

More than a Store

OPPORTUNITIES

Digital Training, Employment Services, Housing, and so much more!

The Goodwill Effect

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



Inside this Issue: New Boutique Ribbon-Cutting, Breakthrough Award Graduate of the Year, Mission Moments, Events, Retail News, & Classes.

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

Save the Date

New Goodwill Boutique
Friday, July 2nd
5:00 pm Ribbon Cutting
2285 First Street
Fort Myers, FL 33901

blue
A GOODWILL BOUTIQUE

The NEW "blue" Goodwill Boutique

Join us for the official ribbon-cutting at our new boutique location on First Street (on the corner of the Bradford Block). We are looking at a 5pm ceremony on **Friday, July 2nd** to kick-off the downtown **Art Walk**. Rebranded as "blue" the new location was once the site of the iconic Ft. Myers Sears store, and most recently Re/Max real estate. Come out and join the fun!!



Meet one of our Breakthrough Award Winners

William J. Barrett Breakthrough Graduate, Jesi Cason

Jesi Cason is one of Southwest Florida's most sought-after brand photographers, helping local businesses "take it to the next level" through highly-skilled marketing shots. In this world of glitz, color and lights, most would never know that Jesi got her start through Goodwill.

"I was working for Goodwill as the Trailways Camp Coordinator when I was asked by the MicroEnterprise Director to shoot some photographs for him. So, I did that and I sent him an invoice for about \$50. He was appalled that I was charging so little for my skills, and he insisted that I join the MicroEnterprise program."

Goodwill's small business program, the SWFL MicroEnterprise Institute, helped Jesi turn her love of photography into a successful business.

"I had no idea how to take my hobby and turn it into a business. I didn't know what an LLC was. I didn't know the first thing about taxes. So, MicroEnterprise really helped me by giving me kind of a framework, and some really good information on how to get to that first step...is your idea something that you can actually make money on? Is your idea an actual feasible business? And that was so important."



Jesi Cason, Photographer & Business Owner

Since that class, Jesi has been able to support herself fully through her photography, and now has her own studio. And, is making plans for expanding into video and an interactive photography studio.

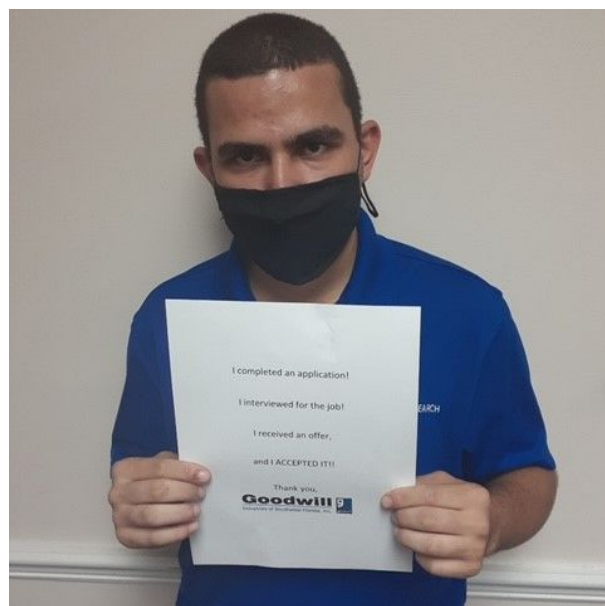
"I like the freedom of being my own boss, and do things my own way. Honestly it's what I always wanted, but didn't know I wanted until I went through MicroEnterprise."

Mission Moments

Project Search Graduate

This is Jesus Flecha. He is a graduate of the Project Search program, which is a program run through the Lee County School District. They are ESE students, who have technically graduated, but still in the school system.

He was offered a job at the Goodwill in North Cape off Pine Island Road as a Donation Door Attendant! A big thank you to Nancy for giving him the opportunity!



New Collaborative Effort - Goodwill SWFL & Hodges University

Jessica Tursi, the Goodwill Director of Developmental Services has been working with Hodges University to roll out a brand new certification program for people wanting a career as Direct Support Professionals (DSPs). In this program, students will learn what they need to know to enter a career working directly with people with disabilities.



DIRECT SUPPORT PROFESSIONALS WORKSHOP

Do you like helping others reach milestones in life? The rewards of a Direct Support Professional are many, including helping others grow personally and build their best life.

With this certification program, you will obtain training to provide Direct Support services for individuals with intellectual and developmental disabilities (such as Autism, Down Syndrome, and more). You will receive certificates for virtual and live trainings with a certified professional.

- You will complete all of the trainings required to provide all Direct Care services in the State of Florida.
 - You will be CPR Certified.
 - You will learn the basics of using Microsoft Office 365.
- You will also learn essential communication strategies for the workplace, including written and oral communication, and critical thinking.



PROGRAM DURATION

3 Weeks

PROGRAM COST

\$299

DELIVERY METHOD

Blended - online coursework and in-person workshops

Learn more about our next workshop (limited enrollment) today by emailing hodgesconnect@hodges.edu

<https://pathways.hodges.edu/courses/direct-support-professional/>

Hodges University is an equal access, equal opportunity organization.

Hablamos Español

Round Up!

Don't forget to Round-Up! A few cents can make a HUGE difference

When you shop at Goodwill SWFL, you support our mission that employs almost

Your Change Matters

Round Up

Your **DONATION** at the register will change lives!



900 individuals in Southwest Florida.

When you round up your purchase to the nearest dollar, you support our mission to empower individuals with disadvantages and disabilities in our local community.

Your support is essential to our mission so next time you check out with amazing deals at one of our local stores, ask the cashier to round up! **We can build a stronger SWFL through the power of community and philanthropy!**

[Amazon Prime Day is June 21-22](#)
[Two days of epic deals - amazon.com](#)



Support Goodwill SWFL through Amazon Smile

We know you love supporting your community and finding good deals, which is why Amazon Smile is a great way to give back to Goodwill's mission. By selecting Goodwill Industries of Southwest Florida when you shop smile.amazon.com, you will support Goodwill's disability services, employment training and support, small business development, and housing!



Amazon Smile

Pathways to Opportunity Amazon Wish List

Our adult day training for individuals with disabilities needs new class items with the influx of new on-site participants. Whether it is one item or ten, they would be grateful for any donation you send! At Pathways, we focus on essential life skills training while having fun! You can find the [Amazon Smile wishlist here](#). To make a monetary donation, you can [click here](#).



Partners In Opportunity

2021 Annual Sponsorship

Help us offer life-changing opportunities - all year long!

**This newsletter reaches nearly 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

Make an Impact Today!

We would like to thank our 2021 Partners in Opportunity as of May 15, 2021!



FLORIDA WHOLESALE



regent products corp.

Let's Get Back to Work
We can help!



www.goodwillswfl.org

Goodwill is Hiring and, we're looking for great people like you! \$250 sign-on bonus!

Goodwill **NOW HIRING**



**and, we're looking
for great people**

like you!

Full Time and Part Time

- Managers
- Assistant Managers
- Cashiers
- Shift Supervisors
- Sales Associates
- Processors
- Material Handlers
- Donation Door Attendants

Apply Online Today at
www.goodwillswfl.org
(Click - Join our Team/Careers at Goodwill)



Events

Festival of Trees December 2-5, 2021

Get ready for
the holidays!
Share your
business with
over 50,000
individuals in
Southwest
Florida.



We are getting ready to spread holiday joy in December with our annual fundraiser, the Festival of Trees! We are preparing for four days of celebration in partnership with Sidney Berne Art Center, and we need your help! When you become a Festival of Trees sponsor, you support the mission of Goodwill, and the Sidney & Berne Davis Art Center as our organizations provide services and arts for our local community. In addition, you or your company will receive numerous promotional opportunities throughout the year. If you are interested in learning more, email Ashley Price Swick at ashleyprice@goodwillswfl.org.

Retail News



Ribbon-Cutting at new Page Field Goodwill

Formerly a "Halloween" store off of South Cleveland Ave, our newest Goodwill is one of the most popular Goodwill stores in Southwest Florida.

Mayor Kevin Anderson came out to be part of the official ribbon-cutting celebration on June 9th.

Egrets Crossing Ribbon Cutting

We hosted the official ribbon-cutting ceremony at our new Egrets Crossing Goodwill on May 20th. The store located at 4951 Santa Barbara Blvd., in Naples is our "Flagship" store in Southwest Florida, offering shoppers an amazing array of donated and new goods with lots of floor space.



Classes



Pine Manor Improvement Association
"Neighbors Helping Neighbors"



Turn Cooking into a Career!

2 Week Culinary Class with a Class Fee of \$20

Earn your SafeStaff Foodhandler Certificate

Class starts July 12-23, 2021
9:00 am - 1:00 pm (Daily)



Find application online at:



www.goodwillswfl.org/trainingcertification
or call (239) 995-2106 ext 2215

Earn your SafeStaff Foodhandlers Certificate,
learn cooking techniques, knife skills, and get ready
to land a job as the season approaches.

Once completed Goodwill will assist you in finding a JOB!

Classes taught at:

**Pine Manor Improvement Association
Culinary Training Kitchen
5547 10th Ave | Fort Myers, FL**

LIMITED CLASS SIZE - APPLY TODAY!

Funding provided by: SWFL Community Foundation

Get your start in a career in the food industry with a SafeStaff Foodhandler certificate.
Class starts July 12 - 23, 2021 from 9am - 1pm daily.
Call (239) 995-2106 ext. 2215 to sign up.

Goodwill

Industries of Southwest Florida, Inc.





Stay Connected

Don't forget to leave a review on Facebook or Google if you've visited one of our locations recently.

Goodwill Industries of Southwest Florida, Inc.'s registration # is CH1930. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE OF FL. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. PLEASE VISIT www.800helpfla.com FOR OFFICIAL REGISTRATION INFORMATION AND ADDITIONAL INFORMATION.

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