



THE BRIEFCASE



Dress for Success Launches Financial Literacy Program

Understanding personal finance and being able to manage and save your earnings is a key component of achieving self-sufficiency and economic independence, the ultimate goal for the women who are served by Dress for Success. While a portion of the current Dress for Success Professional Women's Group (PWG) curriculum does focus on financial matters, there is a significant need for an intensive supplement on financial literacy. Only slightly more than one-half of PWG members have checking and savings accounts. Meanwhile, more than 80% of PWG members are primary wage earners and 70% are single mothers.

Recognizing this need, Dress for Success Worldwide developed an intensive, action-oriented financial literacy program. The pilot program kicked off in July with 15 PWG members from New York City participating. We hope to expand the program to all Professional Women's Groups nationally in the future. The nine-session series expands upon the existing PWG seminars and covers basic topics such as balancing a checkbook and filing taxes, as well as long-term goals like saving for retirement and purchasing a home. A committee of 18 executive women from the finance industry created the curriculum for the program. Many of them are also presenting the lesson plans they developed.

Dress for Success would like to thank Microsoft for funding the development and execution of the pilot financial literacy program in New York City.

We are currently seeking funding and volunteers to launch the program nationwide. If you are interested in learning more, please contact Suzanne Elliott at suzanne@dressforsuccess.org.



Emerging Women Leaders Convene in Los Angeles

More than 75 women gathered in Los Angeles this past July to celebrate the fourth annual Professional Women's Group *Success Summit*. One PWG member and one staff member from Dress for Success affiliates in the United States, Canada and New Zealand attended the leadership conference to gain the tools needed to become active leaders in their communities.

Dress for Success honored two women with the Community Action Project Award. Lynn Gilkey, of Dress for Success Wichita, spearheaded an Appreciation Day Banquet for the counselors at the Women's Recovery Center in Wichita, which paid tribute to more than 70 Recovery Center employees. Linda Rousseau, of Dress for Success Indianapolis, developed a six-month program to assist the Holy Family Shelter with their needs in supporting more than 30 families. In addition, Dress for Success Oregon received the Affiliate Achievement Award.

Attendees learned valuable career insights from Pat Harris, global chief diversity officer of McDonald's Corporation, during her keynote address at the *Summit's* awards dinner. Pat shared her inspirational story of starting her career as a secretary at McDonald's and working her way to become an executive in this leading global company, all while trying to balance work and her family.

"I truly enjoyed the *Summit* and all the wonderful people I had the opportunity to interact with who succeeded in spite of their challenges in life," said Linda Rousseau. "I will always remember the fabulous, successful women I met as I move forward in trying to add value and continue to make a difference in my community."

"The skills I have learned at Dress for Success will help me achieve my goals"

— LYNN GILKEY,
DRESS FOR SUCCESS WICHITA



(Pictured: Start-up committee members Alison Brody-Smith and Sy Schofield)

New Places and Spaces

Dress for Success Worldwide staff and corporate partners celebrated the launch of Dress for Success Philadelphia at their grand opening event on July 1.

Dress for Success Philadelphia is in need of volunteers for personal shopping and staffing the Career Center. If you or someone you know would like to work one-on-one with the women we serve and make an impact in this community, please contact the Philadelphia affiliate.

Location: 1043 Spring Garden St, Philadelphia, PA

Contact: philadelphia@dressforsuccess.org; 215-232-7292

We are excited to share that the Queens branch of Dress for Success New York has moved to a larger space enabling the program to serve more women! Thank you to **New York Community Trust, Hyde and Watson Foundation** and **Home Depot** for making this move possible.

Please contact the Queens branch to volunteer your time.

Location: 114-14 Jamaica Avenue, Richmond Hill, NY 11418

Contact: ky@dressforsuccess.org



(Pictured: Joi Gordon, Dress for Success Worldwide CEO and Karen Scollick, VP of weight control, GlaxoSmithKline)

Dress for Success joined in celebrating the millions of people who have started living a healthier life thanks to alli. alli and GlaxoSmithKline Consumer Healthcare have generously donated \$75,000 to Dress for Success Worldwide to support women working towards self-sufficiency. In addition, alli is providing registered dietitians to host PWG meetings at select U.S. affiliates.

Thank you to the members of the Financial Literacy Committee:

- Deirdre Cavanagh - Citi
- Jean Chatzky – author, journalist
- Linda Descano – Citi - Women & Co.
- Leslie Ehrlich – formerly JPMorgan Chase
- Evelyn Fuhrer – Women’s Bond Club
- Genna Gordon – JPMorgan Chase
- Sharon Kedar – author
- Pamela Kulnis – Banco Popular
- Alexandra Levi – Element Financial
- Toyanna Mayo – Och-Ziff Capital Management Group
- JoanAnn Natola – Element Financial
- Carol O’Rourke – Coalition for Debtor Education
- Julie Ovadia – Microsoft
- Rhonda Schaffler – Bloomberg
- Manisha Thakor – author
- Linda Tietz – Bank of New York Mellon
- Carmen Wong Ulrich – author, journalist

Thank you to Ogilvy for developing the new Professional Women’s Group brand identity



Dress for Success welcomes the following new affiliates:

- Abingdon, Virginia
- Phoenix, Arizona
- Worcester, Massachusetts



Calendar of Events

Y.E.S! Boat Cruise

Join Young Executives for Success and the Ladies of Manhattan for a boat cruise around New York City. Tickets are \$60 for Y.E.S! members/\$75 for non-members.

When: September 9, 7:00-10:30pm

Where: New York Sky Ports Marina, 23rd Street and FDR Drive, New York City

Contact: yes@dressforsuccess.org or 646-233-4945 for more information and to purchase tickets

The Palm Restaurant

Join Dress for Success for a night of dinner, cocktails and networking. Tickets are \$140 per person.

When: October 6, 6-8pm

Where: The Palm West, 250 West 50th Street, New York City

Contact: events@dressforsuccess.org or 646-233-4946 for more information and to purchase tickets

Women in Finance: Making Change

Join Dress for Success for a breakfast to celebrate women in the finance industry and our new financial literacy program. Ellen Alemany, CEO of RBS Americas and Citizens Financial, will be the keynote speaker. Tickets are \$125 per person and sponsorships start at \$3,500.

When: Early October, 8-10am

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

Contact: events@dressforsuccess.org or 646-233-4946 for more information and to purchase tickets

Women Helping Women

Celebrate the success of Dress for Success clients with volunteers, donors and corporate sponsors at this annual breakfast. Tickets are \$85 per person and sponsorships start at \$2,500.

When: December 2008

Where: The Roosevelt Hotel, 45 East 45th Street, New York City

Contact: events@dressforsuccess.org or 646-233-4946 for more information and to purchase tickets

Did You Know...

- Women in New York are more likely to be poor now than they were in the late 1980's
- The number of people experiencing homelessness in New York City is the largest since the Great Depression of the 1930's
- The number of homeless single women in municipal shelters is 1,832
- There are 7,458 families living in municipal shelters with:
 - 14,515 children
 - 10,088 adults (mostly single mothers)

(Source: Coalition for the Homeless, the New York Women's Foundation, and the Economic Status of Women in New York State)

Shop for Success!



For more information about the following campaigns, please go to www.dressforsuccess.org or email sponsor@dressforsuccess.org.

EXPRESS

Express has designed a limited edition t-shirt and tank for Model.Live exclusively on www.Express.com and offered in select Express stores nationwide beginning on September 8. Shirts will be sold for \$15 each and \$5 from each sale will benefit Dress for Success Worldwide.



The Palm Restaurant Group will feature their "Dressed" for Success menu items in September and October at Palm restaurants nationwide. Ten percent of the proceeds benefit Dress for Success Worldwide. Visit www.thepalm.com to find a restaurant near you.

t h e o r y bloomingdales

Theory collaborates with select Bloomingdale's stores on October 18 to benefit Dress for Success. When consumers donate a nearly-new career piece in-store, they will receive 15% off of new Theory merchandise. Theory will donate 10% of proceeds from the sales of this promotion to Dress for Success Worldwide and participating affiliates with a minimum donation of \$10,000. Visit www.theory.com or www.bloomingdales.com for participating locations.

DIAGEO

Diageo has partnered with Sean Combs to create the Something To Share™ scarf with 100% of proceeds benefiting Dress for Success Worldwide. Supplies are limited so visit www.SomethingToShare.org to purchase your scarf.



Calling All Volunteers

Dress for Success is seeking volunteers for the following activities.
Contact volunteer@dressforsuccess.org to sign up.

Career Center: Work one-on-one with our clients to review résumés, perform mock interviews and provide other career counseling.

Who:
Individuals

When:
Monday through Saturday

Where:
Dress for Success branches
Manhattan - 32 E. 31st Street
Bronx - 2038 Davidson Avenue
Queens - 114-14 Jamaica Avenue

Fall Clothing Sale: Merchandise clothes, replenish inventory and assist customers.

Who:
Groups or individuals

When:
October

Where:
To be announced

Client Follow-Up Calls: Speak with clients about their job interviews and offer access to additional Dress for Success services.

Who:
Groups or individuals

When:
Last Tuesday of every month,
in the evening

Where:
Dress for Success, 32 E. 31st Street, New York City

Suits to Go Warehouse: Organize and merchandise inventory arriving at our warehouse daily.

Who:
Groups or individuals

When:
Wednesdays, Fridays
or by special appointment

Where:
Sunset Park, Brooklyn



DRESS FOR SUCCESS[®]
Suits to Self-Sufficiency

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