



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.

September 11 - September 17 DSP Recognition Week 2022!



Join us in celebrating our direct support professionals and the impact they create in communities each and every day.

Our Pathways to Opportunity team here at Goodwill SWFL is dedicated to helping improve the lives of more than 100 individuals with developmental and intellectual disabilities right here at the Goodwill Opportunity Center in Fort Myers.

Be The Change Campaign at Lowe's



Together, Goodwill and Lowe's have partnered to "Be the Change" as this summer's round-up beneficiary at Lowe's registers

nationwide. From June 26th through October 2nd, Goodwill will be the exclusive recipient of Lowe's "Be the Change" campaign.

Over the next three months, customers of Lowe's stores nationwide will have the opportunity to "round up" their cash purchases and donate to Goodwill with 100% of funds redistributed to Goodwill members to use to support mission programs and services.

Meet one of our Breakthrough Award Winners

Breakthrough Business of the Year: PNC Bank

Being a non-profit, Goodwill is careful to select business partners who are advantageous to us as an organization. The long-standing business relationship that we have had with PNC Bank has really blossomed over the last two years, as PNC Bank has become more than just a business partner.

"With them we feel we have a really wonderful relationship in terms of how they support the organization not only from a business perspective," states Goodwill COO Doug Stewart, "but also in terms of the rest of our mission services."

"They wanted to know more about Goodwill. They wanted to know what they could do to help us further our mission," recounts Carolyn Johnson, Goodwill SWFL Senior VP of Mission & Development. "So, when I told them that we have been providing employment services and wrap-around services in our community for the betterment of 55 years, they were surprised and happy to know that."

[Donate](#)



"What really helps PNC develop good partnerships like Goodwill are similarities in our missions and their philanthropic efforts in the community," explains Nick Ayotte, Relationship Manager and Senior VP with PNC Bank. "We always look to strengthen the populations within the communities we serve. We like to empower our community members, and with Goodwill's efforts behind that mission, it really helps us identify and easy fit for PNC with a partnership like that."

"Not only are they a valued business partner, they are a committed community partner," says Carolyn, "and I very much appreciate that, and I thank PNC for that."

Mission Moments

ESL students advance through Goodwill/Hodges alliance



Lehigh Acres

Congratulations! Felicidades!

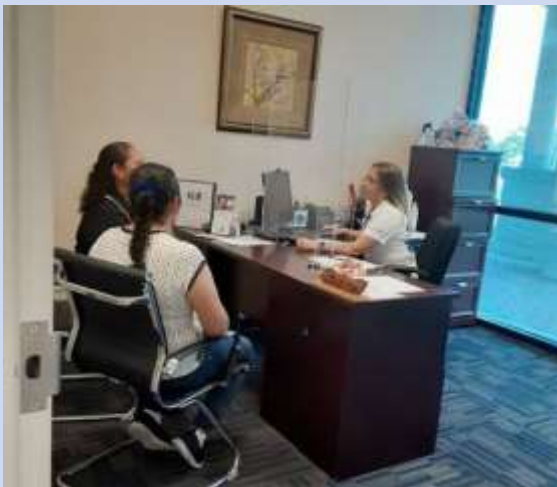
The latest #HUDirect class of English as a Second Language (ESL) students graduated from the third and final level of the program held at the Lehigh Acres Goodwill Community Resource Center! They now have the confidence to read, write, listen, and speak English effectively - whether it's at home helping their children with school work, at work collaborating with colleagues, or in everyday life.

Bonita Springs

Five students finished level 1 of English as a Second Language (ESL) class through Hodges Direct. Classes were held at the Goodwill Community Resource Center in Bonita Springs. These ESL classes teach students more than conversational English, they teach students how to read and write in English which helps them open doors to better job opportunities.



For more information about HUDirect ESL classes, contact Fernanda at (239) 995-2106 Ext. 2226



Affordable Connectivity/ Digital Navigator Sign-ups

Goodwill is hosting a series of workshops throughout Southwest Florida to help people see if they can qualify for free or low-cost internet and computer equipment through the Affordable Connectivity Program (ACP).

Our Goodwill Community Resource Center coordinators have been trained as Digital Navigators through the Patterson Foundation. If you are interested in learning more about the ACP program, and see if you qualify, contact (239) 995-2106 Ext 2226.

To locate the nearest Goodwill Digital Navigator in your community, visit our website www.goodwillswfl.org

Celebrating National Thrift Shop Day

Thrift Fashion Show

Several residents of the Presbyterian Apartments in Fort Myers participated in a fashion show on August 17th in honor of National Thrift Shop Day.

Each model received a \$25 gift card to go shopping at Goodwill. The models walked the runway wearing outfits thrifted from Goodwill stores and the downtown blue Boutique.





Presbyterian Apartments Residents



Winner of NTSD \$100 Gift Card

Betty Regnier, who recently got released from the hospital after nearly dying of COVID-19, saw the WINK news coverage of our National Thrift Shop Day contest and decided to go on August 17th to shop at the Goodwill in Port Charlotte.

She was pleasantly surprised when we called her to tell her she won the \$100 gift card. She said that it was going to be a huge help since she is supporting her two adult children on her social security alone, and she just got out of the hospital.



Betty Regnier & Tameria Mizell (her daughter)

Breakfast With the President

On August 16th, we had a nice group of visitors come for our quarterly Breakfast With The President event. Visitors got a chance to tour behind-the-scenes at the Opportunity Center at 5100 Tice Street and learn a lot more about our mission services.

If you would like to take a tour of the Goodwill Opportunity Center, contact Debra at (239) 995-2106 Ext 2254, or Ashley at (239) 995-2106 Ext. 2213.



Zonta SWFL Awards Grant

The Zonta Foundation of SW Florida assists women in business with grants to help them develop their local SWFL small business. A recent graduate of the Goodwill MicroEnterprise Institute, Sielina Lewis, was just awarded a \$650 Zonta grant to help her launch her all-natural candle business, Lewsiel Candles LLC.

MicroGrant Recipients

MicroGrants are investments in the lives of people of potential. Through a partnership with MicroGrants, we were able to award three graduates of MiroEnterprise Institute a MicroGrant to help them move their businesses forward.

If you would like volunteer as coach, mentor, speaker, donate or for more information about the MicroEnterprise Institute, contact Annette Watkins at (239) 995-2106 Ext. 2215.



Thank You Funders

BANK OF AMERICA 

 **BankUnited**

 **Comerica**

Bank of America, Bank United, Comerica and the Alegretti Foundation have all awarded funds to support the Goodwill SWFL MicroEnterprise Institute. MicroEnterprise is a 6-week small business program that assists individuals of limited means to become entrepreneurs. It is based on curriculum developed by Kauffman Foundation specifically for "entrepreneurs operating in economically disadvantaged areas and/or entrepreneurs who were themselves economically disadvantaged.

Businesses started are considered microenterprises (five or fewer employees and cost \$35,000 or less to start). While small, these businesses contribute significantly to economic growth, social stability, equity, and living standards. Since its inception 12 years ago, over 900 people have graduated and more than 500 businesses have been started or strengthened by people who attended this course.

 **Ameriprise**
Financial

Goodwill SWFL recently received a \$5,000 grant from Ameriprise. Grant funds will be used for digital and vocational program support in our five-county service area within Ameriprise's key priorities: Meeting Basic Needs and Supporting Community Vitality.

Goodwill has eight Community Resource Centers (CRC) and a mobile CRC that provide life-changing opportunities to people with disadvantages and disabilities by preparing them for, and helping them secure, employment and connecting them with resources to attain self-sufficiency and independence.

Center staff prepare individualized plans to help meet the needs of each client, tackling their most critical first (food, shelter) and preparing them for an improved future (employment, training, certificates). They help clients create their resumes, complete job applications, improve interviewing skills and provide job coaching. These Coordinators establish relationships with local businesses and search for job vacancies on behalf of their clients. The Coordinators help clients with public assistance, health insurance, food stamps, etc., and connect clients to partner agencies to provide wrap-around services.

Inside Goodwill Podcast - Episode 4

Michele Prox Foos & Leslie Stepper explain more about our online store

Check out our most-recent episode of "Inside Goodwill" our new podcast highlighting Goodwill Industries of Southwest Florida mission services and the people behind the scenes who make it all happen.

In this episode we talk to Michele Prox Foos and Leslie Stepper from our Goodwill Ecommerce division, to learn more about our online store, how it works and how it helps.



Goodwill Hosts Community Blood Drives



John Monahan, Kings Highway Store Manager

When you see the BIG RED BUS outside of a Goodwill store, It's most-likely because we have coordinated a community blood drive. Goodwill SWFL has hosted community blood drives throughout of five county area for several years.

*"We are pleased to share with you that the recent blood drive resulted in **16 units** of blood. Remember, each donation can save up to three lives so that means **48 patients** could benefit from the lifesaving efforts of blood donors at Goodwill Industries of Southwest Florida." - Lori O'Brien, Account Representative*



"Lets Get Back to Work" Job Fairs



Goodwill SWFL along with FL Dept. of Corrections & Charlotte County Human Services sponsored a job fair on Tuesday, Sept 13th, at the Charlotte County Family Services Center to help those looking for work to find a job.

The Goodwill Mobile Unit was present with our HR



On Thursday, September 8th, Goodwill, Career Source, Next Level Church hosted a the largest job fair to date.

There were 70 Vendors & 297 Jobseekers at the Next Level East! Several companies were able to get on the spot hires, and many more will be hired from this event.

team doing on-site interviews for Goodwill as well. This event was free and open to the public!

Retail News

Anniversary Sale

Take 40% off all donated on Saturday, September 24th at Port Charlotte, Pine Ridge & Island Park.



Sábado 24 de septiembre

40% de descuento
Bienes donados

Válido solo en estas tres (3) ubicaciones:

Port Charlotte - 2325 Tamiami Trail | Port Charlotte
Pine Ridge - 1687 Pine Ridge Rd. | Naples
Island Park - 16523 Island Park Rd | Fort Myers

* La venta incluye: Nuevos Bienes-compras asociadas.
La venta es válida SOLO en las TRES (3) Centros de Donación y en los centros de Goodwill asociados anteriormente.

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



Sat., September 24th

40% off
Donated Goods

Valid at these three (3) locations only:

Port Charlotte - 2325 Tamiami Trail | Port Charlotte
Pine Ridge - 1687 Pine Ridge Rd. | Naples
Island Park - 16523 Island Park Rd | Fort Myers

*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.

Events



Spooktacular Pet Costume Contest and PAWty!



Saturday, October 22, 2022

2:00 pm - 7:00 pm



1811 Royal Palm Ave, Fort Myers (Free Parking)

\$5 Pet Entry fee

\$10 Pet & Owner Entry fee

Prizes for Winning Categories in

- * Best Overall Cat and Dog
- * Best Overall Non-Cat or Dog
- * Best Overall Pet and Owner Costume
- * Most Creative DIY Cat and Dog
- * Most Creative DIY Non-Cat or Dog
- * Best Creative DYI Pet and Owner Costume

Register your pet online: www.goodwillswfl.org/events

Charity fundraiser with proceeds going to Goodwill SWFL's "Pathways to Opportunity" scholarship fund. PTO is a full day training program that helps adults with developmental and mental disabilities maximize their potential.

Come meet some adoptable pets from Doghouse Resume Academy, and Team Moose Animal Rescue.



[Register your pet](#)

16th Annual Festival of Trees

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

We are preparing for four days of celebration in partnership with Sidney Berne Davis Art Center, and we need your help! When you become a Festival of Trees sponsor, your support



the mission of Goodwill, and the SBDAC as our organizations provide services 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 or Rachel Stanborough at rachelstanborough@goodwillswfl.org.

(239) 995-2106 Ext. 2213

We are getting ready to spread holiday joy in December with our annual fundraiser, the Festival of Trees!

Classes

Charlotte County Small Business Class starting October 3rd is now accepting applications - last class for 2022.

Goodwill's MicroEnterprise is taking applications now for its next Charlotte County class. MicroEnterprise is a 6-week program that has helped more than 500 local small businesses start, or strengthen. If you are looking to launch your small business, this is the key to success!

Call today to save your seat.

(239) 995-2106 Ext. 2215 [Save your seat](#)

Launch Your Own Business

Be Your Own Boss



Southwest Florida
MICROENTERPRISE



Classes Starting on October 3 - November 10, 2022

Class location:

Goodwill Community Resource Center
24123 Peachland Blvd
Port Charlotte FL 33954

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. 2215

- **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.

Major Funding Provided:

Richard M. Schulze Foundation

Goodwill SWFL MicroEnterprise Institute Program Funders:

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

Bank of America
Bank United
Bank OZK
Charlotte State Bank
CIT

US Department of Housing
and Urban Development
Wells Fargo Bank
Zonta Foundation of SWFL

Synovus
TIAA Bank
Truist
TD Bank Foundation





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

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