



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.

Meet one of our Breakthrough Award Winners

William J. Barrett Breakthrough Graduate of the Year Barbara Zirilli-Lonergan

When Barbara first moved to Southwest Florida in 2008, she noticed that there were no water ice places in Cape Coral. That's what she grew up on back in Philly, and it was part of her family tradition. She joked with her husband about opening up their own water ice shop on the Cape someday, but she was working full-time and had no business experience.

By 2014, Barbara's employment situation had changed and she decided to give her dream a shot. So she signed a lease for a shop, and started exploring local business training. That's when she found the Goodwill MicroEnterprise Program.

"I'm a preschool teacher by trade. I know nothing about owning or operating a business," explains Barbara, "So, the MicroEnterprise program for me was calling out, like you have to take this class."

The Goodwill MicroEnterprise class helped Barbara get the foundation she needed, but she was still relying on her father's experience and know-how as her business partner to help run things. He too, had always wanted to have a small business.

"He was my partner. He was my right-hand man. He was the guy who knew business. Six weeks



Twelve days after he fell, we put my mom in the hospital and diagnosed her with stage-four pancreatic cancer and it was already throughout her whole body. So four months after we opened, I lost both of my parents 15-days apart."

Through sheer will and determination, Barbara carried on with her dream, and using what she learned through MicroEnterprise, she has turned Zirilli's Chilly Treats into one of Cape Coral's destination locations.

"I can't even begin to tell you how important that class was. Even though I was already in the trenches, and I had to make this work. It gave me the knowledge and the resources that I need to really look at this seriously and get a good start on it."

after we opened, he fell from a ladder at home and suffered a severe brain trauma.

In addition to water ice, Barbara has added her own line of ice cream, and now even offers Carmel apples. She says that she will keep going in honor of her father and their shared dream.

Mission Moments



Lee County Housing Authority Event



Our Mobile Community Resource Center was out this past Saturday at the Lee County Housing Authority event. Giancarlos Castano, our mobile unit coordinator, was providing computer assistance and information to help people get resources. The mission of the Lee County Housing Authority is to assist low-income families with safe, decent, and affordable housing opportunities as they strive to achieve self-sufficiency and improve their lives.

Independence Day Employee BBQ

The Goodwill Senior Leadership team hosted an Employee Appreciation Luncheon, Friday, July 1st, with Mission BBQ to celebrate Independence Day and all the hard work the employees do to make our mission possible.



A table was set up with information about current job opportunities within Goodwill. This was an opportunity for employees to inquire about career advancement.

Also provided, was information about the Community Resource Centers including the



Information on GIVE (Goodwill Investing in Valued Employees) was provided with brochures in English, Spanish and Hattian-Creole. Lourdes Forste, the Goodwill's Employee Resource Coordinator, was there answering questions, and providing information about resources available to staff. She also created mini-gift bags filled with GIVE flyers, hand sanitizers, masks, and headbands.

Lourdes also created a diaper cake, and gave staff a raffle ticket for a chance to win it.

programs and services offered - such as Digital Skills Training. They learned how their families and friends can be assisted through one of the CRC's.

Many employees expressed interest in English as a second language classes. To address that need, Goodwill SWFL is working on partnerships to be able to bring ESL classes to our employees.



Arthrex Tour

This month, several members of our administrative staff got an opportunity to tour the Arthrex plant in Naples.

Learning more about local businesses in Southwest Florida allows our team insight into discovering ways we can support them, while helping job seekers connect with opportunity.

Inside Goodwill Podcast - Episode 2



Jessica Tursi Director of Disability Services

Check out our most-recent episode of "Inside Goodwill" our new podcast highlighting Goodwill Industries of Southwest Florida mission services and the people behind the scenes who make it all happen.

In this episode we talk to Jessica Tursi, the Director of Disability Services, to learn what new and exciting events are happening with our Pathways to Opportunity Program.

Share Your Story or Review on GREAT NONPROFITS

Goodwill Industries of Southwest Florida is trying to make the list as a Top-Rated Nonprofit and we need your help. Please share a review or your story on the "Great Nonprofits" website.

[Share Your Story](#)

 **GREAT NONPROFITS**

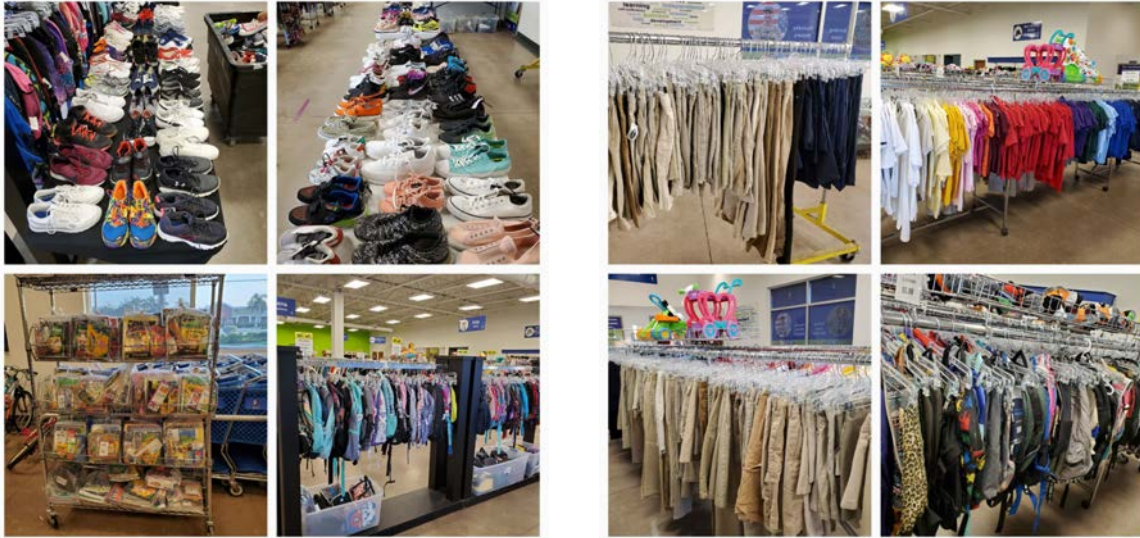


Retail News

Back to School

We have been saving backpacks, children's shoes & clothes, uniforms, and school supplies for our big "Back-to-School" event on Saturday, July 23rd at select Goodwill stores. All back to school merchandise will be gathered in one section of the store for your convenience. Doors open at 9am.

One day event!





List of Participating SWFL Goodwill Stores Back to School Event July 23rd

Lee County

Bonita Springs #123

11601 Bonita Beach Rd. SE
Bonita Springs, FL 34135
(239) 390-1081
Mon-Sat 9-8 Sun 10-7

Cape Coral

Pine Island Rd. #125

2040 NE Pine Island Rd.
Cape Coral, FL 33909
(239) 772-3535
Mon-Sat 9-8 Sun 10-7

Cape Coral

Del Prado #139

3226 Del Prado Blvd. S.
Cape Coral, FL 33904
(239) 542-2212
Mon-Sat 9-8 Sun 10-7

Fort Myers

Challenger #156

4950 Challenger Blvd.
Fort Myers, FL 33966
(239) 938-0061
Mon-Sat 9-8 Sun 10-7

Lee County cont...

Fort Myers

Plantation #127

13500 Plantation Rd.
Fort Myers, FL 33912
(239) 768-3701
Mon-Sat 9-8 Sun 10-7

Fort Myers

Island Park #136

16523 Island Park Rd.
Fort Myers, FL 33908
(239) 482-6102
Mon-Sat 9-8 Sun 10-7

Lehigh Acres #131

2825 Lee Blvd.
Lehigh Acres, FL 33971
(239) 369-8500
Mon-Sat 9-8 Sun 10-7

Charlotte County

Port Charlotte #144

2325 Tamiami Tr.
Port Charlotte, FL 33952
(941) 625-3449
Mon-Sat 9-8 Sun 10-7

Port Charlotte

Kings Highway #160

(Peachland Promade Shopping Center)
24123 Peachland Blvd.
Port Charlotte FL 33954
(941) 764-0821
Mon-Sat 9-8 Sun 10-7

Naples

(Towne Centre) #126

3759 E. Tamiami Tr.
Naples, FL 34112
(239) 417-5636
Mon-Sat 9-8 Sun 10-7

Hendry Counties

Clewiston #153

957 W. Sugarland Hwy.
Clewiston, FL 33440
(863) 983-0859
Mon-Sat 9-8 Sun 10-7

Thank you, just by shopping and donating to Goodwill Southwest

Florida you help to change lives everyday in your community.

90¢ of every dollar support the Mission of Goodwill.

www.goodwillswfl.org

ANNIVERSARY SALE

Take 40% off all donated on Saturday, July 23rd at three Goodwill locations:

Page Field, Clewiston & LaBelle.

Celebrate our anniversary at these stores.



Saturday, July 23
40% off
Donated Goods

Valid at these three (3) locations only:

Page Field - 5120 South Cleveland Ave FM

Clewiston - 957 W Sugarland Highway

LaBelle - 91 S. Lee Street Unit #11

*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, 23 de Julio
40% de descuento
Bienes donados

Válido solo en estas tres (3) ubicaciones:

Page Field - 5120 South Cleveland Ave FM

Clewiston - 957 W Sugarland Highway

LaBelle - 91 S. Lee Street Unit #11

* 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

Florida's Back to School Sales Tax Holiday

July 25 - August 7, 2022

Tax Free in Florida has been expanded to 14 days!



Sales tax holiday covers the following items: Clothing - Personal Computers - School Supplies

During the sales tax holiday period, tax is not due on the retail sale of:

- Clothing, footwear, and certain accessories with a sales price of \$100 or less per item*
- Certain school supplies with a sales price of \$50 or less per item,
- Learning aids and jigsaw puzzles with a sales price of \$30 or less*
- Personal computers and certain computer-related accessories with a sales price of \$1,500 or less, when purchased for noncommercial home or personal use

This sales tax holiday does not apply to:

- Any item of clothing with a sales price of more than \$100
- Any school supply item with a sales price of more than \$50
- Books that are not otherwise exempt*
- Computers and computer-related accessories with a sales price of more than \$1,500
- Computers and computer-related accessories purchased for commercial purposes
- Rentals of any eligible items
- Repairs or alterations of any eligible items
- Sales of any eligible items within a theme park, entertainment complex, public lodging establishment or airport

For complete details visit: www.goodwillswfl.org/Locations

Goodwill 
www.goodwillswfl.org



Events

NATIONAL THRIFT SHOP DAY CONTEST

National Thrift Shop Day is celebrated annually on August 17th. To celebrate, Goodwill Industries of Southwest Florida is offering a \$100 gift card to one lucky Goodwill shopper. All you have to do is shop at a Goodwill store in SWFL on Wednesday, August 17th.

VIP Perk members will automatically be entered. Non VIP Perk members, must email a copy of their receipt showing store location and date to info@goodwillswfl.org. We will notify the winner and post a photo on our social media. Sign up for the VIP Perks program for free at GoodwillPerks.com

National Thrift Shop Day!

August 17, 2022

- VIP PERK Members -

Shop at any Goodwill Retail Store in SWFL on **Aug 17th**
and get automatically entered to win a
\$100 Goodwill Gift Card.

(Valid in Lee, Collier, Charlotte and Hendry counties only, also includes the Outlet Center, Downtown blue and Ave Maria blue Boutiques)
\$100 Gift Card Winner will be notified and announced on Goodwill SWFL social media.

Plus...Earn Double Perk Points on August 17th!

Goodwill



Not a VIP Perk Member yet?
Sign up for FREE at

GoodwillPerks.com

Before Aug 17th for a chance to win.

**Plus... on August 17th you can
Earn Double VIP Perk Points!**



Classes

CAPE CORAL SMALL BUSINESS CLASS

Goodwill's MicroEnterprise is taking applications now for its next Cape Coral class. MicroEnterprise is a 6-week program that has helped more than 500 local small businesses start, or strengthen. If you are looking to launch your small business, this is the key to success! We also have a few veteran scholarships available. Call today to save your seat. (239) 995-2106 Ext. 2215 [Save your seat](#)



**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!

Cape Coral:

Aug. 22 - Sept. 29, 2022

Public Works Building-

Community Room

815 Nicholas PKWY. E.

Cape Coral, FL 33990



Veterans, we have
5 Scholarships
available as a way to
thank you for your service.
Call today for details
(239) 995-2106
ext. 2215

For more information: www.goodwillswfl.org/microenterprise

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.

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