



## OUTFITTING WOMEN WITH HOPE AND CONFIDENCE

Wings For Success helps economically disadvantaged women with work-appropriate clothing through a nurturing experience that not only prepares them for job training, interviews and the workplace but also fosters hope and confidence. By creating a professional outward image, clients grow their inner self-image to feel confident seeking employment, succeeding in the workplace, and becoming financially self-sufficient.

Wings clients come from a variety of circumstances – survivors of domestic violence, homeless women, women recovering from addiction, and women transitioning back to work. They are referred by more than 50 social service agencies who partner with Wings for the finishing touch in the employment process. Since 1997, Wings has helped more than 5000 women tackle this often overlooked barrier to becoming self-sufficient. Wings For Success is a 501(c)3 non-profit organization located in Frazer, PA, and serves southeastern Pennsylvania's Chester, Delaware, Montgomery and Philadelphia Counties.

## MESSAGE FROM THE BOARD PRESIDENT

Dear Friends:

Last year was an amazing year of growth for Wings For Success. We served 17% more clients in 2008. That's 432 women who were better prepared to achieve financial independence as a result their experience at Wings.

Some of this growth came in the second half of the year, when we were awarded a contract to be the sole PA WORKWEAR provider for Chester County. This program changes the way state clients seeking self-sufficiency receive work-appropriate clothing. Instead of the state issuing the client a cash allowance, a referral is made to an agency to ensure the client is well-dressed for her job training, interview and employment.

Late last year, we moved into a new home in Frazer, Pennsylvania, that doubles the space available to serve this growing client base. The 4000 square foot, handicapped-accessible facility provides more client dressing rooms, space for meetings and workshops, and ample storage for clothing.

As we look to 2009, the economy worldwide is in crisis, and our local area is feeling the pain. For Wings, this means our services will be more important than ever.

The most critical work for us in 2009 is outreach. We will be strengthening our referral partner network, connecting with business and community organizations, and raising our visibility. We will also initiate our first formal strategic plan to ensure our long-term viability and effectiveness.

Foundation funding will be a special challenge, as many former sources will have decreased funds. Our mission is to demonstrate that money donated to Wings is put to good use. Operating through a large volunteer base and one paid employee, we were able to channel 84¢ of every dollar to programs during 2008.

This Annual Report provides more detail on these accomplishments and the important cause we serve. We hope you will be as inspired as I am by the strength of our clients, the tireless spirit of our volunteers, and the generosity of our supporters.

Connie Rose  
Board President

## CLIENTS SERVED

- Increased the number of clients served by 17%
- 333 client dressing appointments
- 99 clients attended workshops
- Secured state contract to deliver the PA WORKWEAR program in Chester County
- Relocated to a handicap-accessible facility that more than doubles the space available to serve clients
- Achieved strong client satisfaction ratings, including:
  - 79% of clients felt much more confident after their dressing appointment
  - 89% of clients indicated the clothing they received will be extremely helpful in the job search

## FINANCIALS

- Channeled 84¢ of every dollar to programs
- Increased the financial contribution from grants
- Held a benefit concert
- Introduced 10th anniversary commemorative handcrafted jewelry pieces
- Introduced an evergreen fundraiser

## ORGANIZATION

- Celebrated the organization's 10th anniversary
- Added a program manager
- Added two new Board members
- Developed a volunteer training program and held a volunteer appreciation event
- Introduced a new logo and established a brand platform
- Participated in five Chester County Community events

*purpose* TO PROMOTE INDEPENDENCE, STABILITY AND SELF-CONFIDENCE FOR WOMEN IN TRANSITION.  
*mission* TO IMPROVE THE EMPLOYMENT OPPORTUNITIES OF DISADVANTAGED WOMEN BY PROVIDING WORK-APPROPRIATE CLOTHING, WARDROBE GUIDANCE AND LIFE SKILLS WORKSHOPS.  
*vision* ALL WOMEN SHOULD HAVE THE OPPORTUNITY TO BETTER THEIR LIVES AND THAT OF THEIR FAMILIES.

# HELPING WOMEN ACHIEVE FINANCIAL INDEPENDENCE



## CLOTHING PROGRAM

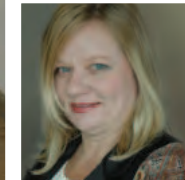
Wings serves economically disadvantaged women, **63% of whom are single mothers with less than \$10,000 in annual income.** Wings relieves some of the financial pressure by providing free clothing for job training, an interview and the first few weeks of work, saving a client approximately \$500 to \$700 that can be reallocated for food, utilities and childcare.

During a personalized appointment, a trained volunteer Personal Clothing Stylist outfits a client based on her unique size, age and clothing needs. Wings provides a complete selection of clothing for all sizes (from 0 to 5X), shoes, accessories and new undergarments as needed. Each client learns how to dress for her interview and intermix 8-12 pieces of clothing to build 1-2 weeks worth of outfits. And unlike some clothing closet organizations, each Wings client tries everything on to ensure a good fit.

The experience at Wings, however, comes with much more than clothing. By creating a professional outward image, clients grow their inner self-image to feel confident seeking employment, succeeding in the workplace, and becoming financially self-sufficient.

"I AM A PERSON WHO TENDS TO BE VERY PRIDEFUL... PEOPLE SOMETIMES TEND TO JUDGE OTHERS BEFORE THEY UNDERSTAND ONE'S STORY... 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 THREE OUTFITS I HAVE BEEN WEARING."

*-Regan*



## IMAGE-BUILDING WORKSHOPS

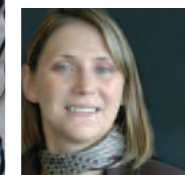
While Wings' core service helps women build confidence through clothing, Wings offers complementing workshops to extend the clients' experience in related areas. Example workshops include:

- Professional Image Makeover
- Maximize Your Wardrobe on a Minimum Budget
- Interview & Workplace Dressing: Do's and Don'ts
- Building Positive Body Image
- Other special workshops based on referral partner requests

The photos on this page come from two Professional Image Makeover workshops held in 2008. During her makeover, a client is treated to professional hair styling, makeup lessons, and an interview outfit. (Trained stylists and makeup artists donate their time and materials, in this case at Pulse Beauty Academy in Downingtown, PA.) The transformations the clients experience are amazing, not only in how great the women look, but also to see in their faces and body language how terrific they feel.

"THANK YOU SO MUCH FOR THE FANTASTIC EXPERIENCE I HAD TODAY! I FELT SO SPECIAL, AND IT'S BEEN A LONG TIME SINCE I'VE FELT THAT WAY. THANK YOU FOR BEING SO LOVELY AND KIND."

*-Lori*



## REFERRAL PARTNERS

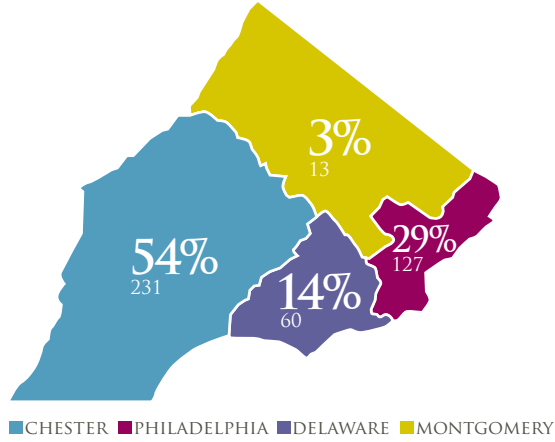
Women come to Wings through referrals from a network of nearly 50 social service agencies, such as homeless shelters, crime victim centers, domestic abuse shelters, rehab facilities, and job training programs. Wings partners with these agencies to provide the "finishing touch" in the employment process. The 2008 referral partners included:

- PBSI/Independence & Beyond (Bala Cynwyd, PA)
- New Choices/New Options (Delaware County Community College, Media, PA)
- EARN Center (Coatesville, PA)
- Chester County Assistance (Thorndale, PA)
- Home of the Sparrow (West Chester, PA)
- Chester County Intermediate Unit (Downingtown, PA)
- Chester County OIC (West Chester, PA)
- 22 various other partners

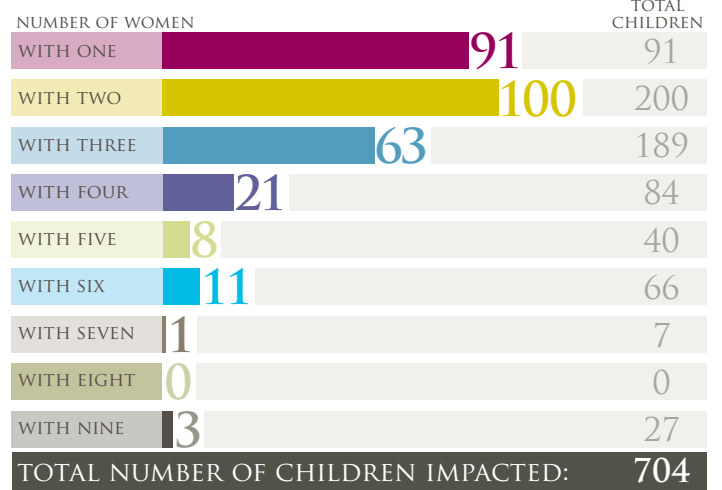
"IT HELPS TO KNOW THAT PEOPLE CARE TO HELP YOU HELP YOURSELF" - *Nina*

## WHO WE HELP

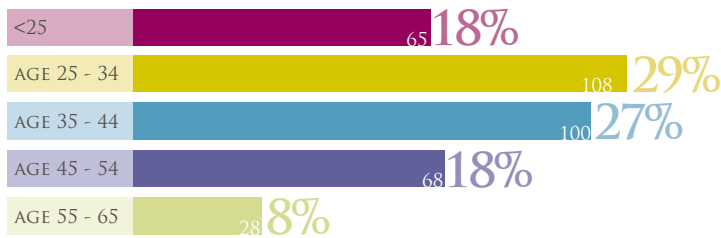
### COUNTY OF RESIDENCE



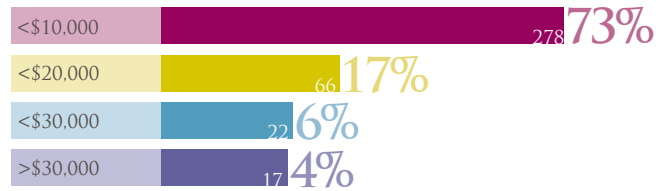
### NUMBER OF CHILDREN



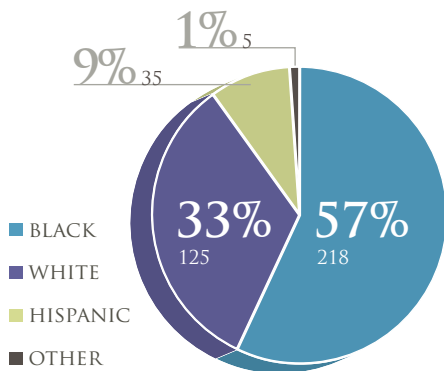
### AGE



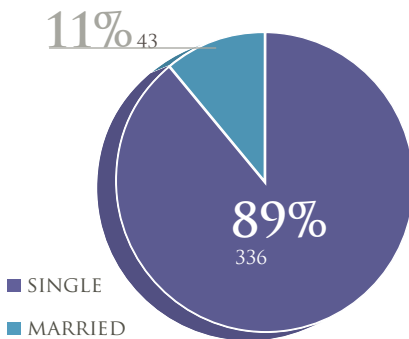
### INCOME



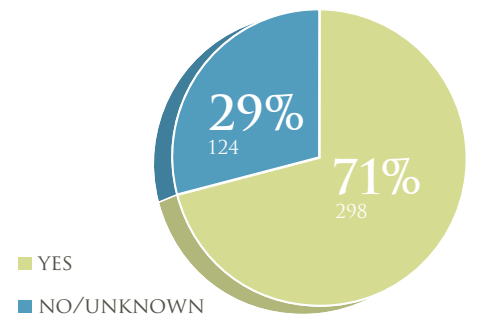
### RACE



### MARITAL STATUS



### CHILDREN



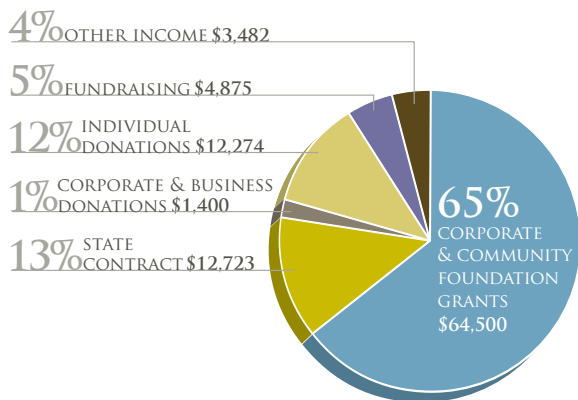
"I WAS IN NEED BECAUSE OF MY FAMILY SITUATION, LIVING OUT OF A SUITCASE SINCE NOVEMBER 2007. YOU TRULY SPENT TIME, PATIENCE, AND KINDNESS EXPRESSED TOWARDS GIVING ME THE MATERIAL NECESSARY FOR A JOB INTERVIEW AND LIFE ITSELF... I LEFT WITH... CLOTHING, JEWELRY, SHOES, BAG, UNDERGARMENTS, AND A SENSE OF COMFORT IN KNOWING SOMEONE TRULY CARED FOR ME."

- *Karen*

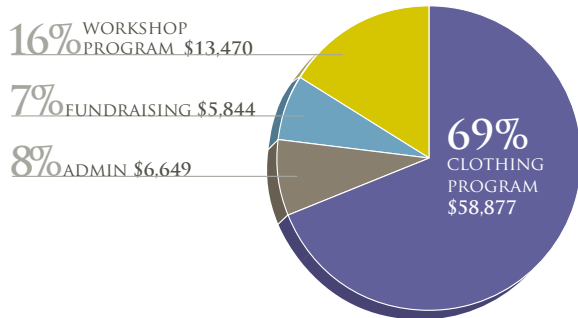
# FINANCIALS

## FY08 FINANCIAL HIGHLIGHTS

INCOME \$99,254



EXPENSES \$82,840



## WINGS FOR SUCCESS BALANCE SHEET SUMMARY AS OF DECEMBER 31, 2008

ASSETS	TOTAL
<b>CURRENT ASSETS</b>	
BANK ACCOUNTS	51,729.61
TOTAL CURRENT ASSETS	51,729.61
<b>TOTAL ASSETS</b>	<b>\$51,729.61</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>LIABILITIES</b>	
CURRENT LIABILITIES	
OTHER CURRENT LIABILITIES	1,943.28
TOTAL CURRENT LIABILITIES	1,943.28
TOTAL LIABILITIES	1,943.28
EQUITY	49,786.33
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$51,729.61</b>

## CONTACT

MAILING P.O. Box 1184  
ADDRESS: Frazer PA, 19355

LOCATION: The Frazer Shopping Center  
490 Lancaster Avenue  
Frazer PA 19355

PHONE: 610-644-6323

FAX: 610-644-7323

WEBSITE: [www.wingsforsuccess.org](http://www.wingsforsuccess.org)

## BOARD

BOARD MEMBERS (2008)  
Connie Rose, President  
Vivian Kermon, Vice-president  
Kelly Gladfelter, Secretary  
Bonnie Blank, Treasurer  
Mary Pat Knauss  
Mary Pat McDevitt  
Donna Sherwin

ADVISORY BOARD (2008)

Sara Bleemer  
Alyce Ellefson  
Carol Larkin

STAFF (2008)  
Diane Mills, Program Manager

## BENEFACTORS GRANTS

1675 Foundation  
Brooke J. Lenfest Foundation  
Connelly Foundation  
Dansko Foundation  
Douty Foundation  
Fund for Chester County through  
Chester County Community Foundation  
Greater West Chester Sunrise Rotary Foundation  
Helen G. Broome Foundation through  
BNY Mellon Mid-Atlantic Charitable Trusts  
Lasko Family Foundation  
Patricia Kind Family Foundation  
Prudential Foundation  
TD Bank Foundation  
The Saturday Club  
W. W. Smith Charitable Trust

## BUSINESS PARTNERS IN-KIND DONATIONS

KEY: \$ = Cash    👗 = Clothing    ⌚ = Time/Talent/Influence/Professional Services    📦 = Products    🏠 = Use of Facilities

Acme Markets, Exton & Chester Springs stores	📦	Mary Kay Cosmetics representatives	⌚	📦
Alena McCullough Design	⌚	MI Group, New Castle, DE	⌚	📦
Anna Giacalone Dentistry	👗	Paoli Hospital Scrub Drive	👗	
Avenue Women's Fashions	👗	Parkway Cleaners, West Chester	👗	📦
Baker Communications, West Chester	⌚	Payless Shoes	📦	
Balance Hair Spa, Eagleview	📦	Philadelphia Style Magazine	📦	
BJ's Warehouse, Downingtown	📦	Prudential Fox & Roach Realtors	\$	👗 ⌚
Bosom Buddies, Paoli	👗 ⌚	Pulse Beauty Academy	⌚	📦 🏠
Brenda's Vac Shop, West Chester	📦	QVC	👗	📦 🏠
Charmingly Linda's, Frazer	👗	Ruby Slippers, West Chester	👗	
Chester County Dental Hygienists Assn.	👗	Salon Seven	📦	
Clean Net USA, Bala Cynwyd	⌚	Scott Darling, Action ReMax	🏠	
Dansko Shoes, West Grove	\$ 👗	Subway Shop, Frazer	📦	
Endodontic Specialties & Bruce Terry DMD	👗	Sue Smith Photography	⌚	
Giant Foods, Exton & Frazer stores	📦	Talbot's, King of Prussia Mall	👗	
Grainger Industrial Supply, Frazer	📦	TD Bank	\$	📦 🏠
Gravity Creative	⌚	United Way of Chester County – individual donors	\$	
Hankin Group through United Way	\$	United Way of Southeastern PA – individual donors	\$	
Head to Toe Uniforms, Coatesville & Paoli	👗	Vanguard Corporation	👗	
Home Depot, Downingtown & Frazer stores	📦	Virgulti Dental	👗	
J. P. Morgan Chase	\$	Willowdale Country Store	👗	
Jane Chalfant & Kiki Boutique, West Chester	👗	Windridge Designs by Cheryl Nash	👗	
Maria Fe's Upscale Consignments, Malvern	👗			
<b>COMMUNITY PARTNERS</b>				
Carol Achiele, Chester County Commissioner	⌚	Delaware Valley Relocation Council	\$	👗 ⌚
Andrew Dinniman, PA State Senator	⌚	Heartworks of West Chester	👗	
Kathi Cozzone, Chester County Commissioner	⌚	Newcomers Club of Central Chester County	\$	👗
Terrence Farrell, Chester County Commissioner	⌚	Orphan Grain Train	⌚	
Evelyn Walker, Chief Mgt. Officer, Chester Co. Commissioner's Office	⌚	Paoli-Malvern-Berwyn Rotary	\$	
First Presbyterian Church Women's Association	👗	Pennharmonics – Penn State A'Capella Singers	\$	⌚
Temple Brith Achim (King of Prussia)	\$ 👗	West Chester Univ. – Alpha Rho pledge class of Phi Sigma Pi Honor Fraternity	⌚	
Westminster Presbyterian Church (West Chester)	👗			

