

"We provide our women with professional attire... but the true gift that they receive cannot be placed in any bag."

The need for Dress for Success is real. The impact of Dress for Success has changed the world.

SUCCESS by the Numbers

- Dress for Success has suited more than **700,000** women since our inception in 1997; In 2012 alone Dress for Success served almost **70,000** women.
- **75%** of Professional Women's Group members have retained their jobs after one year.
- **57%** of Professional Women's Group members have furthered their education by enrolling in or completing a GED or college program.
- **60%** of Professional Women's Group members have improved their credit.

IN HER VOICE: SUCCESS STORIES

Clara, Dress for Success Indianapolis

With one day's notice, Clara Bova was forced out of a job that she had held since graduating from high school 22 years before.

Undeterred, Clara went to Mary Riggs Neighborhood Center where she learned to type. Though her road to stable employment was rocky, Clara now works for the Mayor's Action Center as a customer service representative. **"Dress for Success makes you feel like a person and feel like you're going to be a success,"** she says.

Maria, Dress for Success San Francisco

Having struggled through domestic violence, divorce, single parenting, homelessness, and substance abuse, Maria was ready to reclaim her life and regain the ability to care for her family. Entering her seventh year of unemployment, she was referred to Dress for Success by the city and county of San Francisco's CalWorks.

Dress for Success provided Maria with her first interview suit, along with the tools and confidence she needed to gain employment with San Francisco's Human Services Agency. As a newly employed professional, Maria joined the Professional Women's group, where she is a very active member. **"I always look forward to these meetings. This is a great opportunity for me to network, meet other women like myself, and gain the self-confidence and career tools that Dress for Success/PWG provides."** Since becoming a PWG member, Maria has received multiple promotions and noteworthy advancements in her career.

Zoe, Dress for Success New York

As a prison inmate, Zoe wrote more than 150 poems focusing on her healing from the abuse she endured as a child and the drug addiction she overcame as an adult. After becoming involved with Dress for Success, Zoe began her journey to a new, fulfilling life as an assessment specialist at the NADAP. She also became the self-published author of a poetry book entitled *Poetic Recovery Life Don't Rhyme*. **"Dress for Success provided me with the resources that I needed to be able to do something great with my life. I am eternally grateful to Dress for Success for all that they have provided me over the years."**





DRESS FOR SUCCESS SALT LAKE CITY FACT SHEET

WHO WE ARE: The mission of Dress for Success Salt Lake City is to promote 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.

THE WOMEN WE SERVE:

- Are single mothers (70%), raising an average of 2-3 children.
- Represent all ethnicities and races.
- Range in age from 18-60, with the majority age 18-38.
- Lived under the poverty level prior to receiving Dress for Success's services.

HOW WE WORK: Dress for Success Salt Lake City provides each woman with a business suit when she has a job interview. When she successfully lands the job, she returns to Dress for Success Salt Lake City for up to one week's worth of business-appropriate separates. She also receives an invitation to join the Professional Women's Group, our career development and networking group, and participate in other employment retention programs such as the Career Center, mentoring and career fairs. Dress for Success Worldwide 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.

WHAT WE ACHIEVE: Our programs transition women towards self-sufficiency by addressing their social and economic needs in relation to work, home and community. Each woman is a success story: she has gone from unemployment to economic *independence*.

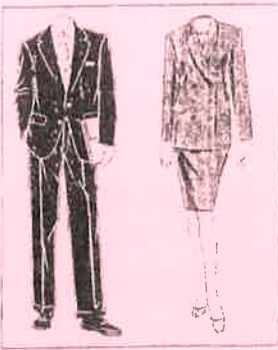



CLOTHING WE ACCEPT: We always are in need of suits, blazers, and nice blouses. We also need gently used professional shoes, purses, and jewelry and new hosiery and cosmetics. All items must be in good condition and clean.

The results of our programs speak for themselves:

- Dress for Success has suited more than 600,000 women since our inception in 1997.
- In 2010 alone Dress for Success served over 50,000 women.
- 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 United Kingdom and the West Indies.
- 75% of Professional Women's Group members have retained their jobs after one year.
- 62% of Professional Women's Group members have been promoted and received salary increases.
- 60% of Professional Women's Group members have improved their credit.
- 57% of Professional Women's Group members have furthered their education by enrolling in or completing a GED or college program.

Personal/Professional Style Scale®

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Examples	Style Levels	Design Elements	Messages*
	4 Tailored Level	Level 4 Key Element: Suit Straight lines Angular shapes Darker colors Strong dk./lt. contrast Firm fabrics Smaller geometric patterns Tailored Matched Jacket layer Structured Fitted Refined quality Collar/lapel Hosiery	Authoritative Official Credible Persuasive More formal Precise Stable
	3 Softly Tailored Level	Level 3 Key Element: Jacket <i>Predominately tailored design elements, mixed and softened with some untailored design elements.</i> (It's the mix—or combination—of design elements from different levels that creates the message appropriate for business casual.)	Accessible Influential Capable Receptive Less formal Consistent Dependable
	2 Casual Tailored Level	Level 2 Key Element: Collar <i>Predominately untailored design elements, mixed and strengthened with some tailored design elements.</i> (It's the mix—or combination—of design elements from different levels that creates the message appropriate for business casual.)	Approachable Influential Flexible Cooperative Informal Conscientious Relaxed
	1 Untailored Level	Level 1 Key Element: No Collar Curved lines Rounded shapes Lighter colors Less dk./lt. contrast Soft-pliable fabrics Larger curved patterns Untailored Unmatched Unlayered Unstructured Unfitted Unrefined Collarless Sockless	Available Unofficial Agreeable Responsive Casual Easy-going Temporary

BUSINESS CASUAL

* Message communicates more to the viewer and more to the viewer, depending on how the viewer interprets the words and acts or behaves, and then that will be the viewer's interpretation. Within each level, the limitless choices of color, fabrics, and patterns used in combination will create subtle degrees of difference in both mood and message. Each level allows for automatic, arbitrary, and available, classic or creative combinations.

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4	MEN	WOMEN	1
3	MEN	WOMEN	2
2	MEN	WOMEN	3
1	MEN	WOMEN	4
0	MEN	WOMEN	5

Low Authority

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Tailored Level	Key Element: Suit & Tie	Tailored Level	Key Element: Suit and Hosiery
Matched: Suit trousers, suit jacket, and vest with shirt and tie Matched: Suit trousers and suit jacket with shirt and tie		Matched: Suit skirt and suit jacket with shirt or blouse Matched: Dress and jacket Coatdress Matched: Pantsuit slacks and jacket with shirt or blouse	
Softly Tailored Level	Key Element: Jacket	Softly Tailored Level	Key Element: Jacket
Unmatched: Slacks and sport coat with shirt and tie Unmatched: Slacks and sport coat with shirt, no tie		Unmatched: Skirt and jacket with shirt or blouse Unmatched: Dress and jacket or blazer Unmatched: Slacks and jacket with shirt or blouse Shirtwaist dress	
Casual Tailored Level	Key Element: Collar	Casual Tailored Level	Key Element: Collar
Pants and shirt with collar and tie with sweater; with vest Pants and shirt with collar, no tie, with sweater; with vest Pants and shirt with collar; with band; polo shirt, turtleneck Jumpsuit		Skirt and shirt with collar; with sweater; with vest Pants and shirt with collar; with sweater; with vest Skirt and shirt with collar; polo shirt Pants and shirt with collar; polo shirt, turtleneck Flare dress, jumper; knit dress	
Untailored Level	Key Element: No Collar	Untailored Level	Key Element: No Collar
Jeans and T-shirts, sleeveless top Sweatpants and sweatshirt, overalls Shorts and T-shirts, tank top		Jeans and T-shirt; sleeveless top Sweatpants, sweatshirt, and sweatshirt, overalls Shorts and T-shirt, tank top	

GOING BUSINESS CASUAL ON A BUDGET

A CHEAT-SHEET FOR CHEAPLY MAKING A BIG WARDROBE CHANGE

WHAT'S ALREADY IN MY CLOSET THAT I CAN WEAR?

Write down at least three tops, bottoms, and pairs of shoes you already own (and that fit you well) that will work for a business casual environment. Take pics of each item to use as reference when you shop, and don't forget to bring this printout with you!

3 MOST DOMINANT WARDROBE COLORS:

ENTIRE BUDGET:

BUDGET FOR SHOES:

BUDGET FOR BOTTOMS:

BUDGET FOR TOPS:

REMEMBER: Leave the plastic at home and shop with cash only! You'll find it easier to stick to your budget and not impulse buy.



SHOPPING DOS

- **DO** shop for a basic pair of loafer-style shoes, ballet flats, or lower-heeled pumps.
- **DO** keep in mind your most dominant wardrobe colors as listed above.
- **DO** try shoes on in-store and walk around in them. Make sure they're comfortable and fit well.
- **DO** shop for a pair of pants that comes in multiple colors. That way, if one fits, you can snag the same pair in different colors, and things will be so much easier.
- **DO** go for a looser fit. Dress pants aren't meant to be skin-tight, and unlike how jeans fit, dress pants should be more drapey and forgiving.
- **DO** focus on fit. Well-fitting basics, even if they're cheaper, are the key. Make sure you can comfortably walk, bend, and sit in whatever you're trying on. If you can't, move on and find something you're comfortable in that fits you right.
- **DO** bring the shoes you plan on wearing with them to try them on. It might help you avoid buying pants that are too short or too long.
- **DO** shop for a straight-leg pant and avoid skinny cuts.
- **DO** shop for classic cuts. Straight-leg pants, A-line skirts, button-down tops, and wrap dresses are great basics.
- **DO** look for shirts and dresses with sleeves, since some offices frown on women wearing sleeveless garments.
- **DO** shop for solid colors and simple patterns (like polka dots or stripes) that you can easily mix and match.
- **DO** remember to take tax into account when shopping.
- **DO** bring a friend if you need help. Explain your budget, your needs, and task them with keeping you on track.

SHOPPING DON'TS

- **DON'T** buy shoes that aren't comfortable in the store. That's not going to change after you bring them home.
- **DON'T** buy shoes with crazy patterns or funky colors. Keep things as neutral as possible to get the most wear out of what you buy.
- **DON'T** buy shoes that look like they could be sneakers or have any athletic-inspired elements.
- **DON'T** buy trendy pieces. Your basics need to be classic, building-block pieces you can remix easily and wear often.
- **DON'T** buy items that are too seasonally-focused. Items you can wear year-round will give you the best bang for your buck.
- **DON'T** buy fabrics that easily wrinkle, like linen, or attract pet hair. Stick with easy-to-maintain poly blends.
- **DON'T** buy denim. Avoid it at all costs! There's no guarantee your company will be ok with denim, regardless of the cut or color.
- **DON'T** buy anything that hits more than three inches above your knee when standing. It'll get shorter when you sit, and you don't want a wardrobe malfunction.
- **DON'T** buy anything that you think you can wear if you just toss Spanx on underneath. It's too tight... size up.
- **DON'T** buy sleeveless shirts. Some offices frown on them and it's best to have items you can wear without layering at first.
- **DON'T** buy shirts that are too low-cut. If you absolutely must, make sure you have a camisole for underneath.
- **DON'T** buy a shirt that pulls at the buttons in front. It's too tight if it does that, so you need to size up.
- **DON'T** buy crop tops or sleeveless tops. They are generally not appropriate for the office.

AND OF COURSE, BE THRIFTY AND SHOP SMART!

Start in the sale section, use coupons whenever possible, and if you *really* want to stretch your dollar, don't be afraid to hit the thrift stores!

