

“True individual freedom cannot exist without economic security and independence.”

-Franklin D. Roosevelt

*Women in Business:*

# ***Making Change***

a breakfast to benefit  
Dress for Success

Women in Business

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## Who

Female professionals with a passion to help disadvantaged women secure financial freedom.

## What

A breakfast celebrating the success of women in business and promoting the programs of Dress for Success.

## When

October 13, 2010  
8:00 – 10:00 a.m.

## Where

The Altman Building  
135 West 18<sup>th</sup> Street  
New York City

## Keynote Speaker

Karen B. Peetz  
Chief Executive Officer, Financial Markets  
and Treasury Services  
BNY Mellon

## Event Host

Carmen Wong Ulrich  
CNBC, 'On the Money'

## Contact

Jill A. Pall, Director of Special Events  
646.233.4946  
events@dressforsuccess.org

The 3<sup>rd</sup> annual fundraising breakfast targeted at women in business is designed to accomplish four goals:

- **Raise awareness** that Dress for Success is more than just a provider of suits, but also an organization that promotes the economic independence of women worldwide.
- **Celebrate** those who have helped other women climb the professional ladder and grow both personally and professionally by offering inspiration, guidance and opportunities to succeed.
- Issue a **call to action** to help Dress for Success achieve our expanded mission by 1) donating time and knowledge through our Financial Literacy Program, 2) volunteering as a guest speaker at a Professional Women's Group meeting and/or 3) becoming a financial donor to our organization.
- Promote our **Financial Literacy Program** which helps women take control of their income, become strong self-advocates, and champion their own financial future. In 2010, the program expanded to 13 Dress for Success affiliates.



**DRESS FOR SUCCESS®**

## MISSION

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.

## DRESS FOR SUCCESS FINANCIAL LITERACY PROGRAM

In 2008, Dress for Success launched its Financial Literacy Program, a 15-session intensive, interactive curriculum that covers topics such as budgeting, basic banking, debt and credit, taxes, investing, and retirement. 100% of program graduates have a monthly budget, checking and savings accounts, no longer receive public assistance, and significantly reduced their debt. The program now operates with 13 Dress for Success affiliates.

This program supplements our Professional Women's Group (PWG), our networking association for women who have secured a job. Meetings occur monthly and cover topics such as finances, health and wellness, work/life balance and other relevant topics.

## CLIENT STATISTICS

- Slightly more than 50% of Dress for Success PWG members have checking and savings accounts
- 80% are primary wage earners
- 70% are single mothers
- A typical PWG member earns about \$21,338 per year
- 41% of women receive a salary raise within one year of joining the PWG



## KEYNOTE SPEAKER

### **Karen B. Peetz**

*Chief Executive Officer, Financial Markets and Treasury Services*

*BNY Mellon*

Karen Peetz, Senior Executive Vice President is responsible for the Financial Markets and Treasury Services Group within BNY Mellon. The businesses that make up this group — treasury services, corporate trust, depositary receipts, shareowner services, broker-dealer clearing, collateral management and alternative investment services — represent over a third of the company's revenue. Each of these businesses commands a leading global market position and ranks among the company's most visible and best performing franchises. Serving clients worldwide, these businesses encompass 10,000 employees located in 76 cities, 40 of which are outside of the United States. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE:BK).

Prior to this assignment, Karen was the business manager responsible for Corporate Trust and she led the integration of the JPMorgan asset swap in 2006. Karen also managed the global payments business. Karen joined The Bank of New York in 1998 to run the domestic corporate trust business.

Before joining The Bank of New York, Karen spent sixteen years with JPMorgan Chase, formerly Chase Manhattan and Chemical Bank. While at Chase, she had several sales and business management positions, including an assignment in London. After completing Chemical Bank's credit training program, Karen was a commercial lending officer.

Karen is a member of BNY Mellon's Executive Committee, the organization's most senior management body, which oversees day-to-day operations. She is the chairperson for the company's Women's Initiatives Network (WIN) and also serves on its Diversity Council.

Karen serves on the Pennsylvania State University's Board of Trustees and the Johns Hopkins Carey Business School's Corporate Advisory Board. Karen is the Chairperson of the Board for United Way of New York City and is an Executive Committee and Board member for the Brooklyn Academy of Music. Karen is also a member of the Financial Services Roundtable and is on the Board of Directors for the Council of the Americas.

Karen received a Bachelor of Science degree from the Pennsylvania State University and a Master of Science degree from Johns Hopkins University.

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR

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**\$10,000**

*All benefits of Gold Sponsor plus*

- Table of 12 with prime seating at event
- Verbal recognition at event
- Company name listed on front of event invitation (*must confirm by 9/21 to be included*)
- Logo placement on all marketing materials and on event website
- Listing on press releases
- Opportunity to present a gift to the speakers
- Speaking opportunity at the event

### GOLD SPONSOR

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**\$7,500**

*All benefits of Silver Sponsor plus*

- Company logo on invitation (*must confirm by 9/1 to be included*)
- Table of 10 with preferred seating at event
- Featured in Dress for Success quarterly newsletter distributed to over 10,000 subscribers

### SILVER SPONSOR

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**\$5,000**

*All the benefits of Bronze Sponsor plus*

- Listing on event invitation (*must confirm by 9/1 to be included*)
- Company listing in program, event signage and on event website
- Option of one representative to be part of event host committee

### BRONZE SPONSOR

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**\$3,500**

*Benefits include*

- Table of 10 at the event
- Listing in event program
- Logo on table signage

### EXCLUSIVE GIFT SPONSOR

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**\$2,500 + GIFT**

*Benefits include*

- Opportunity to provide an exclusive gift to event guests\*
- Table of 10 at the event
- Listing in event program

\*Gift selection will be mutually agreed upon by Sponsor and Dress for Success for approximately 250 guests.



# EVENT REGISTRATION

## CONTACT

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## SPONSORSHIP COMMITMENT

We would be honored to participate in *Making Change* in the following manner(s):

\_\_\_\_\_ Presenting Sponsor \$10,000

\_\_\_\_\_ Gold Sponsor \$7,500

\_\_\_\_\_ Silver Sponsor \$5,000

\_\_\_\_\_ Bronze Sponsor \$3,500

\_\_\_\_\_ Exclusive Gift Sponsor \$2,500 + Gift

\_\_\_\_\_ Individual Ticket \$100      Number of Tickets: \_\_\_\_\_

We are unable to attend the event, but would like to make a fully tax-deductible gift to Dress for Success. *Donation Amount:* \$ \_\_\_\_\_

## PAYMENT METHOD

Enclosed is a check for \$ \_\_\_\_\_ made payable to Dress for Success.

Please charge the following credit card in the amount of \$ \_\_\_\_\_.

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Confirmation must be received by September 1<sup>st</sup> in order to be included in invitation.**

**Please mail or fax this form to:**

Dress for Success, Attn: Special Events

32 E. 31<sup>st</sup> Street, 7<sup>th</sup> Floor, New York, NY 10016

Fax: 212-684-9563 • Phone: 646-233-4946 • [events@dressforsuccess.org](mailto:events@dressforsuccess.org)

Dress for Success EIN: 13-4040377