



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.

Meet one of our Breakthrough Winners

Breakthrough Achiever of the Year Cheryl Fischer

Cheryl Fischer 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, mentoring, job shadowing, 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 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 efficiently I get things done. Yeah, it was an



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."

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

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.

Mission Moments

Inaugural Pathways to Opportunity Summer Nights of Opportunity Fashion and Talent Show

Goodwill Industries of Southwest Florida (SWFL) invites spectators to the inaugural Pathways to Opportunity's Summer Nights of Opportunity Fashion and Talent Show at the Sidney & Berne Davis Art Center on Saturday, July 22nd from 6 p.m. to 9 p.m.

Goodwill SWFL's Pathways to Opportunity Program is an adult training program for individuals with intellectual and developmental disabilities. The five-day-a-week program features classes focused on breaking limitations by teaching crucial life skills such as financial literacy, digital skills, self-advocacy, cooking, navigating public transit, and more while having fun!

About 40 participants will be involved in the event, making up five classes. Each class receives \$100 to select and purchase merchandise from Goodwill in order to dress themselves, or their models for the runway.



“Our participants are excited to share their talents with you at our Fashion and Talent Showcase,” states Goodwill Event Coordinator, Rachel Stanborough. “Don’t miss your opportunity to see them strut their stuff on a runway, or blow you away with their amazing talents!”

All proceeds will benefit the PTO program and participants. Sponsorship packages are available. To purchase your ticket to our Summer Nights of Opportunity Fashion and Talent Show, visit <https://www.eventcreate.com/e/ptosummernights> or email info@goodwillswfl.org.



Affordable Connectivity (ACP) Outreach

Did you know that you or your family can save \$30/month on your internet bill through the Affordable Connectivity Program, a federal benefit to lower the cost of high-speed internet?

The ACP is a federal benefit to help lower the cost of high-speed internet for families here in Southwest Florida and across the country. If you or a family member participate in programs like Medicaid or federal Pell Grants, your household likely already qualifies for the ACP! In addition to a discount of \$30/month on your internet, eligible households can also receive a one-time discount of up to \$100 to purchase a laptop, desktop computer, or tablet from

To check your eligibility and learn more about applying for the ACP,

visit one of the eight Goodwill [Community Resource Centers](#) in SWFL. Call (239) 995-2106 Ext. 2226 to get started.

It's on all of us to share information about programs like the ACP, help people sign up, and ensure that everyone has access to affordable internet.

participating providers.

Signing up for ACP is simple: you can visit any of the eight Goodwill Community Resource Centers (CRC) in Southwest Florida to see if you're eligible. Our trained Digital Navigators will assist with the online application. Once you are approved, you can apply your benefit to the internet plan of your choice.



Financial Literacy Class

We had representatives from TD Bank as guest instructors at our Lehigh CRC on July 11th to do a workshop for our level I and II ESL (English as a Second Language) classes. They were teaching banking terms using role play and interactive instruction.

To get assistance at a Goodwill Community Resource Center, visit <https://goodwillswfl.org/CRCLocations>

The Opportunity Accelerator™

EMPLOYABILITY WORKSHOP
4-Week Free Series

Week 1 - Resume Creation

Week 2 - Interview Skills

Week 3 - Job Search Navigation

Week 4 - Dress to Impress

Post-placement Support!

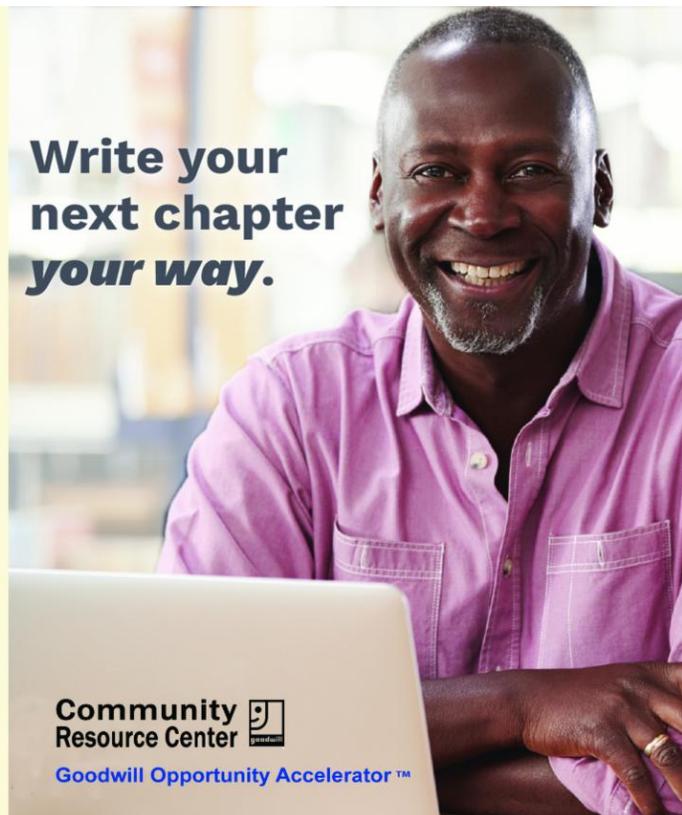
Let's Get Started!

Port Charlotte - Kings Highway
Community Resource Center
24123 Peachland Blvd
Port Charlotte, FL 33954
(941) 255-3884
Mon - Fri 9 am - 5 pm
www.goodwillswfl.org

Goodwill is a recipient of
United Way of Charlotte County support



**Write your
next chapter
your way.**



**Community
Resource Center**



Goodwill Opportunity Accelerator™

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



DONATE [HERE](#) TO SUPPORT OUR MISSION

Our Lehigh Goodwill Community Resource Center is hosting a Back-to-School event for the Lehigh Acres community on Friday, August 4th from 10 am - 2 pm. Contact the Lehigh CRC to get registered in advance at (239) 369-4774.

Community Resource Event

Community Resource Center

www.goodwillswfl.org

For more information, contact:

Office: (239) 369-4774

Cell: (239) 771-1928

Amalia Cruz

CRC Coordinator

amaliacruz@goodwillswfl.org

Patricia Cortina

CRC Coordinator Assistant

Patriciacortina@goodwillswfl.org

*Join us for our
Back to School Event!*

Friday August 4, 2023

10:00 am - 2:00 pm

**Goodwill Lehigh
Community Resource Center**

2825 Lee Blvd.

Lehigh Acres, FL 33971

Event Information:

Kindergarden – 12th Grade.

**Only by Registration- ID Required
Families must register with Goodwill
Lehigh Community Resource Center.**



Goodwill SWFL Promotions & Awards

Carolyn Johnson, Sr. Vice President of Mission Services and Development, was promoted to the position of **Chief Mission & Development Officer** for the organization. Carolyn will continue to oversee Goodwill Southwest Florida's programs and services throughout its five-county territory as well as its

Fund Development and Advocacy Department. With the new promotion, she will also oversee the Marketing and Communications Department.

Carolyn has worked for Goodwill Industries of Southwest Florida for 25 years. She oversees a department that serves on average over 25,000 individuals each year. Program services include housing for people with physical disabilities and low-income seniors, employment training, upskilling, and job placement through its eight Community Resource Centers (CRC) and Mobile CRC, disability and navigation services through Pathways to Opportunity and Pathways to Work programs, and small business development through its MicroEnterprise program.



Carolyn Johnson,
Goodwill SWFL
Chief Mission & Development
Officer



Brad Ellena
Goodwill SWFL Director of Contract Services

Brad Ellena has been promoted to **Director of Contract Services**. Brad has been with Goodwill SWFL for 28 years. Over the past 15-plus years in Contract Services, he has grown the department with service to both internal and external customers.

"It's with great pleasure that I have the honor to announce Brad Ellena's promotion," states Jody Jacoby, Goodwill Industries of SWFL Sr. Director of Facilities. "Thank you for your hard work and dedication, Brad!!"

Most Outstanding Grant Writing Professional

Brenda Perino was voted "2023 Most Outstanding Grant Writing Professional," by the Community Foundation.

With very little experience, Brenda Perino taught herself how to write grants. She studied the very best grant writers in the nonprofit sector and ended up finding her own success. When Goodwill Industries went looking for a grant writer to hire, they hired Brenda to increase their grant revenue stream.

She raises \$1 million per year using a system she created to manage the "grants process" and raise more money.

Brenda is this year's most outstanding grant professional of the year recognized by the Community Foundation. Brenda Perino will be honored during a special ceremony at the Nonprofit State of the Union & Grant Seekers Meeting on August 24th



Brenda Perino,
Goodwill SWFL Grant Writer

Recognizing Long-Term Employees

We recognize employees who have worked for Goodwill Industries of Southwest Florida for 10, 15, and over 20 years with a special "Notable Anniversary Luncheon." This is a new initiative started in 2023. There will be two luncheons each year, one in the summer to celebrate those hired

in the first half of the year and one in the winter to celebrate those hired in the second half.



2023 Notable Employee Anniversaries - Part 1

Susanne Hankins, 45 years, RETAIL PROCESSOR

Mark Hankins 38 years, MATERIAL HANDLER I

Charissa Comerota, 29 years, GRAPHIC ARTIST/WEBMASTER

Jared Moore, 21 years, RETAIL PROCESSOR

Irene Aceves-Sanchez, 20 years, PROCESSOR

Sandra Hernandez, 15 years, RETAIL MANAGER

Lonnie Chronister, 10 years, DONATION DOOR LEAD

Sharalyn Clark, 10 years, NEIGHBORHOOD RESOURCE SPECIALIST

Evelyn Potter, 10 years, RETAIL SALES ASSOCIATE

Sandra Plazas, 10 years, DIRECTOR OF COMMUNITY EDUCATION

Douglas Stewart, 10 years, CHIEF OPERATING OFFICER

LaAquarius Curry, 10 years, RETAIL SHIFT SUPERVISOR

Elvin Flores, 10 years, DONATION DOOR LEAD

Sean Govenor, 10 years, RETAIL PROCESSOR

Carl Campbell, 10 years, TRAINING STORE MANAGER

Joshua Peller, 10 years, RETAIL SHIFT SUPERVISOR

Retail News

July Anniversary Sale 40% off donated at 3 stores!

Take 40% off all donated on Saturday, July 22nd at Page Field, Clewiston & LaBelle Goodwill stores.



Saturday, July 22

**40% off
Donated Goods**

Valid at these three (3) locations only:

Page Field - 5120 South Cleveland Ave FM

Clewiston - 957 W Sugarland Highway

LaBelle - 91 S. Lee Street Unit #11

*Sale excludes: New Goods-Special Purchases.

Sale is valid ONLY at the THREE (3) Goodwill Retail & Donations Centers listed above.

90¢ of every dollar supports our Goodwill mission.

Sábado, 22 de Julio

**40% de descuento
Bienes donados**

Válido solo en estas tres (3) ubicaciones:

Page Field - 5120 South Cleveland Ave FM

Clewiston - 957 W Sugarland Highway

LaBelle - 91 S. Lee Street Unit #11

* La venta excluye: Nuevos bienes- compras especiales.

La venta es válida SÓLO en los TRES (3) Centros de Donación y en las tiendas de Goodwill enumerados anteriormente.

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

Goodwill Back-to-School Event July 21, 22 & 23

11 Goodwill stores in Southwest Florida are participating:
(Lee County) Bonita Springs, Challenger, Lehigh Acres, Island Park, Pine Island Rd. in Cape Coral. (Charlotte County) Kings Highway (Collier County) Towne Centre, Naples Park, Immokalee. (Hendry County) LaBelle & Clewiston.



Visit Select SWFL
Goodwill Stores for our
Back to School Event
July 21-22-23, 2023

We will have a variety of:

- **Uniforms** (Shirts, Shorts, Pants, etc.)
- **Shoes**
- **Backpacks**
- **Lunch Bags**
- **Bag O'School Supplies**

We will also have Special Purchase school supplies.

For participating locations
scan the QR code



or visit:
www.goodwillswfl.org



Visite Seleccionar tiendas de fondo de
comercio de SWFL para nuestra
Evento de regreso a la escuela
21-22-23 de Julio

Tendremos una variedad de:

- **Uniformes** (Camisas, Shorts, Pantalones, etc.)
- **Zapatos**
- **Mochilas**
- **Bolsas de almuerzo**
- **Bolsa O'material escolar**

También tendremos material escolar de Compra Especial.

Para ubicaciones participantes
escanear el código QR



o visite:
www.goodwillswfl.org



List of Participating SWFL Goodwill Stores

Back to School Event July 21-22-23, 2023

Lee County

Bonita Springs #123
11601 Bonita Beach Rd. SE
Bonita Springs, FL 34135
(239) 390-1081
Mon-Sat 9-8 Sun 10-7

Cape Coral

Pine Island Rd. #125
2040 NE Pine Island Rd.
Cape Coral, FL 33909
(239) 772-3535
Mon-Sat 9-8 Sun 10-7

Lehigh Acres #131

2825 Lee Blvd.
Lehigh Acres, FL 33971
(239) 369-8500
Mon-Sat 9-8 Sun 10-7

Fort Myers

Island Park #136
16523 Island Park Rd.
Fort Myers, FL 33908
(239) 482-6102
Mon-Sat 9-8 Sun 10-7

Lee County cont...

**Fort Myers
Challenger #156**
4950 Challenger Blvd.
Fort Myers, FL 33966
(239) 938-0061
Mon-Sat 9-8 Sun 10-7

Charlotte County

**Port Charlotte
Kings Highway #160**
(Peachland Promade Shopping Center)
24123 Peachland Blvd.
Port Charlotte FL 33954
(941) 764-0821
Mon-Sat 9-8 Sun 10-7

Collier County

**Naples
(Towne Centre) #126**
3759 E. Tamiami Tr.
Naples, FL 34112
(239) 417-5636
Mon-Sat 9-8 Sun 10-7

Naples #155

10455 Tamiami Trail
Naples, FL 34108
(239) 940-5955
Mon-Sat 9-8 Sun 10-7

Immokalee #143

400 North 15th St.
Immokalee, FL 34142
(239) 658-2262
Mon-Sat 9-8 Sun 10-7

Hendry County

LaBelle #146
91 S. Street
LaBelle, FL 33935
(239) 675-8585
Mon-Sat 9-8 Sun 10-7

Clewiston #153

957 W. Sugarland Hwy.
Clewiston FL, 33440
(863) 983-0859
Mon-Sat 9-8 Sun 10-7

*Thank you, just by shopping and donating to Goodwill Southwest
Florida you help to change lives everyday in your community.*

90¢ of every dollar support the Mission of Goodwill.

www.goodwillswfl.org

FLORIDA BACK TO SCHOOL SALES TAX HOLIDAY

July 24 - August 6, 2023

For more details visit:

Visit floridarevenue.com/backtoschool



ITEMS EXEMPT FROM SALES TAX:

- Learning aids and jigsaw puzzles selling for \$30 or less
- Most school supplies selling for \$50 or less
- Clothing, footwear and accessories selling for \$100 or less
- Computers and related accessories selling for \$1,500 or less (when purchased for non-commercial and personal use)



Goodwill 

www.goodwillswfl.org



Job Fairs

Goodwill and Lee County Library Host Lehigh Job Fair

We have partnered with the Lee County Library System to host a Job Fair on Aug. 9 from 10 a.m. to 1 p.m. at the East County Regional Library at 881 Gunnery Road in Lehigh Acres.

Jobseekers will get the opportunity to meet with high-quality employers who are ready to hire. Some of the companies attending are Amazon, Arthrex, Blue Stream Fiber, CASL, Coca-Cola, Florida Department of Corrections, Florida Department of Juvenile Justice, Goodwill, Lee County Government and School District, the Lee County Library System, Lee Health, Lee Tran, Platinum Logistics, Publix, Radiology Regional, Taco Bell and Valvoline.

This event is free and open to the general public. Attendees also have the opportunity to register for an Employability Workshop one week before the Job Fair, at the Lehigh Goodwill Community Resource Center (CRC), on Wednesday, Aug. 2, from 10 a.m. to noon. The Lehigh CRC is at 2825 Lee Blvd., Lehigh Acres.

Career Fair



Wednesday, August 9th
10:00 AM - 1:00 PM

East County Regional Library
881 Gunnery Road | Lehigh Acres, FL 33971

Vendors Planning To Attend



Sponsors



Join Our Employability Skills Workshop!

Need help with your resume, interview tips, or practicing a mock interview?
Contact (239) 369-4774.

Lehigh Acres CRC

2825 Lee Blvd. | Lehigh Acres, FL 33971

August 2nd, 2023

10 AM - 12 PM

Feria De Empleo



Miércoles, 9 De Agosto
10:00 AM - 1:00 PM

Biblioteca Regional Del Condado De East
881 Gunnery Road | Lehigh Acres, FL 33971

Empresas Planeando Venir



Patrocinadores



¿Necesita ayuda con su currículum, consejos para entrevistas, o practicar una entrevista simulada?
Contacto (941) 255-3884.

Lehigh Acres CRC

2825 Lee Blvd. | Lehigh Acres, FL 33971

2 De Agosto, 2023

10 AM - 12 PM

Classes

Individuals who are thinking about starting their own business and have not developed a plan to guide their start-up or strengthen an existing business, can attend Goodwill's SWFL MicroEnterprise Institute, scheduled for July 31 until Sept. 7.

The MicroEnterprise Institute is a six-week training program to help emerging entrepreneurs start new ventures and grow small businesses. Graduates will complete a feasibility plan and management training course, working with mentors who are successful businesspeople, and hear from subject matter experts in areas of accounting, legal marketing, insurance and funding.

Classes will be held on Monday and Thursday evenings from 6-9 p.m. at the Public Works Building, 815 Nicholas Parkway, East, Cape Coral. To apply, please visit www.goodwillswfl.org/microenterprise, or call (239) 995-2106, extension 2215.

For additional information, email April Williams@Goodwillswfl.org.

Launch Your Own Business

Be Your Own Boss

Classes Starting

July 31 - September 7, 2023

Class location:

Public Works Building
Community Room
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. 2304

- **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.

Goodwill 
Industries of Southwest Florida, Inc. 

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



Stay Connected

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

<https://www.guidestar.org/profile/59-6196141>. Our charitable contributions/solicitation 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.

Goodwill Industries of Southwest Florida | 5100 Tice Street, Fort Myers, FL 33905

[Unsubscribe debra.donatto@gmail.com](mailto:debra.donatto@gmail.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by info@goodwillswfl.org powered by



Try email marketing for free today!