

More than a Store

Opportunity



The Goodwill Effect

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

Inside this Issue: COVID-related services, Mission Moments, Retail News, Classes & Events.

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

COVID-19 Assistance



Seniors at Goodwill Housing get COVID-19 vaccine

Hatton Rogers residents got their first dose of the COVID-19 vaccination thanks to CDR Health who recently came out to the Goodwill Housing complex for low-income seniors. The Division of Emergency Management has contracted CDR Health to expediate vaccinations for seniors in SWFL. They will be back on March 19th to administer the second dose.

Mission Moments

2021 One Step Closer Campaign

In 2021, Goodwill SWFL is focusing on our mission services and spotlighting individuals who have been assisted in some way by Goodwill.

In this video of our "One Step Closer" campaign, we introduce you to Kim San who has overcome major obstacles through the help of our Goodwill Community

Donate

One Step Closer...



Support Goodwill Community Resource Centers and make a difference in your community!



March 1 - March 31

Celebrating Developmental Disability Awareness Month.

#DDawareness2021

Pathways Direct...your future starts here

Join us for the introduction of a brand new venture that will help people gain access to career training in their own communities through Goodwill Community Resource Centers.



Cordially Invite You

to a **First of Its Kind in Florida!**

**A New Way to
Provide More
Workforce Training
Opportunities!**



8 a.m.

**Wednesday, March 24, 2021
Goodwill Industries of SWFL**

2825 Lee Blvd., Lehigh Acres

Please RSVP to: marketing@hodges.edu by Friday, March 20, 2021

**Florida Goodwill
Association**

The CEO's from all 9 of Florida's nonprofit Goodwill organizations



came together in Ft. Myers to discuss ways to increase mission awareness throughout the Florida legislative arena. It is all part of the Florida Goodwill Association (FGA) which traditionally meets in Tallahassee each year for the Florida Legislative Session.

Breakfast with the President

On February 25th, Goodwill SWFL hosted our quarterly Breakfast with the President and tour of our Opportunity Center at 5100 Tice Street in Ft. Myers.

Visitors got a chance to learn more about our Goodwill Mission and took a behind-the-scenes tour. Every time we host this event, we hear someone say, "I had no idea Goodwill does all this."



Next BWP & tour is May 20, 2021 at 8:30 am. RSVP today at info@goodwillswfl.org.

Cape Coral Chamber Luncheon



On February 26th, we hosted the monthly Cape Coral Chamber luncheon at our North Cape Goodwill store. While eating delicious food, we got an opportunity to talk about our new Del Prado expansion and the addition of a new CRC for the Cape Coral community.

Trailways Camp

"We just wrapped up our February 2021 Trailways Camp. This year has been extremely tough on us all and I couldn't be prouder of how we all pulled together and made this happen for our campers. Great things happen when we all work together and seeing the mission come alive is priceless. We were able to serve 11 adults last week. For many of our campers this was the first outing they have had

in over 6 months and it truly meant the world to them."

- Anna Millvain, Trailways Camp Coordinator



You can purchase an item from our [Wish List](#) or send directly to [Anna Mullvain, Trailways Camp Coordinator](#).



Pathways to Opportunity

You can help us reach our \$60,000 Scholarship Fund Goal

"My daughter has become more self-confident, compassionate to others, and has made friends. I do not know what we would do without Pathways to Opportunity!" – Jean – Mother of Pathways to Opportunity participant

Check Payable to Goodwill Southwest Florida
– Memo: PTO Scholarship Fund

Mail your check to – Goodwill SWFL ATTN:
Ashley Price Swick 5100 Tice Street Fort
Myers Florida 33905

Make an Impact Today!

Our participants and clients have been some of the hardest hit by the economic and health repercussions of COVID-19. Many of our guardians have lost their jobs, and they are struggling financially. When you donate to Goodwill Southwest Florida's Pathways to Opportunity Scholarship Fund, you support our participants as they come one step closer to their goals. Your financial support provides a respite for caregivers working tirelessly to ensure their child thrives in this challenging time. **Change a life today.**

Goodwill
Industries of Southwest Florida, Inc.

Partners In Opportunity
2021 Annual Sponsorship
Help us offer life-changing opportunities - all year long!

**This newsletter reaches 44,700 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

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



FLORIDA WHOLESALE



Thank You Wells Fargo



Thanks to Wells Fargo for providing a \$13,000 grant to Goodwill SWFL to support two programs.

The MicroEnterprise Institute helps aspiring entrepreneurs with limited incomes start or strengthen a business.

Community Resource Centers (Job-Links), including a mobile unit, provide job and family strengthening assistance and services, no matter their skill to access resources or income, as well as digital and vocational training.

2021 GuideStar Platinum Rating

Our organization earned a 2021 Platinum Seal of Transparency! Now, everyone can see our strategy, metrics, and achievements.

Check out our updated #NonprofitProfile on Candid: <https://www.guidestar.org/>

Type in: Goodwill Industries of Southwest Florida in the search bar.



Retail News

Egret's Crossing Goodwill Coming Soon!

Come out and see our brand new Goodwill at 4951 Santa Barbara Blvd. in Naples. We are planning to do the official ribbon-cutting Grand Opening at this new Goodwill (at Egret's Crossing) very soon! Watch for announcement on Facebook (search: Goodwill Industries of Southwest Florida). Everyone is invited!



Classes

Offering Small Business Training in SWFL

March 29 - May 6, 2021
Collier County

Want to be your own BOSS?



SWFL MICROENTERPRISE
INSTITUTE



ONLINE VIRTUAL CLASS

Classes Starting on
March 29 - May 6, 2021

(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

Major Funding Provided:
Richard M. Schulze Foundation

Goodwill SWFL MicroEnterprise Institute Program Funders:

Bank of America
Bank OZK
Bank United
Charlotte State Bank
CIT
City of Cape Coral
City of Fort Myers

City of North Port
Coca-Cola Foundation
Comerica Bank
Fifth Third Bank
FineMark National Bank & Trust
First Florida Integrity Bank
Rotary Club of Punta Gorda
Regions Bank

Synovus
TD Bank Foundation
TIAA Bank
Truist
US Department of Housing and Urban Development
Wells Fargo Bank
Zonta Foundation of SWFL



The program is interactive, not lecture oriented, so no more than 16 people will be enrolled in each session. If you are low to moderate income, you may be able to take the class for free by volunteering at a local non-profit. For more information, visit the [Goodwill website](#), or call Dorothy Browning at (239) 995-2106 Ext. 2215

Goodwill

Industries of Southwest Florida, Inc.



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



Stay Connected

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. Southwest Florida Goodwill Foundation's registration # is CH29995. 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.