

Windfall Clothing Service



FALL / WINTER 2007

Windfall Clothing Service can help you

CUT YOUR COSTS

WHILE YOU HELP DISADVANTAGED
PEOPLE IN YOUR COMMUNITY

Windfall is a charity that picks up your overstocks and seconds and distributes them to people in need.

ELIMINATE COSTLY STORAGE, INSURANCE
AND INVENTORY COSTS

WINDFALL GIVES YOU A CHARITABLE
DONATION RECEIPT

YOUR STOCK IS NEVER SOLD

Windfall offers:

FREE PICK-UP OF YOUR DONATION*

LABELS CUT OUT OR DEFACED

ITEMS SENT DIRECTLY TO SOCIAL SERVICE AGENCIES

HELPING THOSE IN NEED

ALL FREE

Call Mary Brown at 416.703.8435
ext. 16 and start saving money while helping others.

*some conditions apply

Rotary Club of Toronto Supports Windfall's Expansion

The Rotary Club of Toronto, with over 240 members, is one of the largest service clubs in Toronto and in Canada with a proud heritage going back to 1912. It is a very active member of Rotary International and subscribes to its objectives of encouraging and fostering the ideal of service as a basis of worthy enterprise through fellowship among members, ethical behavior in business and the professions, service to the community and the advancement of international understanding, goodwill and peace.

The Rotary Club of Toronto, through the efforts of its members, is dedicated to improving the lives of those most vulnerable in the Toronto community by providing funding and expertise to programs which enhance the quality of life and human dignity.

The club does this in an atmosphere of enthusiasm and fellowship. Members help develop exciting community service projects that address many critical issues, including children at risk, poverty and hunger, urban violence, illiteracy, and drug abuse.

The Club's objectives are accomplished through the fundraising and granting activities of the Club's charitable foundation. It has been our pleasure to provide a major donation of \$30,000 towards the expansion and renovation project at Windfall's new location. The main-floor warehouse with two loading docks is enabling Windfall to move forward with their expanded services and programs. We thank the staff and volunteers at Windfall for the work they do every day to help families in need across Toronto.

To find out more about the Rotary Club of Toronto's many programs and membership options, visit our website at rotarytoronto.com or call 416.363.0604.

Demetra Layzell
Member, Rotary Club of Toronto



Dedicated to "improving the urban community with hope and dignity."

United Way of Greater Toronto Report

Losing ground: The persistent growth of family poverty in Canada's largest city. November, 2007

Key findings

- Toronto families are losing ground and falling far behind the Toronto CMA*, the province, and the country
- The median income of Toronto lone-parent families is in a continuous downward spiral.
- A large gap has opened up between the median income of Toronto

two-parent families and their counterparts in other areas. While the median income of two-parent families across the country has risen, the median income of Toronto two-parent families remains below 1990 levels.

- Toronto family poverty continues to grow and the gap continues to widen between the City of Toronto, and the rest of the Toronto CMA, the province and the country.

- In 2005, slightly more than half of all lone-parent families in the City of Toronto were low-income compared to 1 in 3 in 1990.
- In 2005, nearly 1 in 5 of Toronto's two-parent families were low-income, compared to approximately 1 in 10 at the national, provincial and rest of Toronto CMA levels.

*Toronto Census Metropolitan Area



When I reflect on the mission of Windfall Clothing Service, I envision a single mom with two kids struggling to make ends meet. She has left abuse behind but now

Yes, clothes can say a lot about a person, whether accurate or not and without a word from the wearer. For this woman however, thanks to Windfall, they will say a lot about the future for her and her family: hopeful.

Clothes can say a lot about a person, whether true or not and without a word from the wearer. Clothes can suggest a level on the corporate ladder, reflect economic status, paint a picture in terms of personality: conservative, frivolous, fashionable, eclectic, non-conforming, practical, carefree . . .

Such a basic need, and yet, clothes wield such power: the giver and taker of confidence, comfort, opportunity and security. Depending on how they make you feel, they can dictate a mood for the day. They can evoke memories of the past. They can in some ways, be a predictor of the future.

must take on two jobs that don't even come close to covering their monthly expenses. Sending out resume after resume, she is desperately seeking one solid job.

What will happen when opportunity comes knocking? What will she pull from her barren closet to wear to that critical job interview? What will she wear to portray the "confident, educated, experienced professional" that she is? What will she possibly pull together that will say "hire me?"

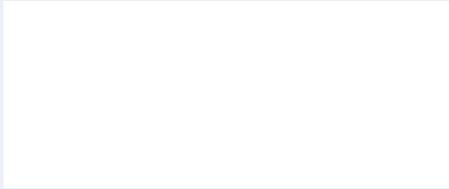
Without the work of Windfall and its partner agencies, the reality is that she probably won't get the good job. First impressions will get in the way.

Bayview Village Shopping Centre is pleased to support the efforts of Windfall Clothing Service. To us, this affiliation is the epitome of a "perfect fit." In our business we understand intimately that how we look impacts how we feel and has a domino effect in terms of how others see us. We too believe in Windfall's vision that everyone deserves the basic necessities required for a dignified life. We are so excited to work with Windfall to help improve life circumstances for those in need.

Melissa Evans-Lee,
Marketing Director
Bayview Village Shopping Centre

This holiday season, purchase Bayview Village Shopping Centre's reusable "Haute Tote" for \$5 and support Windfall's work. See Customer Service for details. All proceeds benefit Windfall Clothing Service.

Starting January 7, 2008, get the Limited Edition WW4W scarf at Bayview Village Shopping Centre Customer Service.



WHO:

with 96 partner agencies Windfall provides new clothing and other basic needs items to more than 64,000 underprivileged people in the GTA. Steven Sabados (r) and Chris Hyndman (l) are the campaign's official spokespeople.

WHAT: every year, on the last Thursday of January, Torontonians are asked to commit a fashion faux-pas by wearing something white after Labour Day and making a \$4 charitable contribution to support WW4W in raising awareness about the issue of poverty and homelessness in Toronto, while also raising money for Windfall. All the proceeds raised support Windfall's operations and programs; the goal for 2008 is to raise \$50,000.

WHERE: any individual, business, organization or office in the GTA can get involved! Find out how at ww4w.ca.

WHEN: Thursday, January 31, 2008.

WHY: Windfall receives donations of new clothing and other basic-needs items from manufacturers and retailers and distributes them to over 96 social service agencies working with people who are homeless, living in poverty or in crisis. Last year Windfall collected and distributed over \$10 million (retail) worth of new items!

Windfall doesn't receive any government funding. Operating funds are raised through foundation grants, corporate donations, individual donations and special events.

WHY WHITE: the colour white is associated with snow, cold and freezing temperatures, so it reminds us that some people are freezing on our streets due to poverty, mental health issues and other life crises. It is, traditionally, not worn after Labour Day making it a fashion faux-pas to wear it in January.

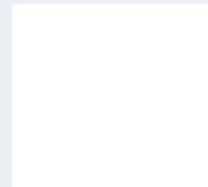
HOW: Visit ww4w.ca to sign up.

BENEFITS: by participating in WW4W, not only will you help those who are less fortunate in a fun yet meaningful way, but you will also promote your business through the campaign's official website visited by thousands annually. In addition, every donation over \$20 is entitled to a charitable tax receipt.

WW4W EVENTS:

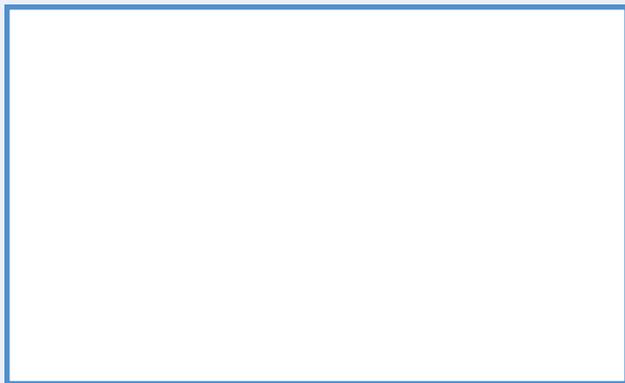
- WW4W at Bayview Village
January 7-31:
Limited Edition WW4W scarf available for purchase
January 27:
White Fashion Show hosted by Anne Mroczkowski
- WW4W Celebrity Poster Campaign
Jan. 2-31
- WW4W Wedding Dress Auction
Jan. 18-20
- White Party at Amber
Thursday, Jan. 31

WW4W SPONSORS:



A public awareness and fundraising initiative in support of Windfall Clothing Service, Canada's only NEW clothing bank.

WW4W Celebrity Poster Campaign



L-R: Zack Werner, Shinan Govani, Steven Sabados & Chris Hyndman.

A campaign that started as a one-day event, WW4W has broadened over the past two years and now features a variety of events and initiatives that take place at different times during the month of January. For an up-to-the-minute list of fashionable events, log on to ww4w.ca often.

This year, as a special way to kick-off the campaign, we will display posters featuring local celebrities wearing white in assorted locations around the city and at participating retailers. The posters, which will be displayed for the entire month of January, will highlight appalling statistics about

poverty in Toronto.

Steven Sabados and Chris Hyndman have been the campaign's spokespeople since its first year, 2006. Also joining the fight against poverty and featured in the poster campaign, will be: Zack Werner, Canadian Idol judge; Shinan Govani,

Scene columnist for The National Post; Dina Pugliese, co-host, BT-Breakfast Television; Shawn Hewson, founder of Bustle Clothing and Project Runway Canada judge; and Anne Mroczkowski, anchor/reporter CityNews at Six. Our thanks to Sugino Studios (suginostudios.com) and Salon Collage (saloncollage.com) for donating their time and expertise to this incredible new addition to WW4W 2008.

It's not too late to jump on the celebrity bandwagon and request your favourite poster to be displayed in your store or window. Call 416.703.8435 and get it!

WW4W Wedding Dress Auction

WW4W Wedding Dress Auction

Getting married and on a budget? Know a bride-to-be? Join the WW4W team for its Annual Wedding Dress Auction at the Total Wedding Show. Stunning designer wedding gowns, mother-of-the-bride dresses, flower-girl dresses and bridal accessories will be up for grabs at incredible prices – 50% to 70% off retail. What could be better? Save money as you help those in need and look beautiful on your special day!

The Total Wedding Show
International Centre, Hall 5
6900 Airport Road
January 18 – 20
totalweddingshow.com

A Special Donor

SHARED

Not your typical t-shirt line, SHARED is a company that cares and gives back to the community. Fifty per cent of SHARED's profits are donated to various charities based on each of their retailer's choice. By actively participating in social responsibility, SHARED hopes to set an example and encourage others to follow. SHARED is a brand trying to change the world one perfect t-shirt at a time.

The Perfect T-Shirt

It must look good, feel great, and stand the test of time. With Supima, SHARED found a rare, sought after, extra long staple cotton that became the foundation for their line of tees. Finely crafted in Canada, this line is classically styled with simple detailing and a fine hand. SHARED is a well kept secret, the perfect t-shirt is fast becoming a beloved basic. For more information, please visit weshared.com

Buy Design for Windfall 2008: Buy Design 5⁴

Get your groove on and join hundreds of other fab people in what promises to be the birthday party of the year. On Saturday April 26, 2008, Buy Design will be five years old and to celebrate in style, the Fermenting Cellar at the Distillery Historic District will become the hottest disco in town.

With legendary Studio 54 as the inspiration, this funkadelic event will celebrate disco-era Canadian and international designers, the music, Andy Warhol and the glam. Disco balls, velvet ropes, and metallic fabrics will abound as celebrities and paparazzi fight to get into the grooviest event in town.

Tickets are \$75 or \$80 at the door.
Buy five get one free!

Sponsorship opportunities are still available, call 416.703.8435.

If you'd like to donate some killer items to our auctions, call 416.703.8435 or visit the event's official website, buydesignforwindfall.ca.

A Note From Our Printer

Donald N. Gain, owner and President of Harmony Printing Limited, has always felt the need to give back to the city in which Harmony Printing has made a home for itself. Under his leadership, Harmony has donated their services to a number of charitable organizations.

When Don was first introduced to Windfall Clothing Service, more than ten years ago, he was compelled to get involved. What really struck him was Windfall's unique approach to addressing the issue of poverty within Toronto: providing new and unused clothing and products to social service agencies across the GTA.

Everyone deserves to have access to clothing and other basic-need items. Attaining these items is the first step for many people to improve their current circumstances. To quote "Bruce (almighty!)" from the Windfall's Spring/Summer 2007 newsletter, "When you look neat and clean, you feel better. People

tend to greet you rather than avoid you. They look you in the eye with respect and that builds your confidence further."

By providing new clothes and items to those in need, Windfall is not only giving people access to these basic necessities, but is also giving them the self-confidence and courage to get back on their feet.

One of the keys to addressing social issues, like poverty, is to raise awareness. Communication is key to keeping this issue in the forefront of people's minds. That's why Harmony has been working with Windfall for more than 10 years now. It has truly been a pleasure to see them grow and flourish, and to help them share their challenges and many successes with Toronto.

Not only is Windfall's cause a wonderful social service to citizens of our fair city, but it's also a service to our environment. By collecting

and redistributing an average of \$10 million worth of items to those in need, we're keeping a lot of these materials out of our already overloaded landfills. This is another issue that Harmony holds very close to its heart.

Harmony has been dedicated to reducing the footprint we leave on the world for many years now, and we will continue to grow and overcome new challenges in our journey towards sustainability. After all, Harmony is our name, Harmony is our principle. Visit us at www.harmonyprinting.com.

Gianna Bentivegna,
Account Manager
Harmony Printing Limited

“Everyone deserves to have access to clothing and other basic-need items. Attaining these items is the first step for many people to improve their current circumstances.”

Help us assist clients who are working hard to get their lives back on track. Your financial contributions or donations of brand-new clothing or personal care items are needed now. Visit windfallclothing.ca or phone us at 416-703-8435 to find out how you can help.

Windfall Clothing Service Board of Directors 2007-2008

Rick Archbold - Writer and Editor
George Beck - General Manager,
Remco Group
March Birchard (Treasurer) -
Partner, Motion Clothing Co.
Meyer Brownstone - Professor
Emeritus, U of T
Jennifer Campbell (Secretary) -
Marketing Director, Canada Post

Fyaz Faisal - Senior Financial
Analyst, TD Bank Financial Group
Jennifer Harding - Senior Manager,
TD Canada Trust
Bill Harper (Chair) - President,
William Harper Associates
Donna Harrow - Executive Director,
Alexandra Park Community Centre
Anne Jeffers (Vice-Chair) - Intake
Coordinator, Dixon Hall: Career Steps

Helen Kennedy - Executive Director,
Egale Canada
Bob Kirke - Executive Director,
Canadian Apparel Federation
Colin Lewis - President, Colintex
Agencies
Tralee Pearce - Writer, Globe and Mail
Jill Richardson - Retired School
Principal

Looking for a gift for the person who has everything?

Was your holiday shopping frustrating? All those hard-to-buy-for people! From now on, give your loved ones a stressfree, meaningful gift while helping others. Make a donation to Windfall on behalf of the people you love. It's easy. Send us a cheque or credit card number, and the information below, and we'll send a card to the person informing them that a donation was 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: _____

Mail completed form to: Windfall Clothing Service, 3-29 Connell Court, ON M8Z 5T7 Or fax to: 416-703-8437
Even easier, give us a call (416-703-8435) with your credit card number and info – we'll take care of the rest!

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 or a new snowsuit!

Printing and distribution of this newsletter is generously donated by Harmony Printing, STYLE magazine and the Canadian Apparel Federation. Graphic design by CG Graphic and Event Management – THANKS!

Windfall Clothing Service
3-29 Connell Court Toronto, ON M8Z 5T7 416.703.8435
windfallclothing.ca
BN #: 13540 1180 RR0001

Our newsletters and most recent annual report are available on our website