

promise



*I promise to reinvest my success
to help women paint a vivid future
for themselves, their families
and the community we share.*

For many of us, Dallas is synonymous with world-class culture, commerce and entertainment. Yet for nearly 1 in 4 families living below the poverty line, it's painfully clear not all share in this prosperity.

We may not experience the same hardships as our neighbors in need—but poverty affects us all. Your support of the WiNGS Promise Campaign helps Dallas women and children rise above financial challenges so that we can all soar higher together.

*First-time moms.
Lifelong strength.*

92% of babies born full-term.*

3,895 RN visits to first-time mothers this year.*

65% of moms in workforce by child's second birthday.*

For many first-time moms, the family support system that many of us take for granted simply isn't there. That's why our Nurse-Family Partnership not only brings valuable prenatal and parenting education directly to expectant and new mothers in need—it also provides the personal connections that lift them up as women.



- 52% between ages 22–44
- 48% between ages 13–21



- 44% African-American
- 42% Hispanic/Latino

*12 months ending June 30, 2017



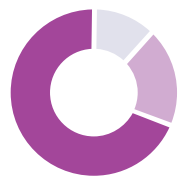
*Financial coaching.
Endless possibilities.*

\$3,552 average reduction
in debt.*

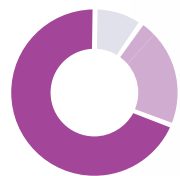
\$2,874 average increase
in savings.*

59-pt average increase
in credit score.*

Even for families who are not currently living in poverty, fewer than half of all Dallas households have sufficient savings to carry them through for three months in the event of a crisis. Through financial training, coaching, workforce readiness programs, and banking and budgeting tools, WiNGS is equipping women to prepare for emergencies—while developing everyday financial skills and working toward greater financial goals down the road.

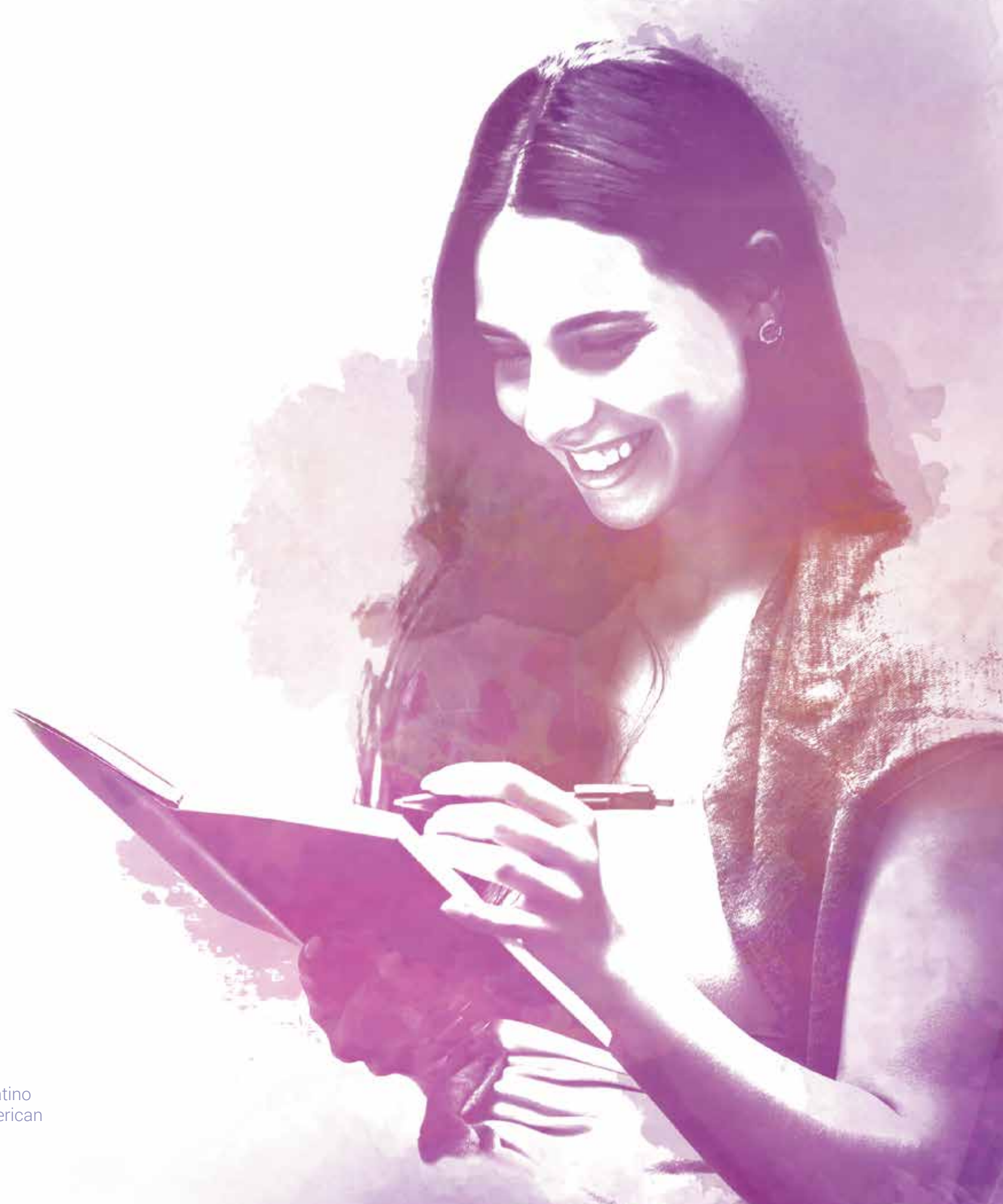


■ 68% between ages 22–44
■ 19% between ages 45–59



■ 68% Hispanic/Latino
■ 25% African-American

*12 months ending June 30, 2016





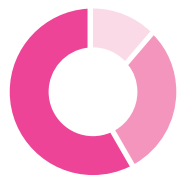
*Launching businesses.
Rising together.*

\$148,000 in business loans.*

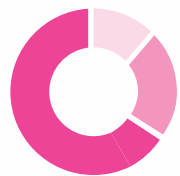
\$24,000 in matching funds.*

41 new businesses created.*

When women succeed, so do their families and communities. And with professional training and support from successful business mentors, aspiring entrepreneurs learn what it takes to write a solid business plan, launch their own companies and grow as professionals. Participants also have access to free Wi-Fi and computer resources at the WiNGS Center at Ebby's Place, which puts additional online tools at their command.



■ 55% between ages 35–54
■ 30% between ages 18–34



■ 61% African-American
■ 20% Hispanic/Latino

*Since the inception of the program in 2015





Our purpose.

Your promise.

The \$8 million WiNGS Promise Campaign provides an essential source of funding as we renovate buildings, cover operational costs, pay for staff salaries and invest in resources for women to keep our promise to the community. Here's how you can help:

Financial Giving

- > One-time donations
- > Monthly giving
- > Matching gifts
- > Corporate sponsorships
- > Estate planning

Volunteering

You can also help by volunteering your time and talents to teach, mentor or provide administrative support. To learn more, please contact our volunteer office at 214.584.2316.

Spreading the Word

Be sure to follow and share our stories on social media! With a strong presence in these online communities, we're even better equipped to expand our impact in the Dallas community.