Supporting Basic Needs as a Part of Economic Recovery

The Wardrobe's FY2022 Impact Report
Impact of COVID-19 on The Wardrobe’s Clients

Pre-COVID
- 90% job searching
- 68% employed
- 70% earning
- $10.50+/hour
- 70% off welfare

During COVID
- 50% lost work
- 46% essential workers
- 80% needed clothing
- 30% food or housing insecure

Post-COVID
- 50% need casual clothing (39% in school)
- 30% prefer flexible or online appt.
- Increase use by new populations*

* 2021-22: 21% clients identify as returning citizens; 12% Afghan / other refugees; 44% youth/young adults under 24
Why is clothing important?

Clothing is an essential need influencing how you act and how you are perceived.

Clothing helps you fit into your peer group & effects how people treat you.

Average family spends $1,800 a year on clothing – between 8-10% of their annual budget.

"I feel like a new man - cool, calm, and collected." Termaine

"As a single mother, it can be hard and overwhelming at times. But by the grace of God and the blessing of The Wardrobe- I'm working from home right now!"

"I was very surprised at how professional I looked! It's not a side of myself I've seen before, so looking in the mirror was eye opening. I felt very proud and confident. It was a very uplifting moment."

Brittani

ACASHA
## Ways to help families make ends meet

### Increase Help for Basic Needs

Middle incomes are no longer enough to meet people’s basic needs. 40% of families in Delaware County earn less than $75K, and 9.3% are living in poverty – even though they are working\(^1\).

This requires many families to take on debt in order to meet their everyday needs: food, housing, childcare, health care and clothing.

### Increase the Cash Grant

The cash grant for Pennsylvania's Temporary Assistance for Needy Families (TANF) program has not been increased since 1990. Currently, a family of three only receives about $400 a month, putting them at 22% of the federal poverty level.

Although Philadelphia’s poverty rate is 23%, only 1.84% of people receive or are eligible for cash assistance\(^2\).

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\(^1\) *Underwater: What’s Sinking Families in Delaware County* a report from Public Citizens for Children & Youth, March 2019  
\(^2\) *No Child Should Live in Deep Poverty*, a report from the Meet The Need Coalition, August 2021
The Wardrobe Provides clothing for anything, not just a career

Eliminating Clothing Insecurity
- Not having ANYTHING to wear
- Not having the RIGHT thing to wear

Outfits for Life
- Returning Wardrobe: Clothing for formerly justice involved people
- Welcome Wardrobe: Clothing for newcomers to the US
- Clothing to help people rebuild after a crisis along with gender-affirming clothing and services to the nonbinary and trans community

Outfits for Work
- Job Searching, Interviewing or Training
- Starting or Advancing at Work
The clothing people need, the way they need it

In Person Shopping Appointment

Online Consultation Personally-Styled Box

Wardrobe Passes Walk In Services

THE WARDROBE BOX

wearing you are

Personally-styled Wardrobe Box is sent to a home or office

The average benefit recipient or returning citizen might have 5-8 appointments each week. And a single mom starting her new job is managing her family’s schedule.

A Wardrobe Pass offers flexibility so that they can walk in and request services at a time convenient for them.

Wardrobe Passes

Eliminating the barrier of scheduling

Wardrobe Box:

LOFT Necklace
Retail: $45
TWR: $8

Zara Trousers
Retail: $50
TWR: $9

Oliff Total
Retail: $303
Wardrobe Resale: $50

Halogen Blouse
Retail: $59
TWR: $14

Talbots Shoes
Retail: $149
TWR: $19

WardrobePA.org/services
Locations in Southeastern Pennsylvania

The Wardrobe Locations
Philadelphia, Delaware & Bucks Counties

Partner Programs Serving
Berks, Chester & Montgomery Counties

Partners pay a membership fee, but clothing is always free to people in need!
How People Connect to The Wardrobe

The Wardrobe is committed to breaking down barriers for people in need to access help:
- People access us on their own or through a partner
- Anyone is free to shop to support our programs

Government Partners
- 25%
- PA WORKWEAR
  Referrals from CareerLink, EARN, County Assistance Office. Requires participant to be receiving cash assistance (TANF).
- Returning Wardrobe
  Clothing for returning citizens through referrals or direct appointments

Community Partners
- 50%
- Nonprofit organizations
  assisting people in transition: domestic violence, re-entry services, LGBTQ+, housing, rehabilitation programs
- Annually 150+ Community Partners connect their participants to our services for their clothing needs.

Open Access (Individuals)
- 25%
- Individuals outside of the social welfare system and not able to receive a referral from a partner
- Foundation & Individual support keeps services free to anyone in need. Ensuring everyone is treated with dignity and respect.

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The *Returning Wardrobe* program is funded by the Department of Human Services with support from State Representative Jordan Harris and gives direct access to clothing services for Philadelphians who have been involved with the criminal justice system.

This partnership shows the full range of our services starting with receiving *Outfits for Life* (casual clothing) and then coming back for *Outfits for Work* when they are job searching or employed. During 2022 our goal is to outfit 1,000 people who are being released or are already in our community but receiving support from probation and parole.

**2022 Outcomes...**

- 646 participants: 35% referring themselves via our Open Access program
- Clothing Needs: 72% requesting casual clothing for every day, 16% job searching, and 12% employed
- 56 Community Partners with highest usage from:
  - Gaudenzia DRC - 81
  - Office of Community Empowerment & Opportunity (CEO) – 35
  - The Kintock Group – 41
  - Community Integrated Services/FIGHT – 25
  - Uplift – 24 & Community Corrections Center #2 - 24
The Wardrobe's 2022 Goals & Impact

Rebuild
- 150 Community Partners
- 300-400 Clients Each Month
- 5,000 People Outfitted

Expand
- 500 Wardrobe Boxes Distributed
- Offer professional & casual clothing
- 30% Clients Walk In without a structured appointment

Succeed
- 90% Improvement in Attitude & Professionalism
- 75% Job Search Engagement
- 60% Employed

95,000 people outfitted since 1995 for their next step in life: education, employment, independence
The Wardrobe’s Financial Report

**New Supporters – FY2022**
- GSK Impact Award
- MKM Foundation
- The Haverford Trust Company
- TEVA Pharmaceuticals

83% of The Wardrobe’s budget is spent on Program Expenses

**FY2021 Income** - $1,489,608

**Sustaining Funders**
- PA WORKWEAR Program (PA DHS)
- Returning Wardrobe (PA DHS)
- Pew Charitable Trusts
- Capital One
- Julian A. & Lois G. Brodsky Foundation
- The Philadelphia Foundation
- PECO

**FY2021 Expense Allocation** - $1,314,884

The Wardrobe employs 18 people full time in Phila, DelCo and Bucks Counties
The Wardrobe Growth Opportunities

- **The Wardrobe Family**: Clothing for the whole family with intervention services from Prevention Point in Kensington.
- **Welcoming Wardrobe**: Clothing to help newcomers to the US assimilate into their new country and culture (Afghan and Ukrainian refugees).
- **The Wardrobe Box**: Clothing WEARever people are... in and outside our where a program like ours doesn’t exist.
- **Wardrobe & More**: Partnerships with food pantries & health systems to integrate clothing as a basic need.
See you soon!

Sheri K. Cole, Executive Director
She/Her

Al Sharrock, Program Director
They/Them

Nick Kril, Resale Director
He/Him

LeTonya Wilson, Program Manager
She/Her

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