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## *Executive Report*

Last year at this time, we wrote about Windfall's *brilliant future*, and specifically our strategic planning initiative of that name. Well, here we are living that brilliant future! As outlined throughout this report, we're delivering more goods to more people in need, through more partner agencies, with more support from a bigger list of valued partners, than ever before. We had another record year – in terms of revenues, in terms of value of goods collected and redistributed, in terms of partner agencies and partner funders and donors. Unfortunately, in the broad scheme of things, these are not records to be proud of. But more about that in a moment.

First, a few words about our brilliant future: our Board and staff have worked through our strategic planning process, and updated our plans for the next few years. With the unprecedented growth that Windfall has achieved over the past few years, we've seen the need to develop and mature our several new initiatives, strengthen and formalize our internal infrastructure, refresh and focus our Board's mandate, and work harder than ever at achieving a sustainable funding model for our vital work. We've mapped out these tasks, and are hard at it, on top of continuing to deliver more to our clients every day.

So, why not be proud of all the good we believe we're doing? Oh, we're proud of our staff, our volunteers, our programs, our clothing and goods donors, our partner agencies, and so on, for all they do. But, we're not proud of the increasing unmet needs of our most vulnerable fellow citizens in our community. We're not proud of the failure of our society to fully support people in need, to help them pull shattered lives back together, become contributing members of society, and feel good about doing so.

So, we're doing something about that, too. This past year has seen the introduction of our *Suitable Impressions* program, a comprehensive training and support program to help people enter the workforce, excel at their jobs when

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they get them, and be more independent, responsible and knowledgeable in their new larger roles as contributing members of our society. The program helps people understand the realities of the workplace, how to put together and maintain a decent work wardrobe ... all the vitally important, but unwritten rules of the workplace. Now, the new clothes we've always provided are supplemented with the knowhow and the practical skills to get a job, keep it, and build a decent, normal life. This is just one of the expanded roles we are playing to help tens of thousands of our fellow Torontonians.

And, we're proud of that.



William Harper CA, Chair, Board of Directors



Helen Harakas, Executive Director

Chair's post-script: As always, I need to make particular note of Helen's extraordinary contribution to Windfall's success. Windfall, quite simply, wouldn't be Windfall without Helen!

And, at the conclusion of my final term as Chair, I also want to acknowledge and thank the other Windfall staff, my fellow Board members and other volunteers for their support and exceptional contributions over the past several years. It has been a tremendous learning experience, and a profound honour to serve with each and every one of you! I wish you all a brilliant future!

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*The Suitable Impressions support team*

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## *Annual Program Statistics*

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

Clothing and other items distributed: **900,000**

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

Clothing and other item donors: **180**

New donors: **55**

Volunteers: **70**

Volunteer hours: **3,250**

Community Living Toronto (CLT) program participants: **12**

CLT program hours: **8,500**

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

Suitable Impressions Participants (Feb – Apr): **200**

Visitors to event websites: **20,000**

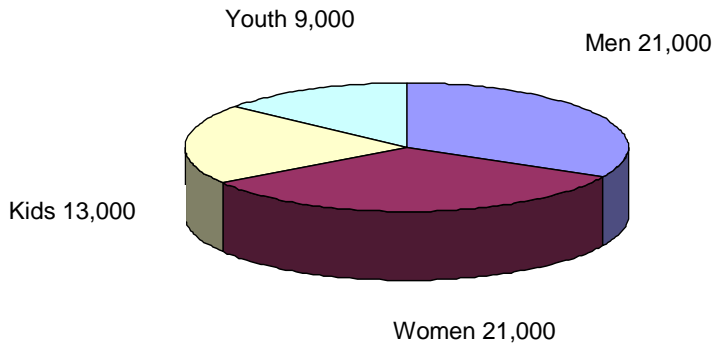
Visitors to Windfall website: **40,000**

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

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### *Clients Served*



### *Individual Donors (\$300+)*

- Kim Abell
  - Marsh Birchard
  - Jennifer Campbell
  - Joan Clayton
  - Justin Dupas
  - Himesh S. Ghai
  - William Harper
  - Jamie Hengartner
  - Michael Kalles
  - Ron Lynn
  - Elaine Osin
  - Dorothy Richardson
  - Jill Richardson
  - Debbie Shawn
  - Donald Voorhees
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## *Corporate and Event Support (\$1,000+)*

Agency Vert  
Alamos Gold  
Alterna Savings  
Bayview Village Shopping Centre  
Blog TO  
BMO Financial Group  
Cadillac Fairview  
CBS Outdoors  
Chairman Mills  
CIBC  
Daniel Espinosa  
Davis + Henderson  
Distillery Historic District  
Encore Catering  
Evian  
Fashion Magazine  
Franco Mirabelli Design Inc.  
Globe and Mail  
Haggar Canada  
HIP Publishing  
HS & Partners LLP  
Humbervale Montessori School

Joel Mechanical  
Leslie Battrick Jewellery  
McCarthy Tetrault Foundation  
Michael Communications  
Mill Street Brewery  
NOW Magazine  
One Stop Media  
Ontario Credit Union Charitable Foundation  
P&G Beauty  
PLM Group  
Rick Latchman & Associates  
Shedoesthecity.com  
Sky Vodka  
Spade Magazine  
Spanner  
State Street Trust Company Canada  
Stikeman Elliott LLP  
Strellmax  
TD Bank Financial Group  
TD Securities  
Vasanti Cosmetics  
XOXO (Andrew Peller Ltd.)

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## *In-kind Donors*

Acco Brands Canada  
Active America Corp.  
Alan Marks Agency  
Allan Candy Co.  
Alliance Bridal/Chez Ginette  
Annie Thompson  
Ash City  
Avenue Skin Care  
Barbette2  
Victor Baryluk  
Bea Shawn Fashions  
Beker Fashions  
Benjamin Moore  
Bic Inc.  
Bliss Bridal Boutique  
Bluestein Enterprises Inc.  
Brenda Beddome  
Lillian Brown  
Penny Brown  
Buntin Reid  
C2 Apparel  
Canadian Tire  
Candelle

Candi Factory  
Cantafio Sales  
Changes  
Ching Chen  
Clothes by Muriel Dombret  
Cobmex  
Comrags  
Concept Storage Solutions  
Copley Apparel Group  
Cornflower Blue Ladies Fashions  
Covet & Crave  
Curvacious Consignments  
Cydney Mar  
Cypress Intimate Apparel & Bridal  
De Jong's Grand Bend Clothing  
Delphic Clothing  
Deluxe Boutique  
Diaper-eez  
Diva Plus Inc.  
Dubwear  
Eagle Beaver Sports Limited  
Elizabeth's Fashions  
Esselte Canada Inc.

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Ewanika  
Fashion Crimes  
Fashion Distributors  
Felicia's Collection Boutique  
Femme Fashion Accessories, Gifts  
Fine Line Imports Inc.  
Firenzia City of Brides  
Franco Mirabelli Design Inc.  
French Connection Canada Inc.  
French Country Inc.  
Gangbar Winslade  
Gap Inc.  
Girl Friday  
Glamour Designs  
Globe and Mail Style Section  
H&M Hennes & Mauritz Inc.  
Haggar Canada Co.  
HBC Zellers  
Hoa Bridal  
Hollace Cluny  
Home Hardware  
House of Spy  
i Clothing Co.  
International Fashion Group  
Islands  
Jai Bridal  
JB Imports

Johnson & Johnson Inc.  
Julia Moore Sales  
Juliz Bridal  
Kanetix Ltd.  
KIDS STYLE  
Kimina Fashion  
Kloz Inc.  
Leonard Cohen  
Leslie Battrick Jewellery  
Lux & Luster  
Madly Marvelous  
Mark's Work Wearhouse  
Melmira Bra & Swimsuits  
Mendocino Clothing  
Michela  
Misbehave Boutique  
Mode Susan  
Moores  
Morri Memar-Makhsous  
Motion Clothing Co.  
Narnia  
Natalie Roze & Co.  
Nippon Imports Co.  
North American Paper Products  
Out on a Limb  
Paper E. Clips  
Parade

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Periphery  
Petticoat Lane  
Pink Tartan  
Polished  
Poster International  
Precision Planting  
Pricila Gomes  
Puffin Gear  
Puri  
Reuben Abramowski  
Royal Custom Cabinets  
Royal Lighting  
Sally Fourmey & Associates  
SBC Clothing Inc.  
Sears Canada  
Set Me Free  
Shop NYLA  
Signature Plaza  
Simply Casual  
Smythe  
Snug As a Bug  
Soak Wash Inc.  
Spanner  
Special Occasions Sales  
Spencer Bros.  
Spiro-Solutions  
Studio 49 Inc.

Tabi International Corporation  
The Bargains Group  
The Tall Girl Shop  
Toronto Grace Fashions  
Tristan Communications  
Twin Heart  
Travelway Group Int.  
UNICEF Canada  
Universal Links  
Unwin  
Vagabondo  
Veronica Di Santo Atelier  
Wayne Clark  
Western City  
White Toronto  
Wilma B Fashions  
WINNERS  
Y.M. Inc.  
Yorkshire Puddings  
Zebra Pen Canada Corp.

*and many anonymous donors*

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*Summer students placed with us from Tropicana Youth Services*

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## *Foundation Support*

J.P. Bickell Foundation  
Charger Foundation  
Conn Smythe Foundation  
Dr. Geoffrey R. Conway Foundation  
EJLB Foundation  
Harry E. Foster Foundation  
Mackenzie Financial Charitable Foundation  
McLean Foundation  
Catherine and Maxwell Meighen Foundation  
Ontario Trillium Foundation  
RBC Foundation  
Ron Ellis Team Canada Foundation

Rotary Club of Toronto Charitable Foundation  
St. Andrew's Charitable Foundation  
Sifton Foundation  
Sprott Foundation  
Steelcase Foundation  
Temerty Foundation  
TD Friends of the Environment Foundation  
Tippet Foundation  
Toronto Community Foundation - Jo's Snowflake Fund  
Toronto Rotary Club Charitable Foundation  
United Way of Greater Toronto - Winter Relief Grant  
G.H. Wood Foundation  
Zukerman Family Foundation

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*The Beauty Balloon Buster Game at Buy Design*

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## *Windfall's 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: Kids: *basic clothing, e.g. underwear, socks, t-shirts, jeans, sweats, tops, pants, sleepwear, sweaters*
- Winter Basics: Kids: *snowsuits, jackets, boots, hats, mittens, clothing*
- School Basics: Backpacks: *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
  - *NEW* Suitable Impressions: full day image workshop with six new work-related clothing items and personal care items
  - *NEW* Social Purpose Enterprise Bridal Boutique
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## *Staff*

Helen Harakas, Executive Director  
Patrick Williams, Operations Manager  
Cindy Roemer, Fundraising Manager  
Alessia Pugliese, Events/PR Manager  
Kelly Carmichael, Events Manager

## *Community Living Toronto On-going Program Participants*

Oral C., Warehouse Assistant  
Peter K., Warehouse Assistant  
Mike R. Warehouse Assistant  
Rosemarie Alegbe, Placement Supervisor

## *On-going In-kind Service Donors*

Chris Steer Insurance  
Harmony Printing  
Marcam Printers  
Remco Group  
Spinnaker Systems

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## *Windfall Board of Directors*

### **2009-2010**

Bill Harper, *Chair* – President, William Harper Associates

Anne Jeffers, *Vice-Chair* – Intake/Outreach Coordinator, Dixon Hall: Career Steps

Jennifer Campbell, *Secretary* – Marketing Director, Canada Post

Fyaz Faisal, *Treasurer* – Senior Financial Analyst, TD Bank Financial Group

Justin Dupas – *Exec member-at-Large* - Charity & Non-Profit Advisory Group Sales Rep, Colliers International

Leslie Battrick – Battrick Business Law

Marsh Birchard – Partner, Motion Clothing Co.

Marsha Cosman - Group Head, UBS Fund Services, Canada

Janet Grant – Manager, Special Events, MaRS Discovery District

Jennifer Harding – Senior Manager, TD Canada Trust

Donna Harrow – Executive Director, Alexandra Park Community Centre

Jamie Hengartner – Program Manager – Customer Strategies & Programs, BMO

Debbie Shawn – Owner, Bea Shawn Fashions

Himesh Singh Ghai – Associate, Stikeman Elliott LLP

Bob Kirke – Executive Director, Canadian Apparel Federation

Tralee Pearce – Writer, Globe and Mail

Jill Richardson – Retired School Principal

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## *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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