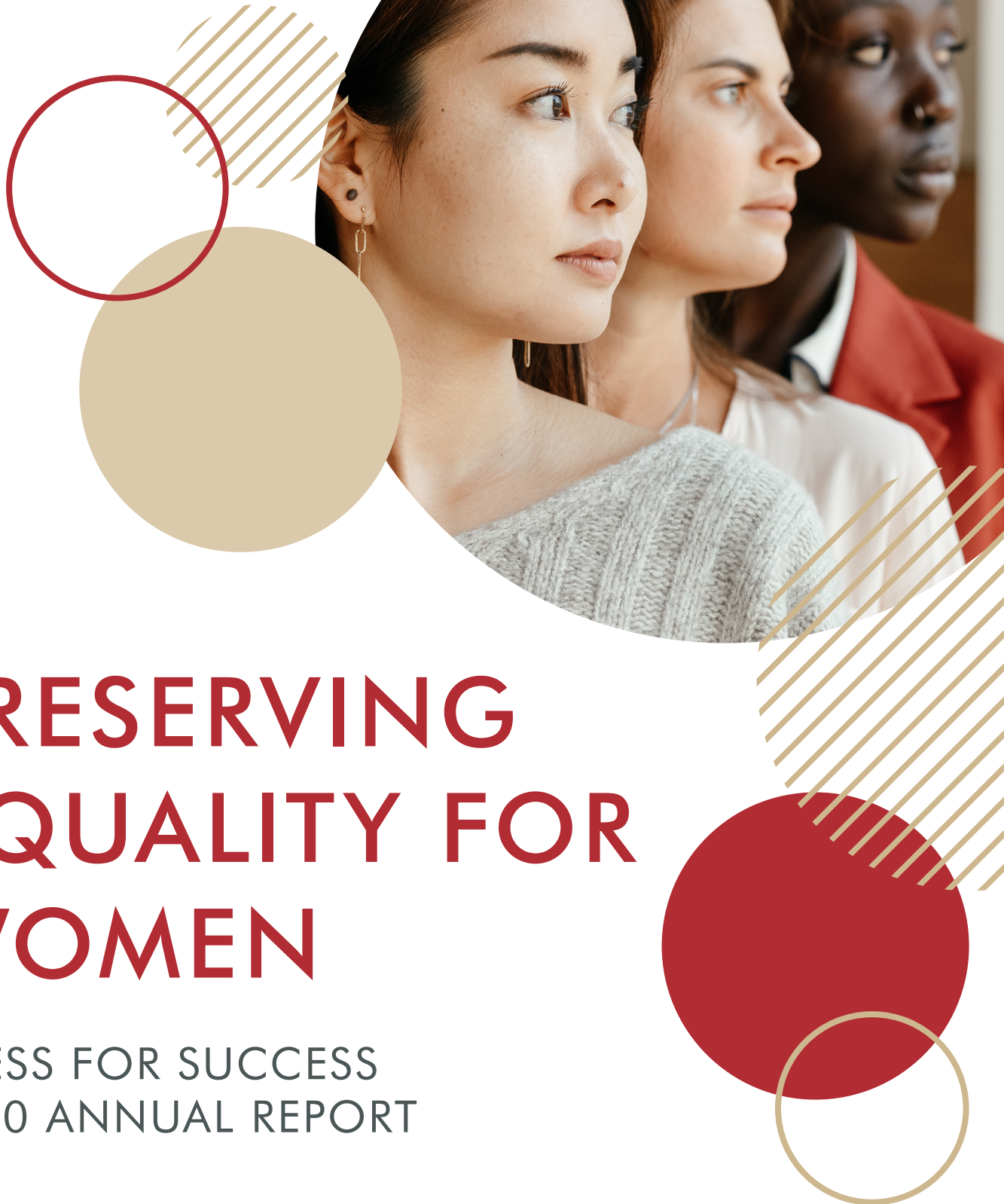




DRESS FOR SUCCESS®
Going Places. Going Strong.



PRESERVING EQUALITY FOR WOMEN

DRESS FOR SUCCESS
2020 ANNUAL REPORT

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LETTER FROM OUR CEO

Dear Friends,

Like many, we entered 2020 with excitement and fervor for a new year that symbolized laser-sharp visions and plans for advancing our missions, passions, and goals.

We envisioned a year of welcoming more women to our boutiques and curating more professional development and networking opportunities for our clients. And then, COVID-19 struck and our outlook for what we believed would be our best year yet quickly became uncertain.

As daily reports revealed the gravity of this global health crisis, we made the difficult decision to suspend all in-person programs and services like clothing donations, suiting appointments, professional development meetings, and volunteer activities for the first time in our 24-year history.

We made this decision with heavy hearts because our organization is a lifeline for the women that turn to us for help. And given their predisposition to economic instability, the stakes were high as the pandemic disrupted every aspect of our lives. Within weeks, we witnessed the impact of the first global female recession as it emerged. From financial, housing, and food insecurity spurred by pandemic-related job loss to adapting to remote work settings, and increased caretaking demands, our women faced hardship on numerous fronts.

Understanding the types of tools and support our women needed amid the pandemic, we quickly shifted to a remote operating model so that our clients continued to feel seen, heard, and supported. We introduced virtual programs and workshops focused on topics most relevant to the new world of work such as the online interview process, working remotely, and general career and financial guidance.

The future of economic equality and advancement for women hangs in the balance as we look ahead to the recovery phase. Research from [Oxfam International](#) found that globally, women lost at least \$800 billion in income in 2020 — the equivalent to more than the combined gross domestic products of 98 countries. And nearly 7 out of 10 women who experienced negative shifts in their routine because of the pandemic believe their career progression will slow down according to [Deloitte](#).

These startling statistics signal the need to prioritize the economic well-being of women post-pandemic. As the only global nonprofit resource for women, Dress for Success is committed to protecting the economic progress of women around the world as communities and economies rebuild.

Thank you to everyone who supported us through such a challenging year. We could not have done it without you.

Warm Regards,

Joi Gordon
CEO of Dress for Success Worldwide



WHO WE SERVE

The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help them thrive in work and in life.

Our Women

75,000

Women worldwide were provided with confidence and professional and personal development tools to advance their journeys to financial independence and career advancement this year.

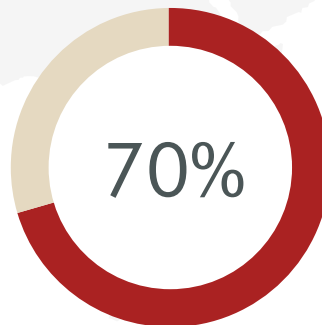
Our Reach

146

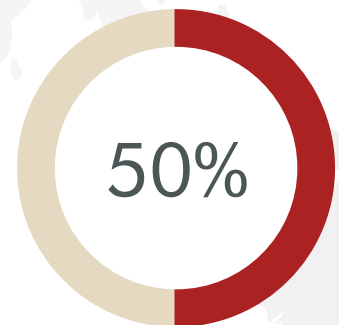
Affiliates

25

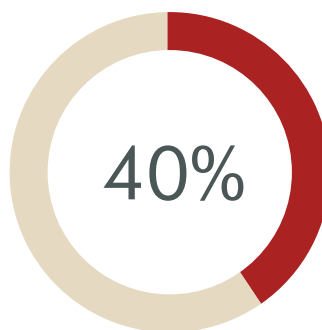
Countries



BIPOC-identifying



Living below the poverty line



Single mothers*



Multi-generational,
under 18 to over 50

*Percentage of women served



OUR PROGRAMS

Dress for Success understands the importance of listening to the women we serve, allowing us to design and deliver programs specific to challenges they face as they navigate the world of work. In 2020, our commitment to responsive design was more important than ever. In a year when women could not come to our boutiques and career centers, we focused on accessibility.

Immediate Response

Within weeks of the pandemic's onset, the number of our global affiliates offering virtual support increased from 5% to 90%, with services including workshops, coaching and access to experts to help them navigate increasingly challenging times.

Creative Approaches

Our affiliates became community resource navigators, partnering with local business and organizations to address urgent issues including food insecurity, mental health, and the financial impact of job loss. times.

"We were a part of something bigger, with women across the world... supporting each other in a challenging time. I hope that we can do more of these in the future!"

Dress for Success Client

"It is very uplifting to see professional, dynamic women wanting to pay it forward and offering their expertise and vision in this difficult time to all who want it. Although it was a personal hardship that brought me to Dress for Success, so much more has come of it. You really are making a difference and I would say even more so now with the pandemic."

Dress for Success Client

As women filled essential roles on the frontline of the pandemic, we continued to provide the clothing and, in many cases, personal protective gear they needed to work. With virtual styling sessions and contactless pickups, we followed public health guidelines while maintaining the personalized approach that gives each woman not just the clothing but the confidence she needs to succeed.

Expanding Networks

Even as our spaces closed, our priority of creating a true network of support did not change. We curated and facilitated an ongoing series for virtual learning available to clients around the world. Our workshops featured first-in-class presenters, focusing on the 21st-century skills women need to move forward in a post pandemic world. Our workshops included built-in networking sessions, allowing clients, partners, staff and volunteers to connect. During 60 sessions, over 2,700 women from around the world joined in learning, community and conversation.

"Not only are the workshop topics timely and relevant but they are presented by experts that members of our [Dress for Success] community would never have had an opportunity to listen and talk to in a live setting, but more important than that...we can feel the presence of being together that is much larger and stronger than ourselves. And that's where we gain our strength."

Dress for Success Affiliate Leader



OUR EVENTS

2020 was riddled with unprecedented challenges but it also offered us an opportunity to engage with donors in new ways like virtual events. Here's a look back at highlights from a few of our 2020 events.

Power Walk



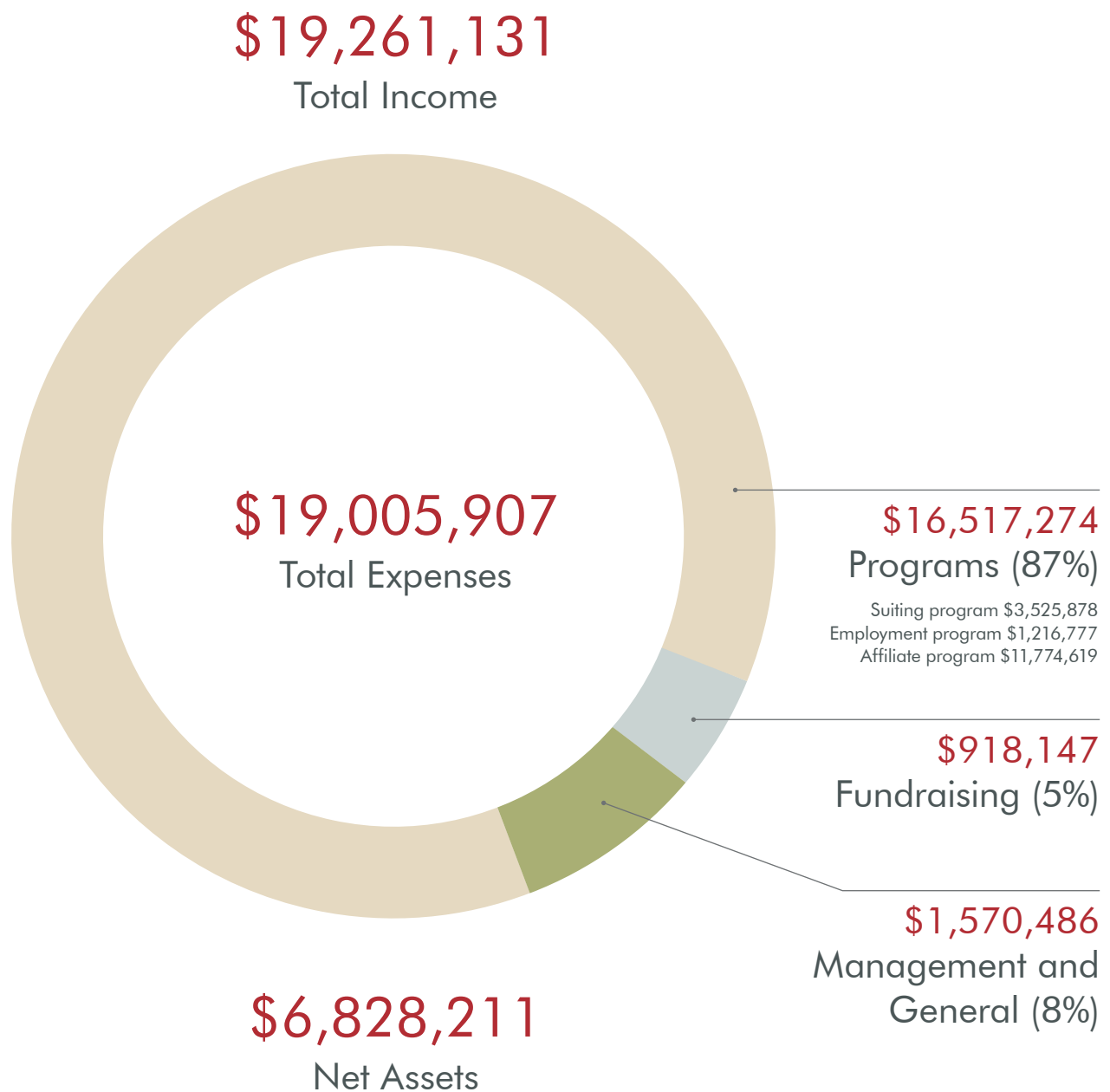
Women, Wine, and Wardrobe



Women Who Inspire



2020 FINANCES IN REVIEW



BOARD MEMBERS

Officers

Elena Kiam
Chair

Jean Selden Greene
Chair Elect, Bank of America

Renee LaRoche-Morris
Treasurer, BNY Mellon
Investment Management

Frances Thompkins
Secretary, Coca Cola North
America

Directors

Frank Aquila
Partner, Sullivan & Cromwell
LLP

Erica Frontiero
Managing Director,
The Carlyle Group

Niki Leondakis
CEO, CorePower Yoga

Dale Bornstein
CEO, M Booth

Lucy Kaylin
Editor in Chief of O, The
Oprah Magazine, Hearst
Communications

Joyce Russell
President, Adecco Group
U.S. Foundation

Krista Bourne
SVP & President, Consumer
Sales, Verizon Wireless

Dusty Kirk
Global Real Estate Group
Partner Practice Group
Leader, Reed Smith LLP

Brenda Saunders/Todd
Executive Director, Dress for
Success Halifax

Nick Buzzell
CEO, NBTV Studios

Linda Kozlowski
President & Chief Executive
Officer, Blue Apron

Jennifer Windbeck
Managing Vice President,
Capital One

Kelly Cusick Dropchinski
SVP of Stores - East,
Ulta Beauty

Emeritus Board Members

Debra Kelly-Ennis

Clarice Kennedy
Resources Group
Professional

Rosemarie Ryan
Co-Founder, Co Collective

Stephanie Sobel

OUR CORPORATE PARTNERS

Dress for Success would not have been able to serve more than 75,000 women worldwide without the generosity of our corporate partners.

abbvie

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FOUNDATION US

Ameriprise  Be Brilliant.
Financial


ANINE BING

ANN TAYLOR

Calvin Klein


Capital One


CBIZ

CHLOE
WINE COLLECTION


THE
Coca-Cola
FOUNDATION

 Constellation Brands


EQUITABLE
FOUNDATION

fabfitfun.

FedEx

JPMORGAN CHASE & CO.


KPMG

LANE BRYANT

 MINERAL
FUSION

PROGRESSIVE

 Robert Half

 synchrony

TALBOTS


ULTA
BEAUTY


usbank

verizon 



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