



2014 *Wings for Success*

ANNUAL REPORT

Dear Friends,

It is our pleasure to bring you this Annual Report, which details the many exciting things that Wings accomplished during the past year. As you will see inside this report, 2014 brought us considerable new growth, including 623 clients served – an all-time high.

Here are just a few of 2014's highlights – please look inside this report for many more!

- Wings developed a new Strategic Plan, which will guide our growth from 2015 to 2017.
- We held our first Fashion Forward Show at Immaculata University, which proved to be a great success.
- Wings joined Chester County's new *Financial Stability Partnership*, a public-private partnership focused on ending poverty and homelessness in our county.
- We created a new "Young Wings" group to give our Millennial-age supporters a voice in our work and the tools to help us fulfill our mission.
- Our new Kennett Square location took shape, thanks to the hard work of numerous volunteers and supporters. This new location opened for clients in January 2015.

In 2015, we have much to look forward to. Our new Strategic Plan will provide a road map: to thoughtfully provide expanded support for Wings clients when they visit our sites, as well as after they leave. We are committed to giving our clients the support and confidence they need to succeed as they strive for employment and financial self-sufficiency.

Our strong financial health positions us well for growth in the years to come, and we cannot thank our supporters enough for all they do to support our mission with their donations of time, clothing, and funds. Your support helps us to keep costs low and sustain the change we are making in our community. On behalf of our Board, our staff, our volunteers, and our clients, we thank you!

LeeAnn Riloff, CFRE
Executive Director

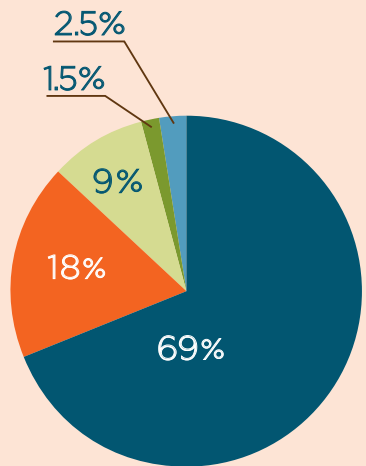


Mary Pat Knauss
Board President



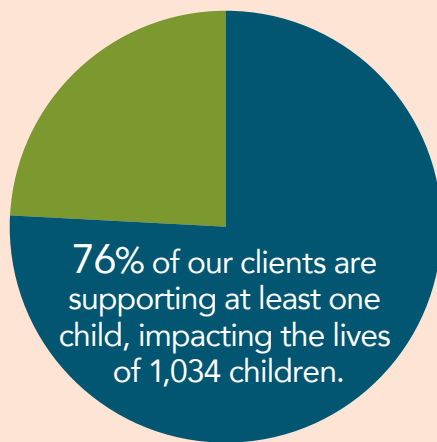
Client Statistics

Counties of Residence

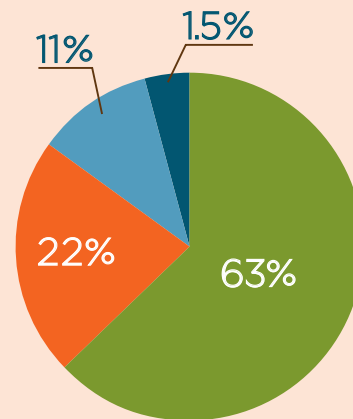


- CHESTER COUNTY
- DELAWARE COUNTY
- MONTGOMERY COUNTY
- NEW CASTLE COUNTY
- PHILADELPHIA COUNTY

Number of Children

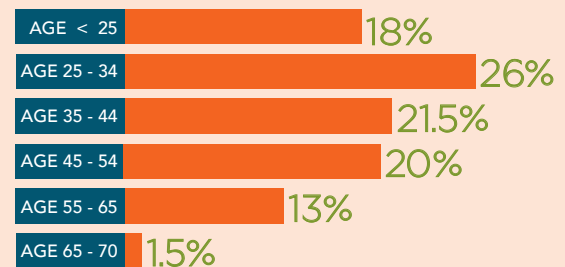


Client Income

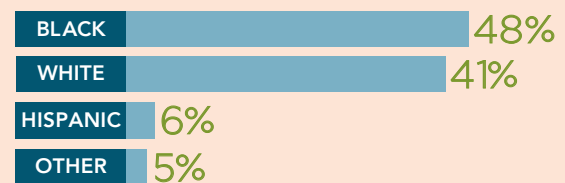


- LESS THAN \$10K
- LESS THAN \$20K
- LESS THAN \$30K
- MORE THAN \$30K

Client Age



Client Race



"I'm 30 years old and have always had self-esteem issues because I don't fit into society's preconceived notions of beauty. Today at Wings for Success, they truly made me feel beautiful. I really needed this boost of confidence, and I believe I will use this confidence to impress my future boss."

Wings for Success Mission and Vision

Our mission is to empower women in need to pursue employment and economic security through apparel, advice, and advocacy.

Some Wings clients are survivors of homelessness, addiction, or domestic abuse. Some are returning to the workforce after many years of joblessness, while others are seeking their first job. Nearly all live in poverty and are working to build self-esteem and self-sufficiency. Wings' goal is to help these women on their journey by providing free professional clothing, knowledgeable and compassionate support, and the skills they will need to be successful in interviews and in the workplace.

Our vision is a future in which all individuals and families have the courage, confidence, and opportunity to live happy, healthy, and economically secure lives.

Our Core Values

Wings was founded on these beliefs:

- That all women have the ability to be successful in the workplace.
- That a person's image affects how she is perceived by interviewers and on the job.
- That self-esteem is critical to the health, well-being, and success of women.
- That every person deserves to be treated with dignity, compassion, and respect.
- That economic security, health, and education are fundamental human rights.

Volunteerism

Volunteers are an integral part of our success. A committed group of some 80 volunteers contributed more than 8,400 hours of service in 2014 to make our work possible. Wings volunteers directly assist clients at dressing appointments, provide educational workshops to clients, manage clothing donation intake and organize our inventory, and help with everything from special events to marketing to administrative tasks. In addition, numerous volunteer groups provide meaningful support through United Way and other Days of Service initiatives.



2014 Accomplishments

- Wings assisted 623 clients at clothing appointments, providing them with free work-appropriate clothing for interviews and new jobs, as well as support and confidence.
- Wings conducted 16 educational workshops attended by 92 women, on topics such as interviewing skills, appropriate workplace attire, and "wearing the right attitude" on the job.
- Our clients reported 97% satisfaction with the services they received at Wings, and 97% reported an increase in confidence by the end of their appointment.
- Six months after their Wings appointment, 57% of our clients had moved forward in their journey toward employment and self-sufficiency. An additional 22% had a new job when they first came to Wings, and had retained employment six months later.

Thanks to all of our Supporters



2014 Donors Over \$250

\$10,000+

BNY Mellon Charitable Foundation
The Connelly Foundation
Brook J. Lenfest Foundation
The Philadelphia Foundation

\$5,000 - \$9,999

Balance Hair Spa
Robert and Joan Dircks Foundation
Genuardi Family Foundation
McLean Contributionship
Jane Mullany
W.W. Smith Charitable Trust
Springbank Foundation
Whitford Charitable Fund

\$2,000-\$4,999

The 1675 Foundation
Beneficial Foundation
Boeing Community Employees Fund
Brandywine Health Foundation
Chester County Fund for Women and Girls
Dansko Foundation
Endo Pharmaceuticals
Fox & Roach Charities
Stewart Huston Charitable Trust
Mary Pat Knauss
Robert E. Lamb Foundation
Laura J. Niles Foundation
Phoenixville Community Health Foundation
QVC, Inc.
Shortlidge Charitable Trust

\$1,000-\$1,999

The 1830 Foundation
Jacqueline Cody Downing
GBH Foundation
Kelly Gladfelter
Beverly Hattersley
MacElree Harvey
Nancy McLelland
Newcomers Club of Central Chester County
Old Security Trust
Siemens Caring Hands Foundation
West Pharmaceuticals/H.O. West Foundation
Martha Kirby and Carlos Yuste

\$500-\$999

Bonnie and Jeffrey Blank
Countryside Consulting, Inc.
Davey Tree Service Company
Nancy Dore
Susan Drexler
Joseph and Lorrie Fabrizio

\$500-\$999 continued...

Eileen Fisher, Inc.
Barbara Gerth
Hankin Foundation
Karen Hanson
MaryAnn Hawrylak
Karen Jones
J.P. Morgan Chase Foundation
Kennett Run Charities
Kingstree Group
Megan Knauss
Brenda and John Kramer
Paoli-Malvern-Berwyn Rotary
Charitable Fund
Rainer & Company
Connie Rose
Mary Ann Rossi
April and Matthew Tucker
Unitarian Congregation of
West Chester
Bob Williams

\$250-499

Arthur Hall Insurance
Elizabeth and Tom Belmont
Capacity for Change
Dana Carosella
Chester County Paralegal
Association
Maureen Decker
Cope-Wardell-Ammon
Associates
Delaware County Chapter of
PAHCOM
Chiara Scotto DiMarco
Rebecca Lauginger Dunkin
John and Julie Elicker
Sandi Gorman
Donna Hare
Joanne Hone
Jane Ann Hornberger
Vasilios and Stephanie
Kalogredis
Chad Kennedy
Debra Kryzwicki
Carol Larkin
Valerie and John Maxwell
McElwee & Quinn, LLC
Sandy McKenna
Michael and Patricia Neeb
Nordstrom
Penn Liberty Bank
Catherine Voit, Esq.

"I have never experienced anything like this - it really did wonders for my self-esteem and hopes. I will be back once I find that dream job. I can't miss with what I have now!"

2014 Financials

SOURCE OF INCOME

| | |
|----------------------|------------------|
| FOUNDATION GRANTS | \$85,496 |
| PA WORKWEAR CONTRACT | \$32,795 |
| MONETARY DONATIONS | \$81,111 |
| FUNDRAISING | \$28,635 |
| OTHER | \$16,295 |
| TOTAL | \$244,332 |

EXPENSES

| | |
|----------------|------------------|
| PROGRAM | \$132,809 |
| FUNDRAISING | \$35,473 |
| ADMINISTRATIVE | \$70,078 |
| TOTAL | \$238,360 |
| 2014 SURPLUS | \$5,972 |

CURRENT ASSETS

| | |
|---------------------------|------------------|
| CASH AND CASH EQUIVALENTS | \$190,098 |
| FIXED ASSETS | \$1,362 |
| SECURITY DEPOSIT | \$5,455 |
| TOTAL ASSETS | \$196,915 |

LIABILITIES AND EQUITY

| | |
|---|------------------|
| PAYROLL TAX LIABILITY | \$3,574 |
| TOTAL CURRENT LIABILITIES | \$3,574 |
| UNRESTRICTED NET ASSETS | \$188,300 |
| TOTAL LIABILITIES & NET ASSETS | \$191,874 |



"You understand the importance of how a woman should feel - good on the inside as well as the outside."



"I recently got out of an abusive relationship, and today is the first day I'm starting to feel like myself again after being put down for so long."





In-Kind Gifts 2014

American Association of University Women
Balance Hair Salon
Banana Republic/The Gap
Calico Corners
Calista Grand Salon
Mary Chan
Chantilly Blue Boutique
Chester County Art Association
Chester County Women's Journal
Daniel Chui
Commissioner Kathi Cozzone
Cynthia Cucchi, Mary Kay Consultant
Dansko
Delaware School and Office Furniture
Downtown United Methodist Church
DuPont Volunteers

Eileen McVety
Gingy's Boutique
Great Valley Women's Human Resources Group
Donna Hare
Head to Toe Uniforms
Donna Holloway, Mary Kay Consultant
Immaculata University
Kennett Area Consolidated High School Volunteers
Kennett Square Golf Club
Jean Kirkaldie
Brenda Kramer
Longwood Rotary Volunteers
Macy's
Jane Mullany
Newcomers Club of Central Chester County

Penn Liberty Bank
Prudential Fox Volunteers Pulse Beauty Academy
Republican Women of Chester County
Suann Ritter
Sally Rumer
RPS, Inc.
Shinn's Paint Store
Stone Barn Design Studio
Tish Boutique
Vanguard Volunteers
Wegman's
West Pharmaceuticals
Willowdale Country Store
Nancy Wybranski
XL Insurance

Referral Partners

In addition to clients referring others in need, women come to Wings through referrals from a network of nearly 80 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 support in the employment process. The 2014 referral partners included:

EARN Center, Chester County
New Choices/New Options, Delaware County
Chester County OIC, Chester County
CareerLink, Chester County
The Hood, Chester County
Walker House, Chester County
Community Youth & Women's Alliance (CYWA), Chester County
Safe Harbor, Chester County

Job Track, Delaware County
African & American Youth Leadership Foundation, Chester County
PA Home of the Sparrow, Chester County
Creative Health Services Career Center, Montgomery County
Domestic Violence Center, Chester County
Bridge of Hope, Chester County
Chester County Adult Probation, Chester County
plus ~ 50 other partners



Our Mailing Address

PO Box 1184,
Frazer, PA 19355

Our Office Locations

The Frazer Shopping Center
490 Lancaster Avenue
Frazer, PA 19355
610-644-6323

457 Birch Street
Kennett Square, PA 19348
610-444-1446

www.wingsforsuccess.org

Board of Directors

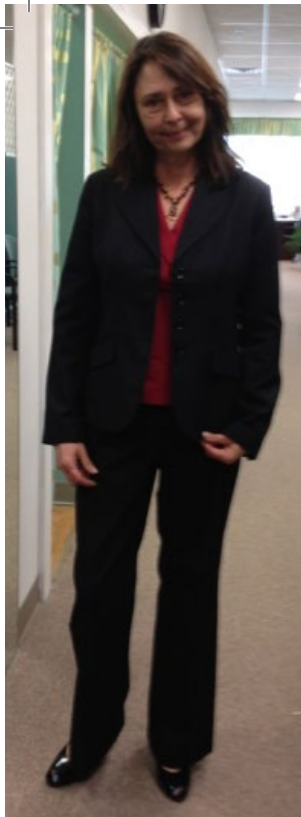
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Kelly Gladfelter, Secretary
Susan Drexler, Treasurer
Connie Rose
Laura LaBuda
Charlene McGrady
Robyn Slater
Mary Pat McDevitt
Lila Singleton
Sue Hone

Staff

LeeAnn Riloff, Executive Director
Ingrid Lis, Program Manager
Diane Mills, Program Manager



"Thanks to Wings for Success, I have more confidence and project the professionalism I need to be successful at my new job. I feel like I have wings."



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