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

Vision:
To be recognized as a valued leader and resource for people with disabilities and barriers to employment in the communities we serve.

Board of Directors:
Thank you to our 2014 Board of Directors for your support and dedication to the mission of Goodwill Industries of Southwest Florida.

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Robert Randall, Vice President of Retail & Operations
Fred Richards, Vice President of Community Support Services
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A Message from our President and Chairman

2014 was a year of both growth and challenges. The year brought new opportunities and beginnings, and made our Goodwill family stronger than ever. Through it all, our focus has remained on keeping our organization centered on our mission, business, and the values we have developed.

Our growth came in the form of a new program and a new service. In July, we launched the Pathways program for adults with disabilities. Pathways to Opportunity is an adult day training program, offering life skills training. Pathways to Work provides job placement and on-the-job training. Eventually, the program will also grow to include Pathways to Living, which will be developed after further assessing our community's needs.

To grow employment opportunities, the year also brought the addition of our Mobile Job-Link. This modified Winnebago RV has brought employment assistance to areas where transportation is a large barrier. The Mobile Job-Link provides the same services as our brick-and-mortar Job-Link facilities, allowing us to grow our reach in the largest areas of need.

Growth is often accompanied by growing pains, and 2014 was no exception. In challenging times, our organization pulled together as a team to make some hard decisions. But with every challenge comes opportunity, and there is value in the lessons we learned in 2014. We remain one of the strongest, most trusted nonprofits in our region, and take our commitment to the community very seriously. As a result, Goodwill was once again named one of America's 20 Most Inspiring Companies in Forbes and we were the only nonprofit to appear on the list—a title we are honored to continue to hold.

The close of 2014 brought the departure of our former CEO, Tom Feurig. Under Tom’s leadership, Goodwill grew substantially and we will continue to move our organization forward. Tom is continuing his work with our agency as the executive director of the Southwest Florida Goodwill Foundation, and both Goodwill and our Foundation are excited to enter a new period of growth for our organization.

Through the support of people like you—our donors, shoppers, volunteers, and community partners; and through the hard work of our employees, we were able to assist nearly 40,000 individuals across Southwest Florida in 2014. Together we will continue to make a difference, create breakthroughs, transform lives, and offer opportunities for years to come.

Michael W. Sullivan
Chairman

Rick Evanchyk
President/CEO
2014
Breakthrough Graduate
Mike Drouin

Mike Drouin is a third-generation carpenter, who worked with his father in the family business much of his adult life. But after his father passed away three years ago, the family business began falling apart.

"It was just too much on me and my mom," Mike says.

Mike, who began struggling with addiction, decided to make a change in his life. He entered the Justin’s Place recovery program at St. Matthew’s House, and after a few months found transitional work with another contractor. Unfortunately, he’d lost his passion.

"I still loved my job, but I hated going to work," Mike explains. "I was working for somebody else, and it wasn’t working out."

Mike wanted to stay in the family trade, but on his own terms. St. Matthew’s House told him about the Goodwill SWFL MicroEnterprise Institute, an intensive training program for people who want to start their own business.

"He was already an excellent worker," says Elliott Rittenhouse, Goodwill’s director of microenterprise. "But he didn’t know how to set it up as a business."

"There’s so much stuff I never thought about: Financials, marketing, and all the planning," says Mike. "I learned that just because you know how to do the physical work, that doesn’t mean you’re ready to start a business."

Since completing Goodwill’s MicroEnterprise program, Mike has formed his business, Drouin’s Helping Hands, LLC. He’s hired two full-time employees and another part-timer, all of whom are in the St. Matthew’s House recovery for life program. He hopes to expand the business to as many as ten employees, and is studying for the Florida state contractor’s examination, which would allow him to expand into larger projects.

Elliott credits Mike’s success to his attitude and work ethic.

"It’s his stick-to-itiveness," says Elliott. "He was very good at overcoming his daily obstacles to succeed in the course. He just applied that into his business directly and that’s why he’s successful today."

The business has grown so quickly that Mike was able to buy a house at the end of 2014. "We had a good year," he says. "Things are looking good."
2014 Chet Perry
Breakthrough Achiever
Jennifer Glawe

When Jennifer Glawe was referred to Goodwill by Southwest Florida Works, the then 24-year-old had a limited employment history and was struggling to find a job because of a high unemployment rate and learning difficulties. Although Jennifer lives independently, she depends on public transportation, another barrier to her self-sufficiency.

In 2011, Jennifer began training with Jesi Cason, at the time a Goodwill occupational skills trainer, at a Goodwill Retail & Donation Center in Fort Myers. Jennifer learned some new retail skills at Goodwill, but both recognized that a different type of position would better meet Jennifer’s needs.

“It just wasn’t my type of work,” says Jennifer.

“Because of Jennifer’s transportation barriers, not every opportunity would work for her,” explains Jesi. “Plus, no one had ever trusted her to find her own way of working. She needed the right supervisor who understood her needs and abilities.”

That supervisor—and opportunity—came when Goodwill’s janitorial/floor care manager Brad Ellena needed a day-shift custodian to work at Lynx Services in North Fort Myers. Jennifer would be the only custodian on the shift, working with limited supervision.

“At first, I wasn’t sure how she would handle working independently, but she’s done an incredible job,” says Brad. “It’s a 72,000 square foot facility, and she covers every bit of it.”

It’s been more than three years, and Jennifer still gets rave reviews for her work.

“Everyone in the call center adores her,” says Karen McDaniel, facilities supervisor at Lynx. “She’s always on task and quick to respond to everything. Really, she’s a joy to work with.”

“I like to stay busy, and it makes me happy to have a job,” says Jennifer. “I can pay bills, be on my own, and be more responsible.”

Jennifer’s strong work ethic is further evidenced by her commute. She rides the bus nearly three hours round-trip to get to work, sometimes for just a four hour shift. But she has a plan for dealing with that long commute.

“Next, I want to get my license and get a car,” she smiles. “That, and I’m trying to save up to get a house!”
2014
Breakthrough Employer
John Talmage

There is a social theory that the closer a person lives to commodities such as restaurants and other businesses, the less likely that person is to benefit from them. This theory has held true in areas such as Pine Manor, where residents experience chronic unemployment despite being just a stone's throw from a multitude of shopping and dining destinations.

That's where John Talmage and the Pine Manor Improvement Association come in. As a Pine Manor volunteer and former member of the community's board of directors, John realized the need to create employment opportunities for its residents.

"Too often Pine Manor gets associated as 'Crime Manor,'" says John, owner of Sanibel’s Sweet Melissa’s Café and Island Pizza Company. "That's an unfortunate tagline because it's not that at all."

With his background in restaurants, John set out to help create the Goodwill/Pine Manor Culinary Training and Certification Program.

"John has been essential in helping get the culinary school off the ground," says Goodwill’s Pine Manor outreach coordinator, Shari Clark. "He was also on our garden committee when it was in the planning stages."

The culinary program, which is for anyone in the Southwest Florida area, puts participants through a 12-week, 280 hour course, designed to prepare workers for employment in the quickly-growing food service industry. The program is offered in partnership with iCare. At the end of the program, taught by Chef James Fraser, participants get the opportunity to intern at Talmage's restaurants.

At Sweet Melissa's Café, interns get the experience of fine dining with Chef Melissa, John's wife. At Island Pizza Company, interns learn to work quickly and efficiently in a fast-paced, casual dining environment.

"Anyone who completes internships will be offered a position," says John. So far he has hired 25 people from the Pine Manor community, and with the culinary program now up and running, John says his focus will be on hiring program graduates.

"If we didn't have the partners like Goodwill and others, we wouldn't have been able to do this," says John.

Many think the folks John has helped would say the same about him.
2014
Breakthrough Business
Communication & Data Solutions

Butch Borchert has been a friend to Goodwill for a long time. So long, in fact, he’s not even sure when his relationship with Goodwill began.

“I just happened to walk in one day and offer my services,” he laughs. “It’s got to be 1986, maybe 1987? And I’ve been doing the work ever since.”

Butch owns Communication & Data Solutions, a company that offers everything from phone systems and data cabling to video surveillance. He and his team of technicians provide those services at the Goodwill Opportunity Center, Goodwill’s 30 Retail & Donation Centers, and dozens of other Goodwill facilities.

“Butch is amazing to work with,” says Goodwill’s director of information technology, Jamie Dunn. “He will work after hours, late nights, overnights, and weekends to accommodate our need so we have minimal down time.”

Aside from keeping Goodwill’s technology running, Communication & Data Solutions also gives back on a much broader scale.

“I donate back 10% of everything I do for Goodwill,” says Butch. “Goodwill does a lot of good for the community, and they treated me really good when I was first starting out in business. You’ve got to give back.”

He is also the reason Goodwill now has an annual golf tournament.

“He just called me up one day and said I think Goodwill needs to have a golf tournament,” explains Carolyn Johnson, Goodwill’s vice president of communications and development. “He said, ‘Trust me, I’ll take care of it.’ And he did! He’s been extremely instrumental with our tournament.”

Each year, Butch recruits players, sponsors, and prizes, and is usually the first to arrive on the course on tournament day. Held annually, the Goodwill Golf Classic draws more than 100 players and generates close to $12,000 for Goodwill’s programs and services.

“He’s sponsored other events, like the Festival of Trees and the Breakthrough Awards,” says Carolyn. “Really, Butch has always been involved in what we do. He’s almost like family.”

“He has a heart for our mission,” says Jamie. “He’s partnered with us through the years and is always willing to help Goodwill achieve our mission.”
2014
Breakthrough Volunteer
Amanda Lynch

When Amanda Lynch attended Trailways Camp as a camper in May 2013, she didn’t know she would soon become a valuable member of the Trailways team.

“When Amanda attended camp, she was very upbeat, enthusiastic, and willing to do anything,” says Jesi Cason, Goodwill’s Trailways Camp coordinator. “She was very friendly and welcoming to all the campers as they came in. I didn’t ask her to do that, she was just like that.”

Trailways Camp is a residential camp for adults with disabilities, offered in partnership with The Robert V. & Benjamin G. Miller Fund. The camp, which is run by a small and dedicated staff, relies heavily on volunteer assistance for the four-day experience.

“I knew Jesi needed help,” Amanda says. “She can’t do it alone!”

Since attending Trailways, the 29-year-old has now volunteered at four camp sessions.

“She reacts very quickly, which is good because I work quick,” says Jesi. “Things come up fast and every time I need something she hops up fast, no questions asked.”

Amanda’s duties range from getting campers acclimated to their new surroundings, and helping with arts and crafts, to assisting campers in the talent show.

“I can help sing if someone is nervous,” Amanda smiles. “I’ll go up [on stage] with them. I can tell if someone is nervous.”

Amanda’s volunteer service to Goodwill doesn’t stop there. She also has volunteered at Goodwill’s annual fundraiser, the Festival of Trees, for two years. Held at the Sidney & Berne Davis Art Center in the Fort Myers River District, the festival features a showcase of lavishly decorated Christmas trees, a children’s workshop, a black-tie gala and more.

“Having Amanda as a volunteer has been great,” says Goodwill’s volunteer coordinator Natalie Tursi. “She’s reliable, and fun to work with.”

When not volunteering, Amanda works one day a week at Winn-Dixie and is part of several social groups.

“I volunteer because it’s fun, and I can meet friends, and do anything I want,” laughs Amanda. “I like getting out of the house- I don’t have to be bored. I like helping people.”
Locations and Services Provided

Charlotte County
Attended Donation Centers: 2
High School High Tech: 3
HUD Housing: 2
Job-Link Locations: 2
Retail & Donation Centers: 4

Lee County
Attended Donation Centers: 7
High School High Tech: 4
HUD Housing: 11
Job-Link Locations: 8
L.I.F.E. Academy Middle/High School: 1
Pathways to Opportunity: 1
Neighborhood Outreach: 4
Retail & Donation Centers: 17

Collier County
Attended Donation Centers: 3
High School High Tech: 3
Job-Link Locations: 1
Retail & Donation Centers: 6

Glades County
High School High Tech: 1
Job-Link Locations: 1
Retail & Donation Centers: 1

Pathways to Work, SWFL MicroEnterprise Institute, and Mobile Job-Link services are available in all counties.

2014 Store of the Year
Estero Store #151
2014
A Year of Growth

January:

• Goodwill cuts the ribbon on the Lehigh Acres Retail & Donation Center.

• The Goodwill “Donor Concierge” program debuts. The new home pick-up system collects 82,115 pounds of donations in 2014.

February:

• Trailways Camp holds the first of three sessions. The camp served a total of 60 adults with disabilities.

• Goodwill receives the highest level of CARF Accreditation for a period of three years (2014-2017).

• Through a partnership with ABC-7, the “Clean Sweep” donation & shred drive at JetBlue Park generates 4,843 pounds in donations.

• L.I.F.E. Academy students enjoy a day with the Boston Red Sox, playing baseball with several Red Sox players and staff on the Fenway South field.

• The SWFL MicroEnterprise Institute presents the first of 13 small business training courses. In 2014, the program graduated 113 aspiring entrepreneurs.

• To celebrate the opening of The Opportunity Center, Goodwill holds a Community Open House and movie premiere. The 126,000 square foot facility houses Goodwill’s administrative offices, community support services, business services, operations & transportation offices, the Goodwill L.I.F.E. Academy charter school, and Goodwill Outlet Center.

March:

• Goodwill and the Pine Manor Improvement Association cut the ribbon on the Pine Manor United Way House.

• Goodwill Advocacy Day in Tallahassee brings together Goodwill agencies from around the state to advocate on behalf of Goodwill’s programs and services. $1 million in funding is secured.

April:

• Goodwill cuts the ribbon on a new Job-Link Center in Lehigh Acres.

• The Moore Haven Retail & Donation Center opens.

• 20 school donation drives during the 2013-14 academic year collect 31,489 pounds of donations.

May:

• The annual Goodwill Golf Classic is held at Coral Oaks Golf Course, raising more than $10,000.

• The Kings Highway Retail & Donation Center opens in Port Charlotte. The opening marks Goodwill’s 30th retail location.

• Four students graduate from Goodwill L.I.F.E. Academy.

• The Sandoval community in Cape Coral hosts a 5K as a Goodwill fundraiser, generating $3,000.
July:
- Goodwill launches Pathways to Opportunity, an adult day training program for people with disabilities. Classes offered include opportunities for education, creative expression, self-advocacy, recreation, and employment exploration.
- Goodwill cuts the ribbon on the Mobile Job-Link, a modified RV which provides employment services throughout Southwest Florida.
- Goodwill SWFL earned the title of “Best Charitable Organization” in the annual Gulfshore Business magazine “Best of Business” issue.

August:
- Goodwill opens two housing complexes for people with physical disabilities: Sweetwater Place in Clewiston and the Jean Devereaux Apartments in North Fort Myers. The latter is named after long-time Goodwill supporter Jean Devereaux, who spearheaded Goodwill’s housing initiative two decades ago.
- Goodwill’s department of Communication & Development is honored with a Golden Image Award, a state-wide award from the Florida Public Relations Association.

September:
- Goodwill SWFL hosts the Goodwill Southeastern Association (SEA) Conference. More than 100 Goodwill leaders from across the Southeastern U.S. attend.

November:
- Goodwill and the City of Cape Coral partner for their fifth annual Cape Coral Shred Day. The event collects 3,800 pounds of paper.
- Goodwill Korea visits Goodwill SWFL to observe best practices in donated goods retail and disability services.

December:
- The Festival of Trees, Tux & Trees Gala, and Family Fun Day generate nearly $90,000 in revenue for the SWFL Goodwill Foundation.
- The Round-Up program in Goodwill’s Retail & Donation Centers ends its inaugural year with a record $95,000 in contributions to our foundation.
- The Goodwill Outlet, during its first full year in business, surpassed $1 million in sales revenue.
Our Growing Community Impact

For nearly half a century, Goodwill Industries of Southwest Florida has provided needed services to individuals with disabilities and barriers to employment in Lee, Collier, Charlotte, Hendry, and Glades Counties.

39,630 people with disabilities or disadvantages received services through Goodwill in 2014, equaling 1 in 30 Southwest Florida residents.

16,348 received Goodwill assistance through four neighborhood outreach centers.

10,522 turned to Goodwill Job-Link Centers for training and services.

1,578 Southwest Floridians received community work experience at a Goodwill location.

638 people found jobs through our employment programs, earning an average starting wage of $9.58.

Additional family strengthening opportunities were provided to Goodwill employees and their families.

264 units of housing were provided to seniors and people with disabilities.

316

146 entrepreneurs were helped through Goodwill SWFL MicroEnterprise Institute.

123 students with disabilities participated in High School High Tech.

60 adults with disabilities attended Trailways Camps.

51 students with intellectual disabilities enrolled at Goodwill L.I.F.E. Academy.

11 young adults with disabilities were helped through the Pathways to Opportunity adult day training program.

More than 9,098 people came to Goodwill for general assistance.

Goodwill employed

801 Southwest Floridians in 2014, with physical, mental, emotional or learning disabilities.

212 with disadvantages like ESL, illiteracy, or long-term unemployment.

52 of Goodwill’s employees have one or more barriers to employment.

33%
A Growing Leader in Sustainability

Goodwill Industries of Southwest Florida is committed to sustainable efforts that improve our environment, our workforce, and our business partnerships.

Whether we are refurbishing your computer, shredding your documents, or being good environmental stewards to your donations, Goodwill is committed to continued processes that positively impact our environment.

1,725,445 pounds of paper and cardboard were processed and recycled by Goodwill Secure Shred.

376,290 pounds of computers and computer equipment were responsibly recycled through Goodwill’s partnership with Dell.

285 fully refurbished computers were re-sold by Goodwill.

1,111,429 additional pounds of other electronic items were recycled.

Goodwill received 657,027 donations of gently-used goods.

40,275,096 pounds of items were either sold, repurposed, or recycled by Goodwill.

Goodwill’s Janitorial and Floor Care Services provide “Green Cleaning” at 20 facilities in Southwest Florida, totaling 200,000 square feet of space.

Green Cleaning
- Improves indoor air and water quality
- Improves employee health and productivity
- Reduces exposure to toxic substances
- Reduces liability from worker safety issues
- Lowers the facility’s environmental impact
The Southwest Florida Goodwill Foundation

The Southwest Florida Goodwill Foundation, Inc. is committed to making a lasting impact on the lives of people in Southwest Florida. The goal of the Foundation is to raise funds and generate other contributions that will enhance, expand, and ensure the longevity of Goodwill’s mission and programs.

Contributions to the Southwest Florida Goodwill Foundation are made through major or special gifts, annual fundraising campaigns, planned gifts and bequests, and events like the Festival of Trees and Tux & Trees Gala.

In 2014, our Retail & Donation Centers also became a donation point for our financial contributors, through a “Round-Up” campaign at our cash registers. Customers who generously rounded up their purchase to the next dollar contributed a total of $95,000 to the Southwest Florida Goodwill Foundation; a number that we hope will continue to grow in future years.


Thank you to our 2014 contributors:

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Bowen, Middlet & Britt of Florida
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Ms. Karen Bubenzer
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Mr. Noah Pollock and Mrs. Madison Mitchell
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Trinity Commercial Group
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Mr. & Mrs. Laurence and Diane True
US Bank
Mr. & Mrs. Mark and Marj Vincent
Ms. Maureen Vines
Ms. Marion West
Mr. & Mrs. Bruce Wildman
Mr. T. Jack Williams
Mrs. Jean Williams
Mr. Robert Wilson
Ms. Virginia Wooster
Ms. Geneva Worley
Mr. William Wright
Mr. Allen Zarembka
Mr. & Mrs. Roger and Carla Zwiecky

Memorial Gifts:
In Memory of Debbie Davey
Ms. Helen Edgerton
In Memory of Ms. Louise Izzo
Mr. & Mrs. William and Natalie Tursi
In Memory of John Manger
Ms. Lila Williamson
In Memory of Bob Pray
West Coast Tire & Repair Inc.
In Memory of Catherine Silvestrone
Gismonde Silvestrone
Mr. & Mrs. Richard and Joan Williams
In Memory of Mrs. Norma Tursi
Mr. & Mrs. William and Natalie Tursi

Special thanks to our many United Way supporters, special event sponsors, contributors, and volunteers for supporting our mission!
### Balance Sheet

**ASSETS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td><strong>Current Assets:</strong></td>
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<td>Cash &amp; Investments</td>
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**LIABILITIES & NET ASSETS**

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### Income Statement

**REVENUES**

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<td>$1,699,971</td>
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<tr>
<td><strong>TOTAL OPERATING EXPENSES</strong></td>
<td><strong>$32,666,420</strong></td>
</tr>
</tbody>
</table>

**INCOME FROM OPERATIONS**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LESS:</strong></td>
<td></td>
</tr>
<tr>
<td>Depreciation &amp; Amortization</td>
<td>$2,228,188</td>
</tr>
<tr>
<td>Loss on Interest Rate Swap Agreement</td>
<td>$191,970</td>
</tr>
<tr>
<td><strong>NET INCOME</strong></td>
<td><strong>$1,107,656</strong></td>
</tr>
</tbody>
</table>
Affiliations:
The Able Trust
Commission on Accreditation of Rehabilitation Facilities (CARF)
Florida Goodwill Association
Florida Division of Vocational Rehabilitation
Goodwill Industries International, Inc.
The United Way of Lee, Charlotte, Collier, Hendry, and Glades County

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(239) 995-2106 | Toll Free 1-866-995-2106 | T.T.Y. (239) 995-9207
www.goodwillswfl.org

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CarMax Foundation
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Charlotte County Economic Development
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