



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



Financial Literacy Workshop

Goodwill Industries of Southwest Florida, in partnership with the Lee County School District, Regions Bank, and other community stakeholders brings financial literacy workshops to area students.

The power of the workshops is learning through gamification. Youth and young adults gain vocabulary skills through a round of Financial Terms Bingo. Then, the Regions team facilitates their simulated budgeting experience called Reality Check. Students are assigned a persona, and must work with the available bankers to develop a budget that works for their life circumstances. The winner has the highest amount of money in savings at the end of the simulated month!



Goodwill wins "Best of Sales & Marketing Book Design"

During the the American Advertising Federation (AAF) SWFL annual "Addy" Awards, Goodwill Southwest Florida's Case Statement won the gold award in each of its submission categories as well as "Best All Around."

The categories: Art Direction for Public Service, Book Design for Sales and Marketing, Brochure For Elements of Advertising and then Best All Around for Public Service.

Goodwill's Case Statement is a publication presented to donors that explains our programs and the impact a donation has on our community.



Riverdale High School Field Trip

Exceptional Student Education (ESE) Students from Riverdale High School in Fort Myers came for a tour of the Opportunity Center and our Pathways to Opportunity program on Friday, March 3rd. They learned about the PTO program, and different jobs and programs available through Goodwill SWFL.



Breakfast with the President Tour



We invite guests to come and tour the Goodwill Opportunity Center each quarter to learn about Goodwill SWFL and our mission services. John Nadeau our CEO and President leads the breakfast dispelling false rumors, and sharing interesting facts about our nonprofit organization.

STEM Learning Tour

We welcomed STEM students from YPEP on March 15th for a tour at the Goodwill Opportunity Center. This was a great opportunity to showcase our community services, and give them a first-hand look at the back-of-the-house operations at Goodwill Industries of Southwest Florida. There is STEM in so much that we do, from our eCommerce division to the scales in the Outlet.



To book a tour at the Goodwill Opportunity Center, contact Debra Donatto at (239) 995-2106 Ext. 2254, or Ashley Price at (239) 995-2106 Ext 2213.



Goodwill earns Platinum Seal of Transparency

We've just earned our 2023 Platinum Seal with @CandidDotOrg! (GuideStar Charity Navigator)

We are excited to share the work our nonprofit does through our [#NonprofitProfile](#). Learn how you can support us and make a difference.

[See our profile here!](#)

PTO Receives an Outstanding Rating in National Quality Audit

Our Pathways to Opportunity program (PTO) received a near perfect rating in a recent audit from Qlarant. The PTO program received a provider discovery score of 99.4%, and a programmatic score of 100% in a January 06, 2023 audit. The discovery score relates to trainings and employee files, while the programmatic score relates to the program itself.

Qlarant, a national quality review organization, was created to help organizations optimize their program performance, and improve the quality of life for the people they serve.



"Pathways to Opportunity strives to provide best practices services to the individuals and families we serve. We continue to learn and grow from experiences and this is only setting the bar higher for us." - Jessica Tursi, Goodwill SWFL Director of Disability Services & Navigation

For more information about the PTO program or navigation services, contact Jessica Tursi at (239) 995-2106 Ext 2301.

Grants & Financial Gifts

Jersey Mike's Fundraiser

When a new Jersey Mike's was getting ready to do their Grand Opening at their Challenger location in Fort Myers, they hosted a fundraiser for Goodwill SWFL. They provided gift cards for Goodwill customers to get a FREE sub with a \$2 or more donation to Goodwill. Mike Silverman, owner of this Jersey Mike's franchise brought our Director of Development, Ashley Price, a check for \$1500. Thank you Mike & Dawn Silverman! Your generosity is greatly appreciated.





From left to right: Sandra Plazas, Sharon Miller, of the Sanibel-Captiva Zonta Club, and Carolyn Johnson, Goodwill Sr. VP of Mission & Development.

Zonta Grants for Women in Business

Zonta Foundation of Southwest Florida, Inc awarded Goodwill's MicroEnterprise Institute \$3900 to support up to six women in business who complete the program and live in Lee County. "Since 2018 we awarded 23 grants of \$650 to help them move their business forward," explains Sandra Plazas, Goodwill's Director of Community Education.

For more information about Goodwill's SWFL MicroEnterprise Institute, contact Sandra Plazas at (239) 995-2106 Ext. 2304, or email sandraplazas@goodwillswfl.org.

[Donate](#)

SYNOVUS[®]

MicroEnterprise Receives \$1,000

Synovus Financial Corp. supports Goodwill's Southwest Florida MicroEnterprise Institute with a \$1,000 grant. Our MicroEnterprise program is designed to help individuals with low to moderate income levels and other disadvantages to start or stabilize their own businesses. These classes assist individuals in developing a feasibility plan that focuses on cash flow- the first and most critical step in creating a business plan. A strong business plan not only helps launch a successful business, but also opens doors to receiving financial assistance.

Retail News

Goodwill VIP Perk members get **DOUBLE POINTS** on St. Patrick's Day, March 17th

A promotional banner for St. Patrick's Day. It features a green background with white and yellow text. On the left is a circular logo with a leprechaun's face and the text "HAPPY SAINT PATRICK'S DAY". In the center, the text reads "St. Patrick's Day", "Friday, March 17th", "Earn Double", and "VIP PERK POINTS". Below this, it says "All SWFL Goodwill Retail Stores" and "90¢ of every dollar supports Goodwill's Mission". On the right is the Goodwill logo, which consists of a stylized face in a blue square with the word "goodwill" below it.

[Sign up for VIP Perks](#)

HAPPY Anniversary!

Celebrate the anniversary of three of our Goodwill stores in Southwest Florida! Take 40% off all donated all day Saturday, March 25th to celebrate with us. *Sale only at these three stores: **Towne Centre, Clewiston & Kings Highway.**



The advertisement features a white shopping bag with the Goodwill logo and 'ANNIVERSARY SALE' printed on it, set against a background of colorful balloons. To the right, the text reads: 'Sat., March 25th 40% off Donated Goods'. Below this, it lists three locations: Towne Centre (3759 E. Tamiami Trail), Clewiston (954 W. Sugarland Hwy), and Kings Highway (24123 Peachland Blvd.). A small note at the bottom states: '*Sale excludes: New Goods-Special Purchases. Sale is valid ONLY at the THREE (3) Goodwill Retail & Donations Centers listed above.'

New Bike Shop at Goodwill Outlet

We have set up a Bike Shop to sell Retail Store Grade bicycles in the Goodwill Outlet located at 5100 Tice Street in Fort Myers.

In addition to what we have in the store, we have around 50+ bikes in the back that we are fixing up (airing up tires, wiping down, a little WD40, etc...). So, if you are shopping for a bike, check Goodwill first to see if we have what you are looking for.



Events

12th Annual Goodwill Golf Classic

Please join us on Thursday, May 4th, 2023 for our 12th annual Goodwill Golf Classic fundraiser May 4, 2023 at the Verandah Country Club. Register today! \$200 per player/ \$700 per foursome, Includes 18 holes, cart and lunch!

If you are interested in being one of our amazing sponsors, contact Rachel Stanborough at (239) 710-1796, or email rachelstanborough@goodwillswfl.org

[Sign Up](#)



Goodwill 
Southwest Florida

12th Annual Goodwill **Golf Classic**

Held at:

Verandah[®]
Golf Club, Fort Myers

Thursday, May 4, 2023
Verandah Country Club
12201 River Village Way
Fort Myers, FL 33905

\$200 per player / \$700 per foursome
Includes 18 holes, cart and lunch
shotgun start four person scramble: 8:30 am

All proceeds go towards Goodwill impactful mission services for Southwest Florida

Register online:
www.eventcreate.com/e/goodwill2023golfclassic

We are Looking for Sponsors
Please contact: Rachel Stanborough
at rachelstanborough@goodwillswfl.org

Upcoming Job Fairs

Island Park & McGregor Goodwill Job Fairs March 21st & 23rd

Come out to the Island Park Goodwill located at 16523 Island Park Road in Fort Myers, on Tuesday, March 21st from 10am - 1pm, and McGregor Goodwill at 15271 McGregor Blvd in Fort Myers on March 23rd from 10am - 2pm 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
- 408B
- Employee Assistance Program

Island Park
16523 Island Park Rd
Fort Myers, FL 33908
(239) 482-6102

March 21, 2023
10 am - 2 pm

Full Time / Part Time

- Sales Associates
- Processors
- Donation Door Attendants
- Shift Supervisor
- and many others

Apply Online Today!

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

Or Click on the QR Code



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- Voluntary Life and AD&D
- Short-Term Disability (paid 100% by Goodwill)
- Long-Term Disability
- Supplemental Accident & Cancer Policies
- 408B
- Employee Assistance Program

McGregor
15271 McGerger Blvd
Fort Myers FL 33908
(239) 437-2481

March 23, 2023
10 am - 2 pm

Full Time / Part Time

- Sales Associates
- Processors
- Donation Door Attendants
- Shift Supervisor
- and many others

Apply Online Today!

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

Or Click on the QR Code



Classes

Charlotte County Small Business Class
April 3 - May 11

Charlotte County Small Business Class

April 3 - May 11

Our next Charlotte County small business class begins April 3rd at the Charlotte County Community Resource Center located inside of the Kings Highway Goodwill (24123 Peachland Blvd., Unit B-1, Port Charlotte).

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.

[Register Today!](#)

[More Info](#)

Launch Your Own Business

Be Your Own Boss




Classes Starting on

April 3 - May 11, 2023

Class location:
Peachland Promenade Shopping Center
King Highway CRC
24123 Peachland Boulevard
Port Charlotte, FL 33954

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

| | | | |
|----------------------|----------------------|---------------------------------|--------------------------|
| Bank of America | City of Fort Myers | FirstMark National Bank & Trust | TD Bank Foundation |
| Bank United | City of North Port | Rosary 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 | Trust | |

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



Pine Manor Improvement Association
"Neighbors Helping Neighbors"



Turn Cooking into a Career!

2 Week Culinary Class with a Class Fee of \$25

Earn your SafeStaff Foodhandler Certificate

Class starts May 15-25, 2023
9:00 am - 1:00 pm (Daily)



Find application online at:



www.goodwillswfl.org
or scan the QR Code or call:
or call (239) 995-2106 ext 2304
for more information.



Earn your SafeStaff Foodhandlers Certificate, learn cooking techniques, knife skills, and get ready to land a job as the season approaches.

Once completed Goodwill will assist you in finding a JOB!

Classes taught at:
Pine Manor Improvement Association
Culinary Training Kitchen
5547 10th Ave | Fort Myers, FL

LIMITED CLASS SIZE - APPLY TODAY!
Funding by: Goodwill Industries of SWFL



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.

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