Goodwill Youth Ambassador Brianna Moss shows how you can help save the world!
A Time to Reflect and Give Thanks

Bob Rosinsky, President & CEO

A key factor in Goodwill Manasota’s success is the leadership that we have in place, with all of us working together to help us achieve our mission of changing lives through the power of work. I would like to particularly thank Rob Morris for his service and continued involvement as he passes the torch to our new chair, Peter Crowley. Our board’s dedication to removing barriers to employment for people who want to improve their work skills and gain financial independence is clear and we look forward to their service to Goodwill and our community.

Peter Crowley is the president and broker/co-owner of the RE/MAX Alliance Group. He has also become a trusted leader for Goodwill Manasota, serving on the board of directors since 2004, including a previous term as chairman in 2010.

"Goodwill is uniquely positioned to help streamline the delivery of information and services to make sure those that need the help have access. Our veterans program is a strong example of the tremendous help we have provided to deserving veterans, whether it is through opportunities within Goodwill or simply connecting those individuals with other service organizations in our community," said Crowley.

Our board of directors is committed to removing barriers to employment for people who want to heighten their employability skills and gain financial independence. Goodwill would like to thank our donors, shoppers and community leaders for truly helping us change lives through the power of work.

Leave a Legacy

Veronica Brandon Miller, Foundation Vice President

Many people think of charitable giving as a one-way street. They give a donation to an organization that uses it for their programs and expect nothing more than a simple “thank you.” However, a charitable gift annuity is a way to make a substantial donation to Goodwill while you continue to receive a secure and steady income.

A charitable gift annuity is an agreement between you and the Goodwill Foundation. In exchange for your irrevocable gift of at least $10,000 in cash or public stock, Goodwill will pay you a guaranteed amount for the rest of your life. There are several benefits to charitable gift annuities. They are easy to set up and donors receive an immediate federal tax deduction for the gift portion of the annuity. A portion of the annuity payments are also tax deductible.

Of course, one of the chief benefits is that you will play a significant role in helping Goodwill to continue to be able to help thousands of people to access job training and find employment so that they can become fulfilled, productive citizens.

To learn more, please contact us at 941-355-2721 or veronica.miller@gimi.org.

Mission Moment

Margie Genter, Vice President Mission Services

Every Monday, we post a new story online of how Goodwill Manasota’s mission has assisted people in our community. Please visit experiencegoodwill.org each week for the latest #MissionMonday. Below is Emily’s story.

Emily knew she wanted to work, but had an intellectual disability and was told it would be difficult. She came into the Job Connection at Goodwill to see what type of jobs she could get, if any. She worked with Kathy and created a resume and practiced interviewing skills. Finally, the day came when it was time to start applying for jobs. Emily went to business completing the applications on her own. Emily nailed the interview. Today, she has a part-time job and has never felt better about herself. She thanks Goodwill for all they did, and for not giving up on her when many others did. It’s what we do...
As the pioneer of the reduce-reuse-recycle movement, Goodwill cares about the Environment. And this is very important to Brianna Moss, youth Goodwill Ambassador and senior at Braden River High School. During her internship at Goodwill, she discovered that they helped keep 40 million pounds out of the landfill last year and wanted to do her part. Brianna then launched the “Be Cool School Challenge” campaign, which is an effort to collect unwanted items at area high schools. The collections then can be sold in Goodwill’s retail stores and help support the nonprofit’s mission of changing lives through employment.

“As Earth Day approaches, I encourage you to evaluate what you personally are doing to help protect Mother Earth. Think before you throw away items you no longer use and please, donate and recycle whenever you can,” said Brianna Moss.

If you want to make a bigger impact, and reduce your carbon footprint -- consider organizing a donation drive like our featured cover girl Brianna Moss did. We’re more than happy to help you get the ball rolling!
Mardi Gras was a huge success! Thank you to everyone who attended. We hope you had a great time, danced a little and enjoyed the flavors of Bourbon St a la Michael's On East.

We kicked off our marketing campaign at iHeart Media with the world premiere of "I Am Goodwill." Everyone who attended got a chance to exclaim why they are Goodwill.

Lunch & Learns are a big hit each month with well over 100 people attending monthly to learn how Goodwill Manasota operates. If you haven't attended one, check out our website.

We've had more Good Neighbor Classes than ever before! With classes from beading to buying a home and everything inbetween, you never know what classes we'll have next!
Upcoming Events

April 28th — Ambassador Recognition Luncheon
11:30 am - 1:00 pm at Michael's On East. We would not be able to serve all those who need to overcome barriers to employment without our Ambassadors. Join us as we recognize and thank all our AMAZING Goodwill Ambassadors.

May 1st - 5th — Goodwill Week
The first week of May is Goodwill week across the United States and Canada. We'll have fun activities all week, so be sure to check our website for more information!

May 6th — Yoga for Vets
2:00 pm - 4:00 pm at Pineapple Yoga Studio. Join Goodwill Manasota and Pineapple Yoga for a gentle yoga class and delicious food! Tickets are only $25, and veterans attend free!

May 11th - 15th — Goodwill Ambassador Cruise
Tampa to Cozumel. We're setting sail on the Caribbean for four days aboard Royal Caribbean's Empress of the Seas. And we're planning many "Goodwill" type events, like a scavenger Goodwill-Hunting game, a Good Neighbor Class at Sea, and many more!

Lunch & Learn About Goodwill
Join us as we present the history of Goodwill, an explanation of our business model, explore the many services and programs that we provide and talk about our current and future initiatives. Plus, we’ll give you a behind-the-scenes tour of our operations. Please note, dates and locations of future Lunch & Learns have changed as we start branching out and coming to Goodwill locations near you! Dates and locations of upcoming Lunch & Learns are:

- Friday, April 21st - North Port Goodwill
- Tuesday, April 25th - Corporate Campus, Bradenton
- Friday, May 19th - Arcadia Goodwill

To learn more or to secure your tickets, visit www.experiencegoodwill.org/events or call 941-355-2721 ext. 104

Good Neighbor Classes

The Good Neighbor Program aims to educate, empower and enrich our community one neighborhood at a time. Upcoming Classes Include:

Visit experiencegoodwill.org/classes for a list of dates and times.
Goodwill In the News

Here’s what we’ve been up to lately

A Passion for Goodwill
Runs in the Family

For father and son duo Robert and Rob Morris, volunteering on behalf of Goodwill Manasota is a family affair. Robert served on the board of directors for at least 20 years, and this month, Rob will step down as chairman after two years of leading the nonprofit.

Rob joined the board in 2008. Since then, he has served on the audit finance committee and the Goodwill housing board. In 2015 and 2016, he was chairman; now he will serve as chair emeritus.

Rob is continuing the Goodwill tradition with his own family. “My kids regularly go through their closets and toys to make donations to Goodwill,” he says. “My children understand that helping others is a part of life.”

With this family’s commitment to philanthropy and Goodwill, it is entirely likely that there will be a third-generation Morris ready to take the reins at Goodwill at some point in the future.

Create a masterpiece

All you need is Goodwill and a little imagination

A while back, Goodwill Ambassador Stella McDaniel picked up your run of the mill wooden square bar table and a set of painted ceramic tiles featuring an underwater scene at Goodwill for about $20 total (table + tiles).

Once home, she added a little DIY magic and elbow grease to create this one of a kind masterpiece. First, she added additional wooden planks to the middle to make the table larger and more suitable for daily life. Then she inlaid the tiles she found to the center of the table to give it that extra oomph it was missing. Check out her masterpiece!

Goodwill, Bailes Consulting Services partner to increase reach of employment services

Bailes Consulting Services, which specializes in employment placement services is partnering with Goodwill to expand their collective ability to serve those who are seeking jobs, or wish to retain their jobs.

Goodwill exceeds goal on SunTrust Bank grant for financial literacy courses

For the past two years, Goodwill Manasota has offered financial resource classes to the community with generous support from SunTrust Bank. This year, its grant of $10,000 has helped 257 individuals.

Goodwill releases 2016 impact numbers

Statistics show Goodwill’s record-breaking economic, employment, environmental and educational impact on the four-county service area. Last year, Goodwill Manasota placed 764 people in jobs throughout the region and assisted 28,207 individuals through its training, services and programs, an increase of 24 percent from 2015.

Goodwill’s Role Model Worker program ensures success, supports retention

Through the Role Model Worker program, which was started in 2003, team members gain a multitude of additional skills that they can add to their resume after they graduate. These include budgeting, conflict resolution, time management, stress and anger management, team building, motivation, leadership, ethics, and self-determination.

To see what else we’ve been working on, visit experiencegoodwill.org/news
Serve to Protect LLC, Sarasota’s premier home watch company, is a family owned and run business. Alan Pollak, along with his wife Patricia, and daughter Danielle, moved to Sarasota in 2015 and jumped feet first into our community by joining the local chambers, supporting charities and giving of their time, talent and treasure to many organizations. Goodwill Manasota connected with them through our Home Services department. After their move here, they found that some of their furniture did not fit their new home. After a quick phone call to Goodwill, a pick up arrangement was made and executed. A follow up email of thanks led to the Pollacks attending a monthly Lunch & Learn and becoming Goodwill Ambassadors. Their strong belief that giving back to the community not only is good for the family but for business is what defines them. Their commitment to excellence has been recognized by the Longboat Key Chamber of Commerce, with the Newbie Award – recognizing outstanding contributions in the first year of membership, by Goodwill Manasota for becoming one of the first Business 100 members and by their customers. For more information on Serve to Protect visit www.stpfl.com and for more on Goodwill Manasota’s Business 100 and Home Services visit www.experiencegoodwill.org

Ambassadors in the News

Jackie Simmons, Goodwill Ambassador is now a published author! Your Path From Secret to Success: 7 Week Quick Start Guide is #2 on Amazon’s Hot New Releases for Training. Born from her own experiences as an entrepreneur, this book offers real and applicable methods to growing your business successfully.

Robert and Rowina Kennedy supported Goodwill Manasota by donating the Mt. Vernon Community’s remaining sale items at the end of the day. After selecting the best items to donate, the team brought them all to the Corporate Campus. Thank you to you both for helping to keep over 1500 pounds out of local landfills!

Youth Ambassador Christopher Eisenberg has recently moved to LA and signed with Sony/ATV Music Publishers! He'll be joining a new group, Next Town Down. We always knew he would one day make it, and couldn't be more proud. We're sure we'll see him headlining at the Grammys one day very soon!

Tim Self of Insignia Bank is the honoree for the Impact In Action Award. Self, in addition to being a Goodwill Ambassador, has served on the boards of several organizations including the Sertoma Club of Greater Sarasota and Sertoma Kids, Inc., where he helped grow and develop the Hearing and Communications Disorders program.
Goodwill Manasota is an industry-leading not-for-profit organization that changes lives through the power of work.

#goodwillmanasotaismyjam

Follow @ManasotaGoodwill on Instagram for daily pics of our fabulous finds! And be sure to share your finds with us using the hashtag #goodwillmanasotaismyjam!

Can you believe we found these vintage sleds at our store in Florida? We might not have snow, but they’ll look great as decoration!

Who doesn’t need a leather turtle ottoman for their home? This will go great with that leather wingback chair in your living room.

Did you use a portable Singer sewing machine? This one is from the 1940s and came donated in pristine condition.

Have you ever seen a calamp? It’s part cat, part lamp and will show everyone who comes over how much you really love cats...or lamps.

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Board of Directors

Bob Rosinsky
President & CEO

Members of the Board:
Rob Morris, Chair Emeritus
Steve Boone
Debbie Douglas
Rae Dowling
Alex Floethe
Rod Hollingsworth

Peter Crowley
Chairman of Board

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Alan Maio
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Brad West
Richard Wharton
Stu Gregory, Lifetime Member

The Ambassador Connector is a quarterly print publication for the friends of Goodwill Manasota. If you wish to no longer receive this newsletter, please contact:

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Visit our website at experiencegoodwill.org