



**Goodwill**   
Southwest Florida

## *Celebrating Women's History Month*

*March 2022*

***Our Mission: Committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.***

**Be part of our Annual Breakthrough Award Ceremony**



## You are Cordially Invited to our Breakthrough Awards

**Going for the Gold**

Join us as we honor our 2021 Breakthrough Winners



**Thursday, April 7, 2022**

Meet & Greet 8:30 am - 9:00 am

Welcome/Breakfast 9:00 am

\$65/per person \$500/table of 8

**Sidney & Berne Davis Art Center**

2301 First Street | Fort Myers Florida, 33901

RSVP by: March 31, 2022

[www.goodwillswfl.org/2021awards](http://www.goodwillswfl.org/2021awards)

Thank you to our Partners in Opportunity



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

Join us for our Annual Breakthrough Awards, Thursday, April 7th from 8:30am - 11:30am at the Sidney & Berne Davis Art Center. This event honors those in our community who have broken barriers through Goodwill mission services, or those who have helped move the mission forward.

[Buy Tickets](#)

## Mission Moments

**Goodwill is Hiring!**



Our Team has been out doing pop-up job fairs at our Goodwill stores and in the community everywhere from Port Charlotte to Naples. Join our team!

Goodwill not only helps those with barriers to employment learn the skills necessary to achieve, but for many of our employees we have become part of the family - some of our employees have been with Goodwill SWFL for more than 20 years. Kim Yape who works in our warehouse celebrated 49 years this year. Apply online. [Click here.](#)



Debbie Brown, HR Generalist with our Page Field store manager, Maria, and a job seeker.

## Goodwill is Working to Close the Digital Divide



Fernanda Geronimo, Marjorie Reyes, and Daisy Barreto (from left to right, top to bottom).

Goodwill has a team of Digital Navigators who has just completed training with the Patterson Foundation. Five of our Goodwill Community Resource Center coordinators are now better able to assist those in our Southwest Florida communities. This initiative is generously sponsored by The Patterson Foundation, with training provided by consultant, Maribel Martinez.

For more information about FREE computer classes, contact your local Goodwill Community Resource Center. Visit: [goodwillswfl.org/CRCLocations](http://goodwillswfl.org/CRCLocations)

## United Way Publix Appreciation Day

Goodwill SWFL supports the United Way Publix Appreciation Day. Alexis Poore (pictured with her Goodwill job coach Enas Bendeck), is one of our Pathways to Opportunity and Pathways to Work participants and has worked at Publix for several years. Publix employees make a significant impact on the ability of the United Way to fund local non-profit charities, like Goodwill. #LiveUnited #UWLovesPublix



## Thank You Lee County Sheriff's Department

Thank you to the Lee County Sheriff's Department who recovered 8 of our Goodwill shopping carts that were



abandoned within the Presbyterian Villas of Lehigh.

Deputies with the Community Response Unit and East District arrived in the community, gathered the carts and brought them back to the stores they belong to. Our Lehigh Acers Goodwill was one of them.

## Students Experience STEM in the Workplace

Several students from the Ida Baker High School in Cape Coral came out the the Goodwill Opportunity Center at 5100 Tice Street to learn about STEM in the workplace. STEM is a focus on science, technology, engineering and math. The students got a chance to see people at work in accounting, disability services including virtual classes with PTO-2-GO, eCommerce, salvage, video production, central processing and retail.



For more information about tours at the Goodwill Opportunity Center, contact Debra Donatto at [info@goodwillswfl.org](mailto:info@goodwillswfl.org) or call (239) 995-2106 Ext. 2254.



## MicroEnterprise Graduation

The 104th MicroEnterprise class graduated in Cape Coral on Thursday, March 17th. This 6-week small business class helps those wanting to start a business, learn how to create a feasible plan so that they are able to launch successfully. MicroEnterprise is just one of the mission services that Goodwill SWFL offers.

For more information about the MicroEnterprise program, contact Sandra Plazas at (239) 995-2106 Ext. 2215 or email [sandraplazas@goodwillswfl.org](mailto:sandraplazas@goodwillswfl.org).

## Retail News

### Spring Has Arrived at Goodwill

Our Goodwill stores are full of spring decor, clothing and accessories. Shoppers can pick up those Spring "essentials" which run the gamut—from the obvious, such as garden equipment, and decorative flower



arrangements, to the less obvious, such as that one-of-a-kind prom dress or Easter outfit. Stop by your local Goodwill and check out the beautiful Spring displays.



## Celebrate our Anniversary Sale

**40% off** all donated at three stores on  
**Saturday, March 26th.**

Doors open 9am - 8pm

Towne Center (3759 E. Tamiami Trail, Naples)

Challenger (4950 Challenger Blvd., Ft. Myers)

Port Charlotte (2325 Tamiami Trail, Port Charlotte)



**Sat., March 26<sup>th</sup>**  
**40% off**  
**Donated Goods**

**Valid at these three (3) locations only:**

Towne Centre: 3759 E. Tamiami Trail

Challenger: 4950 Challenger Blvd.

Port Charlotte: 2325 Tamiami Trail

\*Sale excludes: New Goods-Special Purchases.

Sale is valid ONLY at the THREE (3) Goodwill Retail & Donations Centers listed above.

90¢ of every dollar supports our Goodwill mission.



**Sábado 26 de Marzo**  
**40% de descuento**  
**Bienes donados**

**Válido solo en estas tres (3) ubicaciones:**

Towne Centre: 3759 E. Tamiami Trail

Challenger: 4950 Challenger Blvd.

Port Charlotte: 2325 Tamiami Trail

\* La venta excluye: Nuevos bienes-compras especiales.

La venta es válida SOLO en los TRES (3) Centros de Donación y en las tiendas de Goodwill enumerados anteriormente.

**\$0.90¢ de cada dólar apoya la misión de Goodwill**

## Events

### The 11th Annual Goodwill Golf Classic Fundraiser

The Goodwill Golf Classic is a fun, half-day event for golf enthusiasts. For the past 10 years, golfing teams have come out in full support of our Goodwill programs and services, which helps to make a difference for more than 23,000 people we serve each year. Register today to reserve your spot today.

A promotional poster for the 11th Goodwill Golf Classic. The background is a scenic view of a golf course with a green fairway and a sand trap. At the top, the text "Goodwill Southwest Florida" is in blue, with a "goodwill" logo to the right. Below this, "11th Goodwill" is written on a golf ball, and "Golf Classic" is in large blue letters. The event is held at the Verandah Golf Club, Fort Myers, on Thursday, May 5, 2022. The location is Verandah Country Club, 12201 River Village Way, Fort Myers, FL 33905. The cost is \$150 per player / \$500 per foursome, including 18 holes, cart, and lunch. The shotgun start is at 8:30 am. Registration is online at www.goodwillswfl.org/golfclassic2022. Sponsors are GJR INC. (General Contractors Project Managers) and ZAK'S JEWELRY (A Name Synonymous With Creative Jewelry).

**Goodwill**  
**Southwest Florida**

**11th Goodwill**

**Golf Classic**

Held at:

*Verandah*<sup>®</sup>  
Golf Club, Fort Myers

**Thursday, May 5, 2022**  
**Verandah Country Club**  
12201 River Village Way  
Fort Myers, FL 33905

**\$150 per player / \$500 per foursome**  
Includes 18 holes, cart and lunch  
shotgun start four person scramble: 8:30 am

Register online:  
[www.goodwillswfl.org/golfclassic2022](http://www.goodwillswfl.org/golfclassic2022)

Sponsors:

**GJR INC.**  
GENERAL CONTRACTORS  
PROJECT MANAGERS

**ZAK'S JEWELRY**  
A Name Synonymous With Creative Jewelry

Visit our website

## Classes

### Want to Start a Small Business but need help?

Goodwill's MicroEnterprise has helped nearly 500 local small businesses start, or strengthen. If you are looking to launch your small business, this is the key to success!

[Save your seat](#)

### Upcoming Small Business Classes





# Southwest Florida MICROENTERPRISE



## Launch Your Own Business!

Business coaches are our secret sauce!

Learn from the best or join our team of the best.

### Classes starting soon!

#### Naples:

March 21 - April 28, 2022

Monday and Thursday

6:00 pm - 8:30 pm

Class location:

Collier County Library  
2385 Orange Blossom Dr  
Naples, FL 34109



#### Fort Myers:

April 11 - May 19, 2022

Monday and Thursday

6:00 pm - 9:00 pm

Class location:

Hodges University  
Kliest Community Center  
4501 Colonial Blvd.  
Fort Myers, FL 33996

For more information: [www.goodwillswfl.org/microenterprise](http://www.goodwillswfl.org/microenterprise)

# Goodwill

## Industries of Southwest Florida, Inc.



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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