



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.



Carolyn Johnson, Chief Mission and Development Officer for Goodwill Industries of Southwest Florida

On behalf of all Goodwill SWFL employees, executive staff, and Board of Directors, we extend our heartfelt gratitude to everyone who supports our mission. Your partnership, collaboration, donations, and shopping in our stores make a significant impact.

Did you know that 93 cents of every dollar goes directly to helping individuals in Southwest Florida every day? Tens of thousands of individuals and families benefit each year, realizing their opportunities to move forward and create sustainable lives for themselves.

Thank you, Southwest Florida, for your unwavering support! We wish you and your families a very Happy Thanksgiving.

Thanks for giving!

[Donate Today](#)

Mission Moments



Hurricane Relief

Goodwill worked with the Harry Chapin Food Bank of Southwest Florida, Inc. to host a food distribution event at the McGregor Goodwill on Saturday, October 19th. Around 110 families were served with food, and provided information about available services by the Goodwill CRC coordinators. Plus, gift cards were given to families in need.



Goodwill's GIVE Program Assists Employees Affected by Milton

After Hurricane Milton, our Opportunity Center on Tice was closed for several days due to a power outage. Many of our employees were not able to work because of the closure.

Due to this loss, Goodwill was able to get a one-time food distribution from Harry Chapin to help these employees. Harry Chapin delivered 7 pallets of canned food, pasta and milk, and we were able to distribute them to our employees through the G.I.V.E. program (Goodwill Investing in Valued Employees). Lourdes Forste, our Goodwill Employee Resources Specialist coordinated the benefit.

Goodwill Provides Charlotte County with Hurricane Assistance

The Virginia B. Andes Volunteer Community Clinic and Goodwill Community Resource Center partnered to bring essential resources directly to folks in Charlotte County who were negatively affected by Hurricanes Milton and Helene.

Goodwill's mobile unit joined the Mobile Medical Clinic at Harold Avenue Park Comfort Station at 23400 Harold Ave. in Port Charlotte on October 17, 18, and 21st. From medical services to FEMA application assistance, free services were provided to those in need.

HAROLD AVENUE PARK COMFORT STATION
23400 HAROLD AVE, PORT CHARLOTTE, FL 33980
OCTOBER 17 & 18

The Virginia B. Andes Volunteer Community Clinic and Goodwill Community Resource Center are excited to announce a partnership to bring essential resources directly to you. From medical services to FEMA application assistance, we're here to help!

| | |
|--|--|
| VIRGINIA B. ANDES VOLUNTEER COMMUNITY MOBILE MEDICAL CLINIC 9AM TO 4PM | GOODWILL MOBILE COMMUNITY RESOURCE CENTER 9AM TO 2PM |
|--|--|

Our Goodwill Community Resource Center (CRC) in Port Charlotte has experienced staff who can help anyone with damages from the hurricanes apply for FEMA and SBA assistance.

Additional services provided by the Goodwill Community Resource Center include: disaster unemployment technical assistance, job search assistance and internet and website portal navigation. The Resource Center phone number is (941) 255-3884.

The Charlotte County CRC is open 9 a.m.-5 p.m., Monday- Friday and is located inside the Peachland Plaza Goodwill store, 24123 Peachland Blvd, Unit B1, Port Charlotte.

Providing Help in Cape Coral



Amalia Cruz, Goodwill Community Resource Center Coordinator at West Cape.

After Hurricane Ian, I drove through the community to assist people affected by the hurricane. Through the English as a Second Language (ESL) class that I hold at the West Cape Community Resource Center, I heard about a family in the community who were in dire need since the hurricane. It was a family of 5 people (2 kids and 3 adults). Fearing storm damage during Milton, they evacuated to Miami. Due to high winds the electrical system caused a fire, and their house burned down. It was very sad. It was a total loss.

They happened to be there trying to clean up the area with the help of family and friends as I drove through the neighborhood. I had the opportunity to stop by and provide some assistance. I issued community cards for household goods and clothing from Goodwill and provided information about other services and resources that Goodwill offers. I also referred them to United Way 211 for further assistance. To this day, I regularly follow up with them through calls and texts to learn how they are coming along with their recovery.



Fort Myers Beach Assistance

The Goodwill Mobile Unit will be at Fort Myers Beach library on Friday, Nov 22nd, from 9:00am to 1:00pm. Our Mobile Coordinator will be providing information about Goodwill free services and helping those struggling with losses from the hurricanes.

FMB Strong
Hurricane Ian Relief Center
820 Buttonwood, FMB 33931



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

Yes! I want to Transform Lives Today.



Breakfast with the President

We hosted our last Breakfast with the President for 2024 on Thursday, Nov 11th.

Thank you to all the local business leaders who came. Stay tuned for our 2025 dates.

We will always accommodate private tours of our facility. Reach out to Alex Damerell at alexdamerell@goodwillswfl.org to schedule.

2nd Annual Lehigh Acres Career Fair

Goodwill partnered with the East County Library to offer the 2nd Annual Lehigh Acres Career Fair on Friday, October 11th. About 20 local employment and resource partners attended the event at the East County Regional Library located at 881 Gunnery Road in Lehigh Acres.

From left to right: Iris Figueroa, Del Prado CRC Coordinator; Amalia Cruz, West Cape CRC Coordinator; Tim Goodman, Employee Relations Specialist; and Sheila Hernandez, Lehigh CRC Coordinator



Paychecks for Patriots

We attended the Paychecks for Patriots Hiring Event at Next Level Church on Dr. Martin Luther King Jr. Blvd in Fort Myers. This event was open to veterans, their families, and the general public! Over 30 employers were on-site, offering full-time and part-time positions in various industries.

Our Employee Relations Specialist, Tim Goodman, and Yunier Lopez, one of our Mobile CRC Coordinators, shared many of the Goodwill SWFL resources that can help job seekers.



Better Together Job Fair

Goodwill participated in the Better Together Job & Resource Fair at Grace Church in Ft. Myers on Thursday, October 24th. Many attendees got to learn about all the great resources offered through Goodwill's Community Support Services. Yunier Lopez (our Goodwill Mobile Coordinator), Iris Figueroa (our Del Prado CRC Coordinator) & Tim Goodman (our Employer Relations Specialist) were on hand to assist.



Goodwill Community Services

Our Goodwill team was out on, Thursday, October 31st, at a Community Resource Event. Our staff helped 100 attendees learn about the many Goodwill services offered at our Community Resource Centers (CRCs), and about upcoming events.

From left to right: Daisy Barreto, Bonita Springs CRC Coordinator; Yunier Lopez, Goodwill Mobile CRC Coordinator; Iris Figueroa, Del Prado CRC Coordinator, and Tim Goodman, Goodwill's Employee Relations Specialist.



Celebrating 15 Years

Tim Goodman, our Employer Relations Specialist just celebrated his 15th anniversary with Goodwill Industries of Southwest Florida. Tim coordinates the many job fairs that Goodwill hosts throughout the year, and plays a huge role in other community job fairs that we attend to offer support. His networking ability has forged strong community relationships with many local businesses and other nonprofits so that collectively we can support the needs of SWFL.

Celebrating 5 Years

Dawn Bailey, is the Goodwill SWFL Quality Assurance Manager, and she just celebrated her 5th anniversary with us. Dawn is instrumental in making sure our organization is in compliance with all of the rules and regulations for our CARF Accreditation. CARF® International is an independent,

nonprofit accreditor of health and human services programs. Dawn works closely with our Disability Services team, and assists with grant tracking and reporting so that we continue to qualify for much-needed grants to help fund our programs.



MicroEnterprise

MircoEnterprise Fort Myers Class Graduation

The Fort Myers MicroEnterprise class graduated at the Southwest Florida Enterprise Center on Thursday, October 24th. These graduates have joined the many other aspiring entrepreneurs who have completed the six-week small business class, and are one step closer to launching their own small business.



The SWFL MicroEnterprise Institute is a small business program offered by Goodwill Industries of Southwest Florida that provides aspiring small business owners with the skills they need to succeed as entrepreneurs and become more independent.

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](#)

**Third
Federal[®]**
SAVINGS & LOAN

Thank You Third Federal Savings & Loan

Thank you to Third-Federal Savings Bank for the Financial Gift of \$10,000 to support the Southwest Florida MicroEnterprise Institute. Small businesses provide their local economies with new jobs, products, revenue, services and more.

Thank You Bank OZK

We would like to thank Bank OZK for their continued support of the MicroEnterprise program.

Classes in Cape Coral start on February 10, 2025. Sign up now! Contact Sandra Plazas at (239) 995-2106 Ext. 2304, or sandraplazas@goodwillswfl.org to save your seat. Class size is limited, so call today!

[More Information](#)



Left to right is Jeremy Fioravanti, Alysia Ballard, Sandra Plazas, and Harvey Ruiz.

Pathways to Opportunity

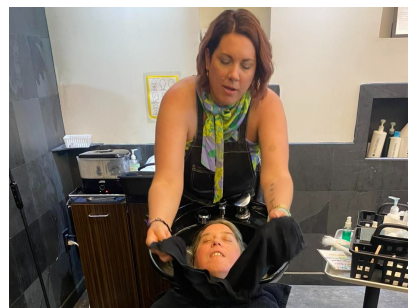
Paul Mitchell Hosts Getaway Days for Pathways to Opportunity

The Paul Mitchell School Fort Myers sponsored participants from Goodwill's Pathways to Opportunity (PTO) Men's and Women's Clubs for two special Getaway Days. On November 1st and November 8th, participants enjoyed an afternoon of pampering and learned about the importance of self-care.



This partnership reflects Goodwill SWFL's ongoing commitment to fostering inclusive opportunities for individuals with disabilities while promoting greater understanding and inclusivity within the community.

Both days of our Participant Getaway Days were a hit! Huge thanks to the talented team at Paul Mitchell The School Fort Myers for pampering our participants and making the day so special.



PTO Advocacy Council Elections

We're excited to announce our Advocacy Council elections! A huge thank you to the Lee County Supervisor of Elections staff for helping our participants develop valuable voting skills. Empowering individuals through education and active participation is what it's all about!



Fleet Feet Fort Myers & Pathways to Opportunity

Our participants had an amazing time at our recent Fleet Feet Fort Myers outing! This event helped kick off our fitness journey as we gear up for next year's Strides for Inclusion 5K!

A huge thank you to Fleet Feet for supporting us in staying active and getting ready for the big race. We can't wait to keep moving forward together!



United Way Brings Birthday Joys to PTO

We are so grateful to United Way of Lee, Hendry and Glades for their generous donation of birthday Lego kits! These amazing kits will be used to make our monthly birthday celebrations for participants extra special and memorable.

With your support, we can continue to bring joy and creativity to every celebration. Thank you for helping us make a difference in the lives of our community!



Kendra Scott Giveback Event

Exciting news! Kendra Scott has given the ladies from Pathways to Opportunity the chance to design a beautiful bracelet called Crown of Opportunity! This special piece will be available on Friday, December 13th in-store from 12-2 PM or online at kendrascott.com.

Don't miss out on this unique way to support and celebrate our Pathways to Opportunity program – get yours while they last!



Huge Thanks for Funding PTO



Scholarships

We want to give a huge shout out to the **Margaret McCartney & R. Parks Williams Charitable Foundation** for funding three scholarships for Pathways to Opportunity. Thank you for your charity and support.

PTO Giving Tree Fundraiser

As the holiday season approaches, we invite you to make a meaningful impact in the lives of our participants by joining our Holiday Giving Tree initiative. This year, we're hoping to provide each of our participants with a special gift, and with your help, we can make this holiday season truly memorable for them.

Through our Holiday Giving Tree, you can select items from our Wishlist to purchase for our participants. Each gift will go directly to one of our participants, bringing joy and a sense of celebration to them during the holidays.

PATHWAYS TO OPPORTUNITY
EST. 2014

GIVING TREE FUNDRAISER

**YOU ARE INVITED TO SHARE THE HOLIDAY GIVING SPIRIT.
BY TAKING A TAG FROM OUR PTO TREE TO BLESS
PARTICIPANTS WITH NEW, UNWRAPPED GIFTS**

OCTOBER 1 - DECEMBER 16

**JUST PURCHASE THE GIFT, SECURE
THE SELECTED TAG TO THE GIFT AND
RETURN TO PTO OR A TEAM MEMBER
BY MONDAY DECEMBER 16, 2024**

**GIFTS WILL BE HANDED OUT AT OUR
ANNUAL CHRISTMAS PARTY**

FOR MORE INFO CALL (239) 823-1625

Thank you for being the difference!

How to Participate:

1. Review our Wishlist and choose one or more items to gift: [Pathways to Opportunity Participant Holiday Wishlist](#)
2. If you prefer to purchase items in person - please call 239-823-1625 and we can provide you with a tag for a participant.

All items must be delivered to Pathways to Opportunity, 5100 Tice Street, Fort Myers, by **December 16th**. *Please feel free to share with anyone who may want to help us make this holiday season a success!*

Your contribution will help us ensure that each participant has a reason to celebrate. Thank you for your kindness and support!

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](#)

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.

**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



Events

Goodwill Industries of Southwest Florida and the Sidney & Berne Davis Art Center (SBDAC) presents the 18th Annual Festival of Trees, December 5, 2024 through December 8, 2024. This annual fundraiser benefits both community nonprofits, and has become a holiday tradition in Southwest Florida for thousands of families.

The 4-day event ushers in the holidays at the SBDAC located at 2301 First Street in the River District of Fort Myers. Throughout the Festival of Trees event, the public can view the beautifully decorated trees, purchase raffle tickets, and vote for their favorite trees. On Sunday, people wait in anticipation to see if their ticket is called as a winner of one of the trees.

Tickets to the event can be purchased in advance at: <https://www.sbdac.com/>. For Festival of Trees 2023 at a Glance visit: fortmyersfestivaloftrees.com

Experience the beautifully decorated trees and Holiday fun!

2024 FESTIVAL OF TREES

BENEFITTING: SIDNEY & BERNE DAVIS ART CENTER

PRESENTED BY: Goodwill Industries of Southwest Florida, Inc. and Publix Super Markets Charities

| ENTERTAINMENT | TREE VIEWING TIMES: | TREE RAFFLE TICKETS: |
|---|-------------------------------|-----------------------------------|
| FRIDAY 12/6 7pm: Wreath Lighting 7:30pm - 10pm: the Nowhere Band | Thursday 12/5: 11a-9p | \$10 each or 3 for \$25 |
| SATURDAY 12/7 10am - 2pm: Santa's Block Party 7:30pm - 10pm: Santa's Rooftop Party | Friday 12/6: 11a-10p | 10 for \$50 • 25 for \$100 |
| | Saturday 12/7: 10a-10p | Raffle Drawing: |
| | Sunday 12/8: 11a-6p | Sunday 12/8 at 5pm |

SPONSORED BY: ONEDIGITAL, THE HOME DEPOT, Suncoast Credit Union, TWO MEN AND A TRUCK, wellcare, City of Fort Myers

For more information visit:
FORTMYERSFESTIVALOFTREES.com

239.333.1933
2301 First St.
Fort Myers, FL 33901

Festival of Trees 2024 Presenting Sponsor

A huge THANK YOU to Publix Super Markets Charities who is this year's presenting sponsor with a financial gift of \$17,500 to help make our 18th Annual Festival of Trees possible.

THANK YOU



PUBLIC SUPER MARKETS
CHARITIES



Retail News

With Gratitude at this Time of Year

Goodwill Industries of Southwest Florida is profoundly grateful for our donors and shoppers. We could not positively impact the lives of about 25,000 people each year without your support.

We wish you and your family a wonderful Thanksgiving Day. Our stores will be closed on Thursday, November 28th, so that our employees can enjoy Thanksgiving with their friends and families. Thank you for your understanding, and we look forward to seeing you on Friday, November 29th for our HUGE Black Friday Sale!!!



Nov. 29th
BLACK FRIDAY SALE
Goodwill 
Doors Open at 8 am

50% OFF
Donated Goods*

20% off **Special Purchases**
New Mattresses*

*Sale is good at SWFL Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties. Some exclusions may apply. 50% off and 20% off discount does not include doorbuster items or new goods food and beverage items.

Specialty Stores Sales: Goodwill Outlet on Tice - 20% off entire purchase*
Ave Maria blue Boutique - 50% off Donated Goods, and 20% off Special Purchases.

Look for Doorbuster Savings!

29 de Noviembre
Venta de viernes negro
Goodwill 
Las puertas abren a las 8 am

50% de descuento
En Bienes Donados.*

20% de descuento
en compras especiales y colchones nuevos.*

Ventas de tiendas especializadas:
Goodwill Outlet en Tice: 20% de descuento en toda la compra*
Centro de Fort Myers y Ave Maria Boutique azul ?
50% de descuento en bienes donados y 20% de descuento en compras especiales.

Busca nuestro ¡Ahorros de Doorbuster!

La venta es buena en SWFL Goodwill Retail & Donations Centers en los condados de Lee, Collier, Charlotte, Hendry.
*Es posible que se apliquen algunas exclusiones. El 50% y el 20% de descuento no incluyen artículos Doorbuster ni artículos nuevos, alimentos y bebidas.

Don't miss the GOODWILL BLACK FRIDAY SALE!

It's the BIGGEST one-day sale day EVER! Doors Open extended hours from 8 am to 9 pm.

50% off - ALL DONATED GOODS
50% off at blue BOUTIQUES
20% off - NEW GOODS
20% off - NEW MATTRESSES
20% off at GOODWILL OUTLET

PLUS, watch for special DOORBUSTERS with HUGE savings!

DOOR BUSTER SAVINGS

BLACK FRIDAY SALE



November 29th

Goodwill 

Doors Open at 8 am - 9 pm



Presto Cold Brew
Black Friday Price **\$9.99**
Amazon Price _____ \$34.98



Krebs Christmas Ornaments
Black Friday Price **\$5.99**
Amazon Price _____ \$19.99 and up



Assorted Bed Sheets
Twin/Full Black Friday Price **\$12.99**
Queen/King Black Friday Price **\$14.99**
Amazon Basic Brand all sizes \$29.99-\$38.99



Bamboo Pillows:
Standard and King
Black Friday Price **\$14.99**
Amazon Price \$24.99

Bamboo Mattress Pads:
Black Friday Price All Sizes **\$16.99**
Amazon Price all sizes \$39.99-\$59.99

Sale is good at SWFL Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties.* Some exclusions may apply.
50% off and 20% off discount does not include Doorbuster items or new goods food and beverage items.

November 29, 2024



BLACK FRIDAY SALE

Ave Maira blue Boutique
Doors Open 9 am Close 6 pm



50% off Donated Goods*

20% off*

Special Purchases

*Sale is good at SWFL Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties. Some exclusions may apply. 50% off and 20% off discount does not include Doorbuster items or new goods food and beverage items

Look for Doorbuster Savings!

OUTLET CENTER



BLACK FRIDAY SALE

Goodwill Outlet Center Sale
November 29, 2024
8 am - 6 pm

20% off

Entire Purchase today Only!

This Sales event is only at the Goodwill Outlet Center
(5100 Tice Street, Fort Myers, FL 33905)

Cannot be combined with any other sales or promotion.

*Excludes new goods food and beverage items.

www.goodwillswfl.org

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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.



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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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