

Wings for Success 2013 ANNUAL REPORT

Dear Friends,

It is our pleasure to bring you this Annual Report, which details many exciting things that Wings has accomplished during the past year. 2013 brought us new volunteers, new Board members, and new funders, as well as 584 women who received our help and support as they embarked on their journeys to employment and self-sufficiency.

We are delighted to share that we have completed the requirements for *Tier One Standards for Excellence* from the *Pennsylvania Association of Nonprofit Organizations (PANO)*. This application process helped us to ensure that Wings is observing best practices in our financial, governance, and operational procedures.

2013 was a year of celebration for Wings, as we marked our 15th anniversary and honored all of the leaders and funders who have helped Wings serve more than 8,000 women since our start. At our annual *Merriment, Makeovers and Miracles* fundraising event, we had the opportunity to hear three recent clients share their stories of the impact Wings has had on their lives. We also had the opportunity to honor Carol Larkin, one of Wings' key, longtime volunteers.

It was also a year of firsts, including our first evaluation of Wings programs' long-term impact on clients (see inside for further details), and our first-ever Wings Flash Sale, to generate revenue from excess inventory of apparel. We are especially heartened by what we have learned from our clients. In July, we began following up with clients we have served, in order to determine where they were on their journey to employment when they first came to Wings, and where they were 3 to 6 months later. Of the clients we were able to reach, 62% had moved forward in their journey toward employment and self-sufficiency.

As we enter 2014, we have much to look forward to. Our Board will be developing a new strategic plan to guide our growth in the years to come. This spring, we pioneered Wings' first signature Fashion Show event! Our strong financial health positions us for significant growth in the years to come, and we remain extremely thankful for our extraordinary volunteers and for all those who support Wings year-round, with donations of clothing and funds. You are all helping to make a difference in the lives of women in this community!

Gratefully,



LeeAnn Riloff, CFRE,
Executive Director



Mary Pat Knauss,
Board President

Financial Statistics

2013

SOURCE OF INCOME		INCOME
FOUNDATION GRANTS		95,275
PA WORKWEAR CONTRACT		34,798
MONETARY DONATIONS		60,616
FUNDRAISING		36,846
OTHER		9,622
TOTAL		237,137
EXPENSES		
PROGRAM		114,909
FUNDRAISING		38,229
ADMINISTRATIVE		33,265
TOTAL		186,403

Balance Sheet

As of December 31, 2013

ASSETS

CURRENT ASSETS

Bank Accounts	185,517
Total Current Assets	185,517

TOTAL ASSETS \$185,517

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Payroll Tax Payable 3,189

Direct Deposit Payable 0

Total Other Current Liabilities 3,189

Total Current Liabilities 3,189

Total Liabilities 3,189

EQUITY

Opening Balance Equity 131,299

Retained Earnings 0

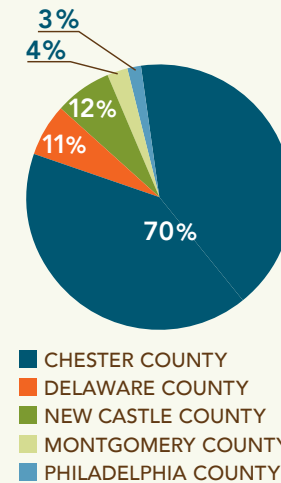
Net Income 51,033

TOTAL EQUITY 182,328

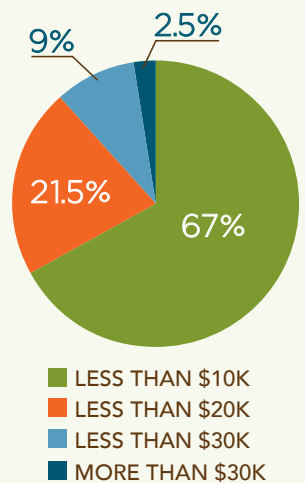
TOTAL LIABILITIES & EQUITY \$182,328

Client Statistics

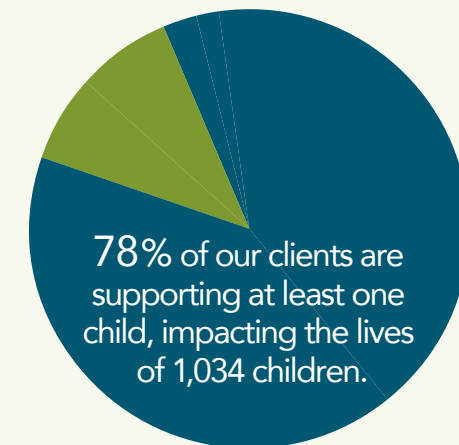
Counties of Residence



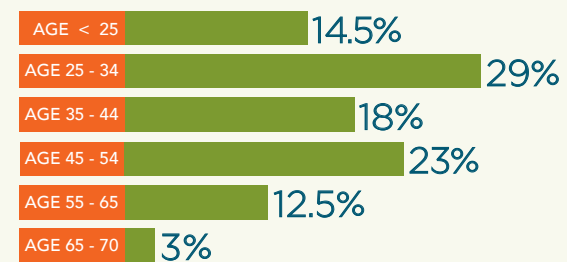
Client Income



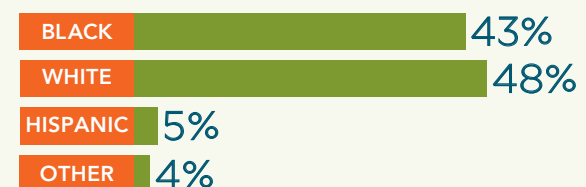
Number of Children



Client Age



Client Race



"Thank you so very much for enabling me to have a wardrobe for my new job. I'm excited to be able to help people every day, as you do at Wings for Success."

Wings for Success Mission, Goals & Vision

- Our mission is to improve the employment opportunities of disadvantaged women by providing work-appropriate attire, wardrobe guidance, and life skills workshops.
- 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 community in which all women have the support they need to become independent and take their place in a strong and growing economy.

Accomplishments

- Wings assisted 584 women at clothing appointments, providing them with free work-appropriate clothing for interviews and new jobs, as well as support and confidence.
- Wings conducted 12 educational workshops attended by 162 women, on topics such as interviewing skills, appropriate workplace attire, and wearing the right attitude on the job.
- Our clients reported 99% satisfaction with the services they received at Wings, and 97% reported an increase in confidence by the end of their appointment.
- Three to six months after their Wings appointment, 62% of our clients had moved forward in their journey toward employment and self-sufficiency.

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, their 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.



Volunteerism

Volunteers are an integral part of our success. A committed group of some 80 volunteers contributed more than 8,000 hours of service in 2013 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 administrative tasks. In addition, numerous volunteer groups provide meaningful support through United Way and other Days of Service initiatives.



"When I left that interview, I knew I had the job, and I knew it was because of the clothes I had on and how confident they made me feel. I'm a new person now! Wings is a godsend."

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 +

Ayco Charitable Foundation
Brook J. Lenfest Foundation
The Philadelphia Foundation
Whitford Charitable Fund

\$5,000 - \$9,999

Robert and Joan Dircks Foundation
Genuardi Family Foundation
W.W. Smith Charitable Trust
Springbank Foundation

\$2,000 - \$4,999

Anonymous
Beta Alpha Psi, West Chester University
Boeing Community Employees Fund
The Charter Foundation
Connelly Foundation
Dansko Foundation
Emergency Aid of PA Foundation
First Cornerstone Foundation
Stewart Huston Charitable Trust
Mary Pat Knauss
Robert E. Lamb Foundation
Jane Mullany
Laura J. Niles Foundation
Phoenixville Community Health Foundation
TD Charitable Foundation

\$1,000 - \$1,999

Bonnie and Jeffrey Blank
Chester County Fund for Women and Girls
Stephanie Cost,
in honor of Mary Pat Knauss
Endo Pharmaceuticals
Betsy and Steve Filton,
in honor of Bonnie Blank
Kelly Gladfelter
Kathleen Graham-Kelly
Immaculata University
J.P. Morgan Chase Foundation
Vivian Kermon
Martha Kirby and Carlos Yuste
MacElree Harvey
QVC, Inc.
Suann Ritter
Rotary Club of West Chester
Shire Pharmaceuticals
Siemens Caring Hands Foundation
Ethel Sargeant Clark Smith
Charitable Foundation

\$500 - \$999

Chester County Paralegal Association
Citadel Federal Credit Union
Nancy and Michael Dore
Susan Drexler
Eileen Fisher, Inc.
EMA Opticians
Lorrie Fabrizio
Hankin Foundation
Karen Hanson
Nancy McLelland
Mrs. J. Maxwell Moran
Michael and Patricia Neeb
Newcomers Club of Central Chester County
Ranier & Company
State Street Fund
Mary Lou Adams Sterge
Unitarian Universalist Society of Mill Creek
Walmart Foundation
Nancy and Don Weaver
Womens Power Networking
WSFS Bank

\$250 - \$500

Jacqueline Cody Downing
Cope-Wardell-Ammon Associates
Delaware County Community Foundation
Rebecca Dunkin
Fabulous Shoe Night of Chester County
Fox and Roach Charities
Barbara and Carol Grozinski
Donna Hare
Beverly Hattersley
The Hockman Family Foundation, a Fund of the
Chester County Community Foundation
Jane Ann Hornberger
Kenya Jacobs
Jane Chalfant Boutique
Karen Jones
Chad Kennedy
Kennett Run Charities
Megan Knauss
Debra Kryzwicki
Carol Larkin
Valerie and John Maxwell
Connie Rose
Mary Ann Rossi
Turner Investments
West Chester Off Campus Housing
Bob and Mary Angela Williams

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

Staff

LeeAnn Riloff, Executive Director
Diane Mills, Program Manager

Board Members 2013

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

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

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

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

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

Boscov's
Balance Hair Salon
Calista Grand Salon
Cynthia Cucchi, Mary Kay Cosmetics
Chantilly Blue Boutique
Charminglly Linda's
Dansko
Equinox Boutique
Great Valley Women's
Human Resources Group

Head to Toe Uniforms
Tony Hornicek
Immaculata University
Jane Porter
Jane Mullany
Jessica Michener
Joan Herman, Mary Kay Cosmetics
Mary K. Chorba
Donna Holloway, Mary Kay Consultant
Upscale Consignments

Eileen McVety
Newbury Gifts
PruFox Roach Volunteers
Pulse Beauty Academy
Sherri Wark
Ultimate Image Salon
Vanguard Volunteers
Westminster Presbyterian Church
Willowdale Country Store
Women in Investing Network

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.