



Labor Day

50% OFF

Donated Goods

**Some exclusions apply*

Monday, Sept. 6th

The Goodwill Effect

A publication for friends of Goodwill Industries of Southwest Florida, Inc.



Inside this Issue of Effects: Breakthrough Business, Mission Moments, Retail News & Classes

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

Meet one of our Breakthrough Award Winners

Breakthrough Business - B&I Contractors

Founded in 1960 by Buck and Ira Harbuck, B & I Contractors has been doing business with Goodwill in Southwest Florida for the past 15 years. In addition to doing business with Goodwill over the years providing great heating and cooling service, B & I Contractors also shares Goodwill's desire to improve the community.

"We want to make the communities that we live and work in better," says Gary Giffin, B & I Contractors President & CEO. "So, we want to support non-profits that accomplish that and Goodwill is just such a great resource to the community and is doing so many good things in the community."

Gary says providing a hand-up through programs and education helps strengthen the community. They support the K – 12 Foundations in over 14 counties they do work in, and provide support to Universities and State College Foundations.

"We really believe education is such an important way to raise people out of poverty and gives them a chance to



Gary Giffin, B & I Contractors President & CEO

"I did get a chance to tour your facility 6 or 7 years ago, and that's when I learned that I didn't know half of what you are doing," says Gary. "That's when we decided to step up our support and be a better partner."

One of the ways B & I supports Goodwill is through sponsoring a tree each year at the Festival of Trees, one of Goodwill's annual

improve their lives,” Gary explains.
“Goodwill is really a great partner with a different way to achieve that goal.”

Gary has the greatest respect for Goodwill because he knows the good work the organization does for the community.

fundraisers.

“We’re just really appreciative of having Goodwill in our community and we want to do whatever we can to support them in the future.”

Mission Moments

Golisano Awards \$50K to Pathways To Opportunity

Goodwill SWFL is pleased to announce that it has been awarded a grant of \$50,000 from the Golisano Foundation to support Pathways to Opportunity (PTO), a day training program that provides life-changing opportunities for adults with significant intellectual and developmental disabilities who want to gain independence and empowerment and experience new opportunities.



Free Employability Skills Workshops

Learn how to dress to impress and what it takes to make a great first impression.

Sign up today for an Employability Skills Workshop at a Goodwill Community Resource Center in Lehigh Acres (2825 Lee Blvd.). Workshops are held every Friday from 1pm - 3pm.
Call (239) 369-4774 to sign up.

Our New Bonita Springs Community Resource Center is now open!

Free Digital Skills Classes

Digital classes are offered every Friday at the Bonita Springs CRC (11601 Bonita Beach Rd. open 9am - 5pm M - F).
Classes run 10am - 12pm & 1pm - 3pm.
Clients can enroll onsite or in advance, and can obtain certificates of completion.
Certifications available are:

- Essential Computer Skills,
- Essential Software Skills,
- Use of Technology in Daily Life,
- and typing.



Lehigh Backpack Giveaway

The Lehigh "Back to School" event, sponsored by



PRMI, (Property Professional Mortgage, Inc) and Victory Church, went very well. Pre-registered kids in grades K-12 recieved free backpacks and school supplies.

The event was held August 8th at 1201 Taylor Lane, Lehigh Acres, with a glow party, bounce houses, music & fun.

"We were happy to give back to the community through this event," says Amalia Cruz, Goodwill SWFL Lehigh Community Resource Center coordinator.

"Let's Get Back to Work" Job Fair

Goodwill SWFL and the City of Fort Myers hosted a "Let's Get Back to Work" job fair on Tuesday, July 27th, at the STARS Complex (2980 Edison Ave.)

On-the-spot interviews were conducted with companies looking to hire. This event's focus was on brining job opportunities to the Dunbar area.



Next "Let's Get Back to Work" Career Fair

Thursday, September 30

10 am - 2 pm

Dr. Carrie Robinson Center

2990 Edison Ave., Ft. Myers



Pathways to Opportunity looking for Class Sponsors

Our adult day training for individuals with development and intellectual disabilities is looking for sponsors to support the essential classes and outings our participants enjoy every year. From Marine Life classes to Pre-Employment

exploration, these classes are essential part of teaching our adults with intellectual and developmental disabilities to live to their greatest form of independence. Whether \$200 towards our Literacy class or \$400 for our Science exploration, you will be making a monumental impact on our participants.

To see the full list of needed class sponsorship or to set up sponsorship, contact Ashley Price Swick at ashleyprice@goodwillswfl.org, or call (239) 995-2106 Ext. 2213

Make an Impact Today!



We know you love supporting your community and finding good deals, which is why Amazon Smile is a great way to give back to Goodwill's mission.

Support Goodwill SWFL through Amazon Smile

By selecting Goodwill Industries of Southwest Florida when you shop smile.amazon.com, you will support Goodwill's disability services, employment training and support, small business development, and housing!



**This newsletter reaches over 50,000 SWFL individuals!
That is just the start - grow your business today!**

When you become a Partner in Opportunity, your business will have exposure to our Southwest Florida Community through various outlets. Along with marketing benefits, your tax-deductible sponsorship will empower individuals with disabilities and disadvantages as they come one step closer to independence. With year-round promotional opportunities, customizable donation packages, and three major events to choose from, becoming a Partner will help your business reach your marketing and philanthropy goals.

For more information, contact Ashley Price Swick
by calling 239-271-5200, or by email at ashleyprice@goodwillswfl.org

We would like to thank our 2021 Partners in Opportunity as of July 15, 2021!



FLORIDA WHOLESALE



Retail News

Celebrate National Thrift Shop Day!



Shop at Goodwill SWFL today and be entered to win a \$50 Goodwill gift card just for shopping. One lucky VIP member will be selected and contacted.
Sign up for [VIP Perks](#) today

First 100 shoppers get a \$10 Goodwill gift card!

Come out for our official ribbon-cutting ceremony of our new Bonita Springs Goodwill and

Community Resource Center at 8:45 am tomorrow, August 18th. Doors open at 9am and the first 100 shoppers get a \$10 Goodwill gift card (one per family).



Bonita Springs Store
Wednesday, August 18th

(Grand Opening Celebration - Wed, Thurs, Fri, Sat, Sun)

11601 Bonita Beach Rd SE - Bonita Springs FL 34135

8:45 am Ribbon Cutting

First 100 Customers receive a \$10 Goodwill Gift Card!
(One (1) Gift Card per family please)

REGISTER
to WIN a
Flat Screen TV

(Drawing held end of business day Sunday, August 22, 2021)
Do not need to be present to win

Are you a VIP Perks
Member?

Sign-Up at
www.GoodwillPerks.com

90¢ of every dollar supports the Goodwill mission

www.goodwillswfl.org



Anniversary Sale at three Goodwill stores in Southwest Florida
Take 40% off all donated on Saturday, Aug 21st at Towne Center, Plantation & Englewood



Sat., August 21st
40% off
Donated Goods

Valid at these three (3) locations only:

Towne Center - 3759 E. Tamiami Trail

Plantation - 13500 Plantation Rd

Englewood - 1501 Placida Rd.

*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.

Del Prado Opens Aug 25th!

Come out for our official ribbon-cutting ceremony for our newly expanded and renovated Goodwill at 3226 Del Prado Blvd. in South Cape Coral at 8:45 am on Wednesday, Aug 25th. First 100 shoppers get a \$10 Goodwill gift card (one per family).



First 100 Customers receive a \$10 Goodwill Gift Certificate
(MUST SHOW POST CARD TO RECEIVE - See reverse side for details)

REGISTER
to WIN a
Flat Screen TV

(Drawing held end of business day Sunday, August 29, 2021)
Do not need to be present to win

Are you a VIP Perks
Member?

Sign-Up at
www.GoodwillPerks.com

90¢ of every dollar supports the Goodwill mission

www.goodwillswfl.org



Don't forget to Round-Up! A few cents can make a HUGE difference.

When you shop at Goodwill SWFL, you support our mission that employs almost 900 individuals in Southwest Florida. **When you round up your purchase to the nearest dollar, you support our mission to empower individuals with disadvantages and disabilities in our local community.**

Your support is essential to our mission so next time you check out with amazing deals at one of our local stores, ask the cashier to round up!



We can build a stronger SWFL through the power of community and philanthropy!

VIP Perk Special Sale
50% off donated on Saturday, Sept 4th!

Saturday, Sept., 4th -VIP PERK-
LABOR DAY SALE | 50% off Donated Goods*



LABOR DAY SALE!

at all Goodwill SWFL stores (Lee, Collier, Charlotte & Hendry counties)

Mon. Sept. 6th LABOR DAY SALE
50% off Donated Goods*



Events

15th Annual Festival of Trees



We are getting ready to spread holiday joy in December with our annual fundraiser, the Festival of Trees!

Get ready for the holidays! Share your business with over 50,000 individuals in Southwest Florida.

We are preparing for four days of celebration in partnership with Sidney Berne Davis Art Center, and we need your help! When you become a Festival of Trees sponsor, you support the mission of Goodwill, and the SBDAC as our organizations provide services for our local community. In addition, you or your company will receive numerous promotional opportunities throughout the year.

If you are interested in learning more, email Ashley Price Swick at ashleyprice@goodwillswfl.org.

Small Business Classes

Fort Myers Classes

August 30 - October 7

Class meets Monday and Thursday evenings

Hodges University/Kleist Room, 4501 Colonial Blvd., Ft. Myers



**SWFL MICROENTERPRISE
INSTITUTE**



Launch Your Business Successfully!

Business coaches are our secret sauce!

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

**For more information:
www.goodwillswfl.org/microenterprise**



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 a plan for a successful business launch.

Seats are limited, register in advance at <https://www.goodwillswfl.org/microenterprise> or call **Dorothy Browning at (239) 822-0828**

Goodwill

Industries of Southwest Florida, Inc.



Goodwill Industries of Southwest Florida, Inc. | (239) 995-2106 | [email](#) | [website](#)



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Don't forget to leave a review on Facebook or Google if you've visited one of our locations recently.

Goodwill Industries of Southwest Florida, Inc. Has received a Platinum rating by GuideStar Charity Navigator <https://www.guidestar.org/profile/59-6196141>. Our charitable contributions/solicitation registration # is CH1930. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE OF FL. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. PLEASE VISIT www.800helpfla.com FOR OFFICIAL REGISTRATION INFORMATION AND ADDITIONAL INFORMATION.

