



WINGS FOR WIDOWS



# 2019 ANNUAL REPORT

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WINGS FOR WIDOWS

## The Road We Walked Together

Our journey would not have been possible without our valued volunteers, dedicated donors, and the many professionals who helped our cause.

Together we have coordinated a number of events over the year, raised awareness throughout Minnesota and raised funds to provide support to widows and families impacted by the loss of a loved one.



# Message

— from our —

# Director

While Wings for Widows was founded in January 2018, our first full year of operation was in 2019. And what a wonderful year it was!

Wings for Widows serves the emotional and financial needs of the newly widowed, at no cost. With over 1 million women becoming widows in the U.S. each year, the need for our services is overwhelming. To the best of our knowledge, there is no other organization like us.

We served 80 widows in 2019, only a fraction of the 10,000 new widows in the Twin Cities. Helping a handful of widows may not change the world, but we may have changed the world for those we helped. We honed our processes, recruited more volunteers and our donations were up 260% over 2018. Thank you to all who helped make an impact by giving or volunteering, or both.

Losing a spouse is one of life's most emotionally - and for many, financially - disruptive events possible. Research shows that 69% of widows believe "becoming the sole financial decision-maker" was the top financial challenge of widowhood. So, who can these widows trust for coaching, education and counseling? Wings for Widows.

You are making a difference every time you make a contribution. We are able to expand our services and extend our reach. Thank you.

Christopher D. Bentley  
Executive Director



# MISSION

We empower new widows to gain control over their finances to smooth the transition from heartbreak and loss to a future filled with clarity, confidence and hope.

**53%**  
of widows

said they had no plan in place for what to do if one of them died.

## Looking Back at 2019 Highlights

### PROCESS IMPROVEMENT



Widow  
Operations

+ New Tools



Client, Volunteer &  
Donor Management

+ New CRM Software



Fiscal  
Management

+ Conversion  
to QuickBooks

### VOLUNTEER RECRUITMENT



Board of  
Directors

+6



Widow  
Advocates

+4



Financial  
Coaches

+4

### AWARENESS & OUTREACH



Digital  
Marketing

+870 Followers



Guerilla  
Marketing

+4 Newsletters



Public  
Relations

+ Star Tribune  
+ MNHPC



# PROGRAMS

Our all-volunteer organization provides services from grief counseling to resource guidance, but the core of what we do is help new widows manage through all the financial, legal and other practical matters arising from the loss of a spouse. Our financial coaching services are provided at no cost.

**69%**  
of widows

said becoming the sole financial decision-maker was the top financial challenge of widowhood.



WINGS FOR WIDOWS

## Our Programs are **Evolving**

### ✓ Financial Coaching

- 77 widows served
- 1100% increase in widows served

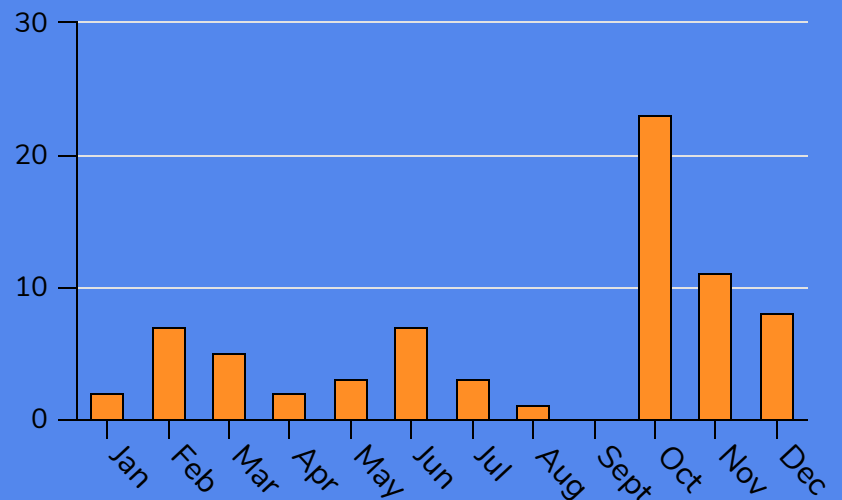
### ✓ Education

- Financial Peace University scholarships offered

### ✓ Awareness

- MNHPC attendee
- Age Odyssey attendee
- Launched new brochure
- Improved newsletters

Widows Served by Month, 2019

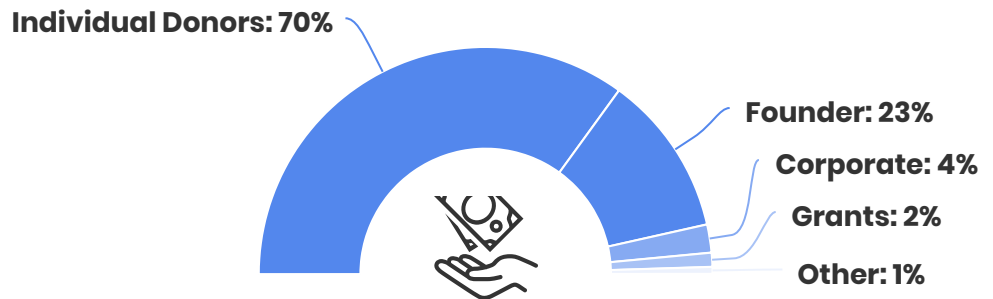






# FINANCES

## Sources of Funding



## Program Expenses 2019



WINGS FOR WIDOWS

## Additional Remarks

### Donations

- 2019 donations increased over 260% year over year
- Individual donations accounted for 70% of all donations

### Expenses

- Program expenses were 77.4% of all expenses
- Admin expenses were 22.6% of all expenses

### Form 990

- Form 990 prepared by Ellingson & Ellingson
- Click [here](#) or visit [www.wingsforwidows.us](http://www.wingsforwidows.us) for complete details

# FINANCES

## Balance Sheet Basics

### INCOME

1. Contributions Received	\$	<u>42,835.</u>	1
2. Government Grants	\$	<u>          </u>	2
3. Program Service Revenue	\$	<u>          </u>	3
4. Other Revenue	\$	<u>          </u>	4
5. TOTAL INCOME	\$	<u>42,835.</u>	5

### EXPENSES

6. Program Expenses	\$	<u>20,279.</u>	6
7. Management & General Expenses	\$	<u>5,908.</u>	7
8. Fund-raising Expenses	\$	<u>          </u>	8
9. TOTAL EXPENSES	\$	<u>26,187.</u>	9
10. EXCESS or DEFICIT (Line 5 minus Line 9)	\$	<u>16,648.</u>	10

### ASSETS

11. Cash	\$	<u>18,263.</u>	11
12. Land, Buildings & Equipment	\$	<u>          </u>	12
13. Other Assets	\$	<u>          </u>	13
14. TOTAL ASSETS	\$	<u>18,263.</u>	14

### LIABILITIES

15. Accounts Payable	\$	<u>          </u>	15
16. Grants Payable	\$	<u>          </u>	16
17. Other Liabilities	\$	<u>837.</u>	17
18. TOTAL LIABILITIES	\$	<u>837.</u>	18

### FUND BALANCE/NET WORTH

(Line 14 minus Line 18)

\$	<u>17,426.</u>	
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He will cover you with his feathers.  
Under his wings you will find refuge.  
His faithfulness will be your shield  
and your rampart.

- Psalm 91:4



# PROJECTS

## Diversify and Expand Board

We plan to expand our board of directors from 7 to 13 to add diversity, experience and additional oversight.

## Upgrade Progress Check Evaluation Tool

Taking our Progress Check is the first step for a new widow-client. Our software is unstable and unreliable; we plan to update the tool to better serve our clients.

## Upgrade CRM Software

We plan to upgrade our contact management software using Bloomerang. This upgrade will allow us to better track and manage clients, donors and volunteers.

## Convert Accounting to QuickBooks

We plan to upgrade our accounting from Wave to QuickBooks Online. This upgrade will allow us to prepare standardized financials and facilitate completing IRS Form 990.

## Hire and Develop Full-Time Staff

We plan to hire and develop an executive assistant to begin our efforts of building a permanent staff for Wings for Widows.

## Year of Milestones



First Conference:  
MNHPC



First GiveMN  
Fundraising



First Star Tribune  
Feature Article



First Office Space



First Newsletter





# BOARD OF DIRECTORS

Our officers and board of directors are from all walks of life, but all have a heart for distressed women in transition. Specifically, widows, who often do not have the experience or knowledge of managing her household finances. All widows have to deal with financial, legal, and other practical matters; and it gets even more complicated with young children. Our officers and directors understand the widow's plight, because many of our volunteers are widows and have walked in the same shoes. We are a strong team united around a powerful mission.



WINGS FOR WIDOWS

## Our Directors

- Chris Bentley, President & Executive Director
- Tammy Block, Vice President
- Pamela McCarthy, Secretary
- Mark Gardner, Treasurer
- Susan Burke
- Thomas Kissell
- Kari Schuster
- Andy Fried
- Steve Shane
- Liane Laurion
- Maureen Revak
- JoAnne Funch
- Bob Cohen

**86%**  
of widows

said they were not making financial decisions by themselves before their spouse died.



In 2019 we earned the Platinum Seal of Transparency, the highest level of recognition from Guidestar.