



# 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.***



**Goodwill**  
Industries of SWFL, Inc.

**Close The Gap**



**Become a  
2022 Partner in  
Opportunity**

**This newsletter reaches over 50,000 SWFL individuals!  
That is just the start - grow your business today!**

When you become a Partner in Opportunity, your business will have exposure to our Southwest Florida community through various outlets. Along with marketing benefits, your tax-deductible sponsorship will empower individuals with disabilities and disadvantages as they come one step closer to independence. With year-round promotional opportunities, customizable donation packages, and three major events to choose from, becoming a Partner will help your business reach your marketing and philanthropy goals.

For more information,  
contact Ashley Price Swick  
by calling 239-271-5200, or by email at [ashleyprice@goodwillswfl.org](mailto:ashleyprice@goodwillswfl.org)

**Mission Moments**

## Helping Homeless at Lee County Stand Down Event



Giancarlo Castano, Goodwill SWFL's Mobile CRC coordinator offering gift cards and service information.

The Lee County Homeless Coalition & the Lee County Continuum of Care (CoC) sponsored a Homeless Service Day and Veteran's Stand Down on Saturday, January 29th.

As a key partner in the CoC, Goodwill SWFL was there assisting attendees. A variety of services were offered to individuals and families experiencing homelessness. Goodwill provided individuals with gift cards worth \$25 each, redeemable at any of our stores.

## Goodwill SWFL part of a Multi-Agency Resource Center (MARC) for Tornado Recovery Effort

Lee County commissioners authorized the opening of a multi-agency resource center to aid residents impacted by the Jan. 16 tornado with the opportunity for one-stop, easy access for assistance. The center was open 10am to 5pm from Jan. 22 - Feb. 5 at the Wa-Ke Hatchee Recreation Center. Organizations assessed individual needs and worked to allocate available resources. Goodwill also provided \$25 gift cards for each family member (up to \$100/family) to purchase items at Goodwill. The latest damage assessment from the storm is 74 homes destroyed, 61 homes with major damage and 58 with minor damage.



## Expanding Workforce Training Opportunities



Goodwill SWFL, one of the local organizations who has a role in developing both short and long term workforce initiatives, attended the Greater Fort Myers Chamber's first ever workforce tradeshow at the Broadway Palm on February 4th.

Recently, Goodwill began an alliance with Hodges University to offer new workforce training initiatives to individuals in their local communities. Offering college courses right at



Goodwill Community Resource Centers removes transportation barriers for those wanting better futures.

### "Let's Get Back to Work" Lee County Job Fair

Goodwill SWFL, with the City of Fort Myers, hosted a community-wide job fair in the Dunbar on Thursday, January 27th. Nearly 40 companies attended the one-day event held at the STARS Complex in Ft. Myers. Over 200 job seekers attended.



*"Our objectives are to see community members gain employment in their desired field, assist local business partners in landing quality employees and in gaining greater exposure in SWFL,"* states Tim Goodman, Goodwill SWFL Employer Relations Specialist.

For more information on upcoming career fairs, contact Tim Goodman at [timgoodman@goodwillswfl.org](mailto:timgoodman@goodwillswfl.org) or call (239) 995-2106 Ext. 2501.



### Employability Workshops

Several low-income seniors, looking to re-enter the workforce through AARP's Senior Community Service Employment Program received certificates through Goodwill SWFL's Employability Workshop, hosted by Amalia Cruz, the Goodwill Lehigh Community Resource Center coordinator. Congratulations!



PNC Bank has pledged \$25,000 to Goodwill Industries of Southwest Florida in support of its Community Resource Centers (CRCs). The CRCs serve more than 800 people a week aiding with job search skills, resume writing, online job

### PNC Bank Pledges \$25,000 for CRCs

*"PNC is committed to driving real change in areas in which we can make the greatest impact,"* said Chad Loar, PNC regional president for West and Central Florida. *"With this \$25,000 award,*

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.

*Goodwill can further help their disabled and disadvantaged clients flourish with better employment, development skills and social services.”*

### Thank You Walmart and Sam's Clubs for supporting our Goodwill Community Resource Centers (CRC) & Community Outreach Centers (COC)



For more information on Goodwill SWFL community services, contact Carolyn Johnson at (239) 995-2106 Ext. 2247 or email [carolynjohnson@goodwillswfl.org](mailto:carolynjohnson@goodwillswfl.org).

- Sam's Club Community Grant (#6445 Port Charlotte) \$500 in support of the CRC that serves Charlotte County
- Sam's Club Community Grant (#8130 Fort Myers) \$500 in support of the COC in Page Park
- Walmart Community Grant (#2237 Lehigh Acres) \$2,700 in support of the CRC in Lehigh Acres
- Walmart Community Grant (#5055 Naples) \$500 in support of the CRC that serves Collier County
- Walmart Community Grant (#5347 Estero) \$1,000 in support of the CRC in Bonita Springs, Lee County

## Retail News



### Downtown 'blue' gets a flowerery window display for Art Walk

The River District Alliance has partnered with the Fort Myers-Lee County Garden Council to bring the essence of flowers to Downtown Fort Myers. The garden council transformed the window fronts of the downtown businesses, including the boutique blue, for a one-week-only exhibition during February Art Walk. Spectators got to stroll downtown Fort Myers, view these one of a kind window displays, and vote for their favorite!



sale

Take 40% off all donated ladies apparel on Monday, February 14th.  
\*Excludes the \$1.49 sale, new goods, Goodwill Outlet and the two blue boutiques.

**Goodwill** 

**Monday,  
Feb. 14th**

**40% off**  
**DONATED  
LADIES APPAREL\***

Sale excludes: Sunday/Monday \$1.49, New Goods/Special Purchases, Goodwill Outlet Center, Downtown Fort Myers Blue & Ave Maria Boutiques. Cannot be combined with any other sales promotions. Sale valid at Goodwill Retail & Donation Centers in Lee, Collier, Charlotte, Hendry Counties. \*

Sign up for VIP Perks  
at [GoodwillPerks.com](http://GoodwillPerks.com) or  
click on the QR Code  
to receive email alerts for coupons, sales and events.

90¢ of every dollar supports Goodwill's mission



**Goodwill** 

**Lunes 14  
de Febrero**

**40% de descuento**  
**Ropa donada para damas\***

\*La promoción excluye: Domingos/Lunes Promoción de \$1.49, Artículos Nuevos, Centro de Descuentos, Downtown Blue & Ave Maria Boutiques. No puede ser combinada con ninguna otra promoción. La promoción es válida en los tiendas y centro de donaciones de Goodwill en los condados de Lee, Collier, Charlotte, y Hendry

Suscríbese para VIP PERKS en  
[GoodwillPerks.com](http://GoodwillPerks.com)  
para recibir cupones, promociones y eventos

\$0.90¢ de cada dólar apoya la misión de Goodwill



**PRESIDENTS' DAY SALES 2022**

**★ PRESIDENTS DAY ★**

**Presidents Day Sale**

Here's your chance to get 50% off all donated at Goodwill retail stores throughout Southwest Florida. Join us Monday, February 21st for our Goodwill Presidents Day Sale. 50% off all donated.  
Doors open 9am - 8pm.

\*Excludes the \$1.49 sale, new goods, Goodwill Outlet and the two blue boutiques.

**Goodwill** 

**Monday,  
Feb. 21st**

**50% off  
DONATED GOODS\***

Sale excludes: Sunday/Monday \$1.49, New Goods, Special Purchases, Goodwill Outlet Center, Downtown Fort Myers Blue & Ave Maria Boutiques. Cannot be combined with any other sales promotions. \*Sale valid at Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties.



**Goodwill** 

**Lunes 21  
de Febrero**

**50% de descuento  
ARTICULOS  
DONADOS  
UNICAMENTE\***

\*La promoción excluye: Domingos/Lunes Promoción de \$1.49, Artículos Nuevos, Centro de Descuentos, Downtown Blue & Ave Maria Boutiques. No puede ser combinada con ninguna otra promoción. La promoción es válida en las tiendas y centro de donaciones de Goodwill en los condados de Lee, Collier, Charlotte, y Hendry.



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**Events**



# Save The Date

Going for the Gold

Breakthrough Awards

Thursday, April 7, 2022

8:30 am - 11:30 am

Sidney & Berne Davis Art Center

2301 First Street

Fort Myers Florida, 33901

Join us as we honor our 2021 Breakthrough Winners



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

Join us for our Annual Breakthrough Awards, April 7th from 8:30am - 11:30am at the Sidney & Berne Davis Art Center.

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The Goodwill Golf Classic Fundraiser





Be part of the 11th Annual Goodwill Golf Classic, May 5th at the Verandah Country Club in Fort Myers. Registration will go "live" soon. Watch for details.

## Classes

### Want to Start a Small Business but need help?

Goodwill's MicroEnterprise has helped nearly 500 local small businesses start, or strengthen. If you are looking to launch your small business, this is the key to success!

[Save your seat](#)

### Port Charlotte Small Business Class



# Want to be your own BOSS?



## Classes Starting on February 28 - April 7, 2022

### Class location:

Charlotte Tech College  
18150 Murdock Circle, Port Charlotte Florida 33948.  
6:00 pm - 9:00 pm

### (Class meets Monday and Thursday evenings)

Develop a solid plan to guide your start-up with the assistance of an experienced business owner 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.

### More information and to register go to:

[www.goodwillswfl.org/microenterprise](http://www.goodwillswfl.org/microenterprise) or call (239) 995-2106 Ext. 2304

### Major Funding Provided:

Richard M. Schulze Foundation

### Goodwill SWFL MicroEnterprise Institute Program Funders:

Bank of America	City of North Port	Synovus
Bank OZK	Coca-Cola Foundation	TD Bank Foundation
Bank United	Comerica Bank	TIAA Bank
Charlotte Community Foundation	Fifth Third Bank	Truist
Charlotte State Bank	FineMark National Bank & Trust	US Department of Housing and Urban Development
CIT	First Florida Integrity Bank	Wells Fargo Bank
City of Cape Coral	Rotary Club of Punta Gorda	Zonta Foundation of SWFL
City of Fort Myers	Regions Bank	



### Held in Partnership with:

City of North Port



## Naples Small Business Class

# Want to be your own BOSS?



Southwest Florida  
**MICROENTERPRISE**



**Classes Starting on**  
**March 21 - April 28, 2022**

**Class location:**  
Collier County Library  
2385 Orange Blossom Dr, Naples, FL 34109

**(Class meets Monday and Thursday evenings 6:00 pm - 8:30 pm)**

Develop a solid plan to guide your start-up with the assistance of an experienced business owner who serves as your coach. Hear from subject matter experts in areas of accounting, legal, marketing, insurance and funding.

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CIT	FineMark National Bank & Trust	US Department of Housing and Urban Development
City of Cape Coral	First Florida Integrity Bank	Wells Fargo Bank
City of Fort Myers	Rotary Club of Punta Gorda	Zonta Foundation of SWFL
	Regions Bank	

Held in Partnership with:



Naples



# Goodwill

Industries of Southwest Florida, Inc.



Goodwill Industries of Southwest Florida, Inc. | (239) 995-2106 | [email](#) | [website](#)



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