

THE BRIEFCASE



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Profiles of Support



Photograph courtesy of Mark Andrews

At Dress for Success, we are extremely fortunate to have dedicated volunteers who share their expertise with the women we serve. Industry leaders from all areas lend their time to present at meetings for our signature programs: the Going Places Network by Walmart, Professional Women's Group, Financial Literacy Program and more. We are grateful for their support and are happy to highlight a few of our volunteer stars.



Rebecca Arnold

With a history of volunteering with children and young adults, Rebecca Arnold yearned for the opportunity to connect and interact with women as well. The opportunity arose and Rebecca became a volunteer presenter for the Professional Women's Group.

The Professional Women's Group was a natural fit for Rebecca. She founded Rebecca Arnold Coaching, which offers private and group coaching. She is also in the process of developing CreativeCareers.me, a website that will show how successful, fulfilled people got to where they are.

Rebecca finds that working side-by-side with supportive, open-minded and passionate women makes anything feel possible! "It is pretty awesome interacting with such a diverse group of women who are discovering and expressing their power," shares Rebecca. "To see another's eyes light up as she learns something brand new, or experience a moment of inspiration that opens up something deep within – for me there is nothing better, nor a moment more real."

For more information about Rebecca, visit www.RebeccaArnoldCoaching.com.

Continued inside

From the Experts

Rebecca, Crystal and Karen share their wisdom and offer advice to job seekers.

"This is a real and concrete opportunity right now in front of you to start defining and designing who you want to be in this life; and to create your very own future. The power is yours. With one foot in front of the other, put yourself on a path that suits you and serves you. As you go into the world, make decisions with the three key components that comprise who you are, these will guide you well: your mind (intellect), your heart (feelings) and your gut (intuition). You'll earn enough money just keep using your intellect. You'll like what you do and enjoy having personal fulfillment if you employ your feelings when making decisions. And you'll be around great people and you'll stay on your desired life track if you listen to your gut instincts. Ignore any one of them and you'll be missing something, use them all and you can't go wrong."

-Rebecca

"Know that your résumé is an extension of you. It should show growth, accomplishment, focus, complexity and skill. But, don't rely on it as the only tool to find a job; use social networking, community resources, family, friends and professional associations to connect with people who may have a need you can fulfill."

-Crystal

"Remember to 'recalculate.' I believe you can recalculate in life any time just as you can with the GPS in your car. If things aren't going well or happening as fast as you would like them to, at any moment you can stop and recalculate. It's like a do-over. You never know when a door is going to open so being ready and open to things going well is everything."

-Karen



Crystal Cotton

Continued from cover

Since 2009, Crystal Cotton has been a dedicated volunteer to Dress for Success. While she primarily serves as a speaker for the Professional Women's Group and Going Places Network by Walmart, you can also find Crystal rolling up her sleeves and helping us at our special events.

Speaking to our women about communication skills in the workplace or in transition is no stretch for Crystal. It's a major part of what she does in her day to day life at Crystal Clear Connexions, LLC. She offers seminars, workshops and individual coaching, programs that are designed to help build self-esteem, foster professional and personal growth and empower individuals to create an action plan for success.

When Crystal was looking to make a bigger impact, she looked for an organization where her skills would be valued – and she found Dress for Success! According to Crystal, "The most important part of what I do as a Dress for Success volunteer is helping the women see value in themselves and helping them make the connection between who they are and what they do to find the right job and career path."

To learn more about Crystal, visit www.crystalclearconnexions.com.

Karen Jacobson was first introduced to Dress for Success when she spoke at an International Women's Day event in Australia. The staff of Dress for Success Brisbane was so impressed with her that they asked her to speak at their own event. Although she is Australian, Karen is based in New York and was subsequently connected with our Manhattan office. Karen has since become a speaker for the Professional Women's Group.

Millions of people around the world already know Karen...she is The GPS Girl – the voice providing drivers with directions. It doesn't stop there though. Karen also helps put people in the driver's seat of their lives. We're lucky to have her share her incredible gifts with our women.

Karen shares that "being part of such an incredibly well-run organization that makes a fundamental difference in the lives of so many families around the world is so rewarding. It is gratifying how appreciative and open the Dress for Success staff and participants have been with me."

For more information about Karen, visit www.thegpsgirl.com.



Karen Jacobson

Regional Offices by the Numbers – Chicago, Los Angeles, New York

- In 2011, we had 100 active volunteers share their time and talents in Chicago.
- Dress for Success Worldwide – West conducted more than 1,000 suitings in 2011.
- More than 12,000 people are fans of our regional Facebook pages.
- Nearly 200 Associate members actively participated in the Professional Women's Group in New York in 2011.
- 100 women and men attended our first-ever Power Lunch in Chicago.
- 75 women joined the Going Places Network by Walmart in Los Angeles in 2011 and 75% of them were hired!



Save the date

Something to Share

**Dress for Success
Worldwide Gala**

Celebrate the 15th anniversary of Dress for Success at our annual Something to Share gala. We will honor lia sophia, Posterscope and RBS in addition to 15 of our remarkable clients. Join us for this highly-anticipated evening of inspiration.

Tuesday, April 3, 2012

The Grand Hyatt at Grand Central, NYC

Silent Auction & Cocktails: 6:30 PM

Dinner Reception & Awards: 7:30 PM

For more information, contact Jill Pall at events@dressforsuccess.org or 646-233-4946.



the power walk
FOR DRESS FOR SUCCESS

Get your walking shoes on and join us for The Power Walk for Dress for Success. The third annual 5k walk supports our health and wellness initiative. We're excited that the walk will take place in 40 locations throughout the world this year.

When: Saturday, May 12, 2012*

Where: Chicago, Los Angeles, New York City and several additional locations around the globe

For more information and to find a walk near you visit www.dfspowerwalk.org.

*While most walks will take place on this date, please check your local walk site as some may vary.

Thank you!

In 2011, wet n wild proudly partnered with Dress for Success Worldwide with a \$10,000 monetary contribution. In addition, wet n wild donated 10,000 units of its signature nail polishes to 25 affiliates throughout the U.S. and Canada.

Profile of Success – Mary’s Journey



Photograph courtesy of Chris Rohleder

Mary (center) with our CEO Joi Gordon and board member Elena Kiam

June 30, 1985, was a beautiful summer day that I chose to remain indoors, alone, to drink my last quart of cheap vodka. When I “came to” that afternoon I saw the empty bottle with lipstick around the rim and said, “I can’t do this anymore.” That night I attended my first AA meeting. For a long time, I didn’t like it, but I was determined to be part of the 5% of alcoholics who make it. Today, I am 26 years clean and sober.

My husband and I moved to Nebraska in 1988 and life was grand. However, on

Mother’s Day 1993, after 20 years of marriage, my husband told me he wanted a divorce. I was devastated. This was not supposed to happen. I returned to New York, ready to start new. However, soon I was in a deep depression because life as I wanted it was not happening. With the help of a psychiatrist and regular AA meetings, I started my journey again. By 2007, I bought a condo.

After 25 years in the office furniture field, I was laid off. I expected to find work quickly, but 33 months later I am still unemployed. I hadn’t looked for a job in 30 years. Everything about the job search had changed and I needed help navigating it.

I have gone without heat and air conditioning. I have worked as a juror, election poll worker, census enumerator and temporary furniture showroom assistant. I sold my jewelry and silver and have received help from friends and family. Then, just a month ago I received a letter that the bank is beginning foreclosure proceedings because I couldn’t pay my mortgage.

In 2011, I was introduced to Dress for Success. At my first appointment, I did not know what to expect, so I expected nothing; I didn’t want to be disappointed. I was not disappointed.

I joined the Going Places Network by Walmart. The nine-week program motivated me to focus my job search. I attended a mock interview and received on-the-spot, constructive feedback. I realized I not only needed these classes, I also needed the company of remarkable women. They reinforce how a woman needs to be a woman, to be graceful and professional, and how to be economically independent. I learned humility not humiliation.

I am the face of Dress for Success. My story could be any woman’s story – alcoholism, divorce, bankruptcy, foreclosure, unemployment, food stamps - it can and does happen.

At 60, I am starting over. Dress for Success showed me that this is only the beginning. I will get a job and I will keep my home.

For this “Every Woman,” who at one time prayed every night not to see the next day, who cried too many tears and cursed God, the women at Dress for Success showed me success and happiness are not vague dreams, of this I am certain.

“I am the face of Dress for Success. My story could be any woman’s story – alcoholism, divorce, bankruptcy, foreclosure, unemployment, food stamps - it can and does happen.”

Expanding Across the Globe

In 2011, we opened eight affiliates in five countries, ending the year with a total of 115 affiliates across 12 countries. We are thrilled to welcome the following affiliates into the Dress for Success family:

- Dress for Success Calgary (Alberta, Canada)
- Dress for Success Charleston County (South Carolina)
- Dress for Success Fayetteville (North Carolina)
- Dress for Success Kansas City (Missouri)
- Dress for Success Lisbon (Portugal)
- Dress for Success Mornington Peninsula (Australia)
- Dress for Success Paris (France)
- Dress for Success Quad Cities (Iowa)



Make a Difference

You can make a difference by volunteering with Dress for Success. We have several opportunities to fit your interests and can accommodate both individuals and groups.

Personal Shoppers

Become a personal shopper and help deserving women find the perfect interview outfit while also building their confidence as they ready for this new chapter in their lives.

Career Center Specialists

Assist clients with the job search process by reviewing résumés and cover letters, providing interview tips and performing mock interviews.

Meeting Speakers and Facilitators

Become an expert presenter at one of our signature programs and share your expertise to help our women on their journeys to success.

Become a facilitator at one of our meetings and assist guest speakers with their presentations and provide our clients with support during the meetings.

Inventory Sorters

Organize and merchandise inventory coming into our offices daily. This is a great opportunity for corporate and community groups.

Administrative Assistants

Provide administrative and data entry support to help our offices run smoothly. We are looking for individuals with knowledge in Microsoft Office and Excel.

For more information on how to get involved, please contact volunteer@dressforsuccess.org.

Stay up to date with Dress for Success by signing up for the electronic version of The Briefcase.

E-mail erin@dressforsuccess.org to add your name to our list.

Visit us on Facebook and Twitter.



www.facebook.com/DressforSuccess



Twitter.com/DFSWorldwide



Y.E.S![®]

young executives for success

2011 was a stellar year for New York's Young Executives for Success (Y.E.S!), raising more than \$57,000 for Dress for Success and welcoming nearly 1,000 guests to its networking and shopping events. Created in 2005, Y.E.S! is a volunteer branch of Dress for Success that provides its members with volunteer, fundraising and networking opportunities to champion the mission of the organization. This group of dedicated women spent several hours volunteering in the Career Center, suiting our clients and rolling up their sleeves to stuff gift bags and help at our annual gala.

The group's biggest achievement of the year was Shop for Success, a first-ever pop-up shop held in the fall where more than 500 of New York's finest fashionistas shopped for designer merchandise at deep discounts and were treated to express manicures, instant cosmetic touch-ups and a VIP experience, all while raising significant funds for Dress for Success.

We can't wait to see what Y.E.S! has in store for 2012!

For more information or to join Y.E.S!, email yes@dressforsuccess.org.



Photograph courtesy of Sandra Benvenuto, Welcome Photos

Change a woman's life

It is through the generosity of our donors that we are able to serve 50,000 women each year throughout the world. We thank you for all your support in transforming lives of deserving women. Watch Professional Women's Group member Jennifer share her story at <http://bit.ly/DFSJen>.



2011 Events



Photographs courtesy of Chris Rohleder

Bobbi Brown and Maureen Case hosted a one-of-a-kind beach-themed **Something to Share** gala and shattered our records by raising nearly \$1.8 million.



Nearly 200 representatives from Dress for Success affiliates around the world gathered in New York last summer for the annual **Affiliate Leadership Conference**.



Thousands of people worldwide came out to support **The Power Walk for Dress for Success**.



Celebrate with Us

2012 marks the 15th Anniversary of Dress for Success!

Help us celebrate this great milestone and make an impact in your community.

- Ask 15 friends to make a \$15 contribution to Dress for Success
- Donate 15 pieces of work-appropriate clothes or accessories
- Volunteer for at least 15 hours at Dress for Success in 2012 (or each month!)
- Share Dress for Success with your friends and followers on Facebook or Twitter 15 times in 2012

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32 East 31st Street 7th Floor New York, NY 10016
Tel 212.532.1922 Fax 212.684.9563
www.dressforsuccess.org

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