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# Goodwill Manasota partners with Gulfstream Goodwill Industries

Neighboring Goodwill organizations collaborate to enhance retail operations and expand mission services in South Florida

 Sharon Kunkel, Local Nonprofit

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Goodwill Manasota is now executing thrift store operations in the Palm Beaches and Treasure Coast areas through a collaboration with Gulfstream Goodwill Industries (Provided photo/Goodwill Manasota)



After many months of planning, two Florida Goodwill organizations are combining efforts and leveraging their unique strengths to expand services to persons in need across South Florida. Gulfstream Goodwill Industries has partnered with neighboring Goodwill Manasota, which is headquartered in the Sarasota-Manatee area, to deliver a first-class retail experience in the Palm Beaches and Treasure Coast.



Headquartered in West Palm Beach, Gulfstream Goodwill Industries (GGI) is dedicated to providing a wide range of impactful external mission programs that aim to empower individuals and strengthen communities. Founded in 1966, GGI is the largest human and social services organization across Palm Beach, Martin, St. Lucie, Indian River and Okeechobee counties. The organization operates four homeless shelters, temporary and permanent supportive housing units and re-entry programs as well as a charter school and adult day training for individuals with disabilities.

GGI's programs are designed to provide individuals with the tools, resources, and support they need to overcome barriers and achieve their full potential. By investing in the well-being of the community, Gulfstream Goodwill Industries is helping to create a brighter future for all.

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Goodwill Industries Manasota Inc. – through a subsidiary, Goodwill Industries of the Palm Beaches and Treasure Coast – is now executing thrift store operations in the Palm Beaches and Treasure Coast region, utilizing the Goodwill brand. Goodwill Manasota has earned numerous awards for retail excellence and market leadership through the internal Goodwill movement.

“While the Gulfstream Goodwill has an outstanding social enterprise operation already in place, with the philanthropic backing necessary to support it, there were opportunities to bolster its donated goods and retail operations that we felt could be maximized by working together,” said Goodwill Manasota President and CEO Donn Githens. “Our Goodwill is proud to be a leader in the industry, with numerous innovations pioneered and a robust training program available to other Goodwill organizations. This partnership will benefit both of our organizations, the team members we employ, and the community members we serve.



Githens notes that the collaboration will not only provide expanded leadership opportunities for employees but will also bring internal education and training programs pioneered by Goodwill Manasota to all of the 600-plus retail team members in the Palm Beaches and Treasure Coast market as well. These programs offer life and career coaching, English language instruction for those with limited fluency, job supports for individuals with significant disabilities, and more.

“This exciting joint partnership will significantly increase the caliber of the local retail stores and donation centers, which should increase donated goods revenue,” said Karen Davidson, President and CEO of Gulfstream Goodwill Industries. “Proceeds from the sale of donated goods in the Palm Beaches and Treasure Coast will remain local and provide critically needed funding, both for the existing local mission as well as fueling growth for mission expansion in the future.”

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## About Goodwill Manasota

Goodwill Manasota is an industry-leading 501(c)(3) not-for-profit organization that changes lives through the power of work. With philanthropic donations and revenue generated by the sales of donated goods, Goodwill is able to assist people with disabilities, veterans, seniors, and those with other barriers to employment by providing jobs, job skills training, and free career services. For more information or for a listing of locations, visit [experiencegoodwill.org](http://experiencegoodwill.org) or call 941-355-2721.

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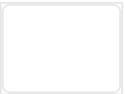
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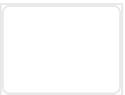
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