



The Goodwill Effect

A publication for friends of Goodwill Industries of Southwest Florida, Inc.



Our Mission: Committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.

End of Year Giving



Give the gift of opportunity this year by making a donation to Goodwill SWFL mission programs! Your financial contribution will go to support Hurricane Ian relief in our community.

[Donate Now!](#)

Festival of Trees Wrap Up

Our 16th Annual Festival of Trees fundraiser has wrapped for 2022. Thank you to everyone who made this year's event exciting and successful from our sponsors to spectators. It was truly a magical event.

16th Annual Festival of Trees

People's Choice Awards



Best All Around & Mayor's Choice was awarded to the Great Southwest Florida Regent's Council, National Society Daughters of the American Revolution (DAR) tree "Celebrating Stars & Stripes Forever."



Most Creative went to the Trinity Commercial Group with their "Red & White Win(e)terland tree."



Most Traditional went to the B & I Contractors tree "Making Spirits Bright."



Most Desired Tree

The numbers are in! Staging Matters "Gnome for the Holidays" tree had the most raffle submissions! Congratulations Staging Matters.

We sold over 5,000 raffle tickets this year and we are grateful for all our tree designers! Looking forward to next year!



Special Thanks!

A big shout out to Two Men & a Truck who volunteer their trucks and team to make the deliveries effortless for us every year at Festival of Trees. Thank you! We couldn't do it without you!





Golisano Children's Hospital received the "Very Beary" Tree

Every year, it is our special pleasure to deliver the "Very Beary" tree to the Golisano Children's Hospital. This tree is made up of stuffed animals and toys donated by the community.

Mission Moments



Gifts for Goodwill Families

With nearly 1,000 employees here in SWFL, many of our Goodwill staff suffered loss and damages due to Hurricane Ian. Lourdes Forste, the Goodwill SWFL Employee Resource Specialist, collected merchandise and toys to give out to Goodwill employees and their families who requested assistance. It's all part of the Goodwill Investing in Valued Employees program (GIVE).

"Cape Coral Christian church donated money so I could complete getting what was needed. I ended up serving 59 Goodwill families and 191 children," stated Lourdes.

Thanks to everyone who helped make Christmas a bit brighter for these families.



Kindness & Giving Even After Loss

"Chandler Ciccarello and her family are a great family. Even after losing their entire house to Ian, they were so generous, and willing to conduct a Christmas drive for us," explains Lourdes Forste, the Goodwill Employee Resource Specialist.

Chandler Ciccarello at home above, and with

her friends who supported the donation drive to the right.



Lehigh ESL Students Graduate

English as a Second Language (ESL) classes are held at the Goodwill Community Resource Center in Lehigh. On December 13th, they held their graduation and holiday celebration. These students are learning to speak English in order to eliminate barriers to advancement.

The ESL Professor Bernardo and an admission representative from Hodges University were speakers at this event. Goodwill Community Support Services staff attended.

For information on more advanced ESL Hodges Direct classes at Goodwill CRCs [click here](#).



For more information on the ESL classes at the Goodwill Community Resource Center in Lehigh Acers, contact Amalia Cruz at (239) 369-4774.



The Clewiston CRC is located inside of the Goodwill store at 957 W. Sugarland Highway.

Coming Together to Support Clewiston

Goodwill has many nonprofit community partners. Working collaboratively is the best way to support our local community. On Wednesday, Dec 21st, the Salvation Army donated food and we were able to do a food and gift distribution in our Clewiston Community Resource Center (CRC) to bring a bit of joy and relief to folks for the holidays.

Goodwill Voucher Program Ends Dec 31

Anyone who received Goodwill Hurricane Relief Vouchers has until December 31, 2022 to redeem them at any of our Southwest Florida Retail stores. Goodwill SWFL will still be assisting those in need. For assistance, contact your local Goodwill Community Resource Center for help. Click [here](#) for locations and info.



Fernanda Geronimo and Estrella Rodriguez, two Goodwill CRC coordinators providing vouchers.

[Donate for Hurricane Relief](#)

Spanish Classes offered at the Opportunity Center

To help those who are English-only speaking and who want to learn to communicate in Spanish, Goodwill is offering Spanish classes at the Fort Myers Community Resource Center (located at 5100 Tice Street), every Tuesday from 3pm - 4pm.

Many Goodwill SWFL administrative staff are taking the class to help better communications with employees and our community.



Free Resume Writing Workshops

Goodwill Helping to Strengthen the Community

When it comes to education, hands-on job skills training and career navigation planning, Goodwill is a great place to seek assistance. Goodwill provides FREE skills training, placement services, and referrals people need to reach their goals.

Here is a snapshot of what our Community Resource Centers look like. These individuals are receiving assistance at our Bonita Spring CRC. Resume writing workshops, digital skills classes, help with online job search and application assistance is just some of the free services offered by Goodwill SWFL.



Online Orientation for new Goodwill employees



Free Digital Skills Classes

For information or address of the Goodwill Community Resource Center closest to you, [click here](#)

Thank You!



First Citizens Bank provided a financial grant to Goodwill Industries of Southwest Florida to support the Goodwill voucher program. Our hurricane Ian recovery efforts align with First Citizen's Economic Development initiative, helping improve local economies with voucher relief for Hurricane Ian survivors.

Grant funds from First Citizens will help those severely impacted by Hurricane Ian acquire basic necessities such as clothes and shoes as well as begin replenishing household items lost in the storm.



PNC Foundation pledged \$25,000 to Goodwill Industries of Southwest Florida in support of its Opportunity Accelerator program. OA is a 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.

Goodwill helps people facing challenges find employment, including people with disabilities, veterans and military families, youth and young adults, older workers, people reintegrating into society and others working to advance their careers.



In the wake of Hurricane Ian and its devastating impact on our area, the Collier Community Foundation has reactivated the **Collier Comes Together Hurricane Fund** to benefit SWFL nonprofit relief efforts and programs to get funds where they are needed most.

Goodwill Industries of Southwest Florida received a \$2,500 grant from CCF for Hurricane Relief Vouchers.

Community Foundation Funds ESL


Goodwill SWFL, in partnership with the Literacy Council, was provided a \$5,000 grant from the Community Foundation to provide free English as a Second Language (ESL) classes throughout 2023 at the Cape Coral Community Resource Center (CRC) located at 3226 Del Prado Blvd.

Classes are available to anyone in the community, but those facing challenges and disadvantages are the targeted population. This initiative is to further the Literacy Council's mission, "to assist adults and children to acquire the English literacy skills and education necessary to improve their quality of life and enhance the entire community."

For more information about financial gifts to help support community programs and services, contact Ashley at (239) 995-2106 Ext. 2213, or visit <https://goodwillswfl.org/Donate>



New Social Skills/Transitional Living Skills Group for Young Adults




Social Transitions
January 12, 2023
6:00 pm – 7:30 pm

This club is for young adults who need assistance with social skills and transitional living skills.

Participants will meet monthly to share interests, meet others and work on skills to maximize independence.

2nd Thursday of each month
6:00 pm – 7:30 pm

Community Resource Center 

Charlotte County Community Resource Center
Located inside the Goodwill Store
24123 Peachland Blvd., Port Charlotte, FL 33954
For more information email info@goodwillswfl.org

New monthly club for young adults needing social skills development and transitional life skills is being offered every 2nd Thursday of the month from 6pm - 7:30pm at the Charlotte County Community Resource Center located at the Kings Highway Goodwill (24123 Peachland Blvd., Port Charlotte).

Next meeting is January 12, 2023. This is a FREE club to help fill the gaps in available services.

January meet up will begin with an ice breaker & games. Parents are welcome to stay for networking.

Email info@goodwillswfl.org for more information.

Retail News

Island Park Goodwill Reopens

We were finally able to get the repairs done after Hurricane Ian completely flooded the Island Park Goodwill. Doors opened on Wednesday, December 21st, to many happy shoppers. The store looks beautiful and is packed with great merchandise.



Dec 26th - VIP Perk Exclusive Sale!

VIP Perk members, shop on Monday, December 26th and get **40%** off your purchases of donated goods. This is an **EXCLUSIVE VIP PERK** sale, and includes both *blue* boutiques (downtown Fort Myers & Ave Maria).

*Sale excludes the Goodwill Outlet at 5100 Tice Street, Fort Myers, and new goods.

Goodwill 

VIP PERK SALE
Mon, Dec. 26th
40% off
Donated Goods*

*Sale excludes Goodwill Outlet Center & new goods/special purchases. Cannot be combined with other sales/promotions. Sale is good at Goodwill retail/donation centers in Charlotte, Collier County, & Lee counties as well as Ave Maria & Downtown.

Not a VIP PERKS Member?
Sign up today at
www.goodwillperks.com
or Scan the QR Code



Goodwill 

Venta VIP PERK
lunes, 26 de diciembre
40% de descuento
en bienes donados.

*Este evento no incluye: Goodwill Outlet Center, Downtown Blue, Boutique Ave Maria Blue y Productos nuevos / Compra especiales. No se puede combinar con otras promociones de ventas. La venta es buena en estos centros de donaciones y tiendas de Goodwill en los condados de Lee, Collier, Charlotte y Hardy.

¿Aún no eres miembro de VIP Perks?
Regístrate hoy en: www.goodwillperks.com
O escanear código QR



[Sign up for VIP Perks](#)

Check it out!
New Goodwill Opening!



New Naples Goodwill Opening in 2023

We are now hiring Full Time and Part Time staff for our new Naples Park Goodwill located at 10455 Tamiami Trail. Our Mobile Goodwill will be onsite from 9am - 2pm from Jan 3 - Jan 6th and Jan 16 - Jan 20th to help people with the applications. To apply, click on the link below to fill out the online application, or visit one of our Community Resource Centers to get assistance.

[Jobs at Goodwill SWFL](#)

Job Fairs

Helping people get work is something Goodwill has done since 1902. We are hosting an upcoming Job Fair on Thursday, December 29th from 10AM - 1PM at the Goodwill Community Resource Center located at 5100 Tice Street, Fort Myers.

WE'RE HIRING





Thursday, December 29th
10:00 AM - 1:00 PM

Goodwill Community Resource Center
5100 Tice Street
Fort Myers, FL 33905

Another upcoming job fair will be at the Goodwill Community Resource Center in LaBelle on January 26th from 10am - 1pm. Multiple companies represented. Bring copies of your resume.

Let's Get Back To Work!



Thursday, January 26th
10:00 AM - 1:00 PM
Goodwill Community Resource Center
91 South Lee Street | LaBelle, FL 33935

Vendors Planning To Attend:










Sponsored By:






¡Volvamos Al Trabajo!



Jueves, 26 De Enero
10:00 AM - 1:00 PM
Centro De Recursos Comunitarios Goodwill
91 South Lee Street | LaBelle, FL 33935

Vendedores Planeando Venir:










Patrocinadores:






Classes

American Sign Language Classes

ASL (American Sign Language) classes will begin at the Goodwill Opportunity Center (5100 Tice Street, Fort Myers) on Wednesday, Jan 11th. Classes run every Wednesday from 2:30pm - 4pm. To register, call (239) 461-0334 or email info@dhhc.life. The five-week course is \$75.



LEARN AMERICAN SIGN LANGUAGE

STARTING WED. JAN.11, 2023

AT Goodwill Southwest Florida

Beginning classes 2:30pm - 4:00pm
Wednesdays

- Five-week course \$75
- FREE for Deaf individuals
- Discounts for Hard of Hearing and immediate family members of Deaf
- Receive a certificate of completion at the end of course
- Course Levels 1 - 5 available
- **Learn a new language!**

Phone
(239) 461-0334

Email
info@dhhc.life

Classes held at:
Goodwill Industries of SWFL
Community Resource Center
5100 Tice Street
Fort Myers, FL 33905

REGISTER AT WWW.DHHC.LIFE



BACHELOR'S IN ORGANIZATIONAL MANAGEMENT

The Wheel is a comprehensive and customized learning structure that offers an unmatched educational experience by attending classes once a week with other like-minded professionals. This is a program designed specifically for working professionals who want to advance their careers by completing their Bachelor's degree in as little as one year. Your previously earned credits from another institution can make this possible. This new Hodges Direct program launching in Charlotte County at the Goodwill Community Resource Center in Port Charlotte. Email Admissions@Hodges.edu or call (239) 938-7744 for details.

FAST TRACK YOUR CAREER with the **HODGES UNIVERSITY**

WINTER *Wheel!*

Graduate with your Bachelor's in Organizational Management IN AS LITTLE AS ONE YEAR!

CLASSES START IN JANUARY
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Small Business Classes

2023 Small Business classes available in Fort Myers beginning Feb 6 and at Cape Coral beginning Feb 27th. Call (239) 995-2106 Ext 2215 to reserve a seat. Class size is limited and they fill fast.



Launch Your Own Business

Be Your Own Boss

Classes Starting

February 6 - March 16, 2023

Class location:

Hodges University
Kleist Community Room
4501 Colonial Boulevard
Fort Myers, FL 33966

Class meets

Monday and Thursday evenings
6 pm - 9 pm



For more information and to register go to:
www.goodwillswfl.org/microenterprise

or click on the QR code
or call (239) 995-2106 Ext. 2215

- **Develop a solid plan** to guide your start-up with the assistance of an experienced business coaching team who serves as your coach.
- **Hear from subject matter experts** in areas of accounting, legal, marketing, insurance and funding.
- An easy to use workbook, used by organizations across America, assists you in **transforming your vision into your plan** for a successful business launch.

Major Funding Provided:
Richard M. Schulze Foundation

Goodwill SWFL MicroEnterprise Institute Program Funders:

Bank of America	City of Fort Myers	FineMark National Bank & Trust	TD Bank Foundation
Bank United	City of North Port	Rotary Club of Punta Gorda	Wells Fargo Bank
Bank OZK	Coca-Cola Foundation	Regions Bank	Zonta Foundation of SWFL
Charlotte State Bank	Comerica Bank	Synovus	
City of Cape Coral	Fifth Third Bank	Truist	

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



Launch Your Own Business

Be Your Own Boss

Classes Starting

February 27 - April 6, 2023

Class location:

Public Works Building
815 Nicholas Parkway East
Cape Coral, FL 33990

Class meets

Monday and Thursday evenings
6 pm - 9 pm



For more information and to register go to:
www.goodwillswfl.org/microenterprise

or click on the QR code
or call (239) 995-2106 Ext. 2215

- **Develop a solid plan** to guide your start-up with the assistance of an experienced business coaching team who serves as your coach.
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Charlotte State Bank	Comerica Bank	Synovus	
City of Cape Coral	Fifth Third Bank	Truist	

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Goodwill Industries of Southwest Florida, Inc. | (239) 995-2106 | [email](mailto:info@goodwillswfl.org) | [website](http://www.goodwillswfl.org)



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