



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

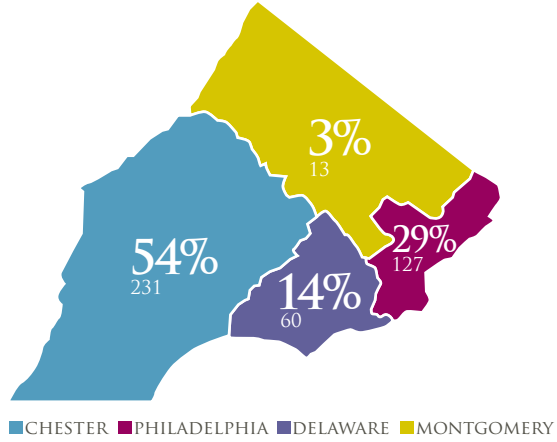
Women come to Wings through referrals from a network of nearly 50 social service agencies, such as homeless shelters, crime victim centers, domestic abuse shelters, rehab facilities, and job training programs. Wings partners with these agencies to provide the "finishing touch" in the employment process.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

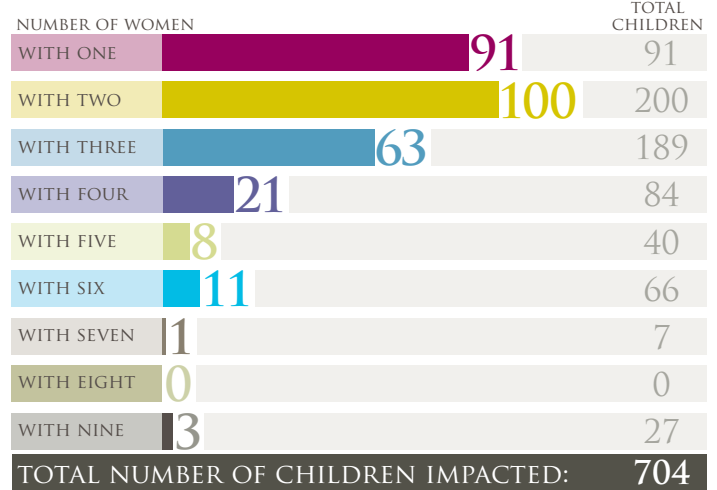
"IT HELPS TO KNOW THAT PEOPLE CARE TO HELP YOU HELP YOURSELF" - *Nina*

WHO WE HELP

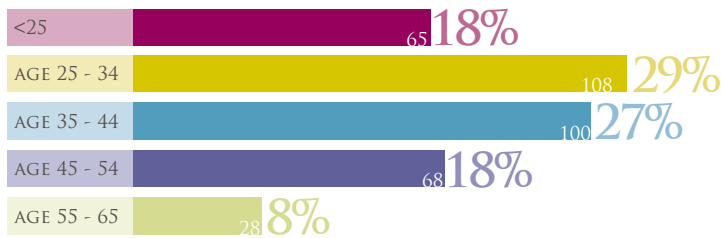
COUNTY OF RESIDENCE



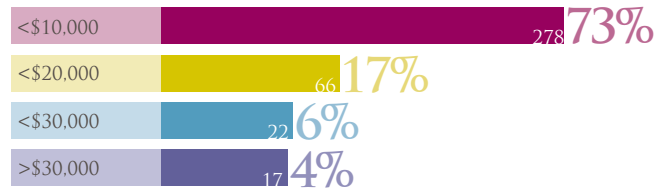
NUMBER OF CHILDREN



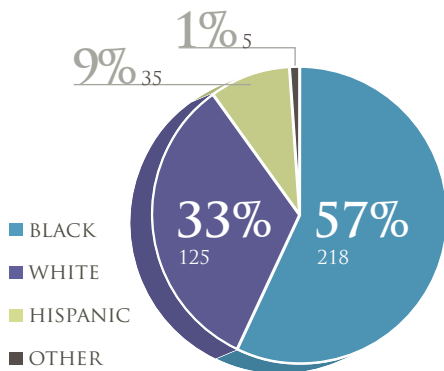
AGE



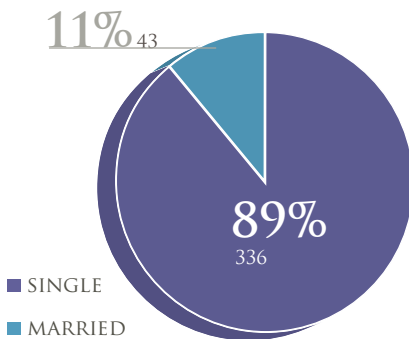
INCOME



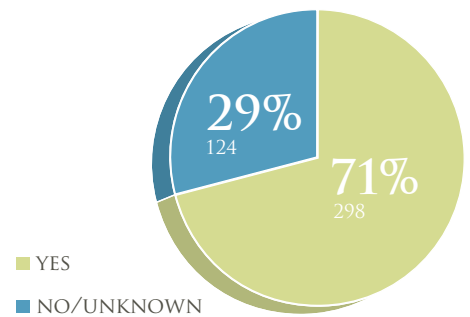
RACE



MARITAL STATUS



CHILDREN



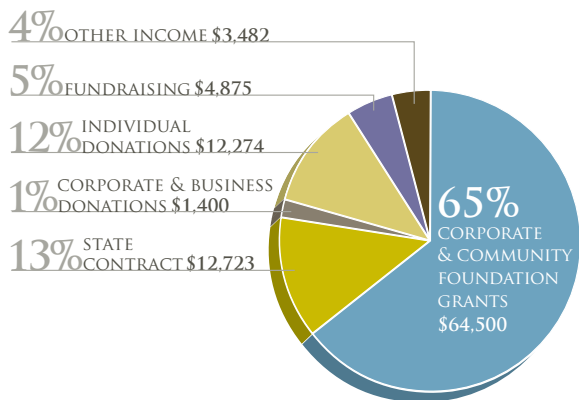
"I WAS IN NEED BECAUSE OF MY FAMILY SITUATION, LIVING OUT OF A SUITCASE SINCE NOVEMBER 2007. YOU TRULY SPENT TIME, PATIENCE, AND KINDNESS EXPRESSED TOWARDS GIVING ME THE MATERIAL NECESSARY FOR A JOB INTERVIEW AND LIFE ITSELF... I LEFT WITH... CLOTHING, JEWELRY, SHOES, BAG, UNDERGARMENTS, AND A SENSE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

- *Karen*

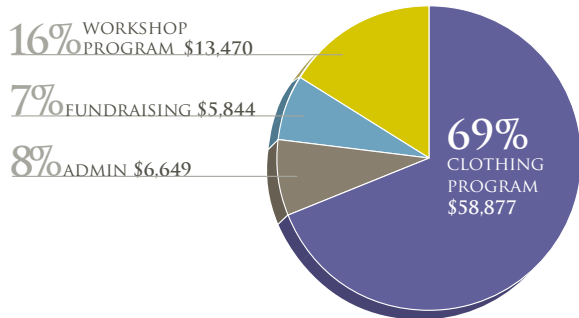
FINANCIALS

FY08 FINANCIAL HIGHLIGHTS

INCOME \$99,254



EXPENSES \$82,840



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

ASSETS	TOTAL
CURRENT ASSETS	
BANK ACCOUNTS	51,729.61
TOTAL CURRENT ASSETS	51,729.61
TOTAL ASSETS	\$51,729.61
LIABILITIES & EQUITY	
LIABILITIES	
CURRENT LIABILITIES	
OTHER CURRENT LIABILITIES	1,943.28
TOTAL CURRENT LIABILITIES	1,943.28
TOTAL LIABILITIES	1,943.28
EQUITY	49,786.33
TOTAL LIABILITIES & EQUITY	\$51,729.61

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

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

