



20 Annual 20 Report



FACING THE UNEXPECTED

The leadership team at Wings for Success quickly adapted to face the challenges of the pandemic and successfully reworked all of our services to be safe and effective. Every aspect of our programming required adjustments due to COVID-19 and there were some changes that will now be a permanent part of how we serve.

We are proud to say that we have shown much resiliency and are hopeful that we may continue to be innovative in building on the changes we brought to our programs. One major focus and need for these innovations is supporting the growth and demand for workshops. By having seen a 126% increase in workshop attendance during the pandemic shows that it is certainly meeting a community need.

This last year has reminded all of us at Wings about the significance of the butterfly in our logo...change is good. We are grateful for the generosity of our supporters who recognized the importance of our work in the community during these difficult times and helped us end the year in good financial standing. We are also thankful for the volunteers who continued to work with our clients in person and virtually and the many new volunteers we gained!

With the continued strength of the Wings family, we look forward to helping our clients in their journeys of rebuilding and reshaping their lives professionally and economically



JILL LAUFENBERG

Executive Director



REHANA WOLFE

Board President

2020

Board of Directors

Rehana Wolfe,
President

Janet Gervais,
Vice President

Mary Pat Knauss,
Interim Treasurer

Patti Insetta-Rath,
Secretary

Julie Ammon
Daisy Anetor
Stephanie Campbell
Dana Dovberg
Pat Foell
Bonnie Long
Dan Murphy
Kathy Quay
Ashley Stitzer
Natalie Travia

Staff

Jill Laufenberg,
Executive Director

Diane Mills &
Martina Bersak
Frazer Program Manager

Kelly Quant
Kennett Square Program
Manager

Laura Szilier,
Communications
Specialist

FINANCIAL OVERVIEW

Revenue

Contract revenue	\$38,130
Grants	\$131,084
Contributions	\$35,009
Consignment	\$9,090
Special Events	\$78,547
In-kind contributions	\$43,229
Other income	\$1,191
TOTAL:	\$336,280

Expenses

Program Services	\$240,045
Management and general	\$20,661
Development	\$48,176
TOTAL:	\$308,882

Net Assets

	\$27,398
Beginning of Year	\$242,809
End of Year	\$270,207



OUR GENEROUS SUPPORTERS

\$40,000+

Chester County Community Foundation

\$20,000+

PAWW/Career Wardrobe

\$15,000 to \$19,999

Bamstone Foundation

Chester County Community Foundation, Inc.

\$10,000 to \$14,999

BB&T, now Truist

Genuardi Family Foundation

W.W. Smith Charitable Trust

\$5,000 to \$9,999

The Fund for Women and Girls

M & T Bank/ M & T Charitable Foundation

Robert E. Lamb Foundation Inc.

The Huston Foundation

\$2,500 to \$4,999

Scott Davis

Essence of Stone

Fox & Roach/Trident Charities

GVFHRA

Herman Goldner Co., Inc.

MasterCard Impact Fund

\$1,000 to \$2,499

Frances & Francis Abbott*

Ammon Family Charitable Fund

Becket Family Foundation

Better Than Bacon Improv, LLC

Chester County Commissioners

Randi & Carl Bushner

Joseph Cafarchio

John Castner

Dolfinger-McMahon Foundation

Dana Dovberg & Tom Sammartino

Ethel Sergeant Clark Smith Foundation

Lorrie & Joseph Fabrizio

Lorrie & Michael Fetrow

Pat Foell & Marc Altman

Pareez Golub

GBH Foundation

Patti Insetta-Rath & Tom Rath

Karen & Jeff Jones

Carol & Chuck Larkin

MacElree Harvey, Ltd.

Nancy McLelland

Anne Moran

Kathy & Andrew Quay

Connie Rose

Beverly Stewart

\$500 to \$999

Bonnie Blank
 Chester County Women's Commission
 Patty & Tony Dahm
 Decorating Den Interiors/Barbara Hayman
 Nancy & Jeffrey Dore
 Endo Pharmaceuticals
 Karen & Jeff Fleming
 Susan & Mert Gilbert
 Kelly Gladfelter
 Sandra Gorman
 Dr. Edward Grossman
 Diana Hobbs-Long & George Hobbs
 J. Crew
 Janney Montgomery Scott, LLC
 Christopher Kant
 Mary Pat & Keith Knauss
 Megan Lemerise
 Francis Lutz
 Judy & Dan Murphy
 Deborah Pierce-Shields
 Patricia Rugh
 Chiara Scotto Di Marco & Chad Kennedy
 Sila Heating and Air Conditioning, Inc.
 Blake Sprayberry
 TRA Insurance Solutions
 Jane Tumpson & Dr. Reed Pyeritz
 Mary & Katelyn Wascavage & Friends
 West Chester Off-Campus Housing
 Vicky Will & Mike Kowalski
 Dawn Wilson
 Rehana & Darren Wolfe

Up to \$250

Coleen Abbott
 Melissa Albert
 Renee Battisti
 Barbara Bogle
 Anna Chongpinitchai
 Heather & Gerald Lee
 Bonnie & Gerald Long
 Judith & Tom Schubert
 The Farina Group at Stifel
 Wendy Thomgate
 Village Optical
 Allison Weiss Brady
\$251 to \$499
 Michaelina Aiken
 Mary Alexander
 Kara Cochran
 Jacqueline Cody Downing
 Christine Ellington
 Donna Forcey
 Debra Krzywicki
 Cheryl Merrill
 Martha Ortega
 Kathleen & Raymond Samacki
 Natalie Travia
 Susan Whitfield
 YourCause, LLC for the Vanguard
 Matching Gift Program

IN-KIND DONORS

CitiBank
 Exelon
 The Exton Place shop
 Girl Scout Troop 492
 JCrew KOP
 Joy of Sox
 Junior League of Wilmington
 Keller Williams - Jared Lehman
 The Lash Bar
 Linea Clothing
 Lisa Robertson
 Main Line Today (Melissa Jacobs)
 Polkadot Powerhouse - Chadds Ford

Porsche of the Main Line
 QVC
 Saint-Gobain/CertainTeed
 Southern Chester County Chamber of
 Commerce
 St. Paul's Episcopal Church
 State Farm - Jen Shivers
 Support the Girls
 Teleflex
 Unionville HS Girls Empowerment Club
 Vanguard ID Systems
 WL Gore & Associates

65% OF WOMEN WHO RECEIVED

CLOTHING IN 2020 WERE EMPLOYED OR RECENTLY EMPLOYED . . .

33% OF THOSE WOMEN WERE **FRONTLINE WORKERS**

Most women coming to Wings need to prioritize work flexibility over their wages. Before COVID-19, nearly half of all working women in the US (46%) worked in jobs paying low wages, with a median pay of \$10.93 per hour. Occupations dominated by women and people of color, particularly care and domestic workers like home care aides, have been excluded from federal labor and employment protections, such as the Fair Labor Standards Act's guarantee of minimum wage and overtime pay. The money they save on the necessities we provide may be allocated toward other life-essential needs like food, shelter, and healthcare needs.

Serving these women means we are helping bring stability to their homes and to their children's lives. Wings is there for these moms when they feel like they have no one to turn to, have self doubt about getting a job, or don't know how to make a change.

One mother recently said to a stylist, "This is heavenly! I never get to treat myself, I'm always busy taking care of my kids."

78% OF CLIENTS ARE **MOTHERS**



70% OF OUR CLIENTS **COME FROM local non-profits WORKING TO help women in need**

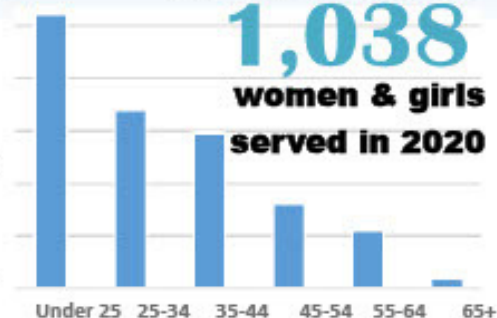
Any non-profit or agency that works with a vulnerable population of women are considered collaborative partners. We currently partner with over 80 local agencies that offer programs related to domestic violence, substance abuse, homelessness, education and job training, food insecurity, and youth development. The remaining 30% of our overall clients are generated from various direct outreach strategies including word-of-mouth.

Wings is also affiliated with Chester County's Financial Stability Partnership, which assists low-income families to become financially stable and self-sufficient through one-on-one advice sessions.

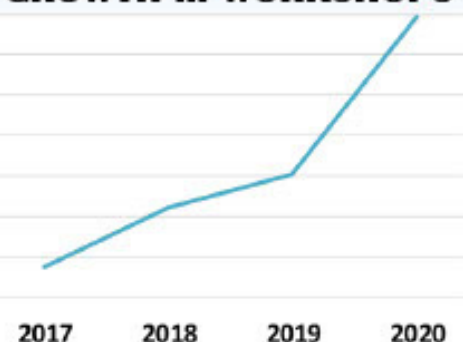
In response to the pandemic, one change we made to our programs was pivoting our in-person workshops to be 100% virtual.

Our largest age demographic changed drastically in 2020 due to access to virtual workshops and new partnerships with non-profits working with young women age of 25 and under. In addition to local non-profits, local colleges that are sending students who live below poverty to Wings when interviewing for an internship or job. The students who are coming out of foster care or homelessness are receiving everyday clothing items to meet their basic needs.

CLIENT AGE of the 1,038 women & girls served in 2020



GROWTH in WORKSHOPS



At a time when 80% of the unemployed are women, our workshops assist in advancing careers, managing finances during a crisis, procuring a better paying job, and/or maintaining employment. In 2020 we served more women in career-oriented workshops than the past two years combined! The 126% increase in workshop attendance during the pandemic shows that it is certainly meeting a community need.

In addition to the workshops, Wings provides one-on-one advice sessions to help clients in topics like resume writing, social media, interview tips, goal setting, and personal finance.