



VIP PERK SALE Saturday, Feb 18th
Save again... Monday, Feb 20th

50% off Donated Goods*
blue Boutiques Sale at 25% off*

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



The Annual Homeless Service Day & Veteran Stand-down

Goodwill SWFL joined many other Lee County non-profits on Saturday, January 28th, for the annual Homeless Service Day & Veteran Stand-down held at the City of Palms Park. This event offered a variety of services to individuals & families experiencing homelessness to help them get the resources they need.





ESL for Goodwill Employees

Through Lee County Adult & Career Education, Goodwill SWFL employees are learning English as a Second Language (ESL) to help break barriers to advancement, and much more.

Goodwill is committed to having a lasting, positive impact on our community by extending our services and resources to our own employees. By identifying the barriers employees are facing and providing them with the resources and tools to overcome these obstacles, Goodwill is helping them have more opportunity.



Goodwill employees taking their pre-test for ESL levels.

Introducing The Goodwill Opportunity Accelerator (OA)



Goodwill has developed a new program called the Opportunity Accelerator (OA). The OA individualizes the delivery of digital skills, job placement, and career training services to each job seeker. This brings much-needed opportunity to those without access to formal career training, and offers a holistic approach to providing services. Some may come in looking for work, but (through OA) other needs are discovered, and then can be addressed. This enables job seekers to not only get a job, but to keep a job; and ultimately, to get a better job through improving employability. We create a plan for you to reach your goals by providing a step-by-step path for you to follow.

To sign up to be part of the OA program, contact a Goodwill Career Navigator in your area. Visit www.Goodwillswfl.org for a list of CRC locations through Southwest Florida.

"Share the Love with PTO" inaugural TopGolf Tournament



Thanks to our many supporters, the first ever "Share the Love with PTO" TopGolf Tournament was a success. Our Pathways to Opportunity (PTO) program raised nearly \$4,000 through the one-day event. Three of our PTO participants golfed in the event to add to the excitement of the day.

PTO is a full-day life skills development program for individuals with developmental and intellectual disabilities. This program helps each participant work on goals to maximize their ability to be more independent. PTO raises funds throughout the year to help enhance the opportunities they are able to provide to the participants, like additional community outings, class supplies, and sponsored visits.

[Donate Now!](#)



Employability Workshop in partnership with Dress for Success

Our Lehigh Goodwill Community Resource Center and Dress for Success partnered to host an Employability Workshop. 12 people participated, including 2 walk-ins. Now, these job seekers are prepared for their interviews and future jobs.





VITA - Free Tax Filing

The IRS's Volunteer Income Tax Assistance (VITA) program offers free basic tax return preparation to qualified individuals.

Goodwill SWFL has staff trained to provide VITA services, offering free tax help to people who need assistance in preparing their own tax returns, including:

- People who generally make \$66,000 or less in 2022
- Persons with disabilities; and
- Limited English-speaking taxpayers

Call (239) 433-3900 to make an appointment in Lee County.
Call (941) 421-7100 in Charlotte County.

GET ASSISTANCE NOW!

Goodwill is helping Lee County residents apply for assistance with past due electric bills through the LIHEAP program



To make an appointment,
contact Giancarlos at (239) 634-9601

LIHEAP Application Assistance

Goodwill is helping Lee County residents apply for assistance with past due utility bills through LIHEAP.

Goodwill staff is taking appointments every other Thursday at the Opportunity Center at 5100 Tice Street in Fort Myers.

Call (239) 634-9601 to make an appointment. You will need to know what documents to bring with you.

10 Years Supporting Pine Manor

"Please join me in congratulating Shari on her 10 YEAR WORK ANNIVERSARY with Goodwill Industries of Southwest Florida! Shari is one of Neighborhood Outreach Specialist and Community Resource Coordinator in Pine Manor Improvement Center where she continues to do a fantastic job of supporting the Pine Manor community residents. Thank you Shari for all that you do and the people you serve." - Sandra Plazas, Director of Community Education



Celebrating 10 Years

"Please join me in congratulating Sandra Plazas on her 10th Work Anniversary here at Goodwill! Sandra is our Director of Community Education. She oversees our MicroEnterprise Program, and two of our Neighborhood Outreach Centers. Congratulations Sandra! Thank you for all you do." - Carolyn Johnson, Sr. VP of Mission & Development

Grants & Financial Gifts



MicroGrant Recipient

Chris Carroll recently graduated from our virtual MicroEnterprise class in 2022. He is launching his business, Steps in Recovery - which is a home based business that provides support services to blind individuals in SWFL. Chris was among the 10 graduates who received a grant in 2022 through a partnership with MicroGrants Minneapolis.

For more information about the MicroEnterprise program, contact Sandra Plazas at (239) 995-2106 Ext. 2304, or email sandraplazas@goodwillswfl.org.

Retail News



New Naples Park Goodwill Opened February 8th

You won't want to miss visiting our newest addition to our Southwest Florida Goodwill shopping opportunities. Our new Naples Park Goodwill just opened on Wednesday, February 8th at 10455 Tamiami Trail North. Stop by and check it out!

Upcoming VIP PERK SPECIAL SALE

VIP PERK Pre-Sale
Goodwill
Saturday, Feb. 18th
50% off DONATED GOODS*
Downtown blue and Ave Maria blue Boutiques included in sale at 25% off excludes Fine Art.
*Sale excludes: New Goods, Special Purchases, 50-50 Holiday Sale, and Goodwill Outlet Centers. Cannot be combined with any other sales promotions. Sale is good at Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties.
Sign up for VIP Perks at GoodwillPerks.com or click on the QR code to receive email alerts for coupons, sales and events.
 90¢ of every dollar supports Goodwill's mission

VIP Perk members get 25% off all donated at the blue boutiques on Saturday, Feb 18th. Enjoy your special VIP Perk.

blue
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 90¢ of every dollar supports Goodwill's mission

VIP Perk members can get an extra sale in February. Enjoy 50% off all donated on Saturday, Feb 18th at Goodwill retail stores in Southwest Florida.

(*excludes fine art and new goods).

[Sign up for VIP Perks](#)

President's Day Sale Monday, February 20th!

Take 50% off all donated at Goodwill retail stores to celebrate President's Day!

**VIP PERK
Pre-Sale**

Goodwill 

**Saturday,
Feb. 18th**

**50% off
DONATED GOODS***

*Downtown blue and Ave Maria blue Boutiques included
in sale at 25% off excludes Fine Art.*

*Sale excludes: New Goods, Special Purchases, \$1.99 Monday Sale, and Goodwill Outlet Center. Cannot be combined with any other sales or promotions. Sale is good at Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties.

Sign up for VIP Perks at
GoodwillPerks.com or click on the QR code
to receive email alerts for coupons, sales and events.

90¢ of every dollar supports Goodwill's mission




**Pre-venta de
VIP Perk**

Goodwill 

**Sábado 18
de Febrero**

**50% de descuento
ARTICULOS
DONADOS
UNICAMENTE***

*Boutiques en azul centro y azul Ave Maria incluidas en venta con un
25% de descuento excluye Fine Art.*

*La venta no incluye Artículos Nueva Compra especiales. El 90% de la venta del lunes y Goodwill Outlet Center. No se puede combinar con otras promociones de ventas. La venta es buena en los centros de ventas y donaciones de Goodwill en los condados de Lee, Collier, Charlotte y Hendry.

Suscribase para VIP PERKS en
GoodwillPerks.com
para recibir cupones, promociones y eventos

90.00¢ de cada dólar apoya la misión de Goodwill





From left to right: Kathy J. (bus tour guide), Josh Paesano (Goodwill store Manager); Debra Donatto (Goodwill SWFL Director of Communications), Rachel Stanborough (Goodwill SWFL Events Coordinator).



Mystery Bus Tour Visits our Plantation Goodwill

We welcomed the Mystery Bus Tour of Happy Thrifters to our Plantation Goodwill store off Daniels in Fort Myers. The 50+ shoppers got treated to cookies and prizes, and got some great buys with their Goodwill finds.



Upcoming Job Fairs

Naples Goodwill Job Fair - February 20th

Come out to the Heritage Bay Goodwill located at 8915 Sage Ave., Naples, on Monday, February 20th from 10am - 1pm for an onsite hiring event. Full and part time positions available. Join our team. Goodwill offers benefits, an Employee Assistance Program and opportunities for training and advancement.

Onsite Goodwill

HIRING

Goodwill offers the following benefits to full-time benefit eligible employees:

- Health Insurance
- Dental Insurance
- Vision Insurance
- Basic Life and AD&D (paid 100% by Goodwill)
- Voluntary Life and AD&D
- Short-Term Disability (paid 100% by Goodwill)
- Long-Term Disability
- Supplemental Accident & Cancer Policies
- 403B
- Employee Assistance Program

Heritage Bay
8915 Sage Ave
Naples, FL 34102
(239) 348-2914

February 20, 2023
10 am - 1 pm

Full Time / Part Time

- Sales Associates
- Processors
- Donation Door Attendants
- Shift Supervisor

Apply Online Today!

www.goodwillswfl.org
(Click - Join our Team/Careers at Goodwill)

Or Click on the QR Code



Classes

Last Chance to enroll in the Cape Coral Small Business Classes Feb 27 - April 6

Class size is limited, so call today to reserve a seat (239) 995-2106 Ext. 2304



Launch Your Own Business

Be Your Own Boss

Classes Starting

February 27 - April 6, 2023

Class location:
Public Works Building
815 Nicholas Parkway East
Cape Coral, FL 33990

Class meets
Monday and Thursday evenings
6 pm - 9 pm



For more information and to register go to:
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 coaching team 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:

| | | | |
|----------------------|----------------------|--------------------------------|--------------------------|
| Bank of America | City of Fort Myers | FineMark National Bank & Trust | TD Bank Foundation |
| Bank United | City of North Port | Rotary Club of Punta Gorda | Wells Fargo Bank |
| Bank OZK | Coca-Cola Foundation | Regions Bank | Zonta Foundation of SWFL |
| Charlotte State Bank | Comerica Bank | Synovus | |
| City of Cape Coral | Fifth Third Bank | Truist | |

Goodwill Industries of Southwest Florida is committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.



**Southwest Florida
MICROENTERPRISE**

Launch Your Own Business!
Business coaches are our secret sauce!
Learn from the best or join our team of the best.
Classes starting soon!

Naples:
March 13 - April 20, 2023
Monday and Thursday
6:00 pm - 9:00 pm



Class location:
Collier County Library
2385 Orange Blossom Dr
Naples, FL 34109



For more information: www.goodwillswfl.org/microenterprise

Naples Small Business Class

March 13 - April 30

Next Naples small business class begins 3/13 at the Collier County Library.

Learn from industry experts how to best launch your small business idea.

Call today to reserve your seat (239) 995-2106 Ext 2304. Class size is limited.



Goodwill Industries of Southwest Florida, Inc. | (239) 995-2106 | [email](#) | [website](#)



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

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