



# 2019 Annual Report

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

Dear Wings Friends and Supporters,

The tremendous growth we witnessed at Wings in 2019 would not have been possible without you, our supporters! Because of your generosity, we were able to move our site in Kennett Square to a new location. This site is twice the size of our old one and is more accessible to the women we serve by having a bus stop in its shopping center. The site also provides us with something we never had before, a workshop/community room! With the addition of this space, we are able to hold more workshops and served 849 women, a 12% increase than in 2018. We are now positioned to double the amount of women served in 2020. This year also brought the addition of two staff; Kelly Quant as the Program Manager of Kennett Square and Laura Szilier as our Communications Specialist. Our outreach to clients and the community was expanded thanks to their innovative ideas and talents.

Women continue to come to us overcoming domestic violence, homelessness, addiction or trying to start a new career like nursing. Whatever the situation, every woman coming through our doors needs an understanding heart, gentle guidance and people who believe in second chances.

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,

Jill Laufenberg  
Executive Director

Julie Ammon  
Board President



Pictured are women from the non-profit Young Moms

# *Thank you to all of our supporters for helping us grow in 2019!*

## **\$15000+**

Ammon Family Charitable  
Fund  
Connelly Foundation  
McLean Contributionship

## **\$10,000+**

Anonymous  
IMC Construction  
Robert & Jennifer McNeil

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

Anonymous  
Boeing Employees  
Community Fund  
Chester County Fund for  
Women and Girls  
Crane Fund  
Robert & Trish Cottone  
The Huston Foundation  
United Way of Southern  
Chester County  
WW Smith Charitable Trust

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

Anonymous  
Fran & Franny Abbott  
Randi & Carl Bushner  
Exelon  
David Donohue  
Patricia Foell & Marc Altman  
Fox & Roach Charities  
Pareez & Michael Golub  
Janney Montgomery Scott, LLC  
Newcomers Club of Central  
Chester County  
Laura J. Niles Foundation  
M&T Charitable Foundation  
MacElree Harvey, Ltd.  
Phoenixville Community Health  
Foundation  
Connie Rose & Lee Leagiton  
Jane Tumpson &  
Dr. Reed Pyeritz

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

The Beckett Family  
Dansko Foundation  
Lorrie & Joseph Fabrizio  
Lorrie & Michael Fetrow  
Beverly Hattersley  
Al & Mary Iacocca  
Patti Insetta-Rath & Thomas Rath  
Kennett Run Charities  
Keystone Green Building Systems  
Mary Pat & Keith Knauss  
Diana Long & George Hobbs  
Nancy & Michael McLelland  
Dan & Judy Murphy  
Paoli/Malvern/Berwyn  
Rotary Club  
Dr. Lisa Pedrick Dentistry  
Kathy & Andy Quay  
Rachel & Daniel Quigley  
Dana Dovberg & Tom  
Sammartino  
Rainer and Company  
Sotheby's International  
Beverly Stuart Charitable Fund  
Wawa Foundation  
Zuckerman Honickman, Inc.

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

Bonnie & Jeffrey Blank  
C. Rose Coaching  
Chester County Women's  
Commission  
Jackie Cody Downing  
Jackie & Tom Crego  
Nancy & Jeffrey Dore  
Eyeworks Vision Care  
Kelly Gladfelter  
Barbara & Thomas Goetz  
Sandra Gorman  
Carol & Chuck Larkin  
Lionville Family Dentistry  
Monarch Staffing  
Keith A. Morgan  
Linda & John O'Connell  
Martha & Alfonso Ortega  
Robert & Dana Rafferty

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

Jeffrey Triester, TRA Insurance  
Hunter Scott Trotter  
United Way of Chester County  
United Way of DE  
- Individual Donors  
Joseph Varano  
Dyanne P. Westerberg  
Vicky Will & Michael Kowalski  
Rehana Wolfe

## **\$250-\$499**

Daisy Anetor  
Bath Fitters, Inc.  
BB&T—Ilene Sussman  
Denise Cancia  
Sheree & W. Scott Butterfield  
Pamela DeJarnette  
Devon Dietrich  
Jacqueline Fabrizio  
David Farina  
Michelle Gergar  
Roncor Enterprises, LLC  
Kari Jarmuz  
Kinetic Physical Therapy  
Andrea Kinnik  
Denise Klotzbucher  
Brenda & John Kramer  
Bonnie & Jerry Long  
Sandra Massari  
Amy & Tim Murnane  
Melissa Nolan - Lights for Less  
Nicole O'Hara  
Perna & Abracht LLC  
Sherry Petrone  
Deborah Van Cleve  
Sila Heating and Air  
Conditioning  
Susan & Bob Spielberger  
Sugarbridge Kitchen and  
Bath Design  
David Tate  
Team Toyota  
Natalie Travia  
Vincent Cyr. Group, LLC  
Andrea Welker & David Ebling

## *In-Kind Donations*

|                                |                                 |                             |
|--------------------------------|---------------------------------|-----------------------------|
| ACAC                           | Education Management            | Paoli Hospital              |
| AXA XL                         | Solutions (EMS)                 | Polka Dot Powerhouse        |
| Bank of America                | Exelon                          | Chadds Ford Chapter         |
| BB&T                           | Fab & Boujee Boutique           | Porsche of The Main Line    |
| Berkshire Hathaway Home        | The GAP                         | Posh Boutique               |
| Services Fox & Roach           | Global Atlantic Financial Group | Rachel Pomerantz            |
| Barry Isett & Associates, Inc. | Head to Toe Uniforms            | RDS Automotive Group        |
| Blue Sky Band                  | Home Depot                      | Paula Randazzo              |
| Bryn Mawr Rehab                | J. Crew                         | QVC                         |
| CB Transportation              | J.Jill                          | SAP                         |
| CertainTeed/Saint-Gobain       | Junior League                   | Style Encore/Plato's Closet |
| Chester County Hospital        | Kennett Square Lite Rotary      | (SWEP) Society of Women     |
| Citi Bank                      | Kimberly Williams/Paparazzi     | Environmental Professional  |
| Comcast Spotlight              | Jewelry                         | Support the Girls           |
| CubeSmart                      | Lisa Robertson                  | Kate Vicente Affiliate      |
| Currie Hair Skin and Nails     | Lights for Less                 | Thrive Cosmetics            |
| Dan Wheeler                    | MacElree Harvey Ltd.            | TruMark Financial           |
| Dansko                         | Main Line Fashionistas          | Van Cleve Pavilion          |
| Destination Salon & Spa        | Manatawny Still Works           | Vanguard                    |
| Drinker Biddle & Reath LLP     | Moody's Analytics               | Voya Financial              |
|                                | Network of Exelon Women         |                             |

*Your gifts are helping us reach more women in need.*

We appreciate and depend on the generosity of our community to keep our closets full. We are in need of quality clothing in current styles, both business casual and casual, that are new or like-new condition. Because of the nature of our program, we need to adhere to standards that will allow the women from our community to present themselves for interviews and employment at their best.

We are often approached by community organizations and businesses asking how they can help as a group. Many of the names listed above did just that, host some kind of donation drive to meet a current need within our programs. Drives asking for specific donations of new and like-new jewelry, purses, scrubs, coats, sneakers, leggings, and toiletries have been popular with groups. We would not be able to run our program without them!



*We accept brand-new bras with tags!  
Drives collecting undergarments help us greatly.*

# 2019 Finances

## PUBLIC SUPPORT AND REVENUE:

|   |                  |
|---|------------------|
| Grants                                  | \$102,468        |
| Contributions                           | 34,709           |
| Contract revenue                        | 35,231           |
| Consignment income and clothing sales   | 7,768            |
| Special events, net of direct expenses  | 79,004           |
| In-kind contributions                   | 84,246           |
| Other income                            | 4,259            |
| <b>TOTAL PUBLIC SUPPORT AND REVENUE</b> | <b>\$347,685</b> |

## EXPENSES:

|                        |                  |
|------------------------|------------------|
| Program services       | \$307,332        |
| Management and general | 19,466           |
| Development            | 48,588           |
| <b>TOTAL EXPENSES</b>  | <b>\$375,386</b> |

## CURRENT ASSETS:

|                           |                  |
|---------------------------|------------------|
| Cash and cash equivalents | \$243,675        |
| Accounts receivable       | 8,457            |
| Prepaid expenses          | 6,378            |
| Security deposit          | 8,191            |
| <b>TOTAL ASSETS</b>       | <b>\$266,701</b> |

## CURRENT LIABILITIES:

|                                       |                 |
|---------------------------------------|-----------------|
| Accounts payable and accrued expenses | \$23,892        |
| <b>TOTAL LIABILITIES</b>              | <b>\$23,892</b> |

## NET ASSETS:

|                           |                  |
|---------------------------|------------------|
| Without donor restriction | \$242,809        |
| Total Net Assets          | \$242,809        |
| <b>TOTAL ASSETS</b>       | <b>\$266,701</b> |

## Measuring our Success.

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

Here's how:

The staff & Board set annual objectives based on our strategic plan and review them quarterly.

A client intake form assesses the employment-stage of each individual when she first comes to Wings.

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

## 2019 Board of Directors

Julie Ammon, President  
 Dana Dovberg, Treasurer  
 Patricia Insetta-Rath, Secretary  
 Daisy Anetor  
 Janet Gervais  
 Al Iacocca  
 Bonnie Long  
 Dan Murphy  
 Kathy Quay  
 Connie Rose  
 Natalie Travia  
 Rehana Wolfe

## 2019 Staff

Jill Laufenberg  
 Executive Director

Diane Mills  
 Frazer Program Manager

Kelly Quant  
 Kennett Square Program Manager

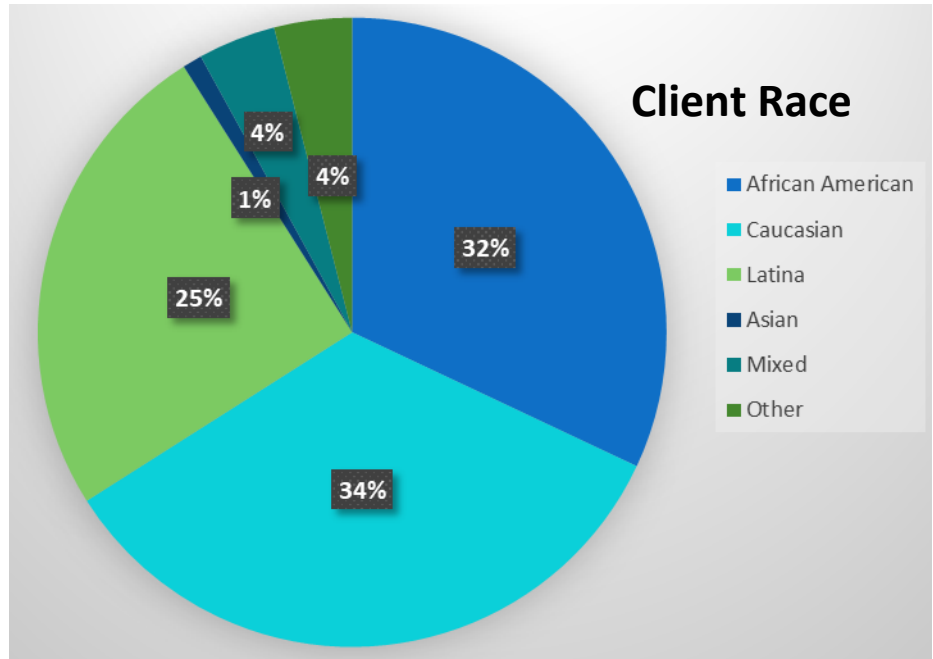
Laura Szilier  
 Communications Specialist

## Population Served

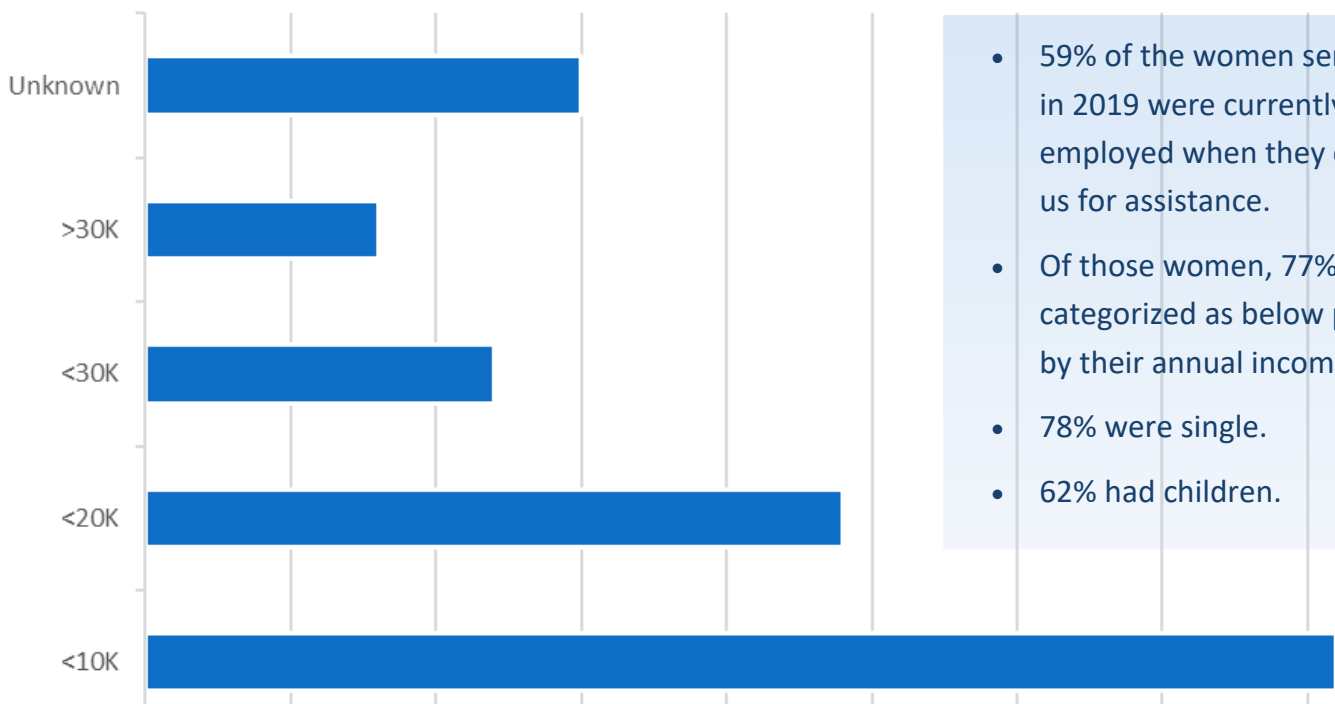
In 2019 we served 849 women, and we are positioned to reach 1,000 women in 2020. Contrary to popular belief, the number of women we serve is not connected to the unemployment rate, but to the increase in the local costs of living. We are serving more and more of the working poor. These are women who work multiple jobs yet can't afford the extra cost of clothing for their employment.

### Seventy percent 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 30% of our clients are generated from various direct outreach strategies or family and friends of existing clients.



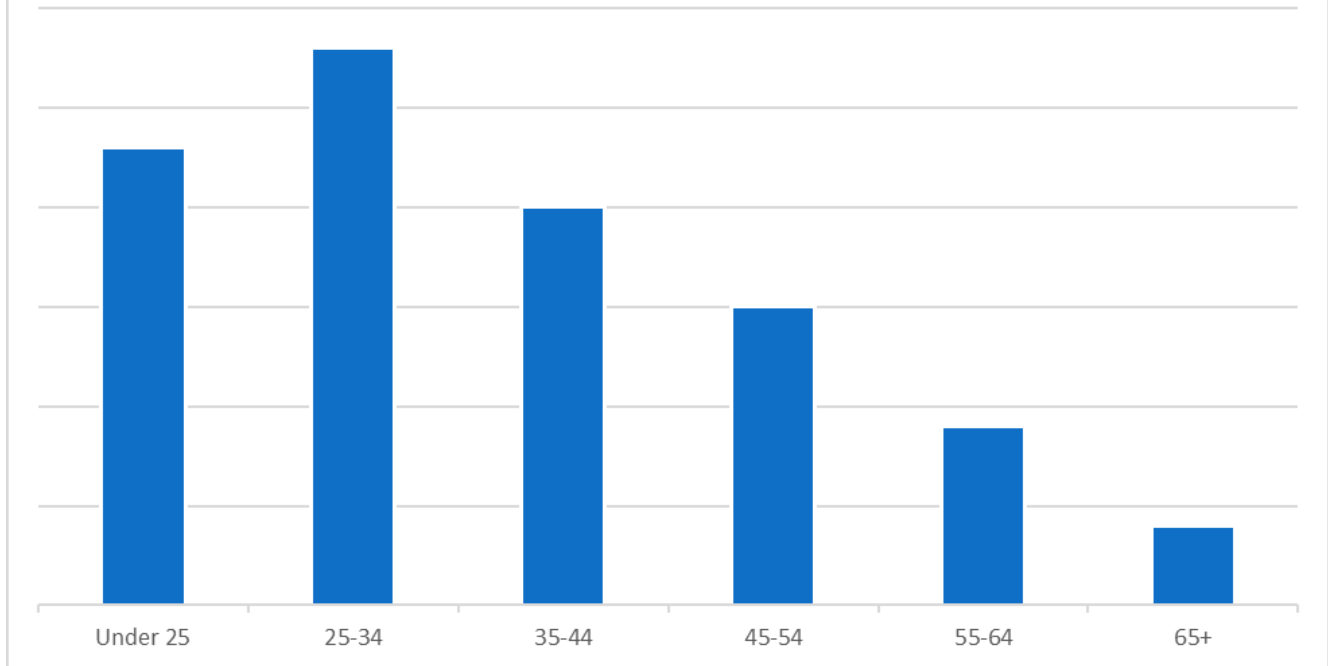
### Client Income



- 59% of the women served in 2019 were currently employed when they came to us for assistance.
- Of those women, 77% were categorized as below poverty by their annual income.
- 78% were single.
- 62% had children.

**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 of the 849 Women & Girls Served



The number of clients under the age of 25 increased by 10% in 2019, making this our second largest age group. This increase is credited to partnerships with local universities and non-profits that refer young women with few resources. Coming to us to prepare for their first job, an internship, an interview, or simply to have more professional attire for classes, we have been adjusting our inventory and workshops to accommodate this change.

**Our goal is to provide clothing to minimize job-related expenses in a manner that provides a sense of dignity and builds self-confidence.**

In addition to the dressing appointments, clients participate in workshops, equipping them with skills that will help them not only secure work, but successfully maintain employment long-term.

For the unemployed/underemployed woman, clothing is not a luxury she can afford. **The clothing provided by Wings saves the client \$500-\$1,000 that can be reallocated for food, utilities, transportation, and childcare.**

### Counties Served

