



April 1, 2024



David Landsberg
Goodwill South Florida

When hearing the name Goodwill, many people will think of donating or purchasing used items from thrift stores, but there's more to this 122-year-old organization.

Goodwill South Florida is an affiliate of Goodwill Industries International and occupies 250,000 square feet at its Miami headquarters with satellite buildings and 35 stores.

Operating for the past 65 years, Goodwill South Florida's current \$180 million annual budget employs over 3,000 individuals—1/3 are persons with disability.

At its helm is David Landsberg, President and CEO, who works each day to make a better life for the people he serves.

Goodwill South Florida's original mission was to recruit, train and place person with disability in jobs in the community. Today there is apparel production including military uniforms and internment flags, and professional services including office cleaning and commercial laundry for healthcare, with a majority of the staff being persons with disabilities.

Recently, Goodwill South Florida created jobs for people with disability in its e-commerce division.

Florida Nonprofits spoke with David Landsberg about his personal interests.

How do you spend your time when you're not at work?

My wife and I enjoy going to the Keys for boating and fishing. My three adult children often volunteer at Goodwill and our whole family enjoys 15 minutes each evening when we get online to compete at Wordle together. My real favorite passion and hobby is cooking. It's my way to relax after work.

This is an abridged version of the Member Spotlight. Click to READ MORE about the amazing work of Goodwill South Florida.



Landsberg (3rd from left) meets with staff & military representative to review uniform fabric



Finding Demographic Information About Your Community

Demographic information can help your nonprofit better identify your community's needs and find gaps in its services. Using this data in a grant proposal can help make a case for the urgency of the community need that your nonprofit's mission addresses.

Collecting demographic data (age, sex, race, ethnicity, gender and socioeconomics, etc.) helps your agency develop effective strategies for fundraising, track trends, identify service gaps, and impact your community. Diversity, equity and inclusion are important to funders who want to see that your proposal addresses disparities and underserved populations.

Facts and figures can be shown in charts and graphs that reinforce the need described in your narrative. Data is the supporting evidence of your needs assessment. Once you receive a grant, continual data collection on your program or service impact will demonstrate to the funder the effectiveness of your organization and make future funding more likely.

Click to READ MORE about available sources for data collection. SCNM class on Apr 20

Source: Candid has been a preferred partner since 2018 when Florida Nonprofits became an outlet for the Foundation Center Funding Network.

What is Cause Marketing?



Cause-related marketing (CRM) is a mutually beneficial collaboration between a corporation and a nonprofit designed to promote the former's sales and the latter's cause.

For profit businesses that partner with a nonprofit organization create greater brand awareness while building goodwill and rising above the competition by contributing to a social cause to make a positive impact on society. Customers feel a greater affinity to businesses that are socially responsible.

However, nonprofit organizations must carefully align themselves with businesses whose brand identity supports their mission.

Click to READ MORE about how to connect and partner with businesses. SCNM class Apr 22

Source: Candid has been a preferred partner since 2018 when Florida Nonprofits became an outlet for the Foundation Center Funding Network.

Sunshine Certificate in Nonprofit Management

Marketing & Special Events
Sat, Apr 20, 2024, 1:00pm-5:00pm

Organizations need events that inspire and involve others. Of the \$484.85 billion given to charity in 2021, individual giving accounted for 67% or \$326.87 billion. Join this class to learn about marketing and special events that bring an organization to the attention of donors. Register

Discover Trends Through Civic Engagement
Mon, Apr 22, 2024, 5:30pm-9:30pm

Nonprofit leaders need to understand how civic engagement, advocacy and lobbying affect nonprofits. Independent Sector reports that the Return on Investment (ROI) in nonprofit advocacy is \$115 to \$1. Learn how to assure that your organization is a leader in civic engagement and is using these powerful tools. Register



SCNM Class Registration

Comprehensive articles on these topics can be found at: www.fano.org Click Wz New? Or Use QR Code



Wz New?

Register for SCNM Classes at www.fano.org Click Education or Use QR Code

## Florida Nonprofits Career Center

Featuring individuals with specialized skills precisely aligned with your requirements.

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Career Center

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Florida Nonprofits' members capitalize on an aggregate buying power by joining with hundreds of other nonprofits to save money through the Preferred Partners Program. These businesses offer discounts to Florida Nonprofit members and provide expertise relevant to nonprofit organizations.

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Partner List



Partner Kit

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## How to Start A Nonprofit Organization

**Fri Apr 5, 2024 at 10AM**



Discover 32 critical elements for your nonprofit journey

Understand IRS & Florida state filings

Get guidance in accepting charitable donations

Kick-start your nonprofit dreams with clarity & empowerment



Register

[Register](#)

## April is Global Volunteer Month Celebrate volunteers and inspire volunteerism around the globe.



Volunteers are the heartbeat of strengthening communities. Their acts of service build a more connected world. Throughout April, lend your time, talent and passion to making a real difference in your own backyard and cause a ripple effect around the world.

## Sunshine Certificate in Nonprofit Management



SCNM Facts

The key to survival for any nonprofit is education like that through the Florida Nonprofits' Sunshine Certificate in Nonprofit Management.

This amazing opportunity to take these highly-rated classes is available without traveling (with a hybrid option).

Call 305.557.1764 to learn more

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