

Annual Report

2018



DRESS FOR SUCCESS®
Going Places. Going Strong.

Contents

page 2

Our Mission

page 4

Programs

page 5

Client Journeys

page 6

Corporate Sponsors

page 8

Events

page 9

Campaigns

page 10

2018 Finances in Review

page 11

Board Members

We are more than a suit. We are a global force for change.

As gender inequality continues to impact the lives of women worldwide, Dress for Success® helps women across the globe make crucial inroads to financial independence and upward mobility.

Our work has tangible outcomes for the women that participate in our signature programs, with 76 percent securing employment, 23 percent receiving promotions within one year, and 80 percent reducing debt or building an emergency savings fund.

Our Mission

Our mission 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.

Our Reach

From Atlanta, Georgia; to Lisbon, Portugal; to Lagos, Nigeria; to Auckland, New Zealand, our affiliate network is the heart and soul of our organization. Our leaders work tirelessly to help women around the world level the gender equality scale.

In 2018, we expanded our presence in six new locations – Greater Baltimore, Maryland; Kelowna, British Columbia; Michiana, Michigan; Nairobi, Kenya; Permian Basin, Texas; and Providence, Rhode Island. Additionally, existing locations within our network expanded their program offerings, strengthening their community impact.

150

Affiliates

30

Countries



Our Impact

75,000

Women worldwide were provided with confidence, professional and personal development tools to advance their journey to financial independence and career advancement.

22,000

Volunteers engaged

Our Women



of women served have some form of higher education



are mothers



live below the poverty line

Programs

Dress for Success understands the importance of listening to the women we serve and learning first-hand the challenges they face. Whether they are job seekers, employed professionals or ready to be leaders in their community, we design and deliver services, programs and a network of support to help women overcome these challenges for every phase of their personal or professional journey.

Our programs are outcomes-driven, leveraging best practices and first-in-class partnerships to ensure that participation is contributing to measurable milestones on a woman's journey to financial independence and upward mobility — milestones like getting hired, getting promoted, getting a raise and increasing financial literacy.

For the Job Seekers

Whether kick-starting their job search for the first time or looking to relaunch their careers, Dress for Success empowers job seekers with everything they need to succeed while job searching or in the first few weeks of employment — from suiting, to job search support, to interview preparation, to career coaching.

For the Professionals

Whether they're facing barriers to progress, ready to upskill or working to gain the agency and knowledge they need to realize their full potential and feel financially empowered, Dress for Success provides programs and experiences to inspire women already on a career trajectory, including customized workshops and financial education.

For the Leaders

Empowered women are not just interested in their own success, but in strengthening their families and shaping their communities as well. Dress for Success supports women ready to enter into leadership positions where they live, learn and work by offering programs centered on leadership training and giving back through community engagement and volunteerism.

Client Journeys



“When I joined Dress for Success, the first thing I realized is that I don’t have to go through this alone.”

Meet Hind

Hind’s aspiration in action journey began when she found herself divorced, raising a son alone, unemployed, lacking an advanced education degree, and caring for a terminally ill relative. She was introduced to Dress for Success where she began to reconnect with, care for and believe in herself. With the help of the Going Places

Network, Hind felt armed with practical tools and support to gain the skills and confidence she needed to plan her future.

She currently serves as a family and children’s case manager, where she confidently leverages the skills she acquired along her Dress for Success journey to help other women in need.



“I learned from being mentored by the staff at Dress for Success that I have a strong voice and that my past experience is a light to help others ... and that it’s okay to fall down, but not stay there.”

Meet Jennifer

Jennifer’s resilience, tenacity and unwavering appreciation for life is fueled by her experience overcoming homelessness, abuse, depression and attempted suicide at the tender age of 19. Having realized that the traumas of her past didn’t have to dictate the brighter future she desired, Jennifer sought the help of a therapist who would later introduce her to Dress for Success. She joined the Going Places Network and participated in several programs focused on workforce development and financial literacy.

Nine years later, Jennifer remains an active Dress for Success member, participating in the Lead-HER-ship program where she receives leadership training from executives at Carnival Cruise Line, Holland America Line and Princess Cruises. The training and support Jennifer received gave her the confidence she needed to actualize our mission by launching her own natural skincare and beauty product line, J’enessence.

Corporate Sponsors

Dress for Success would not have been able to serve more than 75,000 women worldwide without the generosity of our corporate partners. In 2018, we deepened our relationship with long-time partners such as Benefit Cosmetics, Capital One, FedEx, Robert Half, Talbots, The Coca Cola Company Foundation, Ulta Beauty and Vanity Fair Lingerie. We also established new relationships with companies seeking to enhance volunteerism opportunities for their employees globally such as JPMorgan Chase & Co. as well as those looking for unique partnership opportunities such as Clear Eyes.

Thank You to Our Long-Time Corporate Sponsors



AbbVie for their investment in our signature programs and services



AXA for providing scholarships to our clients pursuing higher education degrees



Benefit Cosmetics for continuing to select us as one of their women's empowerment not-for-profit partners for their Bold is Beautiful campaign



Capital One for partnering with us to help our clients achieve economic independence through financial literacy training and helping our affiliates increase their capacity to serve more women



The Carnival Foundation for partnering with us to develop our leadership mentoring program, Lead-HER-ship



The Coca-Cola Foundation for ensuring that unemployed women have access to our Going Places Network across 20 cities and equipping them with skills and tools to help them secure employment and upward mobility



FedEx for their continued investment in our development services and programs in addition to supporting our Success Summit



JPMorgan Chase & Co. for engaging their employees around the globe to help our clients prepare to enter the workforce through career readiness boot camps



Robert Half for their continued investment in our programs and services and providing tools and resources to help our clients advance in the workplace



Rona Jaffe Foundation for supporting our annual Success Summit



Synchrony Bank for partnering with us to recognize our clients as everyday superheroes in conjunction with the release of "Marvel's Avengers: Infinity War"



Talbots for leading the charge to empower women around the globe and helping us achieve the most successful year of our Give Confidence, Hope and Style campaign to date



Ulta Beauty Foundation for their employees' ongoing passion for helping our women see their beauty and build their confidence from the inside, out



Vanity Fair Lingerie for continuing to help our clients look and feel their absolute best through their Buy One, Get One, Give One campaign

Thank You to Our New Sponsors



Calvin Klein for choosing to support us through volunteerism and employee-led workshops that inspire and prepare our women for success



Clear Eyes for helping our clients commemorate and celebrate their most memorable moments with the #MyShiningMoment campaign



Unilever for their commitment to enhancing the lives of the women we serve by investment in our services and programs



Workday Foundation for their commitment to closing the opportunity gap by investing in our workforce development programs

Events

Our signature fundraising events play a pivotal role in advancing our mission to empower women to become economically independent. Through the generosity of our supporters and corporate sponsors, we are able to enhance and expand our programs and services. Here's a look back at highlights from a few of our 2018 events.



Be Bold Gala | New York



Women Who Inspire Power Breakfast | New York



Shop for Success | Los Angeles (West)



Women, Wine and Wardrobe | Chicago (Central)

Campaigns

2018 also marked the launch of key milestones for Dress for Success, including our first global and most creative campaigns to-date.

WHY GIVE YOUR HOUR?

In the words of our generous supporters, discover what it means to give your hour for her power. We invite you to join them.



"This International Women's Day I am proud to donate an hour of my salary to all of the work that Dress for Success does for women all over the globe."

- Krystal Bick, Founder | [TravelTweener Travel Blog](#)



"I personally support Dress for Success. I am very proud to donate an hour of my pay to support the economic advancement of women around the world."

- Sylwia Dejnowicz, Group Management Director | [l'Oréal](#)



"I'm very proud to donate an hour of my pay to Dress for Success to empower and support the economic advancement of women around the world."

- Joyce Russell, President | [Adecco Group US Foundation](#)

POWER PIECE TO EMPOWERMENT

Dress for Success is partnering with our favorite personalities and brands to empower women around the globe. Fashion designer **Michael Costello** understands that what you wear boosts your confidence and sets the stage for success. As the celebrity stylist for #DFSPowerPiece, he brought his passion to life by styling Dress for Success clients in pieces from our Signature Partners.



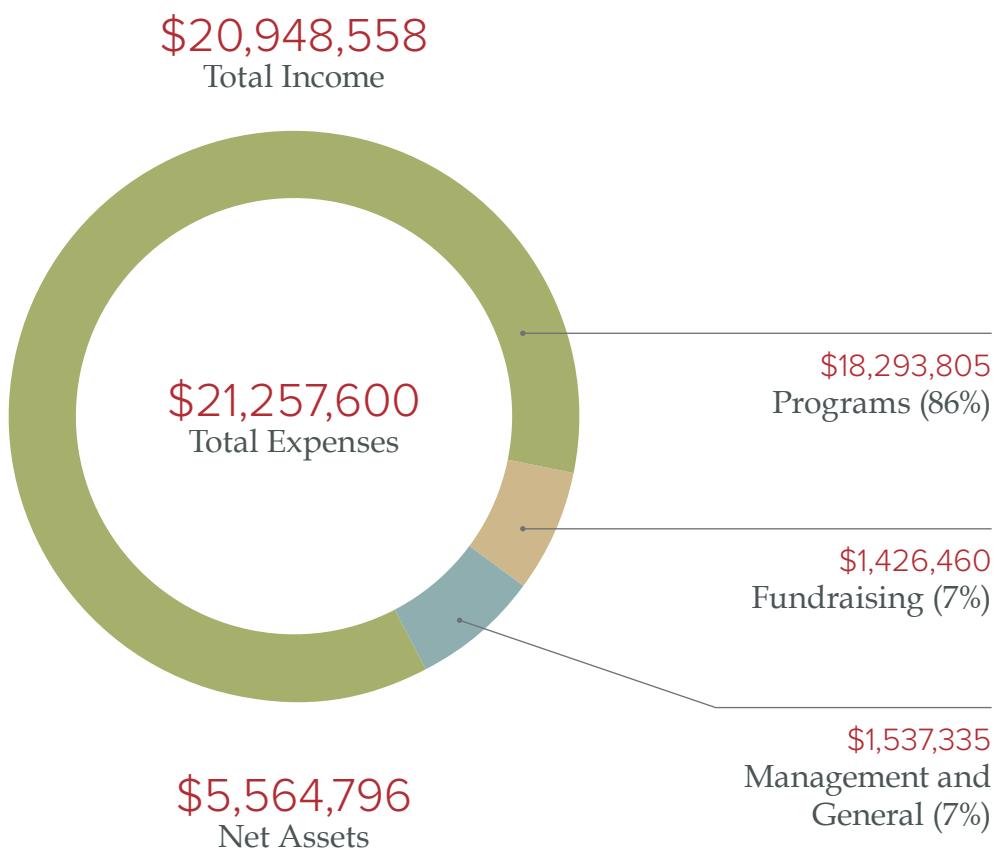
International Women's Day: Your Hour, Her Power

Our campaign was designed to highlight and address the pervasiveness of the gender pay gap. We called on individuals to help give women access to services that help them achieve financial independence and upward mobility in the workplace by donating an hour of their pay.

Giving Tuesday: #DFSPowerPiece

This campaign celebrated the pivotal moment when a woman new to Dress for Success rediscovers her confidence and strength. #DFSPowerPiece included a curated collection of items from fashion and beauty brands that make women feel confident and successful. Fashion designer and guest stylist Michael Costello generously donated his time to pair pieces from the collection on Dress for Success clients. Consumers supported the campaign by shopping the collection or making a donation to their local affiliate.

2018 Finances in Review



Board Members

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Clarice Kennedy

Secretary and Senior Director,
Resources Global Professional

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Treasurer and COO of Investment
Management, BNY Mellon Wealth
Management

Niki Leondakis

Chair-Elect and President,
The Wolff Resident Experience

Directors

Frank Aquila

Partner, Sullivan & Cromwell

Dale Bornstein

CEO, M Booth

Nick Buzzell

CEO and Executive Producer,
NBTv Studios

Kelly Cusick-Dropchinski

SVP of Stores, Ulta Beauty

Teresa Durão

CEO, Dress for Success Lisbon

Erica Frontiero

Managing Director,
The Carlyle Group

Emily Graham

Partner and Senior Vice President,
Americas Co-Lead Financial and
Professional Services, FleishmanHillard

Jean Selden Greene

Managing Director, Lazard

Lucy Kaylin

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Reed Smith

Linda Kozlowski

COO, Etsy

Kerry Barr O'Connor

Executive Director,
Dress for Success Charlotte

Lisa Schimmelepfenning

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Administration, Wal-Mart Stores, Inc.

Shelly Zalis

CEO and Founder, IPSOS OTX

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SVP and General Counsel,
GE Real Estate

Debra Kelly-Ennis

Elena Kiam

Rosemarie Ryan

Co-Founder, CO: collective



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