

# ANNUAL REPORT

# 2011

# Wings for Success

THE FINISHING TOUCH

## OUTFITTING WOMEN WITH HOPE AND CONFIDENCE

Wings for Success improves the employment opportunities of economically disadvantaged women by providing them with work appropriate attire, wardrobe guidance and life skills workshops. Clients of Wings for Success are survivors of domestic violence, homelessness or addiction. Some are experiencing prolonged unemployment or underemployment. Others are transitioning off government support. Many live in poverty and are struggling to rebuild their lives. By creating a professional outward image, Wings helps women grow their inner self-image to feel confident on job interviews, succeed in the workplace, and become financially self-sufficient. The outcome of such success is a more professional workforce and a stronger economy.

## A MESSAGE FROM OUR BOARD PRESIDENT



Wings Family and Friends,

By all measures, 2011 was another successful year for our organization. Once again, we delivered against our mission by making a difference in the lives of more than 600 women in our community, supporting each on a journey to economic self-sufficiency. Women left Wings for Success not only with work appropriate clothing, but also with increased self-esteem and preparedness to build a quality life for themselves and their children.

While maintaining strong program delivery, we also continued on our journey of organizational development and capacity building. In January 2011, Andrea Laine joined Wings as its first Development Manager. In her first year, she has helped build the necessary infrastructure and external networks towards the aim of diversifying our funding sources.

The board also embarked on a significant expansion effort. In response to our call to action, 31 individuals from a cross section of the community participated on a Blue Ribbon Nominating Committee. After hearing about our strategic goals, opportunities and challenges, participants nominated individuals for board consideration – individuals who might help us on our journey. We were heartened by the response with 28 nominees. After working through the process further, it is with great pleasure that we will begin 2012 with six new board members. Each brings a unique background, skill set, and network of resources that complements and builds on our strong base. The organization stands tall with strong leadership in place.

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. I look forward to working with the new board to continue to build and expand our programs in a way that creates sustainable change for the women we serve and the community in which we live.

In service,

*Mary Pat Knauss*

MARY PAT KNAUSS, BOARD PRESIDENT



*“The joy I receive from dressing clients is a sense of personal satisfaction that I have made a difference in the life of one person in need. The joy and excitement that is visibly expressed by the clients when they see themselves as worthy, beautiful individuals is especially gratifying. Their belief in themselves is renewed.”*

## VOLUNTEERISM

*Volunteers are an integral part of our success. Dozens of women contributed nearly 7,000 hours of service in 2011 to make our program hum. They give wardrobe guidance to clients; sort, steam and mend clothing; coordinate clothing donations; clean and organize our facility; and help with a variety of event planning and administrative responsibilities including grantwriting, bookkeeping and graphic design.*

## SERVICE SNAPSHOT

- *Hosted 649 client visits, including 77 at workshops.*
- *Maintained relationships with a regional network of some 50 health and human services agencies, job training programs, and community organizations that refer clients to Wings for Success. These organizations cannot provide similar services due to limited human and financial resources.*
- *Expanded outreach efforts to underserved areas of Coatesville, Oxford and Phoenixville which resulted in dressing 89 women from those locales, a 7% increase over the previous year.*
- *Sustained strong client self-confidence and satisfaction scores, 97% and 98% respectively.*
- *Arranged complimentary transportation for 20 clients.*

## MISSION STATEMENT

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

## CORE VALUES

All women have the ability to be successful in the workplace.

A person's image affects their job, salary and the possibility of 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.

## ACCOMPLISHMENTS

- Sustained modest income growth of 4%.
- Board President Mary Pat Knauss received Community Service Award from Main Line Chamber of Commerce.
- Added 758 new friends to our contact database and implemented a customer relationship management system.
- Increased funding from corporate and foundation grants; Won support from 5 new sources.
- Produced second annual fundraising event which attracted 45 new supporters and 3 new sponsors.
- Held an appreciation event and a Holiday Potluck to celebrate our volunteers.
- Published 3 electronic newsletters.
- Installed a sign over our storefront.



## A FEW WORDS FROM OUR CLIENTS

*“I trusted the stylist and everything came together nicely. She found clothing that fit me well and flattered my body. She suggested pieces to me that I never would have picked out myself, but it worked. I felt much more confident.”*

*“Sometimes getting help can make you feel little. I loved being treated like a human being, an equal.”*

# FINANCIAL STATS

## FINANCIALS FOR 2011

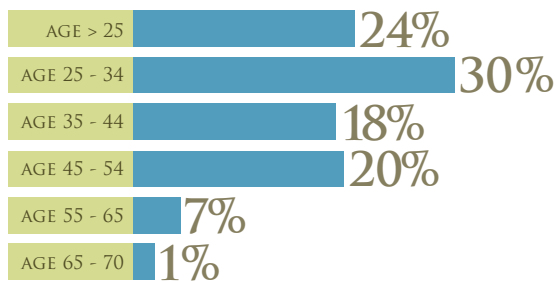
SOURCE OF INCOME	INCOME
FOUNDATION GRANTS	88,700
PA WORKWEAR CONTRACT	34,058
INDIVIDUAL DONATIONS	20,673
FUNDRAISING EVENT	20,661
EARNED INCOME	9,866
ORGANIZATION DONATIONS	4,520
<b>TOTAL</b>	<b>178,478</b>
EXPENSES	
PROGRAM	97,040
FUNDRAISING	63,152
ADMINISTRATIVE	9,445
<b>TOTAL</b>	<b>169,637</b>

## WINGS FOR SUCCESS BALANCE SHEET

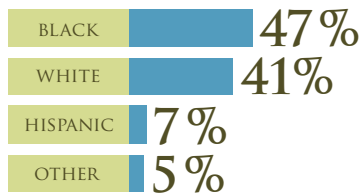
AS OF DECEMBER 31, 2011

ASSETS	
CURRENT ASSETS	
BANK ACCOUNTS .....	112,976.55
TOTAL CURRENT ASSETS .....	112,976.55
TOTAL ASSETS .....	112,976.55
LIABILITIES AND EQUITY	
LIABILITIES	
CURRENT LIABILITIES	
PAYROLL TAX PAYABLE .....	2,206.80
TOTAL CURRENT LIABILITIES .....	2,206.80
TOTAL LIABILITIES .....	2,206.80
EQUITY	
255 - OPENING BALANCE EQUITY .....	34,225.70
256 - RETAINED EARNINGS .....	67,704.38
NET INCOME .....	8,839.67
TOTAL EQUITY .....	110,769.75
<b>TOTAL LIABILITIES AND EQUITY .....</b>	<b>112,976.55</b>

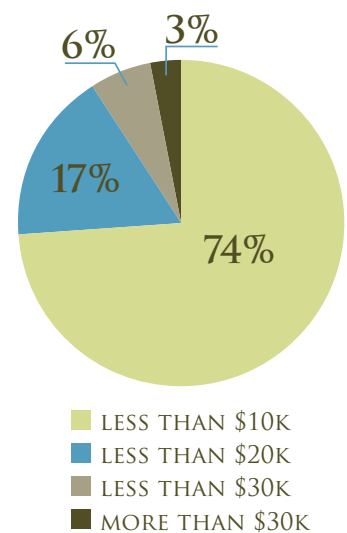
### AGE



### RACE



### CLIENT INCOME



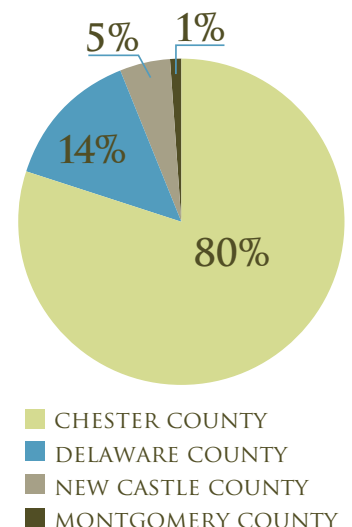
### NUMBER OF CHILDREN

NUMBER OF WOMEN	TOTAL CHILDREN
WITH ONE	160
WITH TWO	304
WITH THREE	360
WITH FOUR	176
WITH FIVE	70
WITH SIX	18
WITH SEVEN	28
WITH TEN	10
WITH ELEVEN	11
UNKNOWN	?

**TOTAL NUMBER OF CHILDREN IMPACTED: 1,137\***

\*83% OF OUR CLIENTS ARE SUPPORTING CHILDREN

### COUNTIES OF RESIDENCE



# BENEFACTORS

Wings for Success is fortunate to be the beneficiary of support from individuals, foundations, corporations and other organizations. We are exceedingly grateful for the community's generosity.

## \$10,000 +

Patricia Kind Foundation  
The W. W. Smith Charitable Trust

## \$5,000 - \$9,999

The Brook J. Lenfest Foundation  
Commonwealth of Pa:  
*Department of Community and Economic Development*  
Ethel Sergeant Clark Smith Memorial Fund  
The New Century Trust  
Newell Rubbermaid  
Robert & Joan Dircks Foundation  
The Springbank Foundation  
WOMEN'S WAY

## \$2,000 - \$4,999

1675 Foundation  
Julie and Mark Ammon  
Melinda and Rick Chichester  
The Dansko Foundation  
Employees Community Fund of Boeing  
Genuardi Family Foundation  
Phoenixville Community Health Foundation  
Shire Pharmaceuticals  
TD Charitable Foundation  
2011 Wings for Success Board of Directors

## \$1,000 - \$1,999

Chester County Paralegal Association Fashion Show  
Fund for Chester County,  
*A fund of the Chester County Community Foundation*  
Martha Kirby and Carlos M. Yuste  
JPMorgan Chase Foundation  
Prudential Cares  
QVC  
Siemens Caring Hands Foundation  
The Stewart Huston Charitable Trust

## \$250 - \$999

1830 Family Foundation  
The Art Trust  
Capacity for Change Fund,  
*A fund of the Chester County Community Foundation*  
The Citadel Federal Credit Union  
Stephanie Cost  
Nancy and Jeffrey Dore  
Lorrie and Joe Fabrizio  
Fox & Roach Charities  
GlaxoSmithKline  
Pareez Golub  
Greater Downingtown BPW  
The Hankin Group  
Donna Hare  
Debra and Daniel Krzywicki  
Ardyce and Robert Lake  
Michael Neeb

The Prudential Foundation  
Regional Center for Women in the Arts  
Unitarian Universalist Society of Mill Creek  
Valetta  
Vanguard Charitable Endowment  
The Walmart Foundation  
Nancy and Don Weaver

## IN-KIND GIFTS & SERVICES

### VALUED AT \$250 OR MORE

Beth Yvette Strange Image Consulting  
Boscov's  
Catherine's  
Calista Grand Salon  
Charmingly Linda's Consignment  
Dansko  
E.M.A Opticians, Inc.  
Nive Dhanak  
Eclectic Goods  
Eliza's Bakery  
Full Circle Computing  
Judy Golden  
Victoria Goodrich  
Jennifer Gunsaulus, PhD  
Head to Toe Uniform  
Hope's Cookies  
Teresa Hurst  
Lane Bryant  
LeBus Bakery  
Lia Sophia Jewelry Consultant Diane Rogerson  
Lynn Myer Personal Style  
Maria Fe's Upscale Consignments  
Mary Kay Consultants,  
Donna Holloway & Esme Frangiosa  
Eileen McVety  
Nota Bene Boutique  
Nutrition to Live by  
Lisa Pedrick, DMD  
Post Haste Handyman  
PruFoxRoach Global Volunteer Day  
QVC  
Pamela Seymour  
Pulse Beauty Academy  
Jerry Shuts  
State Representative Duane D. Milne, PhD  
State Senator Andy Dinniman  
Stone Barn Design Studio  
Spotted Horse Design  
Support 1000  
Turks Head Yoga  
Vanguard  
Vitali Training & Coaching  
Sherri Wark  
Whitford Hills Garden Club  
Willowdale Country Store  
Windridge by Cheryl Nash

## OUR MAILING ADDRESS

PO Box 1184 • Frazer, PA 19355

## OUR OFFICE LOCATION

The Frazer Shopping Center  
490 Lancaster Avenue, Frazer, PA 19355

PHONE: 610-644-6323

WWW.WINGSFORSUCCESS.ORG

## STAFF

Andrea Laine, Development Manager  
Diane Mills, Program Manager

## BOARD MEMBERS 2011/2012

Mary Pat Knauss, President  
Senior Manager, Life Science and Chemical Analysis,  
Agilent Technologies (retired)

Connie Rose, Past-President  
Owner, C. Rose Coaching

Mary Pat McDevitt, Treasurer  
Assistant Vice President-Merchant Services, TD Bank

Kelly Gladfelter, Secretary  
Sr. Business Analyst in Technology  
Production Assurance, JPMorgan Chase

Bonnie Blank  
Dental Hygienist and Personnel Manager, retired

Jacqueline Cody Downing  
Global Vice President of Human Resources,  
Shire Pharmaceuticals  
President, Spiritgems Consulting

Stephanie Cost  
Interior designer (retired)

Susan Drexler  
Director of Corporate Finance, Shire Pharmaceuticals

Kathleen Graham-Kelly  
Principal, Vanguard Group

Karen Hanson  
Risk Administrator, Vanguard Group

Kenya Jacobs  
Sr. Compensation Analyst,  
Christiana Care Health System

Vivian Kermion  
VP, Sales & Marketing, Hospitals at  
SmithKline Beecham Clinical Laboratories (retired)

Carol Larkin  
Administrative Coordinator & Personal Assistant,  
Jil Dever Fashion Design (retired)

Robyn Slater  
Regional Vulnerable Populations Coordinator, Chester  
County Department of Emergency Services

*Note: Every effort has been made to produce accurate recognition lists. If you observe an error or omission, we apologize in advance and ask that you bring it to our attention by calling (610) 644-6323 or writing: [info@wingsforsuccess.org](mailto:info@wingsforsuccess.org).*

