



2021  
**ANNUAL REPORT**



**DRESS FOR SUCCESS<sup>®</sup>**  
PALM BEACHES

## EXECUTIVE DIRECTOR MESSAGE

### Mary Hart, Executive Director

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My Dear Friends,

I am excited to share with you our 2021 accomplishments. Despite the pandemic continuing to impact our lives and our clients in so many ways, we were able to continue to offer value-added programs and services.

All programs other than suiting were held virtually. We held three sessions of our "Road to Success" Job Readiness Program and 26 women graduated from the program, 15 of whom found gainful employment within 30 days of completing the program. We held 11 sessions of our Professional Women's Group, covering topics such as "Setting Goals for the New Year"; "Emotional Intelligence"; "How to Talk Like a Boss"; and "Conversations on Leadership." We had total attendance of 92 over the course of the year. We completed 364 suiting sessions during 2021, a 32% increase over 2020, and an indication that women are slowly but surely returning to the workforce.

Thanks to a very special funder, the Quinn Family Foundation, we introduced a scholarship program in 2021. We have a partnership with Academy for Nursing and Health Professions to help women become Patient Care Technicians, and we are partnering with Palm Beach State College to help women become nail and facial technicians.

Considering the pandemic, we opted not to hold our annual "Style for Hope" luncheon. In its place, we launched a direct mail campaign asking for donations equivalent to the purchase price of a ticket. As usual, our supportive community really came through, helping us to raise nearly \$30,000. We did hold our annual "Shop for Success" pop-up sale in 2021, at a brand-new venue: Rosemary Square. This location turned out to be quite beneficial for us, as we raised our highest amount ever for the annual event – over \$40,000!

Not a group to rest on their laurels, our team launched a few new initiatives during 2021 in addition to our "business as usual" efforts.

We are very excited to announce that in May we opened a second location for Dress for Success Palm Beaches in Belle Glade, a much under-served area of Palm Beach County where we felt our services could really be utilized. In the summer of 2021, we held a very special "Teacher Appreciation Week" to honor teachers in our community by offering them a new outfit as they started the new school year. We filled all 50 appointment slots that were available and received such favorable feedback that we know we will host a similar event in 2022.

Our hard work and determination have not gone unnoticed! In 2021, we were finalists for the Chamber of Commerce of the Palm Beaches Health and Human Services Organization of the Year, and we were recipients of the Nonprofits First "Hats Off" Award for Small Nonprofits!

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.

*~Mary*



## 2021 BOARD OF DIRECTORS



Pamela Rada  
**Chair**



Susan August  
**Secretary**



Felicia Matula  
**Treasurer**



Shaundelyn Emerson  
**Director**



Caressa Gonzalez  
**Director**



Faith Meyer  
**Director**



Bernadette O'Grady  
**Director**



Lori Everett  
**Director**



Esther Perman  
**Director**



Bridgette Shelfo  
**Director**



Erika Williams  
**Director**

## WHO WE SERVE

**390** Clients Served

**364 Total Suitings**

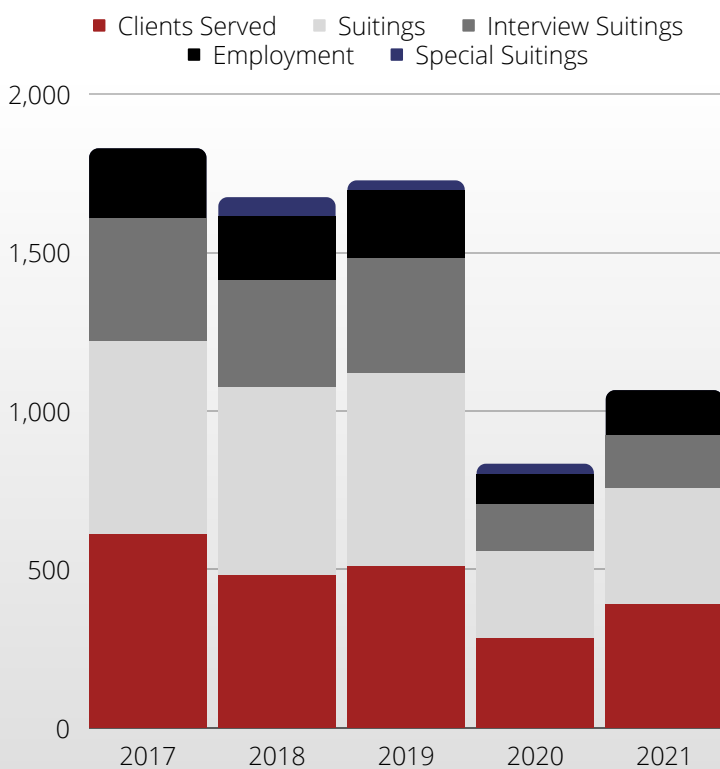
Interview Suitings: **167**

Employment: **143**

Special: **99**

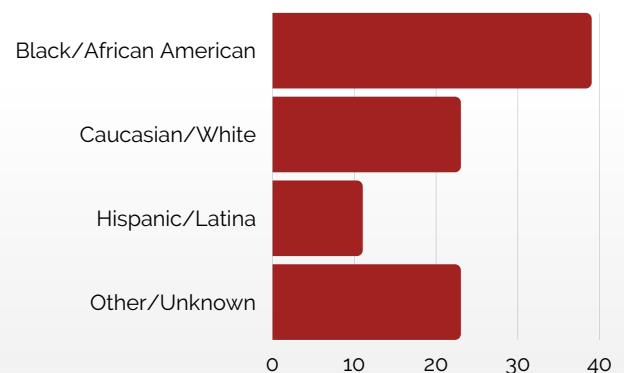


### 2017-2021 Client Suitings

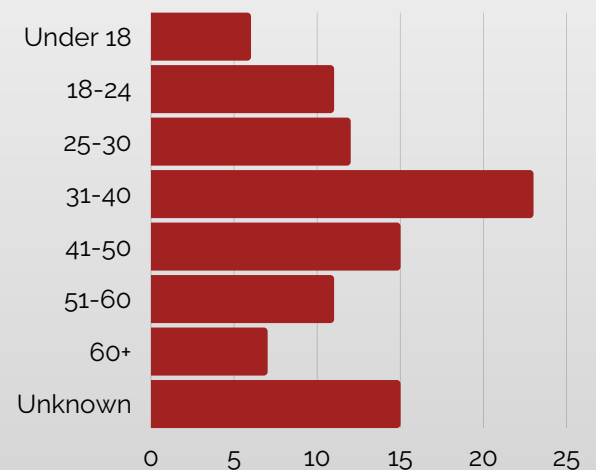


\*Decrease in 2020-21 due to COVID-19 closures

### Ethnicity



### Age



## PROGRAM HIGHLIGHTS

### **Road to Success Job Readiness Program**

26 Graduates  
15 employed (all Zoom)

### **Professional Women's Group (PWG)**

11 Zoom sessions held  
94 Attendees

#### **Topics included:**

"Setting Goals for the New Year"

"Maintaining Balance in the Workplace"

"Emotional Intelligence"

"How to Talk Like a Boss"

"Managing Social Media"

"Conversations on  
Leadership"

### **Scholarship**

Academy for Nursing and  
Health Professions - Patient  
Care Technician - 3 Graduates

Palm Beach State College – Nail  
Tech and Facialist

### **Career Corner**

66 one-on-one  
coaching sessions  
(virtual and in-person)



## EVENT HIGHLIGHTS

### Shop for Success Sale

- Held at a new location: Rosemary Square
- Nearly \$40,000 raised



### Lilly Pulitzer Shop & Share

- Shop and Share event held on March 20th
- A portion of sales at Lilly Pulitzer's three local boutiques were donated

### Teacher Appreciation Event

- Celebrated local educators
- Each teacher received a free outfit courtesy of 4Girls Foundation, Buff City, DLG Accounting, the Flagler Museum, FPL, Image Skincare, Natural Skincare, St. Mary's Medical Center, and Visiting Angels of SE Florida

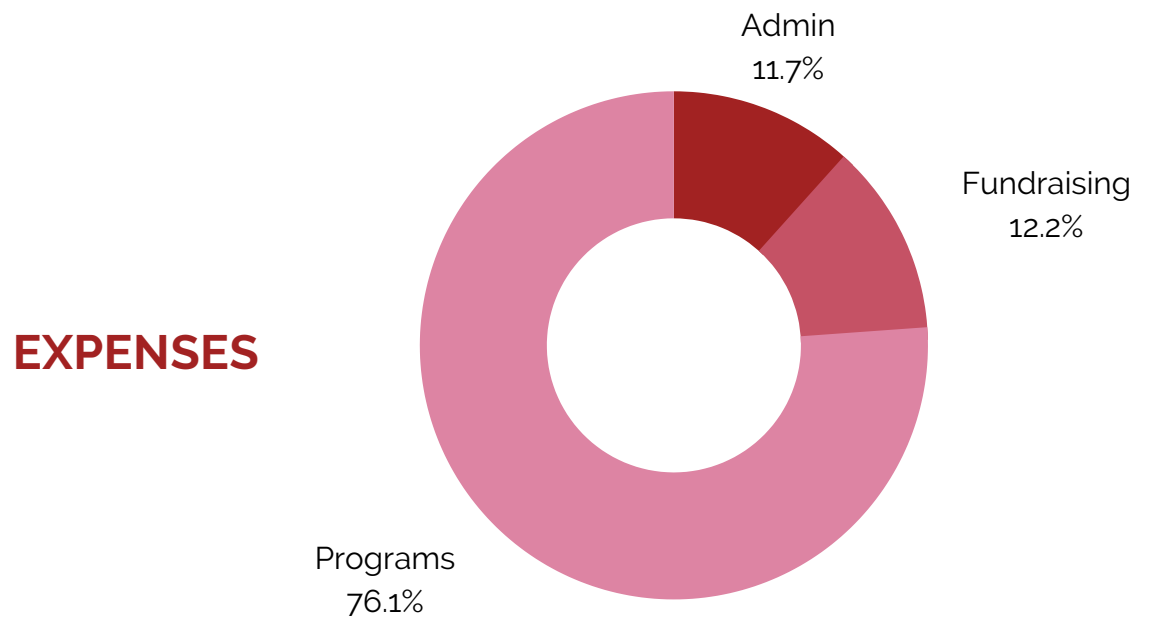
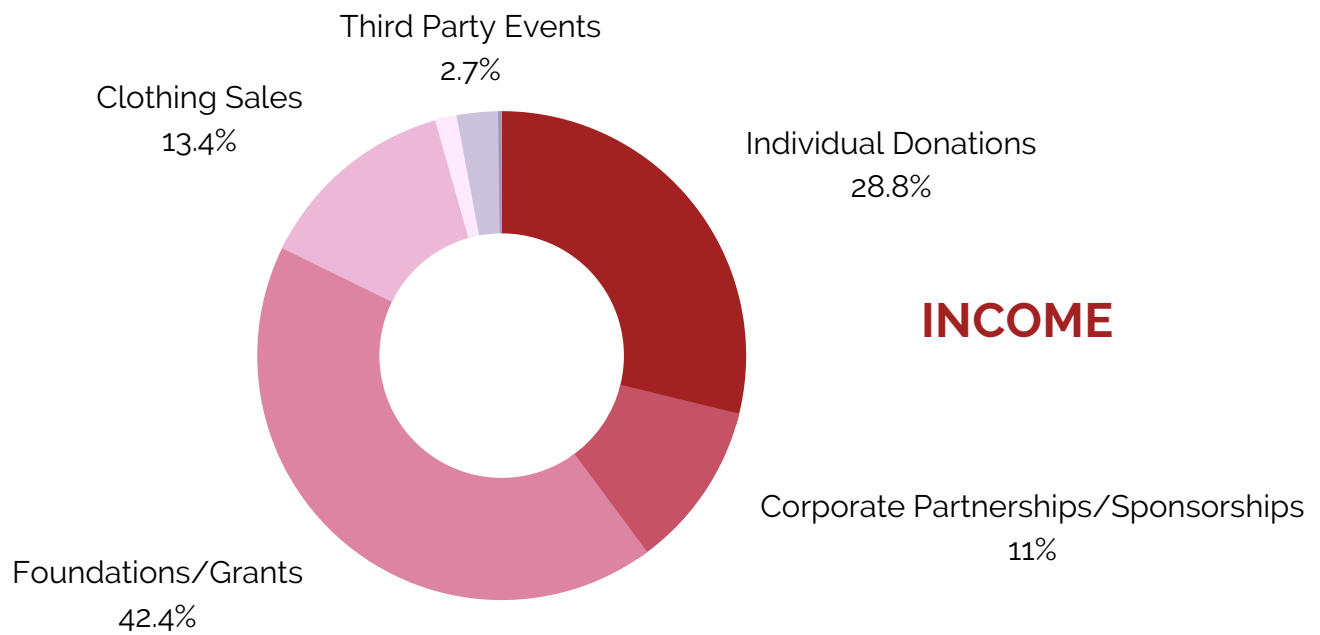


### Belle Glade Boutique Grand Opening

Sponsored by 4Girls Foundation, PNC, Community Foundation of Palm Beach and Martin Counties



# FINANCIAL REPORT





## OUR TOP SUPPORTERS

### Foundations / Corporations

**\$25,000**

Children's Services Council

**\$15,000**

The Batchelor Foundation

Capital One

Cathleen McFarlane Foundation

Jim Moran Foundation

Quinn Family Foundation

**\$14,000**

Gadsby Foundation

**\$10,000**

The Walter & Adi Blum Foundation

PNC Foundation

Quantum Foundation

### Corporate Partners

**\$5,000**

Capital One

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

**\$2,500**

Visiting Angels

Thank you to AshBritt  
for the generous  
PC donation!



**2021**



Vivi Ahrenstein  
Kathy Alley  
Kimberly Balance  
Susan Bazaar  
Ellen Bernstein  
Cathleen Black  
Leslie Bloom  
Donna Broder  
Joannie Danielides  
Patricia Dautch  
Tracy Dickinson  
Anna Ewing  
Lilly Ferreira

Linda Fitzgerald  
Barbara Fretwell  
Ilene Golembiovsky  
Joanne Greiser  
Lisa Gulley  
Sherry Kelly  
Debra Kelly-Ennis  
Claire Kennedy  
Marie Christine Leavitt  
Faith Meyer  
Debra Neier  
Sheila O'Dea  
Bernadette O'Grady

Nicole Parcheta  
Esther Perman  
Kathy Prounis  
Nancy Rizzuto  
Henry Santo  
Patti Sheldon  
Rosemary Sirico  
Mary Anne Tate  
Meredith Trim  
Suzy Wilkoff  
Caren Rose Wishner  
Madeline Ziccardi

*Thank You!*



**DRESS FOR SUCCESS®**

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