



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.

Mission Moments

New Board Member

We are happy to announce that **Spencer Roach**, State Representative at Florida House of Representatives, has joined the Board of Directors at Goodwill Industries of Southwest Florida.

We look forward to doing good for our SWFL community together.



Tommy Bohanon Foundation

The Tommy Bohanon Foundation's Katie and Tommy Bohanon awarded Goodwill's Pathways to Opportunity participants with a \$5,000 grant as part of the **Sports Equipment Grant Award Day!** The Tommy Bohanon Foundation awarded \$50,000 in all to local sports programs throughout this event.

From left to right: Carolyn Johnson, Katie Bohanon, Tommy Bohanon, Jessica Tursi, Ashley Price, and Dawn Bailey.

Breakfast with the President

We host visitors at the Goodwill Opportunity Center for a quarterly **Breakfast with the President** and a facility tour. We love showing off how hard we are working to improve the lives of people here in Southwest Florida, and hearing over and over again, "I had no idea that Goodwill did that."



Our Guests for our 3rd Quarter Breakfast

Marliss Brockington from Lee County School District
Sarah Wood from Axianta Financial
Stephanie Rusch from Charlotte County Schools
Caryn McCullough from the Loveland Center Inc.
Pastor Jeff from North Shore Alliance Church
Mike Biskie from B & I Construction
Stephanie Nordin from Autism Collier
Therese Everly from CASL
Carolyn Johnson, Goodwill SWFL CMO

If you are interested in attending our next Breakfast with the President, contact Rachel at rachelstanborough@goodwillswfl.org. If you'd like to book a group tour, contact Ashley at ashleyprice@goodwillswfl.org.

Pathways to Opportunity News



Coffee with a Cop



On 10/4 (October 4th), the PTO participants were treated to "Coffee with a Cop" by the **Lee County Sheriff's Department**. Our PTO participants had a blast meeting new friends and enjoying the first day of the new quarter! "Pathways Cooking" made treats and coffee. Hope, the 3-legged dog, came in for a visit, and we got to hear the story of Hope! Ice Cream Response Team was there to provide participants with sweet treats. What a great day!



PTO Haircuts

The **Bless Bladez Barbershop** team volunteered today to provide free haircuts to our Pathways to Opportunity (PTO) participants.

PTO is a full-day training program for individuals with intellectual and developmental disabilities, and it is one of the disability services provided by Goodwill Industries of Southwest Florida.

35 participants got new hair doos, and members of Suncoast Credit Union volunteered to help coordinate the event.



J.N. "Ding" Darling National Wildlife (Official) Visit

Environmental Educators from the **J.N. "Ding" Darling National Wildlife Refuge** (Official), came out to Pathways to Opportunity in October with their WOW (Wildlife on Wheels) unit to introduce the participants to local wildlife. They had a fantastic time learning.



To support community engagement events for our participants, donate at the button below

Donate

Breast Cancer Awareness Walk

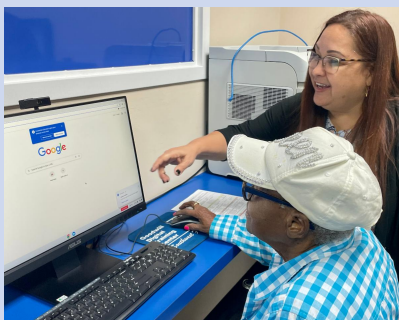
October is Breast Cancer Awareness month, and Goodwill's Pathways to Opportunity (PTO) participants walked the halls of the Opportunity Center wearing their pink today to honor those who are battling Breast Cancer. After their walk, they sold handmade bracelets and keychains made in support of Breast Cancer awareness.



Community Resource Center News

Tice CRC

Digital Training with Mt. Herman Church



We are offering and providing **self-paced Digital Training** to Royal Ambassador seniors from Mt. Hermon Church at the Tice CRC every Tuesday from 11:00 a.m. - noon until Tuesday, November 7th. A second group of individuals are ready to start a second session of Digital Training. Individuals are reviewing mousing, typing skills, basic computer, and basic internet knowledge and skills.



4-Week Employability Workshop Series

In partnership with Urban Strategies, Inc., we are providing the local residents with a 4-week **Employability Workshop** series with rotating topics, Resume Creation, Job Search Navigation, Interview Skills, and Dressing to Impress.

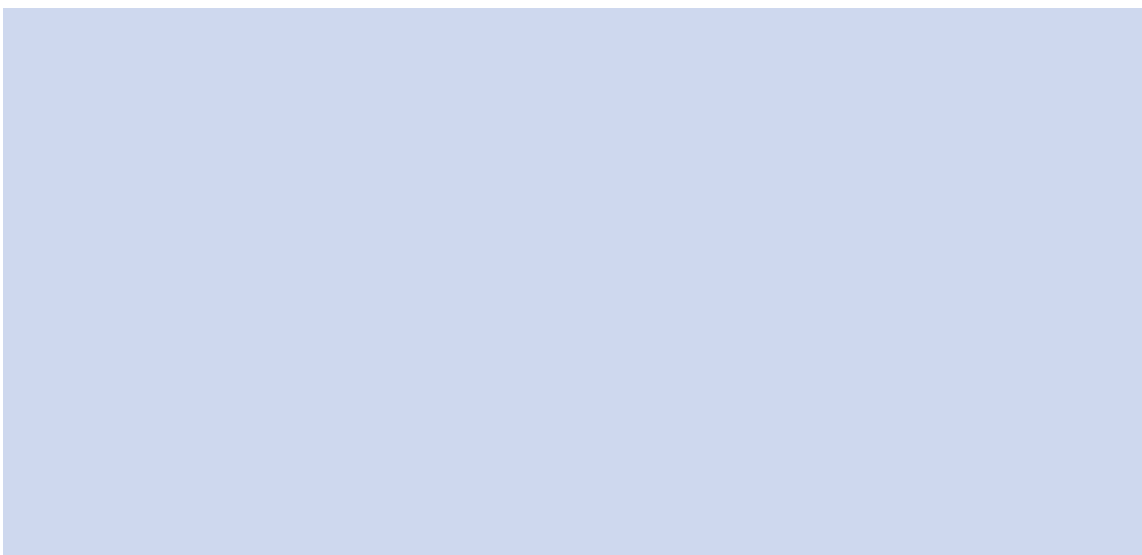
Training is held at the City of Fort Myers Housing Authority at the Renaissance Preserve (CSS Building). The first series began September 20th and is held every Wednesday from 11:30 am - 1:00 pm, through October 11th. Upon completion of the workshop series, a professional attire voucher is provided which enables them to purchase clothes for their interview, or with other needs for employment purposes.

The second series of the Employability Workshop series will start October 18th through November 8th.



We are also excited to have **Dress for Success Wardrobe on Wheels: WOW Factor** join us on the fourth week of the employability workshop series on November 8th. They will be providing a presentation to assist the ladies in receiving a fitting to be prepared, as they continue their employment search or start new employment.

Bonita Springs CRC



Sometimes opportunity knocks. Other times, it rolls.

Board the Fifth Third Bank Financial Empowerment Mobile for:

- Assistance with viewing your credit report
- Financial decision tools
- Fraud awareness and prevention
- Bill payment demonstrations
- Home ownership seminars
- How to avoid foreclosure

THE eBUS IS STOPPING BY:

Tuesday November 7th • 9am-12:30pm

Goodwill Retail and Donation Center

11601 Bonita Beach Rd SE, Bonita Springs, FL

Contact Ruben Perales at ruben.perales@53.com for more information.



Fifth Third Bank, National Association.
Member FDIC. Equal Housing Lender.

Fifth Third Bank Financial Empowerment Mobile

Come out to the Bonita Spring Goodwill Community Resource Center on Tuesday, November 7th from 9 a.m. to 12:30 p.m. Fifth Third will have their Financial Empowerment Mobile out and ready for you to board. Representatives will assist with credit reporting questions, fraud awareness, home ownership info, tips for avoiding foreclosure, budgeting, savings, and more.

Goodwill Employee News

Notable Anniversary Luncheon - Fall 2023

We honored 19 Goodwill SWFL employees who have celebrated 10 or more years of service working for



Goodwill Industries of Southwest Florida. Many celebrated their 30-plus anniversary as an employee with us. Hats off and thank you!

- Kim Yape, 50 years
- John Collins, 39 years
- Mark Albert, 36 years
- Angeline Burnett, 33 years
- Cindy Scott, 30 years
- Brad Ellena, 28 years
- Carolyn Johnson, 26 years
- Sheryl Stahnke, 24 years
- Rose Goodman, 22 years
- Catherine Hansen, 22 years
- Jamie Dunn, 21 years
- Lamar Johnson, 20 years
- Victoria Parchment, 15 years
- Megan Feurig, 15 years
- Wilfredo Fraticelli, 15 years
- Marlene Arel, 10 years
- Kristopher Gardner, 10 years
- Elda Vela-Villa Gomez, 10 years
- Ryan Thibodeau, 10 years



Employee Appreciation Bowling

Every year, Goodwill SWFL senior staff hosts an opportunity for our employees to get together with their coworkers and families for a fun night of bowling. These bowling nights are held in Naples, Fort Myers, Cape Coral, and Port Charlotte.



Special Olympic Winner

David Latu, one of the Goodwill SWFL e-commerce employees, placed in the regional Special Olympics Swimming Tournament.



He won a silver by placing 2nd in the 50-meter breaststroke. He won a silver by placing 2nd in the 50-meter 4x50 freestyle relay, and he placed 4th in the 50-meter freestyle.

A big congratulations from the Goodwill SWFL team.



MicroEnterprise Financial Gifts

MicroEnterprise is a small business program that Goodwill SWFL offers for low-to-moderate-income entrepreneurs who are looking to start or strengthen a small business. To date, more than 650 local business has launched, or strengthened, through this program.



Bank of America

Thank you to the Bank of America for the \$10,000 Financial Gift to support the MicroEnterprise Institute.



Third Federal Foundation

We received a Financial Gift of \$10,000 from the Third Federal Foundation to support MicroEnterprise classes in 2024.



Fifth Third Bank

We had two recent MicroEnterprise graduates receive funding from the Fifth Third Bank to help launch their new business idea.

Each check was for \$530. The first recipient is Jimmy Caldwell from our Naples class, and then the second recipient (on the right) is Dave Mattea from our Cape Coral class.

Retail News

Community Appreciation Days!

Community Appreciation Day!
Día de reconocimiento comunitario

Goodwill 

40% OFF
Donated Goods
40% de descuento
en Artículos Donados

Saturday, October 21
Sábado, 21 de Octubre

Three Locations

Bonita Springs
11601 Bonita Beach Rd. SE
Bonita Springs, FL 34135

Towne Centre
3759 E. Tamiami Trail
Naples, FL 34112

North Cape Coral
2040 NE Pine Island RD
Cape Coral FL, 33909

Goodwill shoppers can take advantage of 40% off all donated on Saturday, October 21st at three stores: Bonita Springs, Towne Centre, and North Cape Coral. Doors open from 9 a.m. to 8 p.m.

Community Appreciation Day!

Día de reconocimiento comunitario

A promotional graphic for Goodwill's Community Appreciation Day. It features a large blue tag with white text that reads "40% OFF Donated Goods" and "40% de descuento en Artículos Donados". The tag is set against a background of blue balloons. Above the tag, the Goodwill logo is displayed in blue and white. The background is decorated with colorful balloons and bunting flags.

Goodwill

Saturday, October 28
Sábado, 28 de Octubre

Three Locations

Egret's Crossing
4951 Santa Barbara Blvd
Naples, FL 34101

Island Park
16523 Island Park Rd.
Fort Myers, FL 33908

Plantation
13500 Plantation Rd.
Fort Myers, FL 33912

Goodwill shoppers can take advantage of 40% off all donated on Saturday, October 28th at three stores: Egret's Crossing, Island Park, and Plantation. Doors open from 9 a.m. to 8 p.m.

Sign up for VIP Perks

A promotional graphic for Goodwill's Halloween event. It features a black background with white and orange text that reads "BRING YOUR COSTUME TO LIFE!" and "SHOP GOODWILL® FOR HALLOWEEN". The Goodwill logo is also present. On the right, two women are shown in costumes: one in a white angel costume and another in a red devil costume with a large egg on her chest. The background is decorated with white and orange Halloween-themed icons like skulls, spiders, and pumpkins.

**BRING YOUR
COSTUME TO LIFE!**

SHOP GOODWILL® FOR HALLOWEEN

Goodwill

Inspire your Halloween with these ideas using components readily available at almost any Goodwill retail location. Check out this interactive costume generator <http://www.goodwill.org/halloween/>



Change for Change

ROUND-UP AT THE REGISTER

Your change can make a huge change in the life of someone struggling with barriers. Collectively, we can make a difference. #roundup

Upcoming Job Fairs

Fort Myers Job Fair - October 17th Tonight!

Goodwill, the United Way of Lee, Hendry, and Glades are hosting a job fair today, Tuesday, October 17, 2023, from 4 p.m. to 6 p.m. at the Colonial Elementary School located at 3800 Schoolhouse Road East, Fort Myers.

CAREER FAIR

Tuesday, October 17th
4 PM - 6 PM
Colonial Elementary School
3800 Schoolhouse Road East
Fort Myers, FL 33916

A Community Partnership School

SPONSORED BY

Goodwill Southwest Florida

United Way
United Way of Lee, Hendry, and Glades

Colonial Elementary School

FERIA DE EMPLEO

Martes, 17 De Octubre
4 PM - 6 PM
Escuela Primaria Colonial
3800 Schoolhouse Road East
Fort Myers, FL 33916

Una Escuela de Asociación Comunitaria

PATROCINADO POR

Goodwill Southwest Florida

United Way
United Way of Lee, Hendry, and Glades

Colonial Elementary School



Join Our Employability Skills Workshop!

Tuesday, October 10th
9 AM - 3 PM

Need help with your resume, interview tips, or practicing a mock interview?
Contact (239) 275-5180.

Pine Manor Neighborhood Outreach
5547 Tenth Ave. | Fort Myers, FL 33907

¡Únete A Nuestro Taller De Empleabilidad!

Martes, 10 De Octubre
9 AM - 3 PM

¿Necesita ayuda con su curriculum, consejos para entrevistas, o practicar una entrevista simulada?
Contacto (239) 275-5180.

Divulgación Vecindario (Pine Manor)
5547 Tenth Ave. | Fort Myers, FL 33907





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 FOR OFFICIAL REGISTRATION INFORMATION AND ADDITIONAL INFORMATION.

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