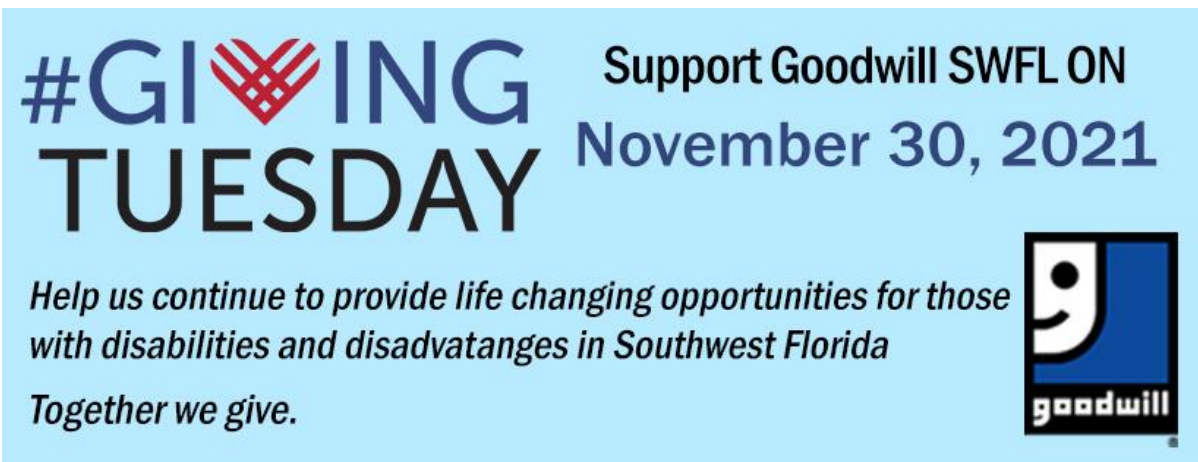




*Our Mission: Committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.*



**Support Goodwill SWFL Mission Services this Giving Tuesday, November 30<sup>th</sup>!**

Start the holiday season with a donation to Goodwill SWFL's Mission Services! When you financially support our non-profit, you fund services that empower individuals with disabilities and disadvantages in Southwest Florida. Through our disabilities services, employment training and literacy support, housing, and small business development, your dollars will help us fill the gaps in services for our upcoming community! You can make a change for good.



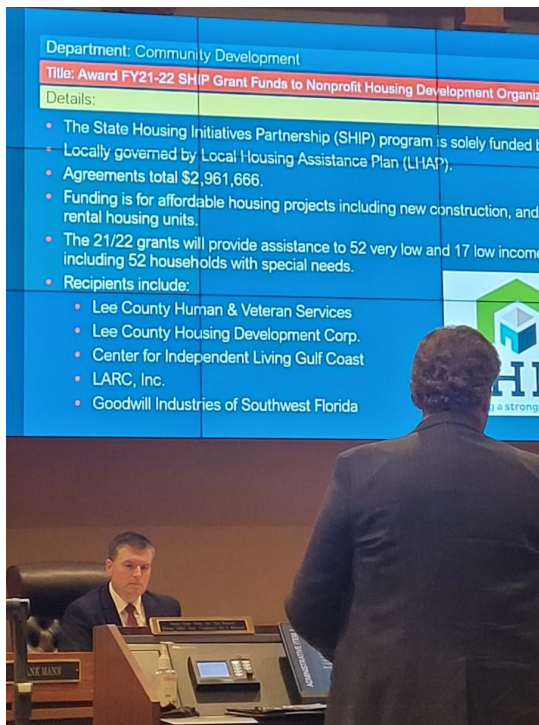
Donate [here!](#)

## Build a better 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!

## Mission Moments



### Goodwill SWFL receives SHIP funds for housing

The Lee County Board of Commission has approved the allocation of SHIP Funding (State Housing Initiative Partnership program) to make necessary upgrades and renovations to two of Goodwill Housing apartment complexes, The Pines in North Fort Myers and Country Cove in Lehigh Acres. The funding totaling more \$600,00 for these two projects will be used to renovate a total of 28 apartments for people with physical disabilities.

Goodwill Industries of SWFL has been providing housing for people with physical disabilities and income sensitive seniors for more than 23 years.

For more information, contact Carolyn Johnson at [carolynjohnson@goodwillswfl.org](mailto:carolynjohnson@goodwillswfl.org) or call (239) 995-2106 Ext. 2247.

### Goodwill SWFL CEO in top 30 nonprofit executives of 2021 by Community Foundation

John Nadeau, Goodwill Industries of Southwest Florida's CEO & President, was recently selected as one of the top 30 nonprofit executives in Southwest Florida. Every year, the Community Foundation honors top achievers and community builders who perform their duties with integrity and honesty, making a substantial impact in SWFL.





Amalia Cruz, Lehigh Acres Goodwill CRC coordinator.

## Community Resource Centers receive support in 2021

Goodwill CRCs provide free digital skills training, employability workshops, assist with applications for Access, child tax credit payments, navigation of the healthcare network, and free tax filing through VITA, and much more. We would like to thank those who provided support in 2021.

- United Way of Lee County
- Truist Foundation
- Coco-Cola Foundation
- United Way of Collier and the Keys
- Allegretti Foundation
- PNC

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).



## Goodwill SWFL Receives \$15,000 Grant from Truist

Goodwill received a \$15,000 grant from Truist Financial Corporation through its Truist Charitable Fund, a donor-advised fund at The Winston-Salem Foundation, to support the MicroEnterprise Institute.

“This grant will help ensure the MicroEnterprise Institute continues to provide entrepreneurs valuable education and experiences that can inspire and build better lives and communities,” said Iwan Mohamed, West Florida regional president for Truist. “With each graduating class, Goodwill Industries of Southwest Florida strengthens the network of small businesses in our region and helps our communities thrive.”



Patty Sweeney, owner of Sweeney S.O.S. and Carlos Jimenez, owner of Chipmunk Bounce Houses, received a Truist grant through SWFL MicroEnterprise Institute

For more information on the MicroEnterprise Institute, contact Sandra Plazas at (239) 995-2106 Ext. 2304 or [email](mailto:sandra.plazas@goodwillswfl.org).

## Remember Small Business Saturday is November 27th

MicroEnterprises are the backbone of our Southwest Florida economy. Goodwill Southwest Florida’s MicroEnterprise Institute program is designed to help individuals with low to moderate income levels and other disadvantages to start or stabilize their own business.

**You can support future business owners by providing financial support to our program. Your generosity will allow more individuals to build a brighter future.**

To see the full list of the over Micro Enterprise alumni, click [here](#).



To make a donation contact Ashley Price Swick at [ashleyprice@goodwillswfl.org](mailto:ashleyprice@goodwillswfl.org) or make donation online [here](#).

### **Suncoast Goodwill visits the Opportunity Center**



We were happy to host staff from Suncoast Goodwill here at the Goodwill Opportunity Center, at 5100 Tice Street in Fort Myers.

Suncoast Goodwill operates out of the Tampa/St. Pete/Clearwater area. We are helping them launch a new point of sale system in their retail stores, and assisting with the technology to make their transition seamless.

### **2021 United Way Campaign**

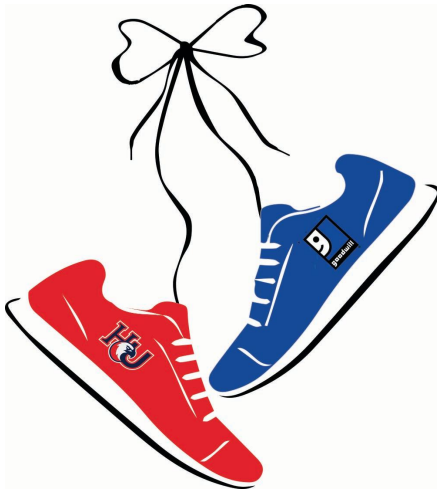
Goodwill SWFL contributes to the United Way each year through an employee contribution campaign. This year, the goal was \$19,000. Goodwill SWFL employees not only met that goal, but exceeded it, raising a total of \$26,359.50 for the United Way. Goodwill SWFL is a United Way Community Partner.



United Way of Lee, Hendry, Glades, and Okeechobee

## **Events**

**Inaugural Goodwill and Hodges University HalkWalk to Spread**



## Goodwill

Join Hodges University and Goodwill SWFL for a New Year, "New You," by participating in the inaugural HawkWalk Virtual 5K Walk/Run! When you sign up for this virtual walk/run, you support your own good health and our initiative to empower individuals through our Goodwill Community Resource Centers with HUDirect services. Spread Goodwill in the New Year by signing up [here](#).

## 3rd Annual Spooktacular Pet Costume Contest

We hosted our 3rd Annual Pet Costume Contest at the Millennial Brewing Company on Saturday, October 23rd. This year, 26 dogs were entered with a ton of spectators, and a few local dog rescues attending. Thank you to everyone's participation and to the Millennial Brewing Company (who donated their portion of the proceeds and 10% of the bar take). We raised over \$500 for our Pathways to Opportunity scholarship program, which will help people with disabilities get access to training and maximize their independence.



Debbie Brown, "Wayne's World" winner & Carolyn Johnson, Sr. VP of Mission & Development



## 2nd Annual Patron's Golf Tournament

Goodwill SWFL hosted our 2nd Annual Patrons VIP Golf Tournament on October 19th & 20th. Participants competed in a shotgun start scramble with the winning team being Team Jones: Ken Bennett, Eric Strom, Justin Bean & Mike McGarvey. This is a charity event for Goodwill Industries of Southwest Florida.

**The 15th Annual Festival of Trees, Dec 2nd - 5th at the SBDAC**

PRESENTED BY:



BENEFITING:



**TICKETS**

ADMISSION: \$2  
(5 AND UNDER FREE)  
TREE VIEW TIMES:

THURSDAY 12/2  
11AM - 9PM

FRIDAY 12/3  
11AM - 10PM

SATURDAY 12/4  
10AM - 10PM

SUNDAY 12/5  
11AM - 6PM

**VIEW TREES**

VOTE FOR YOUR FAVORITE  
BUY RAFFLE TICKETS TO  
WIN A TREE

TREE RAFFLE TICKETS  
\$10 EACH OR 3 FOR \$25  
RAFFLE DRAWING:  
SUNDAY 5PM

SANTA'S BLOCK PARTY  
SATURDAY 12/4  
10AM - 2PM

**ENTERTAINMENT**

FRIDAY 12/3

5:30PM SWFL SYMPHONY  
STRING QUARTET

7:00PM WREATH LIGHTING

7:30PM - 10PM BEN ALLEN  
BAND

SATURDAY 12/4

7:30PM - 10PM MEMPHIS  
MOTOWN EXPERIENCE

SPONSORED BY:



## Retail News

### New boutique "blue" in Ave Maria



Our newest *blue* Goodwill boutique opened October 27th in downtown Ave Maria. This Saturday, November 20th, come out to Ave Maria, from 5pm - 8pm, for the **Christmas Crawl**, and check out our beautiful new boutique (5076

Annunciation Circle, Suite 103 Ave Maria,  
FL 34142).

Come visit us at  
*blue* A GOODWILL BOUTIQUE  
for your Christmas shopping needs!



*blue*  
A GOODWILL BOUTIQUE

Suite 103, 5076  
Annunciation Circle

Mon - Sat  
10 am - 6 pm

Sunday  
11 am - 5 pm



**Save the  
DATE!**

**PLEASE Join Us:**

**CHRISTMAS  
CRAWL**

**November 20th  
From 5PM-8PM!**

Maxwell Grace, Hoja de Menta,  
SB Sportswear, Blue Boutique,  
The Secret Ingredient,  
Ave Religious Gifts, and  
The Ave General Store!

Made with PosterMyWall.com

### November VIP PERK

Shop Saturday, November 20th and get  
double reward points. That means you get



# Sat. Nov. 20th Earn Double VIP Perk Points!

Not a Member Sign Up Today!  
[www.goodwillperks.com](http://www.goodwillperks.com)

10% back on your purchases of donated goods that you can apply next time you shop at Goodwill SWFL. Use the points for Black Friday, or for your holiday shopping needs.

The more you shop, the more you save!

Not a Goodwill Southwest Florida VIP PERK member? Sign up for free today!

[Sign up for VIP](#)

## After Thanksgiving Sale

Friday, November 27th, come out for our biggest sale of the year!

50% off all donated, 20% off special purchases & new mattresses. Doorbuster deals on new sheet sets, Eddie Bauer Blankets, and beach towels.

Doors open at 8am.

20% off at the Goodwill Outlet at 5100 Tice Street in Fort Myers!

This sale applies only to Goodwill locations in Southwest Florida (Charlotte, Lee, Collier & Hendry counties).

\*Food and drinks excluded from dicounted promotion.



Nov 26th

# BLACK FRIDAY SALE

Doors Open 8 am

## 50% off

**Donated Goods**

## 20% off

**Special Purchases and New Mattresses**

Downtown blue and Ave Maria blue Boutiques are part of this Savings. Also Save 20% off at our Goodwill Outlet Store.

DOORBUSTER  
Sale

### Sheet Sets - Huge Savings

Twin/Full	\$ 9.99
Queen/King	\$14.99

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### Eddie Bauer Blankets

Reg \$29.99 - Sale \$16.99

---

### Beach Towels 3 Styles

\$5.99 Buy One Get One Free

❄️

50% of and 20% off discount does not include Doorbuster items or new goods food and beverage items \* Some exclusions may apply.



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



FLORIDA WHOLESALE



# 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.

Goodwill Industries of Southwest Florida, Inc. Has received a Platinum rating by GuideStar Charity Navigator <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](http://www.800helpfla.com) FOR OFFICIAL REGISTRATION INFORMATION AND ADDITIONAL INFORMATION.

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

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