LEADERSHIP

Goodwill Industries of Southwest Florida, Inc. is operated autonomously and governed by a dedicated local volunteer Board of Directors, which advises the leadership team on the overall operation of the non-profit organization, which began in 1966.

EXECUTIVE STAFF

John Nadeau
President/CEO

Doug Stewart
Chief Operating Officer

Fred Richards
Vice President of Community Support Services

Carolyn Johnson
Vice President of Communications & Development

BOARD OF DIRECTORS

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

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

The founder of Goodwill Industries, Edgar J. Helms, reflected his belief in the organization’s motto: what people need is “a chance not a charity.” This focus on employment, and overcoming barriers to independence, continues 118 years later with Goodwill organizations across the nation. Thanks to your support, we have seen thousands of individuals and families right here in Southwest Florida participate in our programs and services. With each person served, we are reminded of the reasons Goodwill exists. We are here to provide people with the access and opportunity that they need to achieve independence – providing a hand-up, rather than a hand-out, and transforming gently used clothing & goods into jobs and training programs.

Fifty-three years after its inception, Goodwill Industries of Southwest Florida is still expanding and discovering new and impactful ways to unlock doors for people with disabilities and disadvantages. In 2019, we were able to assist more than 25,000 people across Southwest Florida. That kind of impact makes our community stronger, especially since our programs fill a gap in available services and help those with the most challenges succeed. We are committed to opening doors that are barriers to the people we serve - barriers such as education, skills training, and unemployment.

In 2019, with the unemployment rate at a national low, we rebranded our Job-Link Centers to Community Resource Centers (CRCs) with a focus on computer literacy & upskilling, family strengthening, and wrap around services to help those with significant barriers to employment and self-sufficiency. Our CRC’s were able to help 7,569 individuals overcome their barriers throughout the year.

We also celebrated the 5th anniversary of our Pathways to Opportunity program and increased our service delivery another 23% from 2018, with 81 enrolled participants. This highly-needed life skills program helps adults with intellectual and developmental disabilities achieve independence through a curriculum that promotes self-confidence, job skills training and money management.

Our Veterans Outreach Programs served 713 veterans and family members in 2019 (which was 143% of our annual goal). This includes 75 veterans and family members in our five-county area who became successfully employed through our veteran-focused job fairs and Job-Links events.

Last year, Goodwill supported the Hurricane Dorian relief efforts through a donation to the Southwest Florida Community Foundation.

Regarding our retail stores, we continue to evolve and make changes in response to the changing needs of our community, and to make sure we are offering a first class shopping experience. We expanded and remodeled our LaBelle Retail & Donation Center and added a new Community Resource Center to increase service delivery to the LaBelle community. We also opened two new beautiful stores in Punta Gorda and on McGregor Blvd. in south Fort Myers.

The VIP Perks Shopper Loyalty Program was initiated in June of 2017, and since then we have grown the online discount program to more than 90,000 members. Shoppers enjoy earning discounts automatically just for shopping Goodwill and get extra incentives each month.

I am excited for the future with plans for expanded retail stores on Del Prado in Cape Coral, Kings Highway in Port Charlotte, and Clewiston. Thinking about 2020, I know we have a long road to help our community recover, and we will play a big role in that effort. I thank you for your continued support of our mission, our community, and the people we serve.
2019
Chet Perry Breakthrough Achiever of the Year
Jonathan Herr

Jonathan Herr started working at the Heritage Bay Goodwill in October 2019 after his family relocated to Naples from Illinois, where he began exploring careers with Goodwill.

Although he’s bilingual, he was surprised to learn that his skill wasn’t as needed in Southwest Florida. He doesn’t speak Spanish, but if you need a Mandarin language translator, he’s your man.

“I was the only Mandarin translator at Goodwill in Illinois,” he said. Another difference he noted between the two operations was the terminology used to describe specific job functions. Once he mastered those, there was no stopping his new achievements.

“The only thing I don’t do is the register,” said Jonathan, who can be seen accepting donations, scanning books, helping customers, stocking, sorting, clearing fitting rooms and returning and sanitizing shopping carts. So which is his favorite thing about working at Goodwill?

“The atmosphere. The work environment is friendly and welcoming,” he said.

His parents, Jih and Vivian Herr, brought Jonathan to meet Enas Benedek, a Pathways to Work employment consultant for Goodwill in Collier County.

“He knew everything that went into the operation of running a Goodwill retail store. He sounded exceptional and very professional. His parents told me they toured all the Naples Goodwill stores and bought a house near the Goodwill store that Jonathan liked best. I felt pressure to be able to place him at that store,” Enas said.

Jonathan interviewed with the store manager at the time and was immediately hired.

Mark Carpenter is Jonathan’s current manager.

“He’s reliable and a pleasure to work with. He’s always in good spirits,” Mark said.

Conscientious may also be used to describe the multi-tasker.

“I don’t mind which way (the price tags) are facing, but I prefer the price tag is facing the front,” he explained. “It’s more helpful to the customer.”

Mark said it best, “I wish I had 20 Jonathans.”
“Amavida requires all kinds of computer based training,” explained Angela Hemstreet, PTW Program Manager. “This is where the job coach came in, because Leighton wasn’t comfortable with computer skills and doing training that way. She helped him navigate and become more familiar and more confident.”

Leighton has been at Amavida nearly two years now, and has advanced from a dishwasher to a prep cook, which is a position he really enjoys.

“He picks up things pretty quickly,” says Ian Potter, Amavida Sous Chef and Leighton’s co-worker. “You have to show him once or twice and then he’s off to the races. I love working with Leighton. His attitude is great. You can’t ask for anything more.”

When Leighton is not at work, he enjoys helping out his father at his Fort Myers boxing gym. Leighton confidently shows the new students boxing techniques demonstrating his mastery in the sport, just like how he confidently performs his job duties demonstrating that he has mastered the skills required.

Thanks to a little help from Goodwill, he now has a paycheck, a purpose and a sense of pride in work well done.

As Leighton Willis was finishing high school, one of his school counselors told him that he was not “college material.” This really bothered him. Despite his disability, Leighton aspired to continue learning and find a job that would give him a sense of purpose. Through Vocational Rehab, he was introduced to Goodwill’s Pathways to Work program.

Pathways to Work (PTW) assists youth and adults with disabilities obtain work readiness skills and competitive employment. After successfully completing training, Leighton’s Goodwill PTW job coach helped him look for openings that fit his plan, assisted him with filling out applications and coached him on interview skills. Through this process, he received a call from Amavida Senior Living in Fort Myers to come in for an interview. Leighton’s Goodwill job coach was with him through the process, and he was offered a position. Leighton finally got the opportunity he was looking for.

“I love it,” Leighton said with a big smile and a twinkle in his eyes. “My job coach made me feel comfortable.”
People who ask for help to overcome challenges in their lives rarely face a single obstacle. Agencies who provide social services will tell you homelessness, hunger, employment and literacy are often intertwined.

“Education is the key for a successful life,” says Susan Holman Schad, President and CEO of the Literacy Council Gulf Coast. “If you don’t speak the language, your opportunities are limited.”

The Literacy Council provides a variety of classes so people can learn English as their second language.

Goodwill CRC Coordinator Marjorie Reyes has referred several people to the Literacy Council for both classes and as potential employees.

“When a client visits the Community Resource Center, we find that they are in need of better knowledge in how to look for a job. But without English language, it is really hard for them,” says Marjorie. “So the first step for this client is to refer them to the Literacy Council to obtain English language skills. With better English, we can teach them computer, how to obtain and apply for food, employment or medical assistance for them and their family.”

But as Susan has learned, even when clients improve their English literacy, lack of affordable childcare for single parents, medical issues and other challenges still present obstacles to employment.

“It’s hard to find a job with someone who will work with their personal schedule. How do you get employers who want to work with you?” she asks, while acknowledging that she has employed several women referred to her by Marjorie.

For example, Susan hired one Goodwill referral as a Moms and Tots program assistant. The client was able to bring her child to the Literacy Council class as she helped teach the class.

The partnership between Goodwill and the Literacy Council works well between the two agencies, which are housed in the same building in Bonita Springs. Literacy Council also provides space for United Way partner agencies, such as ACT Shelter, Catholic Charities and more.
In Punta Gorda, Gary was successful in acquiring a former marine supply store in the coastal community; then he and Goodwill proceeded to remodel it while keeping the nautical look and feel that matches the location.

Goodwill Southwest Florida President and CEO John Nadeau said Piedmont has an affinity for working with Goodwill and they understand its mission.

“They treat us like a partner, not just a customer,” adds John.

That partnership grew to include work and play. Gary had been traveling from Lincolnton to Southwest Florida Monday through Friday, one week of each month for several years working with Goodwill SWFL.

“I’m a golfer. I finally talked my boss into letting me travel Wednesday to Wednesday so I could spend weekends playing golf in “paradise,” as he calls Florida.

Gary regularly participates in the annual Goodwill Golf Classic and a few years ago, made a hole-in-one during the tournament, while John, a member of his foursome, witnessed the rare accomplishment.

“Location, location, location” is the ubiquitous saying of real estate prospectors and no one knows that better than Gary Faulkenbury, Commercial Development Specialist with Piedmont Companies.

Based in Lincolnton, North Carolina, the commercial real estate developer works in partnership with Goodwill’s across the nation in locating and building the non-profit’s unique retail and donation centers.

In Collier, Lee and Charlotte counties, Piedmont Companies has been instrumental in developing stores for Goodwill Industries of Southwest Florida.

“In my business you have to think outside the box. There’s limited availability of land and it’s expensive in Southwest Florida,” said Gary.

One example of thinking outside the box was Gary’s approach to acquiring a new location along Del Prado Boulevard in Cape Coral. Three adjacent property purchases needed to be negotiated to make one parcel on which to build the future store, which is his fifth project with Goodwill Southwest Florida.
Since 2014, Enterprise Holdings has provided $17,000 in funding to Goodwill Industries of Southwest Florida supporting employment and family strengthening programs for the under-served in Charlotte, Lee, Collier, Henry and Glades counties.

“We are invested in our sustainability mission which goes beyond our efforts in the environment. We are dedicated to build economic stability,” states Crystine Galvan, Enterprise Holdings’ Group Human Resource Manager. “Our initiative is to serve a diverse customer that mirrors our communities, and provide opportunities for a diverse employee base.”

Crystine says that a diverse employee base allows for a large variety of ideas, thoughts and suggestions to help Enterprise Holding grow, thrive and support their customers and employees’ needs.

“A lot of ideas that help steer our decisions on how to do better come directly from our local employees in a grassroots method,” she explains. “Some of our greatest ideas have come directly from employees, such as the Orlando manager who offered customers making reservations the option of pickup service. Enterprise is nationally known as We Pick You Up.”

Crystine feels including people with disabilities in the workforce is very important, as is funding organizations like Goodwill who offer support and programs for those with disabilities in Southwest Florida.

“A disability doesn’t define what you can contribute. We support organizations like Goodwill who give opportunities in our community. We need to make sure we are part of the change to ensure that people with disabilities are a part of the equation. Otherwise we would be missing out on some great talent.”

Crystine says that although Enterprise Holdings is a large company, it is family-owned so they can choose what organizations they recommend for support for the local community through their Foundation’s charitable giving. She explains that they want to make sure they are helping their community and employees in Southwest Florida directly.

“As community leaders, we have an obligation to support other organizations that provide programs for those with disabilities. Goodwill is a critical part of that. We want to continue to build programs that support those in our community with disabilities. We want to help on a long-term basis because it’s just the right thing to do.”
2019
Breakthrough Volunteer of the Year
Janice Smith

Janice Smith moved from Massachusetts to Southwest Florida 13 years ago to be near her daughter.

Michelle Smith knew how much her mother loved to volunteer so, in 2011, she suggested that Janice answer a call for volunteers at Goodwill’s annual Festival of Trees. Goodwill was looking for “Tree Angels” to watch over the decorated trees during public viewing hours.

“That’s my thing, I love Christmas,” said the Fort Myers resident.

Over the years, her role expanded; she helped set up the trees and “fluff” them before corporate sponsors decorated them. When she wondered what happened to the trees after the festival, she came back to help wrap them for home delivery to the winners.

Proceeds from the tree raffle support Goodwill’s programs and services for people with disabilities and disadvantages.

“I like serving, being part of a team of like-minded people with the same purpose,” Janice said. “I feel I’m part of the Goodwill family.”

For example, one passion shared by mother and daughter is affordable housing. Goodwill is the largest provider of affordable housing for individuals with disabilities in Southwest Florida.

There is a steady waiting list for units.

“There is a need being met in a big way,” she said.

Janice is also a Goodwill shopper. Her own Christmas tree is a combination of Cape Cod scallops and Florida seashells in silver and white. Several of her Christmas decor was purchased at Goodwill.

In the past, she also volunteered with the American Cancer Society. A cancer survivor herself, Janice drove others to their doctor appointments as part of the ACS Road to Recovery Program.

Volunteering was modeled in the Smith family while growing up in New England.

“You start because it’s fun, but then it goes beyond that. You give and what you get back is so much more,” she said.
2019
Front Line Professional of the Year
Shari Clark

Pine Manor is an area with low-income households and high needs. Shari said that they began the Grab & Go program distributing 80 meals a week. By the mid-April, they were up to 175 meals a day. You would think that distributing that many meals a day would be enough work, but not for Shari.

“I was able to pass out food to people who needed it. Then, I transferred calls to my cell phone and helped people apply for food stamps. When people found out they were not getting their jobs back, my phone blew up.”

Even now, as Florida reopens, Shari has been inundated with requests for help with unemployment and LeeCARES applications. Another vital need Shari assists with is housing for the homeless provided by both the Fort Myers and Lee County Housing Authorities.

We are proud to have Shari Clark as a member of the Goodwill family.

For 10 years, Shari Clark has worked at the Pine Manor Neighborhood Center. Her position as an Outreach Coordinator started through the YMCA, but eight years ago she became the Neighborhood Resource Specialist at Pine Manor working for Goodwill Industries of Southwest Florida. An 8-year veteran and single mom, with a child who has a disability, Shari is passionate about making a difference in her community.

“My motto is, I am a one stop shop for anything and everything. If I can’t help them, I refer them to those who can,” Shari proudly states.

Throughout the COVID-19 pandemic, Shari has been on the front lines providing support for those who need it most. From assisting people with unemployment and SNAP, to helping with the food pantry, she is putting herself out there to help others. One big need she saw was getting food to families in the Pine Manor community.

“I emailed the school district and said, ‘I am in’ and set up a Grab & Go site,” Shari explained. I want to make sure the kids in the neighborhood have food. I was adamant that these kids got fed. I also do a summer feeding program.”
2019 MISSION HIGHLIGHTS

Pathways to Opportunity
5 Year Anniversary Celebration

Our Pathways to Opportunity program celebrated its 5th Anniversary in 2019. The full day training program for adults with disabilities served 54 new participants in 2019, bringing the number served through the PTO program to 71, a 31% increase. Special anniversary events were celebrated September 23–25, 2019, including a comedy skit, theatrical performances, singing & dancing performances, a pizza party, a dance with a DJ and a carnival full of games & prizes.

G.I.V.E. Program Starts

Our new Employee assistance program, G.I.V.E. kicked off in August of 2019. Goodwill Investing in Valued Employees was created to provide a hand up to Goodwill’s own 800+ employees. By the end of 2019, 61 employees were enrolled in the program and were being assisted with career training, linkage to community resources and ongoing support on their path to self-sufficiency.

Festival of Trees & Golf Classic

We hosted the 14th annual Festival of Trees adding synthetic ice for a Florida Winter Wonderland.

Our 9th annual Goodwill Golf Classic raised over $15,000 to support programs and services.

2019 RETAIL HIGHLIGHTS

McGregor Book Store Closes Doors

In 2019, we converted the small bookstore on McGregor to a Christmas Pop-Up store for the season. The last day of business was Sunday, Dec. 22nd when the new larger McGregor store was up and running.

Goodwill Housing Wins National Honors

Santa Barbara Village won two National awards in Housing. The property was submitted for a Community of Quality award and won in 2 different categories. According to the Columbia Group, who manages Goodwill Housing, "This may be a first" that a property won two national awards. "What an honor and a Blessing on behalf of Goodwill, residents, employees and TCPG!"

Two New Store Openings:
Punta Gorda & McGregor

Goodwill SWFL opened two new stores in 2019. Punta Gorda’s new location was officially opened on November 21st, and the new McGregor store’s Grand Opening was December 12th. Both new stores are beautiful with lots of retail space and merchandise.
## Community Impact

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<th>56,476,516 LBS.</th>
<th>$3,954,671.94</th>
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<td>of Goods that did not go into the landfills</td>
<td>E-Commerce Revenue</td>
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### Shoppers in the Southwest Florida Goodwill Retail Stores

1,345,921

### Participants served through Pathways to Opportunity

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<th>81</th>
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<td>Participants served through Pathways to Opportunity.</td>
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Life Skills program for adults with developmental disabilities
An increase of 23% compared to 2018

### Goodwill Employees

<table>
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<th>810</th>
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<td>Goodwill Employees</td>
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### Goodwill employees being served by our G.I.V.E. program (Goodwill Investing In Valued Employees)

<table>
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<th>61</th>
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<td>Goodwill employees being served by our G.I.V.E. program</td>
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### Active Job-Link sites and Mobile Job-Link

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<th>11</th>
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<td>Active Job-Link sites and 1 Mobile Job-Link</td>
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### Northstar Digital Literacy Certificates Earned at Goodwill Job-Link and CRC centers

<table>
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<th>700</th>
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<td>Northstar Digital Literacy Certificates</td>
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### Veteran & Veteran Family Members

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<td>Veteran &amp; Veteran Family Members</td>
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were served and 75 were successfully employed

### Donations Contributed

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<th>767,577</th>
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<td>Donations Contributed</td>
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### MicroEnterprise students have graduated with starting or sustaining a business

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<td>MicroEnterprise</td>
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were served and 75 were successfully employed

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<td>MicroEnterprise</td>
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students have graduated with starting or sustaining a business
FINANCIAL REPORT

INCOME STATEMENT for Goodwill Industries of Southwest Florida, Inc.
2019 Summary Financial Statement Information

REVENUES

Retail Stores $25,951,549 $40,000,000
E-Commerce $3,954,672 $35,000,000
Salvage $1,289,887 $30,000,000
Community Support Services & Grants Revenue $1,749,101 $25,000,000
Business Services $715,637 $20,000,000
Other $6,189,516 $15,000,000

TOTAL REVENUE $39,850,362 $10,000,000
$ 5,000,000

STATEMENT OF REVENUES, EXPENSES & CHANGES IN NET ASSETS
(as of December 31, 2019, Audited)

EXPENSES

Retail Stores $25,824,456
E-Commerce $2,570,811
Salvage $1,376,260
Community Support Services (CSS) $2,742,555
Business Services $1,068,400
General & Administrative $3,132,636
Other $262,188

TOTAL OPERATING EXPENSES $36,707,306

INCOME FROM OPERATIONS $3,143,056

LESS

Depreciation & Amortization $1,486,554
Loss on Interest Rate Swap Agreement $76,419

NET INCOME $1,580,083
RETAIL LOCATIONS

Lee County

Bonita Springs
9551 Bonita Beach Rd.
Bonita Springs, FL 34135
(239) 390-1081
Mon-Sat 9-8 Sun 10-7

Boutique on First
2401 First Street
Fort Myers, FL 33901
(239) 332-2026
Mon-Thurs 10-6 Fri-Sat 10-8
Sun 12-5

Cape Coral Chiquita
4176 Chiquita Blvd.
Cape Coral, FL 33914
(239) 549-3614
Mon-Sat 9-8 Sun 10-7

Cape Coral North
2040 NE Pine Island Rd.
Cape Coral, FL 33909
(239) 772-5535
Mon-Sat 9-8 Sun 10-7

Cape Coral South
3226 Del Prado Blvd. S.
Cape Coral, FL 33904
(239) 542-2212
Mon-Sat 9-8 Sun 10-7

Estero
10351 Corkscrew Commons Dr.
Estero, FL
(239) 992-7336
Mon-Sat 9-8 Sun 10-7

Fort Myers Challenger
4950 Challenger Blvd.
Fort Myers, FL 33901
(239) 938-0061
Mon-Sat 9-8 Sun 10-7

Fort Myers Daniels
13500 Plantation Rd.
Fort Myers, FL 33912
(239) 798-3701
Mon-Sat 9-8 Sun 10-7

Fort Myers
McGregor Store
15271 McGregor Blvd.
Fort Myers, FL 33908
(239) 437-2481
Mon-Sat 9-8 Sun 10-7

Fort Myers Island Park
16523 Island Park Rd.
Fort Myers, FL 33908
(239) 482-6102
Mon-Sat 9-8 Sun 10-7

Fort Myers Palm Beach
4162 Palm Beach Blvd.
Fort Myers, FL 33905
(239) 694-4915
7 days a week 10-6

Lehigh Acres
2825 Lee Blvd.
Lehigh Acres, FL 33971
(239) 369-8500
Mon-Sat 9-8 Sun 10-7

North Fort Myers
1919 N. Tamiami Tr.
North Fort Myers, FL 33903
(239) 656-5020
Mon-Sat 9-8 Sun 10-7

Outlet Center
5100 Tice Street
Fort Myers, FL 33905
(239) 694-8754
Mon-Sat 9-8 Sun 10-6

Attended Donation Centers (ADC)
All locations Open
Mon-Sun 9:00 am - 6:00 pm

Bonita - (Store Front)
Bonita Grande Crossing
12950 Trade Way Four

Estero - (ADC)
Coconut Point Mall
US-41 at Coconut Road
(Near Super Target and Muvico Cinema)

Fort Myers - (Store Front)
South Point Plaza
5997 S. Pointe Blvd. 101

Fort Myers - (Store Front)
Arbor Towne
1067 Colonial Blvd.

North Fort Myers - (Store Front)
Shops at Del Prado
17940 N. Tamiami Trail

Charlotte County

Englewood
1501 Placida Rd.
Englewood, FL 34223
(941) 475-9401
Mon-Sat 9-8 Sun 10-7

Port Charlotte
2325 Tamiami Tr.
Port Charlotte, FL 33952
(941) 625-3449
Mon-Sat 9-8 Sun 10-7

Punta Gorda
3415 Tamiami Trail
Punta Gorda, FL 33950
(941) 833-0130
Mon-Sat 9-8 Sun 10-7

Collier County

Golden Gate
4875 Golden Gate Pkwy.
Naples, FL 34116
(239) 353-7331
Mon-Sat 9-8 Sun 10-7

Heritage Bay
8915 Sage Ave
Naples, FL
(239) 348-1624
Mon-Sat 9-8 Sun 10-7

Immmokalee
400 North 15th St.
Immmokalee, FL 34142
(239) 656-2262
Mon-Sat 9-8 Sun 10-7

Naples Pine Ridge
1687 Pine Ridge Rd.
Naples, FL 34109
(239) 592-1586
Mon-Sat 9-8 Sun 10-7

Naples Towne Centre
3759 E. Tamiami Tr.
Naples, FL
(239) 417-5636
Mon-Sat 9-8 Sun 10-7

Hendry Counties

Clewiston
969 W. Sugarland Hwy.
Clewiston, FL 33440
(863) 983-274
Mon-Sat 9-8 Sun 10-7

LaBelle
91 S. Lee St.
LaBelle, FL 33935
(863) 675-8585
Mon-Sat 9-8 Sun 10-7

Attended Donation Centers (ADC)
All locations Open
Mon-Sun 9:00 am - 6:00 pm

Naples - (Store Front)
Midway Plaza
4755 Tamiami Trail - Midway Plaza

Towne Centre (Store Front)
3759 E. Tamiami Trail

East Naples - (Store Front)
Price Street Plaza
12450 Tamiami Trail

Naples - (Store Front)
Marquesa Plaza
13020-12 Livingston Rd. Suite 13

Naples - (Store Front)
Uptown Center
2700 Immokalee Rd.
(Between Airport Pulling and Livingston Rd.)
THANK YOU
FOR YOUR FINANCIAL SUPPORT

Your generosity has helped to improve lives in Southwest Florida.
We could not have accomplished our goals without you.

2019 SUPPORTERS *

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*We sincerely apologize in advance if a name(s) did not make our list.