



DRESS FOR SUCCESS®

PALM BEACHES



**20
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ANNUAL REPORT

palmbeaches.dressforsuccess.org



*Empowered women.
Empower women.*

EXECUTIVE DIRECTOR MESSAGE



Mary Hart, Executive Director

My Dear Friends,

We had an incredible start to 2020, and after the first couple of months, we believed it would be our most successful year ever in terms of clients served as well as financial performance. As we were commemorating our 10th anniversary this year, we had much to celebrate. We were seeing increases in the number of women interested in our job readiness programs and our Professional Women's Group. Our YES! (Young executives for Success) Group had an amazing year of programming planned and were preparing to launch an annual membership program. We were selected to participate in The Great Charity Challenge, a random selection that guaranteed us a minimum award of \$10,000.

We were honoring Lilly Pulitzer (posthumously) during our Style for Hope Luncheon as our 2020 Style Icon, and the Lily Pulitzer Company could not have been more generous in providing giveaways for our attendees. The inimitable Carson Cressley agreed to join us for pre-luncheon meet and greet as well as to participate in an on-stage panel discussion. Registrations for the luncheon were at all-time high at over 600. We held that luncheon on March 6th, and it was a joyous occasion for all involved.

Then, the pandemic hit. On March 17th, 2020, we closed our doors at Dress for Success Palm Beaches. I'm proud to say, however, that within 4 weeks we had a Virtual Career Center up and running that provided our clients with self-directed job readiness resources as well as the ability to set a one-on-one appointment with a Career Coach. Hundreds of women have used this resource since its inception. In mid-April, we transitioned our eight-week "Road to Success" Job Readiness Program to a virtual platform. Over the course of the year, we completed three programs. A total of 28 women completed the program, 21 of whom are now employed.

Having suited just over 600 women in 2019, our goal was to suit 700 in 2020. We re-opened our doors for in-person suiting in mid-June 2020, following all CDC recommended guidelines. And although we fell considerably short of our original goal, we did suit almost 300 women over the course of the year.

Women have been hit hard by this pandemic. Based on several surveys that we administered over the course of the year, over 60% of our clients either lost their job or had their hours reduced. We know that things will open up soon in our economy, and we are poised and ready to help the women in our community in every way that we can.

We remain committed to and laser-focused on our mission of empowering women to achieve economic independence. We also remain committed to doing our part to ensure gender parity and racial equity. We believe that all persons deserve to be treated with dignity and respect and accept nothing less from our staff and volunteers. We believe our volunteers, whom we rely so heavily upon given our lean staff of three, are the backbone of our organization, and for their generosity of spirit we are eternally grateful. We remain committed to being good stewards of all investments in our organization; we appreciate the faith and trust that our donors put into us.

We continue to move forward. Thank you for coming along with us.

BOARD OF DIRECTORS



Pamela Rada
Chair



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Bridjette Shelfo
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Erika Williams
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Mary Hart
Executive Director



Pat Stidham
Volunteer Coordinator

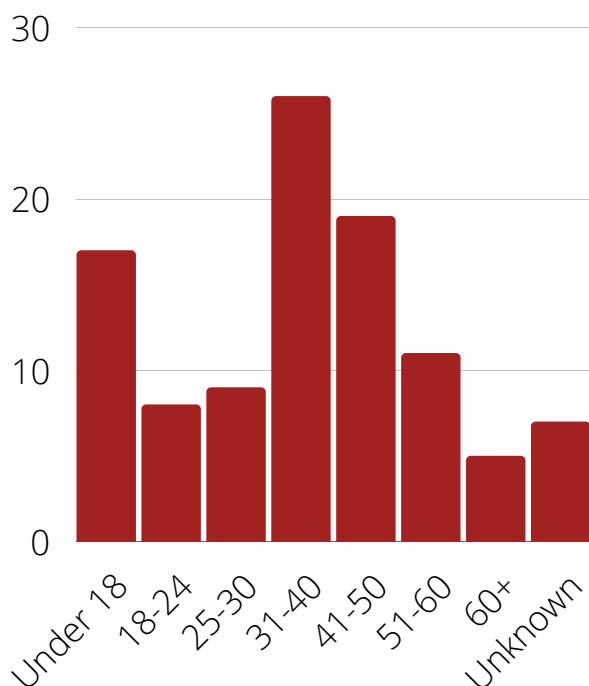
WHO WE SERVE

282 Clients Served

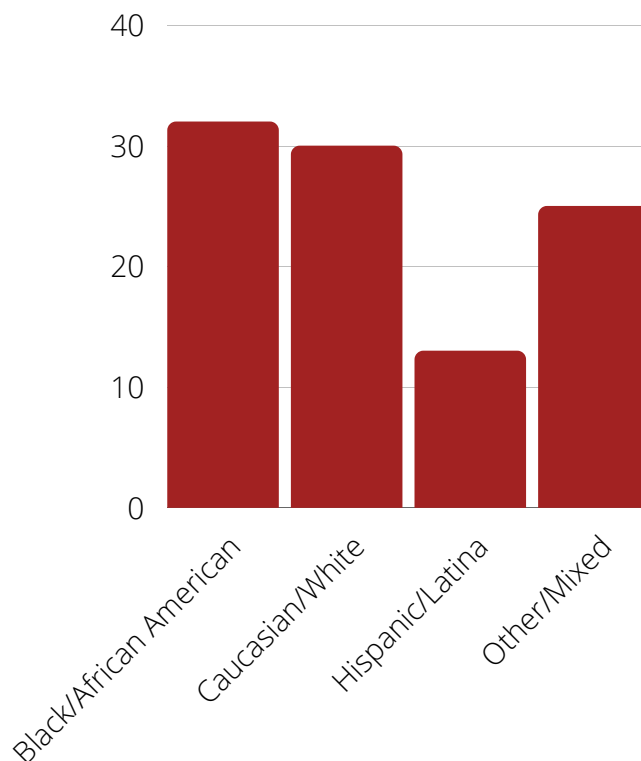


Total Suitings: **275** | Interview Suitings: **148** | Employment: **94** | Special (Path to College): **33**

Age



Ethnicity



Referral Agency Partners: 124 registered | 28 active *(more than one referral in 2020)*

PROGRAM HIGHLIGHTS

Road to Success Job Readiness Program

- 28 Graduates
- 21 employed

Professional Women's Group (PWG)

- 10 sessions held in 2020
- 8 women on average attended each session

Virtual Career Center

- 45 one-on-one coaching sessions
- 700+ women accessed VCC resources

Strength for Success

- New program with UKrave, Rana Alami
- 6 "graduates"

“

The tools that I have gained from the road to success will by far last a lifetime and beyond just trying to gain full time employment.

I have learned some very valuable skills and will be eternally grateful for everything Dress for Success has done for me!

”



“

Strength for Success has given me an incentive to overhaul all aspects of my self-care: exercise, diet, and sleep habits. Thanks to Randa Alami's inspirational instruction and coaching, I have been able to stick to an exercise program and healthy eating like never before.

”

EVENT HIGHLIGHTS

Style for Hope Luncheon

- Over 600 attendees
- Style Icon posthumously awarded to Lilly Pulitzer
- Carson Kressley, Emmy Award-winning TV personality, style expert and fashion designer made a special appearance
- Record-breaking profit of \$118,000 to support our mission



Great Charity Challenge

- One of 24 nonprofits who were recipients of the 2020 Great Charity Challenge, presented by Fidelity Investments, at the Wellington Equestrian Center on February 1, 2020
- Harkaway Farm (equestrian team riding team), Postage Stamp Farm Foundation (team sponsor), and Carol and Shelby Bonnie Charitable Fund (corporate sponsor) raised and donated \$40,000 to support our mission

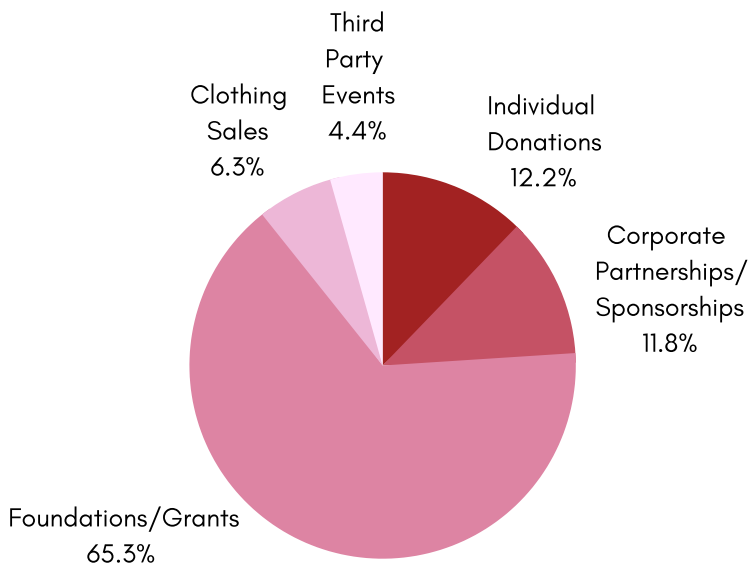


November Couture Sale

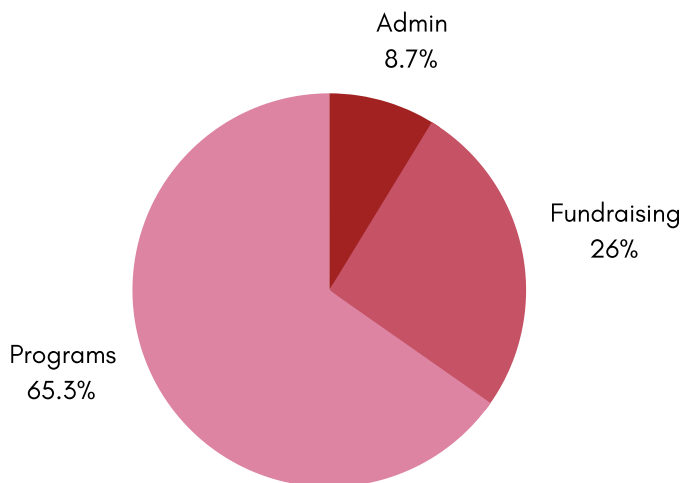
- Due to the pandemic we held a smaller event than our usual Shop for Success
- We raised over \$12,000 to support our mission!



FINANCIAL REPORT



INCOME



EXPENSES

Our 2020 Top Supporters

Foundations / Corporations

\$25,000

United Way/Cares Act

\$15,000

Capital One

Jim Moran Foundation

Quinn Family Foundation

Batchelor Foundation

Quantum Foundation

Walter & Adi Blum Foundation

Cathleen McFarlane Foundation

\$13,000

Gadsby Foundation

Corporate Partners

\$5,000

Capital One

Searcy, Denney, Scarola,
Barnhart, & Shipley, P.A.

\$2,500

Visiting Angels



