

Wings Tips



AUTUMN 2009

THE WINGS FOR SUCCESS NEWSLETTER

A CLIENT STORY: RETIREMENT DREAM TURNS INTO A NIGHTMARE

The economy's downward spiral has devastated the savings of hard working people throughout our region. Many people have had to delay the dream of retiring to a life filled with family, hobbies and travel. For others, that dream has been shattered completely. Lynn*, a recent Wings client, was one of them.

Lynn worked for more than 40 years for a large insurance company. While she enjoyed her work and office friendships, Lynn was excited to reach her retirement with a nicely saved nest egg. Little did Lynn know it would take just months to turn her retirement dream into a nightmare.

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MESSAGE FROM THE PRESIDENT

Where did the summer go?! After spending last summer preparing to move, we thought this year would be a piece of cake. Wrong! We continue to dress clients at an increased rate. To date, we've dressed 54% more clients than we did at this point in 2008.

As part of the PA WORKWEAR contract, we dressed our first male client. Our Open House was a success. The Referral Partner Forums that we hosted to update our partners on our policies and get suggestions on how we can support them more effectively were well received. And we've done a variety of workshops, including some for OIC, the EARN Center, and Open Hearth, along with the ever-popular Makeover Day.

For those of you who responded to our Strategic Planning survey, thank you. We'll be updating you on the results later this year. Wings President-elect, Mary Pat Knauss, and I continued organizational development by attending a one-day Summer Boot Camp for non-profits. These efforts should make us a stronger organization.

Lastly, we've had a number of fundraising events. Funds from grants are down from 2008, so we're appealing to our supporters through other activities. I trust you received the invitation to our "Non-BBQ" and made a donation. Several shopping events are coming up this fall, and we need your participation. Also, those of you in companies that make United Way contributions, you can help by designating us as your selected charity. Our number is: Southeastern PA #14167.

As always, we appreciate your support in whatever way you choose to give it. On behalf of the people we serve, thank you so much!

-Connie

FAST FACT

85% OF 2009 WINGS CLIENTS REPORT FEELING MORE CONFIDENT SEEKING EMPLOYMENT.

VOLUNTEER OPPORTUNITIES

Through the tireless energy and compassion of just one employee and our volunteers, Wings helps hundreds of women each year. Being a Wings volunteer has many rewards, the most important of which is the deep sense of fulfillment that comes from helping local women improve their lives.

If you'd like to get involved to help women in our community, please visit our website at www.wingsforsuccess.org/volunteer or contact us at info@wingsforsuccess.org. We are currently looking for volunteers particularly in the following areas.

Office Help: We need someone to help with answering phones, making reminder calls to clients, scheduling donor visits, filing records, and greeting visitors. The ideal person would be able to volunteer one day or more per week from 10am-2pm.

Fundraising: We are looking for people with significant fundraising experience to help us reach our 2009-2010 goals. In particular, we need someone with experience building programs to generate individual donations and/or planning major fundraising events.

Public Relations: Wings is seeking a public relations professional or agency interested in applying pro bono work to this important cause. We need someone who can build and maintain relationships with the local media to help gain visibility and support for the work Wings does.

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



Caritas members (left to right):
Shar Gigliotti,
Robin Grabko,
Stephanie Cost,
Lorrie Fetrou,
Melanie Matthews,
Julie Elicker

CLIENT COMMENT *corner*

"THE VOLUNTEERS WERE FANTASTIC, UPBEAT, HELPFUL – MADE ME FEEL LIKE A QUEEN. I WAS VERY COMFORTABLE. WHAT A WONDERFUL SERVICE YOU HAVE PROVIDED. THANK YOU SO MUCH!"
- KIMBERLY

"THIS IS AN AWESOME ORGANIZATION, AND EVERYONE HERE HAS A HEART OF GOLD!!!"
- MICHELLE

"THE EXPERIENCE WAS DELIGHTFUL."
- CHARLOTTE

"WHAT A HAVEN THIS IS. THIS PLACE AND THE PEOPLE HERE ARE A BLESSING!"
- ROBIN

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

UNITED WAY OF
SOUTHEASTERN PA #14167

CREATIVE GIVING FROM LOCAL SUPPORTERS

In today's tough economic times, Wings needs support more than ever. Local groups have really come through lately with fun and creative events to aid Wings in our mission.

COCKTAILS FOR A CAUSE: Local philanthropy group Caritas (Latin for Charity), hosted a "Cocktails for a Cause" event. Over 40 guests enjoyed an evening of cocktails, food and fun and raised an amazing \$3,680 for Wings. This event was the first organized event for Caritas, and the organizers were thrilled with the turnout. "I knew we had kind, generous friends, but I had no idea we'd generate such a response," said Stephanie Cost, one of the founding members of Caritas. "It was a fun event to coordinate, and it's so gratifying to raise money for such a worthy organization."

Kelly Gladfelter, a Wings volunteer, spoke to the group about the positive experience she has had volunteering with the organization. Wings would like to send our sincere appreciation to all the ladies from Caritas and special thanks to Robin Grabko for opening up her home to host the party.

"BIRTHDAY BRAS" PARTY: Volunteer Maureen Pollard loves a good party and knew she wanted to have a birthday celebration. In her own words, Maureen "was blessed and didn't need anything," so instead of gifts, she asked her friends to donate to Wings. Knowing every woman needs a great fitting bra, Maureen decided to theme her party "Bra for My Birthday." She asked each guest to bring a new bra to donate to the organization. After her birthday bash, Maureen was filled with joy to present Wings with beautiful decorative gift bags filled with over 50 bras.

ACCESSORIZING LUNCH: The Main Line Society of Professional Women (SPW) chose Wings as the featured charity for its July luncheon. SPW, a program through the Main Line Chamber of Commerce, hosts a series of professional women's networking luncheons. "We feature a Chamber member non-profit organization at each event in order to assist them in spreading their mission and benevolence by collecting goods from our attendees," said Eileen Connolly-Robbins, Executive Vice-President and COO of the Main Line Chamber of Commerce.

SPW asked attendees to bring accessories to donate to Wings. Wings Board Member Mary Pat Knauss spoke about the organization at the sold-out event. Thank you very much to SPW for helping to stock our accessory room.

REFERRAL PARTNER FORUMS STRENGTHEN RELATIONSHIPS

As part of our ongoing efforts to improve client services, we held a series of Referral Partner forums in the Spring. One session was held for all of our referral partners and another was dedicated to the PA WORKWEAR program.

More than 30 case workers from 14 organizations came to Wings for an overview of our client services process, a Q&A session, and a tour of the new facility. The forums gave partners the opportunity to ask questions, learn how to better prepare clients for visits to Wings, and understand the Wings mission. In return, partners offered us valuable feedback to incorporate into our programs.

One case worker from Open Hearth commented, "It was most beneficial to see how excited the staff and volunteers that were at the presentation are about the mission of Wings. It makes you want to bring a client to get excited with them about their future."



Wings volunteers work with Interview Dos and Don'ts Workshop attendees



At our Open House on April 30th, State Representative Duane Milne presented Wings For Success, represented here by President-elect Mary Pat Knauss, a Certificate of Achievement in recognition of our service to the community.

WORKSHOP HELPS WOMEN WITH WORKPLACE DRESSING

Wings joined with referral partner New Choices/New Options to conduct a brand new workshop on August 20 and 27. This workshop brought to life the existing Interview Dos and Don'ts workshop by applying the tips real-time to Wings' one-on-one dressing services.

Wings Personal Clothing Stylists provided "What Not to Wear" commentaries to several workshop attendees (see the photo above) to help the participants gain a better understanding of how to build an effective workplace outfit. Then each woman had an individual dressing appointment to discuss how to apply the workshop learnings to her specific body type and situation. Each participant left with free work attire that she and her Personal Clothing Stylist selected especially for her.

Commenting on her experience at the workshop, Amber said, "What part was most helpful was the staff telling me if the clothing looked good or not, and making me feel confident. The staff was wonderful."

This particular workshop was unique in that it involved three non-profit organizations: Wings For Success, New Choices/New Options, and KEYS.

New Choices/New Options is one of our most active referral partners. This program helps single mothers, displaced homemakers, and individuals in transition achieve economic self-sufficiency through services ranging from vocational assessment through job training and placement assistance.

KEYS (Keystone Education Yields Success) is a program of the PA Department of Public Welfare that helps Temporary Assistance for Needy Families (TANF) cash assistance clients go to, and succeed, in community college. In this case, KEYS partnered with New Choices/New Options to conduct a series of workshops, of which the Wings workshop was one.

This is an ideal example of how local organizations teaming together can bring quality services to women in need.

A CLIENT STORY (CONTINUED FROM FRONT COVER)

With the market crash, the value of Lynn's nest egg plummeted. Before long, it was clear she must go back to work to make ends meet. The stress of watching her life savings disappear and the daunting prospect of re-entering the workforce as an older worker in a down economy caused Lynn to lose over 30 pounds. That meant none of her professional clothing fit anymore.

The New Choices/New Options program helped Lynn update her office skills and prepare for the job search. This preparation included connecting Lynn with Wings for interview outfits and two weeks worth of clothing to wear at what they hoped would soon be a new job.

When Lynn arrived at Wings, her Personal Clothing Stylist saw the defeat in Lynn's eyes, so she moved into high gear to give Lynn a warm and supportive experience getting dressed for her second career. Lynn left Wings beaming, with big hugs from the Wings volunteers and a sense things really were turning her way. Commenting on her dressing appointment, Lynn said, "It was a wonderful and uplifting experience, restoring faith and hope."

Lynn is just one of many women facing a steep climb into the workforce during these difficult economic times. You can help these women regain hope and confidence by joining the dynamic volunteer team at Wings or by making a donation. Visit www.wingsforsuccess to learn more about how you can help.



Financial Contributions

- TD Bank Foundation
- The Connelly Foundation
- The Dansko Foundation
- The Douty Foundation
- The Genaurdi Family Foundation
- Ethel Sergeant Clark Smith Memorial Fund
- Jane Chalfant/Kiki Boutique – shopping event
- JP Morgan Matching Gift Program
- Prudential CARES
- Rotary Club of Paoli-Malvern-Berwyn
- Windridge by Cheryl Nash – shopping event

In-kind Gifts and Services

- Bosom Buddies
- Charmingly Linda's Consignment
- Catherine's
- Dansko – shoes
- Head to Toe Uniforms
- IBM – desktop computer
- Jerry Shuts & Jimmy Allen – handyman services
- Lucky Scrubs
- Life Uniforms
- Main Line Society of Professional Women (Subgroup of Main Line Chamber of Commerce)
- Donna Holloway – Mary Kay products/instruction
- Eseme Frangiosa – Mary Kay products/instruction
- Maria Fe's Upscale Consignments
- Pulse Beauty Academy – Professional Makeover Day time, talent and space
- Survival Essentials
- Talbot's Paoli
- Vanguard – clothing drive
- Willowdale Country Store



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UPDATE YOUR NEWSLETTER PREFERENCES

STILL WANT TO RECEIVE
THIS NEWSLETTER?
PREFER EMAIL TO POSTAL MAIL?

Wings will soon offer email updates, including this newsletter and timely news and event updates not covered in the printed newsletter. That makes it a good time to ask you about your preferences for hearing from us. To sign up for email or to be removed from our mailing list, please go to www.wingsforsuccess.org/subscribe.

SHOP A LITTLE, HELP WINGS A LOT

We are grateful for the support of several local retailers who will be hosting shopping days to benefit Wings this fall. These events make a great girls day out while helping Wings with funding to serve less fortunate women in our area. Please put them on your calendar and come out to shop and support a great cause.



YOUR UNITED WAY DONATIONS

Did you know that you can specify Wings to benefit from your United Way donation? We're coming up on the time when many companies implement their United Way fund drives. In some companies, you can designate a specific charity to benefit from your donation. To support Wings, specify United Way of Southeastern PA #14167.

BOSCOV'S, OCTOBER 6TH

Boscov's is hosting its "Friends Helping Friends" day on October 6th. A \$5 donation gets you a shopping pass good for 25% off your total purchase. The donation pays for itself with just a \$20 purchase, and proceeds from the shopping passes go directly to Wings. You can purchase a shopping pass from a Wings volunteer, at the Wings table at the Exton Mall Boscov's on Saturday Sept 26th from 11am-3:30pm, or by contacting Wings directly.

WINDRIDGE BY CHERYL NASH, OCTOBER 9-10

Windridge, a long-time supporter of Wings, will be holding its bi-annual warehouse sale at 319J Westtown Road in West Chester. Normally a wholesaler, Windridge opens twice a year for a direct-to-the-public sale. Fundraising days are Friday, October 9th (10am-8pm) and Saturday, October 10th (10am-4pm). When you pick up a Wings coupon at the sale, 10% of your purchase over \$75 will be donated to Wings.

MACY'S, OCTOBER 17TH

Wings is also participating in Macy's Shop for a Cause event. Stop by the Wings table at the Macy's in the Exton Mall on October 17th to make a \$5 donation and get a shopping pass good for store-wide savings.

JANE CHALFANT/KIKI BOUTIQUE, OCTOBER 22, 6-9 PM

This lovely shop in downtown West Chester at 123 N. High Street will generously donate 15% of all sales this evening to Wings, and refreshments will be served for shoppers to enjoy. Kiki hosted a similar event in the Spring that was a lot of fun and raised hundreds of dollars for Wings.



*Wings client at the May 18th
Professional Makeover Day.*