



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

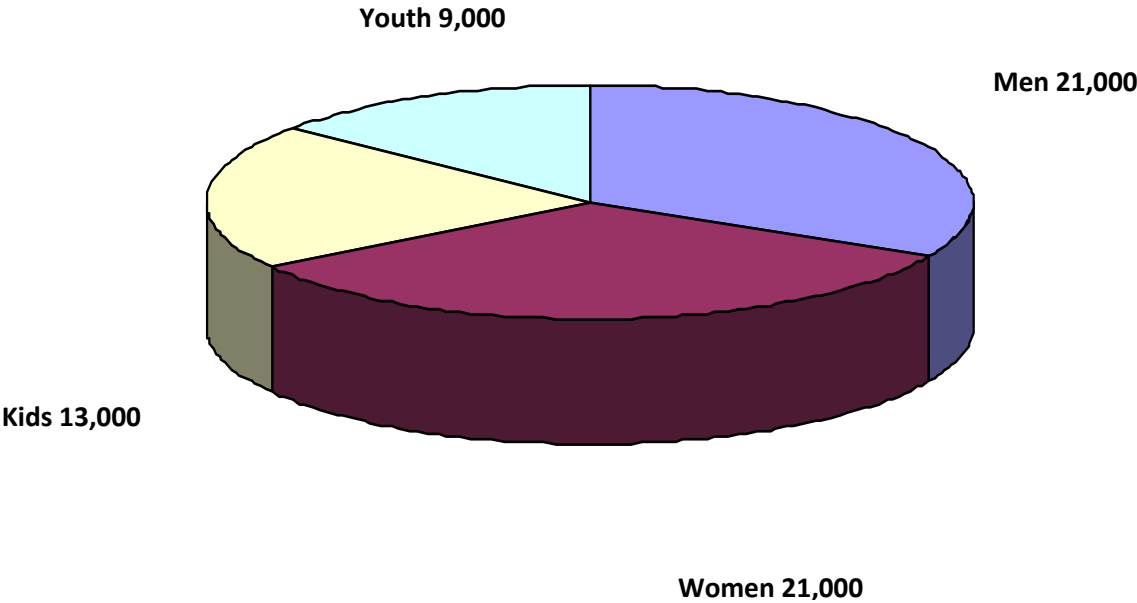
Foundations

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
Haggar 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
Assets		
Current Assets		
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>
Liabilities and Net Assets		
Current Liabilities		
Account Payables and Accrued Liabilities	<u>\$19,007</u>	<u>\$20,598</u>
Net Assets		
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
Revenue		
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>750,062</u>
	<u>\$923,966</u>	<u>\$746,262</u>
Expenses		
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>
Excess of Rev Over Exp for the Yr	\$240,924	\$21,385
Net Assets, Beginning of Year	<u>\$172,521</u>	<u>\$151,136</u>
Net Assets, End of Year	<u>\$413,445</u>	<u>\$172,521</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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