



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

We're an ENPY Awards Finalist!

We're honored to share that Goodwill Industries of Southwest Florida has been named a finalist in the prestigious ENPY Awards, presented by the Community Foundation!

Out of 517 nominees across 24 categories, our organization has been recognized among the region's most impactful nonprofits—an incredible testament to the work we do and the lives we touch across Southwest Florida.

The ENPY Awards celebrate excellence in the nonprofit sector, spotlighting changemakers from Marco Island to Sarasota, Fort Myers to Cape Coral. This year's red carpet ceremony will be televised and sold out, bringing well-deserved attention to the organizations shaping our community's future.



We're proud to stand alongside so many inspiring leaders and nonprofits—and grateful to be part of a moment that honors the heart of Southwest Florida.

Stay tuned for the big event on December 2nd—and thank you for being part of our journey!

Port Charlotte Digital Learner Earns Free Laptop

Julie McCalmont, one of our Kings Highway Goodwill employees, just

COMMUNITY RESOURCE CENTER

Connecting You to Services and Opportunities!



earned a free laptop at our Port Charlotte Community Resource Center. She completed 8 NorthStar certificate programs to qualify.

Julie said she is so excited because her old computer died and she didn't have a computer at home.

Aetna Donates \$35,000 to Support Senior Outreach at Select Goodwill Stores

We are proud to announce a new \$35,000 sponsorship from Aetna to provide valuable Medicare information and resources to seniors shopping at select Goodwill stores in Southwest Florida.



Every Wednesday, Goodwill shoppers aged 55 and older enjoy a 20% Senior Discount. Through this new partnership, Aetna representatives will host information tables at a number of Goodwill locations, offering guidance on Medicare options and health resources and adding a meaningful touch to the weekly shopping experience.

The year-long sponsorship, running from October 2025 through October 2026, includes Aetna's presence at the following Goodwill stores:

Naples: Pine Ridge, Heritage Bay, and Naples Park
Fort Myers: Page Field and Island Park
Cape Coral: West Cape
Port Charlotte: Kings Highway

Aetna will also partner with Hatton B. Rogers Retirement Community (a Goodwill Housing Services property) to host educational events for residents, and will participate in Goodwill's Mobile Community Resource Center events and at Goodwill sponsored Job and Resource Fairs in Collier and Charlotte Counties.

A portion of the sponsorship supports Goodwill's Greatest Needs Fund, which helps sustain vital community programs. Seniors who visit the Aetna tables will also receive a special discount code as part of this partnership.



Tommy Bohannon Gifts PTO Nearly \$5K to Support the Pathways Birdies

Tommy Bohannon made a \$4,880 gift for the Pathways Birdies - PTO's golf club for individuals with disabilities. The participants, themselves, created this social group forged by the love of the game of golf. Support for Pathways Birdies enabled the purchase a putting green for practice sessions, and recently added a golf simulator.

We celebrated our 2025 Fort Myers Festival of Trees tree designers with our annual Jingle Mingle. Jingle Mingle is where we explain the process of tree delivery, so the designers can make sure their tree design arrives intact. This year, we hosted the event at Cafe blue downtown Fort Myers with a wine & paint event thanks to Israel Alpizar from the Sidney & Berne Davis Art Center.



"If you are inspired by the services we provide our SWFL community and would like to get involved in transforming lives, contact, Ashley Price, Director of Development, at ashleyprice@goodwillswfl.org.

Yes! I want to Transform Lives Today.



Goodwill Sponsors Job & Resource Fair at the Franklin Park Elementary School

Goodwill sponsored a Job & Resource Fair at Franklin Park Elementary School on Tuesday, October 14th. This evening event was only 2 hours long, but 139 attendees participated, along with 14 business partners.

Thank you Goodwill Board Member, Memi Whitehead, who stopped by to show her support! She

met some of our key sponsors & business partners.



Goodwill Shares Resources with Students at Cape Coral Technical

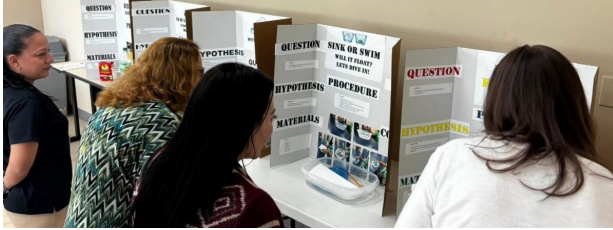
Our team was out at the Cape Coral Technical College Job Fair on October 1st! Approximately 300 Students attended & Goodwill provided great Community Support Services resource information for approximately 52 students who visited our table. Thank you to Amalia Cruz, our West Cape CRC Coordinator, and Tim Goodman our Employer Relations Specialist.



Pathways to Opportunity

S.T.E.M. in action at PTO's First Summer Science Fair

PTO's inaugural S.T.E.M. Summer Science Showcase got participants excited about showcasing their science knowledge. Goodwill internal staff got a chance to see the projects in person and vote on their favorites. Photos of all 6 projects were also shared on Facebook for the public to vote virtually.



Quarterly Advocacy Council Winners

Each quarter, participants in our PTO program get the chance to run for office in Advocacy Council class, and their peers cast their votes on a real voting day! Thanks to our good friends at Lee County Elections we are able to use actual voting machines, signs, and equipment right here in our building, giving everyone a hands-on experience with the real voting process.

This activity not only builds confidence and leadership skills but also gives our participants a voice, allowing them to make decisions, represent their peers, and experience the importance of civic engagement firsthand here at PTO.

□□ Banking on Cash Flow: Tools for Business Success □□

Goodwill's MicroEnterprise Institute is sponsoring a free empowering workshop designed to give small business owners and starting entrepreneurs the financial tools and strategies to grow your business with confidence! □

- Wednesday, October 22nd
- 6:00 PM – 8:30 PM
- SWFL Enterprise Center, Fort Myers

- Free Event
- Networking Opportunities
- Practical Tools for Business Success

- Reserve your spot today! Call 239.995.2106 ext 2304 or email sandraplazas@goodwillswfl.org

Banking on Cash Flow: Tools for Business Success

Wednesday, October 22nd

6:00p - 8:30p

SWFL Enterprise Center

3903 Dr. Martin Luther King Jr. Blvd

Fort Myers, FL 33916



Sponsored by: Goodwill Microenterprise Institute & Fifth Third Bank

***To save your spot, call Sandra Plazas to register
239.995.2106 ext 2304 or email sandraplazas@goodwillswfl.org***



**Southwest Florida
MICROENTERPRISE**



Free Event | Networking Opportunities | Practical Tools

Individuals thinking about starting their own business, but need some mentoring, are invited to apply to the Goodwill Southwest Florida MicroEnterprise Institute. Class meets Mondays & Thursdays in Charlotte, Lee & Collier counties and we offer a virtual class annually.

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.

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](#)

Community Services

Free Ongoing Classes Offered by Goodwill

Citizenship Classes

Del Prado Goodwill CRC (3226 Del Prado Blvd., Cape Coral)

Tuesdays from 10:00am to 12:00pm. 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.

West Cape Goodwill CRC (1499 SW Pine Island Rd., Cape Coral)

Wednesdays from 1:00pm - 4:00 pm: this class aims to help applicants gain greater mastery and knowledge of USA civics, history, and government. It also allows them to practice all the information documented in Form N-400 to do a great interview. Finally, as a result obtain the citizenship certificate. Call (239) 402-7797

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 For more information contact Hilda (Fort Myers) at Office: 239-995-2106 Ext 3015 or 2312, Cell phone: 239-710-2602 , 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 to locate the nearest Goodwill Community Resource Center and get started today!

Senior Planet Classes

Technology learning for Older Adults (intended for adults ages 60 and older). Join these free conferences, workshops, and courses from Senior Planet and AARP are offered weekly at our CRCs. These classes help older adults use technology to learn new skills, save money, stay fit, and make new friends. Contact angelahemstreet@goodwillswfl.org.

FREE AI Essentials Coursera Certification

No Cost On-Line Coursera Certification Course in AI Essentials is available at Goodwill Community Resource Centers in Southwest Florida. If you are a job seeker and want to have the cutting edge on the competition, sign up for this free on-line Professional Certification. Visit <https://goodwillswfl.org/crc> for a list of Goodwill CRC locations, or call (239) 995-2106 Ext. 2226 to be directed.

English Classes

Goodwill offers free English Classes Every Monday 1pm To 3pm and Every Thursday 10am to 12pm at our Fort Myers CRC, located at 5100 Tice Street. For more information Please Call Hilda at 239-995-2106 Ext 3015

Visit our Website

Earn Your Certification in Google AI Essentials

Enhance Your Skills with the Free Google AI Essentials Course

Employers are increasingly using AI for everyday tasks, making knowledge of generative AI a valuable skill in the workplace. As a Goodwill friend, you now have access to the online Google AI Essentials course at no cost through a partnership with Google.

Whether you want to boost your resumé, improve your earnings, advance in your field or become more productive, AI skills can help. For more information and to enroll, please visit the Goodwill Community Resource Center nearest to enroll.



CRC Locations

Google AI Essentials Training
Course Registration



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.

HAPPY ANNIVERSARY!

October Notable Anniversaries

Stephan Lee, RETAIL PROCESSOR, 10 years on October 29th.

Anthony Gonzales, MATERIAL HANDLER II, 5 years on October 1st.

Ashley Price, DIRECTOR OF DEVELOPMENT, 5 years on October 1st.

Amanda Lynch, RETAIL PROCESSOR, 5 years on October 5th.

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

Retail News



Community Appreciation Day!
Día de reconocimiento comunitario

Goodwill

Saturday, October 18th
Sábado 18 de octubre

40% OFF
DONATED GOODS
40% de descuento en Artículos Donados

Bonita Springs
11601 Bonita Beach Rd
Bonita Springs, FL 34135

Towne Centre
3759 E Tamiami Trail
Naples, FL 34112

North Cape Coral
2040 NE Pine Island Rd
Cape Coral, FL 33909

**40% off donated on
Saturday, October 18th!**

These 3 stores ONLY:

**Bonita Springs - 11601 Bonita
Beach Road**

**Towne Centre - 3759 E. Tamiami
Trail, Naples**

**North Cape - 2040 NE Pine Island
Road, Cape Coral**

Stores are open from 9am to 8pm

**40% off donated on
Saturday, October 25th!**

These 3 stores ONLY:

**Plantation - 13500 Plantation Rd.,
Fort Myers**

**Egrets Crossing - 4951 Santa
Barbara Blvd., Naples**

Island Park - 16523 Island Park,
Fort Myers

Stores are open from 9am to 8pm

Community Appreciation Day!

Día de reconocimiento comunitario



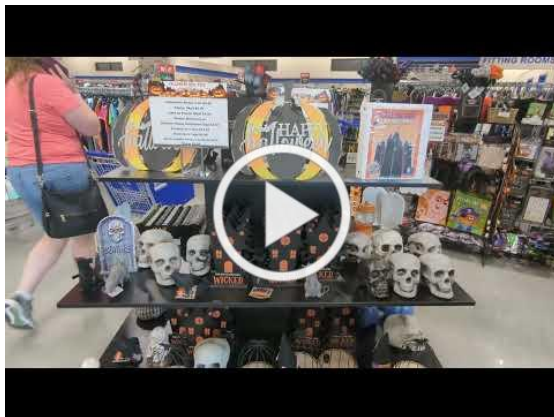
Goodwill

Saturday, October 25th
Sábado 25 de octubre

Plantation
13500 Plantation Rd.
Fort Myers, FL 33912

Egrets Crossing
4951 Santa Barbara Blvd
Naples, FL 34101

Island Park
16523 Island Park Rd
Fort Myers, FL 33908



ONLY 2 More Weeks till Halloween! Visit Goodwill's Halloween BOO-Teek for costumes and more

There are only two more weeks until October 31st!

Shop Goodwill's Halloween BOO-TEEK for great prices on costumes, or DIY one for less. Let the Halloween thrift hauls begin ☐ What's first on your thrift list?

[Store Locator](#)

Enjoy Café blue!

Have you seen our new book, vinyl and media section at Cafe blue? You can buy art there too. Stop in for a new book. Check out our vinyl records and CDs, and of course delight in one of our delicious baked goods and flavorful coffees. Cafe blue is downtown Fort Myers at 2277 First Street.





**Look For Our
NEW Seasonal Hours
Starting
November 2nd
Open Daily
9:00 am - 8:00 pm**

New Seasonal Hours Beginning Nov 2nd

Beginning Sunday, November 2nd, all Goodwill SWFL retail and donation centers will be open daily from 9am to 8pm.

That means our Sunday shoppers will not have to wait until 10am to get those new color of the week tags and the \$1.99 sale items.

Remember, clocks turn back this fall on Sunday, November 2, 2025, at 2:00 a.m. and Daylight saving time ends!

Events

19th Annual Festival of Trees

Mark your calendars for the best Holiday Event in Southwest Florida. This four-day fundraiser from Thursday, December 4th through Sunday, December 7th, is supporting Goodwill Industries of Southwest Florida and the Sidney & Berne Davis Art Center.

\$2 Entry fee to come in and see this year's beautifully decorated trees and vote for your favorites. Winners will be announced on Sunday, Dec 7th - or bring a new toy or stuffed bear for free entry. The toys will be brought to the Golisano Children's Hospital and the SWFL Children's Network after the event.

There is a whole line-up of activities: Thursday night, enjoy a wine & paint event, Friday night enjoy a free concert with the Ben Allen Band, Saturday from 10am to 2pm is Santa's Block Party. Santa will arrive by firetruck at 10am. For a full list of events and tickets, visit [Fort Myers Festival of Trees](#)

All the fun will be held at the Sidney & Berne Davis Art Center at 2301 First Street, Fort Myers.



2025 FESTIVAL OF TREES

BENEFITTING: JONET & DEBIE DAVIS ART CENTER

PRESENTED BY: Goodwill Industries of Southwest Florida, Inc. and PUBLIX SUPER MARKETS CHARITIES

ENTERTAINMENT

FRIDAY 12/5
7pm: Wreath Lighting
7:30pm - 10pm: Ben Allen Band

SATURDAY 12/6
10am - 2pm: Santa's Block Party
7:30pm - 10pm: Santa's Rooftop Party

TREE VIEWING TIMES:

Thursday 12/4: 11a-9p
Friday 12/5: 11a-10p
Saturday 12/6: 10a-10p
Sunday 12/7: 11a-6p

TREE RAFFLE TICKETS:

\$10 each or 3 for \$25
10 for \$50 • 25 for \$100
Raffle Drawing:
Sunday 12/7 at 5pm

SPONSORED BY:

ONEDIGITAL, Suncoast Credit Union, TWO MEN AND A TRUCK, THE HOME DEPOT, ALESSIO DEVELOPMENT FL, LLC, CHRIS TEL CONSTRUCTION, LEE COUNTY ELECTIONS, FORTMYERS

For more information visit:
FORTMYERSFESTIVALOFTREES.com

239.333.1933
2301 First St.
Fort Myers, FL 33901



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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