

# Wings tips



APRIL 2009

THE WINGS FOR SUCCESS NEWSLETTER

## A CLIENT STORY: THE RED “POWER SUIT”

Nikki\* came to her Wings appointment in a bundle of nerves. A few weeks before, she left a brutal domestic situation with just her two young kids and the clothes on her back. But her biggest angst at the minute was uncertainty of what to expect at Wings while knowing she had an important interview that afternoon.

Her dedicated Wings volunteer put Nikki right at ease and began working on an interview first impression that would give Nikki every possible chance. Nikki got the whole package – suit, handbag, shoes, stockings, and underwear. And it wasn't just any suit. Nikki left for her interview in a striking red suit that brightened her outlook and left her confident she really could make it on her own.

Nikki went on to land the job. While the scars of her past will take a long time to heal, and it may be years before she stops fearing her partner will find her, Nikki continues to move ahead with her life. After getting settled in her new position, Nikki used her newfound confidence and security to earn a scholarship at a local university. We at Wings are sure this is but one chapter in Nikki's success story.

You can help us help women like Nikki build new lives by visiting [www.wingsforsuccess.org/donate](http://www.wingsforsuccess.org/donate).

*\*Wings For Success protects the privacy of every client we serve. Therefore, we have changed the client's name and identifying details.*



## MESSAGE FROM THE PRESIDENT

Last year was an amazing year for Wings: we moved into our new facility, we received the PA WORKWEAR contract, and we celebrated our 10th anniversary. So what are we anticipating in 2009?

The economy worldwide is in crisis, and our local area is feeling the pain. Many companies are laying off employees, downsizing, and even going out of business. For Wings, this means our services will be more important than ever. People who never experienced financial hardships will find themselves challenged.

The most critical work for us this year is outreach. We will be working to strengthen our ties with existing referral partners, add new ones, and connect with business and community organizations. As part of our outreach, we'll be launching our new and improved website, and making Wings more visible in the community.

CONTINUED INSIDE

## FAST FACTS

63% OF WINGS' CLIENTS ARE SINGLE MOTHERS WITH LESS THAN \$10,000 IN ANNUAL INCOME.

BY PROVIDING WORK-APPROPRIATE CLOTHING, WINGS SAVES EACH CLIENT \$500-\$700 THAT CAN BE REALLOCATED FOR FOOD, UTILITIES, TRANSPORTATION, AND CHILDCARE.

## SHOP FOR A GREAT CAUSE

Wings For Success is teaming with Windridge for their Biannual Warehouse Sale. Windridge manufactures stylish women's clothing, and is a generous supporter of our organization. Windridge will donate 10% of your purchase of \$75 or more to Wings.

Simply download a coupon from [www.wingsforsuccess.org/windridge](http://www.wingsforsuccess.org/windridge), and present it at checkout. This is a great chance to shop, while helping a great cause!

### WHEN:

- FRIDAY, MAY 1<sup>ST</sup>  
10AM-8PM
- SATURDAY, MAY 2<sup>ND</sup>  
10AM-4PM

### WHERE:

WINDRIDGE DESIGN  
319 WESTTOWN RD.  
WEST CHESTER





## Mission

TO IMPROVE THE EMPLOYMENT OPPORTUNITIES OF DISADVANTAGED WOMEN BY PROVIDING WORK APPROPRIATE ATTIRE, WARDROBE GUIDANCE, AND LIFE SKILLS WORKSHOPS.

## HOW TO REACH US

### MAILING ADDRESS:

PO BOX 1184 • FRAZER, PA 19355

PHONE: 610-644-6323

WWW.WINGSFORSUCCESS.ORG

INFO@WINGSFORSUCCESS.ORG

### OFFICE LOCATION:

THE FRAZER SHOPPING CENTER  
490 LANCASTER AVE, FRAZER, PA

## CLIENT COMMENT *corner*

“I’m a very prideful person. It takes a lot for me to push that aside and ask for help. My visit today went better than one could imagine. The staff was very warm and made me feel comfortable. I can now wake up in the morning and wear something new instead of the same three outfits I have been wearing. Thank you!” - **Regan**

“I think the ladies were fantastic, it helps to know that people care to help you help yourself.” - **Nina**

“Thank you for making me feel more comfortable than I did when coming in. You made me feel like I want to go out and get dressed all the time. Thank you very much.” - **Tanaya**

## WELCOME HOME!

In November 2008, Wings moved into our new location in Frazer. This site offers our clients and volunteers a comfortable and modern facility. The ADA-compliant office has 4,000 square feet, which is nearly twice the size of our previous location. This increased space allows us an additional dressing room, a reception and waiting area, and adequate inventory storage. Our Program Manager now has a dedicated office space to allow her to handle partner and client concerns with privacy. We even have an area to accommodate workshops and meetings.

Our clients, volunteers, and clothing donors no longer have to walk up three flights of stairs. Additionally, we are now able to offer parking for those who have cars, and we are steps away from public transportation for those who don’t.

Luxuries such as climate control, clean restrooms and Internet access that were previously out of reach have finally become a reality!

Our client base grew almost 20% last year, and we expect even more growth in 2009. The features of the new site will allow us to continue to meet the needs of this growing client base. We also hope they help us to attract volunteers!

We are pleased to open our doors to the public in an Open House on Thursday, April 30, 2009 from 4–7 pm. Please join us for the event, if you are interested in touring the facility, meeting our volunteers, or simply learning more about our operation.



## With Gratitude

### Financial Contributions

- 1675 Foundation
- Brook Lenfest Foundation
- Chester County Community Foundation
- Prudential Foundation
- The Philadelphia Foundation through:
  - The Charles F. Judson Fund
  - J. McCahan 3rd Fund in memory of Thomas C. and Florence M. McCahan
  - Effie May Beckett Fund

### In-kind Gifts and Services

- Alena McCullough Design – *graphic design services*
- Charmingly Linda’s Consignments – *clothing*

- Dansko – *200 pairs of new shoes*
- Family Services of Chester County – *socks*
- Grainger – *new hand truck*
- Gravity Creative – *graphic design services*
- Jerry and Christian Shuts – *handyman services*
- Maria Fe’s Consignments – *clothing*
- QVC – *new clothing*
- Sue Smith – *photography services*
- Talbot’s at King of Prussia – *new clothing*
- Westminster Church – *dress coats*
- Willowdale Country Store – *new clothing*
- Windridge by Cheryl Nash – *new clothing*





## TOUGH TIMES BRING MORE WOMEN IN NEED

Today's tough economic times touch just about everyone, be it in retirement savings, home values, or job security. Among those hit hardest, though, are those in the lower economic groups who perhaps have not been fortunate enough to have those "luxuries" in the first place. At Wings, **63% of our clients are single moms with annual incomes less than \$10,000.** And while our client base grew 17% last year, much of it came in the second half of the year, foreshadowing what we expect to be a steady climb this year as well.

These growing pressures on all of us test the strength of our communities and our compassion for those with much greater needs than ours, such as Nikki in our cover story, who are seeking a helping hand up instead of a hand out. With a modest donation, you can help women like Nikki who live in our local community. Through our network of donors, bargain-shopping volunteers, and generous community partners, Wings is able to serve these women very cost-effectively. For instance:

- **\$25 adds a client's finishing touch**, with accessories such as a handbag, jewelry and scarf.
- **\$50 helps prepare a client for a health services position**, with medical scrubs and shoes
- **\$100 helps a women make a positive first impression at her interview**, with a full complement of suit, stockings, shoes and accessories
- **\$200 enables Wings to provide a woman with a 2-week wardrobe**, such as an interview suit, mix-and-match separates, shoes, a handbag, accessories, and new undergarments
- **\$1000 equips 5 clients to enter the workforce with style and confidence**

Visit [www.wingsforsuccess.org/donate](http://www.wingsforsuccess.org/donate) to make a direct impact on the women in your community who are working to build a better life. Or you can mail your check to: Wings For Success, P.O. Box 1184, Frazer, PA 19355.

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### MESSAGE FROM THE PRESIDENT (CONTINUED)

Foundation funding this year will be a special challenge. Many sources that supported us in the past will have decreased funds and increased demands; however, we believe Wings is a good investment. We are committed to demonstrating that money donated to Wings is well put to use. We also hope to continue operating through a large volunteer base and the generosity of in-kind donors and individual contributors.

Looking ahead, Wings will initiate our first formal strategic plan this year. We've been approved for a grant from The Philadelphia Foundation for professional assistance in strategic planning. We are very excited to use this opportunity to help ensure our long-term viability and effectiveness.

It looks like we have another busy year ahead. Hopefully, you'll be there with us!

-Connie



### NEW HANDCRAFTED BUTTERFLY NECKLACE & PIN

You can help Wings help women transform by purchasing our signature handcrafted jewelry pieces. The porcelain butterfly necklace and pin, painted midnight blue and silver, are designed exclusively for Wings by Tonya Lov Jewelry.

The Wings butterfly represents liberating transformation. A butterfly leaves its cocoon to emerge in her unfurling beauty, taking off into flight.

Call **610-644-6323** to order the necklace at \$65 and the pin at \$30, plus \$5 shipping and handling. 50% of the proceeds go to Wings, and your purchase is tax deductible.

This handcrafted jewelry is made to order and will be shipped within 2-3 weeks.

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### VOLUNTEERS NEEDED: PERSONAL CLOTHING STYLISTS

Wings has an ongoing need for women with style who can help clients build their self-confidence while improving their wardrobes and images. Client dressing appointments require a few volunteer hours, one day a week (a weekday morning or afternoon). Contact us today to join Wings as a Personal Clothing Stylist, or visit [www.wingsforsuccess.org/volunteer](http://www.wingsforsuccess.org/volunteer).





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Standard  
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Frazer, PA

## THE FINISHING TOUCH

P.O. BOX 1184 | FRAZER, PA 19355

### WHAT'S INSIDE...

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- ➔ AND MORE!

VISIT US ONLINE AT  
[WWW.WINGSFORSUCCESS.ORG](http://WWW.WINGSFORSUCCESS.ORG)

### UPCOMING EVENTS

*Come on over!*

WINGS FOR SUCCESS  
WILL BE HOSTING AN

#### OPEN HOUSE

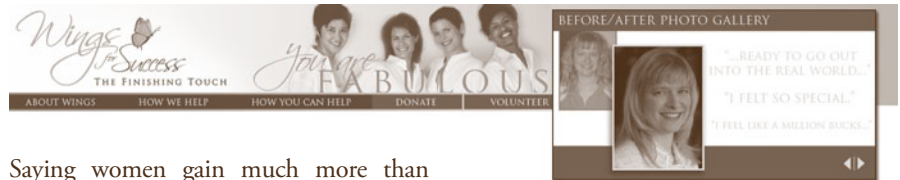
ON THURSDAY, APRIL 30, 2009  
FROM 4:00 PM - 7:00 PM  
AT OUR NEW OFFICE  
IN FRAZER.

The open house will include light food,  
beverages, and tours of the facility.

**The Frazer Shopping Center**  
490 Lancaster Ave  
Frazer PA 19355

Please RSVP by calling our office  
at 610-644-6323, or by going to  
[www.wingsforsuccess.org/rsvp2](http://www.wingsforsuccess.org/rsvp2)

## SEE WOMEN TRANSFORMING THEIR SELF-IMAGES AT OUR NEW WEBSITE



Saying women gain much more than clothing from their experience at Wings For Success may be hard to understand – until you actually see and hear from women who have experienced this transformation. On the new Wings website, you can experience for yourself the changes these women undergo.

At [www.wingsforsuccess.org/gallery](http://www.wingsforsuccess.org/gallery), the Before/After Photo Gallery shows you not only how great the women look, but also what their faces and body language say about how terrific they feel. You will also hear directly from past clients how the Wings experience has impacted them.

Other features in the new website include information on volunteer opportunities, online donation capabilities, regular news

updates, and resources for our referral partner agencies and clients. All this comes wrapped in a more modern interface for easy navigation!

Visit the new [www.wingsforsuccess.org](http://www.wingsforsuccess.org) to learn more about how we help hundreds of women a year overcome the barrier of obtaining work appropriate clothing while building a positive self-image.

The new Wings For Success website was built through the generous donations of time and talent from Wings volunteers. If you would like to help Wings reach more women in need by donating your time or professional services, please visit [www.wingsforsuccess.org/volunteer](http://www.wingsforsuccess.org/volunteer).