



# 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.***

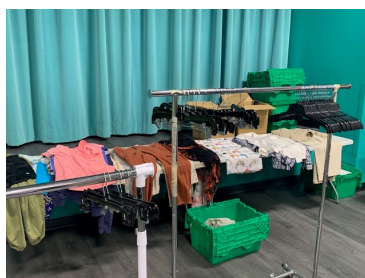
## Mission Moments

### Inaugural Junior Achievement Career Expo

Goodwill Industries of Southwest Florida partnered with Junior Achievement, Lee County School District, and other agencies for the inaugural JA Inspire Too Career Expo for exceptional students on Wednesday, January 17, at the Buckingham Exceptional Student Center. There was an amazing turnout with 119 ESE students from fourteen high schools, and Buckingham Exceptional Student Center, taking part. They learned about local businesses, using actual equipment/tools from job sites.



Goodwill brought racks, merchandise, and charts to show the students real-world job opportunities.







## YMCA Family Literacy Event

The Bonita Springs YMCA, in partnership with New Worlds Reading and Goodwill, hosted a Parent and Family Literacy Workshop on Friday, Feb 9th at our Goodwill Community Resource Center in Bonita Springs. Families came to the CRC to improve their literacy together, and enjoyed free food, books and other resources to help them support reading at home.



## Community Service Outreach

Our Mobile CRC was out at Lipman Farm on Saturday, January 27th, for a Lee Health event. Lee Health was offering free flu vaccinations, and Goodwill was there to provide Community Service outreach.



We were able to assist 13 individuals that day with Medicare applications and VITA Tax Program information (free tax filing for low-income individuals).

[Visit our Website](#)

## Mobile Market for Seniors

Goodwill staff is at Hatton Rogers Senior Center every other Wednesday with the Harry Chapin Mobile Market to help our residents get fresh food and vegetables. Hatton Rogers Apartments is Goodwill's housing for income sensitive seniors. Goodwill has 15 other apartment complexes serving individuals with physical disabilities.







## Meet Giancarlos Castano

A dedicated VITA volunteer, Giancarlos Castano, is entering his 7th year helping the United Way with the VITA program. He is committed to assisting people in optimizing their returns and ensuring financial accuracy while saving them filing fees.

### Free Tax Help is Available NOW!

Volunteer Income Tax Assistance (VITA) offers free basic tax return preparation to qualified individuals.

VITA sites offer free tax help to people who need assistance in preparing their tax returns, including:

- People who generally make \$64,000 or less
- Persons with disabilities; and
- Limited English-speaking taxpayers

Experience FREE tax preparation services by IRS-certified volunteer tax preparers through VITA.



Giancarlos is the Goodwill Southwest Florida Mobile Community Resource Center Coordinator. He is taking VITA appointments now, call (239) 634-9601

## Goodwill's Opportunity Accelerator

Are you looking for training, employability skills, or career advancement opportunities toward financial stability? For more information about the Opportunity Accelerator program click [here!](#)



### Mr. Sarmiento Cape Coral, FL

When Mr. Sarmiento first visited the Goodwill CRC office, he was waiting for his work permit. He indicated that a family member heard about Goodwill's community services, and decided to ask about them. He received orientation about the Opportunity Accelerator, and learned what steps he could take to be prepared when he starts looking for a job.

Mr. Sarmiento enrolled in the digital classes, obtaining eight certificates. He also signed up for English classes at Goodwill on Thursdays, and enrolled in Cape Coral Technical College. He regularly attended to receive these services. Once he received the work permit, he decided to start with job applications.

Mr. Sarmiento received an offer for a Tech I at a Technology Company. He would need to travel, but they pay for his hotel and transportation, in addition to his hourly rate. He told his coordinator that this opportunity was even better than what he expected to start with.

He indicated his thanks to Goodwill, who guided him and made it possible for him to obtain all the certificates, English classes, and other relevant orientation. This assistance is the main reason he ended up being employed by this company.

Mr. Sarmiento hopes to continue gaining experience and reaching a better position. He considers this a resounding success for himself and his family.

*Looking for training, employability skills, or career advancement opportunities toward financial stability? For more information about the Opportunity Accelerator program visit [www.goodwillswfl.org/opportunity-accelerator-oa](http://www.goodwillswfl.org/opportunity-accelerator-oa)*



Make 2024 the best year ever! Invest in yourself! Goodwill offers free employability skills workshops at all of our 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 get further! Click [HERE](#) to get started.

## Employability Skills Workshop

### 4 - Week Series

Mondays & Fridays  
9:00 am - 10:30 am

**Week 1** – Resume Creation  
**Week 2** – Job Search Navigation  
**Week 3** – Interview Skills/  
Dress to Impress 1  
**Week 4** – Dress to Impress 2/  
Graduation

**Let's Get Started!**  
Scan QR Code for  
Locations and Schedules  
[www.goodwillswfl.org/crc](http://www.goodwillswfl.org/crc)

**Opportunity Accelerator™**  
**The Next Step Forward**

Presented by:  CareerSource  
SOUTHWEST FLORIDA  Community  
Resource Center



## Write your next chapter your way



Be a part of someone's brighter future. Become an **Opportunity Maker!** To sponsor one of our Community Resource Centers and/or employability workshops, contact Ashley Price at (239) 995-2106 Ext. 2213, or email [AshleyPrice@goodwillswfl.org](mailto:AshleyPrice@goodwillswfl.org)

## Thank You For Your Service

"I was pleased to present a Goodwill Board resolution honoring Mrs. Sharlene Dozier as she retires into Emeritus status. For 20-plus years Mrs. Sharlene added tremendous leadership to our board bringing her business acumen and her passion for helping people become self-sufficient, happy, thriving members of our community. Mrs. Sharlene is a beautiful one-of-a-kind leader and friend whom I admire beyond words." - Carolyn Johnson, Goodwill SWFL Chief Mission Officer



## Allegiant Air and Goodwill

Our Goodwill staff had a great meeting with Allegiant Air on Wednesday, Feb 7th. We look forward to working even closer with them to provide customer service and career enhancement workshops. Goodwill has already assisted Allegiant in hiring 15+ great candidates this year! A wonderful partnership is continuing that will help the community find





meaningful work.

## Employment & Resource Fair

Goodwill SWFL hosted an Employment and Resource Fair on Saturday, Feb 10th, at the New Hope Church in Cape Coral. About 200 people attended along with 42 vendors! The venue and the vendors were very happy with the turnout. We were able to set up tables both inside and outside - plus, the Goodwill Mobile Unit was there providing application assistance and other services.



## Free Ongoing Classes

### Citizenship Classes at Del Prado CRC

Join us every Tuesday from 10 am to Noon 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 at Fort Myers CRC

Free Nutrition classes will be offered every other Tuesday in February beginning at 10 am at the Fort Myers Goodwill Community Resource Center at 5100 Tice Street. Email [hildaortega@goodwillswfl.org](mailto:hildaortega@goodwillswfl.org), or call (239) 995-2106 Ext. 3015 to enroll.

### Digital Skills Classes at All Goodwill CRCs

If you want to improve your computer skills, Goodwill provides FREE online courses 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!

**We are grateful for our sponsors and donors**



## Support for Women in Business

Zonta Foundation of Southwest Florida, Inc. recognizes the commitment to empowering women through the MicroEnterprise Institute. Zonta awarded MicroEnterprise a \$3900 grant to support Women in Business.



## Pathways to Opportunity



This year is a big milestone for us Pathways to Opportunity turns 10! A decade of growth, empowerment, and community. We're so grateful to everyone who's been a part of this journey. Here's to many more years of making a difference!

## Valentine's Day Concert

Pathways to Opportunity's Choir surprised Hatton Rogers Senior Center residents with a Valentine's Day concert. The smiles on their faces just showed how much the seniors appreciated the performance. The PTO participants handed out Valentines after the performance.

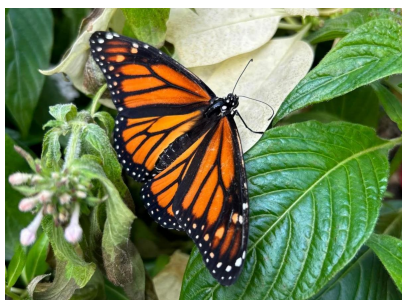


## Field Trip to Naples Botanical Gardens





Thank you Naples Botanical Garden for hosting our gardening club, "The Green Thumbs." During the guided tour, we learned that there are several themed gardens. We were able to touch the Achiote seed, a red spiky seed, which was soft! We learned that many things we eat or use are made from this Achiote seed, such as cheese and lipstick! We were able to enjoy the calming sounds of their waterfalls and wind chimes throughout the garden. After the tour, we created and took home lavender sachets!



## Peace River Botanical Garden Visit

Thank you to Beth and Barbara for giving us a tour of this beautiful and peaceful garden. We enjoyed taking a stroll and learning about both the plants and the sculptures. Our favorite place was the butterfly garden, where we learned about the zebra butterfly, native to Florida. Thank you for allowing us to plant and take a souvenir home!







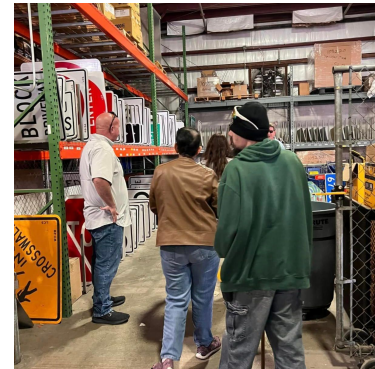
These types of outings provide opportunities for participants to practice life skills like safety skills, communication, patience, building relationships, and more. To support community engagement events for our participants, click the donate button.

[Donate](#)



### D.O.T. Field Trip

Our PTO participants got to visit the Lee County Department of Transportation for a field trip to learn about lights and signs. Thanks to Mike Padgett, our new Pathways to Opportunity sign is proudly displayed in our PTO lobby! The participants can't wait to go back!



### Fire Station Visit

Pathways Social Club had an amazing time visiting the fire station! Grateful for the opportunity to learn about the incredible work they do. A big thank you to the firefighters for their time and insights!

#CommunityEngagement  
#PathwaysSocialClub #Gratitude





## Shy Wolf Sanctuary Visit

We're immensely grateful to Shy Wolf Sanctuary for allowing Pathways to Opportunity to visit and learn about their amazing mission. It was an unforgettable experience to witness firsthand their dedication to wildlife conservation and education. Thank you for an inspiring day!



## PTO Fundraisers



Join PTO for a St. Patrick-themed night out at the Country Harvest Farms, Market & Nursery on Saturday, March 9th, from 4 - 10 pm. This event is a PTO fundraiser coordinated by SWFL Vendors For A Cause. Country Harvest Farms is located at 2300 Joel Blvd. in Alva.

[More Info](#)



## Kendra Scott's Shine Bright, Do Good

On Feb. 3, Kendra Scott Waterside Shops in Naples hosted a Give Back Event for Pathways to Opportunity. We want to give a massive THANK YOU to the amazing team for their unparalleled hospitality and warmth. You made our experience truly unforgettable. Here's to many more moments of joy and sparkle together!



## Upcoming Small Business Classes

Looking to take your small business to the next 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!

For more information, contact **Sandra at (239) 995-2106 Ext. 2304, or email [sandraplazas@goodwillswfl.org](mailto:sandraplazas@goodwillswfl.org).**



## Launch Your Own Business

### Be Your Own Boss

### Classes Starting

## February 20 - March 28, 2024

#### **Class location:**

Public Works Building  
Community Room  
815 Nicholas Parkway East  
Cape Coral, FL 33990

#### **Class meets**

Monday and Thursday evenings  
6 pm - 9 pm



For more information and to register go to:  
[www.goodwillswfl.org/microenterprise](http://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  
Bank United  
Bank OZK  
Charlotte State Bank  
City of Cape Coral

City of Fort Myers  
City of North Port  
Coca-Cola Foundation  
Comerica Bank  
Fifth Third Bank

FineMark National Bank & Trust  
Rotary Club of Punta Gorda  
Regions Bank  
Synovus  
Truist

TD Bank Foundation  
Wells Fargo Bank  
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.**



# Presidents Day Sale

**50% off donated at retail stores, and 25% off donated at blue boutiques  
February 19th**

Goodwill SWFL shoppers get an extra savings day on Presidents Day (Washington's Birthday), February 19th. Take 50% off all donated at our Goodwill retail stores. Plus, 25% off donated at the blue boutiques.

**\*Sale excludes Goodwill Outlet, \$1.99 Monday Sale, New Goods/Special Purchases, excludes Fine Art. Cannot be combined with any other sales promotions. Sale is good at Goodwill Retail Centers in Lee, Collier Charlotte (excluding Englewood), and Hendry Counties.**

**Goodwill** 

**Monday,  
Feb. 19th**



**50% off  
DONATED GOODS\***

**Downtown blue and Ave Maria blue Boutiques  
included in sale at 25% off excludes Fine Art.**

\*Sale excludes: New Goods/Special Purchases, \$1.99 Monday Sale, and Goodwill Outlet Center. Cannot be combined with any other sales promotions. Sale is good at Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties.

**Sign up for VIP Perks at  
GoodwillPerks.com or click on the QR code  
to receive email alerts for coupons, sales and events.**



**92¢ of every dollar supports Goodwill's mission**

**Goodwill** 

**Lunes 19  
de Febrero**



**50% de descuento  
ARTICULOS  
DONADOS  
UNICAMENTE\***

**Boutiques en azul centro y azul Ave Maria incluidas en venta con un  
25% de descuento excluye Fine Art.**

\*La venta no incluye: Artículos nuevos/Compras especiales, \$1.99 de la venta del lunes y Goodwill Outlet Center. No se puede combinar con otras promociones de ventas. La venta es buena en los centros de ventas y donaciones de Goodwill en los condados de Lee, Collier, Charlotte y Hendry.

**Suscríbese para VIP PERKS en  
GoodwillPerks.com  
para recibir cupones, promociones y eventos**



**\$0.92¢ de cada dólar apoya la misión de Goodwill**

**blue**  
A GOODWILL BOUTIQUE

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## Cafe blue Opens to the Public

Doors opened on Friday, February 9th, for our new Café blue in downtown Fort Myers at 2277 First Street. Stop in for delicious coffee, lattes and baked goods. Enjoy live music during Music Walk inside the cafe.



## Events

Join Goodwill Industries of Southwest Florida as we recognize our 2023 Breakthrough winners. Enjoy great food, entertainment, and celebration at the Sidney & Berne Davis Art Center on Thursday, April 11th, starting at 6 pm. Click [HERE](#) for tickets.



*You are Cordially  
Invited to our*

**2023 Breakthrough Awards  
Shining Stars of Goodwill**

**April 11, 2024 at 6 pm**

**Cocktails & Networking 6:00 pm**

**Dinner & Awards 7:00 pm**

**\$150/per person \$1000/table of 8**

**Glam it up and walk the red carpet  
as we honor our Shining Stars**

**Sidney & Berne Davis Art Center  
2301 First Street | Fort Myers, Florida 33901**

**To register for the event visit:  
[www.eventcreate.com/e/2023breakthrough](http://www.eventcreate.com/e/2023breakthrough)**

**Thank you to our Superstar Sponsor:**



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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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