



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 Volunteer Steve Johnson

Steve Johnson has worked as a product manager for two very large corporations and co-founded a multi-million-dollar high-tech business, which he helped start from scratch. Now that he is retired, he volunteers his time by sharing his business experience with Goodwill's MicroEnterprise students.

"I see them come in the door all google-eyed thinking, *what did I get myself into*, and about midway through the course they say, *I got it!*" says Steve. "That's the ah-ha moment, and when they complete the course they are confident people. That's my satisfaction."

MicroEnterprise is a 6-week small business program that helps local entrepreneurs take that next step into creating a small business.

"A student comes to us and has a business idea, but we help them get it down on paper," Steve explains. "The end product is what we call a feasibility plan which is about 70% of a business plan. At that point,



Steve Johnson, MicroEnterprise Coach

"It was tough. It's a rigorous class," said Steve. "The course is beautifully designed and skillfully executed by the staff."

Steve is dedicated to making a difference, reserving several days a week just to focus on MicroEnterprise. He says, volunteering as a coach is very rewarding.

ideally, they will get linked up to a SCORE mentor who will help them turn that feasibility plan into a business plan and execute it.”

Even though Steve spent his career developing products and taking them to market, he felt taking the class first would help him coach it more successfully.

“I’ve been a coach now about 5 years. I will tell you that it’s been satisfying. It’s been fun. It’s been challenging,” laughed Steve. “And, when the teaching team goes home at night, we are in high spirits. As we are walking out the door, there is a smile on everyone’s face and we are sharing little quips. It’s fun.”

Mission Moments

October is Disability Employment Awareness Month



Goodwill SWFL is proud to celebrate National Disability Employment Awareness Month (NDEAM). NDEAM provides a chance for us to recommit ourselves to dismantling barriers to access and inclusion in the workplace. People with disabilities are a dependable and valuable workforce who have higher rates of employee retention, which reduces hiring and training costs. We will continue to advocate for policies that result in increased employment opportunities and supports for people with disabilities.

Trailways Camp (October 11 - 14, 2021)

Trailways Camp for adults with disabilities in Southwest Florida provides overnight camping sessions where campers enjoy fishing, canoeing, arts and crafts, swimming, campfires, nature walks, and much more. Goodwill SWFL has been the service provider for the Trailways Camps since October 2012, and serves 60 campers annually at our overnight camping sessions. The camp is held at the Riverside Retreat Center in LaBelle.





Automotive Service Excellence (ASE) Graduation

This is the 12th class from the ASE-G1 training course offered through Goodwill SWFL. These students wanted to earn their Automotive Service Excellence (ASE) GI certification to help them land a better job, get a pay increase, or start their own business. Thank you to Hodges University for hosting our class.



"Let's Get Back to Work" Collier County Job Fair



Today, from 10 a.m. to 3 p.m. more than 25 employers looking for immediate hires did on-the-spot interviews at the Golden Gate Community Center in Naples.

The event is sponsored by Goodwill Industries of Southwest Florida, the Collier County Housing Authority and Hunger & Homeless Coalition of Collier County.

Retail News

New Boutique in Ave Maria

Join us for the Grand Opening of a brand new upscale boutique in the town center of Ave Maria. Official

GRAND OPENING

blue at Ave Maria
Wednesday, October 27th



5076 Annunciation Circle
Suite #103
Ave Maria, FL 34142

Mon - Sat 10 am - 6 pm Sun 11 am - 5 pm

ribbon-cutting ceremony is at 10am on **Wednesday, October 27th**, with doors opening immediately afterwards. Come see all of the beautiful merchandise from vintage home decor to designer labels. Be the first to score a fantastic deal on a one-of-a-kind buy.

Shop Goodwill for a great DIY Halloween costumes & decor!



Costume MATCH-UP

#GoodwillHalloween

HALLOWEEN
COMES
ALIVE
AT GOODWILL

BIRTH MONTH:

Jan: Steampunk
Feb: Disco
Mar: Gruesome
Apr: Cottage-Core
May: Glam
Jun: Western
Jul: 80s
Aug: Mutated
Sep: Grunge
Oct: Gothic
Nov: Renaissance
Dec: Futuristic

BIRTH DATE:

1. Pirate
2. Witch
3. Bard
4. Dancer
5. Angel
6. Warrior
7. Super Hero
8. Barista
9. Doctor
10. Werewolf
11. Mermaid
12. Rogue
13. Goblin
14. Fairy
15. Musician
16. Vampire
17. Unicorn
18. Zombie
19. Scientist
20. Bartender
21. Skeleton
22. Monster
23. Mage
24. Reaper
25. Ghost
26. Villain
27. Clown
28. Vigilante
29. Devil
30. Artist
31. Ghoul



Sponsorship Opportunities



Partners In Opportunity

2021 Annual Sponsorship

Help us offer life-changing opportunities - all year long!



**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.

Make an Impact Today!

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!



15th Annual Festival of Trees

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



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

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.

Events



Goodwill

HU DIRECT
AN EXPRESS DIVISION OF HODGES UNIVERSITY



Community Appreciation Day!

Día de reconocimiento comunitario

Visit our Newly Remodeled
Lehigh Store

Saturday, October 23rd
Sábado, 23 de octubre de

2825 Lee Blvd
Lehigh Acres, FL 33971

50% off
Donated
Goods

50%
de descuento
en Artículos
Donados

Visit our
Community
Resource
Center
and HU Direct
Visite nuestro
centro de
recursos de la
comunidad y
HU Direct

Onsite
Food &
Music
Comida
y música
en el lugar

25% off
New
Mattresses

25%
de descuento
en colchones
nuevos

Educational opportunities available at HU Direct and the Goodwill Community Resource Center

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

Los primeros 100 clientes reciben un certificado de regalo de buena voluntad de \$10 | Una (1) tarjeta de regalo por familia, por favor

LEARN
ENGLISH to *Thrive!*

¡APRENDE INGLÉS
para *Prosperar!*

Hodges University's ESL classes have helped thousands of people just like you to speak, read and write in English with confidence.

Las clases de ingles coma segundo idioma de Hodges University han ayudado a miles de personas coma usted a hablar, leer y escribir en ingles con mayor confianza. ilas clases comienzan en los Centres de Recurses para la Comunidad de Goodwill en Lehigh Acres y Bonita Springs PRONTO!



Stay Near. Go Far.

TO LEARN MORE AND REGISTER:

239-938-7744

Admissions@Hodges.edu



Classes start in Goodwill's Community Resource Centers Soon!

Lehigh Acres CRC

2825 Lee Blvd.

Lehigh Acres, FL 33971

(239) 369-8500

Bonita Springs CRC

11606 Bonita Beach Rd

Bonita Springs FL 34135

(239) 390-1081

Community Appreciation Day, Saturday, October 23rd from 8am - 8pm at Lehigh Goodwill, Outdoor DJ, Food Trucks, Halloween candy, first 100 shoppers get a \$10 gift card! 50% off all donated and 25% off new mattresses.



Goodwill
Southwest Florida



Spooktacular Pet Costume Contest and PAWty!

Saturday, October 23, 2021

1:00 pm - 4:00 pm



1811 Royal Palm Ave, Fort Myers (Free Parking)

\$10 Pet Entry fee (Includes a drink ticket/free to watch)

Prizes for Winning Categories in

- * Most Creative DIY Costume
- * Best Owner/ Dog Costume Duo
- * Funniest Costume
- * Judges' Choice

Register your pet at: www.goodwillswfl.org/PetCostume

Charity fundraiser with proceeds going to Goodwill SWFL's "Pathways to Opportunity" scholarship fund. PTO is a full day training program that helps adults with developmental and mental disabilities maximize their potential.

Come meet some adoptable dogs from Gulf Coast Humane Society, Doghouse Rescue Academy, and Team Moose Animal Rescue.



TEAM MOOSE
Animal Rescue



Goodwill

Industries of Southwest Florida, Inc.



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



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

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