




WINGS FOR WIDOWS

Our Mission

We provide personalized financial wellness coaching to help the newly widowed move forward with confidence and hope.

2021
Annual Report



“*At a time when I was very anxious about what I should be doing to get on the right financial track, Wings for Widows listened to my concerns and helped me prioritize what needed to be done. My financial counselor was very empathetic, sensitive and did not overwhelm me. It felt like she was a friend from the first time we met. I am very thankful Wings for Widows was there - it was a safety net for me.*”

-Gail R.



Table of Contents

Letter from the CEO	4
A Widow's Success Story	6
About <i>Wings for Widows</i>	7
Our Programs	8
Program Expenses	10
Financial Results	11
Goals for 2022	13
Thank You to Our Donors	14
How You Can Support <i>Wings for Widows</i>	15
Find Out More	18



As we emerged from 2020, I was cautiously optimistic that we would leave COVID-19 behind us sometime in 2021. Alas, it did not happen. The pandemic continues, a constant reminder of those who have died because of it and those who we continued to serve in 2021 – new widows and widowers grappling with the loss of a spouse, the overwhelming grief, and the financial trauma that every widow faces.

This year marked only our third year of operations. We have come so far in addressing the widow crisis but recognize how much work remains. More than 2,800 women become widows EVERY DAY. Nearly one million every year and MOST need significant assistance from the time of loss and ensuing financial chaos to a point in the future where clarity, control, and confidence can be reclaimed. We stand alone in offering financial coaching during this period of stressful transition. It is hard to imagine that widows and widowers alike, before Wings for Widows, had nowhere to go for this kind of support.

The pandemic forced us to move from an in-person coaching model to a virtual one, and we've never looked back. Even when the pandemic ends, we will continue to provide these essential services virtually, because virtual technology allows us to reach every corner of America. In fact, we now assist more widows nationwide than in Minnesota. And our team of coaches now hail from Seattle to Los Angeles and Houston to Tampa – nearly 40 financial advisors, all Certified Financial Planning™ (CFP®) professionals. All with a heart for serving widows at no cost.

Our pro bono coaches do more than answer questions. They spend hours with each widow-client doing financial planning, which includes addressing her most pressing needs, understanding her cash flow and budget, helping her pull and review credit reports, and walking alongside her to address the mountain of practical matters that need to be faced after a loss. Our coaches are patient, kind, and understanding in addition to being the best at what they do: providing financial advice.



We'll need 100 coaches to meet demand by the end of 2022. This will be possible through our affiliation with the Foundation for Financial Planning (FFP). Their support makes recruiting top-notch financial advisors a snap. Moreover, we were selected as a grant recipient for 2022. Aligning with the FFP was a highlight of the year.

However, our donors still contribute more than 85% of our operating revenue. Both recurring donor and new donor numbers improved year over year. Donor support is the cornerstone of our small but growing organization. One reason we hired the Fuzzy Duck marketing agency in Wayzata was to help us better tell our story and share our accomplishments with our donors via our improved annual reporting.

As we close this year out, we do so refocused on our core mission. After much discussion, we agreed the Widow Services program, which spun up in May last year, was not supporting our mission of providing financial planning to the widow community. These service offerings will be discontinued at year-end. It is with mixed emotions that we do so, knowing how hard we worked to create, promote, and fund these services. I'm proud of our board of directors, as it was not an easy decision, but it was the right one.

Thank you for your continued support of our more than 50 volunteers helping guide widows to financial wellness.



A handwritten signature in black ink that reads "Chris Bentley". The signature is fluid and cursive, with a long horizontal line extending to the right from the end of the name.

Christopher D. Bentley
Executive Director and CEO

A Widow's Success Story

Jo lost Kyle on April 19, 2018. He had been ill the past three years with esophageal cancer. Though insurance covered some cost, the medical bills began to pile up. Kyle and Jo did everything they could to keep current but despite their efforts it wasn't enough. The cost of care quickly outpaced their benefits, salaries, and savings, including all their retirement savings. Everything was gone and now so was Kyle.

Jo's biggest concern was the outstanding Mayo debt, nearing \$230,000. She laid awake at night calculating how long it would take to pay down such a high balance. The monstrosity of the bill, along with ultimately losing Kyle, was like adding insult to injury. She decided to apply to Mayo for financial assistance and thought she should attach a letter explaining her predicament. She spent weeks on the letter but was still unhappy with it. She needed help. And quickly.

Jo met with her *Wings for Widows* financial coach, Chris Bentley, for the first time a few days later. She shared her financial situation with Chris and provided him a copy of her four-page letter. Chris agreed to review the letter. He hoped his one-page version would appeal to the hearts and minds of the billing department at Mayo. He emailed the revised letter to Jo on May 3rd and she submitted her aid packet and Chris' letter to Mayo. All she could do now was wait.

Chris continued to coach Jo over the next two months. With the financial aid packet out of the way, she was able to focus on all the other things demanding her attention. She was making progress and her confidence was returning. She missed Kyle terribly, but believed her future held promise. She was going to be okay.

On August 12th, Jo received a letter from the Mayo Charity Foundation. They had agreed to reduce her bill to just \$18,000. In an email she sent to *Wings for Widows*, an ecstatic Jo wrote, "I cannot tell you how grateful I am for your assistance in helping me to write the letter to them explaining my situation. And ...assuring me I was on the right track with closing out my husband's estate and helping me with items that I may have, and did, miss. And for helping me to get on the right track moving forward with my own finances. I know it took me a long time to reach out for help - but I sure am glad I found you!"

Jo was able to take control of her financial future. As of 2020, Jo joined *Wings for Widows* as a widow advocate volunteer. She hopes to aid other widows through their challenging times much like Chris did for her.

"I am so glad I reached out. They helped me to wrap my arms around the enormity of my situation and move forward with confidence. I can't thank them enough. Such a great resource!" ~ Jo N.



Our Mission

We provide personalized financial wellness coaching to help the widowed move forward with confidence and hope.

Our Vision

Envisioning a world in which widows are knowledgeable and empowered to manage the financial transition that results from losing a spouse.

Our Values

Wings for Widows is a scripture-based, heart-led organization. Our core values are Faith, Partnership, Respect, Quality, and Education. We find opportunities each day to apply these values in our service to clients and each other.

We strive to:

- Show compassion and empathy
- Display positivity
- Be responsive
- Build community
- Foster teamwork and collaboration
- Demonstrate courage and confidence
- Engage in effective and clear communication
- Be open to new ideas and innovation



“Volunteering the past three years with Wings for Widows has helped me move forward in many ways. It is so rewarding helping those who are now walking the path that I’ve been on. I’ve had several roles in the organization, which has helped me learn and grow. And as I move forward, my passion and work are helping move a necessary organization forward. I enjoy the people I work with, because everyone has a heart for our mission and the community we serve.” ~ Sue B.

Our Programs

Financial Coaching Program

- We recognize the impact financial stress can have on the administrative side of loss. Financial wellness is priority one, even before grieving and healing. We provide financial coaching by using pro bono Certified Financial Planning™ professionals to help new widows manage the financial trauma that most widows experience following the loss of a spouse. We never charge our clients for financial planning.

Program Developments & Enhancements

- By June 1, we modified our practices and processes to align with those of the Foundation for Financial Planning (FFP). The mission of the FFP is to help people in need improve their financial lives by expanding access to pro bono financial planning. In that our mission is to help widows in need of financial coaching, it was a perfect match.
- We now recruit 100% of our financial coaches through the FFP. This way, we are getting the best of the best – CFP® professionals are considered the “gold standard” of financial planning – and they find us. The FFP allows CFP® professionals to find the right organization for them, so those who come to us have a heart for our mission.
- We envision a future where all widows and widowers can benefit from quality financial advice. We offer our free financial planning services virtually in all 50 states.



96
WIDOWS
COACHED
SINCE CONCEPTION

779 Clients
HELPED SINCE CONCEPTION



WINGS FOR WIDOWS

11
NEW
FINANCIAL
COACHES
ADDED IN 2021

OVER
150
COACHING HOURS
COMPLETED IN 2021

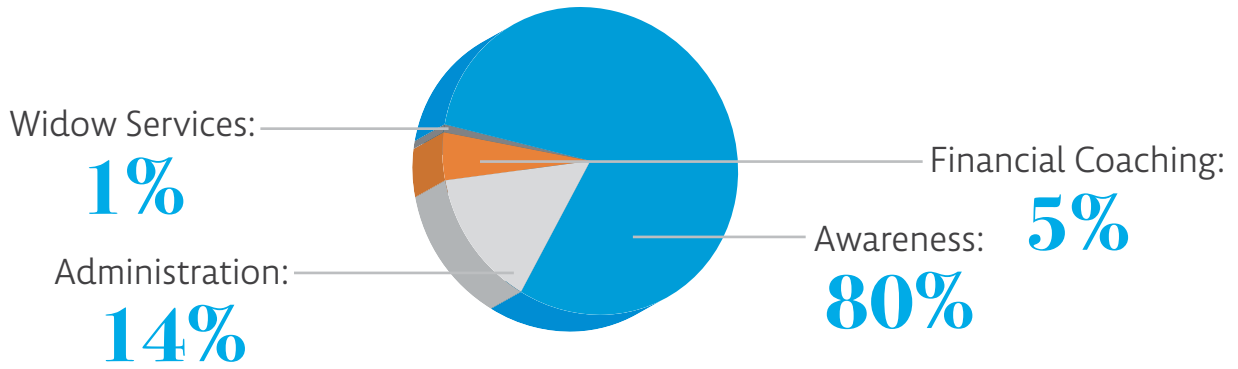


“The old saying: “Necessity is the mother of invention” was never truer than it was for widow services in 2020. Our “invention” was the bi-weekly Building Community Speaker Series, featuring many local speakers, counselors, and grief experts paired with financial service professionals. Each mini seminar gave our audience both enrichment on their grief journey and tips for financial wellness. For a deeper exploration and personal development, we offered our Enrichment Class series. Each class was 4-6 weeks in length and very well received. Both series served to bring widows out of isolation and connect them with other widows to remind our clients “they are not alone.”
~ Liane Laurion
Manager, Widow Services

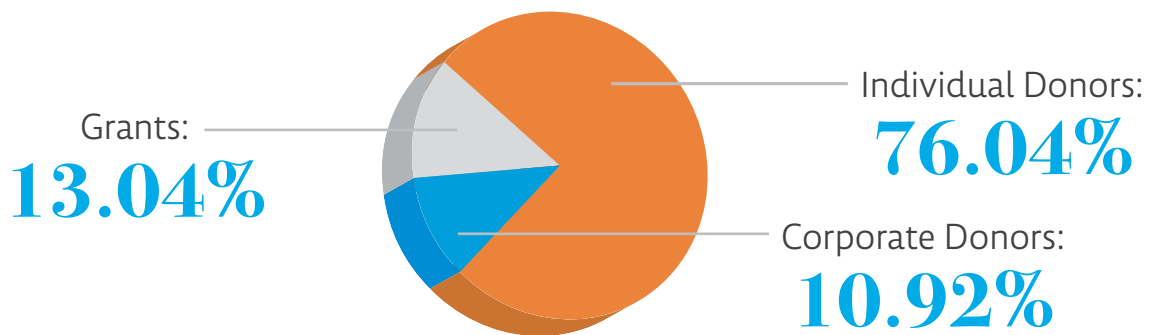
Widow Services Program

- At some point, widows must deal with the pain and grief that does not go away. That’s why we offer **Grief Explorations**, our six-week course to help widows and widowers understand themselves and heal in a nurturing place, with others who’ve experienced the same sort of loss.
- Our focus has always been on helping our clients build new confidence, so we also offer **Enrichment Classes** that focus on growth, improving life, helping them thrive and develop new dreams and renewed hope. These in-depth, 4- to 6-week classes allow plenty of time to learn and take practical steps into future possibilities.
- Twice a month, we invite widows of all ages and backgrounds, in a virtual community, to discuss timely topics presented by national experts and leaders serving the greater widow community. **Building Community Speaker series** is an hour-long mini seminar where we dive into a specific issue that particularly affects the health and wellbeing of grieving people.
- Finally, we understand the widowhood experience firsthand. Many of our volunteers are widows who are walking that same path. We all need to be seen, to be heard, to be known, to be understood, to feel worthy, and to be loved. No one “gets it” like someone who has experienced it, so we make those connections. Our story is their story, and we want them to know they don’t have to live it alone.

PROGRAM EXPENSES



SOURCES OF FUNDING



Additional Remarks



TOTAL NUMBER OF FB FOLLOWERS:

1,857

21%
INCREASE IN
FB FOLLOWERS

89%

INCREASE IN NEW
WEBSITE VISITORS

NUMBER OF NEW
WEBSITE VISITORS:
15,373



TOTAL WEBSITE PAGE VIEWS:

47,734



WINGS FOR WIDOWS

Statement of Financial Position
As of December 31, 2021

	TOTAL
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ASSETS	
Current Assets	
Bank Accounts	\$114,263.00
Total Current Assets	\$114,263.00
Fixed Assets	\$983.72
TOTAL ASSETS	\$115,246.72
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LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	\$4,072.98
Other Current Liabilities	
Payroll Liabilities	242.44
Total Other Current Liabilities	\$242.44
Total Current Liabilities	\$4,315.42
Total Liabilities	\$4,315.42
Equity	
Retained Earnings	54,886.51
Net Revenue	56,044.79
Total Equity	\$110,931.30
TOTAL LIABILITIES AND EQUITY	\$115,246.72
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WINGS FOR WIDOWS

Statement of Activity January - December 2021

	TOTAL
Revenue	
4000 Grants/Donations	
4020 Individual Contributions	101,936.83
4030 Corporate Grants	20,000.00
4055 Sponsors	28,865.00
4056 Gala Boxes	990.00
4060 In-Kind Contributions	340.00
Total 4000 Grants/Donations	152,131.83
4080 Misc. Income	12.21
4100 Program Service Revenue	2,261.00
Total Revenue	\$154,405.04
GROSS PROFIT	\$154,405.04
Expenditures	
6120 Bank Charges & Fees	1,408.32
6125 D&O Insurance	1,368.00
6130 Dues & Subscriptions	355.00
6220 Licenses/Software	3,478.81
6260 Postage & Delivery	1,539.53
6280 Printing and Reproduction	1,885.66
6300 Professional Fees/Background Checks	2,549.85
6520 Telephone	843.67
6600 Travel/Meals/Meetings	1,974.24
6700 Payroll Expenses	25,384.53
6810 Contract Labor	2,519.60
6820 Office Supplies	1,383.97
6825 Program Service Expenses	1,989.53
6900 Awareness/Advertising	27,674.30
6940 Website Maintenance	469.74
6950 Gala Event Expenses	23,232.11
6965 Volunteer Awards/Gifts	303.39
Total Expenditures	\$98,360.25
NET OPERATING REVENUE	\$56,044.79
NET REVENUE	\$56,044.79

Goals for 2022



Continue to develop a contingency plan for key persons and processes to ensure operational continuity and sustainability.



Expand donor acquisition and retention capabilities.

Continue to augment our financial coaching capabilities to deliver the best possible experience for our clients.



Continue partnering with other key widow advocacy groups to extend our brand reach and service footprint.



Enhance all areas of marketing and communications by partnering with a marketing agency.



Increase staff level with a full-time Executive Director.

Recruit a financial coaching program manager.

Recruit HR Generalist to assist with developing the suite of capabilities required to attract and retain staff.



Comprehensive upgrade of all website resources for widows.

Continue to improve our security infrastructure.

Thank You to Our Generous Donors

Up to \$100

Christine Ann
Erin Marasco
Eva Zaiss-Goodman
Isaiah Oliveras
Janda Dutcher
Jardeen Boone
Jo Nelson
Karen and Chandler
Staggert/Heath
Marty Mathis
Melissa Olson
Pamela Moser
Ron Peterson
Sarah Shaw
Shari Greco Reiches
Susan Anderson
Thomas Student
Tom Reamer
JD Laurion
Jill Post
Ranger Engebretson
Tina Helmer
Matt Rogers
Anna R Fitzsimmons
Margi Robertson
Andrea Anderson
Brandon Carman
Cara Tanis
Carol Swenson
Chrisanne Keswick
Christy EhlertMackie
Cristen Shaver
Emily Fenster
Erin Schwind
Heather Totin
Hope Holler
Izzie McKay
Jacqueline Emerson
Jasmine Vazquez
Jennifer Harris
Jennifer Parke
John and Bernadette Stanley
John Shaner
Julie Seppa
Kate Jensen

Lili Hall Scarpa
Lisa Stang
Melissa Chabot
Melissa Lindholm
Mike Rice
Rafael DeRamus-Ingram
Robert Conyers
Ryan Brown
Samantha Beale
Shannon Kast
Stephanie Mox
Stephen Goodman
Stevie Benjamin
Susan Burke
Susan Marcott
Tara Stone
Timothy Utter
Tom Rogers
Tony Franklin
Tracey Rust
Travis Christie
Travis Smith
Ann McDowell
Jon Schulz
Laurie Haugan
Tina Doering
Kirstin Stahl
Melissa Stockwell
Urvish Trivedi
Chris Bentley
Alisha Odhiambo
Andy Baer
Bernadette Gillespie
Brittney Reid
Cate Abbott
Danita Sherva
Diane and Ronald Caucitt
Edwardo Lopez
Janet Hutton
JoAnne Funch
Julie Farmer
Kathy Curtiss
Kevin Massey
Kyle Oglesby
Lacie Dehn
Laurel Anthony

Lily Dzubay
Lynn Pollard
Molly Kerr
Pamela Joffe
Sara Severson
Tim McCandless
Autumn Rutherford
Cynthia Dahlman
Nancy Morgan
Spud Muther
Tina Adams
Judith Flett
Nathan Johnson
Alyssa Stroemer
Carrie Allerdig
Niki Prestegard
Thelma Randall
Carrie Miller
Frustration Anger
Kent Bass

\$101-\$250

Cynthia Korpela
Dirk Koenig
Kay Kovack
Kristyn Gibson
Larry McMullen
Melissa Brennan
Michelle and Bradley
Kranendonk
Otis Borop
Regency Homes Inc
Sisterhood Marketplace
Steve Cotariu
Tamara Block
Bonnie Salonek
Lori Barnes
Shalini Carney
Susan Kaasa
David Hintermeister
Lindsay Warner
Steve Shane

\$252-\$500

Brett Shaver
Cheryl O'Shaughnessy
Robin Edgar

Scott Colehour
Tammy Laurent
Tara Bansal
Todd and Seena Hyde
Todd Petit
Jandeen Boone
John Popadiuk
Maureen Revak
Tammy Beshear
UHG

\$501-\$1,000

Jeff Olson
Kurt and Robin Hansen
O'Halloran & Murphy
Pam McCarthy
Seidelman Scharbert D.
Foundation Fund
Todd and Syd Taggart
Patrick Siebenaler
Riversource Life Ins
Kari Schuster
Mark Gasner

\$1,001-\$5,000

Berean Baptist Church
Renee West
ITW
LeGrand Johnston
Ameriprise
Canoe Bay
Liane Laurion
Christopher Bentley
AmFam
Pat and Mary O'Brien
Chuck Bolton
Jody Dietel

Over \$5,000

Rose Edwards
Jerad Justesen
Investing In Others
Beth Ulrich

How You Can Support Wings for Widows:

- ✓ Donate
- ✓ Become a Volunteer
- ✓ Refer a Widow
- ✓ Become a Sponsor

Visit www.WingsforWidows.org to learn more.



Board of Directors



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Executive Director
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Vice President
- Kari Schuster
Vice President
- Mark Gasner
Treasurer
- Hectoria Yamoah
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- Renee West
- Jerad Justesen
- Pam McCarthy









WINGS FOR WIDOWS

290 Peavey Road • Wayzata MN 55391
612-466-2716 / 888-946-4749

For more information, visit us at:

www.wingsforwidows.org



www.youtube.com/channel/UCvtdiTgawc27MPYwRWOUrNA