



# 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.***



## Be The Change Campaign at Lowes

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 Philanthropist of the Year: Pelican Marsh Golf Club

For the past four years, the Pelican Marsh Golf Club's 120 members host an annual golf tournament to benefit a local charity in Southwest Florida. In 2021, Goodwill's Pathways to Opportunity program was chosen as the recipient. Pathways to Opportunity is a full-day training program for adults with intellectual and development disabilities. Currently, there are 96 participants served by the program that work on daily goals to maximize their independence. One of their favorite classes is cooking. The funds generated by the tournament allowed for a much-needed renovation of their teaching kitchen.

"So we were looking at infrastructure," said Ashley Price Swick, Goodwill SWFL's Director of Development. "We knew that the kitchen was going to be a big issue because it's so vital to teaching them life skills like cooking, budgeting, nutrition."

"The Island became accessible because before it was just kind of a block in the middle of the kitchen," explains Jessica Tursi, Director of Development. "We got new appliances, and we got to update everything that we had like the mixer that was broken, the ovens that took 3-hours to preheat. All of that got changed and set up for us."

[Donate](#)



The generous outpouring from the club not only allowed for the kitchen update, but also helped to fund a scholarship program to help more individuals access PTO classes.

"The cause we have chosen is one I would love to have this was something in favor of disabled people," said Pelican Golf Club member Alfred Steffen. "Because my son has been disable since birth, so it was easy for me to sell people something from the heart."

"When they presented us with the check for about \$42,000 and change, we were both shaking. We were both in tears because it was such an incredible experience," said Ashley. With having all these individuals so willing to help and excited to help, it was really a goose-bump kind of event."

## Mission Moments

### Youth Financial Literacy

Our Goodwill Youth Financial Class was just held in partnership with Regions Bank and the Quality Life Center. It was well received and attended. Some attending companies were Coke, Lee Health, and Publix. In all, there were 22 mentors, and 27 students.



For more information about the Youth Financial Literacy Program contact Angela Hemstreet at (239) 995-2106 Ext. 2227.



## Lehigh "Back-to-School" Events

Our Goodwill Community Resource Center staff participated in the Premier Lifestyle Group's 3rd Annual Back to School backpack give away in Lehigh Acres for grades K-12. We provided information about our CRC services including:

- Digital Training
- ESOL Classes
- Citizenship Classes
- Resume Workshop
- Employability and Interview Workshops
- ACCESS FL
- Job Search and applications
- Information on how to obtain a government phone through a representative or online application.
- VITA (Free tax preparation when in season)
- ACA ( Health marketplace during enrollment)

We were also able to give out masks, feminine products, hand sanitizer, pencils and note pads, and provided Information about clothing voucher partners including the Clothes Closet, Dress for Success and our Goodwill Professional Attire Vouchers.

## Goodwill Back-to-School event

More than 200 students were registered to receive back-to-school supplies at our Lehigh CRC. This is an annual event Goodwill hosts & coordinates for the families in need in the Lehigh Acres community. With the help of our retail stores and community agency partners, we received enough school supplies to provide assistance to 84 families, and 156 bags for Childrens Networks.



For more information on Goodwill's Community Resource Centers please visit our [website](#)

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*Here's a page right out of our Pathways Newsletter: Patterns*  
**Meet our new PTO Advocacy Council**

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## Advocacy Council Roles

The members of our Advocacy council play an important role in the community of the program. They help decide event planning and what we can do to make our program the best it can be. They all help by giving their opinions on things and giving a different perspective and brainstorming ideas.



The advocacy council gives participants a chance to get their ideas out there and to really make a difference and gives them an opportunity to vote in an election setting with voting booths and receiving “I Voted!” stickers.

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For more information about Pathways to Opportunity, or to make a donation, contact Jessica Tursi at (239) 995-2106 Ext. 2301. Follow us on Facebook: <https://www.facebook.com/PathwaystoOpportunity>

Donate Now

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## PTO Wish List

Our Pathways to Opportunity fall semester is off to a great start, but we need your help! Our adult training program for individuals with intellectual and developmental disabilities is looking for supplies for their life skills learning classes! All donations are appreciated! Click the link below for our Amazon Wishlist!

Link -

[https://smile.amazon.com/hz/charitylist/ls/OMIR4V9IR057/ref=smi\\_ext\\_lnk\\_lcl\\_cl](https://smile.amazon.com/hz/charitylist/ls/OMIR4V9IR057/ref=smi_ext_lnk_lcl_cl)



## Clewiston Community Job Fair

A community Job Fair was hosted at the Goodwill CRC in Clewiston on July 20th. We had 85 attendees, with 71 job seekers and 14 Community Resource assistants.

4 Interviews were conducted on the spot, and 18 interview Appts were scheduled for the next week with various companies.

70 Back To School Supplies Bag were given out to the attendees.



For more information about job fairs, contact Tim Goodman at (239) 995-2106 Ext. 2501.



## Walmart Visits Goodwill

Several local Walmart Store Managers came to the Goodwill Opportunity Center recently to take a tour and learn more about different volunteer opportunities available with Goodwill SWFL.

*"We want to leverage our VAP (Volunteerism Always Pays) program to collaborate with Goodwill on an upcoming events that you all may need some additional assistance with. With every hour of volunteering each associate dedicates to Goodwill, \$10 an hour up to \$1000 per fiscal year per associate will be matched by Walmart," states Towana D. Jones, People OPS Lead, Region 9*

In order to help support our communities, Walmart offers charitable organizations an opportunity to be part of the VAP (Volunteerism Always Pays) program.

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

**Share Your GOODwill Story with us!**



We just awarded the first certification in our Computer Literacy Program at the LaBelle Goodwill Community Resource Center. The Goodwill Digital Skills training is FREE and available for anyone wanting to better their computer skills. Goodwill has eight CRCs throughout Southwest Florida.

Goodwill Industries of Southwest Florida transforms thousands of lives each year through our programs and services. If you have a **GOOD**will review or story, please share it with us on the Great Nonprofits website.

[Share Your Good Stories](#)

## GREAT NONPROFITS

### Inside Goodwill Podcast - Episode 3

#### Sandra Plazas & Annette Watkins with the MicroEnterprise Institute

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 Sandra Plazas and Annette Watkins from our Goodwill MicroEnterprise Institute, to learn what new and exciting events are happening with our small business program.

A promotional poster for the Southwest Florida MicroEnterprise Institute. The poster features the organization's logo and the text "Launch Your Own Business!" followed by "Business coaches are our secret sauce!" and "Learn from the best, join our team of the best." It also says "Classes starting soon!" and lists the location: "Cape Coral: Aug. 22 - Sept. 20, 2022 Public Works Building Community Room 835 Nicholas PKWY. E. Cape Coral, FL 33990". A play button icon is overlaid on the poster. A circular badge on the right says "Veterans, we have 5 Scholarships available as a way to thank you for your service. Call today for details (239) 995-2106 ext. 2215". At the bottom, it says "For more information: www.goodwillswf.org/microenterprise".

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.



### Ft Myers MicroEnterprise Graduation

Our most recent graduating class of aspiring entrepreneurs came together at Hodges University's Kleist Community Room to honor each other on July 28th.

MicroEnterprise

## Goodwill Housing Excellence

We just received good news on our HUD inspection at our Park Villa Apartments in North Fort Myers. We received our score of 91B!

HUD assesses the physical condition of all HUD related multifamily projects pursuant to its regulations. A 91B is an excellent score from HUD.

For more information about SW Florida Goodwill Housing, contact Belinda at the management office at [\(239\) 995-6100](tel:239-995-6100)



Housing

# Retail News

## Anniversary Sale

Anniversary Sale at three Goodwill stores in Southwest Florida. Take 40% off all donated on Saturday, August 20th at these select Goodwill stores: Towne Centre in Naples, Englewood & Plantation.



**Saturday, August 20th**  
**40% off**  
**Donated Goods**

**Valid at these three (3) locations only:**  
**Towne Centre - 3759 E. Tamiami Trail**  
**Englewood - 1501 Placida Rd.**  
**Plantation - 13500 Plantation 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.



**Sábado, 20 de Agosto**  
**40% de descuento**  
**Bienes donados**

**Válido solo en estas tres (3) ubicaciones:**  
**Towne Centre - 3759 E. Tamiami Trail**  
**Englewood - 1501 Placida Rd.**  
**Plantation - 13500 Plantation Rd.**

\*La venta excluye Nuevos Bienes-Servicios especiales.  
La venta es válida SOLO en los TRES (3) Centros de Donación y en las Tiendas de Goodwill enumeradas anteriormente.  
\$0.90¢ de cada dólar apoya la misión de Goodwill

## Labor Day Sale

VIP Preview 50% off Sale on Saturday, Sept 3th  
50% off Sale, plus 20% off new mattresses on Monday, Sept 5th



**Goodwill**  
**Labor Day**  
**VIP PERK**  
 Pre-Labor Day Sale  
**Sat., September 3rd**  
**50% off**  
**Donated Goods\***

Sale Includes: both blue Boutiques  
 Downtown Fort Myers Ave & Ave Maria Boutique.  
 Sale excludes: New Goods, Special Purchases, and Goodwill Outlet Center.  
 Cannot be combined with any other sales promotions.  
 Sale valid at all SWFL Goodwill Retail locations in Lee, Collier, Charlotte, Hendry Counties.\*



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Sale is valid at all Goodwill SWFL stores including our two blue Boutiques in downtown Fort Myers and Ave Maria.

## Events

### NATIONAL THRIFT SHOP DAY CONTEST

National Thrift Shop Day is celebrated annually on August 17th. To celebrate, Goodwill Industries of Southwest Florida is offering a \$100 gift card to one lucky Goodwill shopper. All you have to do is shop at a Goodwill store in SWFL on Wednesday, August 17th. Plus, double points for all VIP Perk shopper.

VIP Perk members will automatically be entered. Non VIP Perk members, must email a copy of their receipt showing store location and date to [info@goodwillswfl.org](mailto:info@goodwillswfl.org). We will notify the winner and post a photo on our social media. Sign up for the VIP Perks program for free at [GoodwillPerks.com](http://GoodwillPerks.com)



**National Thrift Shop Day!**  
**August 17, 2022**  
 - VIP PERK Members -  
 Shop at any Goodwill Retail Store in SWFL on **Aug 17th**  
 and get automatically entered to win a  
**\$100 Goodwill Gift Card.**

(Valid in Lee, Collier, Charlotte and Hendry counties only), also includes the Outlet Center, Downtown blue and Ave Maria (blue Boutiques)  
 \$100 Gift Card. Winner will be notified and announced on Goodwill SWFL social media.  
**Plus... Earn Double Perk Points on August 17th!**

**Goodwill**  
 Not a VIP Perk Member yet?  
 Sign up for FREE at  
**GoodwillPerks.com**  
 Before Aug 17th for a chance to win.  
**Plus... on August 17th you can  
 Earn Double VIP Perk Points!**

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, you 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](mailto:ashleyprice@goodwillswfl.org) or Rachel Stanborough at [rachelstanborough@goodwillswfl.org](mailto: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

Do you sell online? The MicroEnterprise Institute is offering a free workshop for small business owners who are using online platforms to sell their products and goods. Sign up today (239) 995-2106 Ext 22115



# Southwest Florida MICROENTERPRISE



## What You Should Know About Selling Online



**Tuesday, August 30th**  
**6:00 pm - 7:30 pm**



Hodges University, Floor 3, Kleist Community Room  
4501 Colonial Boulevard, Fort Myers, FL 33966

### **Do you have a product or service you want to sell online?**

E-commerce requires market research, planning, and advertising. Whether you need help with the steps to get started or platforms that are available for your business, expert business consultant Theresa Ayers of Florida SBDC at FGCU will show you the ropes!

- 💰 We will explore an overview of popular platforms such as Amazon, eBay, Etsy, Facebook Marketplace, Faire, and Shopify and how to know which platform is right for your business. Pros and cons of the platforms will be discussed.
- 💰 Let's talk shop! Learn about blogging, search engine optimization (SEO), social media campaigns, WOO Commerce, WordPress, and how to know when it's time to hire a Facebook or Google ad expert - or become one yourself!
- 💰 Valuable information about your e-commerce and Florida sales tax.
- 💰 Toolbox of customer value items like auto responders and resources for your business.
- 💰 "Show me the money!" What are my potential profits and costs going to be? Merchant services with payment methods such as Paypal and Square will be introduced.



Presented in partnership with Florida SBDC at Florida  
Gulf Coast University, Lutgert College of Business

**Virtual Small Business class beginning September 12th**

# Launch Your Own Business

## Be Your Own Boss



Southwest Florida  
MICROENTERPRISE



### Classes Starting on

## September 12 - October 20, 2022

### VIRTUAL CLASS

**Class meets online  
Monday and Thursday  
evenings 6 pm - 8:30 pm**



For more information and to register go to:  
[www.goodwillswfl.org/microenterprise](http://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  
Wells Fargo Bank  
CIT

US Department of Housing  
and Urban Development  
Zonta Foundation of SWFL  
Synovus  
TIAA Bank  
Truist  
TD Bank Foundation

## Charlotte County Small Business Class starting October 3rd is now accepting applications

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.

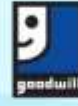
(239) 995-2106 Ext. 2215 [Save your seat](#)

# 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](http://www.goodwillswfl.org/microenterprise)

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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



Goodwill Industries of Southwest Florida, Inc. | (239) 995-2106 | [email](mailto:info@goodwillswfl.org) | [website](http://www.goodwillswfl.org)



## Stay Connected

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

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