



**DRESS FOR SUCCESS®**  
*Going Places. Going Strong.*



# **ADVANCING WOMEN IN THE WORKPLACE**

DRESS FOR SUCCESS WORLDWIDE  
2021 ANNUAL REPORT



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# NAVIGATING THE SHE-CESSION: A YEAR IN REVIEW

In 2021, we strengthened our online resources while keeping our doors open to effectively prepare women for the evolving world and new ways of working.

While women faced increased responsibilities at home and at work, we provided a myriad of services to help them find jobs, stay in the workforce, support their families, and rebuild their communities.

We required critical funding to continue our mission. One solution was to significantly leverage our annual campaign Your Hour, Her Power®, which honored global female leadership to help support our affiliate network. Our 143 affiliates in 23 countries successfully served women where they live, learn, and work in a changing global landscape.

Since 1997, Dress for Success has helped 1.2+ million women get back on their feet, with emphasis on diversity and inclusion; 60% of the women we serve identify as women of color, 40% are single mothers, and 50% live below the poverty line.

Today, we renew our commitment to help women find sustainable jobs, stay in the workforce, and achieve self-defined success.

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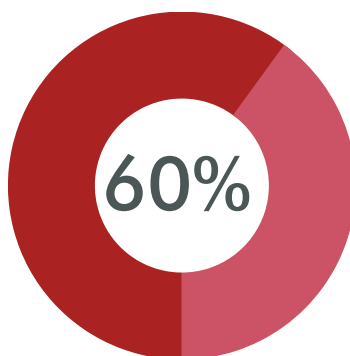
# THE WOMEN WE SERVE

The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life.

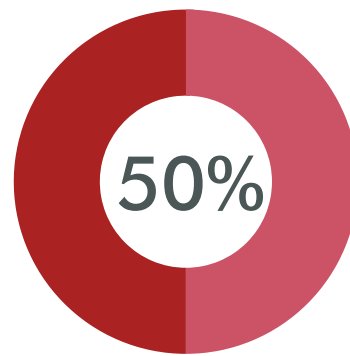
**45,000**

women worldwide were provided with programs – mainly online – including career development, job skills preparedness, mentorship and coaching, financial education, and professional attire. Most affiliates continued to offer or resumed in-person support in 2021.

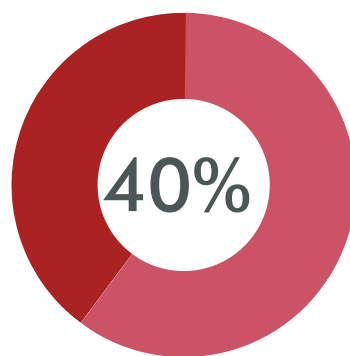
**143 affiliates**  
**23 countries**



identify as people  
of color.



live below the  
poverty line.



of the women we  
serve are single  
mothers.



We help women  
from under 18 to  
over 50 years old.



"The challenges I have faced were difficult, but I was able to overcome them with pride."

- IMANE



"I am most proud of recognizing that there is an incredible amount of courage within me."

- CHEYENNE

# OUR PROGRAMS

Dress for Success provides a range of localized and customized programs for women in the communities it serves.

In 2021, our affiliates built on learnings from the previous year and continued to focus on the strategies that women found most effective: access to resources and subject matter experts; the accessibility that comes from including remote programs and experiences alongside in-person ones; and the accountability and consistency of a network of support.

## Career Coaching

One-on-one assistance to create effective resumes and cover letters, provide career counseling, and conduct mock interviews. After rapidly pivoting to virtual support in 2020, close to half of affiliates continued to provide resources from their career centers remotely, including coaching.

## Workshops & Networking

Group experiences that allow women to learn from experts in diverse industries and expand their professional network. More than half of affiliates continued to provide virtual workshop and networking opportunities.

## Cohort Learning

Women benefit from a supportive environment, meeting weekly or monthly to take part in meaningful discussions focused on their hurdles navigating the world of work. Despite challenges as heads of household and caretakers as the pandemic continued new membership in Professional Women's Group, Dress for Success' signature cohort for networking and professional development, has remained consistent.

## Styling & Professional Attire

Providing the clothing, accessories, and confidence women need to interview or start a new job. In 2021, over a third of clients received those items through contactless pickup or shipping. Virtual appointments helped women to get coaching from volunteer stylists, and staff.

## Introducing the Dress for Success Online Community & Mobile App

Dress for Success began piloting an online community and mobile app for women balancing their job search and career goals alongside the challenges they faced as a consequence of the pandemic. In this platform, women come together in real time for networking and conversation, to attend virtual workshops and events, and to access recommended resources.

The Dress for Success online community launched in February 2021 and reached milestones that validated this expanded approach to recruiting, engaging, and delivering programming to women.

- Membership in the community includes women representing 40% of Dress for Success affiliates.
- 73% of women who joined the community as unemployed job seekers were employed by the end of the year.
- 93% of members would recommend the community to another woman.



*"This community is a people connector. I have met women outside of my state and country. Building positive relationships while learning about different cultures has been an amazing experience."*

*-Member of the Dress for Success Online Community*



# OUR CAMPAIGNS

Here's a look back at highlights from a few of our campaigns.

## Your Hour, Her Power®



## Women, Wine & Wardrobe

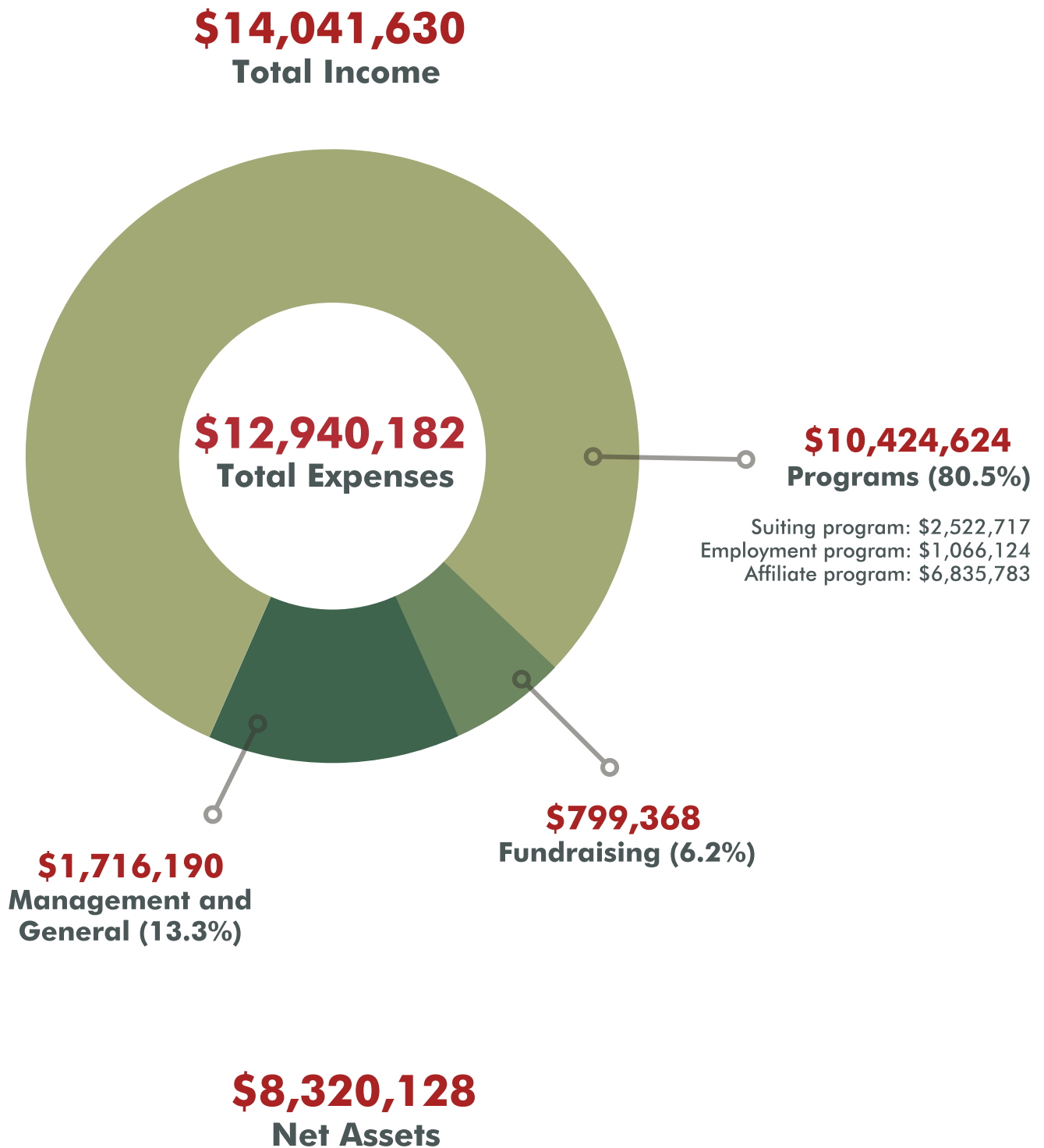


## The Virtual Power Walk



# 2021 FINANCES

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# BOARD MEMBERS

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Resources Professional Group*

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*Co-Founder  
Co-Collective*

### STEPHANIE SOBEL

# CORPORATE PARTNERS

Dress for Success is grateful to have a network of supporters who have helped us become the leading global nonprofit resource for women. Our generous corporate partners enabled us to help more than 45,000 women around the world in 2021.



ANN TAYLOR



Calvin Klein



CAROLINA HERRERA



Grow with Google

LANE BRYANT



TALBOTS



VICTORIA'S SECRET  
BEAUTY

