



# Annual Report 2018

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

Dear Wings Friends and Supporters,

We had an incredible year of connecting with past and present supporters while celebrating the milestone of our 20<sup>th</sup> anniversary! As you will see in this report, 2018 brought us considerable growth in programs and staff, allowing us to serve 753 local women, 12% higher than 2017. The growth we are witnessing is due in part to the dedication and commitment of volunteers, Board members and generous donors who believe in our mission. The number of women coming to Wings shows that we are meeting a critical need in our communities.

Our partnerships with over 80 organizations working with women in vulnerable situations remains strong and continues to grow within Chester County and beyond. Today, women come to us escaping domestic violence, struggling with homelessness, overcoming addiction or finishing their last round of chemotherapy. Whatever the situation, every woman coming through our doors needs an understanding heart, gentle guidance and a boost of confidence.

We have been inspired by the determination of women from all walks of life who have put life-altering situations behind them to lift themselves and their families up with the help of our services. We are in awe of all of our supporters and volunteers, who believe in the impact of what one person can do to change our community. This work would not be possible without your generosity.

Thank you for helping impact our communities, one woman at a time.

With Grateful Hearts,



Julie Ammon  
President, Board of Directors



Jill Laufenberg  
Executive Director

*Thank you to all of our supporters for helping us achieve a strong & successful 2018!*

**\$15,000+**

The Philadelphia Foundation

**\$10,000+**

Anonymous

Fran & Franny Abbott

Ammon Family Charitable  
Fund

Brook J. Lenfest Foundation

First Cornerstone  
Foundation

Helen D. Groome Beatty  
Trust

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

Anonymous

Julie & Mark Ammon

Boeing Employees  
Community Fund

Chester County Fund for  
Women and Girls

CCWFG Girls Advisory Board

Robert & Trish Cottone

IMC Charitable Foundation

IMC Construction

Irene D Cunningham Trust

Robert E. Lamb Foundation

Longwood Foundation

Robert & Jennifer McNeil

Jane Tumpson &  
Dr. Reed Pyeritz

Caroline J.S. Sanders Trust

United Way of Southern  
Chester County

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

Anonymous

B&W Foundation

Randi & Carl Bushner

The Charter Foundation

Dansko Foundation

Robert and Joan Dircks  
Foundation

Doris & Charles Elofer

**\$2,000-\$4,999 continued...**

Emergency Aid of  
Pennsylvania

Patricia Foell

Charles & Leona Gruber  
Foundation

Pareez & Michael Golub

The Huston Foundation

KeyBank Foundation

Kari Kent

Lindback Foundation

Newcomers Club of Central  
Chester County

Lauren J. Niles

Oxford Area Foundation

Wendy & Mark Rayfield

Caroline J.S. Sanders Trust

Brenda & John Schivito

The Scholler Foundation

Phil & Margery Weiner  
Philanthropic Fund

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

A.D. Marble & Company

Melissa Albert

Donia Design

Citadel Federal Credit  
Union – Exton

Stephanie Cost

Lisa & Joe Davis

Karen & Michael D'Allaird

Devon Fine Art

Dolfinger-McMahon  
Foundation

Dana Dovberg & Tom  
Sammartino

Ethel Sergeant Clark Smith  
Foundation

Lorrie & Joseph Fabrizio

Michael Fetrow

GBH Foundation

Beverly Hattersley

Kate & Douglas Hayes

Al & Mary Iacocca

Janney Montgomery Scott, LLC

Kennett Run Charities

**\$1,000-\$1,999 continued...**

Mary Pat & Keith Knauss

Lori & John Lawlor

George & Diana Long-Hobbs

Longwood Rotary

Margaret Dorrance Strawbridge

M&Y/Wilmington Trust

Macelree Harvey, Ltd.

Nancy & Michael McLelland

Dan & Judy Murphy

The Mushroom Festival

Gwen & David Murphy

Oxford Industries, Inc.

Paoli/Malvern/Berwyn  
Rotary Club

Dr. Lisa Pedrick

Trez Pomilo

Kathy Quay

Rainer and Company

RDS Auto Group

Connie Rose

Cecelia Rudman

Sanctuary Spa

Sotheby's International

Sugarbridge Kitchen & Bath  
Design Services

Swift MD

Van Cleve Pavilion

Window Concepts

**\$500-\$999**

Bath Saver, Inc.

Bonnie & Jeffrey Blank

Leonard Bonacci

Benevity Community Impact

BNY Mellon

C. Rose Coaching

Chester County Women's  
Commission

Jackie Cody Downing

Cope-Wardell-Ammon  
Associates

EMA Opticians, Inc.

Eyeworks Vision Care

Eyeworks Vision Care

Fox & Roach Charities

Larry & Lynn Giacchino

*Your gifts are making an impact on hundreds of women.*

**\$500-\$999 continued...**

Sandra Gorman  
Hankin Foundation  
Patti Insetta-Rath & Tom Rath  
Kohls – Exton  
Carol & Chuck Larkin  
Lee Leagiton  
Lights For Less, LLC  
Tracy Marino  
Diane & Ken Mills  
Monarch Staffing  
Martha & Alfonso Ortega  
Perna & Abracht, LLC  
PNC Bank  
Allison Roberts  
Rotary Club of Kennett  
Melissa Smith Nolan  
Annette Sodano  
Andie Summers  
Beverly Stewart  
George & Adriana Trajtenberg  
Daniel Quigley  
United Way of Delaware –  
Individual donors  
Your Cause, Vanguard

**\$500-\$999 continued...**

Vicki Will  
Benjamin Zuckerman  
Zuckerman Honickman, Inc.  
  
**\$250-\$499**  
Nancy Arnosti  
Lawrence Berran  
Cliff Beeson  
Molly Berghuis  
Elizabeth Burns  
Peggy Carlson  
Emily Carr  
Cindy & Mark Clark  
CPI—Crane Payment Innovations  
Meredith Cymbor-Jones  
Pamela DeJarnette  
Chiara Scotto DiMarco  
David Farina  
Karen & Jeff Fleming  
Franklin Mint Federal Credit  
Union  
Mert Gilbert  
Kelly Gladfelter  
Edward Grossman

**\$250-\$499 continued...**

Sandra Gorman  
Teresa Halpern  
Raymond Herb  
Chad Kennedy  
Michael Kowalski  
Brenda Kramer  
Dan Kumpf  
William Lauginiger  
Lionville Family Dentistry  
Bonnie & Jerry Long  
Leah McComsey  
Anna & David Nichols  
Molly & Pat O’Leary  
Susan Polacek  
Debra & Charles Sessa  
Elizabeth Stevenson  
Stifel Financial Services  
Rafferty Subaru  
Kevin Rafferty  
Team Toyota of Glen Mills  
Ethel & Hunter Trotter  
Lee James Wooley  
XL Catlin

*In-Kind Donations*

Fran & Franny Abbott  
Alex Meyer Photography  
Berkshire Hathaway Home Services Fox and Roach  
BKR Consulting  
Bryn Mawr Rehab  
Bosco’s  
CertainTeed/Saint-Gobain  
Chester County Bar Association  
Chester County Human Resource Association  
Chester County Women’s Commission  
Corporate Lamp & Electric Recycling  
Tom Cosgrove & Mary Selan  
CubeSmart  
Dansko  
Donna Hare  
Duane Milne  
The GAP  
Global Atlantic Financial Group  
Head-to-Toe Uniforms

Home Depot  
Iota Tau Omega Chapter of Alpha Kappa Alpha Sorority  
Kennett Square Newcomers Club  
Catherine O’Daniel  
Lisa Robertson  
Longwood Rotary  
Manatawny Stillworks  
Moody’s Analytics  
Paoli Hospital Women’s Auxiliary  
Style Encore/Plato’s Closet  
SWEP—Society of Women Environmental Professionals  
Sungard Availability Services  
Support the Girls  
Teva Pharmaceuticals  
Trinity Preschool of Berwyn  
TruMark Financial Credit Union  
Vanguard Financial  
Women’s Network of Berwyn  
XL Catlin

## 2018 Finances

### PUBLIC SUPPORT AND REVENUE:

Grants	\$126,021
Contributions	\$34,230
Contract revenue	\$38,328
Consignment income and clothing sales	\$8,209
Special events, net of direct expenses	\$92,070
In-kind contributions	\$76,877
Other income	\$1,110
<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>	<b>\$376,845</b>

### EXPENSES:

Program services	\$286,321
Management and general	\$10,448
Development	\$17,536
<b>TOTAL EXPENSES</b>	<b>\$314,305</b>

### CURRENT ASSETS:

Cash and cash equivalents	\$274,940
Accounts receivable	\$6,587
Prepaid expenses	\$6,508
Security deposit	\$5,455
<b>TOTAL ASSETS</b>	<b>\$293,490</b>

### CURRENT LIABILITIES:

Accounts payable and accrued expenses	\$22,878
Accrued payroll expenses	\$102
<b>TOTAL LIABILITIES</b>	<b>\$22,980</b>

### NET ASSETS:

Without donor restriction	\$270,510
Total Net Assets	\$270,510
<b>TOTAL</b>	<b>\$293,490</b>

### Wings for Success measures our success beyond dollars raised.

The effectiveness of our services to women is measured in three distinct ways.

Here's how:

Our organization's goals, key initiatives, and performance measures are articulated in our Strategic Plan. The Board sets annual objectives based on this plan and reviews them quarterly.

A client intake form assesses the employment-stage of each individual when she first comes to Wings (for example, seeking interviews, preparing to go on a scheduled interview, or preparing to start a new position).

Six months after her Wings appointment, we follow-up with each client to assess where she is currently in her job search.

### Our 2018 Board of Directors

Julie Ammon, President  
Dana Dovberg, Treasurer  
Pareez Golub  
Al Iacocca  
Patricia Insetta-Rath  
Mary Pat Knauss  
Bonnie Long  
Dan Murphy  
Kathy Quay  
Connie Rose  
Natalie Travia

### 2018 Staff

Jill Laufenberg, ED  
Ingrid Lis, Program Manager  
Diane Mills, Program Manager

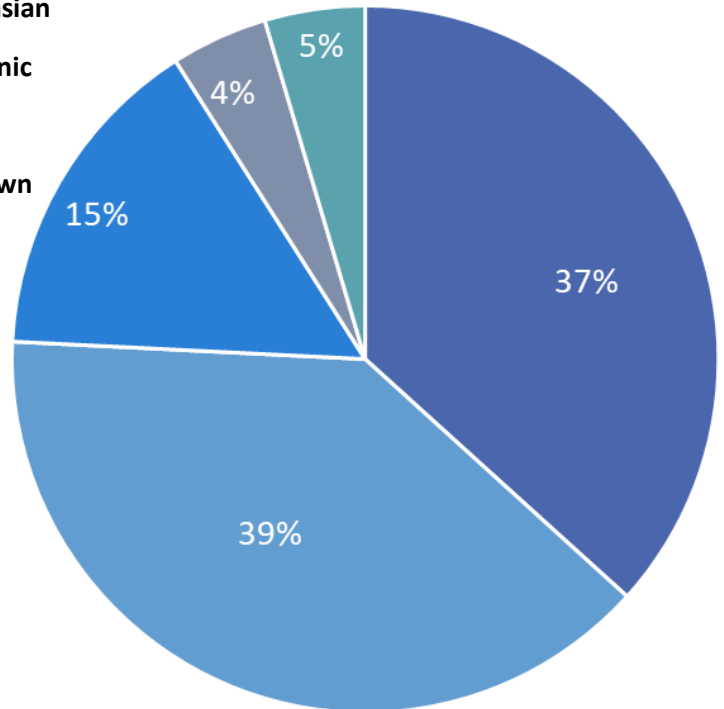
# Population Served

In 2018 we served 753 women, and we are positioned to see that number increase significantly in 2019. Contrary to popular belief, the number of women we serve is not connected to the unemployment rate, rather, the increase in the local costs of living. We are serving more and more of the working poor. These are women who work multiple jobs yet can't afford the extra cost of clothing for their employment.

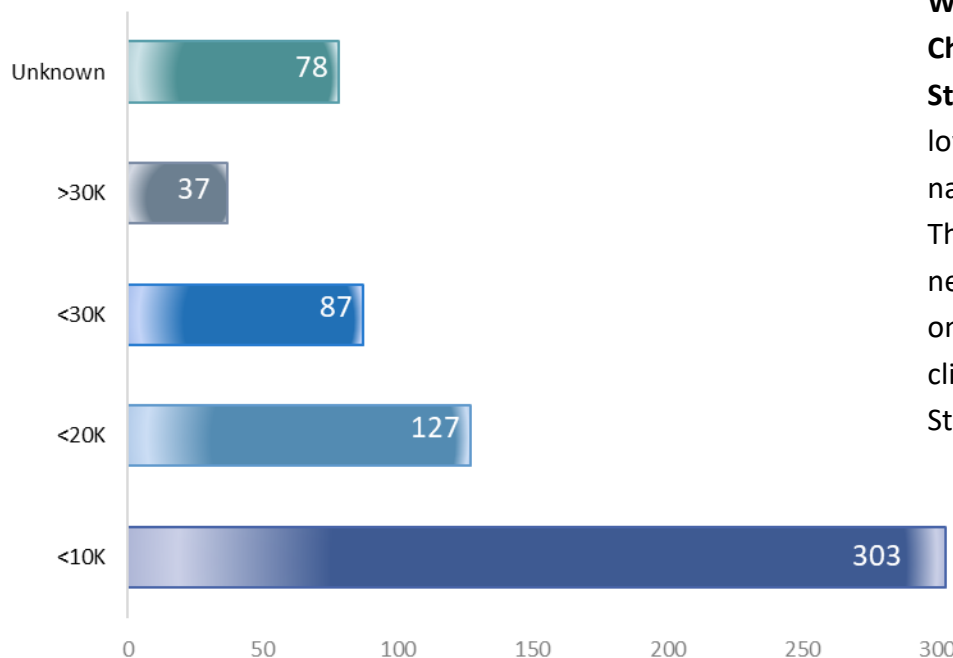
**80% of our clients come from collaborative relationships with 80+ partner agencies.** These agencies, mostly non-profits, offer programs related to domestic violence, substance abuse, homelessness, education and job training, food insecurity and youth development. The remaining 20% of our clients are generated from various direct outreach strategies.

## Client Race

39% African American  
37% Caucasian  
15% Hispanic  
4% Asian  
5% Unknown

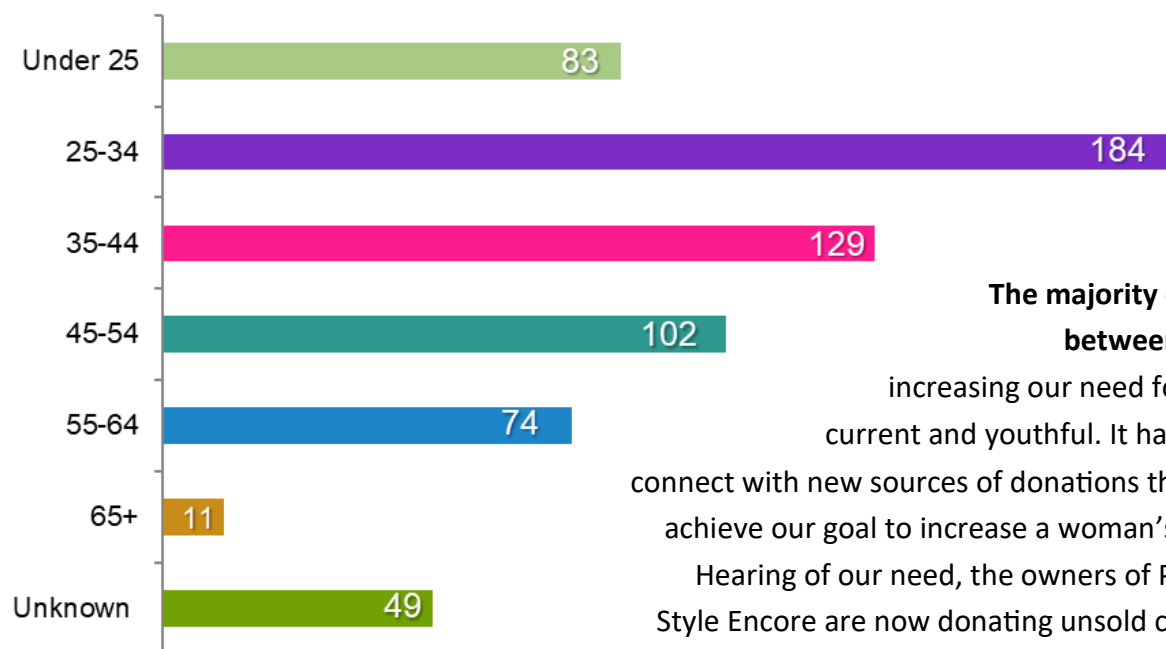


## Client Income



**Wings is also affiliated with Chester County's Financial Stability Partnership**, which assists low-income families to become financially stable and self-sufficient. This partnership identified unmet needs and Wings filled a gap by pioneering one-on-one job seeker clinics at the Exton Financial Stability Center.

## Client Age



**The majority of our clients are between the ages 25-44,** increasing our need for clothing that is current and youthful. It has prompted us to connect with new sources of donations that would help us achieve our goal to increase a woman's self-confidence. Hearing of our need, the owners of Plato's Closet and Style Encore are now donating unsold clothing to Wings.

**Wings is the only organization of its kind in Chester County.** While other clothing closets do exist, Wings is unique because volunteers spend over an hour with each client, ensuring items fit perfectly and educating the client on mix and match clothing to stretch limited resources. During these personalized one-on-one appointments, a trained volunteer instructs each client on how to build a wardrobe by using 8-12 key pieces of clothing based on their unique workplace requirements, size and age. In addition, medical scrubs are provided for health service workers. Agricultural workers are outfitted with work boots & jeans.

**Ultimately, our goal is to provide clothing to minimize job-related expenses in a manner that builds self-confidence.** Whatever the position, we are equipped to fill the need. In addition to the dressing appointments, clients participate in workshops, equipping them with skills that will help them not only secure employment, but successfully maintain employment long-term.

**The clothing provided by Wings saves the client \$500-\$1,000 that can be reallocated for food, utilities, transportation, and childcare.**

## Counties Served

