



The Goodwill Effect

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



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

Join the Inaugural HawkWalk 5K Walk/Run

Be part of Goodwill SWFL & Hodges University's very first virtual 5K. Join as an individual or build a team - the HawkWalk is good for you and the community. Proceeds will support educational opportunities for the underserved in our community so they can take their careers to the next level.

The HawkWalk Virtual 5K Walk/Run takes place anytime from Jan. 1 - 15, 2022. Registration ends Dec 29th. Sign up [here](#)!



Mission Moments

Holiday Party for Hatton Rodger Senior Citizens

Goodwill SWFL sponsored a holiday party for the income sensitive seniors who reside in their Hatton Rodgers housing unit in North Fort Myers. The seniors were treated to a holiday meal with all the trimmings, wrapped presents, and a visit from Santa, Mrs Claus and his "reindeer".

The residents were thrilled to be remembered this holiday season.



For more information on Goodwill SWFL housing services, contact Carolyn Johnson at (239) 995-2106 Ext. 2247 or email carolynjohnson@goodwillswfl.org.



Lehigh Goodwill CRC Holiday Party

An American holiday celebration was held for all the Citizenship and Work Readiness students at our Lehigh Acers Community Resource Center.

Amalia Cruz, our Lehigh CRC coordinator shared that, for some of the attendees, it was an introduction to the Christmas spirit element of our culture here in the US.

Participants shared food from their own cultures, and everyone celebrated together. The countries represented included Haiti, Ecuador, Cuba, and others.

For more information on Goodwill SWFL community services, contact Carolyn Johnson at (239) 995-2106 Ext. 2247 or email carolynjohnson@goodwillswfl.org.



Goodwill Gift Bags for Seniors at Roberts Center in Immokalee

Goodwill SWFL helped the senior citizens

at the Roberts Center in Immokalee have a happy holiday this season.

Reusable Goodwill shopping bags loaded with bath towel sets, tumblers, hand sanitizer and holiday masks were brought down to the Roberts Center to be given out during their holiday party sponsored by the Rotary Club.



Cape Coral Tech Career Fair



On December 14th, Goodwill Human Resource staff came out for the Cape Coral Technical College Career Fair looking for some new employees.

Goodwill Industries of Southwest Florida has nearly 1,000 people employed in our five-county area and is one of the largest employers in SWFL.

For more information about working for Goodwill SWFL visit www.Goodwillswfl.org.



A Special Thanks from Goodwill Industries of Southwest Florida

A special thank you to those who provided grant support in 2021 for our Mission Services as of Dec. 15, 2021.

\$50,000 or more

- Coco-Cola Foundation
- Collier CARES (U.S. Department of Treasury, Florida Division of Emergency Management and Collier County Community and Human Services Division)
- FDOT 5310
- Golisano Foundation
- Lee County Board of County Commissioners (Lee CARES, Partnering for Results, Communities, and Continuum of Care)
- Robert V. and Benjamin G. Miller Fund
- United Way of Lee County

\$20,000 to \$49,999

- City of Cape Coral City Council (CDBG)
- City of Fort Myers City Council (CDBG)
- PNC Foundation

- Richard M. Schulze Family Foundation
- Truist Foundation
- United Way of Collier and the Keys

\$5,000 to \$19,999

- Ameriprise Foundation
- Bank OZK
- Bank of America Charitable Foundation
- Carol B. Phelon Foundation
- Charlotte Community Foundation
- CIT Bank
- Comerica Charitable Foundation
- Elizabeth Rash Trust
- Economic Development Partnership (Charlotte County)
- Enterprise Holdings Foundation
- Fifth Third Bank
- First Florida Integrity Bank
- FineMark National Bank & Trust
- Martin Foundation
- PNC
- TIAA Bank
- TD Charitable Foundation
- Third Federal Savings and Loan
- Truist
- Wells Fargo

\$250 to \$4,999

- Allegretti Foundation
- American Endowment Foundation
- Ameriprise Financial
- Bank OZK
- BankUnited
- Charlotte State Bank & Trust
- City of North Port
- First Florida Integrity Bank
- Ira and Sunshine T. Bobo Fund
- Lee County Homeless Coalition
- Margaret McCartney & R. Parks Williams Foundation
- MidWestOne Bank
- Regions Bank
- Robert M. Cahners Charitable Foundation
- Punta Gorda Rotary Charity and Education
- Sam's Club Community Grant (#6645 Port Charlotte)
- Sam's Club Community Grant (#8130 Fort Myers)
- Synovus
- Walmart Community Grant (#5055 Naples)
- Walmart Community Grant (#5347 Estero)
- Zonta Foundation of SWFL, Inc.

MicroEnterprise Graduates Receive Support



In 2021, 16 MicroEnterprise graduates received financial support from Goodwill SWFL partners to help them with business development expenses. Select graduates also received MicroGrants (directly from the company) and Kiva Zip loans.

- Coco-Cola Foundation provided \$1,000 to each of five women.
- Bank OZK provided \$1,000 to award to one graduate.

Sandra Plazas, MicroEnterprise Program Manager and Judy Honig, MicroEnterprise Graduate and owner of Comin "n" Hott.

For more information about the MicroEnterprise Institute, contact Sandra Plazas at (239) 271-7216, or email sandraplazas@goodwillswfl.org.

- Truist provided \$1,000 to each of five graduates.
- Zonta Foundation of Southwest Florida provided \$650 to each of five women from Lee County.

End 2021 by spreading Goodwill!

2021 has been a year of rebuilding for so many in our community. At Goodwill Industries of Southwest Florida, we saw a need for focused support that services individuals with disabilities and disadvantages as they broke down barriers to independence. In 2022, Goodwill is looking to grow our mission services to support even more individuals in Southwest Florida, but we cannot do it without the support from our community.



Your tax-deductible contribution to Goodwill Industries of Southwest Florida will go directly to empowering individuals and building a stronger community for all. As we end 2021, we ask, will you help us spread Goodwill to all? Donate now by clicking [here](#).

Are you buying Christmas Gifts on Amazon? Support Goodwill by using Amazon Smile!

amazonsmile
You shop. Amazon gives.

We know you enjoy shopping at our stores for all your holiday needs, but you can still help support Goodwill by using Amazon Smile.

When you go to Amazon Smile, search for Goodwill Industries of Southwest Florida and select it as your charity of choice. As you buy your gifts, Amazon will donate a portion to our mission programs. You can shop online and still change a life!

Events



15th Annual Festival of Trees

Thank you to everyone who came out for the 15th Annual Festival of Trees which was held Dec 2nd - 5th at the Sidney & Berne Davis Art Center.

25 beautifully decorated trees were raffled off and delivered to the homes of the lucky winners. This is an annual fundraiser to benefit Goodwill Industries of Southwest Florida and the Sidney & Berne Davis Art Center.



For more information on becoming a sponsor, tree designer or volunteer, contact Ashley Price Swick at (239) 995-2106 Ext. 2213 or email ashleyprice@goodwillswfl.org

Retail News



Visit with Santa & Mrs. Claus

at our North Cape Coral Store
2040 NE Pine Island Rd.
Cape Coral, FL 33909

December 20,21,22,23rd

10:00 am to noon.

Or you can come see them on

Saturday, December 18th

10:00 am to noon
at our

blue Boutique
2285 First Street
Downtown Fort Myers, FL 33901

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



FLORIDA WHOLESALE



Goodwill

Industries of Southwest Florida, Inc.



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



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