

CORPORATE PARTNERSHIP OVERVIEW



DRESS FOR SUCCESS[®]

Going Places. Going Strong.

EVERY WOMAN IS A SUCCESS STORY.

Dress for Success 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 serves job-ready women by referral only from more than 3,000 non-profit organizations, including domestic violence agencies, homeless shelters and job-training programs, among others. Dress for Success has affiliate locations in more than 110 cities across the United States, Australia, Canada, Ireland, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. Our network includes more than 10,000 volunteers and donors in New York City and 150,000 worldwide.

The Dress for Success model translates across geographies because of the universal desire of women to become self-sufficient and independent for themselves and their families.

WHO WE ARE SERVING

- 70% of our clients are single mothers raising an average of 2-3 children
- Women of all ethnicities and races
- Ages 18-60, with the majority ages 18-38
- 100% lived under the poverty level prior to coming to Dress for Success



A WOMAN'S JOURNEY

STEP ONE: A woman is referred to her local Dress for Success when she has completed an employment training program and has secured a job interview. Dress for Success provides her with a career suit, cosmetics, footwear and accessories—not to mention positive reinforcement and a much-needed boost of confidence. She also has access to our Career Center, which provides job search tools, mock interviews and resources.

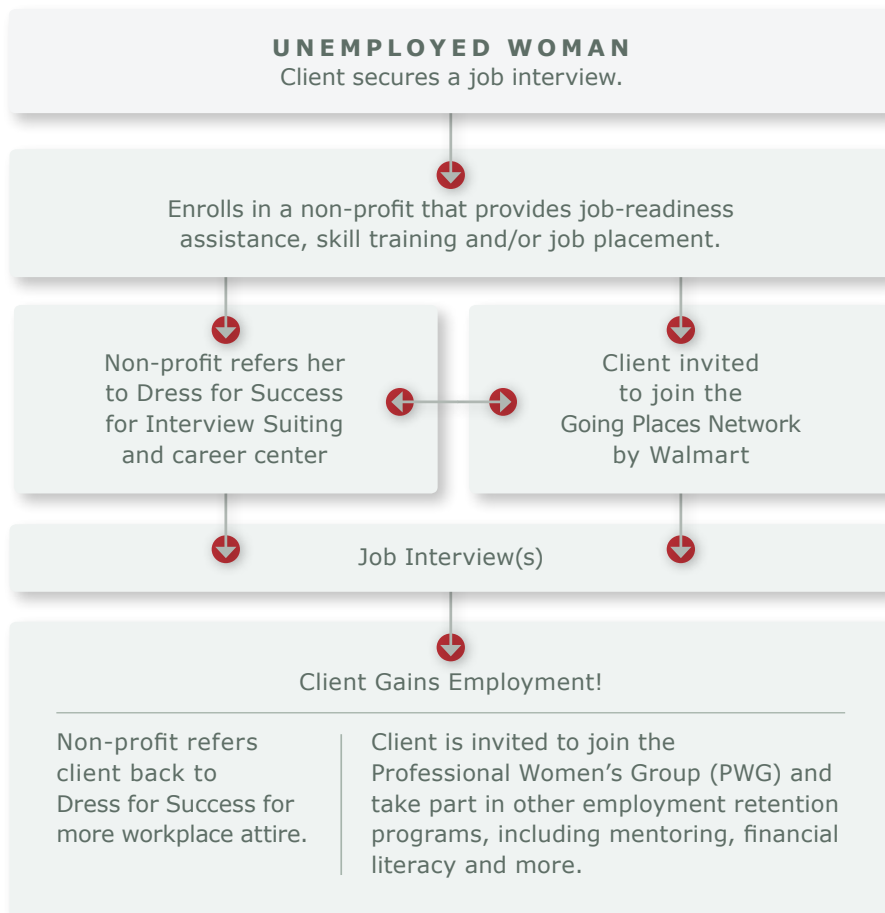
STEP TWO: When she successfully lands the job, she returns to Dress for Success for additional career-appropriate attire to build her working wardrobe. She also receives an invitation to join the Professional Women's Group (PWG), a networking and career development association for Dress for Success clients who have recently entered the workforce. If she does not obtain the job for any reason she is invited to join our Going Places Network by Walmart. Here she will receive extensive job search training and support to increase her competitiveness for future interviews.

STEP THREE: She engages with our employment retention programs such as Women2Women mentoring, health and wellness, financial literacy seminar series and more, for the continuing support she needs to build her career.

IMPACT

- Dress for Success has served more than 600,000 women since our inception in 1997.
- 76% of Professional Women's Group (PWG) members have retained their jobs after one year.
- 62% of PWG members have been promoted and/or received salary increases.
- 70% of PWG members reported that they have definite career and personal goals that they would like to achieve.

HER JOURNEY



"Dress for Success has played a salient role in my life. By empowering me to be able to tap into my inner strength, I have found confidence and patience. And financially... I'm getting there too."

Anna/PWG Member since 2007

MEANINGFUL SUPPORT

The Professional Women's Group (PWG) provides employed clients with support, practical information and inspiration to achieve self-defined success in career and in life. There are more than 15,000 total members worldwide.



The Going Places Network by Walmart helps unemployed and under-employed Dress for Success clients to gain career skills, learn how to utilize job search resources and build confidence.



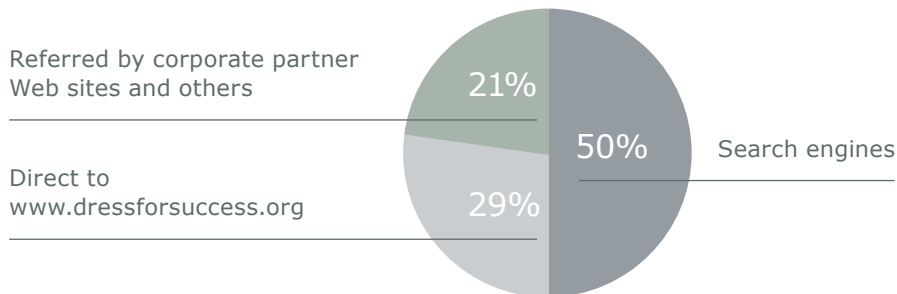
The Financial Literacy Program consists of a 15-week seminar series and is open to Professional Women's Group members who have been employed for at least one year and have demonstrated an interest in and commitment to improving their financial lives.



"The skills and training support that I have received through the Professional Women's Group have been invaluable to me. More than anything I truly feel like I have friends that want me to succeed and believe in my potential."
Suzanne/PWG Member since 2007

WEB SITE TRAFFIC

More than 3 million hits and nearly 700,000 visitors to www.dressforsuccess.org in 2010



CORPORATE SUPPORT

The following list of corporate partners is a sample of our extensive network of supporters that are committed to the advancement of women in the workplace:

Allergan	dressbarn	Lucky
The Allstate Foundation	Echo Design Group	Marshalls
American Express	Express	Monster.com
AXA Foundation	FedEx	Neiman Marcus
Bloomberg LP	Gap Inc.	The Palm Restaurant Group
Bloomingdale's	GE	Robert Half International
Bobbi Brown Cosmetics	<i>Glamour</i>	The Style Network
Citi	Kimpton Hotels and Restaurants	Tommy Hilfiger
Coffee-mate	lia sophia	Tropicana Trop50
Diageo	Loehmann's	Verizon

CORPORATE PARTNERSHIP SNAPSHOT

Coffee-mate donated \$150,000 to Dress for Success Worldwide through its Cup of Confidence campaign. Coffee-mate asked consumers to send a Cup of Confidence online to Dress for Success clients. For each note of encouragement written by consumers, Coffee-mate donated \$2.00 to Dress for Success Worldwide. Coffee-mate also donated \$1.00 each time the Coffee-mate badge was posted on Facebook and other social media sites. More than 324,000 consumers participated in the campaign in some way, generating 85,213 Cups of Confidence.

In October 2010, **Loehmann's**, in partnership with The Style Network and nineteen Dress for Success affiliates, participated in a two-day in-store promotion, Shop for a Cause. Loehmann's and The Style Network encouraged shoppers to donate \$5.00 to Dress for Success Worldwide in exchange for 10% off their purchase in-store. In addition to each \$5.00 donation, Loehmann's donated 2% of the sales from participating shoppers during the promotion period to Dress for Success Worldwide. All told, Loehmann's contributed more than \$82,000 to Dress for Success.

Diageo created *Something To Share*™ as a platform for people to share their knowledge, experience and passion to benefit the women supported by Dress for Success. *Something To Share* launched in 2008 when Ciroc brand ambassador Sean Combs designed a signature silk scarf and pocket square that was sold online and by our affiliate networks. 100% of the net proceeds (\$10 per scarf and \$15 per pocket square) from the sale of each benefited Dress for Success. After this design, **Tommy Hilfiger**, the **Echo Design Group** and **Bobbi Brown** followed with their own creations, respectively. *Something To Share* continues to be a multi-faceted platform for Dress for Success supporters to continue their commitment to the organization—by purchasing a limited edition scarf, by volunteering at a Dress for Success affiliate, and more.

Since 2009, **Monster.com** has included Dress for Success in its Keep America Working tour by offering clients in select cities a workshop to learn best practices for finding a job and navigating a career fair, as well as the opportunity to attend Monster's career fair. Nearly 1,000 clients from 22 Dress for Success affiliates participated, with a number of them receiving interviews and job offers. Previously, Monster generously funded 27 Career Centers throughout the US and Canada.

Close to 250 corporate women's networking groups partner with Dress for Success, providing valuable services such as volunteering, fundraising and mentoring. Dress for Success regularly provides additional opportunities for these groups to support the organization through events, promotions and campaigns. Some of our partners include Bank of America's LEAD, GE Women's Leadership Network, CBIZ Women's Alliance and the UPS Women's Leadership Group.

In 2010, Dress for Success was mentioned in *CNN*, *Good Morning America*, *The New York Times*, *Vogue*, *Real Simple*, *People*, and more than 2,000 newspaper, magazine, television and radio pieces, generating more than 660 million impressions. Nearly 20% of the coverage featured our corporate partners.



"Dress for Success is like a sisterhood. When I talk to other women like me, I know I will make it."

Awilda/PWG member since 2005

GETTING INVOLVED

Contributing to Dress for Success is both easy and rewarding. Here is a sample of how companies can make a difference:

- Cause marketing and/or campaigns to drive sales and brand awareness
- In-kind donations of products, services and meeting space
- Financial contributions
- Event sponsorships
- Employee volunteer projects
- Career apparel and accessories drives
- Providing expert speakers for the Professional Women's Group, Going Places Network and Financial Literacy Program
- Inviting your young professionals to join Y.E.S! (Young Executives for Success), a volunteer branch of Dress for Success
- Offering internships or other career opportunities to our clients

We are grateful for the valuable support of our corporate partners and work to meet their business objectives in a number of ways. The following are examples of recognition benefits we offer our corporate partners (exact benefits package based on level of contribution):

- Presence on our Web site, in *The Briefcase* newsletter, and/or in our annual report
- Marketing/PR support to promote partnerships and cause-marketing campaigns
- Complimentary event sponsorships in NYC and on local level
- Introductions to other Dress for Success corporate partners
- Opportunities for product sampling with our donors, volunteers and clients

To learn more about Dress for Success, our clients and the services we provide to women worldwide, please contact Dress for Success Worldwide at partner@dressforsuccess.org or **646.233.4947**.



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