

Business relationships are often only characterized by tasks, meetings, and invoices. Many partnerships never transcend beyond the business-to-business relationship. That is not the case with Sullivan, the employee benefits advisor used by Goodwill.

"It was really important for us to thoroughly understand the mission and goals of Goodwill," says Sullivan president Joseph Sullivan. "We really tried to bring our expertise to their organization to improve what they already had. We wanted to give them a benefit program that would map their footprint of team members-- from a financial perspective, from an access to care perspective, and an overall employee satisfaction perspective."

Sullivan worked with Goodwill to create a benefits program that assists employees in finding a provider and understanding their insurance options.

"We understand that not all non-profits are the same," says Joseph. "We wanted to help them with the challenges that they were having with their benefit program for both their insured and uninsured populations."

Sullivan also connected Goodwill to Family Health Centers of Southwest Florida. The partnership gives full- and part-time employees access to affordable services such as doctor visits, prescriptions, and dental services.

"We greatly value our partnerships with our clients," says Sullivan COO Catherine Ratcliffe. "This is why we strive to support them in every aspect possible."

Goodwill Human Resources Director Lara Sladick appreciates the support that Goodwill's employees receive from Sullivan. "They're very customer service-oriented, very responsive," Lara says. "They're a very good community partner. When we call them with an issue, we know it will get resolved. Plus, they're able to communicate with employees at a level that's comfortable for everyone. They can explain insurance situations in plain language."

In addition to benefits support, Sullivan has also been a financial supporter of The Southwest Florida Goodwill Foundation through events such as Goodwill's annual Festival of Trees and the Goodwill Golf Classic.

"We believe in financially supporting these events in an effort to help Goodwill do more in the community and continue to strengthen their mission throughout," says Joseph.

"Sullivan believes it's important to support organizations like Goodwill because, in doing so, we create a stronger and more comprehensive community for all of us to live and work in," says Catherine. "We believe it is our responsibility and mission to give back to those in most need. We are grateful for our success and want to share that success with others in the community."



2015  
Breakthrough Business  
Sullivan