



Winter 2020 Newsletter

A Look Back At 2020

This past year has served as a reminder to all of us at Wings that from difficult challenges can come positive change. The year motivated us to work together more closely to redesign our programs to meet the needs of the moment and develop a vision for the future. As a result, we emerged stronger as an organization and succeeded in serving more women along the way!

Below are some stats from 2020 that we wanted to share:

- > Participation in our workshops increased by **126%** (due to our moving to an all-virtual format)
- > **67%** of our advice session attendees sought help with the tools needed to procure a job
- > Wings saw a **56% increase in the number of Latina women** served
- > **79%** of the women we served **had dependent children** in their household
- > **33%** of our clients **were frontline workers** receiving new medical scrubs, undergarments, socks and shoes

In a difficult year, many women in our community faced extraordinary need and mounting uncertainty. But thanks to generous hearts like yours, we helped ease some of their burdens. We thank you sincerely for your support in 2020. Let's continue working together in the new year to deliver hope and empowerment to even more women.



Encouraging the Vision of a Young Entrepreneur: Evelyn's Story

Wings is proud to share with you the next installment in our client success story series:

In addition to delivering virtual workshops, our Workshop Committee empowers women through one-on-one advice sessions. Recently, we were contacted by Harriet Mobley from Chester County Futures, a local nonprofit organization that provides academic support, mentoring, and scholarships to help motivated youth succeed in school and beyond.

Harriet sought advice for Evelyn, one of her high school students who was interested in opening her own online boutique. Evelyn had found a business partner who shared her same vision, but still needed assistance knowing how to successfully launch a business.

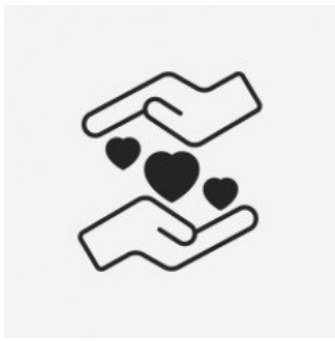
Together, Harriet, Evelyn and a Wings Committee member met virtually to discuss tips for starting and growing an online business. The team helped Evelyn break her business goals down into multiple steps. Even though the steps to becoming an entrepreneur appeared daunting, Evelyn was up for the challenge. "I'm willing to put in the hard work and effort into something that motivates me," she said. "I still have a long way to go, but slowly, Evelyn and Lucy's Boutique will be operating!"

After the one-on-one session, Harriet sent an email to Wings, telling us: "My heart is smiling. Thank you for sharing such valuable information. I'm so proud of Evelyn, and happy to see the investment she is making in her future. I couldn't have done this without your help so thank you for giving her 'wings.' I can't wait to see where her journey will take her in 4 to 5 years."

To track the progress of Evelyn's business, **follow @eandlboutique on Instagram.**

Wings Seeks New Board Member

Wings is currently seeking an officer with a background in human resources to join our Board of Directors. In this volunteer position, the selected candidate will provide guidance and recommendations to the Board President and Executive Director to ensure our human resource strategies, plans and programs are realized. Interested in joining our Board of Directors or becoming involved with Wings? Contact Kathy Quay at: kaquay@verizon.net.



Many Ways to Give to Wings

Did you know? There are many ways to donate to Wings for Success. Check out some of the options below and choose the one that works best for you.

AmazonSmile: While doing your holiday shopping on Amazon, type "AmazonSmile" into the search bar or go directly to smile.amazon.com. Select Wings for Success as your charity of choice. Whenever you shop, Amazon will donate 0.5% of your purchases to Wings at no extra cost to you. You get the same Amazon products at the same prices with the same delivery service and the same Amazon Prime benefits...all while giving back to the community!

In Memory/Honor of Someone: Remember a life well-lived or express gratitude toward someone you know by donating in that person's name. During the month of December, all gifts made in honor or memory of an individual will be recognized in a month-end video. [Learn more about In Honor/In Memory contributions.](#)

Recurring Gifts: Recurring gifts provide added security, ensuring we can count on certain funds each month to help meet our clients' needs. Although recurring gifts are welcome any year, they are especially valuable during unpredictable years like this past one. Not only does setting up a monthly donation benefit our organization, it's often more convenient for donors. [Learn more about recurring contributions.](#)

Employer Match: Does your employer match your charitable donations? If so, your contribution does double duty! A \$25 gift automatically becomes \$50, which is enough to purchase two new sets of medical scrubs for a frontline worker. If your company provides this generous option, know that Wings for Success is an eligible recipient for your organization's matching funds.

Annual Sponsorship: If you'd like to partner with Wings in a significant way, consider becoming an annual sponsor. This exclusive opportunity goes beyond sponsoring a one-time, in-person event to reach 2,300+ supporters through email, 2,600+ individuals through social media and 6,000+ website visitors a month. If you are interested, or think your company would be interested, contact: jill@wingsforsuccess.org to learn more about sponsorship levels and descriptions!



Thank You to Our Volunteers

As the year comes to a close, we'd like to take a moment to recognize our amazing team of volunteers at Wings! Our volunteers are truly the heart and soul of our organization. Whether working directly with clients at dressing appointments, workshops or advice sessions, serving on our Board of Directors, organizing our closets, assisting with donation days, providing administrative support or helping with fundraising events, our volunteers keep us running.

We know how stressful it can be for the women who find themselves in need of our services, and our volunteers' words and actions go a long way toward helping our clients maintain their dignity and gain a sense of hope. Thank you to all of our volunteers—your willingness to give freely of your time and talent is greatly appreciated, and your efforts are making a real difference in the community!



Jump into 2021 with Joggers

Looking to update your wardrobe in the new year? Joggers are a versatile and must-have item that can be worn many different ways for many different looks! Paired with a motorcycle jacket, joggers look hip and put-together. Worn with a long coat, they become instantly stylish. To step up your look, add a pair of pumps or flats along with a blazer!

— Style tip provided by Peggy Conlon, Style Director for Main Line Fashionista (www.styledbypeggy.net)



Wings' Virtual Workshops Reach More Women in Community

During the start of the pandemic, Wings redesigned its workshops to go fully virtual, making them more accessible to the community. In 2020, we facilitated 38 workshops, reaching 126% more women than last year.

Wings offers workshops on topics ranging from building a strong resume to aceing the interview process to managing your money and more.

We want to thank the many referral partners who worked with us to develop these presentations, including Tabor Services, La Comunidad Hispana, The Career Compass Program at The Garage Community and Youth Center, YoungMoms Community, The Women's Reentry Assessment & Programming Initiative (WRAP), The House in Phoenixville, and others.

EXPLORE OUR WORKSHOPS



Welcome Our New Referral Partner, Tabor Services

At Wings, we are grateful for the many partnerships we have formed with local community organizations and are pleased to welcome a new referral partner—[Tabor Services](#).

Having recently expanded its reach to Chester County, Tabor Services is a nonprofit family of organizations that provides critical social support services to children, youth and families throughout Pennsylvania. The agency provides in-home familial support services, foster care, adoption, adolescent life skill programs, and mentoring programs.

In partnering with Tabor Services, Wings presented virtually to two youth groups participating in Tabor's life skills program. In addition to explaining our services, we discussed the importance of wearing the right outfit and maintaining the right attitude not only during the interview process but in the workplace in general. The presentation made a big impression on attendees. According to Tabor: "The way you touched on why it is important to dress for success and the skills for KEEPING a job was excellent!"

Top 3 Ways to Support Wings

Wings for Success is able to assist women in need thanks to people like you who care about our mission and want to make a difference. Looking to better the lives of women and their families? Below are the top 3 ways you can support Wings:



Follow us on social media

Wings is active on Facebook, Instagram and LinkedIn. Be sure to like/follow us to raise awareness of our organization and our mission!

VISIT OUR FACEBOOK PAGE

Support current clothing needs

We depend on the generosity of the community to help keep our closets full and welcome donations that meet our current clothing needs.

CURRENT NEEDS

Donate funds

Make your tax-deductible donation to Wings today. Wings uses all monetary donations very cost-effectively. A modest donation can go a long way toward outfitting a woman with confidence!

DONATE

"I can stand all day on my feet in my new shoes. They are awesome. The volunteers were respectful, patient and helpful."

— T.W., Wings for Success client



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



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