ANNUAL REPORT

2015
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DEAR FRIENDS:

As we reflect on 2015, we at Win are both inspired by the successes we achieved and mindful of the challenges that remain.

Last year, we broke ground on Stone House, the largest and most ambitious construction project in Win’s history. We sent over 1,000 homeless children to Camp Win, allowing them to learn, grow, and play. Through our Backpack Buddies program, we distributed over 2,400 backpacks – enough for every student living in a Win facility. And we moved 750 families into permanent housing, helping them break the cycle of homelessness and have a chance at a better life.

Our city continues to face a daunting homelessness crisis, and new families arrive at Win shelters every day. Thanks to our welcoming, energetic, and devoted staff, I know those families are poised to receive the help they need to find a permanent place to call home. And, in 2015, we at Win worked to draw attention to the forgotten face of homelessness in New York: the women and children who we proudly serve.

2016 is poised to be one of the most eventful and impactful years in Win’s history. And we start the year strong thanks to the many successes in 2015. Thank you for standing with Win families and children as we work together to end homelessness in New York.

Yours,

Christine C. Quinn
President & CEO
For more than three decades, Win has been a champion for the rights of New York City’s homeless women and children, and we have come a long way from those early years to become the largest provider of housing and services for New York City homeless families.

Fiscal year 2015 was a year of unprecedented growth for Win, as well a time of transition. We bid adieu to Win’s President and CEO, Bonnie Stone, and welcomed her successor, Christine Quinn. It has been my most sincere pleasure to have served with Bonnie, and I am truly looking forward to the challenges and successes that lie ahead under Christine’s leadership.

Having served on the Board of Trustees for more than ten years, I have seen firsthand the fortitude of Win families and the challenges they face. With the guidance and encouragement of Win staff and volunteers, they are empowered with the resilience to break the cycle of homelessness.

We do not know what trials will come our way, but we are prepared to face them head-on and to work together to ensure that Win families find a permanent home. But, we know we can’t do it alone. Win’s active volunteers, generous donors and committed institutional funders help us transform the lives of the City’s most vulnerable homeless population. Looking ahead, with the help of strategic partnerships to ensure our continued sustainability, Win will build on the growth that we have achieved in the past year.

I continue to be inspired by the spirit and strength of Win women and children as they make their personal journey from homelessness to independence, a spirit shared by Win board, staff and our generous supporters. The information that follows demonstrates your impact on homeless families in New York City, though it will never truly convey our profound gratitude. On behalf of the thousands of families Win serves each year, thank you for your enduring commitment.

Jaqui Lividini
Board Chair
BREAKING THE CYCLE OF HOMELESSNESS ONCE AND FOR ALL

Since 1983, Win has been helping homeless New York City women and their children transform their lives through a progressive and holistic approach that doesn’t simply provide a hand out, but a way out. Win’s life-changing process starts with safe, clean housing and includes vital programs and services – developed to break the cycle of homelessness, so the women and children who are caught in the cycle can look forward to a brighter future!

THE FORGOTTEN FACE OF HOMELESSNESS

In New York City, an astonishing 80% of the homeless are families—many of them led by women—who share the same goals, hopes, and aspirations as every other family. These are the forgotten faces of homelessness—the mothers, grandmothers, aunts, and sisters who struggle to keep their families together and safe. Win provides shelter and services to these homeless moms—many of whom are fleeing domestic violence—so they can stay focused on their children, education, jobs, and housing.

THE CAUSES OF HOMELESSNESS ARE MANY

- Domestic Violence
- Lack of Affordable Housing
- Over-Crowding
- Near 0% Vacancy Rates for Apartments
- Unemployment
- Health Problems (Substance Abuse, Mental Health Issues)

NEARLY 60,000 PEOPLE WILL SLEEP IN A NEW YORK CITY HOMELESS SHELTER TONIGHT

80% OF NYC’S HOMELESS ARE FAMILIES

20% OF NYC’S HOMELESS (NEARLY 12,000) ARE CHILDREN 5 YEARS OLD OR YOUNGER

9 OUT OF 10 WIN FAMILIES ARE LED BY WOMEN

NEARLY 0% OF NYC’S HOMELESS (NEARLY 12,000) ARE CHILDREN 5 YEARS OLD OR YOUNGER
Win provides shelter and services for more than 4,700 people - including more than 2,600 children every night. That's nearly 10% of the homeless population in NYC.

Win’s Income Building Program has helped more than 600 Win clients make more than 950 individual employment gains. More than 46% of Win clients are working.

Win’s comprehensive children’s services programming provides the stimulation and educational continuity our kids need to succeed and the consistency of care moms need to keep jobs, learn new skills, and search for housing.

In 2015, Win helped nearly 750 families transition from shelter into homes of their own.

THE WAY TO WIN

Now in our 33rd year, Win is the largest provider of shelter and services for homeless families and children in our city.

Nearly 12,000 New Yorkers—including over 6,600 children—have turned to Win for shelter and support in the past year.

Our greatest measure of success is not the number of people we serve, but the number of families who move to permanent housing and, with our help, break the cycle of homelessness.

The Way to Win is our proven method for achieving this goal; our holistic approach that supports the entire family.

Win’s Way to Win

HOUSING
CHILD CARE & EDUCATION
LIFE SKILLS
HEALTH & WELLNESS
EDUCATION
SELF-MOTIVATION
EMPLOYMENT
PERMANENT HOME

In 2015, Win helped nearly 750 families transition from shelter into homes of their own.
Ms. M
Win Income Building Specialist

With 11 years’ experience as a job retention specialist, Ms. M came to Win in February 2015 because she was passionate about working for an organization that helped mothers (and their families) find employment solutions to better their lives.

As a Win Income Building Specialist, Ms. M works with Win clients on job searches in the computer lab, resume writing, cover letters, interview tips, and recommendations for proper interview/employment attire and behavior. She and her colleagues help Win clients with employment retention, transitioning from part-time to full-time employment, changing careers, and finding job training/GED certification courses.

Working hand-in-hand with Win Case Managers, they also help clients manage the familial aspects of employment - finding child care, transportation, coverage for sick days, etc.

Ms. M sees her role as more than finding someone a job. Her passion is helping Win moms find their purpose and setting larger goals for themselves and their families so that they’re working toward something bigger - not just working. That’s why clients like Ms. K are such a joy for Ms. M to work with. With Ms. K’s drive and determination they were able to work together to find an employment solution that fit into Ms. K’s larger goals.

Ms. K
Win Client

Ms. K is a 51 year-old single mother of a 15 year-old daughter. In June 2015, Ms. K lost her prep cook job that she had held for two years. Immediately, she reached out to Ms. M, a Win Income Building Specialist, to discuss her options.

Working closely with Ms. M, Ms. K was soon able to land another job in a national restaurant chain. But she was looking for more - a better-paying position where she could give her family the financial stability they needed to find permanent housing while possibly helping out the larger community.

Ms. K and Ms. M worked together on Ms. K’s resume, cover letter, and interview skills. Ms. K’s persistence and dedication paid off: in February 2016, she was offered a full-time position at a nonprofit organization that serves the NYC community and where she can apply her extensive foodservice experience.

This full-time position - with overtime! - will provide Ms. K and her daughter the financial means to acquire and maintain permanent housing once they locate an apartment.

PROGRAM SPOTLIGHT:
WIN’S INCOME BUILDING PROGRAM

A critical component in breaking the cycle of homelessness is providing the training and support moms need to build financial security for their families. Win’s Income Building Program is a comprehensive initiative in which Win Case Managers and Income Building Specialists work with our moms to increase work readiness, maximize income, and achieve employment stability. We also partner with employers, job training specialists, and volunteer organizations to maintain an active employment network for our moms.

We’re pleased to report in the last year, the Income Building Program has helped **more than 700 Win clients make nearly 950 employment gains.**

**THAT’S THE WAY TO WIN IN ACTION!**

**DID YOU KNOW MORE THAN 46% OF WIN CLIENTS ARE EMPLOYED?**
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Leila Maw Strauss
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Deborah Winson

Members of the Win Board of Directors

*Former Board Chair
WIN PARTNERS

Win Partners is a group of talented and accomplished professionals who are committed to furthering Win’s mission of breaking the cycle of homelessness for New York’s children and their families. Win Partners bring a wealth of experience and insight that allows Win to continually improve and evolve our services to better serve New York City’s homeless families.

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Cherie Schable
Victoria Shusterman
Daniela Tisch

WIN ASSOCIATES

The Win Associates are a group of young professionals dedicated to giving back to the community and helping Win’s homeless families. Through a variety of hands-on volunteer activities, the Win Associates help raise much-needed funds and champion Win’s commitment to transforming the lives of New York City’s homeless moms and their children.

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Katie Bath
Aleena Benowich
Samantha Bryden
Ebony Carroll
Elizabeth Connerat
Adrienne Doreux
Jane Diamond
Kristina Fedoruk
Monica Foote
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Jennifer Galler
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Margot Grinberg
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Sarah Hammond
Natasa Karamatsos
Kelsey Kats
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Christina Sumpio
Julia Teber
Patricia Warrington
Licia Zegar

The Win Partners
The Win Associates
DONOR RECOGNITION

With this Annual Report, Win is pleased to recognize members of our Winner’s Circle from July 1, 2013 through June 30, 2015 which encompasses Fiscal Year 2014 and Fiscal Year 2015. Through their extraordinary financial support and personal commitment they have made it possible for us to foster a lasting difference in the lives of homeless women and their children.

Visionaries $100,000 & above
- Bloomberg
- Charina Endowment Fund, Inc.
- The Clark Foundation
- Helm Living LLC
- Home to Stay
- JP Morgan Chase Foundation
- Junius Development, LLC
- PepsiCo Foundation*
  - The Robin Hood Foundation
- Single Stop USA, Inc.
- The Smart Family Foundation, Inc.
- TD Charitable Foundation

Leaders $50,000 to $99,999
- The A.D. Philanthropic Foundation
- The Brightwater Fund
- Katherine Farley and Jerry Speyer
- Hearst Corporation
- Kate Spade
- Li & Fung Trading Ltd.
- Lord & Taylor
- Peerless Clothing International
- Susan and Jack Rudin
- Eleanor Schwartz Charitable Foundation
- Simone
- Eileen and James Thomas

Guardians $25,000 to $49,999
- Nanda and Vijay Anand
- Bank of America Foundation
- BCBG Maxazria Group, Inc.
- Clover Bergmann
- BHDP Architectures
- BMO Capital Markets

Champions $10,000 to $24,999
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- Adrianna Papell Group
- Alliant Employee Benefits
- Ann Taylor
- The Arker Companies
- Arthur J. Gallagher & Co.
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- The Boston Consulting Group
- Brown Shoe Corp.
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- Carelee LLC
- Century 21 Associates Foundation, Inc.
- CIBC World Markets Inc.
- Clarins
- Michael A. Clinton
- The Steven A. and Alexandra M. Cohen Foundation
- Colgate-Palmolive Company
- COTY Inc.
- Elizabeth Dater and Wm. Mitchell Jennings
- Dex Bros Clothing Co. Ltd
- Diversified Maintenance Systems LLC
- Donna Karen Company
- Jean and Louis Dreyfus Foundation
- The Charles Engelhard Foundation
- Epstein Teicher Philanthropies
- Etienna Aigner
- Freemark Apparel Brands Inc.
- The Gage Fund
- Gannett Foundation
- GH+ A Design Studios
- Connie Stone
- Leila Maw Straus
- Tristate Apartment Furnishers
- Vince Camuto
- Walmart
- Jean and Sanford I. Weill
- Whitman Family Development
- Janice Savin Williams and Christopher J. Williams
- Willkie Farr & Gallagher LLP
- Susan and Tucker York
- Amy Gluck and Michael Doherty
- Arlene and Robert Goldberg
- Harbourton Foundation
- Havas Media
- Healy Construction Services, Inc.
- Lois F. Herzeca
- Highline United LLC
- Ayal Harovits
- Mary J. Hutchins Foundation, Inc.
- The Hyde and Watson Foundation
- Index Exchange
- J. Jill Compassion Fund
- Jockey International, Inc.
- The Jones Group
- Katten Muchin Rosenman LLP
- Kenneth Cole
- Nancy Langsas
- Nicole Lapin
- Cathy and Marc Lasry
- Yoko Ono Lennon
- The Levy Group
- The Levy-Horowitz Foundation
- Lividini & Co.
- The Maurice Marciano Family Foundation
- Myla Lerner and Lawrence Kramer
- In Memory of Peter Kaufmann
- Regina Lynch and Eric Moscow
- Chelsea Manley
- The Maurice Marciano Family Foundation
- Michael George New York, Inc.
- Movado Group, Inc.
- PepsiCo Americas Beverages
- Perry Ellis International
- Phillips-Van Heusen
- Charlotte Prince
- The Priority Group
- Nina Bogosian Quigley & Matthew W. Quigley
- Ralph Lauren
- RBC Capital Markets
- Republic Clothing Corp.
- Karin and Steve Sadove
- Saks Fifth Avenue
- ScotiaBank
- Irvin Stern Foundation

*Multiple Year Gift
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Robert Siegel Architects  
Marianne Rossi  
May and Samuel Rudin Family Foundation, Inc.  
S. Rothschild & Co., Inc.  
Adolph & Ruth Schnurmacher Foundation  
Ellen Schoninger and Efraim Grinberg  
Schwartz & Benjamin  
Sequential Brands Group  
SPI Group  
Stein/Geisenheimer Charitable Foundation, Inc.  
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Steve Madden  
Michael Stitt  
Gretchen and Lewis Stone  
Strellson Menswear  
Subco  
Cynthia Swanson  
Swimwear Anywhere Inc.  
Tahari ASL, LLC  
The Taubman Company, Inc.  
The TJX Foundation, Inc.  
Toshiba Business Solutions  
Robert and Ugenia Ulasewicz Labbancz  
V. Frasa Manufacturing  
Vertical Design Cashmere  
VF Sportswear, Inc.  
Viss- Kent Technologies  
Wells Fargo  
Williams-Sonoma/Pottery Barn/Pottery Barn Kids  
The Winters Family Fund  
Xscape Evenings, Ltd./Betsy & Adam Sales, Inc.

Advocates $5,000 to $9,999

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AKRIS  
Aldo Group  
Amexco Group LLC  
The Apparel Group  
The Atlantic Philanthropies Director/Employee  
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Barney’s New York  
BH Multi Corp.  
Lloyd and Laura Blankfein  
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Michael Brown  
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The Calvin Klein Foundation  
The Thomas and Agnes Carvel Foundation  
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Chanel, Inc.  
Cheever Development Corp  
Christian Dior Perfumes  
Circle of Generosity Foundation  
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Conair Consumer Products ULC (Cuisinart)  
Conde Nast Media Group  
Construction C.A.L. Ceriko Asselin Lombardi Inc  
Deloitte  
Diesel Canada  
Diesel USA Inc.  
Michael and Michelle Diliberto  
Eileen Fisher, Inc.  
Mark Ein  
ELLE Magazine  
Employee Benefit Solutions, Inc.  
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Escada USA, Inc.  
First American Title Insurance Company  
Charlotte Fishman  
Mark and Jill Fishman  
Fishman & Tobin, Inc.  
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French Connection  
Mango Fuld  
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Godiva Chocolatier, Inc.  
Judy Loeb Goldfein and Morton Goldfein  
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The Gottesman Fund  
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Lauren Gropp and Benjamin Lowry  
Guggenheim Capital, LLC  
Janinne Pierson-Jackett Fund  
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Hearts On Fire  
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Fran and Jack Levy  
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Cognizant  
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CPIX  
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Affect
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Bock & Clark Corporation
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The Silverstein Company
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Mike Spanos
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Sterling National Bank
David H. and Judy Stone
Stone Tile International Inc.
Gerald and Jacquie Storch
J. Tim and Francine Sullivan
The Swatch Group (U.S.) Inc.
David and Peggy Tanner
Franco Tapia
Taxi Teams Corp.
Lucy Farnsworth Taylor and John F. Taylor
Tempur-Canada
Haresh and Tanuja Tharani
Thinkforward Financial Group LLC
Randy Thomas
Mario Ticas
Time Inc. Time To Give Back Campaign
TLR Energy Inc.
TMNA Services LLC
Tommy Bahama
Robert Trobe
Ivanka M. Trump
The Underfashion Club, Inc.
United Way of Greater Attleboro/Taunton
Dean Vafiadis
Vallab Textiles Company
Marguerite van Stolk
Ms. Meredith Vieira
Villeroy & Boch
VIRA Manufacturing, Inc.
Kelly Vucovich
Wacoal America, Inc.
Alan and Sadye Beth Waldenberg
Joan Wall
Michael Warner
Waterman Family Foundation
Watkins Poultry Merchants of NY
Antonia Watson
Mr. and Mrs. Mark and Susan Weber
Theodore and Renee Weiler Foundation Inc.
Patricia and Lawrence Weinbach
Roger Weisberg and Karen Freedman
Lucille Wilrich
Westpac Banking Corp.
Robin S. White
Alexandra Wilks Wilson
William W. Wilson
Molly Winter
Jenny Winter
Stacey Wofsy
Peter and Barbara S. Wright
Ronald and Poppy Wurtzberger
Wwake Inc.
Yelena Yasinnik
David Yawman
ZBI Employee Allocated Gift Fund
James L. and Jennifer Zech
Mr. and Mrs. H.A. Zisson
Zwilling J.A. Henckels Canada Ltd.

PUBLIC FUNDING

FEDERAL
Department of Housing & Urban Development
Federal Emergency Management Agency

NEW YORK STATE
Office of Alcoholism & Substance Abuse Services
Office of Temporary & Disability Assistance

NEW YORK CITY
Department of Homeless Services
Department of Health & Mental Hygiene
Human Resources Administration
NYC Council
Department of Youth & Children Development

SPECIAL THANKS
Google
Microsoft Corporation
Toshiba
Willkie, Farr & Gallagher LLP
FISCAL YEAR 2015 FINANCIALS

Total Support & Revenue: $63,918,744

Program Expenses:
- Family Shelters: $48,749,567*
- Family Supportive Housing: $5,988,791*
- Outpatient Clinic Services: $918,828
- Communications & Other Client Services $684,894

Management & General Expense: $5,978,147

Cost of Fundraising $1,123,283

Direct Cost of Special Events: $374,500

Total Expenses: $63,818,010

Total Assets: $30,105,193

Total Liabilities: $19,510,002

Net Asset Balance: $10,595,191

*In Fiscal Year 2015 Win started construction work or initiated pre-construction work on three facilities primarily for our supportive housing program.
WAYS TO SUPPORT WIN

There are many ways to support the work we do - from a one-time donation to naming Win in your will. Every donation is important; every dollar gets us closer to breaking the cycle of homelessness once and for all.

For more information or to donate, please visit www.winyc.org/donate-to-win or call us at 800-HELPWIN.

ONE-TIME GIVING

Give a one-time gift by visiting our website, calling our main office at 800-HELPWIN, or mailing a check to Win 115 West 31st Street, New York, NY 10001, ATT: Development Dept.

RECURRING/AUTOMATIC GIVING

With a few simple clicks, you can set up a monthly donation from your credit card. You determine the amount, and we handle the rest.

CORPORATE MATCHING GIFTS

Many companies have programs in place to match the charitable donations their employees make. Most offer a 1:1 matching gift ratio, but some companies donate $2 or even $3 for every dollar their employees donate. Please check with your HR Department to see what kind of matching gift program your company has in place.

IN HONOR OF/IN MEMORY OF

Honor those who mean the most to you by making a donation in their name to Win. The process is easy.

SEND SOME LOVE. GIVE SOME HOPE.

Send a card - designed by a child at Win - to a loved one, friend, or colleague, and you’ll be donating to Win at the same time.

BEQUESTS, STOCK GIFTS, AND MORE

Win can be named as a beneficiary or can receive stocks or mutual funds. We can also receive donations via ACH or wire transfer. For more options on how you can support Win, or for more information, please visit our website, or contact Jeffry Pennock, Associate Vice President, Major Gifts.

CORPORATE MATCHING GIFTS

Many companies have programs in place to match the charitable donations their employees make. Most offer a 1:1 matching gift ratio, but some companies donate $2 or even $3 for every dollar their employees donate. Please check with your HR Department to see what kind of matching gift program your company has in place.

IN HONOR OF/IN MEMORY OF

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FAX: 212.736.1649
ADDRESS: 115 West 31st Street, New York, NY 10001
EMAIL: info@winnyc.org
WEBSITE: www.winnyc.org

Share our story: @WINNYC_ORG
Get social and be part of the Way to Win!
Follow us. Like us. Get involved and spread the word.
You can help change the lives of thousands of NYC homeless families. #HomeHopeWin