



# The Goodwill Effect

A publication for friends of Goodwill Industries of Southwest Florida, Inc.

Donate

Inside this Issue: COVID-related services, Mission Moments, Retail News, and Classes.

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

## COVID-19 Assistance



**MY VACCINE**  
FL.GOV

### Goodwill assists senior citizens with online pre-registration for COVID-19 vaccine

Goodwill is helping those over 65, who are eligible for the COVID-19 vaccine, to navigate the pre-registration website [myvaccine.fl.gov](https://myvaccine.fl.gov). The State recently launched the statewide website in an effort to assist Florida residents in scheduling their vaccination appointments. But, not all seniors have access to computers or the knowledge on how to navigate the online system and properly complete the application. Goodwill Community Resource Center (CRC) coordinators typically offer digital skills training to the SWFL community.

“Helping people navigate online applications for assistance is one of the services our CRC coordinators offer on a daily basis,” states Carolyn Johnson, the Sr. VP of Development and Mission Services. “It makes sense for our Goodwill coordinators to offer assistance for our older community members who may not be tech savvy. We can make the application process easier for them.”

# Mission Moments

## 2021 One Step Closer Campaign

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

In this video of our "One Step Closer" campaign, we introduce you to Angie Burnette who just celebrated her 30th anniversary as a Goodwill SWFL employee at our Clewiston location.



## Food Donations for Elderly

Goodwill Southwest Florida would like to thank the Gunterberg Charitable Foundation for their recent food box donation to our housing.

Over 130 boxes of food were delivered to residents at Goodwill housing for low income seniors, and to residents of our housing for people with physical disabilities.

Their grateful smiles made our day!

## Goodwill Offering Free Tax Service

Anyone with a household income \$66,000 or less can have their 2020 Income Taxes prepared for FREE through the VITA program. Appointments can be made at area Goodwill CRCs:

Mon/Tues: Bonita Spgs (239) 357-4024  
Tues: LaBelle (863) 675-8585  
Wed: Lehigh Acres (239) 369-8500  
Fri: Palm Beach (239) 694-4915



## Mobile CRC in Immokalee

Our Mobile Community Resource Center will be traveling to underserved communities in Collier County to help residents with filing their taxes for free through the VITA program, and helping them apply for LIHEAP - which will help low



income residents get assistance with their utility bills. The mobile unit has up to date COVID information and resources along with a limited supply of PPE.

## Home for Good: Goodwill Housing Assistance Program

Home for Good: Lee County Rapid Rehousing Program assists those referred by Lee County who are experiencing homelessness to obtain and retain permanent housing and obtain financial self-sufficiency. For more information, contact Shery Stahnke, Goodwill Housing Assistance Caseworker at (239) 693-9510 Ext. 211.



## Pathways to Opportunity

***You can help us reach our \$60,000 Scholarship Fund Goal***

*"My daughter has become more self-confident, compassionate to others, and has made friends. I do not know what we would do without Pathways to Opportunity!" – Jean – Mother of Pathways to Opportunity participant*

Our 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!



## Partners In Opportunity

2021 Annual Sponsorship

*Help us offer life-changing opportunities - all year long!*

**This newsletter reaches 44,700 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 chose 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](mailto:ashleyprice@goodwillswfl.org)

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



FLORIDA WHOLESALE



## Retail News

### New Clewiston Goodwill

We officially introduced the new Clewiston Goodwill store and Community Resource Center (CRC). The new larger CRC will allow us to serve the Clewiston community even

more and offer expanded opportunity for upskilling and advancement.



### And the Winner is...

The winner of the flat screen TV from our Clewiston Grand Opening is Bruce Anderson! Congratulations!!!!

**Goodwill** 

**Monday,  
Feb. 15th**

**50% off  
DONATED GOODS\***



**- Are you a VIP PERK Member -  
Sign up today at  
[www.goodwillperks.com](http://www.goodwillperks.com)**



## President's Day Sale Today!

**50%** off all donated Today at Goodwill SWFL retail stores.

**Stores open until 8 pm**

Take 50% off all donated goods. Excludes new goods, the \$1.49 sale, and the Outlet.

## Classes

Offering Small Business Training in SWFL

Feb 22 - April 1, 2021

# Want to be your own BOSS?



## SWFL MICROENTERPRISE INSTITUTE



### ONLINE VIRTUAL CLASS

Classes Starting on

## February 22 - April 1, 2021

(Class runs six weeks for \$80)

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.

Volunteer hours can be substituted for the fee if income requirements are met.

**More information and to register go to:**

**[www.goodwillswfl.org/microenterprise](http://www.goodwillswfl.org/microenterprise)  
or call (239) 995-2106 Ext. 2304**

**Major Funding Provided:**

City of Cape Coral

Coca-Cola Foundation

Richard M. Schulze Foundation

**Goodwill SWFL MicroEnterprise Institute Program Funders:**

Bank of America  
Bank OZK  
Bank United  
CIT Bank  
City of Fort Myers  
City of North Port

Comerica Bank  
Fifth Third Bank  
FineMark Bank  
MICROGRANTS  
Punta Gorda Rotary  
Regions

Synovus  
TD Bank Foundation  
TIAA  
Truist Bank  
Wells Fargo  
Zonta Foundation



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](http://www.goodwillswfl.org), or call Dorothy Browning at (239) 995-2106 Ext. 2215

# Goodwill

## Industries of Southwest Florida, Inc.



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



Stay Connected

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](http://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](http://www.800helpfla.com) FOR OFFICIAL REGISTRATION INFORMATION AND ADDITIONAL INFORMATION.