

ANNUAL REPORT 2010



Wings 
for Success

THE FINISHING TOUCH

MESSAGE FROM THE BOARD PRESIDENT

“Having someone know and understand current trends REALLY helps –and it was tailored to my potential employer. Knowing what might be right for this particular employer changed my entire appointment – and outlook. Their mix and match ability and flexibility amazingly turned a dozen pieces into two dozen outfits! The vision of the ladies was amazing. A wide selection encouraged me to change my thinking. Having two ladies working with me gave me two extra sets of eyes. It made me feel so very special. Thank you! This was definitely a life changing moment!”

LRH

“I just wanted to thank you very much for providing me with some much-needed clothing for my job search. Everyone was so nice and so helpful! I needed your help, and you were wonderful to me.”

JT

Wings Family and Friends,

Reflecting on 2010, there are many reasons to feel a sense of accomplishment as well as heartfelt gratitude for the remarkable support we enjoy as an organization.

There is nothing more satisfying for a nonprofit than successfully delivering its mission. For the third year in a row, Wings served a record number of clients, 635 in total for the year. No doubt the economic downturn has increased the number of women in need in this community. In addition, Wings has made a concerted effort to increase the awareness of its services in previously underserved areas in Chester County. The referral partner network has more than doubled over last year.

With the goals of both keeping programs current and assessing unmet needs in the community, representative employers (where clients find employment) and referral partners were surveyed during 2010. Feedback has been incorporated into the clothing program and workshop offerings.

On October 20th, Wings sponsored an evening of “Merriment, Makeovers, and Miracles,” which raised \$17,000 for its programs. Festivity and inspiration combined to create a truly memorable evening at the Saturday Club in Wayne. I want to thank the many individuals and organizations that helped make the evening such a resounding success.

In time for holiday giving, Wings launched an Adopt-A-Client Giving program. This is a way for individuals and organizations to support Wings with clothing, in a way that best meets client needs. This will be an ongoing program, so check the website for details.

For many years, Wings has published a paper newsletter – Wing Tips. In November, 2010, Wings issued its first electronic newsletter. Not only is this format more environmentally friendly, but will also save the organization significant printing and postage fees. Perhaps most exciting, it also opens doors for other forms of e-marketing to be used in the future.

Wings has been able to consistently grow its income year over year since 2007, while at the same time manage its expenses prudently. The result has been the accumulation of an operating reserve. With this planned financial growth, Wings exits 2010 in a position to expand its staff. In January 2011, the organization’s first Development Manager, Andrea Laine, joined Wings For Success. This role was identified as the next strategic priority so that the organization can continue to diversify and grow its funding sources.

All we have accomplished is in service to the women in our community. Someone has said that by helping one woman, you are helping one family and through that family you are helping a community. With that in mind, Wings For Success recommits itself to its mission, and looks forward to another successful year.

In service,



Mary Pat Knauss
Board President

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.

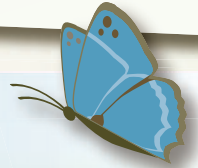
A person's image affects their job, salary and possible promotions.

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.

“This place is a true blessing. I wouldn't have been able to afford this. Everything was stolen. You are a blessing to me...thank you. My volunteer stylist is a true professional. She has a rare gift and talent!” NT



SNAPSHOT

CLIENTS SERVED

Served a Record Number of 635 Clients:

This is a 10% increase from the previous year.

571 client dressing appointments

64 clients attended workshops

Renewed State Contract to deliver PA WORKWEAR Program in Chester County

Conducted surveys of both client employers as well as referral partners, to gather feedback for our current program and assess unmet needs in the community.

Strong Client Satisfaction Ratings:

95% of clients felt much more confident after their dressing appointments

97% of clients indicated the clothing they received will be extremely helpful in their job search

ORGANIZATION

Increased our volunteer pool to almost 80, with 45 volunteers donating time on a regular basis.

ORGANIZATION, CONT'D.

Launched an Adopt-A-Client Giving Program helping community groups and individuals support Wings with clothing in a way that best meets client needs.

Transitioned to electronic newsletter format, saving the environment, time, and money.

Grew the contact database by 32%, increasing the amount of community interest and support.

Conducted Board Development Training through The Nonprofit Center at LaSalle University

Successfully executed against Year 1 objectives outlined in the Strategic Plan.

FINANCIALS

Channeled 88% of every dollar to our programs.

Exited the fiscal year with an operating reserve, in preparation for hiring a second employee

Held first signature fundraising event: Merriment, Makeovers, and Miracles

“CP went to her job interview for a nurse's helper; when she walked into the job interview, they were so impressed by how she looked that they asked her if she would like a job at the front desk greeting clients! CP was confident and wearing her Wings outfit! She was THRILLED and confident. A HUGE THANK YOU to everyone at Wings!” JULIE SIM, BUILDING BRIDGES

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.

2010 Referral Partners included:*

- EARN Center, Chester County
- New Choices/New Options Program, Delaware County
- Community Youth & Women's Alliance (CYWA), Chester County
- Chester County Opportunities Industrialization Center (OIC), Chester County
- Walker House (Coatesville VA Hospital), Chester County
- PBSI/Independence & Beyond, Montgomery County
- Building Bridges, Chester County
- Chester County Assistance Office
- Domestic Violence Center of Chester County (DVCCC)
- Gaudenzia-West Chester, Chester County
- Home of the Sparrow, Chester County
- Keystone Education Yields Success (KEYS through Delaware County Community College)
- Community Action Development Commission of Montgomery County (CADCOM)
- Chester County Intermediate Unit (CCIU), Chester County

*Plus 23 various other partners

“Thank you so much, ladies. You were a big help. I had lots of fun and you guys pushed my feelings about myself and my job search 99% higher than what it was when I walked in the door.” AP



COMMUNITY PARTNERS

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

Accent on Design		Maria Fe's Upscale Consignments	
Amanda Derrickson, West Chester University		Orphan Grain Train, Susan Bell	
Balance Hair & Spa		PEO (Promoting Educational Opportunities) Sisterhood	\$
Caritas		Prudential-Fox-Roach Volunteer Day of Caring	
Charmingly Linda's		Pulse Beauty Academy	
Chester County Paralegal Assn.	\$	Salon 7	
Chester County Bar Assn.		Sophisticated Ladies Consignments	
Chipper Wadas		Survival Essentials	
Donna Holloway, Mary Kay		Unitarian Universalist Society of Mill Creek	\$
Esme Frangiosa, Mary Kay		Vanguard through United Way Gifts in Kind	
First Presbyterian Church	\$	Vanguard Volunteer Days of Caring	\$
Great Dames	\$	Villanova Volunteer Days of Caring	
Heartworks		WCU Phi Sigma Pi Honor Society Volunteers	
Katharine Figorski, West Chester University		Westminster Presbyterian Church	

BENEFACTORS

1675 Foundation
 AYCO Charitable Foundation
 Brook J. Lenfest Foundation
 Clancel Foundation
 Connelly Foundation
 Dansko Foundation
 Douty Foundation
 Ethel Sergeant Clark Smith Memorial Fund
 Genuardi Family Foundation
 Hankin Foundation
 Helen D. Groome Beatty Trust,
 (a BNY Mellon Mid-Atlantic Charitable Trust)
 Newell Rubbermaid, Investing in Community
 Patricia Kind Family Foundation
 Phoenixville Community Health Foundation
 TD Charitable Foundation
 W.W. Smith Charitable Foundation
 WOMEN'S WAY

BUSINESS PARTNERS AND IN-KIND DONORS

DOLLARDONORS:

Cephalon - matching gift
 Dansko - matching gift
 Glaxo-Smith-Kline - matching gift
 Greater Valley Forge Human Resource Association
 Hankin Group / Summer Concert Series
 Jane Chalfant/Kiki Boutique
 Jeffrey Blank, DDS, PC dental office
 JP Morgan Chase - matching hours
 McCloskey Group
 McGrath Insurance/Allstate Giving Campaign
 Paoli/Malvern/Berwyn Rotary
 Prudential Foundation - matching hours
 Prudential Cares
 Ruby Slippers
 Strategic Technology
 Wachovia/Wells Fargo Community Campaign

NEW CLOTHING:

Avenue Stores
 Catherine's
 Head to Toe Uniforms
 QVC
 Nota Bene Boutique
 Talbots - Paoli through United Way Gifts in Kind
 Willowdale Country Store
 Windridge by Cheryl Nash



STAFF

Diane Mills, Program Manager

BOARD MEMBERS

Mary Pat Knauss, President
 Connie Rose, Past President
 Kelly Gladfelter, Secretary
 Bonnie Blank, Treasurer
 Jackie Cody Downing
 Vivian Kermon
 Carol Larkin
 Mary Pat McDevitt

MAILING ADDRESS

PO Box 1184, Frazer, PA 19355

OFFICE LOCATION

The Frazer Shopping Center
 490 Lancaster Avenue
 Frazer, PA 19355

PHONE: 610-644-6323

FAX: 610-644-7323

INFO@WINGSFORSUCCESS.ORG
 WWW.WINGSFORSUCCESS.ORG



MERRIMENT, MAKEOVERS AND MIRACLES 2010 CONTRIBUTORS

FINANCIAL SPONSORS

Cephalon, Inc.
 Prudential Fox & Roach Charities
 The Citadel Federal Credit Union
 Closets By Design

GRAND PRIZE SPONSORS

Gemini Hair Design Studio & Spa
 Lisa M. Pedrick, DMD

IN-KIND SUPPORTERS

The Saturday Club
 Dansko
 Wendell August Forge
 Vanguard Days of Caring Volunteers
 Susan Malikowski Design
 Jim Pinckney Photography
 Betsy Filton & Pam Seymour

MAKEOVER EXPERTS

Joyce Bradley (Lee Hecht Harrison)
 Donna Holloway (Mary Kay Cosmetics)
 Maria Kapourellos (Closets By Design)
 Gemina Spady, Donna Lee (Eileen Fisher)
 Tanya Stroh (Get Fit Flex)

FINANCIAL

BALANCE SHEET SUMMARY

As of December 31, 2010

ASSETS

Bank Accounts	\$103,950
Total Current Assets	\$103,950

TOTAL ASSETS\$103,950

LIABILITIES

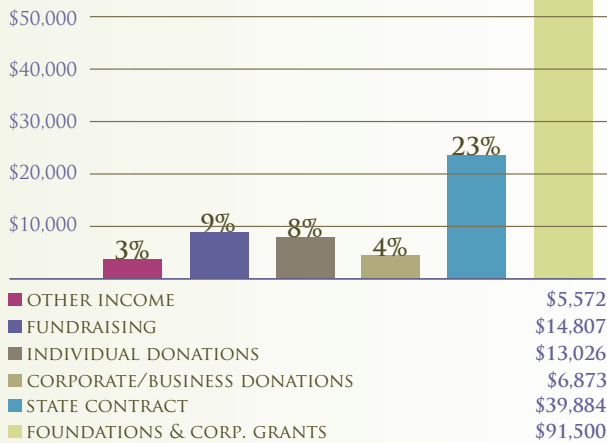
Payroll Tax Payable.....	\$2,301
Total Liabilities.....	\$2,301

EQUITY

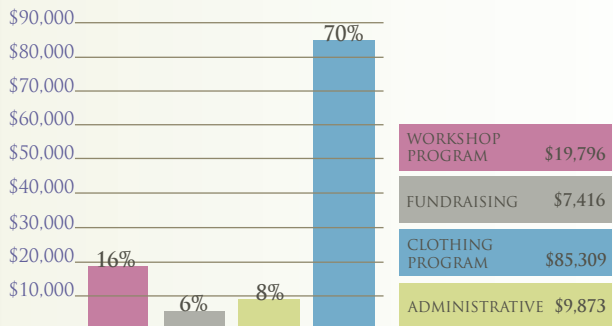
Equity 1/1/2010.....	\$52,256
Net Income 12/31/2010.....	\$49,393
Total Equity.....	\$101,649

TOTAL LIABILITIES AND EQUITY.....\$103,950

INCOME \$171,662



EXPENSES \$122,394

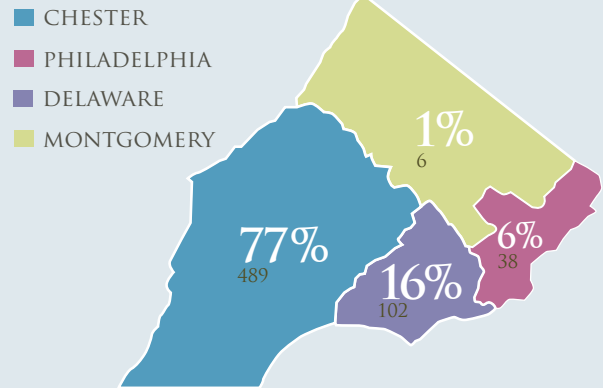


OUR CLIENTS

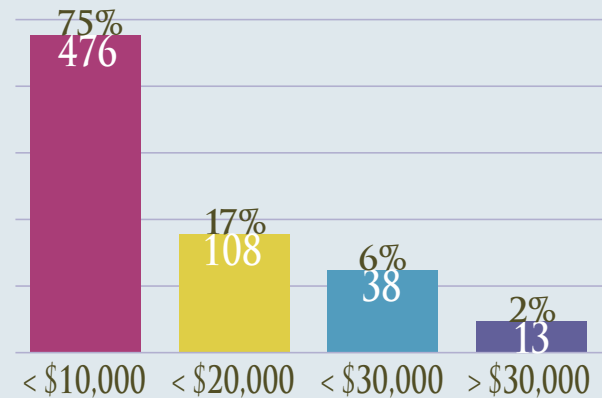
NUMBER OF CHILDREN

NUMBER OF WOMEN	TOTAL CHILDREN
WITH ONE	179
WITH TWO	130
WITH THREE	95
WITH FOUR	57
WITH FIVE	18
WITH SIX	11
WITH SEVEN	4
WITH EIGHT	0
WITH NINE	1
WITH TEN	1
TOTAL NUMBER OF CHILDREN IMPACTED: 1,155	

COUNTY OF RESIDENCE



CLIENT INCOME



CLIENT AGE

