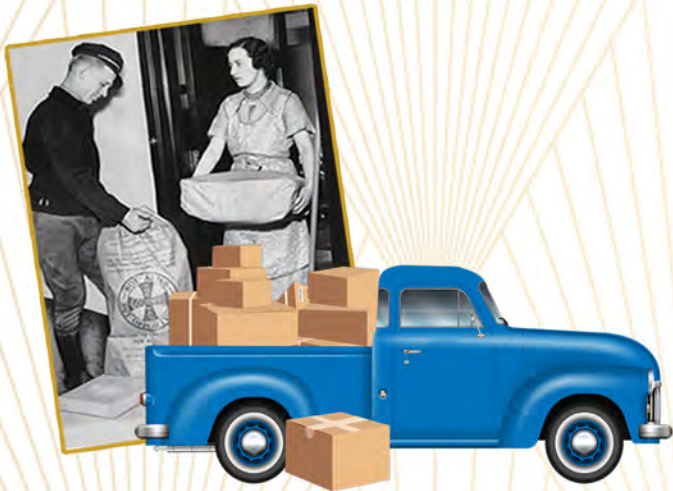
Thank you to all the sponsors, volunteers, and the teams who came out and showed your support.  
(for full listing see page 18-19)



**2022 Golf Classic Winners  
Team Financial Credit Union**

- Doug Daniel
- Patrick Brugger
- David Garrett
- Carlos Padron

# 2022 Retail Community Impact



**537,455**

in donated goods



**2,310,448**

Shoppers visited our Southwest Florida Goodwill Retail Stores



**\$3.7 Million**  
E-Commerce Revenue

**25,879,060 LBS.**

of goods that did not go into the landfills

Number of Donations	537,060
Retail Pounds	11,336,728
Outlet Pounds	861,988
Salvage Pounds	10,643,946
Waste Pounds	5,036,398





# 2022 Hurricane Ian Response

## Hurricane Damage

Island Park, McGregor, Port Charlotte and our blue boutique downtown Fort Myers all experienced damage due to Hurricane Ian. We were able to restore and reopen all of the stores by the end of 2022, except for the Port Charlotte store off Tamiami Trail. Unfortunately, that store was a total loss and is in the process of being rebuilt with an expected Grand Opening sometime in 2024.



## Goodwill Mobilizes at Front Line to Deliver Services

Helping our community was our number one priority through the disaster. Our mobile Goodwill was out at the Disaster Relief Center, and at a week-long Everglades City event, providing internet access for those who could not get online, and helping with FEMA, D-SNAP, SBA loan applications, giving out vouchers for those who lost personal belongings, helping with job applications and much more!

## Community Vouchers

Goodwill Industries of Southwest Florida has been on the front lines assisting our community in the Hurricane Relief effort. Nearly 50,000 Goodwill vouchers have been provided to community members who had severe loss due to Hurricane Ian. These vouchers were issued through Goodwill Community Resource Centers, the Goodwill Opportunity Center, at the Disaster Relief Center, and given to community leaders of impacted areas. These free vouchers were being used at our retail stores to purchase donated goods, which replaced some belongings, and help the community recover from the devastation of Hurricane Ian.



## Goodwill Employee Assistance

Goodwill SWFL offered employees an opportunity to get things they need to replace lost goods from Hurricane Ian. The Outlet was opened just for Goodwill employees Saturday, 10/15, so they could get furniture for \$1 a piece and other merchandise for only \$1/pound. Every employee also received \$100 in vouchers to help them recover. Goodwill CRC Staff was also on hand to help with FEMA and D-SNAP applications.

## Hurricane Assistance and Recovery

Goodwill SWFL staff visited several of our most impacted areas offering free tarps, MREs, water and much more for those struggling to put their lives back together after Hurricane Ian. We were at our Englewood Goodwill located at 1501 Placida Rd., and at our Island Park Goodwill offering free Guy Harvey T-Shirts, cases of Zephyrhills water, packs of new socks, hand sanitizer and more.



## Helping People Find Jobs

Due to the storm many have lost their jobs. If you have been displaced from your job our Community Resource Centers (CRC) can help with job placement and other employment services including digital training, certifications, ESL classes, and more.

# RETAIL & DONATION LOCATIONS

2022 Store and ADC Listing

## 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 33928  
(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 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 Storefront locations Open

Mon - Sat 9 am - 6 pm

Sun 10 am 6 pm

### Bonita

Bonita Grande Crossing  
12950 Trade Way Four  
Bonita Springs, FL 34135

### Bonita

Bonita Bay Plaza  
26831 S. Tamiami Trail #54  
Bonita Springs, FL 34134

### Estero

Production Circle  
24520 Production Circle  
Bonita Springs, FL 34135

### Fort Myers

South Point Plaza  
5997 S. Pointe Blvd 101  
Fort Myers, FL 33919

### Fort Myers

Arbor Towne  
10676 Colonial Blvd.  
Fort Myers, FL 33913

### North Fort Myers

Shops at Del Prado  
17940 N. Tamiami Trail  
North Fort Myers, FL 33903

## Charlotte County

### Punta Gorda

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

### Port Charlotte CLOSED Due to IAN

2325 Tamiami Tr.  
Port Charlotte, FL 33952

### Port Charlotte

(Peachland Promenade 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

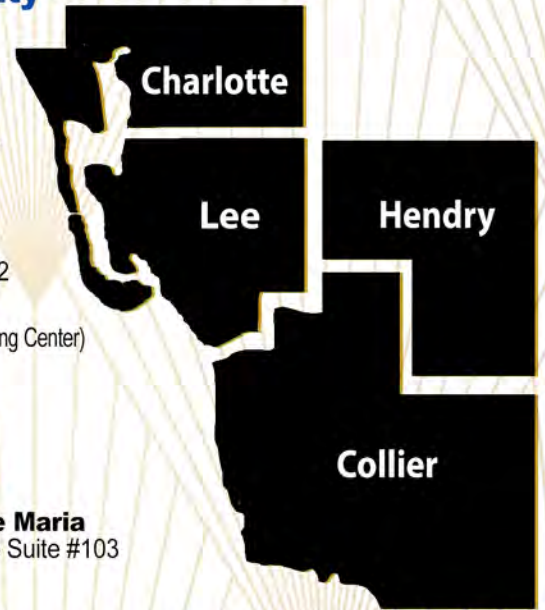
1687 Pine Ridge Rd.  
Naples, FL 34109  
(239) 592-1586  
Mon-Sat 9-8 Sun 10-7

### Naples Page Park

10455 Tamiami Trail  
Naples, FL 34108  
(239) 940-5955  
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



## 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

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Naples, FL 34108  
(239) 940-5955  
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 County

### 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 Storefront locations Open

Mon - Sat 9 am - 6 pm

Sun 10 am 6 pm

### Naples - Midway Plaza

4755 Tamiami Trail  
Naples, FL 34103

### East Naples - Price Street Plaza

12450 Tamiami Trail  
Naples, FL 34113

### Naples - Marquesas Plaza

13020-12 Livingston Rd. Suite 13  
Naples, FL 34105

### Naples - Uptown Center

2700 Immokalee Rd.  
Naples, FL 34110  
(Between Airport Pulling and Livingston Rd.)

## DID YOU KNOW....

Goodwill has over **1000 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 were already above a new rate of a \$0.50 increase.

# 2022 FINANCIAL REPORT

## INCOME STATEMENT for Goodwill Industries of Southwest Florida, Inc.

(2022 Summary Financial Statement Information for the year ended December 31, 2022 UN-Audited)

### REVENUES

Retail Stores	\$ 45,966,326
E-Commerce	\$ 3,722,933
Salvage	\$ 2,341,740
Community Support Services & Grants Revenue	\$ 1,864,725
Fundraising	\$ 1,111,095
Business Services	\$ 427,541
Other	\$ 191,037
<b>TOTAL REVENUE</b>	<b>\$ 55,625,397</b>

### EXPENSES

Retail Stores	\$ 39,614,962
E-Commerce	\$ 1,930,702
Salvage	\$ 1,343,028
Community Support Services (CSS)	\$ 3,350,088
Business Services	\$ 1,010,981
Fundraising	\$ 440,100
General & Administrative	\$ 3,222,297
Other	\$ 977,431
<b>TOTAL OPERATING EXPENSES</b>	<b>\$ 51,889,589</b>
<b>INCOME FROM OPERATIONS</b>	<b>\$ 3,735,808</b>
<b>LESS:</b>	
Depreciation & Amortization	\$ 1,967,384
<b>NET INCOME</b>	<b>\$ 1,768,424</b>

## BALANCE SHEET for Goodwill Industries of Southwest Florida, Inc.

(2022 Summary Financial Statement Information for the year ended December 31, 2022 UN-Audited)

### ASSETS

<b>Current Assets:</b>	
Cash & Investments	\$ 11,012,317
Accounts Receivable	\$ 1,273,667
Inventories	\$ 7,815,123
Other Current Assets	\$ 1,038,435
<b>Total Current Assets</b>	<b>\$ 21,139,542</b>
<b>Non-current Assets:</b>	
Land, Buildings & Equipment (Net)	\$ 29,827,035
Right of Use Assets (Net)	\$ 45,815,281
<b>Total Non-current Assets</b>	<b>\$ 75,642,316</b>
<b>TOTAL ASSETS</b>	<b>\$ 96,781,858</b>

### LIABILITIES & NET ASSETS

<b>Current Liabilities:</b>	
Short-Term Debt - Financing	\$ 347,787
Right to Use Liability - S/T	\$ 4,551,311
Account Payable & Accruals	\$ 4,362,502
<b>Total Current Liabilities</b>	<b>\$ 9,261,600</b>
<b>Non-current Liabilities:</b>	
Long-term Debt - Financing	\$ 4,677,085
Right to Use Liability - L/T	\$ 47,817,738
<b>Total Non-current Liabilities</b>	<b>\$ 52,494,823</b>
Deferred Revenue	\$ 275,361
<b>Total Deferred Revenue</b>	<b>\$ 275,361</b>
<b>Total Liabilities &amp; Deferred Revenue</b>	<b>\$ 62,031,784</b>
<b>Net Assets</b>	<b>\$ 34,750,074</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 96,781,858</b>

# 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.

### 2022 SUPPORTERS

*Donations received cumulatively from 2011 - 2022*

#### **\$50,000 - \$100,000**

Trinity Commercial Real Estate | Mr. & Mrs. Joseph and Brenda Sullivan | One Digital | Ms. Elisabeth Bailey | Mr. Butch Borcher

#### **\$10,000 - \$49,999**

Mr. & Mrs. Jim and Carol Allegretti | Mr. & Mrs. Robert and Ann Arnall | B&I Contractors | Boston Red Sox Foundation | Stephen Bowen Construction | Mr. & Mrs. Teely and Lerin Byrd | Enterprise Holdings Foundation | Florida Insurance Trust | Florida Wholesale/KRB Music Companies | GMA Architects | Goodwill Industries of the Columbia Williamette | Ms. Barbara Hartman | Mr. & Mrs. John and Cheryl Honc | Honc Industries | Ms. Carole Laird | Mr. & Mrs. Walt Nelson News-Press | John E. and Aliese Price Foundation | Publix Super Markets Charities | ROMICH IX, LLC | Rotary Club of Fort Myers, Florida Trust Fund | Mr. & Mrs. Jon and Joyce Simmons | Ms. Ley Smith | South Hampton Asset Management, LLC | Mr. Mike and Dawn Silverman | Mr. Michael and Karen Sullivan | SunTrust Bank | Ms. Ann Talcott | Pet Therapy | 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 Century Link | The Honorable Judge Scott Cupp | Carl George DuBois Revocable Trust | Ms. Dorothy Farrington | Mr. Frank Fisher | GLR Inc. | Mr. and Mrs. Jason Hochberg | Mr. Mike Johnston | The Barbara Mann Trust | Mr. & Mrs. Rich McConville | Mr. & Mrs. Jerry and Sharon Miller | Mr. & Mrs. John and Pamela Noland | Mr. Chris Peters | Mr. Michael Leahy Pollock | Elizabeth A. Rash Trust | Rotary of North Fort Myers | Ryder Systems, Inc. | Ms. Mary Sparkman | Lt. General & Mrs. Gary 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. | Mr. & Mrs. Alan and Michelle Andrews | Mr. Vinit Asar | Ms. Hilda Avedikian | Mr. Nick and Jennifer Ayotte | Ms. Catherine Babington | Mr. Avis Bauer | Mr. Everett Bell | Mr. & Mrs. Juan and Enas Bendeck | The Bireley Family Foundation | Ms. Darlene Brox | Mr. David Cahill | Mr. Robert Call | Ms. Greta Campbell | Cape Coral Brewing Company, LLC | Cape Coral Community Foundation | Compass Construction | The Columbia Property Group, Inc. | Mr. & Mrs. Ronald Cummins | Ms. Leaetta Davidson | Ms. Jean Dedouvra | Mr. John Dempsey | Ms. Sherri Denning | Dr. & Mrs. Carlo DeRosa | General & Mrs. James and Sharlene Dozier | Mr. Richard Driscoll | Ms. Katherine Dupee | Mr. Doug Errington | Mr. & Mrs. Richard and Susan Evanzyk | Mr. Kurtis Fawkes | Mr. & Mrs. William and Virginia Fellows | Fifth Third Bank | Mr. Thomas Flood | Mr. Thomas Frackenpohl | Sam Galloway Ford | Mr. Bruce Foreman | Mr. & Mrs. Charles E. Garrity | GLR | Mr. & Mrs. Gorkzyca | Hahn, Loeser & Parks, LLP | Hanger Charitable Foundation | Mr. Jesse Heindl | Ms. Mildred D. Hill | Mr. Joseph Hildebrandt | Mr. Billy Holbrook | Mr. David Hollander | Mr. Robert E. Hord, Jr. | HTM Conservator, LLC | Mr. & Mrs. Jerry and Carolyn Johnson | Kalamazoo Foundation | Mr. Thomas and Elizabeth Kepp | Mr. Richards Lan and Ms. Lee Anne | Leon Korol Company, Inc. | Mr. & Mrs. Kevin and Renee Lewis | Mr. Thane Liming | Mr. Alexander Marasco and Ms. Donna Wink | Ms. Alane Mahoney | Mr. Joseph McCarthy | Mr. William McDaniel, Jr. | Dr. John Meyer | Mr. Scott Myers | Mr. John Okonek | Ms. Dorin Oxender Chesley (Chet) Perry Foundation | Mr. Michael Perry | Ms. Carol B. Phelon | Piedmont Companies | Mr. Ray Pottorf | Mr. Duane Prosser | Mr. Olin Raby | Mr. Wade Renicker | Regent Products Corp | Ms. Margaret Rogers | Mr. David Roos | Rotary Club of Fort Myers South | Safelite Autoglass Foundation | Sandoval Community Association | S. L. Seawright | Mr. Kurtis Schroeder | Mr. & Mrs. Shafir | Mr. & Mrs. Ron and Lois Shulman | Southwest Florida Community Foundation | Mr. & Mrs. Alfred and Isle Steffen | Mr. & Mrs. Douglas and Karen Stewart | Suncoast Credit Union | Synovus Bank | Ms. Madeline Taeni | The Andrews Family Fund | Alexander Tognino Foundation, Inc. | Mr. Byron Tweeten | US Bank | Mr. Mark Vincent | Ms. Donna Wink | Mr. Ron Weaver | Mr. David West | Mr. John Nadeau and Ms. Soy Williams | 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.

### 2022 GRANTS

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#### \$50,000 plus

First Citizens Bank | Lee County Board of County Commissioners (Lee CARES, Partnering for Results, Communities, and Continuum of Care) | Lee County Economic Office- ARPA- US Dept of Treasury | Golisano Foundation | PNC Bank | Richard M. Schulze Family Foundation | United Way of Lee, Henry, Glades American Rescue Plan Act (ARPA) | United Way of Lee, Hendry, and Glades

#### \$20,000 to \$49,999

City of Cape Coral City Council Community Development Block Grant (CDBG) | City of Fort Myers (CDBG) | Publix Charities | United Way of Collier and the Keys

#### \$5,000 to \$19,999

Ameriprise Financial | Bank OZK | Carol B. Phelon Foundation | Enterprise Holdings Foundation | Fifth Third Bank | First Citizens Bank | Allegretti Foundation | Goodwill Industries International USAA OA Fellowship | Gulf Coast Community Foundation | Martin Foundation | The Community Foundation | TD Charitable Foundation Regional Grant | Third Federal Savings and Loan | Truist Financial Corporation | United Way of Charlotte County/Charlotte County Government | Wells Fargo

#### \$250 to \$4,999

Bank of America | Bank United | Collier County Community Foundation - Collier Comes Together: Hurricane Ian Relief | Comerica Bank | Digitunity- AT&T's Connected Learning Program | Fish Florida; FL Foundation for Angling | Helen Ingam (HI) Foundation | Ira and Sunshine Bobo Fund (Collaboratory) | Lee County Homeless Coalition | Margaret McCartney & R. Parks Williams Charitable Foundation | MidWest One Bank | Elizabeth Rash Trust | Regions Bank | Zonta Foundation of Southwest Florida, Inc.

### 2022 LEGACY SOCIETY

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The Blair Foundation | The Jack Brown Estate | The Howard Lewis Estate | The Margaret Mengert Estate | The Betty Royer Trust

#### A special thank you for those who supported us during Hurricane Ian:

- Collier County Community Foundation- Collier Comes Together: Hurricane Ian Relief
- First Citizens Bank
- Goodwill Industries of Columbia Williamette
- Goodwill of Lane and South Coast
- Gulf Coast Community Foundation
- Helen Ingam (HI) Foundation
- PNC Bank
- United Way of Charlotte County
- United Way of Lee County

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



## Opportunity Center

5100 Tice Street

Fort Myers, FL 33905

(239) 995-2106

T.T.Y. (239) 995-9207



[www.goodwillswfl.org](http://www.goodwillswfl.org)