



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



It Takes a Village

[LifeVantage](#), [Goodwill SWFL](#), the [Community Cooperative](#), [Guy Harvey](#), [Captains for Clean Water](#), [Walmart](#), [Lipman Family Farms](#), [GMA Architects & Planners](#), [Chemours](#) and [Publix](#) teamed up to provide 24 families in Fort Myers, Sanibel and Pine Island new refrigerators, fresh produce and food, donated coolers/shirts/hats, cleaning products, and Goodwill vouchers for clothing and other merchandise. In addition to vouchers and supplies, Goodwill provided a truck to deliver the goods.



Englewood Distribution

Goodwill staff distributed tarps, MREs, water, coffee and more to the Englewood community at a drive-thru event behind our Goodwill store. Englewood was one of the hard hit areas not getting FEMA attention. A big thanks to Ken Bennett, and KRB, for the donation of coffee.



Goodwill, Guy Harvey & Zephyrhills Hurricane Relief

The Island Park community of Fort Myers was hard hit by Hurricane Ian. To help the community with recovery efforts, Goodwill, Guy Harvey and Zephyrhills partnered to host a hurricane relief giveaway event Saturday, November 5th at the Island Park Goodwill.

We are still repairing the Island Park store, so it was a drive-thru event. Free merchandise included Guy Harvey t-shirts, Zephyrhills water, hand sanitizer, face-buffs, socks and other goods.





On the Front Lines Since Day One

Since September 29th, Goodwill Industries has been on the front lines assisting the communities in Southwest Florida recover from the devastation of Hurricane Ian. This video is just some of the ways Goodwill has been able to support those affected as we continue to find new ways to help rebuild.

Thank you to all those who have donated items from all over the country and who continue to give. It is much appreciated.

[Donate for Hurricane Relief](#)

To watch more videos on how Goodwill SWFL supports the community click [here](#).

Goodwill Vouchers

Tonya Knight, the Assistant Principal at Ray V. Pottorf elementary school in Fort Myers, reached out to Goodwill for help after Hurricane Ian. Her school was being used as a shelter, and she requested vouchers to help several families in need.

Recently, she reached out again for a special circumstance. Three of her students lost their parents around the hurricane time, and were now living with the sister. The sister asked for support to purchase clothing for the children. Goodwill staff dropped off more vouchers to help.

Goodwill vouchers give people the freedom to shop for what they need at any of our SWFL Florida Goodwill retail stores.



Community Resource Centers



Palm Beach Community Resource Center Relocated

Goodwill provides free training, assistance and support at our eight Community Resource Centers (CRCs) in Southwest Florida, and through our mobile unit. As of October, the Fort Myers CRC (located next to the Goodwill on Palm Beach Blvd) has moved to the Goodwill Opportunity Center at 5100 Tice Street. Assistance at our CRCs is free and open to the public. Call (239) 995-2106 Ext. 2228.

Helping People Find Jobs

Due to the storm many have lost their jobs. If you have been displaced from your job our CRC centers can help with job placement and other employment services including digital training, certifications, ESL classes, and more. To get help, call (239) 995-2106 Ext. 2226, or (239) 995-2106 Ext. 2228.



LaBelle Community Resource Center

"After the hurricane, the community of Labelle was in need of guidance of local and state resources. The Labelle Goodwill Community Resource Center has helped the community. By reaching out via radio and social media, people found out that Goodwill could offer assistance with vouchers (to replace lost possessions), and help applying for other services like D-SNAP, and FEMA" - Iris Figueroa, Labelle Community Resource Center Coordinator.

For information or address of the Goodwill Community Resource Center closest to you, [click here](#)

Thank You For Helping Us Help Others



Pace Center for Girls

Due to the generosity of the Labelle Community, Goodwill was able to donate \$2,500 worth of vouchers to Pace Center for Girls Lee County.

*In photo from left to right: Margo Brewster, donor relations manager Pace Center for Girls, and Ashley Price Swick, Goodwill SWFL Director of Development.

[Donate to Support Voucher Program](#)



Goodwill SWFL say, "Thank you!" for the Chemours Donations which we were able to give out to those impacted by Hurricane Ian during multiple hurricane relief events.



jetBlue Care Packages

jetBlue donated over 300 care kits to be given out to those affected by the storm. Each care kit has a personal note attached from the donor who packaged it.

jetBlue

Tours

Project SEARCH Visits

Project SEARCH Students & Staff came for a tour of the Goodwill Opportunity Center and our Pathways to Opportunity program on Monday, November 14th. Project SEARCH is A ten-month school-to-work transition program for students with disabilities. They were very impressed with all that Goodwill does!



Breakfast with the President

Today's Breakfast with the President gave us a chance to bring a group of community partners through the Goodwill Opportunity Center for a tour of our operations and an inside look into mission services - how Goodwill supports our local community. We always love to bring folks in to see our operations because we nearly always hear someone saying that they "had no idea that Goodwill did all that."



Goodwill Industries of Southwest Florida invites visitors and groups to tour the Opportunity Center to learn more about our regional non-profit and how we help the community. To schedule a tour, contact Ashley at (239) 995-2106 Ext. 2213, or Rachel at (239) 995-2106 Ext. 2256.

MicroGrant Recipients

MicroGrants are investments in the lives of people of potential. Grants are to help people who want to improve their long term

ability to increase their income through small business development. We'd like to congratulate a couple of our newer Goodwill MicroEnterprise graduates who just received MicroGrants to help launch their businesses.



Katherine Maddo is the owner Kat & Co (graduated from Naples Class) – specializes in homemade fudge, handcrafted candies and delicious baked goods. Her delicious treats are featured and sold at Golden Gate Community Market every weekend.



Maria Dizillo (a recent graduate from our Fort Myers Spanish class) – is a new realtor in Southwest Florida, currently a real estate agent with Exp Realty in Lehigh Acres.

For more information about the MicroEnterprise Institute, contact Sandra at (239) 995-2106 Ext. 2304, or Annette at (239) 995-2106 Ext. 2215, or visit <https://goodwillswfl.org/MicroEnterprise>

Retail News

VIP Perk Members!

Shop on Saturday, November 19th, and earn **DOUBLE POINTS** on your purchases. That means you earn back 10% of your purchase on donated goods. Save the points for your **BLACK FRIDAY** holiday buys!



Sat. Nov. 19th
**Earn Double
VIP Perk
Points!**

Not a Member Sign Up Today!
www.goodwillperks.com



Sábado, 19 de noviembre de
**Gana el doble
Beneficio
VIP Puntos**

¡No eres miembro, regístrate hoy!
www.goodwillperks.com

BLACK FRIDAY SALE

Take 50% off all donated and 20% off new goods (including mattresses), plus tons of DOOR BUSTER DEALS on Friday, November 25th at all Goodwill Retail stores - including our blue boutiques.



Nov. 25th
BLACK FRIDAY SALE
Goodwill
Doors Open at 8:00 am

50% off Donated Goods
20% off Special Purchases & New Mattresses

*Sale is good at SWFL Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties. Some exclusions may apply. 50% off and 20% off discount does not include doorbuster items or new goods food and beverage items.

Specialty Stores Sales: Goodwill Outlet on Tice - 20% off entire purchase*
Ave Maria blue Boutique - 50% off Donated Goods, and 20% off Special Purchases.

Look for Doorbuster Savings!



Venta de viernes negro
25 de Noviembre
Goodwill
Puertas abiertas 8 am

50% de descuento En Bienes Donados
20% de descuento en compras especiales y colchones nuevos

La venta es buena en SWFL Goodwill Retail & Donations Centers en los condados de Lee, Collier, Charlotte, Hendry.
*Es posible que se apliquen algunas exclusiones. El 50% y el 20% de descuento no incluyen artículos Doorbuster o artículos nuevos, alimentos y bebidas.

*Ave Maria blue Boutique es parte de este Ahorro.
También ahorre un 20% en nuestra tienda de productos Goodwill Outlet.*

Busca nuestro ¡Ahorros de Doorbuster!

Events

16th Annual Festival of Trees

We are preparing for four days of celebration in partnership with Sidney Berne Davis Art Center. This is the 16th Annual Festival of Trees fundraiser, which has become a much-loved Southwest Florida holiday tradition.

If you are interested in learning more on how to get involved, email Ashley Price Swick at ashleyprice@goodwillswfl.org or Rachel Stanborough at rachelstanborough@goodwillswfl.org.

Benefiting:



Presented By:



Experience the beautifully decorated trees and holiday fun!

Event Location: Sidney & Berne Davis Art Center 2301 First Street Fort Myers, FL 33901

www.fortmyersfestivaloftrees.com

TICKETS

ADMISSION: \$2 (5 and under free)

TREE VIEWING TIMES:

- THURSDAY 12/1 11 AM - 9 PM
FRIDAY 12/2 11 AM - 10 PM
SATURDAY 12/3 10 AM - 10 PM
SUNDAY 12/4 11 AM - 6 PM

VIEW TREES, VOTE FOR YOUR FAVORITE AND BUY RAFFLE TICKETS TO WIN A TREE!

TREE RAFFLE TICKETS \$10 EACH OR 3 FOR \$25 RAFFLE DRAWING SUNDAY 5 PM

SANTA'S BLOCK PARTY SATURDAY, 12/3 10 AM - 2 PM

ENTERTAINMENT

FRIDAY 12/2

- 7:00 PM WREATH LIGHTING
7:30 PM - 10:00 PM NOWHERE BAND

SATURDAY 12/3 7:30 PM - 10:00 PM MEMPHIS MOTOWN EXPERIENCE



SPONSORED BY: (AS OF 10/16/22)



Festival of Trees Website



Festival of Trees Preview Party

Come to our Festival of Trees Preview Party on Wednesday, November 30th, for a fun night of food, raffle prizes, and a chance to get the first look at this year's beautifully decorated trees. Tickets are limited. Buy yours online at www.FortMyersFestivalofTrees.com

Job Fairs

Upcoming Job Fair on Sunday, December 13th from 5pm - 7pm at Franklin Park Elementary.

Let's Get Back To Work!

We're Hiring

Tuesday, December 13th
5:00 PM - 7:00 PM
Franklin Park Elementary School Cafeteria
2323 Ford St. | Ft. Myers, FL 33916

Vendors Planning To Attend:

Sponsored By:

¡Volvamos Al Trabajo!

Estamos Contratando

Martes, 13 De Diciembre
5:00 PM - 7:00 PM
Cafeteria De La Escuela Primaria Franklin Park
2323 Ford St. | Ft. Myers, FL 33916

Vendedores Planeando Venir:

Patrocinadores:

Classes

New Hodges Direct program launching in Charlotte County at the Goodwill Community Resource Center in Port Charlotte.
 Email Admissions@Hodges.edu or call (239) 938-7744 for details.

FAST TRACK YOUR CAREER

with the **HODGES UNIVERSITY**



Graduate with your Bachelor's in Organizational Management **IN AS LITTLE AS ONE YEAR!**

CLASSES START IN JANUARY in Fort Myers, Naples, and Port Charlotte



Admissions@Hodges.edu | 239-938-7744
www.Hodges.edu | Hablamos Español



Hodges University is an equal access, equal opportunity organization.

New monthly club for young adults needing social skills development and transitional life skills being offered at the Charlotte County Community Resource Center located at the Kings Highway Goodwill every 2nd Thursday of the month from 6pm - 7:30pm beginning December 15th. Email info@goodwillswfl.org for more information.



Social Transitions

December 15, 2022
6:00 pm – 7:30 pm

This club is for young adults who need assistance with social skills and transitional living skills.

Participants will meet monthly to share interests, meet others and work on skills to maximize independence.

Every 2nd Thursday
6:00 pm – 7:30 pm

Community Resource Center 

Charlotte County Community Resource Center
Located inside the Goodwill Store
24123 Peachland Blvd., Port Charlotte, FL 33954

For more information email info@goodwillswfl.org



Southwest Florida MICROENTERPRISE



We're looking for Coaches/Mentors

Let your small business experience inspire others to launch successfully. Become a coach or mentor for aspiring entrepreneurs in your community.



Contact: Sandra Plazas
(239) 995-2106 ext 2304
SandraPlazas@goodwillswfl.org



For more information: www.goodwillswfl.org/microenterprise



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.

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.