



# 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.***

## Meet one of our Breakthrough Award Winners

### Breakthrough Volunteer Steve Johnson

Steve Johnson has worked as a product manager for two very large corporations and co-founded a multi-million-dollar high-tech business, which he helped start from scratch. Now that he is retired, he volunteers his time by sharing his business experience with Goodwill's MicroEnterprise students.

"I see them come in the door all google-eyed thinking, *what did I get myself into*, and about midway through the course they say, *I got it!*" says Steve. "That's the ah-ha moment, and when they complete the course they are confident people. That's my satisfaction."

MicroEnterprise is a 6-week small business program that helps local entrepreneurs take that next step into creating a small business.

"A student comes to us and has a business idea, but we help them get it down on paper," Steve explains. "The end product is what we call a feasibility plan which is about 70% of a business plan. At that point,



Steve Johnson, MicroEnterprise Coach

"It was tough. It's a rigorous class," said Steve. "The course is beautifully designed and skillfully executed by the staff."

Steve is dedicated to making a difference, reserving several days a week just to focus on MicroEnterprise. He says, volunteering as a coach is very rewarding.

ideally, they will get linked up to a SCORE mentor who will help them turn that feasibility plan into a business plan and execute it.”

Even though Steve spent his career developing products and taking them to market, he felt taking the class first would help him coach it more successfully.

“I’ve been a coach now about 5 years. I will tell you that it’s been satisfying. It’s been fun. It’s been challenging,” laughed Steve. “And, when the teaching team goes home at night, we are in high spirits. As we are walking out the door, there is a smile on everyone’s face and we are sharing little quips. It’s fun.”

## Mission Moments

### October is Disability Employment Awareness Month



Goodwill SWFL is proud to celebrate National Disability Employment Awareness Month (NDEAM). NDEAM provides a chance for us to recommit ourselves to dismantling barriers to access and inclusion in the workplace. People with disabilities are a dependable and valuable workforce who have higher rates of employee retention, which reduces hiring and training costs. We will continue to advocate for policies that result in increased employment opportunities and supports for people with disabilities.

### Trailways Camp (October 11 - 14, 2021)

Trailways Camp for adults with disabilities in Southwest Florida provides overnight camping sessions where campers enjoy fishing, canoeing, arts and crafts, swimming, campfires, nature walks, and much more. Goodwill SWFL has been the service provider for the Trailways Camps since October 2012, and serves 60 campers annually at our overnight camping sessions. The camp is held at the Riverside Retreat Center in LaBelle.







## Automotive Service Excellence (ASE) Graduation

This is the 12th class from the ASE-G1 training course offered through Goodwill SWFL. These students wanted to earn their Automotive Service Excellence (ASE) GI certification to help them land a better job, get a pay increase, or start their own business. Thank you to Hodges University for hosting our class.



## "Let's Get Back to Work" Collier County Job Fair



Today, from 10 a.m. to 3 p.m. more than 25 employers looking for immediate hires did on-the-spot interviews at the Golden Gate Community Center in Naples.

The event is sponsored by Goodwill Industries of Southwest Florida, the Collier County Housing Authority and Hunger & Homeless Coalition of Collier County.

## Retail News

### New Boutique in Ave Maria

Join us for the Grand Opening of a brand new upscale boutique in the town center of Ave Maria. Official



# GRAND OPENING

*blue* at Ave Maria  
**Wednesday, October 27th**



**5076 Annunciation Circle  
 Suite #103  
 Ave Maria, FL 34142**  
 Mon - Sat 10 am - 6 pm Sun 11 am - 5 pm

ribbon-cutting ceremony is at 10am on **Wednesday, October 27th**, with doors opening immediately afterwards. Come see all of the beautiful merchandise from vintage home decor to designer labels. Be the first to score a fantastic deal on a one-of-a-kind buy.

Shop Goodwill for a great DIY Halloween costumes & decor!



## Costume MATCH-UP

#GoodwillHalloween

HALLOWEEN  
 COMES  
 ALIVE  
 AT GOODWILL!

### BIRTH MONTH:

- Jan: Steampunk
- Feb: Disco
- Mar: Gruesome
- Apr: Cottage-Core
- May: Glam
- Jun: Western
- Jul: 80s
- Aug: Mutated
- Sep: Grunge
- Oct: Gothic
- Nov: Renaissance
- Dec: Futuristic

### BIRTH DATE:

- 1. Pirate
- 2. Witch
- 3. Bard
- 4. Dancer
- 5. Angel
- 6. Warrior
- 7. Super Hero
- 8. Barista
- 9. Doctor
- 10. Werewolf
- 11. Mermaid
- 12. Rogue
- 13. Goblin
- 14. Fairy
- 15. Musician
- 16. Vampire
- 17. Unicorn
- 18. Zombie
- 19. Scientist
- 20. Bartender
- 21. Skeleton
- 22. Monster
- 23. Mage
- 24. Reaper
- 25. Ghost
- 26. Villain
- 27. Clown
- 28. Vigilante
- 29. Devil
- 30. Artist
- 31. Ghoul



# Be Unique.

SHOP GOODWILL® FOR HALLOWEEN



THE ADDAMS FAMILY 2  
 IN THEATERS OCTOBER

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# Sponsorship Opportunities



## Partners In Opportunity

2021 Annual Sponsorship

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

**This newsletter reaches over 50,000 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.

**Make an Impact Today!**

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 July 15, 2021!



**FLORIDA WHOLESAL**



**15th Annual Festival of Trees**

**Get ready for the holidays! Share your business with over 50,000 individuals in Southwest Florida.**



We are getting ready to spread holiday joy in December with our annual fundraiser, the Festival of Trees!

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).

## Events





# Community Appreciation Day!

Día de reconocimiento comunitario

**50% off Donated Goods**  
50% de descuento en Artículos Donados

Visit our Community Resource Center and HU Direct  
Visite nuestro centro de recursos de la comunidad y HU Direct

Visit our Newly Remodeled Lehigh Store

**Saturday, October 23rd**  
**Sábado, 23 de octubre de**

**2825 Lee Blvd**  
**Lehigh Acres, FL 33971**

Onsite Food & Music  
Comida y música en el lugar

**25% off New Mattresses**  
25% de descuento en colchones nuevos

Educational opportunities available at HU Direct and the Goodwill Community Resource Center

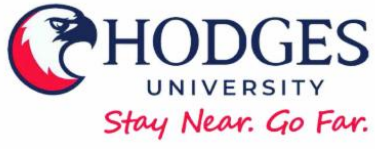
First 100 Customers receive a \$10 Goodwill Gift Card | One (1) Gift Card per family please  
Los primeros 100 clientes reciben un certificado de regalo de buena voluntad de \$10 | Una (1) tarjeta de regalo por familia, por favor

## LEARN ENGLISH to *Thrive!*

¡APRENDE INGLÉS para *Prosperar!*

Hodges University's ESL classes have helped thousands of people just like you to speak, read and write in English with confidence.

Las clases de ingles coma segundo idioma de Hodges University han ayudado a miles de personas coma usted a hablar, leer y escribir en ingles con mayor confianza. ilas clases comienzan en los Centros de Recurses para la Comunidad de Goodwill en Lehigh Acres y Bonita Springs PRONTO!



**TO LEARN MORE AND REGISTER:**  
**239-938-7744**  
Admissions@Hodges.edu  
[Social media icons]

**Classes start in Goodwill's Community Resource Centers Soon!**

Lehigh Acres CRC 2825 Lee Blvd. Lehigh Acres, FL 33971 (239) 369-8500	Bonita Springs CRC 11606 Bonita Beach Rd Bonita Springs FL 34135 (239) 390-1081
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Community Appreciation Day, Saturday, October 23rd from 8am - 8pm at Lehigh Goodwill, Outdoor DJ, Food Trucks, Halloween candy, first 100 shoppers get a \$10 gift card! 50% off all donated and 25% off new mattresses.





**Goodwill**  
Southwest Florida 

# Spooktacular Pet Costume Contest and PAWty!

## Saturday, October 23, 2021

1:00 pm - 4:00 pm



**1811 Royal Palm Ave, Fort Myers** *(Free Parking)*

**\$10 Pet Entry fee** *(Includes a drink ticket/free to watch)*

**Prizes for Winning Categories in**

- \* Most Creative DIY Costume
- \* Best Owner/ Dog Costume Duo
- \* Funniest Costume
- \* Judges' Choice

**Register your pet at: [www.goodwillswfl.org/PetCostume](http://www.goodwillswfl.org/PetCostume)**

Charity fundraiser with proceeds going to Goodwill SWFL's "Pathways to Opportunity" scholarship fund. PTO is a full day training program that helps adults with developmental and mental disabilities maximize their potential.

**Come meet some adoptable dogs from Gulf Coast Humane Society, Doghouse Rescue Academy, and Team Moose Animal Rescue.**



**TEAM MOOSE**  
Animal Rescue



# 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)





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

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