



# ANNUAL REPORT 2012

## Wings for Success

### Outfitting Women with Hope & 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,

In its 15th Anniversary year, Wings for Success has much to celebrate. From an idea and vision – developed by an ambitious group of women around a kitchen table – an organization has emerged that has served over 7,500 women in our community throughout the years. The perspective of time sheds light on everything that's been accomplished from those humble beginnings: staff, facilities, a strong volunteer base, and financial stability. As the saying goes, "We've come a long way, baby!"

Without a doubt, a key to the success of the organization has been the incredible support we have received from the community. Foundations. Volunteers. Civic organizations. Businesses. Each has played a significant role in helping us deliver on our mission. Through partnership, we are making our community a better place to live and work for everyone.

Still, 2012 has had its struggles. The difficult economic climate of the past few years has indirectly caught up with Wings for Success. Budget cuts at the Federal and State level have impacted many of our referral partners, disrupting their programs and services, and reducing the number of clients they are serving. As a result, referral partners have had fewer clients to send our way. This has caused us to reconsider our business model. As we ended the year, we launched a client-direct outreach campaign to supplement our referral partner model. We are now reaching out directly to women in our community who might benefit from our services.

This example of our strong, adaptive leadership is a sign of a healthy organization and ensures its continued strength. 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. The Board continues to be driven in all it does by this shared vision.

Thank you for your support and your partnership in helping us change our community for the better.

In service together,

**Mary Pat Knauss, Board President**



*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

Margaret Mead, 1901-1978, American anthropologist

# Financial Statistics

2012

SOURCE OF INCOME	INCOME
FOUNDATION GRANTS	48,850
PA WORKWEAR CONTRACT	33,727
MONETARY DONATIONS	34,313
FUNDRAISING	39,350
OTHER	10,859
<b>TOTAL</b>	<b>167,099</b>

EXPENSES	
PROGRAM	102,235
FUNDRAISING	32,552
ADMINISTRATIVE	14,569
<b>TOTAL</b>	<b>149,356</b>

## Balance Sheet

As of December 31, 2012

### ASSETS

CURRENT ASSETS	
Bank Accounts	\$131,298.77
Total Current Assets	\$131,298.77
<b>TOTAL ASSETS</b>	<b>\$131,298.77</b>

### LIABILITIES AND EQUITY

Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Tax Payable	\$810.73
Direct Deposit Payable	\$1,976.19
Total Other Current Liabilities	\$2,786.92
Total Current Liabilities	\$2,786.92
Total Liabilities	\$2,786.92

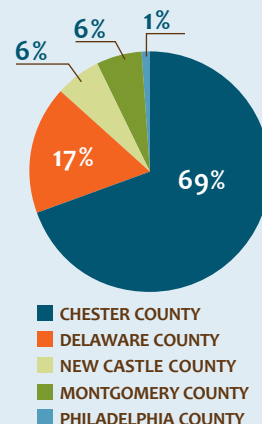
### EQUITY

Opening Balance Equity	\$34,225.70
Retained Earnings	\$76,544.05
Net Income	\$17,742.10

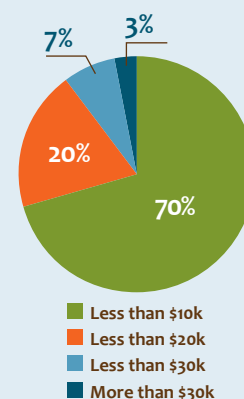
<b>TOTAL EQUITY</b>	<b>\$128,511.85</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$131,298.77</b>

# Client Statistics

## Counties of Residence



## Client Income

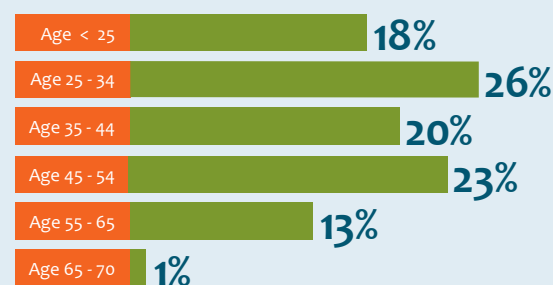


## Number of Children

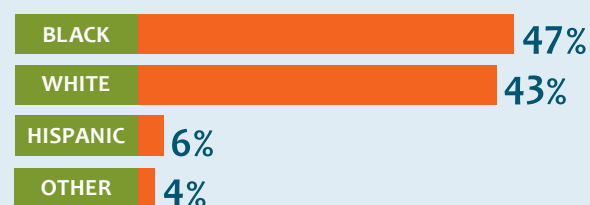
NUMBER OF WOMEN		TOTAL CHILDREN
WITH ONE	126	126
WITH TWO	137	274
WITH THREE	103	309
WITH FOUR	48	192
WITH FIVE	10	50
WITH SIX	5	30
WITH SEVEN	6	42
WITH EIGHT	1	8
WITH NINE	1	9
UNREPORTED	34	?
<b>TOTAL NUMBER OF CHILDREN IMPACTED</b>		<b>1,140*</b>

\*80% OF OUR CLIENTS ARE SUPPORTING CHILDREN

## Client Age



## Client Race



"Thank you for the experience at Wings for Success. Now when I send out a resume, I know that when I get a response I will have a much better appearance to bring to the interview process."

*"I have been thinking of you whenever I look at my closet, having suits in it for interviews. You guys are amazing! Thank you for your support and care. You are making a huge positive impact on people's lives – people like me. You are the ones who push our lives forward. Thank you."*

## Service Snapshot

- Provided 583 individuals with clothing, wardrobe guidance and life skills workshops.
- Maintained relationships with a regional network of over 50 health and human services agencies, job training programs, and community organizations that refer clients to Wings for Success.
- Launched a client-direct outreach campaign.
- Sustained strong client self-confidence and satisfaction scores, 97% and 98% respectively.
- Provided complimentary transportation to approximately 50 clients, as transportation continues to be a significant access barrier to Wings services.

## Accomplishments

- Exited the fiscal year with an operating reserve, and are now positioned to add staff leadership.
- Held our third annual signature fundraising event, featuring our first **Woman of Influence Award**, honoring **Lisa Robertson of QVC**. This event raised a record amount of financial support, surpassing all previous years.
- Improved donor management by migrating our website to a new platform and linking it to our contact relationship management system.
- Added Twitter and Pinterest to our social media activities, and grew our contact database by 700 friends.
- Launched a **\$15 on the 15th** Giving Campaign, raising \$5,000 from volunteers.



## Volunteerism

Volunteers are an integral part of our success. A committed core of 50 women contributed over 8,300 hours of service in 2012 to make our program possible. 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 grant writing, bookkeeping, website administration and graphic design. Wings also benefits from volunteer support of individuals from local businesses and corporations through United Way and other Days of Service initiatives.

## 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.

*"I am grateful for the clothes. The volunteers were terrific. Wings for Success is passionate about my success. The clothes help me look forward to work. This is a fairytale. Thank you."*





# 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 +**

Anonymous  
Patricia Kind Family Foundation

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

Brook J. Lenfest Foundation  
QVC  
The Springbank Foundation  
WOMEN'S WAY

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

1675 Foundation  
Julie and Mark Ammon  
The Dansko Foundation  
Phoenixville Community Health Foundation  
The Rotary Club of West Chester  
Shire Pharmaceuticals  
The Stewart Huston Charitable Trust  
TD Charitable Foundation  
The Walmart Foundation

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

The Cost Family Fund  
Beverly Hattersley  
Institute of Management Accountants, West  
Chester University Student Chapter  
Martha Kirby & Carlos M. Yuste  
Mary Pat Knauss  
Wells Fargo Foundation

## **\$500 - \$999**

Jeffrey Blank, DDS  
The Citadel Federal Credit Union  
Jacqueline Cody Downing  
Contemporary Styles by Mena  
Nancy Dore  
Susan Drexler  
E.M.A. Opticians, Inc.  
The Hankin Group  
Karen Hanson  
Rainer & Company  
Lewis Schwartz  
WSFS Bank

## **\$250 - \$500**

Anonymous  
Kathryn Byrne CPA  
Cope-Wardell-Ammon Associates  
Bonnie Blank  
Chesco Community Imprints, Next Generation Fund,  
A fund of the Chester County Community Foundation  
Julie Elicker  
Fox & Roach Charities & Prudential Fox-Roach Trident  
Gingy's LLC  
Kelly Gladfelter  
Barbara Grozinski  
Judith Golden  
Donna Hare  
Hugh Lofting Timber Framing  
IMC Construction  
Vivian Kermon  
Carol Larkin  
John Maxwell  
JP Morgan Chase Foundation

## **\$250 - \$500 continued...**

Macelree Harvey, Ltd.  
Michael Neeb  
Jane Mullany  
Pennsylvania Foundations Online Outreach  
Fund, A fund of the Chester County  
Community Foundation  
Piazza Auto Group  
Maureen Pollard  
Connie Rose  
Unitarian Universalist Society of Mill Creek

## **In-Kind Gifts & Services Valued at \$250 or more**

Boscov's  
CABI  
Calista Grand Salon and Spa  
Catherine's, Whiteland Town Center Exton  
Charming Shoppes  
Charmingly Linda's Consignment  
Chester Valley Golf Club  
Stephanie Cost  
Dankso  
Bruce & Ellen Donohoe  
Nive Dhanak  
E.M.A. Opticians, Inc.  
Frolic Boutique  
Golden Inn Hotel  
Fine Details Interior Design  
Eileen Fisher  
Full Circle Computing  
Pareez Golub  
Head to Toe Uniforms  
Joan Herman  
Holiday Inn, Ocean City, MD  
Teresa Hurst  
Independence International Association  
The Kitchen Workshop  
Lilly Pulitzer, Admore  
Maria Fe's Upscale Consignments  
Mary Kay Consultants, Donna Holloway &  
Esme Frangiosa  
Eileen McVety  
Neiman Marcus  
Naturescapes Landscape Specialists  
Maureen Pollard  
Otto's BMW  
PruFoxRoach Volunteers  
Pulse Beauty Academy  
Resellers Consignment & Home Lighting of Frazer  
St. Michael Lutheran Church  
State Representative Duane D. Milne, PhD  
Support 1000  
Ultimate Image Salon  
QVC  
Stone Barn Design Studio  
Vanguard  
Barbara Watkins  
Sherri Wark  
Willowdale Country Store

## **Our Mailing Address**

PO Box 1184, Frazer, PA 19355

## **Our Office Location:**

The Frazer Shopping Center  
490 Lancaster Ave., Frazer, PA 19355

**610-644-6323**

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

## **Staff**

**Diane Mills, Program Manager**

## **Board Members 2012**

### **Mary Pat Knauss, President**

Senior Manager, Life Science and Chemical Analysis,  
Agilent Technologies (retired)

### **Connie Rose, Past-President**

Owner, C. Rose Coaching

### **Susan Drexler, Treasurer**

Director of Corporate Finance, Shire Pharmaceuticals

### **Kelly Gladfelter, Secretary**

Senior Business Analyst in Technology  
Production Assurance, JPMorgan Chase

### **Jacqueline Cody Downing**

Global Vice President of Human Resources,  
Shire Pharmaceuticals

### **Stephanie Cost**

Interior designer (retired)

### **Kathleen Graham-Kelly**

Principal, Vanguard Group

### **Karen Hanson**

Risk Administrator, Vanguard Group

### **Kenya Jacobs**

Senior Compensation Analyst,  
Christiana Care Health System

### **Vivian Kermon**

Vice President, Sales & Marketing, Hospitals at  
SmithKline Beecham Clinical Laboratories (retired)

### **Laura LaBuda**

Human Resources Professional

### **Carol Larkin**

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

### **Mary Pat McDevitt**

Assistant Vice President-Merchant Services, TD Bank

### **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).