



— CELEBRATING —
10
— YEARS —

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



Junior League of Fort Myers Sustainer Members

Meet our Philanthropist of the Year: Junior League of Fort Myers Sustainer Members

We recognize the Junior League of Fort Myers Sustainer Members as our 2023 Philanthropist of the Year for their "Showering the Pathways to Opportunity" Project that enhanced several areas in our full day life skills program for individuals with developmental and intellectual disabilities, Pathways to Opportunity.

Lee County Announces PTO Day

We are thrilled to share some exciting news with everyone! Lee County Government and the Board of Commissioners have officially declared June 18th as "Pathways to Opportunity Day" in recognition of our remarkable work over the past decade.

For 10 years, we have been dedicated to serving our community, supporting participants, and collaborating with families and partners. Together, we've made a lasting impact on the individuals we serve and the community.





PTO's 10th Anniversary "Wheels-Up" Event

PTO marks its 10-year anniversary providing life skills training and social connectivity to individuals with intellectual and developmental disabilities at its Fort Myers campus. In honor of this milestone, the PTO campus was transformed into a global adventure for participants to explore and learn about different countries and cultures. The event, called "Wheels Up – Pathways to Opportunity Decade of Travel," brought in professors from the Travel Abroad program at Florida SouthWestern State College (FSW) who lead engaging discussions, sharing their insights and experiences from around the world.

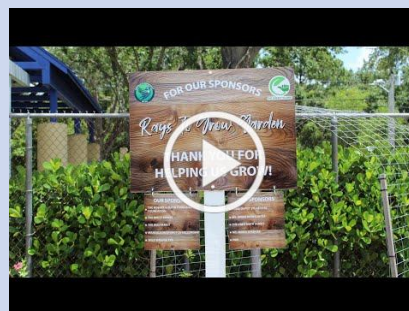


PTO Garden Reveal

PTO's Garden Reveal on July 3rd was the official unveiling of the "Rays to Grow Garden" at Pathways to Opportunity!

"We're thrilled to showcase the hard work and dedication of our gardening group, the Green Thumbs, who have poured their passion and effort into bringing this beautiful garden to life," states Jessica Tursi, Director of Disability Services

This special event highlights their achievements and celebrates the growth and learning that has blossomed through this project.



Watch our YouTube video of the ribbon-cutting ceremony.



I GOT THIS Golf Camp Skills Showcase

Participants from the Pathways to Opportunity program took their skills to the green at the Tiburón Golf Club in Naples for a Golf Skills Showcase offered by the I GOT THIS Foundation.

Through this experience, our Pathways Birdies (golf club) are mastering new techniques and building confidence on the green.

"Thank you to the I Got This Foundation, Tiburón Golf Club, Coach Cory and Coach Tracy! We will never forget this week!" - Jessica Tursi, Director of Disability Services.

[FOX-4 News Story](#)



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



Financial Literacy

Regions Bank came to the Goodwill Opportunity Center to provide financial literacy training to our Pathways to Opportunity participants. About 40 participants learned about budgeting, money management, and saving. They got to ask lots of questions.



Fort Myers Barbershop gives free haircuts to 40 adults with disabilities

The Bless Bladez Barbershop volunteered their entire team of skilled barbers to provide free haircuts to our Pathways to Opportunity (PTO) program participants.

"A huge thank you to Bless Bladez Barbershop for their incredible generosity in donating their time and talents to give our Pathways to Opportunity participants fresh haircuts! Your kindness has made a world of difference, and we are deeply grateful for your support," states Jessica Tursi, Director of Disability Services.



[Watch NBC News Story](#)

Changing Lives

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.



Connecting Employers with Job Seekers

Our Lehigh Community Resource Center (CRC) held a registration and interview event with Rob Allen from Building Talent Foundation of JobsToBuild.com.

JobsToBuild is the residential construction jobs platform bringing employment and career opportunities to job seekers, and talented job candidates to employers across building trades.

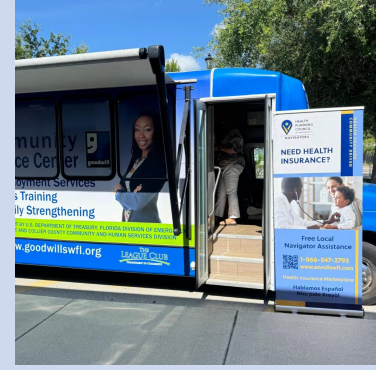
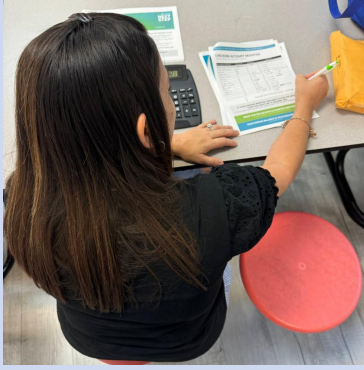


Sheila, our new Lehigh CRC Assistant Coordinator, and Amalia Cruz were helping participants create an online profile; and helping with translations during their interviews. In all, 35 people participated in the event, and 30 interviews were conducted.

Pace, Goodwill & Regions Bank Collaboration

Goodwill SWFL Community Resource Staff were at the Pace Center for Girls in Immokalee to present valuable information for the participants and their families about Goodwill Services that can help them on the road to success. These services include free workshops in computer literacy, ESL, citizenship, VITA, ACCESS assistance and healthcare network navigation. Regions Bank was also there offering a fun financial literacy workshop for the 25 teenagers attending.





Thank you to The Allegretti Foundation for their support of this outreach.

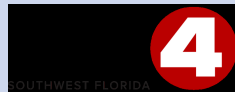
Goodwill receives \$10K from The Community Foundation of Sarasota County

The Community Foundation of Sarasota County has awarded a \$10,000 grant to Goodwill Industries of Southwest Florida, Inc. to support a customer service portal and kiosk in multiple languages which will allow Goodwill resource staff to better collect data, serve clients and track outcomes per specific demographic groups served.

As a pilot, this kiosk feature will be available at the Goodwill Community Resource Center (CRC) in Port Charlotte, allowing individuals to access assistance and overcome language barriers, while enabling Goodwill staff to more readily follow up with those served keeping them moving toward their goals.



"We are grateful for and excited about the Community Foundation of Sarasota County's support for the customer portal and kiosk! This grant truly builds our capacity both to serve and to communicate program success" states Angela Hemstreet, Director of Employment Services.



Cape Coral Goodwill goes beyond great deals with free citizenship classes.

FOX - 4 News Community Correspondent Bella Line attended a weekly free citizenship class at Goodwill off Del Prado and found support from the organization and volunteers for people pursuing U.S. citizenship.

[Watch the news story](#)

Mt. Hermon Church Members Complete Digital Skills Training

The Royal Ambassadors, a senior group from Mt. Hermon Church is completing the final week of a 4-week digital training session at the Fort Myers Goodwill Community Resource Center (CRC). During this time, they have developed confidence and independence in digital literacy skills.



For more information about free digital skills classes, visit www.goodwillswfl.org/crc, or call (239) 995-2106 Ext. 2226.

Better Together Resource & Job Fair

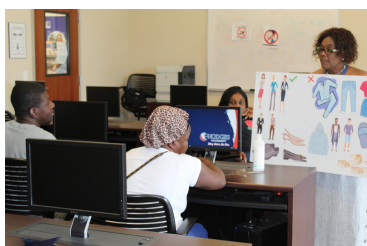
Goodwill joined other nonprofits and businesses at the Better Together Community Job Fair, Thursday, June 27th, at Christ Community Church in Fort Myers. Employer Relations Specialist, Tim Goodman, and Lehigh Community Resource Center Coordinator, Amalia Cruz, were busy explaining Goodwill's various resources and services, in addition to helping candidates apply for jobs at Goodwill.



Join an Employability Workshop Today

The Lehigh Goodwill Community Resource Center is always buzzing with activity. Our weekly Employability Workshops are helping folks prepare for making great first impressions, and these classes encourage many to enroll into English as Second Language (ESL) class helping those with language barriers.

For more information about Employability Workshops, ESL classes and Citizenship, contact Goodwill at (239) 995-2106 Ext. 2226.



United Way Extends Support for Collier County

The United Way of Collier and the Keys has extended support to Goodwill Industries of Southwest Florida through September 30, 2024 to continue Opportunity Accelerator services for residents of Collier County.

*Pictured: Individuals being assisted at the Naples Community Resource Center at the Towne Centre Goodwill.



Fort Myers Chamber Non-Profit Expo

Goodwill SWFL attended the Non-Profit Expo hosted by the Greater Fort Myers Chamber of Commerce. Director of Development, Ashley Price and our Donor Development Coordinator, Alex Damerell had the chance to speak with other Non-Profits in the area and share about all the exciting programs we offer here in Southwest Florida! It was an excellent opportunity to collaborate and form new partnerships.



"Soft skills are so important, because most of us are dealing with people, not machines," says Angela Hemstreet, Director of Employment Services.

[Read story here](#)



Lee County School's Upskill Village Helps Goodwill

A new program from The School District of Lee County helps local residents brush up on all-important soft skills. Upskill Village can also be catered for on-site training at local businesses and organizations. Marliss Brockington of Lee County Schools has already facilitated the Oral Communication Skills seminar for Goodwill Industries of Southwest Florida's Community Support Staff. The same team has scheduled a second Upskill Village training course on intercultural fluency for September.



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

Community Resource Center



Port Charlotte Goodwill Community Resource Success Story | Ivette Muniz

Ivette Muniz came into the Goodwill Community Resource Center (CRC) to see if she could get help finding a job. Ivette had trouble keeping a job, and was experiencing difficulties with housing, finances and her family situation. The Goodwill CRC staff helped Ivette build a strong resume. Then, they helped her set up an online job search profile which allows candidates to apply for jobs easily. She also got some employability coaching, help applying for the Supplemental Nutrition Assistance Program, housing assistance, and help getting in-home internet connectivity.

With digital support from the Goodwill CRC Coordinator, Ivette received job offers and accepted a part-time dishwasher position at a local restaurant. This was work she had done before and really didn't want to continue that type of work, but she was encouraged to take the job to have something she was confident she could do. This provided income while she was looking for something better.

Ivette really wanted to go after a job with a specific local resort. The coordinator helped her with the application process, and she was offered an interview. Ivette was coached on the importance of dressing to impress and how to have a successful remote interview. Ivette completed the remote interview and was offered a full-time position as a Public Area Attendant. She maintained the part-time dishwashing job through the entire interview process with the resort, which was a victory for her, and now has the job she wanted.

Ivette is extremely excited!



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.

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

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.



**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)**



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



BankUnited Supports SWFL MicroEnterprise

We received a financial Gift of \$5,000 from BankUnited for the Southwest Florida MicroEnterprise Institute, helping low-to-moderate income entrepreneurs learn the ins and outs of launching a small business in Southwest Florida.





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 Port | 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 | | Truist | 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.

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!

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

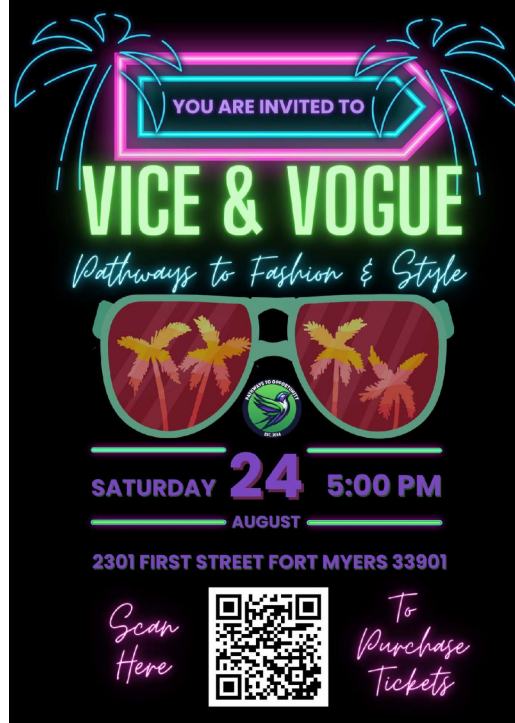
Get ready for an electrifying night of Fashion & Creativity that's not just an event – it's an experience! Join us for our second annual fashion show and talent showcase, igniting the stage with passion and purpose, all in support of Pathways to Opportunity.

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.



Get Tickets

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

Retail News

Community Appreciation Day Sale

40% off donated goods

Saturday, July 20th at 3 stores ONLY!

Get 40% off all donated on Saturday, July 20th, when you shop at one of these three stores:

Page Field - 5120 S. Cleveland Ave., Fort Myers

Clewiston - 957 West Sugarland Highway, Clewiston

Naples Park - 10455 Tamiami Trail, Naples

A banner for Goodwill's Community Appreciation Day. It features a string of colorful balloons at the top. The Goodwill logo is on the left. The text reads: 'Community Appreciation Day! Saturday, July 20th 40% off Donated Goods*'. On the right, a red rounded rectangle lists the locations: 'At Three SWFL Goodwill Locations', 'Page Field Goodwill Store 5120 S. Cleveland Ave Fort Myers FL, 33902', 'Clewiston Goodwill Store 957 W Sugarland Hwy Clewiston, FL 33440', and 'Naples Park Goodwill Store 10455 Tamiami Trail Naples, FL 34108'.

New Estero Goodwill Groundbreaking

On July 11th, we celebrated the official



Ground Breaking for our new Estero Goodwill at 10041 Estero Town Commons Place. Thanks to Seagate Development Group and GMA Architects & Planners, we will be able to offer the community a larger store with a better donation experience.

Christmas in July

We have been saving Christmas decor all year, and it is now hitting the sales floor for all of our early Christmas shoppers. Check out the Christmas displays in our stores. The best merchandise goes fast.

For our serious Christmas fans we also have a pop-up Christmas Shoppe at our Towne Centre Goodwill (3759 East Tamiami Trail, Naples).



Freedom Month

Sales Tax Holiday ★ July 1-31, 2024

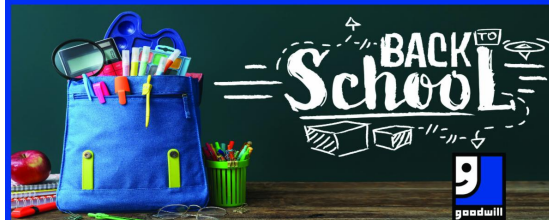
Freedom Summer Savings

During the month of July, the Freedom Month Sales Tax Holiday will remove the sales tax on items families use during the summer.

This includes boating, fishing and camping supplies -- like pool toys, tents, and even kayaks. Outdoor supplies such as grills and bicycles will also be tax-free. Click [here](#) for items.

Goodwill Back-to-School Event

Throughout the year, Goodwill collects school uniforms, kids shoes, backpacks and more to offer a Back-to-School shopping event and make it easier for parents to get what they need for the new school year. This year's event will be held July 19th - 21st at select Goodwill stores. School uniforms are only \$3.99!



Back to School Event July 19-20-21, 2024

We will have a variety of:

- Uniforms (Shirts, Shorts, Pants, etc.)
- Shoes
- Backpacks
- Lunch Bags
- Bag O'School Supplies

We will also have Special Purchase school supplies.

Thirteen SWFL Goodwill Retail Stores participating
For locations scan the QR code
or visit: www.goodwillswfl.org



Back to School Event July 19-20-21, 2024

List of Participating SWFL Goodwill Stores

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

Lehigh Acres #131
2825 Lee Blvd.
Lehigh Acres, FL 33971
(239) 369-8500
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

Lee County cont...

Fort Myers
Challenger #156
4950 Challenger Blvd.
Fort Myers, FL 33966
(239) 938-0063
Mon-Sat 9-8 Sun 10-7

Fort Myers
McGregor #157
15271 McGregor Blvd.
Fort Myers, FL 33908
(239) 437-2481
Mon-Sat 9-8 Sun 10-7



Collier County

Naples
(Town Centre) #126
3759 E. Tamiami Tr.
Naples, FL 34112
(239) 417-5636
Mon-Sat 9-8 Sun 10-7

Naples #155
10455 Tamiami Trail
Naples, FL 34108
(239) 940-5955
Mon-Sat 9-8 Sun 10-7

Pine Ridge #148
1687 Pine Ridge
Naples, FL 34109
(239) 592-1586
Mon-Sat 9-8 Sun 10-7

Immokalee #143
400 North 15th St.
Immokalee, FL 34142
(239) 658-2262
Mon-Sat 9-8 Sun 10-7

Charlotte County

Port Charlotte
Kings Highway #160
(Peachland Promenade Shopping Center)
24123 Peachland Blvd.
Port Charlotte, FL 33954
(941) 764-0821
Mon-Sat 9-8 Sun 10-7

Hendry County

LaBelle #146
91 S. Street
LaBelle, FL 33935
(239) 676-8585
Mon-Sat 9-8 Sun 10-7

Clewiston #153
957 W. Sugarland Hwy.
Clewiston, FL 33440
(863) 983-0859
Mon-Sat 9-8 Sun 10-7



Back to School 2024 Sales Tax Holiday

ITEMS EXEMPT FROM
SALES TAX:

- Learning aids and jigsaw puzzles selling for \$30 or less
- Most school supplies selling for \$50 or less
- Clothing, footwear and accessories selling for \$100 or less
- Computers and related accessories selling for \$1,500 or less (when purchased for non-commercial and personal use)

July 29 - August 11, 2024

Visit floridarevenue.com/BacktoSchool



Goodwill 
Industries of Southwest Florida, Inc.

Goodwill Industries of Southwest Florida, Inc. | (239) 995-2106 | [email](mailto:info@goodwillswfl.org) | [website](http://www.goodwillswfl.org)



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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