



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.

Meet one of our Breakthrough Winners

Breakthrough Graduate of the Year Chevone Peterson

“Our first business idea, my husband and I, we were looking to open up a group home because we’ve always, always, always wanted to service the community, and especially with individuals with disabilities,” says Chevone Peterson. “But, I had no idea on how to run a business, what to do for a business, what it is that I need for a business... So, going through MicroEnterprise, showed me how to set up my business plan.”

“Chevone Peterson completed our class number 18 in 2013,” explains Sandra Plazas, the Goodwill Director of Community Education, “Throughout the six weeks, she developed a feasibility plan to help her launch this business.”

“As I got into it, and as I got into MicroEnterprise, and understanding what it is that I was seeking,” explains Chevone, “I understood that I wanted to do more than just a group home.”

“There was a need in the community that was not being met,” says Sandra, “and she decided to open up, as part of her original business, a nonemergency transportation service for individuals with disabilities.”

“A transportation provider shutdown, and now we have one major transportation provider in this area, but they were running slammed,” explains Jessica Tursi, Goodwill Director of Disability



“All the waiver support coordinators were saying, ‘Hey, since you are servicing all these people, why don’t you try transportation?’ I was like, Oh, OK,” explains Chevone. “Oh-my-gosh, that was like a life-changing idea.”

“It’s been amazing because a lot of our folks that ride with them, wouldn’t have any other way to come here if it wasn’t for them,” says Jessica.

“I love, love, love the individuals that we serve,” explains Chevone, “because if they are having a bad day, you can turn it around to a happy day. And, they just love you, and they say thank you - all the time.”

“In speaking with Chevone recently, she did tell me that she has more business than she’s ever imagined,” says Sandra. “And with that, she is constantly busy and also able to hire more

Services. "They were finding it hard to get help. They needed to find more buses because the demand in the area was so much higher. So, when we reached out to Sandra to see if there was someone who graduated from MicroEnterprise who could help, she gave us some contact information, and we reached out."

employees, which is another really great opportunity with small business, because they hire local folks which helps our local economy."

"Yes, we are looking to expand, expand, expand," says Chevone, "and, who knows, we may be the next LeeTran."

Mission Moments

Summer Nights of Opportunity Fashion & Talent Show

We hosted the inaugural Pathways to Opportunity's Summer Nights of Opportunity Fashion and Talent Show at the Sidney & Berne Davis Art Center on July 22nd.

About 40 participants were involved in the event, making up five classes. Each class received \$100 to select and purchase merchandise from Goodwill in order to dress themselves, or their models for the runway.

Mayor Kevin Anderson joined in the fun and was one of our models for the event. All proceeds went to support increased participant community and event outings, program expansions, and supplies for hands-on training and learning.



Goodwill SWFL's Pathways to Opportunity Program is an adult training program for individuals with intellectual and developmental disabilities. The five-day-a-week program features classes focused on breaking limitations by teaching crucial life skills such as financial literacy, digital skills, self-advocacy, cooking, navigating public transit, and more while having fun!

Goodwill Industries of Southwest Florida is committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.

DONATE [HERE](#) TO SUPPORT OUR MISSION



Mandela Washington Fellowship Service Day

FGCU is hosting a team of 25 young leaders from Africa this summer for six weeks. On the Mandela Washington Fellowship Service Day, they visited the Goodwill Opportunity Center. During their visit, they learned about Goodwill's Community Services and spent time serving at Pathways to Opportunity. Each participant in this program is specifically here to learn about community engagement efforts in SWFL and they each have project ideas for their home



Goodwill Employees Learn ESL to Get Ahead

Goodwill Employees are offered English as a Second Language (ESL) classes as a perk for employment through the GIVE program (Goodwill Investing in Valued Employees). These employees are making an effort to learn English in order to open doors to more opportunities. They celebrated their achievements with a ceremony and cake.



Healthcare Navigation Review

We had visitors from the Health Planning Council. The Health Planning Council administrates our contract to provide awareness of and assistance with applications for health coverage through the Affordable Care Act. Nikia Gates and Mokina Castro made a site visit to take a look at the places we provide these services and got a tour of our mobile Goodwill CRC. Nikia Gates (Program Manager, FCK & Families Navigator Project from the College of Public Health of the University of South Florida) manages the grant at the State Level, and Monika Castro is the Navigator Program Director.





Breaking the Digital Divide

Goodwill's Giancarlos Castano attended the Back-to-School event at the Grace Church in Naples. As Digital Navigators, Goodwill SWFL's Community Resource Center coordinators help eligible families acquire free home internet and technology through the FCC Affordable Connectivity Program (ACP). We are helping to break the digital divide here in SWFL. ACP provides free (or low-cost) home internet, and \$100 toward technology from participating providers.



Visit any Goodwill Community Resource Center to see if you qualify for the ACP program.

CRC locations

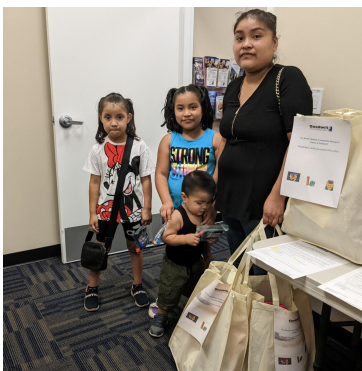


Lee Health Family Event

Our Mobile Goodwill Community Resource Center (with Goodwill Grant Writer, Brenda Perino and Mobile CRC coordinator, Giancarlos Castano) was out at the Lee Health Family event spreading the word about the Affordable Connectivity Program (ACP). We are helping eligible families get connected to in-home internet through this FCC program that helps low-income families get internet at home.

Bonita Springs Back-to-School Event

We hosted a Back-to-School event at our Bonita Springs Community Resource Center (CRC). During the event, we gave away bags of school supplies and had a chance to get information out to the Bonita Springs community about our free services and training - including assistance applying for the Affordable Connectivity Plan (ACP).



Lehigh Back-to-School Event

Our Lehigh Goodwill Back-to-school event. Nearly 500 backpacks were given out to the community. Lee County Sheriff's department, Lee County Fire Department, LPT Realty with the PLG Team, Gwyn Education, House of Protein, and face painting by www.FloridaClown.com were all out supporting the community with lots of giveaways and more!

Changing Lives

"He was very isolated and came into the center to talk to us. He found out we offer free computer training and job help and became excited and much more animated. "They (another agency) are pushing him to retire, but he is not ready to, and wants to leave but needs another driver job. We referred him to SunSeekers and he had two interviews and is on a path to being offered a full-time driver position. He has also been learning the parts of a computer, how to use email, and how to type, and is absolutely thrilled. We

have never seen anyone so excited and grateful to us and the Center here. It is amazing. He comes every day now and he keeps raving about how thankful he is that we are here."
- Goodwill Charlotte County CRC coordinator.

Community Resource Center

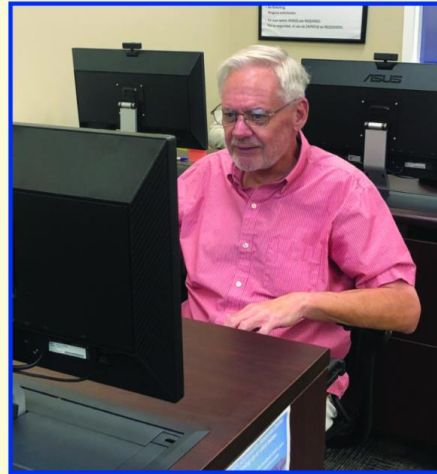


Opportunity Accelerator™

The Next Step Forward

“Without you three ladies I would be dead in the water. This place is an absolute God-send. It is amazing. Every person I spoke to made me feel wonderful.”

- William Borst,
Charlotte County
Digital Skills Learner



For CRC Locations and Schedules visit:
www.goodwillswfl.org/crc-locations



To get assistance at a Goodwill Community Resource Center, visit <https://goodwillswfl.org/CRCLocations>



United Way Community Partner

Goodwill Industries of Southwest Florida received \$122,400 from the United Way of Lee, Hendry, and Glades Counties to support Goodwill Community Resource Centers and the Mobile CRC. There are Goodwill CRCs in Fort Myers, Cape Coral, Lehigh



United Way of Lee, Hendry, and Glades

Acres, Bonita Springs, LaBelle & Clewiston that serve thousands of people annually with free training and workforce development.

\$50,000 Grant from the Golisano Foundation to expand Life Skill Series

Pathways to Opportunity program for adults with disabilities is pleased to announce it has received a grant of \$50,000 from the [Golisano Foundation](#) to expand its Life Skill Series. The Golisano Foundation is one of the nation's largest foundations dedicated to supporting programs for people with intellectual disabilities.

Goodwill's Life Skills series allows young adults to experience the program over one to two weeks which involves classes focused on communication, community safety, transportation training, and performing arts.

Gift from the Allegretti Foundation

Goodwill SWFL received a financial gift from the Fred & Jean Allegretti Foundation to support the Lee County Goodwill Community Resource Centers in Fort Myers, Cape Coral, Lehigh Acres & Bonita Springs.

CONGRATULATIONS TO OUR

2023 GPA GrantSummit Scholars

Alisa Reich, Sharilyn Williams, Elizabeth Forster, Allison Harrison, Veronica Kulon, Gayla Rawlinson Maynard
GPF Unrestricted Scholarships

Dan Dillard
GPA Arkansas Chapter

Lisa Mistic, Nataly Routledge
GPA Dakotas Chapter

Debi Chedester
GPA Central Virginia Chapter

Brenda Perino
GPA South Florida Chapter

Mark Peiffer
GPA DC Metro Chapter

Cynthia McGuinness
GPA Georgia Chapter

Brody Terry
Dr. Bev Browning & Bernard Turner
African American Professional
Scholarship

Grant Professionals Association.

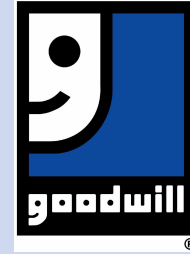
Grant Professionals Foundation.

Our Grant Writer, Brenda Perino, was selected as one of the 2023 Grant Professionals Association Grant Summit Scholars. She will be attending the National Grant Summit in November thanks to a \$1,595 financial gift from the association based on a grant that she submitted.



We received \$6,000 from Goodwill Industries International (GII) for the

Danaher Foundation Landfill Diversion Data Study to determine how many pounds of goods are donated and how many pounds are kept out of our landfills.



Supporting MicroEnterprise



Cape Coral Supports Small Business

Goodwill SWFL received a \$40,000 grant from The City of Cape Coral Community Development Block Grant (CDBG) to support the SWFL MicroEnterprise Institute. Cape Coral is a supporter of small business creation and how small businesses adds to the local community through diversity and job creation.

Wells Fargo Supports Small Business Development

Goodwill's MicroEnterprise program received a \$15,000 financial gift from Wells Fargo to support the small business development program. MicroEnterprise is a six-week course that enables low to moderate-income individuals to learn directly from industry experts and assists aspiring entrepreneurs in developing a feasibility plan that enables them to see if their idea can make money. To date, more than 500 local small businesses have launched through the MicroEnterprise Institute.

The Wells Fargo logo, consisting of the words 'WELLS' and 'FARGO' in a bold, white, sans-serif font, stacked vertically on a red background with a yellow horizontal bar at the bottom.



First Citizens Bank Supports Entrepreneurs

We received a financial gift from First Citizens Bank to support the MicroEnterprise Institute. This program assists aspiring SWFL entrepreneurs who typically fall in the low-to-moderate income bracket, or are disadvantaged in some way (including unemployed or underemployed).

Retail News

VIP Perk Pre-Labor Day Sale
50% off donated, 25% off donated at blue boutiques

PRE-Labor Day

Goodwill 

- VIP PERK -
Pre-Labor Day Sale!

Sat, August 26, 2023

50% OFF

Donated Goods*

25% off at Downtown Fort Myers blue and Ave Maria blue Boutiques
Excludes: Fine Art/New Goods and Special Purchases
*Sale excludes: New Goods/Special Purchases, Goodwill Outlet Center
Cannot be combined with any other sales promotions. Sale valid at Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties. For store listing: www.goodwillswfl.org/locations

PRE-Labor Day

Goodwill 

- VIP PERK -
Venta de días anteriores al parto

Sábado, 26 de agosto de 2023

50% de descuento

de los artículos donados*

INCLUIDO EN VENTA: 25% de descuento
Centro de Fort Myers azul y Ave María azul Boutiques
*La venta no incluye: Domingo/Lunes \$1.49, Bienes Nuevos/Compras Especiales, Centro Outlet Goodwill, No puede combinarse con ninguna otra promoción de ventas. Venta válida en Goodwill Retail & Donations Centres en Lee, Collier, Charlotte, Hendry Condados. Para listado de tiendas: www.goodwillswfl.org/locations
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Goodwill Labor Day Sale

50% off all donated at all Goodwill retail stores, and 25% off donated at the blue boutiques (excluding fine art) on Labor Day, September 4th.

Labor Day



Labor Day Sale!
Monday,
September 4, 2023

50% OFF DONATED GOODS*

 **Save 25% off DONATED GOODS***
at Downtown blue & Ave Maria blue Boutiques (Excluding: Fine Art, New Goods/Special Purchases)
*Sale excludes: New Goods/Special Purchases, Goodwill Outlet Center, Cannot be combined with any other sales promotions.
Sale valid at Goodwill Retail & Donations Centers in Lee, Collier, Charlotte, Hendry Counties. For store listing: www.goodwillswfl.org/locations

Goodwill Halloween BOO-Teek!

Come shop the Goodwill BOO-Teek for amazing costumes at a great price



Job Fairs

Goodwill Port Charlotte Job Fair

We hosting a Port Charlotte Job Fair on Thursday, August 24th from 10 am - 1 pm at the Goodwill Community Resource Center located inside the Kings Highway Goodwill at 24123 Peachland Blvd. Meet with many local companies looking to hire all at one event.

Career Fair

Thursday, August 24th
10:00 AM - 1:00 PM
Goodwill Community Resource Center
24123 Peachland Blvd. | Port Charlotte, FL 33954

Vendors Planning To Attend

Sponsors

Join Our Employability Skills Workshop!
Need help with your resume, interview tips, or practicing a mock interview?
Contact (841) 255-3884.

Port Charlotte CRC
24123 Peachland Blvd. | Port Charlotte, FL 33954
August 23rd, 2023
10 AM - 3 PM

Feria De Empleo

Jueves, 24 De Agosto
10:00 AM - 1:00 PM
Centro De Recursos Comunitarios De Goodwill
24123 Peachland Blvd. | Port Charlotte, FL 33954

Empresas Planeando Venir

Patrocinadores

¡Únete A Nuestro Taller De Empleabilidad!
¿Necesita ayuda con su curriculum, consejos para entrevistas, o practicar una entrevista simulada?
Contacto (841) 255-3884.

Port Charlotte CRC
24123 Peachland Blvd. | Port Charlotte, FL 33954
August 23rd, 2023
10 AM - 3 PM

Classes

Fort Myers Small Business Class

Individuals who are thinking about starting their own business and have not developed a plan to guide their start-up or strengthen an existing business can attend Goodwill's SWFL MicroEnterprise Institute, scheduled for October 2nd - November 9th.

The MicroEnterprise Institute is a six-week training program to help emerging entrepreneurs start new ventures and grow small businesses. Graduates will complete a feasibility plan and management training course, working with mentors who are successful businesspeople, and hear from subject matter experts in areas of accounting, legal marketing, insurance, and funding.

Classes will be held on Monday and Thursday evenings from 6-9 p.m. at the Kleist Community Room at Hodges University, located at 4501 Colonial Blvd. in Fort Myers. To apply, please visit www.goodwillswfl.org/microenterprise, or call (239) 995-2106, extension 2215.

For additional information, email AprilWilliams@Goodwillswfl.org

Launch Your Own Business

Be Your Own Boss

Classes Starting

October 2 - November 9, 2023

Class location:

Hodges University
Kleist Community Room
4501 Colonial Boulevard
Fort Myers, FL 33966

Class meets
Monday and Thursday evenings
6 pm - 9 pm



For more information and to register, visit:
www.goodwillswfl.org/microenterprise

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

- **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	Truist
Bank United	City of North Port	First Citizens Bank	TD Bank Foundation
Bank OZK	Comerica Bank	Regions Bank	Wells Fargo Bank
Charlotte State Bank	Fifth Third Bank	Synovus	Zonta Foundation of SWFL
City of Cape Coral			

Goodwill Industries of Southwest Florida is committed to serving people with disabilities and disadvantages by offering life-changing opportunities to achieve independence.

Get your SafeStaff Foodhandlers Certificate with this 2-week course offered Sept 18 - 29th from 9 am - 1 pm at the Pine Manor Culinary Training Kitchen. Call today to save your seat at (239) 995-2106 Ext 2304.



Pine Manor Improvement Association
"Neighbors Helping Neighbors"



Turn Cooking Into A Career!

2 Week Culinary Class with a Class Fee of \$25

Earn Your SafeStaff Foodhandler Certificate!

Class Starts September 18 - 29, 2023
9:00 AM - 1:00 PM (Daily)



Find application online at:



www.goodwillswfl.org
or scan the QR Code
or call (239) 995-2106 ext. 2304
for more information



Earn your SafeStaff Foodhandlers Certificate, learn cooking techniques, knife skills, and get ready to land a job as the season approaches.

Once completed, Goodwill will assist you in finding a JOB!

Classes taught at:
Pine Manor Improvement Association
Culinary Training Kitchen
5547 10th Ave. | Fort Myers, FL 33907

LIMITED CLASS SIZE - APPLY TODAY!

Funding by: Goodwill Industries of SWFL



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



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 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.

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