



win

ANNUAL REPORT

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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.

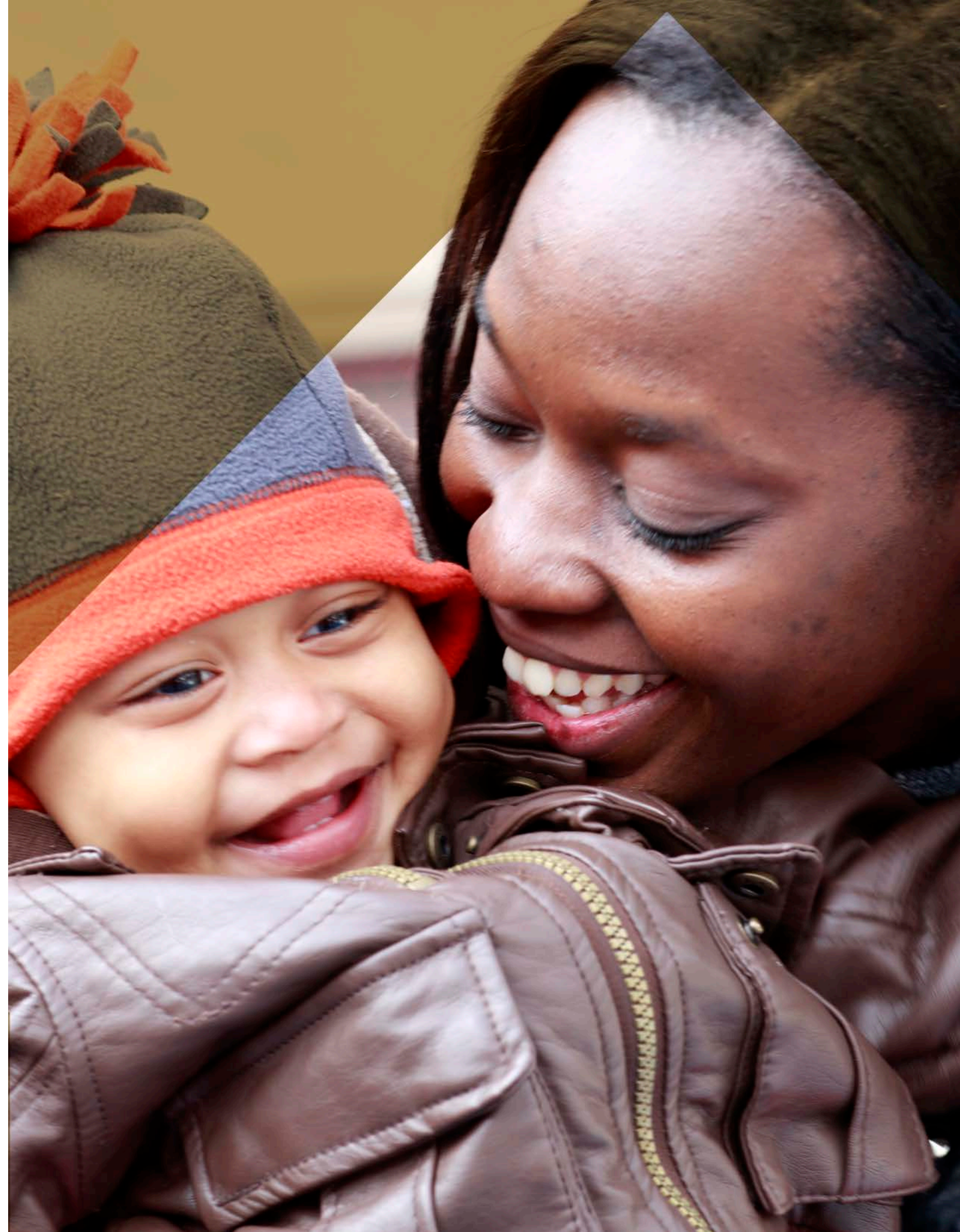


Yours,

A handwritten signature in black ink that reads "Christine C. Quinn".

**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 as 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



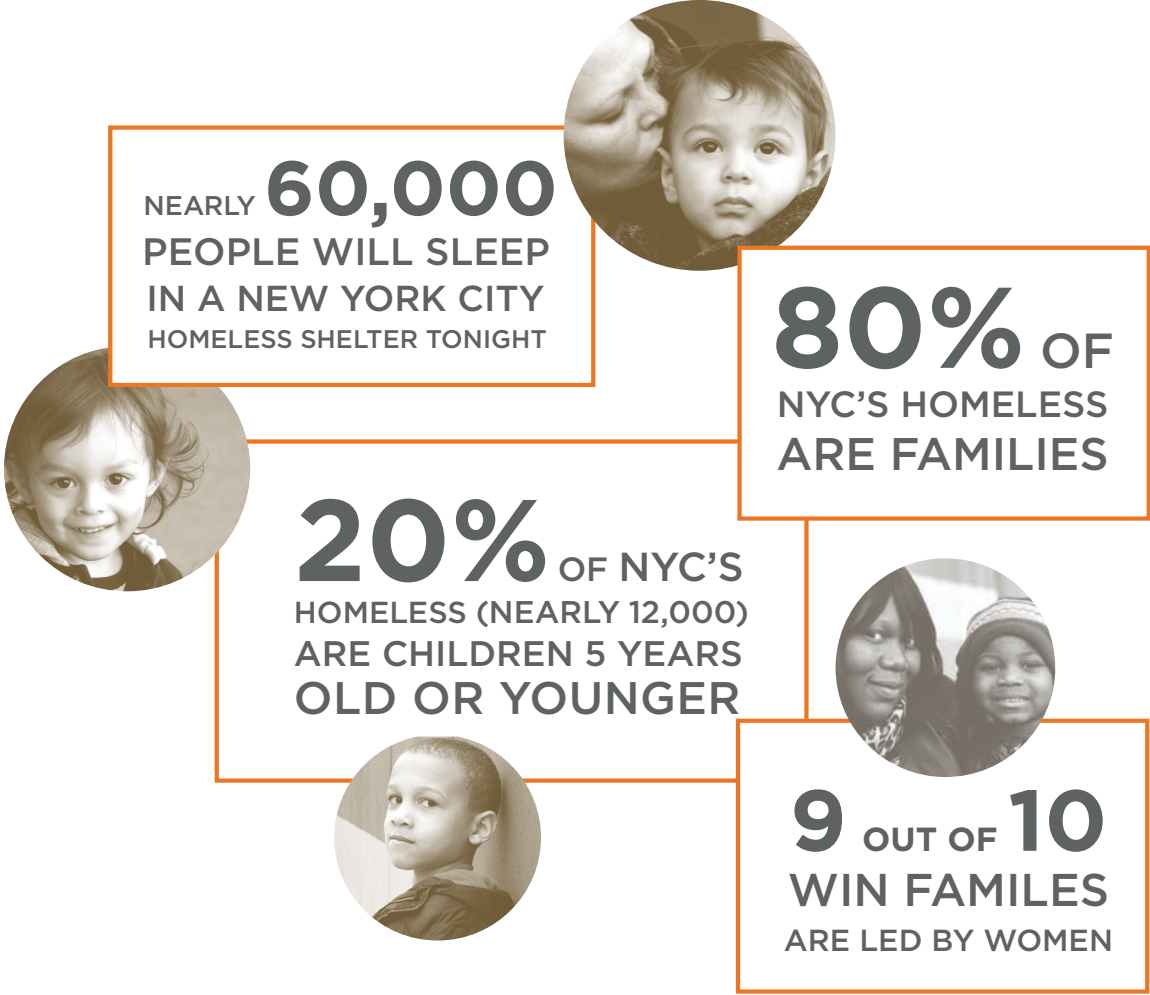
# BREAKING THE CYCLE OF HOMELESSNESS ONCE AND FOR ALL

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 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.



# 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?



**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.



# BOARD OF DIRECTORS

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**Leila Maw Straus**  
**Joan Weill**  
**Deborah Winson**

\*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.

- Hillary Jury**, Chair  
**Lili Forouraghi**, Treasurer  
**Sally Pritchard**, Secretary  
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**Jennifer Chen**  
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**Christine Huk Mann**  
**Kait Margraf**  
**Barbara Modeste**  
**Jane Page**  
**Cherie Schaible**  
**Victoria Shusterman**  
**Daniela Tisch**



The Win Partners

# 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.

- Jaclyn Daly**, Chair  
**Gary Abramsky**  
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**Alena Benowich**  
**Samantha Bryden**  
**Ebony Carroll**  
**Elizabeth Connerat**  
**Adriane Devereux**  
**Jane Diamond**  
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**Monica Foote**  
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**Margot Grinberg**  
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**Sarah Hammond**  
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**Kelsey Kats**  
**Molly Kennedy**  
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**Marian Lapide**  
**Mary Kate Leonard**  
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**Courtney Smith**  
**Kristin Smith**  
**Christina Sumpio**  
**Julia Tebor**  
**Patricia Warrington**  
**Licia Zegar**



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  
JPMorgan 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  
BURBERRY  
Cadillac Fairview  
Capital One Bank

Benedetta Casamento and Donald Watros  
Coach  
Terry Connell  
DF Pray General Contractors  
The Estee Lauder Companies Inc.  
Falconwood Foundation  
Fossil, Inc.  
Tracy and Tom Gardner  
GE Capital - Retail Finance  
Yfat Reiss Gendell and Bradley H. Gendell  
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Hearst Magazines  
Marlene Hess and James Zirin  
Chris Stern Hyman  
The Rona Jaffe Foundation  
Kayce Freed Jennings/The Peter Jennings Foundation  
In Memory of Peter Kaufmann  
Ann B. Lane and Ruud Bergmans  
Myla Lerner and Lawrence Kramer  
Regina Lynch and Eric Moscow  
Nina B. Matis  
The Maurice Marciano Family Foundation  
Michael George New York, Inc.  
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PepsiCo Americas Beverages  
Perry Ellis International  
Phillips-Van Heusen  
Charlotte Prince  
The Priority Group  
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RBC Capital Markets  
Republic Clothing Corp.  
Karin and Steve Sadove  
Saks Fifth Avenue  
ScotiaBank  
Irvin Stern Foundation

Bonnie Stone  
Leila Maw Straus  
Tristate Apartment Furnishers  
Vince Camuto  
Walmart  
Joan and Sanford I. Weill  
Whitman Family Development  
Janice Savin Williams and Christopher J. Williams  
Willkie Farr & Gallagher LLP  
Susan and Tucker York

**Champions \$10,000 to \$24,999**

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Adrianna Papell Group  
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Albert P. Carey  
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Clarins  
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The Gage Fund  
Gannett Foundation  
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Arlene and Robert Goldberg  
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Highline United LLC  
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The Polo Ralph Lauren Foundation  
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Theodore A. Rapp Foundation

\*Multiple Year Gift



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Ellen Schoninger and Efraim Grinberg  
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SPI Group  
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Noah Stern  
Steve Madden  
Michael Stitt  
Gretchen and Lewis Stone  
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Subco  
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The Taubman Company, Inc.  
The TJX Foundation, Inc.  
Toshiba Business Solutions  
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VF Sportswear, Inc.  
VISS- Kent Technologies  
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Wilk Auslander LLP  
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**Friends \$1,000 to \$2,499**

Anonymous (3)  
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David Adelman  
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Adorable Junior Garments 2013 Inc.  
Aetna, Inc  
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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

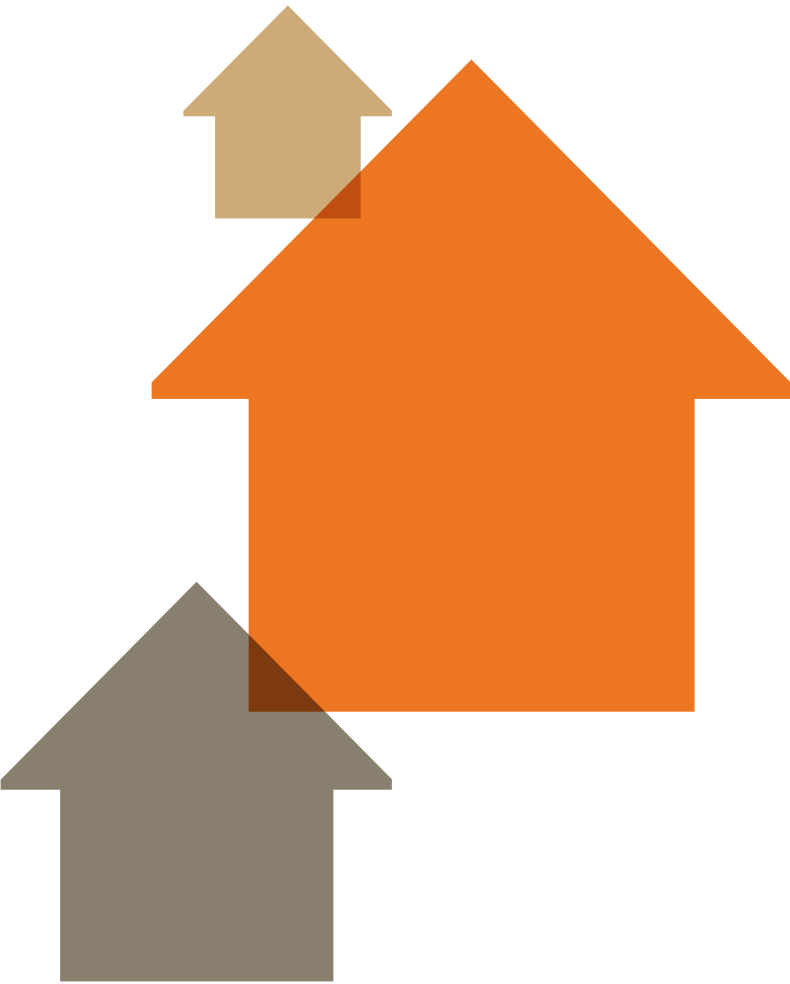
Office of Alcoholism & Substance Abuse Services  
Office of Temporary & Disability Assistance

## 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





# EXECUTIVE LEADERSHIP

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**Eric Rosenbaum**, Chief Operating Officer

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**Jasmine Marrero**, Director, Website

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**Marguerite van Stolk**, Associate Vice President  
**Jeffry Pennock**, Associate Vice President, Major Gifts  
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**Colleen Fitzpatrick**, Director of Development, Events & Special Projects  
**Katie Tynes**, Director, Volunteer Services

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**Lateefah Miller**, Program Director, Win Family Residence at Monica  
**Stacey Ann Rose-Telford**, Program Director, Win Family Residence at Powers

# 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

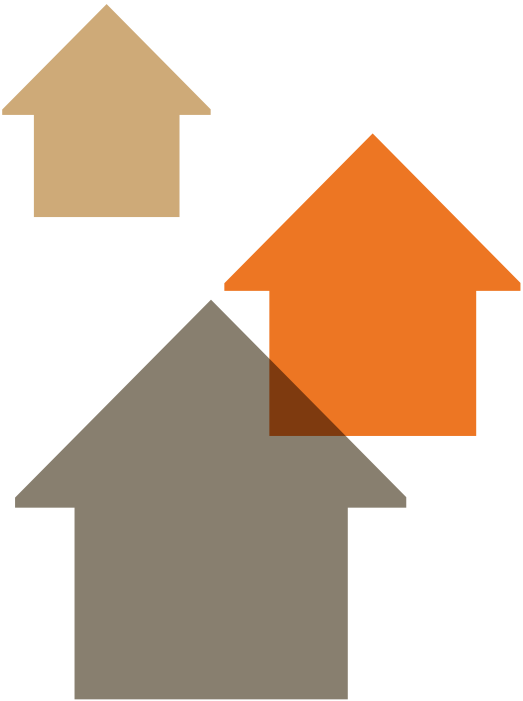
**Direct Cost of Special Events:** \$374,500

**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.winnyc.org/donate-to-win](http://www.winnyc.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.



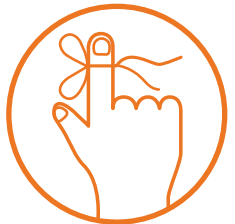
### RECURRING/AUTOMATIC GIVING

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**.

### CONTACTS:

#### Cathy de Silva

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#### Cathy Jenkins

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[cjenkins@winnyc.org](mailto:cjenkins@winnyc.org)





# win

Breaking the Cycle of Homelessness  
for Women and their Children

## CONTACT INFORMATION

**Win** (Women In Need, Inc.)

**PHONE:** 212.695.4758 or 800-HELPWIN

**FAX:** 212.736.1649

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**EMAIL:** [info@winnyc.org](mailto:info@winnyc.org)

**WEBSITE:** [www.winnyc.org](http://www.winnyc.org)



**Share our story:** [@WINNYC\\_ORG](https://www.instagram.com/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](https://twitter.com/HomeHopeWin)