



THE BRIEFCASE



Dress for Success Plans for the Future

Dress for Success Worldwide recently developed a new strategic plan for implementation over the next five years. We are excited to grow into our second decade of helping women achieve self-sufficiency. Highlights include repositioning of our offices from suiting-based “boutiques” to “career transformation centers,” enhancing the operating and governance models of the affiliate program, and leveraging advocacy initiatives to expand and diversify funders. We have already begun to implement these strategies.

Dress for Success was created to provide professional attire to women who were unable to obtain employment because they could not afford an interview suit. We quickly discovered that these women needed employment retention and career development services to truly thrive. In response to these needs, Dress for Success launched the Professional Women’s Group, Career Center and other programs over the past 10 years. As we enter the next phase of our organization,

affiliates will move from the “boutique” model, which emphasizes the suiting program, to career transformation centers that cover the entire breadth of services offered. Implementation will require each affiliate to offer the same Career Center and Professional Women’s Group programs. Currently more than 60% of affiliates offer the Professional Women’s Group and more than 50% offer the Career Center. Women will receive career counseling during each appointment in addition to the clothing. Every woman will embark on her interview or new job with all the tools needed to succeed.

Additionally, the plan includes the creation of regional centers of excellence. These centers, operated by Dress for Success Worldwide, will function as an affiliate providing services to women in the community. In addition, the centers will serve as a resource for affiliates located in its geographical area, helping to streamline and maximize the programs offered by Dress for Success.

The first center of excellence, Dress for Success Worldwide-West, is opening this fall in Los Angeles.

In order to implement these program and affiliate governance changes, Dress for Success needs to diversify supporters and funders. By leveraging current support and working together with a cohesive message, affiliates will be able to raise awareness, recruit volunteers, strengthen partnerships and increase funding sources. The marketing committee of the Dress for Success Worldwide board of directors is developing a marketing plan to guide the implementation of these strategic priorities.

As a result of the strategic plan, Dress for Success is prepared to enter a new chapter and we are excited for the next five years. These initiatives will ensure that more women will have access to our unique programs, which will benefit entire families around the world.

Carletta's Story



Carletta receives achievement award from Dress for Success

I was participating in a low-income housing program when my case worker recommended that

I go to Dress for Success Louisville. I had been suffering from low self-esteem and had no confidence in myself. My past mistakes were holding me back, but I was eager to succeed for both myself and my children.

Shortly after joining the Professional Women's Group (PWG), I realized that it was the big family that I never had. The other women were just like me and I learned so much by attending the meetings. Through the PWG, I learned to budget, save and be better organized. Dress for Success and the PWG also gave me the courage to move forward and tackle all my fears and accomplishments with grace. My experience with Dress for Success has taught me to be myself, take directions and that networking can be a powerful tool in your accomplishments.

I am currently working at Sodexo and I love what I do. The company is unlike any other that I have worked for; I have proven to both the company and myself that I can be a team player and can overcome adversity to learn and achieve my goals.

My advice for women struggling to succeed is to stay focused on the positive, believe that you can achieve and know that your goals are your future. Work hard and love what you do!



Save the Date

Women in Business: Making Change

A breakfast recognizing women in business and promoting the programs of Dress for Success. Hosted by Carmen Wong Ulrich from CNBC's On the Money, featuring Ellen Alemany, Chairman and CEO of Citizens Financial Group, Inc and RBS Americas as keynote speaker and honoring Citi.

When: October 22, 8:00-10:00AM

Where: New York Athletic Club, 180 Central Park South, New York, NY

Contact: Carri Farrand, Director of Special Events at 646-233-4946 or events@dressforsuccess.org for more information or to purchase tickets.

Lucky Shops

Dress for Success is the 2009 charitable partner of Lucky Shops, Lucky Magazine's premier shopping event featuring over 75 designers at up to 70% off retail. 100% of all proceeds from the Dress for Success booth and a portion of the VIP ticket sales will be donated to Dress for Success.*

When: November 5-7 (VIP Party – November 5, 6:00-9:00PM)

Where: Metropolitan Pavilion, 125 West 18th Street, New York, NY

Contact: Visit www.luckyshops.com for more information and to purchase tickets.

*VIP ticket purchases are not tax-deductible; 50% of the proceeds (less 10% transaction fee) of each \$250 ticket will be gifted from Lucky Magazine to Dress for Success

Women Helping Women

A breakfast dedicated to celebrating the success of women. A portion of the funds raised will benefit the Professional Women's Group Education Fund, which helps members reach continuing education and training goals within their chosen careers. Nora Ephron will be the keynote speaker.

When: December 2, 2009, 8:00-10:00AM

Where: Roosevelt Hotel, Madison Avenue at 45th Street, New York, NY

Contact: Carri Farrand, Director of Special Events at 646-233-4946 or events@dressforsuccess.org for more information or to purchase tickets

"Love, Loss and What I Wore"

Love, Loss and What I Wore is an intimate collection of stories by Nora Ephron and Delia Ephron based on the best-selling book and featuring an all-star rotating cast performing in four week cycles. Using clothing and accessories and the memories that they trigger, LOVE, LOSS is hilarious and poignant. The rotating cast includes: Samantha Bee, Mary Birdsong, Kristin Chenoweth, Tyne Daly, Lucy DeVito, Katie Finneran, Capathia Jenkins, Lisa Joyce, Jane Lynch, Natasha Lyonne, Rosie O'Donnell, Rhea Perlman, Mary Louise Wilson and Rita Wilson.

Playing at the Westside Theatre at 407 W. 43rd Street, New York City. Tickets are \$75 each. \$1 from each ticket sold will benefit Dress for Success Worldwide and audience members are invited to donate their gently-used purses and accessories in the theater lobby. Visit www.lovelossonstage.com for more information.

When: September-December 2009

Where: Westside Theatre, 407 W. 43rd Street, New York, NY

Contact: Visit www.lovelossonstage.com for more information.

Purchase your tickets at www.givenik.com and designate Dress for Success Worldwide as your charity. 5% of your purchase will benefit Dress for Success Worldwide.

2010 Dress for Success Something to Share Gala

Save the date for Dress for Success' annual gala!

When: April 20, 2010, 6:30PM

Where: Grand Hyatt at Grand Central Station, New York NY

Contact: Carri Farrand, Director of Special Events at 646-233-4946 or events@dressforsuccess.org for more information or to purchase tickets.

Success Summit Offers Inspiration and Skills

Dress for Success convened our fifth annual Professional Women's Group *Success Summit* in San Francisco this summer. The *Success Summit* is a leadership conference designed for Professional Women's Group (PWG) members to develop and enhance their leadership skills. This year, 52 Dress for Success affiliates from around the world were represented by one delegate and one PWG coordinator. Industry leaders conducted seminars and interactive sessions on topics such as networking, recession-proofing your career, information technology, and health and wellness. At the conclusion of the Summit, delegates were charged with creating a community action project with her PWG. The women will identify a need in the community and work together to make a positive impact.

A highlight of the Summit was the Inspirational Dinner. This year, Niecy Nash, host of The Style Network's *Clean House* and a great friend to Dress for Success, served as the keynote speaker. Niecy shared her incredible journey and helped to honor the success of the delegates. During the dinner, we also honored two delegates from last year's Summit who successfully implemented their community action project.

Eileen Beaman from Dress for Success Brookhaven and Marceline Vaughn from Dress for Success Memphis were the 2009 delegate honorees. With the support of her PWG members, Eileen created a career development and suiting program for female veterans and the wives of veterans returning from Afghanistan and Iraq.



CAP winners Eileen Beaman (l) and Marceline Vaughn (r) with Joi Gordon

In addition to providing services to these deserving women, the group conducted a successful fundraiser and raised awareness of this great need in their community. Marceline created *Change for a Healthier Lifestyle*, a health education, information and resource fair for women. By building support with non-profits in the community, Marceline and her Professional Women's Group conducted a successful fair attended by more than 130 women. "I knew deep inside that I could be a strong leader and the *Success Summit* gave me the tools to achieve my personal and professional goals," shared Eileen.



In honor of working women, Allergan Inc., a multi-specialty health care company, is supporting Dress for Success through the "Express Success" charitable education campaign which includes a \$250,000 donation. The year-long campaign is spearheaded by actress and singer Vanessa Williams and features events around the country where women can support Dress for Success by donating nearly-new professional attire, while learning about fast and simple tips for working women.

The campaign kicked off in June with the Rack Relay Race in New York City's Grand Central Station. Vanessa joined Joi Gordon and hundreds of supporters in relay races to dress mannequins. In Dallas, Miami and San Francisco, beauty and fashion expos brought in local talent to offer guests hair and make-up treatments while learning about Dress for Success and Express Success.

In addition, Allergan, Inc. will donate \$2 to Dress for Success on behalf of the first 25,000 people who visit and register their support on www.ExpressSuccessCampaign.com. When pledging support on the Web site, visitors can enter a sweepstakes for a chance to win a trip for two to New York City to have lunch with Vanessa Williams and register for Express Success events across the country.



Vanessa Williams and Joi Gordon at an Express Success event

Shop for Success!

Visit the following stores and websites for great products that benefit Dress for Success. For more information about these campaigns, please go to the Shop & Support page on www.dressforsuccess.org.



Coffee-mate is donating \$50,000 to Dress for Success. With your help, they'll donate up to an additional \$100,000! Coffee-mate is asking consumers to send a *Cup of Confidence* to benefit Dress for Success. Write a note of encouragement to a Dress for Success client at www.coffee-mate.com/DFS and Coffee-mate will donate \$0.50 to Dress for Success Worldwide. Spread the word by posting the Coffee-mate badge on your Facebook page and other social media sites and Coffee-mate will donate an additional \$0.50. (Maximum donation of \$150,000 with the help of consumer participation.)



Glamour magazine has selected Dress for Success as the charitable beneficiary of its "Fashion Gives Back" promotion. Bloomingdale's is selling six limited edition designer totes in its 59th Street and SoHo stores and online with 100% of proceeds benefitting Dress for Success Worldwide. Visit www.bloomingdales.com/fashiongivesback or see the October issue of Glamour for more information.

lia sophia

SHARE THE LOVE OF JEWELRY®

lia sophia supports Dress for Success this fall with its exquisite Poetic necklace. Visit www.liasophia.com for more details on how to purchase this necklace.



Enjoy lunch with friends and colleagues at The Palm and 10% of the proceeds from select lunch items will be donated to Dress for Success. Dine now through December 31, 2009 at a Palm Restaurant near you. Please visit www.thepalm.com for details and location information.

Dress for Success is now in LA!



Niecy Nash checks out the Jeans Bar

We are excited to open Dress for Success Worldwide – West, our regional center of excellence in Los Angeles, this fall. To kick-off our fundraising and introduce us to the LA community, The Style Network hosted the *Give Get Fête* at the Frederic Fekkai salon in July. Guests mingled with celebrities, received spa treatments and bid on a fabulous silent auction, raising more than \$40,000 for Dress for Success in LA.

Dress for Success is looking for volunteers and apparel donations to help the women in LA. For more information, please contact worldwidewest@dressforsuccess.org.

Dress for Success rang the closing bell at NASDAQ on July 14. More than 50 people including board members, staff, affiliates from around the world and clients joined Dress for Success for this exciting occasion.



(c) 2009, The NASDAQ OMX Group, Inc.

Annual Affiliate Conference convenes in New York City

Staff and board members from more than 74 Dress for Success affiliates throughout the world gathered in New York City this past July for *Creating Opportunities in Challenging Times* our annual affiliate leadership conference. The conference is held each year to provide affiliates with an opportunity to develop their nonprofit leadership skills, network with peers, learn from industry experts, and become re-energized in their work. Representatives from each affiliate left New York City better equipped to serve the women who utilize their services.

Dress for Success honored several affiliates for their outstanding achievements over the past year. Honorees included: Rookie of the Year - Dress for Success Philadelphia and Dress for Success Triangle NC; Dress for Success Innovator Award - Dress for Success Vancouver; Lublin Award, Dress for Success' highest honor - Dress for Success Boston and Dress for Success Oregon. We congratulate the hard work and dedication of all our affiliates for making a considerable contribution in their communities.



Dress for Success joins Allstate's fight against domestic violence

For the second year in a row, Dress for Success Worldwide is partnering with The Allstate Foundation and its Tell a Gal P.A.L.® program, a national effort to guide victims of domestic violence toward personal and financial independence. Select Allstate agencies and corporate locations will collect nearly-new professional attire September 28th through October 9th for Dress for Success affiliates. In addition, The Allstate Foundation will make a generous monetary contribution to Dress for Success. For more information on Tell a Gal P.A.L. and for donation locations, visit www.ClickToEmpower.org.

Monster Worldwide's Support of Dress for Success

During 2009 Monster Worldwide, the parent of Monster.com, the premier global online employment solution, is supporting Dress for Success through its *Keep America Working* tour. Prior to each career fair, Monster conducts a special career preparation session for Dress for Success clients to motivate and educate the women.

To date, more than 375 women from 13 Dress for Success affiliates have attended with a number of them receiving interviews and becoming employed as a result of the career fairs. In addition, Monster is working with Dress for Success affiliates in Canada and the UK to provide similar services. During these difficult economic times, it is important for us to provide our women with every tool and resource available to compete in this tough job market. Dress for Success is grateful for all Monster's support.



Something To Share™

Dress for Success Worldwide launched the 2009 *Something To Share™* scarf and necktie at our annual gala in New York City. Tommy Hilfiger designed the silk scarf and necktie exclusively for Dress for Success. Scarves and neckties can be purchased at tommyhilfiger.com, in select Tommy Hilfiger U.S. stores or through Dress for Success affiliates for \$30 each with the net proceeds benefitting Dress for Success. For more information, please visit www.dressforsuccess.org or email somethingtoshare@dressforsuccess.org.

Dress for Success Client Publishes Memoirs



Pansy Dones (r) supports fellow PWG member Zoe Sheppard

Dress for Success is honored to support Zoe Sheppard, NY Professional Women's Group member, who recently published her memoir. In *Poetic Recovery Life Don't Rhyme*, Zoe shares her incredible journey to success. To purchase your copy, please visit www.zoesheppard.biz.



l to r Linda Kelly Armstrong, Joi Gordon, Debbie Phelps

Nearly 1,000 people joined Dress for Success at our **2009 Something to Share Worldwide gala** at the Grand Hyatt in New York City to support the organization and celebrate the success of 15 Professional Women's Group members. Honorees of the evening included Eileen Brumback of GE; Timothy Proctor, General Counsel at Diageo; Karen Scollick, VP of Behavioral Science at GSK Consumer Healthcare; Linda Armstrong Kelly, mother of Lance Armstrong and Debbie Phelps, mother of Michael Phelps. Presenting sponsors included alli, Diageo, FedEx, GE and Sullivan & Cromwell. More than \$1.1 million was raised to support the programs of Dress for Success.

Dress for Success is launching an electronic version of The Briefcase that will be emailed on a monthly basis. The hard copy of The Briefcase will now be published twice per year. Please send your email address to: erin@dressforsuccess.org to receive our new electronic newsletter! Email addresses submitted between October 1 and November 30 will be entered to win a raffle prize.



Calling All Volunteers

Dress for Success is seeking volunteers for the following activities.

Contact volunteer@dressforsuccess.org to sign up.



Administrative Support

Assist with data entry, outreach efforts to find new partner agencies and special projects. *Locations in Manhattan, Bronx and Queens.*

Career Center

Work one-on-one with our clients to review résumés, perform mock interviews and provide other career counseling. *Locations in Manhattan, Bronx and Queens.*

Client Follow-up Calls

Speak with clients about their job interviews and offer access to additional Dress for Success services. *Location in Manhattan.*

Suits to Go Warehouse

Organize and merchandise inventory arriving daily at our warehouse. This is a great opportunity for community and corporate groups. *Location in Brooklyn.*

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DRESS FOR SUCCESS
Suits to Self-Sufficiency
32 East 31st Street 7th Floor New York, NY 10016
Tel 212.532.1922 Fax 212.684.9563
www.dressforsuccess.org

