The Thread

Windfall Newsletter 45 Fall/Winter 2009

THE FAB400: *BE A PART OF FABULOUS!*

Windfall has launched the FAB400, the exclusive charitable giving program that gives back to you! Joining will enable you to help a worthwhile cause while also getting something in return. For a minimum monthly donation of only $20 this unique program will provide you with:

- Invitations to FAB400 exclusive events
- Networking opportunities
- Discounts at stores and restaurants
- Discounted tickets to Windfall events
- A tax receipt for the allowable portion of your donation
- Your name placed on Windfall's FAB400 webpage
- Donations can be made through your bank account, credit card or with post-dated cheques.

On November 3, 2009, the FAB400 committee hosted a fabulous launch party at the trendy Libra Lounge on King West. The lounge was brimming with young professional philanthropic enthusiasts mingling with successful and established business movers and shakers. Our special thanks to Amy Pandori and Marsha Jones, FAB400 co-chairs; Christiana Papadopoulos; Libra Lounge; Cynthia's Sweet Sensations; Warren Pawluk Photography; Absolute Tents; and all the incredible committee members who helped make this launch party so FABULOUS!

To learn more, please visit www.thefab400.com

NEW WEBSITE DESIGN

Windfall's website has a stylish new look! We are very pleased with the incredibly good-looking and functional layout!

Our sincere thanks to the brilliant and creative volunteers without whom this awesome undertaking would not have been possible. Thanks to Han Su Yan, designer; Lee Rixon, programmer; Russell Smith, analyst; and Wishart for the design concept.

Please visit ***www.windfallbasics.com*** to see the new site.

TEA TALK

with Karl Lohnes

Our first event in the Talk Series was a huge success!

On Sunday, October 25, 2009, guests gathered at the exclusive Granite Club Ballroom for tiers of tasty afternoon delights, a little jazz music and a fun and informative workshop on interior design trends for 2010. The sun was out, the tea cups were full and the silent auction was buzzing with action. Celebrity designer, Karl Lohnes, gave us a sneak peek at what's up and coming in the design world while sharing touching personal stories.

A very special thank you to Karl Lohnes, Maria Saulean, the Granite Club and Mary Carmichael for their support. Also, our thanks to the co-chairs, Shona Miller and Justin Dupas, and our amazing Talk Series committee for their time, creativity and dedication.

A big thank you to our auction, gift bag and financial supporters! Your participation contributed greatly to the day's success:

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GIFT BAG DONORS

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We are already planning our next Talk Series event for the spring. So save the date Sunday, May 16, 2010!

EMPLOYMENT BASICS PROGRAM UPDATE

We are pleased to announce the expansion of our newest program, Employment Basics. Alongside appropriate clothing and personal care items, this program offers people who are in job training programs practical employment placements and training.

Historically, Employment Basics was only offered to clients who were learning basic work skills through Community Living Toronto. Last year, we expanded the program to accept participants from other employment programs that were partnering with us in the distribution of clothing and basic-needs items. With the recent expansion, we are now offering placements for clients on Ontario Works. This new initiative is made possible through a partnership with Toronto Employment and Social Services through the Investing in Neighbourhoods Initiative. Placing job training clients in our facility greatly enhances the productivity of our agency while providing participants with valuable, meaningful and concrete work experience.

The objectives of this program are:

- To offer a supervised, supportive and worthwhile working environment for clients in job training programs.
- To help each individual reach his or her potential.
- To assist each participant to maximize their individual skills and abilities.
- To offer immigrant and refugee clients valuable Canadian work experience.
- To teach admin placement clients office skills using the latest technology: computers, phone systems, photocopiers, fax machines, postal machines, scanners, printers.
- To teach warehouse participants large-scale warehouse management.
- To offer basic life skills, work skills and image training needed to get and keep a job: communication, cooperation, group skills, time management, decision-making, how to dress and personal care.

We are currently working with three exceptional placement participants and we could not be prouder of their successes. Our special thanks to Diana Gatti from Gateway Café for her assistance in getting this special initiative off the ground.

WEARING WHITE

WEAR WHITE 4 WINDFALL WW4W.CA

WW4W, Windfall's awareness campaign is coming up in January. We are looking for individuals and companies who wish to support a great cause while having fun.

During the entire month of January, supporters hold their own special initiatives and events to help Windfall raise money. On Thursday, January 28, 2010, all Torontonians are asked to wear something white and make a $4 donation to support WW4W in raising awareness about the issue of poverty and homelessness. 100% of the proceeds raised go to Windfall's programs.

We are working on making the 2010 WW4W the most successful campaign to date. The following are already in the works:

- *TTC posters featuring our celebrities will be travelling on the TTC;*
- *Daniel Espinosa will design a charm exclusively for WW4W. Last year's bracelet is still available for sale;*
- *Franco Mirabelli will produce a new, super-cool WW4W t-shirt.*

Sign up and get involved! There are many ways for you and your organization to help someone in need:

- *make a personal donation and get a tax receipt;*
- *purchase the exclusive WW4W items;*
- *organize a white event and donate proceeds to Windfall. If it's an office event, get your company to match the funds raised;*
- *become one of our many sponsors and benefit from outstanding media exposure.*

For more information please contact:
Alessia Pugliese
Marketing and Communications Manager
T: 416.703.8435 ext.15 or
alessia.pugliese@windfallbasics.com

2009 Golf Tournament

It was a gloriously sunny day on September 17, 2009, at the Calendon Woods Golf Club for this years's annual Charger Foundation Golf Tournament.

The Charger Foundation partners with Windfall for this very special event in order to raise money specifically for snowsuits, hats, gloves and scarves. The items go to Toronto's neediest children who would otherwise be left in the 'cold' this winter. The Charger Foundation's mission is to foster initiatives for disadvantaged children in our community.

We would like to extend a huge THANK YOU to the Charger Foundation, in particular to Louis Sapi, Teresa Sapi, Marcia Niles, Stella Shum and Sonia Vaknin. Thank you to all the golfers, sponsors, donors and volunteers. The tournament would not have been possible without you! Together we continue to ensure that children who are living in poverty will have a warm snowsuit this winter.

Thank you for

RAFFLE *▪ Jennifer Campbell ▪ Carly Schwartz ▪ Globe and Mail Style Section ▪ Salon Collage ▪ Vesuvio Pizza and Spaghetti House ▪ Ross Arbuck ▪ Jaytex ▪ Camros Organic Eatery ▪ Nestlé ▪ Rock Oasis ▪ Caulfield Apparel Group Ltd. ▪ Golf Town ▪ Colin Lewis ▪ The McAteer Group of Companies ▪ The Bargains Group ▪ William Dickie Canada Co. ▪ CN Tower ▪Il Fornello ▪ Toronto Blue Jays Baseball Foundation ▪ Toronto Argonauts ▪ Football Club ▪ Brilho Cleaning Services ▪ Palma Pasta ▪ James Sbrolla ▪ The International Brotherhood of Electrical ▪ Workers' Local 303 Vacation Pay Trust Fund ▪ Danny Cross ▪* ***HOLE SPONSORS*** *▪ MER Business Partners ▪ Markus Luft ▪ HS & Partners LLP ▪ Charger Consulting Corporation ▪ Horizon Plastics International ▪ Kinetic Risk Management ▪ Palaire Roland Barristers ▪ Hennessy & Hinchcliffe ▪ Strellson Fitch Surveillance Systems ▪ Kifiniti Solutions Inc. ▪ United Brotherhood of Carpenters & Joiners of America ▪ The McAteer Group of Companies ▪ The Hayes Group ▪ BMO Nesbitt Burns ▪ Carson International ▪ Cummings Cooper Schusheim Berliner LLP ▪* ***LIVE AUCTION*** *▪ Clublink ▪ CJ Skateboard Park ▪ Niagara AirBus ▪ Strellson ▪* ***SILENT AUCTION*** *▪ HBC Foundation ▪ Clublink ▪ Mini-Indy Go-Karts Indoor Racing ▪ The Globe and Mail Style Section ▪ Colin Lewis ▪ Throat Threads ▪ Buy Design Committee ▪ Air Combat Zone ▪ Virgin Mobile ▪ Hennessy & Hinchcliffe ▪ Danny Cross ▪ Maple Leaf Sports & Entertainment Ltd. ▪ Rees Jones Course at Grand Niagara ▪ H.A. Sheldon Canada Ltd.*

all your support!

Our boutique offers beautiful designer wedding dresses priced from **$200**! All bridesmaid and mother-of-the-bride dresses priced at **$75**! Veils: **$50 - $75**!

Brands include:
Hoa Bridal, Veronica Di Santo Atelier, Maggie Sottero, Alfred Angelo, Blumarine, Nicole Miller, Impressions, Anjolique, Joli Bridal, Alfred Sung, Adele Weschler and more!

This past year, Windfall's Warehouse Wedding Boutique raised $25,000 for our charitable programs! We are so grateful to have such generous boutique donors who have provided us with beautiful NEW designer gowns. Also, our boutique could not operate without our Wedding Program Volunteers. ***Thank you to all!***

Visit **weddingdressesforwindfall.com** for information on 2010 appointment days and our June and October 2010 Warehouse Sales.

To book individual appointments:
appointments@
weddingdressesforwindfall.com
or call us at 416.703.8435

Don't miss our next Sale on Saturday, January 30, 2010 at 11 a.m. – 2 p.m.

Thank you to the following who made Windfall's Wedding Photo Shoot a beautiful success: Location: *Merchandise Lofts* • Models: *Elmer Olsen Models (Andrea & Brooke)* Style Support: *Shopgirls, Leslie Battrick Jewellery, Alana's Flowers and Gifts* • Fashion Stylist: *Cindy Roemer* • Production Assistant: *Patrick Williams* • Makeup Artist: *Onna Chan* • Hair Stylist: *Rory Moy* • Styling Assistant: *Nickie Pulsone* • Photography Assistant: *Jorge Wannam* • And especially, photographer: *Warren Pawluk*

BUY DESIGN FOR WINDFALL

ONE OF CANADA'S TOP FOUR FASHION EVENTS, AS SELECTED BY BIZBASH.

BUY DESIGN 2010: SPRING SOCIAL is Windfall's seventh annual dress-up party. On Saturday, April 10, 2010, the Fermenting Cellar in Toronto's Distillery Historic District will be transformed into a cheerful post-depression garden party, complete with croquet and badminton, a "mess-hall" style silent auction, fabulous haute-picnic food and classic cocktails. So dig out your garden party attire and join us at Toronto's most fashionable fête.

Tickets are only $75 and include:

- themed menu featuring succulent hors d'oeuvres by one of Toronto's top catering companies;
- feature drink and complimentary beverages all night long;
- access to our fun beauty lab;
- live entertainment;
- admission into our fabulous silent auction featuring exclusive items that are yet to hit store shelves;
- the most talked-about gift bag valued at over $200.

Interested in amazing media exposure for your company? Buy Design is the perfect event to meet your organization's communications goals. Last year, thanks to our generous media sponsors, Buy Design advertising included ads in the **Globe and Mail**, a full page ad in **Fashion Magazine**, mentions in **NOW** magazine and more! Our advertising and editorial coverage made more than 18.5 million impressions – and greatly benefited our top sponsors.

Windfall's Holiday Gift Guide

Whether as a personal donation or as a gift to someone on your list, your support will go a long way towards brightening the season for a child in need of the basics.

$25 provides a brand-new snowsuit for a child living in a shelter.

$50 provides a starter kit for a newborn whose mother is alone.

$75 provides three school outfits and a backpack full of school supplies for a child living in poverty.

$100 gives a family, who is struggling to make ends meet, four new winter coats.

CARD TYPE _____ CARD NUMBER _____ EXPIRY DATE _____

NAME ON CARD _____ SIGNATURE _____

MAILING ADDRESS _____ CITY _____ PROV. _____ POSTAL CODE _____

PHONE NUMBER _____ EMAIL _____

DONOR NAME (PLEASE PRINT) _____

Mail completed form to: WINDFALL, 3-29 Connell Court
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Even easier—call us at 416.703.8435 or fax to 416.703.8437.

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