

# *More than a Store*

# Opportunity



## 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

### Making Waves at the Florida State Capitol!

Goodwill SWFL's team, including CEO John Nadeau, Chief Mission Officer Carolyn Johnson, and Directors Jessica Tursi and Ashley Price—are on a mission! Advocating and educating for a brighter future.



At the Capitol to advocate and educate for our mission services in SWFL!

### Free Nutrition Workshops

Goodwill and the Harry Chapin Food Bank are offering a six-week nutrition



workshop series at the Goodwill Opportunity Center. This class teaches participants how to prepare healthy meals without spending a lot.

Participants learn the benefits of healthy eating and how to prepare different recipes with products that are easy to obtain from food pantries or supermarkets. They also get to eat the prepared recipe at the end of each class.

Raffle prizes will be awarded, including donated products and kitchen utensils. Mothers attending who need diapers can be enrolled in the new diaper program at the Goodwill Opportunity Center.

Nutrition classes will be offered for free every Tuesday morning through January, and every other Tuesday in February beginning at 10 am. Email [hildaortega@goodwillswfl.org](mailto:hildaortega@goodwillswfl.org), or call (239) 995-2106 Ext. 3015 to enroll.



## Free Computer Classes

Our free self-paced online Digital Training includes:

### Essential Computer Skills

- Basic Computer Skills
- Internet Basics
- Using Email
- Windows 10
- Mac OS
- Typing
- Mousing

### Essential Software Skills

- Microsoft Word Office 2016
- Microsoft Excel Office 2016
- Microsoft PowerPoint Office 2016
- Google Docs

### Using Technology in Daily Life

- Social Media
- Information Literacy
- Career Search Skills
- Accessing Telehealth Appointments
- Your Digital Footprint
- Supporting K-12 Distance Learning

### Metrix Learning - Industry-focused training

- Management
- Leadership
- Customer Service
- Math
- Finance
- and more!

Every other Tuesday in February, starting at 10 am, Goodwill is offering free computer skill classes at the Fort Myers Community Resource Center located at 5100 Tice Street, Ft. Myers, FL 33905

To get started, please email or call **Hilda Ortega, the Fort Myers Community Resource Coordinator**, at [hildaortega@goodwillswfl.org](mailto:hildaortega@goodwillswfl.org)  
Office: (239) 995-2106 Ext. 3015  
Cell (239) 710-2602

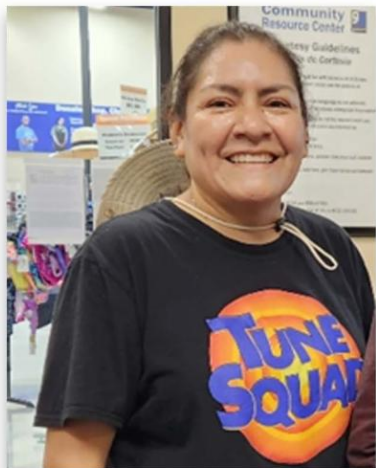
Classes are available at our other Community Resources Centers as well. Visit [www.goodwillswfl.org](http://www.goodwillswfl.org) for a list of CRC locations and contact numbers.

Visit our Website



## 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!](#)



### Yolanda Bonita Springs, FL

Yolanda came to Goodwill for the first time unemployed, with language barriers, and with no transportation.

Her father is a client of a Goodwill Community Resource Center (CRC), and visits when he needs interpretation services or digital support. When Yolanda arrived from Mexico, he brought her to the CRC so that she could get help. The Goodwill Career Navigator provided Opportunity Accelerator orientation, resume assistance, job search and job application guidance. She even provided a mock interview to help her practice for the real thing.

Staff also explained that if she qualifies for the Affordable Connectivity Program (ACP), she can obtain low-cost home internet.

Additionally, the coordinator gave Yolanda information about the English Basic Level class and about ULTRA transportation.

Since coming to Goodwill, Yolanda has a job and has started ESL Basic Level Class at her local Goodwill CRC. She is happy that she received the assistance and has started working.

"We know she will achieve her goals because she is eager to learn. We feel happy to see that the work we do to help this family has been successful," says Yolanda's CRC coordinator.

*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)*



### Free Ongoing Citizenship Classes

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 need to reserve a spot in advance with **Keith Edison (text: 508-662-2121)**. Bring a copy of your application, a notebook, and a pen.

Supportive friends are welcome to come along.



## Nutritious Options for Seniors

Goodwill helps seniors at our Hatton Rogers Retirement Community (part of Goodwill Housing) get fresh produce through the Harry Chapin Mobile Market. Every other week, the truck comes to the center, and the residents can select free foods. Several Goodwill staff members volunteer with registration and help the seniors with the process.



## We are grateful for our sponsors and donors

### Supporting Small Business

We want to give a shout-out to TD Charitable Foundation which supported our small business program, the Southwest Florida MicroEnterprise Institute with a \$5,000 financial gift.



The SWFL MicroEnterprise Institute is a six-week small business program available for aspiring entrepreneurs in the low-to-moderate income bracket who need help learning how to put their business ideas down on paper and see if they are profitable. This program is run through Goodwill Industries of Southwest Florida. For more information, contact **Sandra at (239) 995-2106 Ext. 2304, or email [sandraplazas@goodwillswfl.org](mailto:sandraplazas@goodwillswfl.org)**.

## Pathways to Opportunity

### Teaching Entrepreneurship



Congratulations to Ms. Bree and the Current Events class on a successful sale! They sold nicely packaged, homemade hot chocolate mix and brownie mix to the employees of the Opportunity Center. They sold out within the hour!





## Field Trip to Fine Folk Pizza



A HUGE thank you to Fine Folk Pizza for an incredible experience! Their team hosted our Pathways to Opportunity participants for a field trip and taught them about pizza dough. The pizzas were delicious, and their hospitality was amazing. The PTO crew felt welcomed, and the friendly atmosphere added an extra layer of joy.



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

Donate





participants, click the donate button.

## NFL Day

Celebrating NFL Day (January 11th) at Pathways to Opportunity! Inspiring moments and teamwork as we come together to empower and support. #NFLDay



## PTO Garden Update

Celebrating another milestone in our garden journey! Our Pathways to Opportunity participants just had their second harvest, and we couldn't be prouder of their hard work and dedication. Fresh produce and joy abound!



## PTO Fundraisers

### Fairways to Opportunity

Don't miss out! Secure your spot for Pathways to Opportunity's Top Golf Fundraiser, Fairways to Opportunity! Join us for a day of fun, swings, and community support.

Come Brunch and Golf with Pathways to Opportunity at the Second Annual Pathways to



Opportunity Top Golf Fundraiser. Funds will serve to purchase supplies for classes, pay out costs, and expand community integration efforts.

Sign up now to be part of this exciting event! [Click here to register](#)



# Pathways to Opportunity





## Fairways to Opportunity

Come Brunch and Golf with Pathways to Opportunity  
at the Second Annual  
Pathways to Opportunity Top Golf Fundraiser!

**February 18, 2024**  
**9 am - 12 pm**

**\$550 for a Bay accommodating  
6 players or \$150 per person**

Cost includes golfing for three hours at Fort Myers  
Top Golf facility, two beverage tickets, Brunch buffet,  
and a morning of fun while supporting a great cause!

**Register at:**  
[www.eventcreate.com/e/fairways](http://www.eventcreate.com/e/fairways)  
or scan the qr code  
cont. page 2



## 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!



# Launch Your Own Business

Be Your Own Boss

Classes Starting

**February 5 - March 14, 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.**

# Launch Your Own Business

Be Your Own Boss

Classes Starting

**April 15 - May 23, 2024**

**Class location:**

Keiser University  
9100 Forum Corporate Parkway  
Fort Myers, FL 33905

**Class meets**

Monday and Thursday evenings  
6 pm - 9 pm



For more information and to register, visit:  
[www.goodwillswfl.org/microenterprise](http://www.goodwillswfl.org/microenterprise)

or scan the QR code  
or call (239) 995-2106 Ext. 2215

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Regions Bank  
Synovus

Truist  
TD Bank Foundation  
Wells Fargo Bank  
Zonta Foundation of SWFL

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## Retail News

### Community Appreciation Sale 40% off donated on January 27th

Goodwill SWFL is celebrating a Community Appreciation Day for our Cape Coral, Fort Myers, and Naples areas with 40% off all donated on Saturday, January 27th, at three Goodwill stores. Shop at the North Cape, Challenger, and Heritage Bay Goodwills for 40% off all donated.



**Goodwill**  
**Community Appreciation Day!**  
**Saturday, January 27th**  
**40% off Donated Goods\***

**At Three SWFL Goodwill Locations**

- North Cape Coral Goodwill Store**  
2040 NE Pine Island Rd Cape Coral, FL 33909
- Challenger Goodwill Store**  
4950 Challenger Blvd Fort Myers, FL 33966
- Heritage Bay Goodwill Store**  
8915 Sage Ave Naples, FL 34102



### February VIP Perk Sale - 50% off donated on February 10th

Goodwill SWFL VIP Perk Members get an extra savings day on Saturday, February 10th. Take 40% off all donated at our Goodwill retail stores when you use your VIP Perk number at checkout.

### Presidents Day Sale - 50% off donated on 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.



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 GuideStar Charity Navigator  
<https://www.guidestar.org/profile/59-6196141>. Our charitable contributions/solicitation registration # is



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

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