



## **ANNUAL REPORT 2010 – 2011**

## Executive Report

When we reflect back on the year that was, a vision of a roller coaster comes to mind. A year ago, we faced the possibility of having to wind down operations due to a lack of funding. Fast forward through some really low lows, and fortunately, some even higher highs, and we are here today a strong organization, poised for continued growth.

The turning point came in early December. Juliana Sprott and the board of the Sprott Foundation, long-time supporters of Windfall, stepped forward with incredibly generous grants that helped to pave the way for getting us back on our feet financially. Many other long-time supporters also increased their generosity and we are indebted to them all. They are listed in this Annual Report.

Once the Windfall roller coaster began climbing, there was no stopping us! This spring, we received word that our year-long application for on-going program funding was approved by the provincial Ministry of Community and Social Services. This funding covers core program costs and ensures a sustainable future for our organization. Words cannot describe how we felt that day in June when it was all made official. With stable baseline funds we can concentrate on growing and delivering our crucial programs, offering much-needed NEW clothing and other basic-needs items to those in need.

And speaking of programs, what a year we have had! We saw significant growth in *Suitable Impressions*, a job-training workshop that assists people on government assistance to make a positive first impression in an interview and provides them with NEW and appropriate office wear and personal care items.

Our *Windfall Brides* bridal boutique won the Toronto Enterprise Fund Business Plan Award and became an official social purpose enterprise. It now employs 12 people, who are on assistance and need job placements, annually. As a launch celebration for the boutique, we organized a successful attempt to break the Guinness World Record for the most people gathered together wearing wedding dresses. It was quite a sight to see so many women (and men) gathered at the Sheraton Centre having fun and raising awareness about the boutique and its mission.

And we had more to celebrate! In the Summer 2010 issue, MoneySense magazine rated Windfall as the #1 most cost-efficient social service agency in the entire country! We always knew it, but it was great to have the validation of an outside source! In addition, we had two teams of incredible students from George Brown College conduct marketing and operations reviews and Fearless Entertainment produced a PSA that is currently airing on TV.

In the end, there is nothing more important than the people who go in and out of the doors of Windfall. From our dedicated and awe-inspiring staff, to our job-training placement participants, to our rejuvenated board of directors, donors, funders, agency partners and volunteers. We would not be able to help those who are depending upon us without you! We are so grateful for all of your support!

It has been quite a year. Thank you all for your dedication and hard work. And here's to the exciting new adventures that lie ahead. Hang on—it will be quite a ride!

*Jennifer Campbell, Board Chair*  
*Helen Harakas, Executive Director*

## Program Statistics

Number of clients served: **64,000**

Retail Value: **\$28,000,000**

Volunteers: **60**

Community Living Toronto participants: **15**

Employment Basics Full-time Placements: **5**

Boutique Participants: **4**

Visitors to Windfall website: **50,000**

Media Impressions: **40,000,000**

Facebook Page Views: **96,000**

Twitter Followers: **300**

Items distributed: **900,000**

Clothing and other item donors: **140**

Volunteer hours: **3,000**

CLT program hours: **8,750**

Suitable Impressions Participants: **600**

College/University Student Placements: **9**

Visitors to other WF websites: **35,000**

Facebook Fans: **400**

Facebook Posts: **700**

Twitter Mentions: **300**



Frank, our Suitable Impressions Participant

## Thank You for Your Generosity

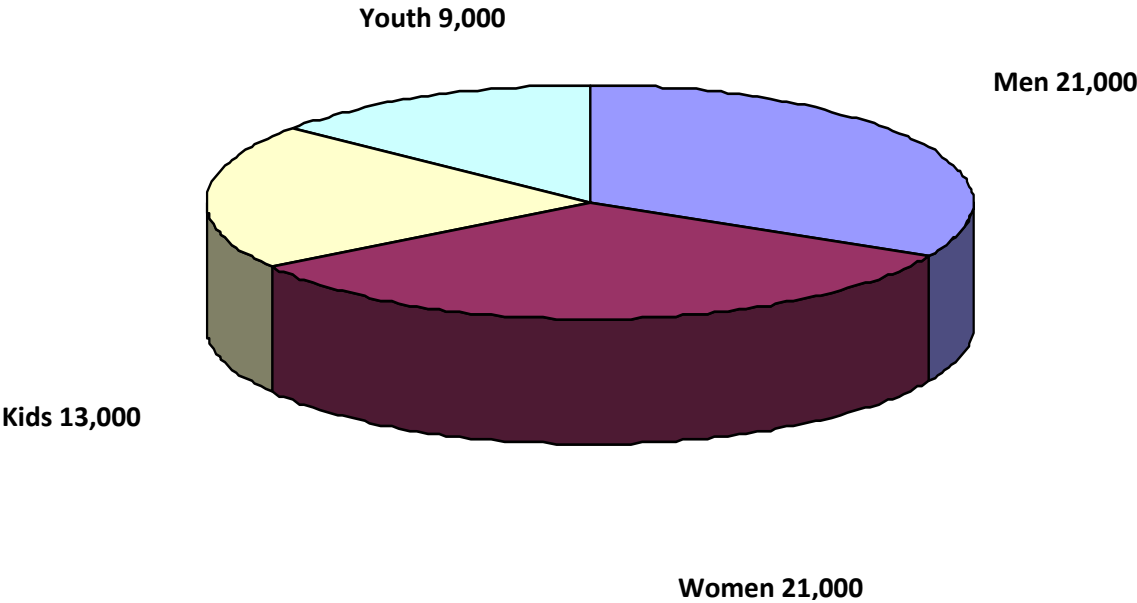
### Foundations

Sprott Foundation  
Charger Foundation  
RBC Foundation  
Zukerman Family Foundation  
Catherine & Maxwell Meighen  
Foundation  
Harry E. Foster Foundation  
United Way of Greater  
Toronto (Winter Relief)  
Toronto Enterprise Fund  
Tippet Foundation  
Geoffrey H. Wood Foundation  
Mackenzie Financial Charitable  
Foundation  
Ontario Credit Union  
Charitable Foundation  
Sam Sorbara Charitable  
Foundation  
Conn Smythe Foundation  
EJLB Foundation  
BMO Employees Charitable  
Foundation  
Joan & Bruce Phillip  
Foundation  
WEConnect Canada

### Corporations

State Street Trust Company  
Alamos Gold Inc.  
TD Financial Group  
TD Securities Underwriting Hope  
Alterna Savings  
BMO Financial Group  
Davis & Henderson  
Fashion Magazine  
St. Joseph Media  
Motion Clothing Co.  
Go Dance Mambo  
Bayview Village  
Shopgirls Gallery Boutique  
Brossland Investments Inc.  
Stockton & Bush  
Ten Star Productions Inc.  
RBC Royal Bank  
Abbott Pub & Fare  
Remco Group  
Amber Lounge  
Cadillac Fairview  
CBS Outdoor  
CIBC  
Haggard Canada  
Humbervale Montessori  
Joel Mechanical  
Strellmax  
Vasanti Cosmetics

**Clients Served**



## Our Programs

### WINDFALL BASICS

- Clothing Basics: *basic clothing, e.g. underwear, socks, t-shirts, jeans, sweats, tops, pants, sleepwear, sweaters*
- Work Basics: *job-related clothing, e.g. suits and general labour items, e.g. work boots, outdoor work wear*
- Winter Basics: *winter coats, boots, hats, mittens, clothing, accessories*
- Personal Basics: *shampoo, soap, razors, toothbrushes, toothpaste, deodorant, moisturizers*
- Home Basics: *house wares, pots, pans, dishes, utensils, blankets, pillows*

### KIDS' BASICS

- Clothing Basics: *basic clothing, e.g. underwear, socks, t-shirts, jeans, sweats, tops, pants, sleepwear, sweaters*
- Winter Basics: *snowsuits, jackets, boots, hats, mittens, clothing*
- School Basics: *backpacks full of school supplies, e.g. pencils, binders, calculators, dictionaries, tissues, hand sanitizers*
- Comfort Basics: *Jo's Snowflake Program: backpacks full of comforting items, e.g. pajamas, slippers, toothbrushes, toys, books for kids entering shelters*

### EMPLOYMENT BASICS

- Community Living Toronto Partnership: job training placement for people with intellectual challenges
- Clients placed from Ontario Works and other job training agencies to learn skills in warehouse and/or administrative capacities
- Suitable Impressions: full day image workshop with six new work-related clothing items and personal care items
- Social Purpose Enterprise Bridal Boutique



We set a world record!

## Partner Agencies

### EMPLOYMENT SERVICES

A-Way Express Courier  
Community Microskills  
Development Centre  
Completing the Circle – The  
Career Foundation  
COSTI Employment Centre  
Dixon Hall - Career Steps  
Dress for Success  
Dress Your Best for Men  
Gateway Café  
Humewood House – School  
Program  
J.V.S. Women in New Roles  
Northwood Neighbourhood  
Services  
The Learning Enrichment  
Foundation  
Y.W.C.A. Employment Focus  
Program  
Y.W.C.A. L.E.A.P. Program

### WOMEN'S SHELTERS & PROGRAMS

416 Community Support for  
Women  
Elspeth Heyworth Centre for  
Women  
Ernestine's Outreach Program  
Fred Victor Women's Hostel  
Margaret Frazer House  
Margaret Frazer House – After  
Care  
Margaret Frazer House –  
Supportive Housing

### MEN'S SHELTERS & PROGRAMS

Christie Ossington  
Neighbourhood Centre  
Dixon Hall - School House  
Shelter  
Good Shepherd - Hamilton  
Native Men's Residence - NA-  
ME-RES  
Seaton House  
St. Michael's Halfway Homes I  
& II  
The Good Shepherd Centre  
Yonge Street Mission

### WOMEN'S & KIDS' SHELTERS/PROGRAMS

Ernestine's Women's Shelter  
Dress Your Best For Kids  
Humewood House – Residential  
Program  
June Callwood Centre  
Massey Centre for Women  
North York Women's Shelter  
Robertson House - City of  
Toronto  
Rosalie Hall  
The Macaulay Child  
Development Centre  
The Redwood Shelter  
Yorktown Women's Shelter  
Y.W.C.A. - Beatrice House  
Y.W.C.A. - Women's Shelter  
Y.W.C.A. - SOAR

### FAMILY SHELTERS

Birkdale Residence - City of TO  
Pathways for Children  
Toronto Community Hostel – City  
of Toronto  
Wychwood Open Door

### YOUTH SHELTERS

Community Youth Programs Inc.  
Eva's Initiatives - Eva's Phoenix  
Second Base Youth Shelter  
Youth Without Shelter  
Y.M.C.A. House  
Youthlink

### HEALTH SERVICES

Community Living Toronto –  
Adult Services  
George Herman House  
Jean Tweed Centre  
Ingles House  
Loft Community Services –  
McEwan House  
Loft Community Services - St.  
George's House

Mainstay Housing  
Reconnect MHS  
Regeneration House  
Sound Times Support Services  
St. Joseph's Health Centre  
The Teresa Group

**COMMUNITY SERVICES**

Agincourt Comm. Services Assoc.  
Alexandra Park Comm. Centre  
Community Action Resource Centre  
Corvette Family Resource Centre  
Eastview Neighbourhood  
Community Centre

Faith Sanctuary  
Harbourfront Comm. Centre  
More Than Child's Play  
New Circles Comm. Services  
Parkdale Activity Recreation  
Centre  
River Oak Parent Child Centre  
San Romanoway Revitalization  
Association  
Scarborough Housing Help  
South Asian Family Support

Services  
St. Felix Centre  
The 519 Community Centre  
The Good Neighbour Club  
The Scott Mission  
Toronto Kiwanis Boys and Girls  
Club (Gerrard)

**SETTLEMENT SERVICES**

COSTI Reception Centre  
Congregation Maleca  
Flemingdon Neighbourhood  
Services Settlement Program  
Northwood Neighbourhood  
Settlement Service

**OUTREACH PROGRAM**

Brotherhood of Christians Ctre  
Connect Counselling Services  
Fred Victor - Women's Day Prog.  
Humewood House – Counselling  
Liberty Gospel  
Neighbour to Neighbour- Ham.  
Sistering - Outreach Program  
St. Olave's Hunger Patrol  
Toronto Friendship Centre –  
Drop In  
Toronto North Support Services



Our social purpose enterprise bridal boutique won the Toronto Enterprise Fund Business Plan Competition!

Statement of Financial Position  
As at April 30, 2011

|  | 2011             | 2010             |
|--|------------------|------------------|
| <b>Assets</b>                            |                  |                  |
| <b>Current Assets</b>                    |                  |                  |
| Cash                                     | 389,036          | 133,909          |
| Amounts Receivable                       | 35,185           | 53,625           |
| Prepaid Expenses                         | <u>8,231</u>     | <u>5,585</u>     |
|  | <u>\$432,452</u> | <u>\$193,119</u> |
| <b>Liabilities and Net Assets</b>        |                  |                  |
| <b>Current Liabilities</b>               |                  |                  |
| Account Payables and Accrued Liabilities | <u>\$19,007</u>  | <u>\$20,598</u>  |
| <b>Net Assets</b>                        |                  |                  |
| Unrestricted                             | <u>\$413,445</u> | <u>\$172,521</u> |
|  | <u>\$432,452</u> | <u>\$193,119</u> |

Statement of Operations and Net Assets  
For the year ended April 30, 2011

|  | 2011                    | 2010                    |
|--|-------------------------|-------------------------|
| <b>Revenue</b>                           |                         |                         |
| Donations                                | 556,115                 | 529,150                 |
| Ontario Works/Employment Basics          | 165,871                 | 33,814                  |
| Project Grants                           | 145,600                 | 43,100                  |
| Special Events                           | 55,352                  | 131,817                 |
| Interest and other                       | 828                     | 876                     |
| Agency Application Fees                  | 200                     | 7,505                   |
|  | <u>556,115</u>          | <u>750,662</u>          |
|  | <u>\$923,966</u>        | <u>\$746,262</u>        |
| <b>Expenses</b>                          |                         |                         |
| Salaries and Benefits                    | 347,264                 | 401,483                 |
| Warehouse and Program                    | 222,042                 | 170,268                 |
| Office and General                       | 67,147                  | 72,212                  |
| Special Events                           | 27,392                  | 66,479                  |
| Public Awareness                         | 12,582                  | 3,413                   |
| Professional Fees                        | 6,615                   | 11,022                  |
|  | <u>683,042</u>          | <u>724,877</u>          |
|  | <u>\$683,042</u>        | <u>\$724,877</u>        |
| <b>Excess of Rev Over Exp for the Yr</b> | <b>\$240,924</b>        | <b>\$21,385</b>         |
| Net Assets, Beginning of Year            | <u>\$172,521</u>        | <u>\$151,136</u>        |
| <b>Net Assets, End of Year</b>           | <u><b>\$413,445</b></u> | <u><b>\$172,521</b></u> |

## **Windfall Staff**

Helen Harakas, Executive Director  
Cindy Roemer, Business Development Manager  
& Suitable Impressions Stylist  
Tria Urnom, Community Investment Manager  
& Suitable Impressions Facilitator  
Aled Omer, Operations Manager  
Jenny McGregor, Kids' Basics Program Manager/  
Communications Manager  
Tanya Syrokoms kaya, Office Co-ordinator  
Patricia Robertson, Bridal Boutique Co-ordinator

## **Community Living Toronto Full-time Participants**

Oral C., Warehouse Assistant  
Peter K., Warehouse Assistant  
Mike R. Warehouse Assistant

## **In-kind Service Donors**

Harmony Printing  
Remco Group  
Spinnaker Systems  
Ian Liwanag Photography  
John Weight Photography  
Laurie McGregor Graphic Design  
Boomerang Response Marketing



The Wear White 4 Windfall 2011 campaign turned out to be one of our most successful! Our TTC poster travelled our subways, buses and streetcars until April!

This year was our first ever Buy Design at H&M in support of the Wear White campaign. This exclusive event was held at H&M's Bloor and Yonge location and featured complimentary drinks and hors d'oeuvres. 10% of all purchases were donated towards our anti-poverty programs.

Boehmer Restaurant also hosted a special Celebrity Bartending Night featuring Billie Holiday, Glenn Dixon and Seamus O'Reagan. They all stood behind the bar and mixed fabulous cocktails for our guests in white!

Amber Lounge in Yorkville also threw an exclusive white party where guests enjoyed specialty cocktails while listening to music played by a live DJ. Countless businesses across the city ran promotions to raise awareness and support our campaign. Thank you!

## The Sprott Foundation

A BIG thank you to the Sprott Foundation!

We are thrilled to announce a three-year pledge of \$500,000 from the Sprott Foundation. The funds are going to support the sustainability of our programs. The foundation's board members have been actively involved with Windfall for over six years.



"This was an easy decision for our board to make. We love the programs at Windfall. The poverty relief aspect aligns with our foundation's priorities perfectly. We also love going to their exceptional events. Everything at Windfall is run with the highest standards."

- Juliana Sprott, President, Sprott Foundation

## Kids' Basics Program

The Kids' Basics Program grew significantly this past year. Thanks to the Charger Foundation and Joanne Dereta, we were able to hire a Children's Program Co-ordinator to focus on getting basic-needs items to kids who need them most. The seeds were planted for our new Windfall Kids' Club. This is a program for families with children who wish to help Windfall provide much-needed NEW Jo's comfort packs, snowsuits, winter wear, backpacks and school supplies for needy children entering shelters. With the generous support of the Green Family and Boomerang Response Marketing, we began developing an interactive component for the Kids' Club called the YouthZone which allows children to create their own character on a website and track their fundraising efforts online.

We were very excited to partner with a new donor, Ally. The staff members at Ally ran two School Basics Drives - bringing in hundreds of new backpacks as well as school supplies. This past winter, they also ran a teddy bear drive and donated thousands of piggy banks for children in our Kids' Club to use while collecting their money. Bell also jumped on board with an incredible donation of 3,000 new backpacks!

We are so grateful to everyone who has been involved with the Kids' Basics Program this past year. With all of these exciting additions, we are now firmly on the road to expansion!



Kids from partner agency, Parent Resources, visiting our warehouse

**Winning Teams**



Louis Sapi and team won the golf tournament!



Ally staff members donated hundreds of new backpacks full of school supplies!

## Product Donors

Active America Corp.  
Alfred Angelo  
Allan Candy Co.  
Ally  
Ash City  
Baby on the Hip  
Barco Uniforms  
Bari Jay  
Victor Baryluk  
Bea Shawn Fashions  
Bean Sprout  
Beker Fashions  
Beneview  
Bic Inc.  
Bliss Bridal Boutique  
Brenda Beddome  
Canacord Genuity  
Canadian Tire  
Cantafio Sales  
Casual Tops  
Comrags  
Changes  
Cruz Design Industries  
Copley Apparel Group  
Cydney Mar  
Cypress Intimate Apparel &  
Bridal  
Diva Plus Inc.  
Dubwear  
Eagle Beaver Sports Limited  
Fashion Crimes  
Felicia's Collection Boutique  
Femme Fashion Accessories &  
Gifts  
Fine Line Imports Inc.  
Firenzia City of Brides  
Franco Mirabelli Design Inc.  
French Connection Canada Inc.  
Gameday Merchandising  
Gap Inc.  
Girl Friday  
Glamour Designs  
Globe and Mail Style Section  
H&M Hennes & Mauritz Inc.  
H2 Promotions  
Haggar Canada Co.  
Hatley  
Hoa Bridal  
Hollace Cluny  
Holt Renfrew  
House of Spy  
i Clothing Co.  
International Fashion Group  
Islands  
Jai Bridal  
Jessy Fashions  
Johnson & Johnson Inc.  
Julia Moore Sales  
Juliz Bridal  
KIDS STYLE  
Kimina Fashion  
Kol Kid  
Lakeside Logistics  
Leonard Cohen  
Leslie Battrick Jewellery  
Levi Strauss & Co.  
Lux & Luster  
Marilee`s Bridal &  
Eveningwear  
Mark's Work Wearhouse  
Marquessa  
Melmira Bra & Swimsuits  
Mendocino Clothing  
Moores  
Motion Clothing Co.  
Mountain Hardware Inc.  
Narnia  
New Era  
Nicholas Women`s Clothing  
Niko Cosmetics  
Oceanic Commercial Inc.  
Paper E. Clips  
Periphery  
Petticoat Lane  
Philip Sparks Tailored Goods  
Pink Tartan  
Quick Flash Apparel  
Reuben Abramowski  
Revolve Clothing  
Rhonda Maternity

Sally Fourmey & Associates  
Sanmar  
Southworks Outlet South  
Smythe  
Soak Wash Inc.  
Studio 49 Inc.  
Tabi International Corp.  
The Bargains Group  
The Tall Girl Shop

Thee Lingerie Shoppe  
Theodore 1922  
Timeless Brands  
Trimfit Co. Ltd.  
UNICEF Canada  
United Colors of Beneton  
Universal Links  
Wayne Clark  
White Toronto  
WINNERS  
Y.M. Inc.



Windfall supporters at Buy Design at H&M

## **Board of Directors**

**Jennifer Campbell (Chair)**

**GM, Direct Marketing Strategy, Canada Post Corporation**

**Donna Cansfield**

MPP, Etobicoke Centre

**Marsha Cosman (Treasurer)**

Associate Director, Group Head, UBS, Canada

**Justin Dupas (Member-at-large)**

Charity & Non Profit Advisory Group, Colliers International

**Linda Marlene Eales**

Integrative Health Facilitator, All One Holistic Clinic

**Jamie Hengartner (Secretary)**

Senior Marketing Manager, BMO Bank of Montreal

**Sarah Jarrett**

Promotions Supervisor, Rogers Media Television

**Steve Joseph**

FX Institutional Commerce Consultant

**John Mraz**

Political Consultant, NDI

**Chris McDonald**

President, Boomerang Response Marketing

**Mark Simpson (Vice-Chair)**

Business Professor, George Brown College

**Debbie Shawn**

Owner, Bea Shawn Fashions



Windfall's Executive with MPP supporters



Some of Windfall's amazing staff, board members & volunteers

## **Mission Statement**

Windfall acquires new clothing and other basic-needs items and distributes these items to social service agencies for the purpose of alleviating poverty and fostering human dignity. Consequently, Windfall raises awareness of poverty as a social issue.

## **Vision Statement**

All the people in the communities we serve have the basic necessities for a dignified life.



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416.703.8435

Charitable #: 13540 1180 RR0001  
[windfallbasics.com](http://windfallbasics.com)  
[windfallbrides.com](http://windfallbrides.com)  
[ww4w.ca](http://ww4w.ca)