



## 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 that partner with Wings for the finishing touch in the employment process. Since 1997, Wings has helped more than 5500 women tackle this often overlooked barrier to becoming self-sufficient. Wings For Success is a 501©3 non-profit organization located in Frazer, PA, and serves southeastern Pennsylvania's Chester, Delaware, Montgomery, and Philadelphia Counties.

## MESSAGE FROM THE BOARD PRESIDENT

Wings Family and Friends,

Every year since we began, Wings For Success has enjoyed significant milestones, and 2009 was no exception.

In 2009, we served close to 600 clients, more than in any other year. Why such an increase in the number of clients? Obviously, the economic climate played a major role as more and more people in Chester County found themselves without work. Another reason was the growing awareness of our services – a direct result of our expanded outreach efforts – revamping our website, holding an Open House for the public, and conducting Referral Partner forums. These were some of our key efforts that helped the community better understand who we are and what we do.

Another major milestone in 2009 was the creation of our first formal Strategic Plan. With a grant from the prestigious Philadelphia Foundation, we conducted a rigorous search for a strategic partner and ultimately selected Capacity For Change. This organization helped us analyze current and emerging trends, interview key stakeholders, and conduct a broad-based survey with constituents. The outcome was the identification of five strategic goals and action steps to support those goals starting in 2010. You will hear much more as we implement our plan.

Finally, in 2009, we adopted a more focused approach to fundraising. In addition to holding several small, personalized shopping events, we implemented two targeted direct mail campaigns, and ended the year with Winterfest, an intimate gathering of friends and family who were treated to personal services (massages, manicures, makeup consultations) and the offerings of selected vendors. Our intent is to build upon this foundation for an even larger fundraising event in 2010.

In all, it was a year of accomplishment and transition as Wings moved from an entrepreneurial-type organization to a more structured one. On a personal note, this is my last message as Board President. I look forward to supporting Mary Pat Knauss as she steps into this important role. We both welcome the opportunity to work together in making Wings a stronger organization. Thank you all for trusting me to lead the journey for a while.

*Connie Rose*  
Board President



### CLIENTS SERVED:

INCREASED NUMBER OF CLIENTS SERVED BY 47%

\* 490 CLIENT DRESSING APPOINTMENTS

\* 99 CLIENTS ATTENDED WORKSHOPS

RENEWED STATE CONTRACT TO DELIVER PA WORKWEAR PROGRAM IN CHESTER COUNTY

CONDUCTED REFERRAL PARTNER FORUMS THUS STRENGTHENING OUR RELATIONSHIPS

ACHIEVED STRONG CLIENT SATISFACTION RATINGS:

\* 72% OF CLIENTS FELT MUCH MORE CONFIDENT AFTER THEIR DRESSING APPOINTMENTS

\* 80% OF CLIENTS INDICATED THE CLOTHING THEY RECEIVED WILL BE EXTREMELY HELPFUL IN THEIR JOB SEARCH

### ORGANIZATION:

INCREASED OUR VOLUNTEER POOL TO OVER 50, WITH 25 VOLUNTEERS PROVIDING TIME WEEKLY

LAUNCHED A NEW WEBSITE ALIGNED WITH NEW BRAND PLATFORM, PROVIDING CURRENT AND ENGAGING INFORMATION, AND FACILITATING ON-LINE DONATION CAPABILITY

HELD A WELL-ATTENDED OPEN HOUSE TO INTRODUCE WINGS TO OUR NEW COMMUNITY NEIGHBORS AND SHOWCASE OUR NEW FACILITIES

CREATED FIRST FORMAL STRATEGIC PLAN, OUTLINING STRATEGIES AND GOALS FOR THE NEXT 3 YEARS

### FINANCIALS:

CHANNELED 88% OF EVERY DOLLAR TO PROGRAMS

NAVIGATED THROUGH ECONOMIC DOWNTURN WITHOUT CUTTING BACK ON PROGRAMS & SERVICES

CONTINUED TO DIVERSIFY FUNDING SOURCES BY MORE THAN DOUBLING THE AMOUNT GENERATED THROUGH FUNDRAISING

PILOTED A FUNDRAISING EVENT WITH THE GOAL OF ESTABLISHING AN ANNUAL SIGNATURE EVENT

## MISSION STATEMENT

To improve the employment opportunities of disadvantaged women by providing work appropriate attire, wardrobe guidance, and life skills workshops.

## VISION FOR THE FUTURE

Wings For Success envisions a future in which all individuals and families have the courage, confidence, and opportunity to live happy, healthy, and economically secure lives.

## CORE VALUES

- \* All women have the capacity to be successful in the workplace.
- \* A person's image affects one's job, salary, and possible promotions.
- \* Self-esteem is critical to the health and well being of women.
- \* Every person deserves to be treated with dignity, compassion, and respect.
- \* Economic security, health, and education are fundamental human rights.

*"Wings For Success has been a very beneficial agency for Home of the Sparrow clients. Not only does this agency provide women with professional clothing that they otherwise could not afford, but also instills a renewed confidence and self-esteem in women who have often neglected themselves for years to care for their families and children. Wings For Success reminds women that they deserve to feel good about themselves and their appearance, and this is commonly the first step towards growth and success in the career world. The agency also provides a very warm and nurturing attitude towards the women, which adds to the value of the overall experience"*

– Nicole Mullett, PA Home of the Sparrow, West Chester, PA

Women come to Wings through referral 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 2009 referral partners included:

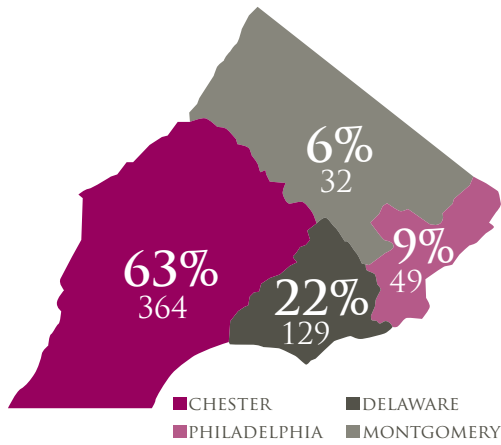
- \* EARN Center (Chester County)
- \* New Choices/New Options (Delaware County)
- \* PBSI/Independence & Beyond (Montgomery County)
- \* Community Youth & Women's Alliance (CYWA) (Chester County)
- \* Keystone Education Yields Success (KEYS, through Delaware County Community College) (Delaware County)
- \* Chester County Opportunities Industrialization Center (OIC) (Chester County)
- \* Chester County Assistance Office (Chester County)
- \* Community Action Development Commission of Montgomery County (CADCOM) (Montgomery County)
- \* 24 various other partners

*"I received a message from one of my clients that I referred to Wings For Success. She has been struggling for sometime to keep her spirits high. A life threatening medical condition and related financial and family challenges put her family's stability at risk. Friends Association was able to prevent her and her children from losing their housing and assist with a plan to help her address her family's needs. Based on past experience, I confidently referred her to Wings. Her message after visiting Wings – 'I haven't felt so pampered and loved in many years and I just wanted to thank you for helping me in so many ways.' I just want to say thank you to Wings for being there as an important and caring partner and community resource. Your services help all of us who serve women in need to make a "real" difference in their lives."*

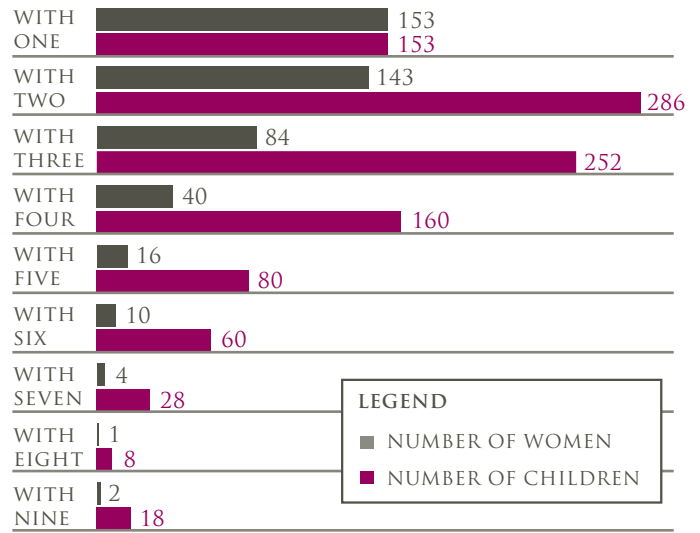
– Regina Horton-Lewis, Friends Association, West Chester, PA

"What a wonderful experience I had at Wings for Success. I am forever grateful for the kindness and consideration I was shown, the enthusiastic guidance by your volunteer, and the beautiful upscale clothing and accessories I was given outright. I left with a greatly heightened sense of dignity and self-esteem, not to mention a more hopeful outlook. My sincerest thanks." – Rebecca, October, 2009

COUNTY OF RESIDENCE

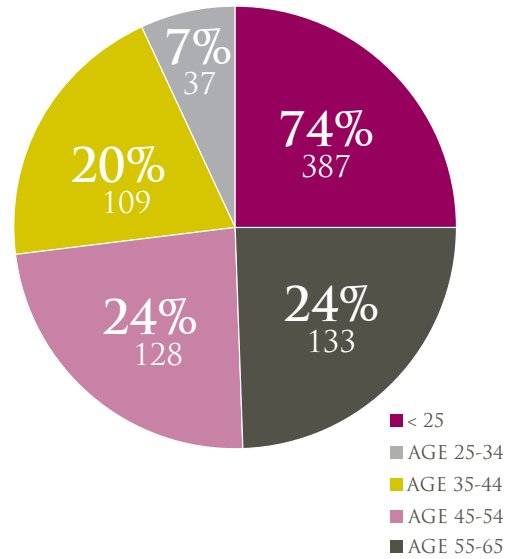


NUMBER OF CHILDREN

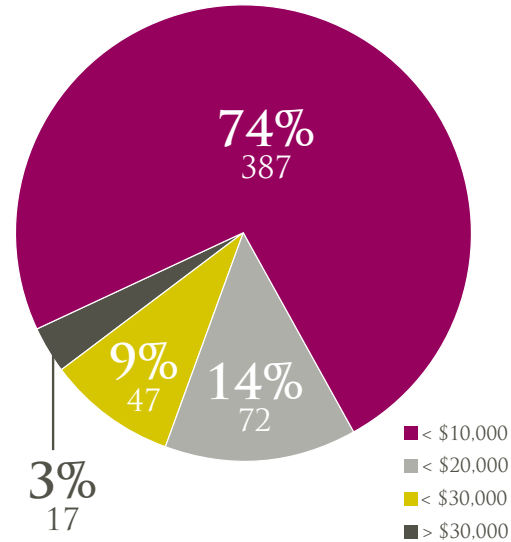


TOTAL NUMBER OF CHILDREN IMPACTED = 1045

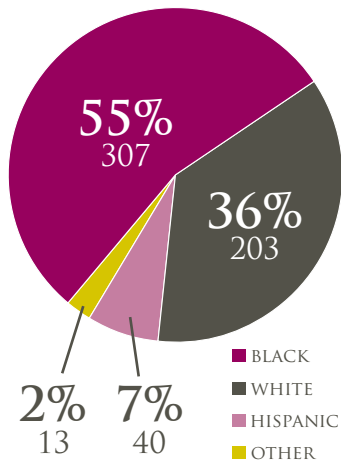
AGE



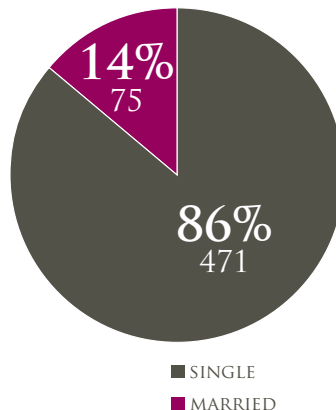
INCOME



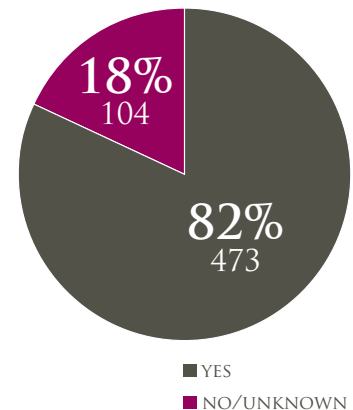
RACE



MARITAL STATUS



CHILDREN



## BALANCE SHEET SUMMARY

As of December 31, 2009..... **TOTAL**

### ASSETS

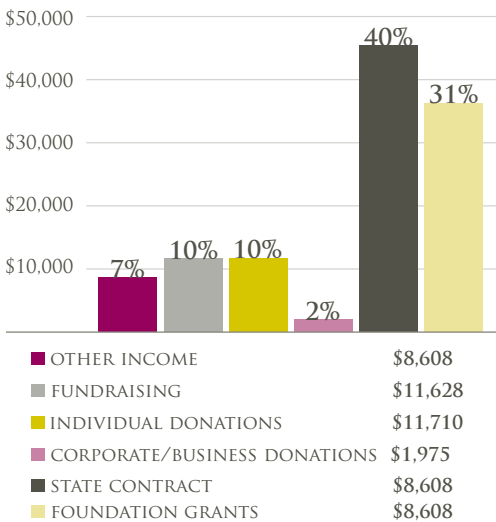
Current Assets	
Bank Accounts.....	\$54,074
Total Current Assets.....	\$54,074
<b>TOTAL ASSETS .....</b>	<b>\$54,074</b>

### LIABILITIES AND EQUITY

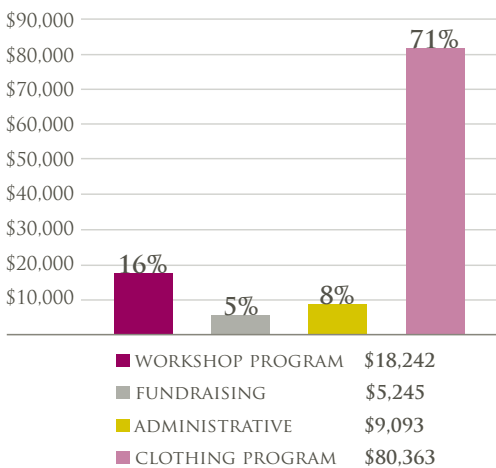
Liabilities	
Current Liabilities	
Total Other Current Liabilities .....	\$1,818
Total Current Liabilities.....	\$1,818
Total Liabilities .....	\$1,818
Equity.....	\$52,256

**TOTAL LIABILITIES AND EQUITY.....\$54,074**

## INCOME \$115,508



## EXPENSES \$112,943



## BENEFACTORS

Brook J. Lenfest	Prudential Foundation
Chester County Community Foundation	Philadelphia Foundation through awards from the following funds:
Connelly Foundation	- Charles F. Judson Fund,
Dansko Foundation	- William J. McCahan 3rd Fund in memory of Thomas C. McCahan and Florence M. McCahan,
Douty Foundation	- Effie May Beckett Fund
Ethel Sergeant Clark Smith Memorial Fund	The Rotary Club of West Chester
Genaurdi Family Foundation	TD Bank Foundation
Hankin Foundation	
Independence Foundation	

## BUSINESS PARTNERS IN-KIND DONATIONS

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

Accent On Design	👗	Lance Systems	\$
Acme Markets	\$	Life Uniforms	👗
Alena McCullough Design	⌚	Lucky Scrubs	👗
Allen, Jimmy	⌚	Maria Fe's Upscale Consignments	👗
Avenue	👗	Mary Kay Cosmetics, Donna Holloway	\$ ⌚ 📦
Bosom Buddies	👗	Mary Kay Cosmetics, Esem Frangiosa	⌚ 📦
Caramella's Candy	\$	Mary Kay Cosmetics, Mirian McIlvain	⌚ 📦
Catherine's	👗	Pamper Perfect Mobile Spa, Allison Moore	\$ ⌚ 📦
Charmingly Linda's Consignment	👗	Prudential Fox & Roach Realtors	\$ ⌚ 📦
Cherchie's Specialty Foods	\$	Pulse Beauty Academy	⌚ 🏠 📦
Curves, Dilworthtown	👗	QVC	👗
Dansko	👗	Shuts, Jerry	⌚
Ferullo Insurance	\$	Siemens Medical Solutions, HR Department	👗
Hankin Group	\$	Survival Essentials	👗
Head to Toe Uniforms	👗	Talbot's (Paoli)	👗
IBM	📦	Tonya Lov Jewelry	\$
Jane Chalfant	👗	Vanguard	👗
Jane Porter Designs	👗	Wegman's	\$
Jeffery Blank DDS PC	\$	Willowdale Country Store	\$ 👗
JP Morgan Chase Matching Gift Program	\$	Windridge by Cheryl Nash	\$ 👗

## COMMUNITY PARTNERS

Amanda Derrickson, West Chester University	⌚	Phi Sigma Pi Honor Society, West Chester University	⌚
Chester County Bar Association	👗	Sisterhood of the Congregation Mercy and Truth	👗
Duane Milne, PA House of Representatives	⌚	Temple Brith Achim	👗
Katharine Figorski, West Chester University	⌚	Westminster Presbyterian Church	👗
Main Line Society of Professional Women, Main Line Chamber of Commerce	👗	Women in Motion	\$
Newcomers Club of West Chester	\$		
Orphan Grain Train (Susan Bell)	⌚		

## BOARD MEMBERS (2009)

CONNIE ROSE, PRESIDENT  
 MARY PAT KNAUSS, PRESIDENT-ELECT  
 KELLY GLADFELTER, SECRETARY  
 BONNIE BLANK, TREASURER  
 JACKIE CODY DOWNING  
 VIVIAN KERMON  
 MARY PAT MCDEVITT  
 LINDA TORELLI

## ADVISORY BOARD (2009)

SARA BLEEMER  
 ALYCE ELLEFSON  
 CAROL LARKIN  
 DONNA SHERWIN

## STAFF (2009)

DIANE MILLS,  
 PROGRAM MANAGER

## MAILING ADDRESS

PO BOX 1184, FRAZER, PA 19355

## OFFICE LOCATION

THE FRAZER SHOPPING CENTER  
 490 LANCASTER AVE  
 FRAZER, PA

PHONE 610-644-6323

FAX 610-644-7323

INFO@WINGSFORSUCCESS.ORG  
 WWW.WINGSFORSUCCESS.ORG

