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**

- FOUNDATION GRANTS: 48,850
- PA WORKWEAR CONTRACT: 33,727
- MONETARY DONATIONS: 34,313
- FUNDRAISING: 39,350
- OTHER: 10,859

**TOTAL** 167,099

**EXPENSES**

- PROGRAM: 102,235
- FUNDRAISING: 32,552
- ADMINISTRATIVE: 14,569

**TOTAL** 149,356

**Balance Sheet**

*As of December 31, 2012*

**ASSETS**

- CURRENT ASSETS
  - Bank Accounts: $131,298.77
  - Total Current Assets: $131,298.77

**TOTAL CURRENT ASSETS** $131,298.77

**LIABILITIES AND EQUITY**

- Liabilities
  - 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

**TOTAL EQUITY** $128,511.85

**TOTAL LIABILITIES & EQUITY** $131,298.77

---

"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."

---

**Client Statistics**

**Counties of Residence**

- CHESTER COUNTY: 274
- DELAWARE COUNTY: 309
- NEW CASTLE COUNTY: 192
- MONTGOMERY COUNTY: 50
- PHILADELPHIA COUNTY: 30

**Client Income**

- Less than $10k: 20%
- Less than $20k: 7%
- Less than $30k: 3%
- More than $30k: 70%

---

**Number of Children**

- WITH ONE: 126
- WITH TWO: 126
- WITH THREE: 103
- WITH FOUR: 48
- WITH FIVE: 10
- WITH SIX: 5
- WITH SEVEN: 6
- WITH EIGHT: 1
- WITH NINE: 1
- UNREPORTED: 34

TOTAL NUMBER OF CHILDREN IMPACTED 1,140*

*80% OF OUR CLIENTS ARE SUPPORTING CHILDREN

**Age**

- Age < 25: 18%
- Age 25 - 34: 26%
- Age 35 - 44: 20%
- Age 45 - 54: 23%
- Age 55 - 65: 13%
- Age 65 - 70: 1%

**Client Race**

- BLACK: 47%
- WHITE: 43%
- HISPANIC: 6%
- OTHER: 4%
“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.
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
Phoenixinville 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 Kormon
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
Parezolub
Head to Toe Uniforms
Joan Herman
Holiday Inn, Ocean City, MD
Teressa Hurst
Independence International Association
The Kitchen Workshop
Lilly Pulitzer, Admore
Maria Fe’s Upscale Consignments
Mary Kay Consultants, Donna Holloway & Esme Frangiola
Eileen McCvety
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

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.

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
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 Kormon
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