

WW4W 2009

IMAGINE WINTER WITHOUT THE BASICS

On January 29, help clothe people in need by wearing white and making a donation to Windfall, Canada's only NWW CLOTHING and BASIC NEEDS bank. This is just one way to support the Wear White 4 Windfall campaign. To learn more, please visit www.ww4w.ca.



Our 2009 campaign was the best ever! This year saw an incredible series of initiatives hosted by various businesses around the GTA to benefit Windfall's programs and to raise awareness about the growing problem of poverty in our city. We reached new heights and got a lot of attention from Toronto's TTC commuters. A huge thanks to our WW4W co-chairs, Jennifer Campbell and Yona Zukerman, as well as the WW4W committee and all our volunteers for helping to make this year so successful. Our exciting initiatives included:

- Specially-designed Bracelet and launch party by Daniel Espinosa
- Specially-designed T-Shirt and party by Franco Mirabelli
- Hundreds of celebrity posters on the TTC buses, streetcars and subways
- Bridal Blow Out Sale
- Wedding Dress Challenge; redesigned dresses from the warehouse, on display at Bayview Village
- CN Tower lit in White in honour of WW4W day
- Exclusive White Party at Amber Lounge
- Official WW4W day, January 29th, 2009 • White Party at Muzik Nightclub

WW4W Celebrities

- Anne Mroczkowski • Chris Hyndman
- Dina Pugliese • Shawn Hewson
- Shinan Govani • Steven Sabados
- Zack Werner

Campaign Supporters

- Alterna Savings • Amber Lounge
- Andora Graphics • Audax
- Bayview Village Shopping Centre
- Belvedere Vodka • Bustle Clothing
- Cadillac Fairview • Canada Post Corporation
- College of Physicians and Surgeons
- Cynthia's Sweet Sensations • CN Tower
- Daniel Espinosa • Diaper-eez
- Elizabeth Grant • Evian • Franco Mirabelli
- Hugo Boss • Kingly • Muzik Nightclub
- Motion Clothing Co. Ltd. • Parkers Cleaners
- Remco Group • Salon Fuze
- Spade Magazine • Sharon Express Printing
- Skin Medical Spa • Total Wedding Show
- Students of the International Academy of Design Fashion Program
- Students of the Ryerson Fashion Program
- TD Bank Financial Group
- Vita Integrative Health Clinic
- Yasmine Nesciorek
- Zukerman Family Foundation

The Thread

Windfall Newsletter 44 Spring/Summer 2009

INTRODUCING OUR NEW LOGO



The past two years have been about growth and change at Windfall. We have expanded our mission and moved into a larger and more efficient warehouse. Now that we receive and distribute not only new clothing but also new personal care items, school backpacks and housewares, our "pants" logo did not portray our work clearly anymore. The name Windfall Clothing Service also seemed out-dated. Made possible by the Vital Ideas award and grant from the Toronto Community Foundation, Windfall underwent an extensive branding review process with Wishart, a leading branding and advertising firm, who generously donated a portion of their services.

After many stimulating and spirited conversations, we all agreed that it was the "newness" of the items that set Windfall apart from other agencies and that we needed to find a way to reflect this "newness" in our logo and other branding materials. And that is how the little "tag," which at times was at the centre of our "variances," was selected as the ideal symbol of our work. Cutting our agency's name down to just "Windfall" was easily settled.

As we progressed through the re-branding process the word "basics" continually surfaced. Except for shelter and food, Windfall now provides clients of social service agencies with virtually all the other "basics" they require to move their lives forward. Donations of basic-needs items such as, shampoo, deodorant, razors, comforters and pillows have increased dramatically! And that is how our new tag line, "new basics for those in need," was chosen as the ideal phrase to summarize our work. At the same time, we registered a new domain for our website, www.windfallbasics.com, and re-named our existing programs to better correspond and connect with our new brand. Please visit our website to learn more about our programs: Windfall Basics, Kids' Basics and Employment Basics.



Ina and Joan at the Windfall warehouse.

Windfall Receives Harlequin's More Than Words Award

Harlequin Enterprises Ltd., a leading global publisher of books for women, honoured local heroines Joan Clayton and Ina Andre with a More Than Words award.

More Than Words is Harlequin's primary philanthropic initiative and is dedicated to rewarding ordinary women who make extraordinary contributions to their communities. Five women are recognized annually with a \$10,000 financial donation to the charity they support. Furthermore, they are featured in an anthology which contains both a factual write-up about their charity and a fictional novella, written by a top author, that is inspired by the organization and the recipient's work.

Nominated by Helen Harakas, Executive Director of Windfall, Joan and Ina were selected as 2008 recipients and are featured in the current anthology, MORE THAN WORDS: VOLUME 5, released in April 2009 and available in bookstores now. RWA RITA® Award-winning author, Stephanie Bond wrote "It's Not About The Dress", a tale of a wedding dress gone missing in which the perfect gown turns out to be the perfect gift for a bride in need. In the story, Windfall serves as the organization where the dress ends up and where our heroine finds her true soulmate in a volunteer driver for the charity.

One of the things that stood out about Joan and Ina's nomination was that Windfall was not the first but the second major not-for-profit these two incredible women conceived of and brought to fruition—the first being Second Harvest. Through these two organizations, Joan and Ina have affected the lives of over one million people in Toronto. To recognize a need and act on it once is extremely commendable. To do so twice is truly inspiring. Says Donna Hayes, Publisher and CEO of Harlequin Enterprises Ltd., "Joan and Ina have demonstrated true compassion for those who need it most." It was an honour to bestow a Harlequin More Than Words Award on Joan Clayton and Ina Andre.

For more information about the Harlequin More Than Words program, please visit the Web site at www.harlequinmorethanwords.com.

By Tracey Langmuir, Community Investment Manager, Harlequin Enterprises Ltd.

INTRODUCING... Windfall's Bridal Boutique

The perfect solution for stylish brides on a budget, our new boutique offers brand-new designer wedding dresses, bridal party dresses and cocktail dresses for sale at discount prices. Funds raised support our programs.

Please call us or visit www.weddingdressesforwindfall.com for more information.



Looking for a gift for the person who has everything?

Give your loved ones a meaningful gift while helping those in need. Make a donation to Windfall. Send us a cheque or credit card number, and the information below, and we'll mail a card to the person informing them that a donation has been made in their honour. Easy shopping plus a tax receipt!

Send card to: _____ Address: _____
City: _____ Postal Code: _____ Amount of Donation: \$ _____
Special Message: _____
Cheque enclosed: ☐ Card Type: _____ Card number: _____ Exp.: _____
Name on Card: _____ Signature: _____
Tax Receipt will be mailed to: _____
Address: _____ City: _____ Postal Code: _____
Phone: _____ Email: _____



Mail completed form to:
Windfall,
29 Connell Court, Unit 3,
Toronto, ON | M8Z 5T7



Or fax to:
416 703-8437



Even easier, give us a call with your credit card number and info—we'll take care of the rest!
416 703-8435

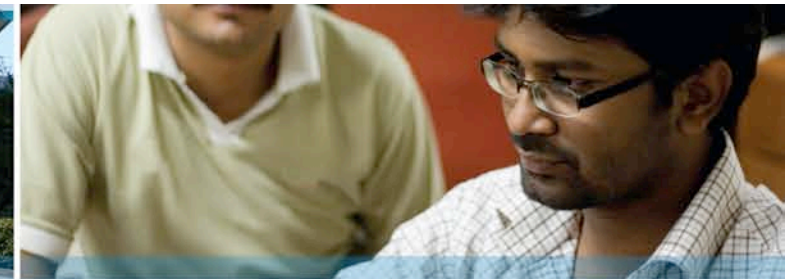
I do not wish to send a card at this time, but would like to make a donation ☐

\$25 supplies a child in need with a brand-new backpack full of new school supplies!

Printing and distribution of this newsletter is generously donated by
Harmony Printing and the Canadian Apparel Federation. **THANKS!**

Our newsletters and most recent annual report are available on our web site. www.windfallbasics.com
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THE EFFECTS OF THE RECESSION ON AGENCIES HELPING THOSE IN NEED

With a recession under way, the need for services provided by the front line agencies serving Canada's most vulnerable will increase.

It is anticipated that all levels of government, faced with deficits and declining tax bases will cut spending. Social spending grants to agencies are not seen as core spending and are often the first things to be cut. In addition, foundations and individuals, facing 30% plus hits to their equity portfolios are likely to cut back on charitable giving. Corporations facing layoffs, decreasing profitability and in many cases fighting for survival will likely cut back on charitable giving and philanthropic sponsorships.

At a time of increased demand and decreased revenues, many agencies will be very hard pressed to maintain service levels. Some agencies may be forced to lay off staff, cut programs and even close their doors creating greater crowding, demand and pressure on those remaining. At the same time, more and more people will require help.

The result will be an increase in the number of homeless men, women, children and families. There will be overcrowding in shelters, deteriorating health conditions and increased mortality. Increasing levels of extreme poverty will lead to higher costs to the healthcare system, criminal justice system and remedial social services.

The Recession Relief Fund: www.socialplanningtoronto.org.

How You Can Help

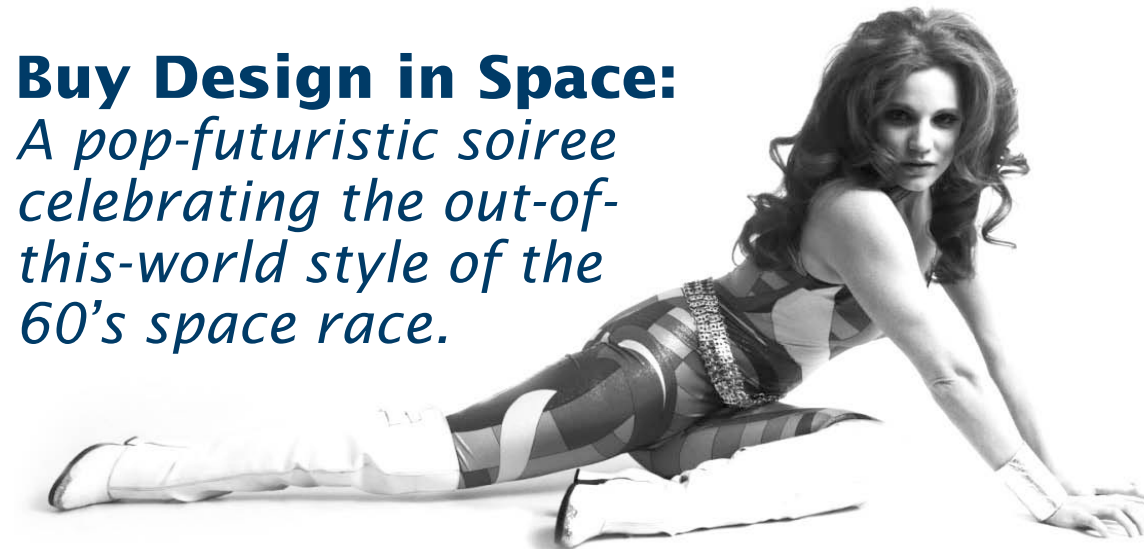
- If you are an individual or business owner, consider making a cash donation to Windfall. Your donation will help provide basic necessities to those in need
- Tax receipts are provided
- Sponsor and/or attend one of our events
- Hold your own mini-event and donate the proceeds to Windfall

All corporate gifts are recognized on our website and newsletters seen by over 40,000 people annually. Anonymity is guaranteed upon request.

For our giving certificate, please see the back page.



Buy Design in Space: *A pop-futuristic soiree celebrating the out-of-this-world style of the 60's space race.*



This Year's Buy Design for Windfall gala and auction was an intergalactic success! Held on Saturday, April 18th, at the Fermenting Cellar in the trendy Distillery Historic District we danced the night away and raised almost \$100,000. Fueled with Moon Juice, our specialty cocktail, our 450 guests enjoyed the moves of the Galactic Go-Go's, visited the Beauty Lab for some great deals, got Barbarella inspired touch-ups at the Agency Vert Studio and shopped the auction filled with an array of over 200 futuristic, fashion-inspired and other exciting items. Our wonderful host, Adrian Mainella, was there to help the Buy Design ship blast off into another amazing evening.

Our sincere thanks to our amazing Buy Design co-chairs Jill Richardson, Tralee Pearce, and Andrew Sardone. We hope to see you all again at Buy Design 2010!

Sponsors



Adrian Mainella and Buy Design Co-Chairs



Galactic Go Go's showing off their moves

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Thanks to our Supporters!

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- Cy Richardson
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- Dandi Maestre
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- Dufflet Pastries
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- Globe and Mail Style Section
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- NOW Magazine Style Section
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- The Spice Trader
- The Toronto Star Sports Section
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- Tiffany & Co.
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- Town Shoes
- Tracey Currie
- Urban Product
- Valentina Leo
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- Vocado
- Want...Boutique
- Wolf Lixfeld
- Zoom Leisure Bike Rentals and Tours

Beauty Lab Donors

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- Salon Collage
- Shoppers Drug Mart

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- Helen E. Shaw
- Jill Richardson
- James Woodard
- Susan Kennedy

Contributors

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- Office Movers
- Raymund Galsim
- Remco Group
- Star Security
- Students of Lorne Park High School
- The Galactic Go-Go's

And all our incredible volunteers!

Congratulations to the Buy Design Committee.
Our event is now listed as number 4 in BizBash's Top 6 Fashion Events in Toronto.

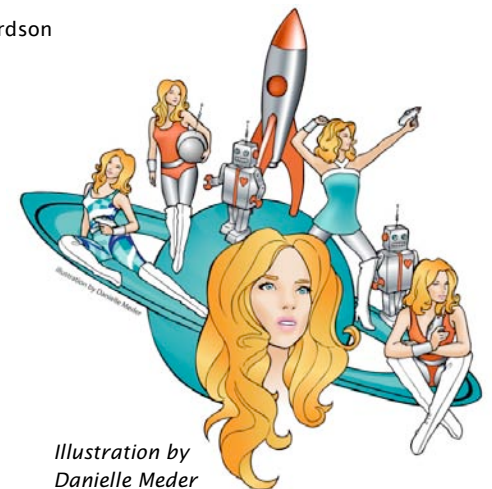


Illustration by
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