

2021 Resolutions!

1. **DONATE**
2. **Shop**
3. **Change a Life!**



The Goodwill Effect

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

Inside this Issue: A Year in Review, Mission Moments, Retail News, and Classes.

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

A Year in Review



What a year it's been! **Goodwill SWFL Pandemic Response**

We began 2020 watching the unfolding of a global pandemic - one that forced people out of jobs and homes, and out of the security of feeling safe. The challenges left in its wake have affected everyone.

Though Goodwill SWFL had to close all retail operations in March when the "Safer

at Home" order was issued (the stores that fund our Mission services), our Community Resource Center coordinators continued serving the community by phone - as thousands of Southwest Florida neighbors needed help providing for their families.

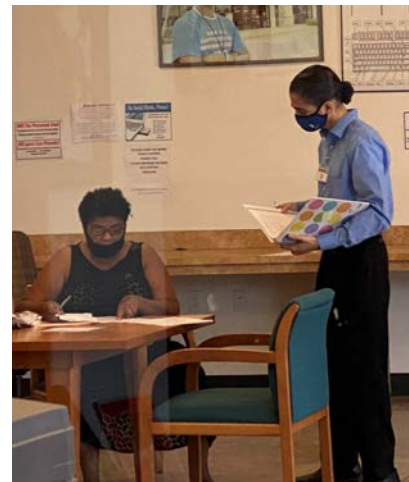
Goodwill CRC coordinators helped with unemployment, SNAP & LIHEAP applications. They helped get stimulus payments for non-filers. They helped with CARES applications for those struggling to pay their rent and utilities. And, they helped the homeless with Rapid Rehousing referrals. From Naples to Port Charlotte, Clewiston to Englewood - if there was need for Covid-related assistance in SWFL, Goodwill was helping - if not directly, they were referring them to other partner agencies who could get them the assistance they needed.

When the state reopened in May, our coordinators continued assisting the community through social distancing and using CDC recommendations for safety, including our Mobile unit who has been setting up in underserved communities - where there is limited access to computers & internet, and where travel is a barrier in itself. Our bilingual coordinators assist those with language barriers, and those who lack digital skills. They have been, and still are, serving 300 - 500 people a week throughout Southwest Florida.

Goodwill served nearly 25,000 people in Southwest Florida in 2020



6,374 people received assistance at one of our Community Resource Centers, or at our Mobile unit that set up in underserved communities throughout SWFL.



Almost 3,000 people came to Goodwill CRCs for Covid-related assistance including help with unemployment, SNAP, LIHEAP and CARES applications. We are helping in Lee County with Rapid Rehousing. And, we are continuing to help the local community daily throughout this pandemic.



Janice Smith, Breakthrough Volunteer of the Year and Carolyn Johnson, Sr. VP of Development &

Breakthrough Award Winners



Thank you to all our Breakthrough Winners!

Leighton Willis, the William J. Barrett Breakthrough Graduate Award winner with his mom (to the left), Bill Barrett's son & wife Linda.



2020 Workplace Campaign for the United Way

Our Goodwill SWFL employees elected to do payroll deduction to contribute a total of **\$18,012.74** to the United Way in 2020. This was **113%** of our goal!!!

In a year, where everyone has been deeply affected by Covid-19, and a time where giving has never been more needed, this was huge!

Ana Lucia Soria, Assistant to the Sr. VP of Development and Mission Services won the 50/50, and took home \$892. Congratulations!

Inaugural Patrons VIP Golf Tournament Fundraiser

Due to COVID, our 10th Annual Goodwill Classic Golf Tournament could not happen in 2020. But, we were able to host a smaller two-day fundraiser in October at the Verandah Golf Club in Fort Myers. For fun, the VIP event included a round at the newly opened, Tiger Woods-inspired, 36-hole putting course, *PopStroke* in Fort Myers.



14th Annual Festival of Trees

The 14th Annual Festival of Trees was a huge success even with social distancing and CDC precautions. 23 beautifully decorated trees filled the atrium at the Sidney & Berne Davis Art Center on First Street. The trees were delivered to the homes of the lucky winners, and the community got to share in a SWFL holiday tradition once again.





Mission Moments

2021 One Step Closer Campaign

Starting the New Year, Goodwill SWFL is focusing on our Mission services and spotlighting individuals who have been assisted in some way by Goodwill.

In the first video of our "One Step Closer" campaign, we introduce you to Miliktza Nunez our newest Community Resource Center coordinator for the Port Charlotte area. Goodwill was her very first job.

One Step Closer...



Grow your audience and empower people in SWFL today!

Goodwill's Partner in Opportunity 2021 annual sponsorship program is now open! When you become a partner, you receive year-round promotional

Through our social media, new releases, and printed materials, your company will reach more than 400,000 Southwest Floridians. Our Royal, Majesty, and Sabal Palm options allow you to

opportunities. With a choice of one or multiple major events, including:

- The Festival of Trees
- Goodwill Golf Classic
- Breakthrough Awards

You can choose which event is best for your business.

select the best level for your business and budget.

The best part? Your tax-deductible donation to Goodwill SWFL will support individuals with disabilities and disadvantages as they strive to break down barriers to independence. Build a stronger business while building a stronger SWFL – become a Partner in Opportunity today!

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



FLORIDA WHOLESALE



Hear from one of our 2021 Partners

GCG Construction, Inc. has been a strong supporter of Goodwill for over 10 years.

"We truly believe in Goodwill's mission of strengthening the community by helping individuals gain opportunity to reach their full potential due to their many job training programs. Their motto of giving a hand up and not a handout is how we build a better community for us all. We love supporting Goodwill and will continue to be a great partner to them for many years to come."

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

New Virtual Service Delivery For Pathways to Opportunity



Daily online classes kept our PTO participants connected to their peers and their instructors, and allowed them to continue working on their goals.



PTO-2-GO proved successful in many ways. In addition to keeping these vulnerable individuals connected during a frightening time, some individuals actually excelled in the virtual format (having less anxiety to overcome than in-person interactions). PTO-2-GO is such a success, Florida is looking to add the program format to the Medicaid Handbook for providers.

While other disability service programs shut their doors during the pandemic, our Pathways to Opportunity staff found a way to pivot and continue serving our participants. Thanks to a grant by PNC Foundation, 50 Chromebooks were purchased and PTO-2-GO was formed.

Pathways to Opportunity Holiday Fun

December 2020 was full of celebration for the participants at Pathways to Opportunity.



The participants celebrated the end of the year with a holiday party, spirit days, Five's Cafe baking cookies, making Christmas cards for Veterans, and lots of laughs. Although 2020 brought a lot of uncertainty for our participants, they are very hopeful of what 2021 will bring. Sharing these small moments together got them one step closer to Independence, pride in their work, communications and inspiration to give back.

New "Mobile" Community Resource Center (CRC)



Goodwill SWFL has a new Mobile Community Resource Center, thanks to Collier CARES. This vehicle, complete with six computer workstations, Internet access and more, will serve those who live in disadvantaged communities throughout Collier County who are typically underserved. It is financed by the U.S. Department of Treasury, Florida Division of Emergency management and Collier County Community and Human Services Division.

"The new mobile center will bring services to people in need, in their own community, who otherwise would not have the opportunity to access essential and critical needs due to transportation and COVID-related barriers. These essential services include linkage to critical services, job search assistance, digital skills training, assistance with unemployment services and much more," explained Carolyn Johnson of Goodwill SWFL.

Special thanks to Michelle McLeod with Collier County and Chad Maskill with Alliance Bus Group for making this a reality.

2021 Supporters



Thanks to The Coca-Cola Foundation for providing a \$50,000 grant to Goodwill SWFL to support programs that provide opportunities for women with limited incomes in Southwest Florida to launch or strengthen their own businesses.

The MicroEnterprise Institute will offer ten courses in 2021 as well as three alumni workshops. Training will be available to learn and enhance digital skills to increase digital skill literacy required for lives (health records, banking, etc.) and careers.

The Pine Manor Improvement Association will update its kitchen so it can be used commercially, providing a low-cost location for women who are disadvantaged to prepare food for sale, and upgrade AV equipment so how-to and promotional videos can be created.

Thanks to the Richard M. Schulze Family Foundation for continued support of Goodwill SWFL



In 2019, the foundation was recognized by Goodwill SWFL as philanthropist of the year for its support since 2015.

In 2020, because of COVID-19, the \$46,500 grant supported MicroEnterprise Institute as well as Community Resource

In 2021, the \$46,500 grant will support eight courses offered by the MicroEnterprise Institute in Lee and Collier counties, alumni workshops, and an abbreviated course for women in a local shelter. MicroEnterprise Institute helps aspiring entrepreneurs with limited incomes

Centers.

start or strengthen a business.

Golisano FOUNDATION

Imagine the possibilities!

The Golisano Foundation COVID grant of \$10,000 allowed the Pathways to Opportunity program to follow CDC guidance and still allow more adults with disabilities to return for in-person day training. "We commend Goodwill of Southwest Florida's creativity to keep as many services as possible going, to maintain safety and quality of services, and stay in touch with program participants through remote sessions. We admire your commitment and dedication as you work under new and difficult circumstances to continue to help those in need," said Ann Costello, Executive Director of the Golisano Foundation.



Goodwill Offers New Certificate Training Programs

In August 2020, we began offering Career Campus at our Goodwill CRCs. This is free skills training that offers industry recognized certificates of completion. Programs include Hospitality, Food Service, Certified Nursing Assistant, QuickBooks, Microsoft Office and Adobe.

As Florida continues to manage the impact of COVID-19, Goodwill Industries of Southwest Florida (SWFL) is facilitating new digital skills training to help learners prepare for job transformations that are unfolding across every sector and industry.

Village of Estero PPE Giveaway



In October 2020, Goodwill SWFL partnered with the Village of Estero to get needed Personal Protective Equipment (PPEs) out into the community at the Estero Goodwill. Thanks to the CARES Act, 5,000 N-95 masks, reusable masks and hand sanitizer were passed out in a contactless drive throughout the one-day event.

Retail News

New Clewiston Goodwill

Although we were able to open the doors for shoppers in time for the holidays, we

wanted to do an official Ribbon-Cutting and Grand Opening ceremony to formally introduce the Clewiston community to our new Goodwill store and Community Resource Center (CRC). With the new, larger CRC, we will be able to serve the Clewiston community even more and offer expanded opportunity for upskilling and advancement.

GRAND OPENING!

Goodwill

STORE & DONATION CENTER



Clewiston Ribbon-Cutting
Thursday, Jan 28th at 8:45 am
957 W. Sugarland Hwy.
Clewiston



Goodwill
Monday,
Feb. 15th

50% off
DONATED GOODS*

PRESIDENT'S DAY SALE

- Are you a VIP PERK Member -
Sign up today at
www.goodwillperks.com

President's Day Sale

Don't miss the next **50%** off SALE
at Goodwill SWFL stores.

Monday, February 15th

(Stores open from 9 am - 8 pm)

Take 50% off all donated goods.
Excludes new goods, the \$1.49 sale,
and the Outlet.



Classes

10th Anniversary Offering Small Business Training in SWFL

SWFL MICRO ENTERPRISE INSTITUTE

Celebrating 10 years of

Strengthening Small Businesses
Supporting an Entrepreneurial Spirit
Putting People to Work

America is currently experiencing what some are calling a "startup boom." A study from the University of Maryland saw an initial drop in new business applications, but by the third quarter of 2020, the highest quarter of applications ever seen was documented.

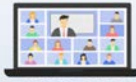
Feb 8 - March 18, 2021
Ft. Myers & Cape Coral

Feb 22 - April 1, 2021
Port Charlotte & North Port

Want to be your own BOSS?



SWFL MICROENTERPRISE
INSTITUTE



ONLINE VIRTUAL CLASS

Classes Starting on

February 8 - March 18, 2021

(Class runs six weeks for \$80)

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.

Volunteer hours can be substituted for the fee if income requirements are met.

More information and to register go to:

**www.goodwillswfl.org/microenterprise
or call (239) 995-2106 Ext. 2304**

Major Funding Provided:

City of Cape Coral
Coca-Cola Foundation
Richard M. Schulze Foundation

Goodwill SWFL MicroEnterprise Institute Program Funders:

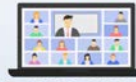
Bank of America	Comerica Bank	TD Bank Foundation
Bank OZK	Fifth Third Bank	TIAA
Bank United	FineMark Bank	Truist Bank
CIT Bank	MICROGRANTS	United States Department of Housing
City of Fort Myers	Punta Gorda Rotary	and Urban Development
City of North Port	Regions	Wells Fargo
	Synovus	Zonta Foundation



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CIT Bank	MICROGRANTS	Truist Bank
City of Fort Myers	Punta Gorda Rotary	Wells Fargo
City of North Port	Regions	Zonta Foundation



The program is interactive, not lecture oriented, so no more than 16 people will be enrolled in each session. If you are low to moderate income, you may be able to take the class for free by volunteering at a local non-profit. For more information, visit the [Goodwill website](http://www.goodwillswfl.org), or call Dorothy Browning at (239) 995-2106 Ext. 2215

Goodwill

Industries of Southwest Florida, Inc.



Goodwill Industries of Southwest Florida, Inc. | (239) 995-2106 | [email](mailto:info@goodwillswfl.org) | [website](http://www.goodwillswfl.org)



Stay Connected

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