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

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A SPECIAL MESSAGE FROM
JOHN NADEAU | PRESIDENT/CEO

Thanks to your support, we have seen thousands of individuals and families participate in our programs and services. With each person, 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 turning gently used clothing & goods into jobs and training programs.

Fifty-two 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. With the expansion of programs and services, Goodwill served nearly 25,000 individuals across Southwest Florida in 2018. We are committed to opening doors that were previously barriers to the people we serve – barriers such as education, skills training, and unemployment. In 2018, we expanded our Pathways to Opportunity program by 78% in response to the ongoing demand in the community for more high quality and accessible services for individuals with disabilities. This life skills program helps participants achieve independence through a curriculum that promotes self-confidence, job skills training and money management. Reallocating space within the Goodwill Opportunity Center allowed for this expansion and increased ability to serve these individuals.

Also in 2018, we had 100 aspiring entrepreneurs graduate from our Micro-Enterprise Institute, with over half of our graduates starting-up or sustaining a business after completion. An additional 11 graduates were hired within the community. Entrepreneurship – yet another way of putting people to work in our community.

Our Veterans Outreach Programs served 548 veterans and family members in 2018 (which was 117% of our annual goal). This includes 57 veterans and family members in our five-county area who became successfully employed through our veteran-focused job fairs and Job-Links events.

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. The VIP Perks Program was initiated in June of 2017, and since then we have grown the online discount program to nearly 20,000 members.

We are also good for the planet. Our recycling programs include E-waste, textiles, cardboard, metal, and leather. In 2018, we diverted over 30 million pounds of trash from landfills! When you donate to Goodwill you are helping people and the environment at the same time.

I would like to thank Rick Evanchyk, our past President/CEO, for his efforts in leading our mission to serve the Southwest Florida community. I am excited for the future, and thank you for your continued support of our mission, our community, and the people we serve.

<table>
<thead>
<tr>
<th>OUR MISSION</th>
<th>Goodwill Industries of Southwest Florida is committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUR VISION</td>
<td>To be recognized as a valued leader and resource for people with disabilities and other barriers to employment in the communities we serve.</td>
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</tbody>
</table>
Giancarlos Castano was hired June 4, 2014 to provide employment services from the new mobile Job-Link, a retrofitted motor coach that’s an office on wheels. Castano serves individuals who face transportation barriers to our brick-and-mortar Job-Link centers by driving where his help is needed.

“That was the happiest day of my life,” said the 5-year employee of Goodwill Industries of Southwest Florida.

Months prior, Castano lost his job in a juice processing plant and so began a downward spiral for him and his family. He went through a difficult divorce, needed to pay child support for his three children and lost his home when he couldn’t afford the mortgage payments.

“My life was completely devastated,” Castano said. “I got to know all the non-profit organizations in our community in my time of need.”

He learned to navigate through public assistance programs while living in one room of a friend’s house. He began volunteering at the United Way House in Labelle. It was there he met Magdalena Flores, a Goodwill Job-Link Coordinator, who told him about the mobile Job-Link opening at Goodwill.

Today, Castano has a home, a new wife and baby and knows first-hand what his clients need to gain independence as he did. His son Danny, a Navy veteran, was hired by Goodwill as an assistant store manager. Another son, Gino, worked as a processor.

As an immigrant from Medellin, Colombia, Castano finished his bachelor’s degree at Florida State University in Fort Myers and has started on his Master’s Degree in Business at Keiser University. He is the only sibling in his family without a doctorate degree; he said he won’t stop learning until he’s earned his doctorate.

In 2018, Goodwill Industries of Southwest Florida was presented with a Community Partner Award, due in large part, to the work Castano has done volunteering for the United Way Volunteer Income Tax Assistance, or VITA, Program. He celebrates his employment anniversary June 4, 2019.

“Only a person like me knows how good this company is. I have so many things to thank Goodwill for.”

Goodwill Industries of Southwest Florida
Crista Mitchell jump-started a cosmetology career but through a series of difficulties, the entrepreneur never gave up on her road to successful business ownership. Now the proud owner of Extend and Mend International Salon in Cape Coral employs six people. Goodwill's MicroEnterprise Institute helped steer the forward trajectory of her business. She shared that experience with a new crop of program graduates.

At 14, Crista started Sheer Elegance, her hair extension and braiding business. When she got her driver's license, she made house calls in a 1993 Cadillac DeVille.

In 2008, Mitchell was in a dual enrollment program at Ida Baker High School where she could study cosmetology while attending school. Then at 18, she simultaneously earned her diploma and her cosmetologist license.

“I've always been an entrepreneur,” she said.

After graduation, she continued doing hair while working two jobs, and became pregnant. As a single mother to Christian, she enrolled in Goodwill's MicroEnterprise program, graduating in 2011 with a dream of owning her own salon. Of 30 participants enrolled, 11 graduated. She credits her program mentors, Jerry Hemmer and Doug Grbin, for her success.

“I really looked up to them. They showed me how business works and no one ever did that for me.

Her big break came when she was invited to a large international trade show where she could market her hair extensions. But trouble plagued her: she received an inferior shipment of hair extensions and didn’t have the time or money to replace her product before the show. A projector she planned on using in her auditorium presentation broke so she couldn’t show images of her product. To make matters worse, an attendee wanted to order $12,000 of hair products a month from her, and Crista faced the problem of not being able to keep her supply up with the demand.

“I chalked it up as a fail,” she said. Then the unimaginable happened in 2013. Her son died tragically; she took time off to heal.

In 2014, she enrolled in college to figure out how to succeed in business. She also worked at a financial firm and discovered that one of her MicroEnterprise mentors also worked there. He helped reignite her entrepreneurial passion.

“This time the hair was perfect, but it was me that wasn’t ready. She called on salons every day, which taught her how to face rejection.

Crista is now happily married to Demond Mitchell and the mother of two daughters, Athena and Faith. She said her success is a testimony of resiliency and what can happen if you never give up on your dream.
Shawn and Kevin Hess own six Jimmy John's restaurant locations in Southwest Florida.

Their blended family of six children provides a built-in workforce that is accentuated by hiring employees who Shawn feels deserve a second chance in life.

"I believe when people have paid their debt they deserve a second chance. Most people would choose to work.

I will provide that opportunity. No one is perfect," Shawn Hess said.

Employees such as Shawn Climie, 29, who attended a job fair at Goodwill's Job-Link Center in Lehigh where the Hess' were looking to hire. Climie, a felon convicted on drug charges, had difficulty finding employment after his release.

"It's a title you carry with you wherever you go. They gave me an opportunity to grow and shine and not hold me back," Climie said.

He took food orders, worked the drive-through window and made sandwiches. He sat at bus stops in pouring rain and often fended off mosquitos on his way across town to get to work or to return home before 10 p.m., or risk violating his probation.

The Hess' transferred him to a location closer to his home and promoted him to First Assistant Manager. When he did violate his curfew, they held his job for him while he returned to prison for three months.

"I'm very grateful that they helped me stay. It's given me a positive attitude and stable environment. I've earned enough to buy a motorized bike and to pay my child support," he said.

Shawn Hess' father owned another fast-food franchise so she's familiar with the Jimmy John's concept. Her previous career as a criminal defense attorney in Nebraska is what gave her the heart to hire employees with a record. Husband Kevin, a former risk manager, is the Yang to his wife's Yin.

"Without work people feel isolated and don't know their value," Shawn Hess said.

The work is fast-paced, requires a lot of teamwork and is a drug-free, family environment.

"It instantly gives you a sense of belonging. Those who take advantage of the opportunity thrive," she said, adding that Climie is being considered for a promotion to Store Manager.
Martin Peterson was living in his car until his name floated to the top of the Goodwill Affordable Housing waiting list. He moved into Ohio Place in Fort Myers, but he still couldn’t get his feet off the ground because he couldn’t afford to furnish his apartment. Between the management company and Goodwill, Peterson was able to acquire a bed and a couch for his new living space.

The Columbia Property Group, based in Ocean Springs, Mississippi, manages Goodwill’s 17 affordable housing properties for Goodwill, which are reserved for people with disabilities in Southwest Florida. Its mission is to provide safe, decent and affordable housing, managed by professionals who truly care about the affordable housing industry and each other.

Chelsea May, area supervisor, oversees the 187 one and two-bedroom units from her office at Hatton B. Rogers Retirement Community, which is the only property that is exclusive to low-income senior citizens, with or without a disability.

“You actually feel like you’re making a difference and you can see their lives changing for the better,”

May, who’s going on her eighth year managing for Goodwill, “Our two missions are so in line with each other.”

The property management staff is devoted to the residents. One employee offered Peterson her spare kitchen utensils and the maintenance staff used their trailer to help him load his Goodwill purchases for delivery to his apartment. The Columbia Property Group received numerous Communities of Quality awards, which is state recognition for the quality of care they provide.

When people move in, they rarely move out. Miriam Carusa used to work for Hatton Rogers. She is one of the original tenants of the retirement community that bears his name. She tried moving somewhere else once, but moved back for good.

She’s lucky she could return because the availability for all of the facilities can take years. In fact, of the 10 apartments at Coronado Place in Cape Coral, only one has opened in the past seven years. May closed the waiting list because it was too discouraging for people.

More units are necessary. “Our need is huge. If you build them, I will manage them,” May said.
Every success story has its cornerstone the key ingredient to making things possible.

The Richard M. Schulze Family Foundation is proving to be just that in Southwest Florida, helping to create a culture of success through supporting the Goodwill MicroEnterprise Institute, Alumni Networks and Literacy programs.

Local budding entrepreneurs are making huge strides toward successful business ownership through the MicroEnterprise course, which offers training to those interested in starting a business. The 36-hour MicroEnterprise course is accessible to everyone, even those with limited income and disadvantages. This means that anyone with an idea and the desire can access the knowledge needed to start a local business. As a Goodwill MicroEnterprise Institute program partner, the Schulze Family Foundation is providing opportunity for success and helping to give those with a vision, the power to change their lives.

"The work we do in the community is certainly not about the recognition. It's more about the positive impact we can make on the folks who live in Southwest Florida," explains Mary Beth Geier, Richard M. Schulze Family Foundation Florida Director.

The Foundation's support funds the MicroEnterprise courses held in Lee and Collier counties, including one in Spanish.

It also helps fund the Alumni Network, Spanish Alumni Network, and literacy programs. One barrier Spanish entrepreneurs experience is effectively communicating to customers in English. This past year, thanks to support from the Schulze Foundation, a collaboration with Literacy Volunteers of Collier County began to introduce a workplace literacy tutoring class in English.

90% of all business in SWFL are small business and they generate three times as much impact on the community as national corporations. Small businesses generate new jobs, help the local economy and contribute to the community's unique identity. The businesses started by MicroEnterprise graduates in SWFL are diverse, ranging from homemade food seasonings to Internet retailing, food trucks and beauty spas. Through their support, The Richard M. Schulze Family Foundation is improving SWFL's unique vibe, attracting new shoppers and visitors, and bringing in additional dollars to the community. They are also helping to make it easier for those with language barriers to be successful.
SUCCESS STORIES

2018 BREAKTHROUGH VOLUNTEERS OF THE YEAR

Tiffany, Angel & Melissa Brueckner

Three sisters make Goodwill’s Festival of Trees enjoyable for everyone!

Tiffany, Angel and Melissa Brueckner can be counted upon to help out where needed at Goodwill’s annual Festival of Trees fundraiser. They decorate the Bear Tree, the venue lobby and outside bannisters, among other duties. The triplets, 28 and daughters of Vicki Brueckner of Cape Coral, have also wrapped cardboard trash bins in holiday paper.

“We look forward to it every year,” said Tiffany, who is distinguishable from her sisters by the red-framed eyeglasses she wears.

As Tree Angels, their duty is protect the decorated trees and gifts from the “touchy-feely” visitors.

“We’ve mastered that,” said Angel, who wears purple-rimmed glasses. However, her sister Melissa, looking serious in her black-rimmed glasses, gets frustrated when adults who are asked not to touch the trees do so anyway.

They love working in the event’s Children’s Workshop, helping children play games, color and write letters to Santa.

At the 2018 festival, Melissa stood by the Mission Tree and told visitors they could pick a wrapped gift from under the tree after they gave a cash donation.

She’s proud of the great response from visitors who filled the donation box.

“We’re so grateful to have them volunteer. Because they are triplets, it seems they’re helping everywhere. It’s fun to see the reaction of attendees when the three of them come together among the trees,” said Susan Hegarty, festival chairperson.

Tiffany, Angel and Melissa all attended Pathways to Opportunity, an adult training program offered by Goodwill. The trio also attended Trailways Camp, offered through Goodwill and the Robert V. and Benjamin G. Miller Fund. While attending North Fort Myers High School, they participated in youth mentoring, a former Goodwill-staffed program.

They’ve learned to live with and manage their disabilities, which includes post-traumatic stress from a house fire when they were very young.

All three sisters love dogs and eagerly await the opening of a new animal shelter. They plan to volunteer helping the animals, and they’ll be back for more at the 13th Annual Festival of Trees in 2019.
PATHWAYS (Disability Services): In 2018, we ended the year with sixty-six (66) participants served in the Pathways to Opportunity ADT/Life Skills program or an increase of 78% compared to 2017 (37 served) and within 88% of the targeted goal for capacity (75). In response, to the ongoing demands in the community for a quality service for individuals with disabilities, the program will be expanding to serve 75 individuals at full capacity. In January 2018, a move into additional space (12 classrooms) in the Goodwill Opportunity Center allowed the program to expand.

In an effort to better serve our community and continue to provide quality services, we have expanded our services for both youth and adults with disabilities. The program now also offers Work Readiness/Pre-Placement Training, a 20-Hour Course with approved curriculum to Vocational Rehabilitation customers to assist customers in developing job skills and pursuing career exploration.

MICROENTERPRISE
In 2018, MicroEnterprise graduated 100 aspiring entrepreneurs with 52 starting or sustaining a business and an additional 11 individuals were hired within the community.

DIGITAL TECHNOLOGY (Goodwill Digital Training Centers (GDTC)): On April 24th, our organization was awarded a $50,000 Goodwill Digital Career Accelerator initiative grant from Goodwill International’s collaborative program with Google to develop a Digital Skills Training Site. This exciting opportunity is part of $10 million investment by Google.org over three years to infuse digital skills awareness and training throughout the entire Goodwill network, collectively reaching 1.25 million people. The funding is utilized to purchase equipment, certification sponsor sites and other operational expenses. The program initiated in July of 2018, serving slightly more than 90 individuals in the first month. At the end of the year, we provided services to 2,027 individuals and assisted in placing 159 into employment.

CREDENTIALING PROGRAMS (Culinary and Homemaker/Companion training certifications): In 2018, there were 69 certifications (35 Homemaker/companion and 34 culinary) completed and 10 employment placements obtained (10 placements in industry and 9 had existing jobs in industry and were required
GOODWILL EVENTS

Goodwill’s Festival of Trees is an annual fundraiser that has become a holiday tradition in Southwest Florida for thousands of families. The event ushers in the holidays at the Sidney & Berne Davis Art Center located in the River District of Fort Myers. Artificial Christmas trees are decorated with gifts and prizes and are put in a raffle. At the end of the event the trees and all their gifts are delivered to the raffle winners. The Festival also includes a Santa’s Block Party with entertainment, food trucks, and arts and crafts. Over the last 12 years, this event has raised just over $1 million to help support Goodwill programs and services for people with disabilities and disadvantages. In 2018, it raised just under $100,000.

The 8th Annual Goodwill Golf Classic, benefiting the Southwest Florida Goodwill Foundation was a big success, raising more than $13,000. More than 80 golfers came out to support our mission by playing in the tournament, held at Coral Oaks Golf Course in Cape Coral.

Visit goodwilltrees.com for more information.

RETAIL HIGHLIGHTS

CLEANING UP OUR ENVIRONMENT

In celebration of Earth Day, Collier County held a collection event with Goodwill Industries of Southwest Florida on April 19 in the parking lot of our Towne Center location.

County residents dropped off items free of charge to be recycled or disposed of properly. Goodwill had 155 donors and 6,300 Lbs. of donations were collected. In total, 630 vehicles came through the drop-off line.

NEW STORE OPENINGS

We opened the new Island Park Store in October after it was destroyed by the Hurricane and we opened the new Challenger Store in January. Two stores were refurbished to the new format...Lehigh and Englewood. Women’s Textiles were revamped and expanded at Bonita and North Cape locations. We also began to transition stores to Central Production at Palm Beach and South Cape in 2018. Central Production also took on all Seasonal Production in 2018.
INCOME STATEMENT
AS OF 12/31/2018

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>TOTALS</th>
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<tr>
<td>Retail Stores</td>
<td>$26,204,853</td>
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<tr>
<td>ECommerce</td>
<td>$3,875,513</td>
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<tr>
<td>Salvage</td>
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<tr>
<td>Community Support Service (CSS)</td>
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<tr>
<td>Grant Revenue</td>
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<tr>
<td>Business Services</td>
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<td>Other</td>
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<td><strong>2018 TOTAL REVENUE</strong></td>
<td><strong>$36,588,754</strong></td>
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STATEMENT OF REVENUES, EXPENSES & CHANGES IN NET ASSETS
AS OF 12/31/2018

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>TOTALS</th>
</tr>
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<tbody>
<tr>
<td>Retail Stores</td>
<td>$24,076,538</td>
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<tr>
<td>ECommerce</td>
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<td>Grant Revenue</td>
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<td>Business Services</td>
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<td>Other</td>
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<td><strong>TOTAL OPERATING EXPENSES</strong></td>
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<td><strong>INCOME OF OPERATIONS</strong></td>
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<tr>
<td>Depreciation &amp; Amortization</td>
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<tr>
<td>Gain/Loss on Interest Rate Swap Agreement</td>
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<tr>
<td><strong>NET INCOME</strong></td>
<td><strong>$(236,499)</strong></td>
</tr>
</tbody>
</table>

Goodwill Industries of Southwest Florida
COMMUNITY IMPACT

1,713,048
SHOPPERS IN THE GOODWILL RETAIL STORES OF SOUTHWEST FLORIDA

810
GOODWILL EMPLOYEES

3,875,513
E-COMMERCE REVENUE

771,747
OF DONATIONS CONTRIBUTED

30,869,880 LBS.
OF GOODS THAT DID NOT GO INTO THE LANDFILLS

66
participants served through
Pathways to Opportunity ADT

14
Active Job-Link sites and
1 Mobile Job-Link unit

80
served through
Pathways to Work

13
secured employment

Goodwill SWFL
MicroEnterprise Institute helped
100 entrepreneurs and 62 new business

The Mobile Job-Link served
166 individuals and participated in 81 events

Goodwill completed
1,217 applications for the Florida emergency food stamp crisis after Hurricane Irma.

293 FEMA application and distributed 226 emergency disaster relief vouchers for clothing.

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THANK YOU
FOR YOUR DONATIONS

Your generosity helps improve the lives of people in the Southwest Florida area and provides hope where there may not have been any before.

Once you see how Goodwill Industries of Southwest Florida can change a life, you’ll never doubt that your support is worthwhile. Making a financial gift through our secure server is fast and easy. Goodwill is a 501c(3) non-profit and cash gifts and donated goods are tax-deductible, as provided by law. Help us create jobs and change lives.

2018 SUPPORTERS


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