



Goodwill Southwest Florida
10th Goodwill Golf Classic
May 6th
RIVER HALL COUNTRY CLUB
The Goodwill Effect
A publication for friends of Goodwill Industries of Southwest Florida, Inc.

Inside this Issue: Mission Moments, Retail News, New Store Openings, Classes & Events.

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

Mission Moments

2021 One Step Closer Campaign

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

In this video of our "One Step Closer" campaign, we introduce you to Ivanna Sanchez who has taken huge steps, becoming a U.S. citizen with the help of our Goodwill Community Resource Center.



[Donate](#)

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

Goodwill Assisting Homeless

As part of an effort to assist the homeless who have taken up long term residency at Lions Park and at the Fort Myers Regional Library, an event was held on Friday, April 2nd at the Holiday Inn.

Goodwill Community Resource Center coordinators helped individuals who attended the event. One person even set an interview for the same day with



our Daniels Goodwill store. Each individual assisted was given a gift bag (including a CRC brochure, toiletries, mask, and some peppermint candies), and job listing from both Goodwill & local employers that we have a partnership with. Also, each participant filled out job applications with our help.

Your Future Starts Here...Goodwill & Hodges join forces

A ribbon-cutting ceremony was celebrated at the Lehigh Goodwill Community Resource Center to introduce a brand new venture, and first of its kind in Florida, that will help people gain access to career training in their own communities through Goodwill and Hodges University.



Pathways to Opportunity News

The Mighty Mussels Visits

The Fort Myers Mighty Mussels mascot came to visit our Pathways to Opportunity (PTO) participants during their sports day on April 1st. They were so excited to have him visit. He is quite the celebrity!

Thank you Mighty Mussels for putting smiles on the faces of



many!

Pelican Marsh Golf Club Tournament raises \$40,000 for Pathways to Opportunity

On April 10, Jessica Tursi, Pathways to Opportunity Program Manager, and Director of Development, Ashley Price Swick, spoke at the Pelican Marsh Golf Club Tournament luncheon, where the charity committee presented a \$40,000 check for our Pathways to Opportunity program! This generous donation will go to upgrading our Pathways kitchen, where our participants learn to cook and plan meals. The remaining proceeds will go to supporting our Pathways to Opportunity Scholarship Fund.



We are extremely grateful to the Pelican Marsh Golf Club membership for their support!

Furry and Financial Support to Pathways to Opportunity



This year, our PTO participants have enjoyed spending time with Ellen Ferguson's therapy pups! Ellen Ferguson is passionate about bringing her certified therapy dogs to engage with our participants. Through the Robert and Ellen Ferguson Charitable Trust, Ellen granted Pathways to Opportunity \$10,000 to support our program. Thank you to Ellen Ferguson for your financial and furry contributions to brighten the lives of our adults with disabilities!

Our PTO 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.**

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!

Sponsorships

Goodwill MicroEnterprise Grad Receives \$1,000

We awarded a Micro business a \$1,000 grant through a partnership with Bank OZK.

Shannen Leahy, owner of The Caloosa Kitchen was the recipient of a Bank OZK grant for \$1,000 to help her grow her new business. Shannen participated in the Goodwill MicroEnterprise program, a course designed to help individuals develop a plan to start or grow their business.



Goodwill 
Industries of Southwest Florida, Inc.

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



**This newsletter reaches 47,700 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

Hear from one of our Partners,

"At Hahn Loeser, we believe in service not



EST. 1920 | MORE THAN A CENTURY OF CLIENT SERVICE

only to our clients, but to our communities, and we are proud of our longstanding support of Goodwill's mission to serve individuals with disabilities through programs and services to help them gain greater independence. The organization's educational and job training programs help to remove barriers, whatever they may be. We look forward to continuing to support Goodwill's important contributions that make a difference in people's lives."

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



FLORIDA WHOLESALE



Doing Good

One of our Goodwill Drivers offered a touching Act of Kindness to a fellow Goodwill SWFL employee. Upon discovering that Lamar's bike was stolen, our Goodwill driver decided to buy Lamar a new bike & lock. Lamar rides his bike to work daily.

This driver didn't want recognition, but this is what he said about his gift:



"...stuff comes back ten fold.

The gift was mine. Kindness is a choice, but also a calling. I feel so blessed when I'm able to do for another.

I wouldn't want to be anything but! Love my life



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

Opening 3 New Goodwill Stores in Southwest Florida Very Soon!



New Kings Highway

Our small Kings Highway Goodwill is moving to a huge new space in the Peachland Plaza, formerly a Publix in Port Charlotte. You'll want to come visit this store when it opens to see the beautiful new mural in the entrance.

Egret's Crossing

Check out this massive new Naples Goodwill at 4951 Santa Barbara Blvd! We are planning to do the official Grand Opening soon!



Page Field

Formerly a "Halloween" store, but soon to be a Goodwill in South Fort Myers at 5120 S. Cleveland Ave.

Exciting times for our thrifters and even more donation locations!

New Expanded Cape store, too!

You may have noticed the construction at our Del Prado Goodwill. This brand new expansion is also opening soon! In addition to tons of additional retail space for more great Goodwill finds, there's also a new Community Resource Center to help serve the Cape Coral community!



Goodwill 

**TWO DAY - Del Prado
STORE CLOSING SALE!**

Sat. April 17- Sun. April 18

DEL PRADO STORE CLOSING
SALE AT THIS LOCATION ONLY!

50% OFF

**DONATED
GOODS**

Clothing, Linens, Books, Accessories, Handbags,
Footwear, Furniture, Toys, and Housewares
(EXCLUDES NEW GOODS/SPECIAL PURCHASES - ALL SALES FINAL)

Donate, Shop, Change a Life!



**ANNIVERSARY
SALE**

Sat., April 17

40% off

Donated Goods

Valid at these three (3) locations only:

Lehigh Acres- 2825 Lee Blvd.

Island Park - 16523 Island Park Rd

North Cape - 2040 NE Pine Island Rd.

*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.

Now Hiring! 

Apply Today!

www.goodwillswfl.org/goodwillcareers



Classes

**Offering Small Business
Training in SWFL**

**April 19 - May 27, 2021
Fort Myers**

Want to be your own BOSS?



SWFL MICROENTERPRISE
INSTITUTE



Classes Starting on April 19 - May 27, 2021

Class location:

Hodges University Kleist Community Room
4501 Colonial Blvd. Fort Myers, FL 33966

(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.

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

Events

Goodwill 
Southwest Florida



Golf Classic

Held at:



RIVER HALL

COUNTRY CLUB

Thursday, May 6, 2021

River Hall Country Club

3500 River Hall Parkway | Alva, FL 33920

7:30 am Registration & Warm-up

8:10 am Announcements, players in carts

8:30 am Shotgun Start - 4 Person Scramble

1:00 pm Lunch, Raffle, Winners Announced

\$125 per player / \$500 per foursome

Register online: www.goodwillswfl.org/golfclassic2021

Sponsors:

FLORIDA WHOLESALE




regent products corp.



Sign up to play: www.goodwillswfl.org/golfclassic2021

Save The Date

*Breakthrough Awards
Tuesday, May 18, 2021*

*8:00 am - 10:00 am
Broadway Palm Dinner Theatre
1380 Colonial Blvd.
Fort Myers Florida, 33907*

*Join us as we honor our
2020 Breakthrough Winners*

*Achiever Business
Graduate Volunteer
Employer Philanthropist*

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

\$25/ticket - Breakfast included. To Register click [Here](#)



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.

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.