



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



National Thrift Shop Day - Saturday, August 17th!

You could win a \$100 gift card just by thrifting at Goodwill on Saturday, August 17th! It's National Thrift Shop Day, and we are celebrating by giving away a \$100 gift card to one of our lucky shoppers. VIP Perk members are entered automatically when they use their VIP number at checkout on August 17th. Sign up for the VIP Perks program for FREE at www.GoodwillPerks.com

Mission Moments

Meet our Business of the Year:
Strayhorn, Persons-Mulicka &



Fisher

Strayhorn, Persons-Mulicka & Fisher, was selected as Business of the Year for going above and beyond a business relationship with Goodwill Industries of Southwest Florida. Not only has the firm advocated for Goodwill, they have also sponsored and attended many fundraising events, showing support for Goodwill outwardly to the community.



New West Cape Grand Opening & CRC Open House

Our new West Cape Goodwill Community Resource Center located inside Goodwill's newest retail store is opening on Monday, August 26th. The CRC will provide free digital skills training, resume building workshops, English as a Second Language, financial literacy, My ACCESS support and more. The CRC will open its doors August 26th directly after the store's 8:30 am ribbon cutting ceremony. The new store is located at 1499 S.W. Pine Island Rd. in Cape Coral.



CNA Training at the Goodwill Opportunity Center

A CNA training class was held at Goodwill's Opportunity Center in partnership with **Senior Helpers** and the **Institute of Health Careers**. This portion of the training focused on working with seniors with dementia. The class also had the opportunity to use **The Center of Excellence, sponsored by Senior Helpers**, which is a room set up with a living area and bedroom for training.

Senior Helpers thanks Goodwill of SW Florida and Institute of Health Careers for their invaluable partnership in addressing the healthcare worker shortage!

"Together, we're making a meaningful impact," says Wendy Del Salto, Senior Helpers Owner/Director.



Notable Anniversary Luncheon

We celebrated Goodwill Industries of Southwest Florida employees who had notable anniversaries (10 years through 30 years as a Goodwill SWFL employee). Their hard work and dedication to this organization is immensely appreciated.



2024 Lee County Woman of Distinction

The 2024 Lee County Women of Distinction Awards Gala was held at the Sidney and Berne Davis Art Center on July 20th. This event spotlights the extraordinary women in our community who have been beacons of light through their acts of kindness.

This year's theme, "You Are the Light of the World," aims to honor and celebrate these women's positive impact.

We are thrilled to announce that one of this year's honorees was Jamie Dunn, Goodwill SWFL's Senior Director of Information, Technology, and Ecommerce.

This program recognizes the great achievements of amazing women whose work in our community may otherwise go unnoticed.



FGCU Service-Learning Project

Goodwill SWFL was honored to host the Mandela Washington Fellowship Leadership Institute at FGCU for their service-learning project!

The fellows gave Goodwill's Hatton Rogers Retirement community room a refresh. The Leadership Institute is tailored to Fellows who are civically engaged and serving the public through non-governmental organizations, community-based organizations, or volunteerism.

in Africa.

Goodwill's Hatton Rogers Community provides housing for more than 50 low-income seniors in Lee County. Our residents were grateful for the refresh and getting to know the fellows!



Each month we are pleased to share with you transformative mission moments!

As you learn more about the different ways we uplift our community, we hope you are inspired and will join us in helping people enhance their quality of life by eliminating barriers to work, opportunity, and independence.

For more information on how you can help transform lives, please contact me, Ashley Price, Director of Development at ashleyprice@goodwillswfl.org

Yes! I want to Transform Lives Today.

Bonita Springs Back-to-School Event

Our Bonita Springs Goodwill Community Resource Center coordinator hosted a Back-to-School event at the Bonita CRC this month. We gave away a total of 62 bags full of school supplies to kids in the Bonita and Naples area.

"Happy to see those little faces receiving their items for back to school," states Daisy Barreto, Bonita Springs Goodwill CRC Coordinator.



Lehigh Acres Back-to-School Event

This year's Lehigh Back-to-School event was held at our Lehigh Community Resource Center on Aug 8th. One hundred school supply bags



were distributed to 63 families. This event was sponsored by Lee County Office of the Sheriff and the Lehigh Acres Fire Control & Rescue District.

Cape Coral Resource & Job Fair

More than 226 people, and 50 vendors filled the Next Level Church in Cape Coral on July 17th. Participants met with employers, education partners, and 30 community resource partners. Free lunch was provided.

The event was sponsored by Goodwill SWFL, Senior Helpers, Lee Tran, Lee County Homeless Coalition, Lee County Government and the Next Level Church (NLC) in Cape Coral. This event also included 40 Teen NLC Volunteers.



Hope Clubhouse Presentation

Goodwill staff, Giancarlos Castano and Yunier Lopez, facilitated an interview workshop at the Hope Clubhouse on July 30th.

Topics included:



- Dress to Impress, professional attire

- Making a good first impression: arriving on time, invited to be seated, body language, eye contact, handshake, active listening

Saying Goodbye after 46 Years

Goodwill staff celebrated Susanne Hankins' retirement at our North Cape Goodwill, 2040 NE Pine Island Road, in Cape Coral on July 16th. Susanne has been an employee at Goodwill SWFL for a remarkable 46 years. We wish her well in her retirement.

"We will miss Suzy's sense of humor brightening everyone's day," states District Manager Nancy Zeimet.



Heartfelt Condolences

Jon Allyn Simmons Sr., 89, passed away on March 25, 2024. Jon was a volunteer Board member of Goodwill Industries of Southwest Florida from 2004-2019.

Jon's Memorial Service was held in the Chapel at the Cypress Lake United Methodist Church on July 20, 2024, and in lieu of flowers, the family asked for Memorial donations to be made to Goodwill Industries of Southwest Florida. Please visit www.goodwillswfl.org/gift for more details.

Thanks for Giving

PNC Foundation Awards \$25,000 to Goodwill of Southwest Florida for Opportunity Accelerator Program



The PNC Foundation has awarded Goodwill Industries of Southwest Florida (Goodwill SWFL) a \$25,000 grant to support its Opportunity Accelerator program in Southwest Florida.

"Funding from PNC supports the implementation of CaseWorthy, our tailored case management software for the Opportunity Accelerator program," said Angela Hemstreet, director of employment services at Goodwill SWFL. "This software will help us guide the people we serve through their goal-setting process and track their progress along the way."

Opportunity Accelerator addresses skills gaps in the community by providing essential training to individuals who lack access to higher education paid training opportunities.

Goodwill Community Resource Center coordinators guide job seekers and career advancers through three phases: assess and plan, equip and connect, and launch and evaluate.

Hemstreet expressed gratitude for PNC Foundation, emphasizing the impact of this funding as "foundational in supporting the growth of workforce skills in our community."

"Through this grant, PNC has recognized Goodwill's efforts to empower individuals through education, career training and work, which contributes to generational change," said Hemstreet.



Comerica Awards \$7,500 to support the MicroEnterprise Institute

Thank you Comerica for the \$7,500 financial gift to support Goodwill's MicroEnterprise Institute. MicroEnterprise helps aspiring small business owners gain the skills they need to succeed as entrepreneurs, and helps them become more independent!

More than 943 entrepreneurs have graduated from the MicroEnterprise Institute and started their own businesses with education and assistance from Goodwill and their partners!

Minnesota Twins Awards Grant to PTO

Thank you to the Minnesota Twins Community Fund for giving our Pathways to Opportunity program a \$1,500 Southwest Florida Community Grant!

These funds will help us increase our services to support more community members by expanding our Pathways Sports League program, which aims to foster physical fitness, teamwork, and joy through sports activities.

We're proud to have the Twins Community Fund support Pathways to Opportunity!



BLOOM - Fitness for All

PTO began their first Bloom Fitness class on July 16th. They are the very first group to work with BLOOM in the state of Florida.

Bloom began in 2016 in partnership with a day habilitation provider in Rosenberg, Texas with seven stationary bikes and a dream: get adults with IDD moving. Fast-forward they now serve approximately 1000 athletes with intellectual and developmental disabilities: most of which have dual diagnoses and/or are economically disadvantaged.

[About Bloom](#)



Participants in the first class received water bottles

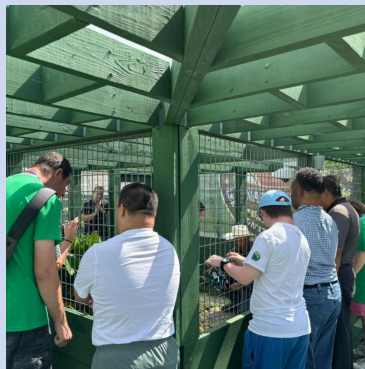


Visit to Nan's Ranch

We want to thank the Lee County Sheriff's Office for hosting our PTO participants at Nan's Ranch.

During the visit, they had an opportunity to learn about all the wonderful animals. We are all animal lovers and are so glad these critters have found this oasis.

Thank you again to our friends at Lee County Sheriff's Office for this amazing experience! We can't wait to come back and explore more.



Outings provide PTO participants with opportunities to practice life skills like safety, communication, patience, building relationships, and more. To support community engagement events for our participants, click the donate button.



Donate



Pet Therapy Visits

A big thank you to Pet Therapy for bringing so much joy and happiness to our day! Your visits always brighten our spirits. It just happened to be International Day of Friendship, so our PTO participants could enjoy the company of these furry friends visiting.



Community Services

A Goodwill Success Story

Community Resource Center

Goodwill Community Resource Job Fair Success Story | Allegiant Air

Earlier this year, Allegiant teamed up with Goodwill Industries of Southwest Florida (SWFL) to host a hiring fair to support the airline's operations at Punta Gorda Airport (PGD). Goodwill SWFL hosted the event at the Charlotte County Community Resource Center in Port Charlotte.

The airline recruited ground operations agents, customer service agents, passenger assistance agents, aircraft cleaners, and other roles as part of their strategy to meet increased demand for air travel in Southwest Florida.

The Goodwill Job Fair was a great success, as it helped Allegiant hire people to fill open part-time positions at PGD ahead of the airline's busy flying seasons.

Goodwill SWFL provides additional services, such as soft skills workshops, to support professional career advancement.



Citizenship Classes

Join us every Tuesday from 10:00 AM to 12:00 PM at the Goodwill Community Resource Center in Cape Coral for free citizenship classes. We assist with your citizenship application and test preparation. Students must reserve a spot with Keith Edison in advance (**text: 508-662-2121**). Bring a copy of your application, a notebook, and a pen. Supportive friends are welcome to come along.

Nutrition Classes

Free Nutrition classes are offered at Goodwill Community Resource Centers in Fort Myers and Bonita Springs. Participants can eat the foods prepared in the class. For more information contact Hilda (Fort Myers) at 239-995-2106 Ext 2228, or Daisy (Bonita Springs) at 239-318-4644.


ACCESS Training

ACCESS Class is offered every Friday at 9:00 AM at the Bonita Springs CRC. Goodwill CRC coordinators are teaching the community how to create *a new account in the MyACCESS Portal* and do a renewal (or a new application). This is a free service offered by Goodwill Industries of Southwest Florida. Contact Daisy or Linda at (239) 318-4644, or stop by the Bonita CRC at 11601 Bonita Beach Road, SE.


Digital Skills Classes

If you want to improve your computer skills, **Goodwill provides FREE courses, online and in person**, covering basic topics such as typing, using a mouse, email, internet navigation, and more. We also offer advanced software classes, including Microsoft Word, Excel, PowerPoint, and Office 365. Call (239) 995-2106 Ext. 2226 or Ext. 2228 to locate the nearest Goodwill Community Resource Center and get started today!

Visit our Website



**Essential
Computer
Software
and
Typing Skills**



**Looking to gain computer
and software skills?**
Digital Navigators will be on site.
Lehigh Community Resource Center
2825 Lee Blvd. Lehigh Acres
2nd & 4th Tuesday of each month
9 am - 12 pm (Noon)



Invest in yourself! Goodwill offers employability skills, digital skills, and other free workshops at all Community Resource Centers throughout SWFL. It just takes a commitment from you to take advantage of these free classes that are aimed at helping you take the next step forward! Click [HERE](#) to get started.

**A Year
From
Now
You'll
Wish
You
Started
Sooner!**

**Opportunity Accelerator™
The Next Step Forward**



Grow Your Skills For Today's Jobs

Learn at Your Own Pace

Essential Computer Software and Typing Skills

- Microsoft and Google Basic Office
- Social Media Navigation and Safety Tips
- Email and Internet Basics

Work One on One with Career Navigators

(by Appointment)

- Resume Creation
- Job Search Assistance
- Interview Basics and Tips

Let's Get Started!

Scan QR Code for
Locations and Schedules
www.goodwillswfl.org/crc



**Community
Resource Center**



Calling all Opportunity Makers!

Join us in creating a brighter future for someone. Become an Opportunity Maker! To sponsor one of our Community Resource Centers and/or employability workshops, please get in touch with Ashley Price at (239) 995-2106 Ext. 2213 or email AshleyPrice@goodwillswfl.org.

Cape Caring  **Coral Center**

TUESDAYS

(Español disponible)

9 am - 12 (Noon)

**Community
Resource Center**



Cape Coral Community Resource Center
www.goodwillswfl.org/crc

Assistance with:

ACCESS Florida application assistance

- Medicaid
- Food Assistance (SNAP)
- Temporary Cash Assistance (TCA)

Wrap-Around Services:

- Healthcare Navigation
- Housing Resources
- Linkage & Referral
- Job Applications



Small Business Development

Looking to take your small business to the next

**Southwest Florida
MICROENTERPRISE**

Launch Your Own Business

Be Your Own Boss
Classes Starting on
September 9 - October 17, 2024

Class location
SWFL Enterprise Center
3903 Dr. Martin Luther King Blvd.
Fort Myers, FL 33916

Class meets
Monday and Thursday evenings
6 pm - 9 pm



For more information and to register go to:
www.goodwillswfl.org/microenterprise
or click on the QR code
or call (239) 995-2106 Ext. 2304

- **Develop a solid plan** to guide your start-up with the assistance of an experienced business coaching team 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 your plan** for a successful business launch.

Major Funding Provided:
Richard M. Schulze Foundation

Goodwill SWFL MicroEnterprise Institute Program Funders:

Bank of America	City of Fort Myers	FineMark National Bank & Trust	TD Bank Foundation
Bank United	City of North Fort	First Citizens Bank	Third Federal Bank
Bank OZK	Comerica Bank	Regions Bank	Valley Bank
Charlotte State Bank	Fifth Third Bank	Synovus	Wells Fargo Bank
City of Cape Coral		Trust	Zonta Foundation of SWFL

Goodwill Industries of Southwest Florida is committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.

level? Goodwill SWFL's MicroEnterprise program is the perfect opportunity to develop your skills and gain the knowledge you need to succeed. With a comprehensive 6-week course tailored specifically to small business owners, you'll learn everything you need to know to grow your business and achieve your goals. Don't miss out on this chance to take your business to new heights - sign up for MicroEnterprise today!

Next class is Sept 9 - October 17th in Fort Myers. Class meets Mondays & Thursdays at the SWFL Enterprise Center from 6pm - 9pm.

For more information, contact **Sandra at (239) 995-2106 Ext. 2304, or email sandraplazaras@goodwillswfl.org.**

Events

Vice & Vogue: Pathways to Talent & Style

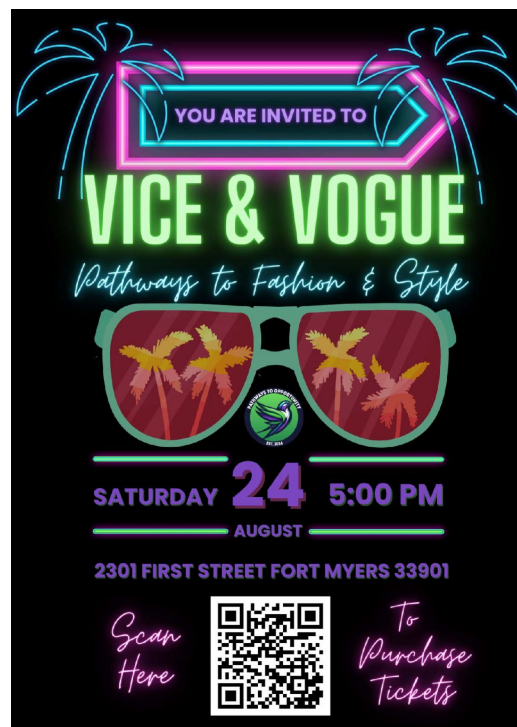
Saturday, August 24th at 5pm at The Sidney & Berne Davis Art Center

Get ready for an electrifying night of Fashion & Creativity that's not just an event – it's an experience! Join us for our second annual fashion show and talent showcase, igniting the stage with passion and purpose, all in support of Pathways to Opportunity.

Pathways to Opportunity isn't just a program; it's a transformative journey of life skill development. Our group classes, tailored to participants needs and interests, are not your average workshops – they're vibrant hubs of learning led by skilled professionals and community rockstars.

This showcase is more than a spotlight; it's a celebration of the incredible talents, arts, and skills our participants have mastered, thanks to the opportunities fueled by your unwavering support! Every step down the runway, every note played, and every stroke of creativity is a testament to the impact we've collectively made.

Get ready to be part of something bigger, as all proceeds from this exhilarating event directly fuel Pathways, propelling our classes to new heights, funding adventurous trips, welcoming fresh faces into our community, and so much more! Mark your calendars for a night of dynamic energy and meaningful impact.




YOU ARE INVITED TO

VICE & VOGUE

Pathways to Fashion & Style

SATURDAY 24 5:00 PM
AUGUST

2301 FIRST STREET FORT MYERS 33901

Scan Here  To Purchase Tickets

[Get Tickets](#)

Let's light up the night and amplify the possibilities together!

Retail News

VIP Perk "Pre-Labor Day" Sale

50% off donated

Saturday, August 24th

VIP Perk shoppers here is a PERK! Get the Goodwill Labor Day Sale twice! You don't have to wait until Labor Day to take advantage of the savings. Get 50% off all donated on Saturday, August 24th. Sale also includes the two blue Boutiques. **Just use your VIP number at checkout to get the discount.**

***Sale excludes Outlet on Tice**



Grand Opening of new West Cape Goodwill

Join us, Monday, August 26th, for the Grand Opening of our new West Cape Goodwill located at 1499 SW Pine Island Road in Cape Coral. Ribbon-cutting ceremony at 8:30 am. First 100 customers receive a \$10 gift card.



Goodwill

GRAND OPENING

NEW WEST CAPE CORAL

1499 SW Pine Island Rd.
Cape Coral, FL 33991
Monday, August 26th
Ribbon Cutting at 8:30 am



First 100 Customers
receive a \$10.00 (ten dollar)
Goodwill Gift Card

(1) Gift Card per family

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



OFFER VALID AT:

Use of this gift card can be redeemed only at Goodwill Southwest Florida locations in Lee, Collier, Charlotte, and Hendry counties. The card cannot be exchanged for cash, check or credit. Please treat this card like cash; if this card is lost or stolen it will not be replaced. No cash will be given for unused portion. Gift Card does not expire.

**Are you a
VIP Perks Member?**

**Scan and sign up
today or visit:**



www.GoodwillPerks.com

92¢ of every dollar supports the Goodwill mission

Goodwill Labor Day Sale

50% off donated
Monday, Sept. 2nd

It's our annual Labor Day Sale at Goodwill SWFL. Customers can take 50% off donated goods at all of our stores, including the two blue boutiques, on Monday, September 2nd!

Happy Labor Day!

LABOR DAY

Goodwill 

Monday, Sept. 2nd

50% OFF
Donated Goods*

50% off at Downtown Fort Myers blue and Ave Maria blue Boutiques*
*Excludes: Fine Arts, New Goods/Special Purchases
*Sale excludes: New Goods/Special Purchases, Goodwill Outlet Center
Cannot be combined with any other sales promotions. Sale valid at Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties. For store listing: www.goodwillswfl.org/locations



Disaster Preparedness Sales Tax Holiday

Consumers can purchase
qualifying disaster
preparedness supplies
exempt from
tax during the
2024

**Disaster Preparedness
Sales Tax Holiday.**

August 24-September 6, 2024
Visit floridarevenue.com/DisasterPrep



Consumers can purchase qualifying disaster preparedness supplies exempt from tax during the 2024 Disaster Preparedness Sales Tax Holiday, Aug 24 - Sept 6th.

[More Info](#)

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Goodwill Industries of Southwest Florida, Inc.



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and follow the instructions sent to you via SMS.

Notice: Your privacy is protected. Your answers are anonymous and your number is never shown publicly.

The **No. 1 Review Site** for Nonprofits



GreatNonprofits
REVIEWS THAT MAKE A DIFFERENCE

If you love our work then tell the world! Stories about us from people like you will help us make an even bigger impact in our community.

GreatNonprofits – the #1 source of nonprofit stories and feedback – is honoring highly regarded nonprofits with their 2024 Top-Rated List. Won't you help us raise visibility for our work by posting a brief story of your experience with us? All content will be visible to potential donors and volunteers. It's easy and only takes 3 minutes! Go here to get started!

<https://greatnonprofits.org/reviews/write/goodwill-industries-of-southwest-florida>

Goodwill 
Industries of Southwest Florida, Inc.



Stay Connected

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 Candid (formerly GuideStar). <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.

Goodwill Industries of Southwest Florida | 5100 Tice Street | Fort Myers, FL 33905 US

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