



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

SENIOR PLANET FROM AARP

Goodwill Now Offers Senior Planet

In late 2024, Goodwill Industries of Southwest Florida (SWFL) was formally accepted into the Senior Planet from AARP licensing program. This program enables local, community-based organizations to deliver innovative classes to help seniors get online and stay engaged and active in their communities.

Goodwill's first Senior Planet course, Computer Basics for Older Adults, began on January 28, 2025 at the Bonita Springs Community Resource Center (CRC). This first class is for Spanish-speaking adults, 60 and over. Other Senior Planet lectures and workshops have been hosted in the Goodwill CRCs in South Cape Coral and Lehigh Acres. Goodwill plans to expand Senior Planet classes our Goodwill CRCs throughout SWFL. By becoming Senior Planet instructors, the Goodwill CRC team is "joining a coalition of people making a profound impact in the lives of older adults."



Senior Planet, the principal program of Older Adults Technology Services (OATS) from AARP,

helps older adults harness the power of technology to thrive in the digital world. By joining the Senior Planet licensing program, Goodwill SWFL has made a commitment to help seniors in the local area learn to use technology to change their lives.

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

Yes! I want to Transform Lives Today.

Goodwill & Comcast: Opening doors to opportunity

More digital learners just earned laptops thanks to Comcast. Goodwill SWFL and Comcast are working to break the digital divide, helping people upskill their digital literacy for better employment opportunities and increased independence. Our Goodwill Community Resource Centers offer free digital skills training. Individuals just need to come in and get started. [Locations](#)



Thanks to Comcast and other generous donors, Goodwill is currently offering laptops to those who successfully complete a specified number of courses and become computer proficient. Supplies are limited.



Free English as a Second Language (ESL) classes

English classes started at the Tice Community Resource Center (CRC) located at 5100 Tice Street in Fort Myers. Sessions are offered on Mondays from 1 pm to 3 pm and Thursdays from 10 am to noon. Eight participants were in the first session. This cohort will meet through June 2025 and culminate with a graduation celebration. For more information, call Hilda at (239) 995-2106 Ext. 3015

Collaboration for the Community

Goodwill SWFL is teaming up with the Health Planning Council of Southwest Florida (HPCSWFL) to provide access to more effective health insurance coverage for area residents.

Goodwill's mobile CRC coordinator is able to go into underserved communities, where transportation is a barrier, and offer the Health Insurance Navigator Program which is free assistance applying for coverage on the federal exchange.



Goodwill SWFL has several employees with notable anniversaries this month.



Celebrating 25 Years

Sheryl Stahnke, our Port Charlotte CRC Coordinator at the Kings Highway Goodwill, just celebrated 25 years.

Sheryl started with Goodwill as a job coach and then moved into Social Security benefits planning. She provided coverage for both Neighborhood Outreach Centers and United Way Houses coordinated by Goodwill. When Goodwill had a Rapid Rehousing program, Sheryl was the case worker. For a time, Goodwill's public facing offices were called Job Links, and Sheryl was the first Coordinator at the administration location.

Celebrating 20 Years

MaryJane Nickerson, one of our Pathways to Work Employment Consultants, celebrates her 20th anniversary with Goodwill Industries of Southwest Florida.

MaryJane works one-on-one with individuals with disabilities (and other barriers to employment) to find the right job for them. Through training and coaching, she equips job seekers in our community to gain a paycheck, a sense of purpose, and pride in work well done.



Celebrating 10 Years



Amalia Cruz, celebrates her 10th year with Goodwill SWFL. Amalia was our CRC Coordinator at Lehigh for many years making a huge difference in that community, and is now providing help, training and guidance at our West Cape CRC.

Amalia's background is in supported employment, assistance with those experiencing homelessness, and in addiction services. She has served as a job coach, worked in learning centers, and in respite care.

She applies all these skills in her CRC where she offers classes in computer skills and English as a Second language, along with Employability Skills Workshops and other employment services.

HAPPY ANNIVERSARY!

February Notable Anniversaries

Emma Steakley, Retail Processor, 10 years on February 19th.

Anna Maria Gil, Retail Processor, 10 years on February 26th.

Rocelle Lochan, ADC Attendant, 10 years on February 26th.

Tammy Ormsbee, Retail Assistant Manager, 10 years on February 26th.

Marcia Bachan, Processor, 5 years on February 5th.

Lewis Perkins, Material Handler II, 5 years on February 6th.

Kimberly Leach, HR Payroll Specialist, 5 years on February 20th.

Laurel Kohler, Retail Sales Associate, 5 years on February 20th.

(*Goodwill SWFL recognizes Years of Service every 5 years)

MicroEnterprise

Naples MicroEnterprise Classes

The Naples small business class, MicroEnterprise, will be Feb 24th - April 3rd on Mondays and Thursdays, 5:30pm - 8:00pm at the Collier Library at 2385 Orange Blossom Dr., Naples.



Southwest Florida
MICROENTERPRISE



Launch Your Own Business

Be Your Own Boss

Classes Starting on

February 24 - April 3, 2025

Class location:

Collier Library 2385 Orange Blossom Drive
34109

Class meets

Monday and Thursday evenings
5:30 pm - 8:00 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:

Third Federal Savings & Loan and Comerica Bank

Goodwill SWFL MicroEnterprise Institute Program Funders:

Bank of America
Bank United
Bank OZK

Comerica Bank
Fifth Third Bank
City of Cape Coral

Third Federal Savings & Loan
Valley Bank
Regions Foundation

TD Bank Foundation
First Citizens
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.

This six-week small business class assists aspiring entrepreneurs discover if their business idea is feasible (can make money). The students learn directly from industry experts in banking, marketing, legal matters, and more. Once students complete this course they are one step closer to launching their own small business.

Since its inception, the program has graduated 1147 individuals, and assisted in starting/strengthening 660 businesses, giving employment opportunity for additional 55 individuals. To date over 70% are still in operation.

These small business classes are offered to residents of Charlotte (including North Port), Collier, Glades, Hendry, and Lee counties. For more information about upcoming classes, contact Sandra Plazas at sandraplazas@goodwillswfl.org, or call (239) 995-2106 Ext. 2304.

[Learn More](#)

Pathways to Opportunity



Big things happening for Pathways to Opportunity!

Our Director of Disability Services & Navigation, Jessica Tursi, and Quality Assurance Manager, Dawn Bailey, had the incredible opportunity to present at Therap's National Conference in Nashville! They shared insights on best practices at Pathways to Opportunity and collaborated with agencies from across the nation to discuss how to enhance services for individuals with disabilities.

We're so proud to be part of the conversation on shaping the future of disability services and ensuring the best support for our participants!

FC Naples Meet & Greet

Our Pathways to Opportunity participants had an amazing time at the FC Naples meet and greet, getting to know some of the new team members! It was a fantastic opportunity to connect, share some great moments, and build new friendships.

A huge thank you to FC Naples for your kindness, inclusivity, and support—we're excited to cheer you on this season!



Music Therapy Matters

The power of music is truly magical! PTO's 1:5 groups enjoyed for an unforgettable music therapy session led by talented students from Florida Gulf Coast University. With guitars, singing, and lots of smiles, this session brought joy, warmth, connection, and so much more!

Music therapy provides incredible benefits for individuals with developmental disabilities, including but not limited to:

Emotional Expression – a safe and fun way to communicate feelings.

Social Connection – encourages engagement and



strengthens relationships.
Cognitive Stimulation – enhances memory, focus, and learning skills.

Thank you to these amazing students for sharing their gifts and making a difference through music!



Community Services

Free Ongoing Classes

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

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



Opportunity Accelerator

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.

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!

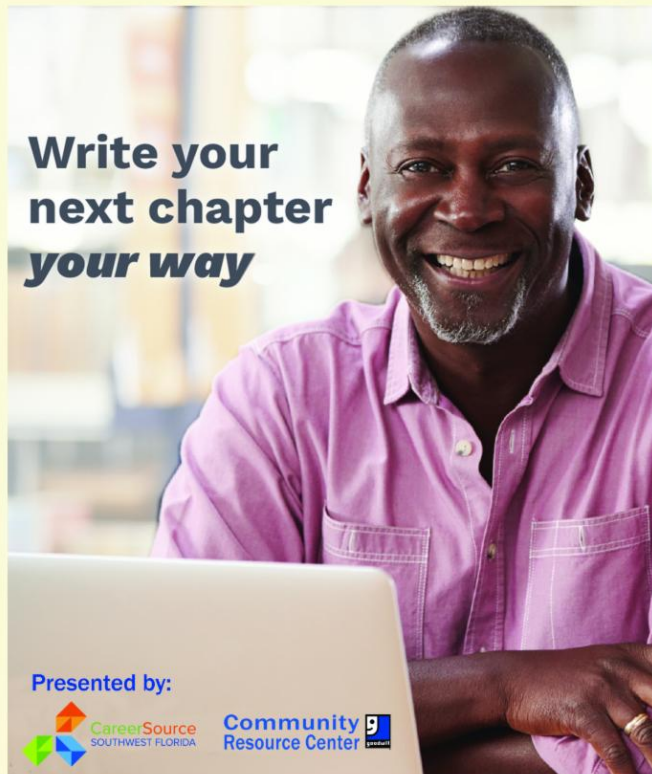
Scan QR Code for
Locations and Schedules
www.goodwillswfl.org/crc



Opportunity Accelerator™
The Next Step Forward



**Write your
next chapter
your way**



Presented by:



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.

Community Resource Center

Goodwill Community Resource Center Success Story | *Thank you Sheila!*

Ms. Agustin met Sheila Hernandez, the Goodwill Lehigh Community Resource Center (CRC) Coordinator, at the 2024 Fire Prevention & Community Safety Day.

She learned about the Digital Training classes offered and certificates she could earn at the Goodwill CRC.

The next week, she visited and expressed her interest in expanding her computer knowledge to find a good job. Ms. Agustin quickly obtained every NorthStar certificate available. She shared, "I now have the skills needed to become more marketable to future employers and feel way more confident with digital literacy in general!"

She completed three certifications each visit and passed all proctored tests on the first try. She greatly appreciated NorthStar training and Goodwill Industries for providing such a valuable service to the community.



Events

3rd Annual Cape Coral Job & Resource Fair

Goodwill SWFL is proud to be partnering again with New Hope Church in Cape Coral for our 3rd Annual Job & Resource Fair!

This networking opportunity will be on Saturday, February 22nd, from 10 am – 1 pm at the New Hope Church in Cape Coral (431

Nicholas Parkway E.). This event is free and open to the public. Job seekers and those looking for assistance can meet with more than 30 employers and nonprofit support agencies.

If you need assistance updating your resume, contact one of our Cape Coral Community Resource Coordinators:

Del Prado - (239) 291-8259
West Cape - (239) 402-7797

3rd Annual Cape Job & Resource Fair

New Hope Church
431 Nicholas Parkway E.
Cape Coral, FL 33990

Saturday
February 22, 2025
10am - 1pm

30+ Vendors!

- GOODWILL SWFL
- PUBLIX
- 5/3 BANK
- RADIOLOGY REGIONAL
- GOLDEN BOAT LIFTS
- FGCU
- FSW
- KEISER UNIVERSITY
- ... AND MANY MORE!

Free Employability Skills Workshop |
Monday, February 17th | 10am - 4pm
Iris Figueroa - CRC Coordinator
239.998.5780
irisfigueroa@goodwillswfl.org

LeaTran app



PTO X EVERBLADES HOCKEY "FUN"RAISER

HERTZ ARENA 3/29/25 7:00PM

PATHWAYS TO OPPORTUNITY
EST. 2014

SCAN HERE FOR TICKETS

IT'S BLACK-OUT NIGHT! FANS ARE ENCOURAGED TO WEAR BLACK!

A PORTION OF PROCEEDS FROM TICKETS PURCHASED VIA OUR QR CODE GOES TO PTO!

EVERBLADES VS TOLEDO WALLEYE

Everblades PTO Fundraiser

Come out for the Everblades PTO Fundraiser on Saturday, March 29th from 7pm - 9pm, at the Hertz Arena (11000 Everblades Pkwy, Estero).

Pathways to Opportunity will benefit \$10.00 from each discounted ticket purchased through this special website! It's also Black-Out Night! Fans are encouraged to wear black!

Everblades will wear special Black-Out Jerseys, which will be auctioned online to benefit The Passion Foundation! Enjoy the FREE Pregame Party with Live Music outside Hertz Arena from 5:00-7:00pm! Everblades host the Toledo Walleye!

[Tickets](#)

Pathways to Opportunity Strides to Inclusion

Join us for the Strides for Inclusion 5K on Saturday, June 7, 2025, at 7:30 AM in the beautiful Babcock Ranch community!

This fun, family-friendly event supports Pathways to Opportunity, a program that empowers individuals with disabilities through education, training, and community engagement. Participants of all abilities are welcome—whether you're running, walking, or cheering from the sidelines.

Event Details:
Date: Saturday, June 7, 2025



Retail News

Presidents' Day Sale ★

Take 50% off donated goods on Monday, February 17th,
at all Goodwill stores in Southwest Florida,
and 25% off donated at the two blue Boutiques.

*Excludes Goodwill Outlet on Tice and new goods/Special Purchases

Goodwill 
**Monday,
Feb. 17th**


**50% off
DONATED GOODS***

Downtown blue and Ave Maria blue Boutiques included
in sale at 25% off *

*ALL STORES 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.**



93¢ of every dollar supports Goodwill's mission

Goodwill 
**Lunes 17
de Febrero**


50% de descuento

**ARTICULOS
DONADOS
UNICAMENTE***

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

*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**

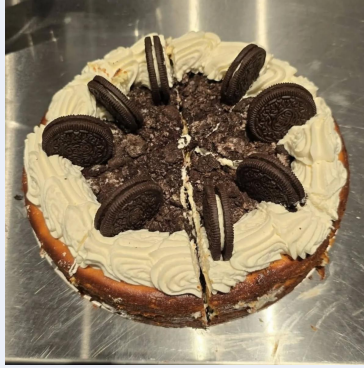


\$0.93¢ de cada dólar apoya la misión de Goodwill



Sip, Savor, and Indulge at Café blue!

Step into Café blue, where every cup tells a story! Whether you're craving a rich, steamy espresso or a refreshing iced latte, we have the perfect brew for you. Pair your favorite coffee with our freshly baked goods — crafted to delight your taste buds. Stop by and treat yourself to something truly delicious! 2277 First Street in downtown Fort Myers.



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



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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