
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

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!



The Suitable Impressions support team

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**

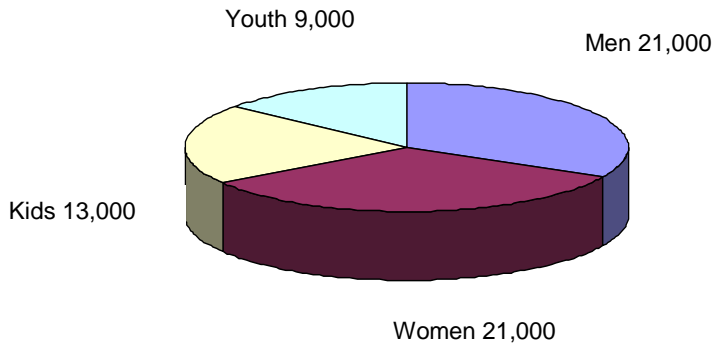
Suitable Impressions Participants (Feb – Apr): **200**

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

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

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

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
-

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.)

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.

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

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



Summer students placed with us from Tropicana Youth Services

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
Spratt 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



The Beauty Balloon Buster Game at Buy Design

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
-

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

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

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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