

# Now More Than Ever Annual Report 2019





## **Letter from our Executive Director**

**The year 2019** was one full of excitement and accomplishments for Dress for Success Cincinnati. We instituted and began execution of a transformative strategic plan. Our largest and most important fundraising event, The Fashion Show, raised a record-breaking \$292,000. We restructured our major client programs for more efficiency and

effectiveness. With the unexpected sale of our building, our special task force identified an even better, more convenient location for our staff and our clients. And we ended the year with our sound financial footing stronger than ever.

### And then ...

The international pandemic changed the world, including our world, impacting all of us, our families and our work. Our first and foremost concerns were the health and well being of our staff, clients, volunteers, and community. The challenges were (and are) especially brutal for the women we serve, many of whom are the most economically vulnerable.

But even while our offices were forced to close, our virtual doors have remained open! We have wanted our clients to know that we are always here for them. We increased virtual and remote support for our clients, including:

- A Participant Facebook Group updated daily for access to online programs including access to Accenture's online Skills to Succeed series of courses, and our own live discussion group, Topic Tuesday, to review Skills to Succeed
- One-on-one career coaching, mock interviews and resume reviews by phone
- A resources page that includes helpful services and current job postings
- Weekly virtual meet-ups for our Professional Women's Group (PWG) giving our clients continued community and connection while isolated
- A new no-contact Style Kit pickup service to ensure women have the clothing and accessories they need to begin to get their careers back on track

Even though our office, Donation Center and Portaluca were closed temporarily, we worked to make sure we helped women through this time of high unemployment and economic distress.

No one knows exactly what our community will look like in the future. Yet we do know that **the women we serve will need us more than ever.** 

It was heartbreaking to know that many women we suited and prepared for employment had found jobs, only to lose them when the COVID-19 crisis hit. They and countless others will return to DfSC for support and services.

Fortunately (or unfortunately), we have a proven track record of successfully "scaling up" our service model. Following the 2008 financial crisis, we served double the number of women annually than we have in the recent years of a strong economy. The key to our success in that time frame was the incredible support of our donors, our volunteers and our staff. So we do know that we will need you all more than ever.

We will always be here for our clients, and we hope we can count on your continued support of them, too,

Warmly,

Li Vol

Lisa Nolan, Executive Director

Our Mission is to empower women to achieve economic independence by providing a network of support, professional attire and development tools to help them thrive in work and in life.

## Our Team

Every member of our dedicated team embraces our mission, and everything they do enhances our reason for being—to support women on their journeys to economic self-sufficiency.

## TRACEY ZWICK

Associate Director -Operations

### **DUBONNA DAWKINS**

Workforce Development Programs Manager

### **MATTHEW SZEKERESH**

Volunteer & Information Manager



### TAMIA STINSON Development

Coordinator

### **LISA NOLAN Executive Director**

## **MEL PEREZ Styling Services** Manager

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Pretrial Justice Institute

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**National Bank** 

**PHYLLIS SLUSHER** Community Leader

KELLEY BRANDSTETTER TRACY

Partner, Keating Muething & Klekamp

**JODY YETZER** 

Manager, Consulting Services, OneSource Center for Non-Profit Excellence

**MARY IVERS** 

Founder, Trustee Emeritus



Our 20th Anniversary in 2019 provided many opportunities to celebrate the 18,500+local women we've had the honor to serve.

Our annual Fashion Show luncheon is Dress for Success Cincinnati's largest event of the year. The afternoon includes a fabulous fashion show compliments of Saks Fifth Avenue, a reception, a grand raffle and an elegant luncheon. A special section of the show features Dress for Success Cincinnati clients modeling fashions from our Portaluca fashion resale boutique. The 2019 Fashion Show, presented by Western

and Southern Financial Group, was filled with nearly 800 people enjoying their day at JACK Cincinnati Casino Ballroom and supporting our mission. Thanks to all who attended and made it the best Fashion Show yet!

Record \$292,000 raised at the 2019 Fashion Show



Lisa Nolan, Miss USA and our three client models onstage at the 2019 Fashion Show.

This year's Fashion Show is planned to take place at the Hard Rock (formerly JACK) Casino on Thursday, September 17, 2020. Plans subject to change. Details will be at dfscincy.org.



an exciting new partnership.

In April 2019, DfSC entered a partnership agreement with Cincinnati Works to leverage both organizations' strengths to best serve our clients, while minimizing duplication of services and making the most efficient use of community resources. Cincinnati Works is an expert in the area of individual coaching, and DfSC provides an environment, group programs and networks in which women clients thrive.

Cincinnati Works now provides all of DfSC's workforce development programs on-site at DfSC through a dedicated joint employee. We are working together to integrate the best of both agencies' workforce development program curricula, and DfSC clients have access to additional on-site opportunities, such as financial and behavioral coaching.





**Since HigherHER** launched in Oct 2019, 83% of program graduates have gained employment



Mel Perez, Styling Services Manager (left), Dubonna Dawkins, Workforce Development Services Manager (right).

# We have rebranded, relaunched and restructured our client programs.

- HigherHER, our new 4-week career development program developed together with Cincinnati Works, is now shorter and more interactive. HigherHER includes monthly employer panels and mock interviews with our corporate partners. Referral partners can refer women directly to employer panels and mock interviews, however, without going through the StyleHER suiting program first.
- StyleHER (formerly Suiting) is no longer just about suits! We're offering more options for interview and employment attire to reflect current employment attire trends across diverse industries. As always, it's not just about the clothes—it's really about the confidence that a woman gains when she is happy with how she looks and feels.

## These client programs also continue to help women earn financial stability:

## Professional Women's Group

We continue to offer the signature Dress for Success PWG, which provides professional development and a network of support for employed women. PWG includes a newly formed task force and special events coordinated by members.

#### Career Center - Technology + Personal Coaching

Many of our clients have no access to the Internet and computers. Our Career Center, in partnership with Cincinnati Works, provides technology tools and one-on-one coaching.

#### Taking Dress for Success on the Road

Dress for Success Cincinnati goes where the need is and to women who cannot always reach us. Our Mobile Career Transformation Center allows us to take StyleHER and a special one-hour version of our HigherHER program to women across 12 counties in the Greater Cincinnati and Northern Kentucky region.



## **One Woman's Story**

What do you do when you've been downsized after 21 years of working? That's what happened to Tracy. After being downsized, for several years Tracy "settled" for jobs beneath her abilities. Finally, she'd had enough of being underemployed. Through our new partnership with Cincinnati Works, Tracy connected with Dress for Success Cincinnati, and received an interview suit to look for a new job she deserved.

She's now employed by Christ Hospital and is a member of our Professional Women's Group, where she can learn from her peers and expert speakers who discuss career advancement and life skills topics. She also participated in our Mock Interview program to get feedback from professionals.

The network of support and camaraderie gave Tracy new ways to market herself to potential employers and had reduced Tracy's anxieties about being "out there" again. 147 Career Center visits and 66 PWG members in 2019



# A strategic plan that delivers results and drives decision making

Thanks to generous funding from the Harold C. Schott Foundation, our strategy team composed of board and staff, developed a new, comprehensive strategic plan to guide our next three years and establish foundational values for years to come. The overarching goal of our plan is to embrace a transformational mindset for ourselves and the women we serve. Here are highlights of what you can expect to see come to life over the next few years!

## Our Core Strength:

 Experiences that empower and build confidence for women to reach selfdefined success in work and life.

#### **Our Core Values:**

- We respect the dignity of the individual
- We believe in the transformational power of work
- We believe in the power of relationships and community
- We believe celebration is important

## Areas of Strategic Focus:

Developing a scalable service model to increase service capacity by leveraging well-trained volunteers and increasing recruitment

Building our relationships with current and prospective community partners

Increasing the amount, reliability, and diversity of funding sources

Selecting and executing on a location change



Over \$500,000 donated from Portaluca, a 4th Street Boutique, since it opened

# Portaluca—Where women find new and new-ish fabulous fashions.

Portaluca is a destination for women to find new and nearly new stylish clothing and accessories for less while they are supporting Dress for Success Cincinnati. Special sales and events, such as the Designer Showcase, offer one-of-a-kind fashion finds and give customers a unique shopping experience.

Dress for Success Cincinnati was the first of 147 Dress for Success affiliates in 25 countries worldwide to have an earned income venture. The proceeds help support Dress for Success Cincinnati's services for local women seeking employment.

## www.portaluca.org



Dress for Success Cincinnati is a volunteer-driven organization, and we are so fortunate for the generosity of our caring volunteers who give thousands of hours each year in all areas of our organization. Volunteer hours and needs are varied, but we'll work with you to help find your niche. And we'll appreciate you every minute!

To volunteer, call Matthew Szekeresh at 513.651.3372 or email at mszekeresh@dfscincy.org.

# Become a partner in our mission by making a financial donation.

A financial contribution is a critical way to support Dress for Success Cincinnati, funding the client programs and services that allow us to respond the changing needs of our women and local employers.

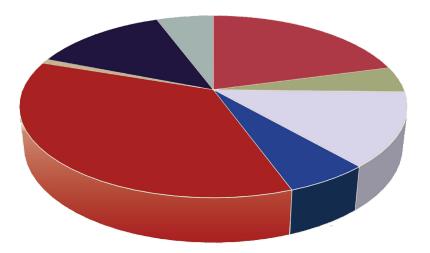
You can send a check directly to our office at 205 W 4th Street, Suite 900, Cincinnati OH 45202 or donate at dfscincy.org/give.

We can also accept gifts of appreciated stock, mandatory distributions from retirement accounts and planned gifts. Please contact Tracey Zwick for more information at 513.322.1793 or tzwick@dfscincy.org.

## Dress for Success Cincinnati 2019 Support & Revenue

The Fashion Show	\$291,585	36%
Foundation & Corporate Grants	\$169,700	21%
Donated Clothing	\$108,780	13%
Individual Contributions	\$108,016	13%
Portaluca Boutique	\$ 48,250	6%
Government	\$ 46,364	6%
Corporate & Organizational Contributions	\$ 37,316	4%
Miscellaneous Income	\$ 6,699	1%
	\$816,710	100%

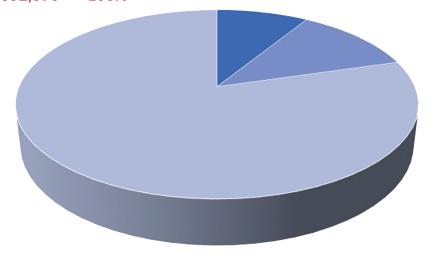
Change in Net Assets: \$91,552 End of Year Net Assets: \$688,652



## Dress for Success Cincinnati 2019 Distribution of Expenses

	\$652,690	100%
Administration & Management	\$ 57,194	9%
Fundraising	\$ 76,202	12%
Program Services	\$519,294	79%

Total 2019 Expenses: \$652,690 Total 2019 Income: \$816,710



## 2019 Champion Circle

Individual giving of \$1,000 or more between January 1 and December 31, 2019.

### \$10,000 +

Anoop Dave Mary & Bill Ivers Anita Minturn Maureen Sayre

## \$5,000 - \$9,999

Evelyn G. & Charles L. Burgoyne Foundation Robert J. & Ruth A. Conway Foundation Vicki Herche Kelly Hollatz Sherie Marek Oliver Family Foundation

Missy Richardson Barbara Wagner

\$2,500 - \$4,999

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## \$1,000 - \$2,499

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Mary Hemmer







# **2019 Giving**

#### \$20,000+

City of Cincinnati George B. Riley Trust Estate The John A. Schroth Family Charitable Trust

### \$10,000+

Individuals recognized in Champion Circle

Bank of America Charitable Foundation Cincinnati International Wine

Festival

Cintas

Ruth J. and Robert A. Conway Foundation, Inc.

The David J. Joseph Company Harold C. Schott Foundation **KAO Brands** 

The Spaulding Foundation Western & Southern Financial Group

Wohlgemuth Herschede Foundation

### \$5.000+

Individuals recognized in Champion Circle

Accenture, LLP Ameritas Life Insurance Corp Anonymous

Apex 360

**Huntington National Bank** Katz Teller Brant & Hild, LPA Keating Muething & Klekamp Luxottica Retail Mondelez Foods

**Ohio National Foundation** Queen Bee Half Marathon Marge & Charles J. Schott

Foundation Sibcy Cline, Inc.

### \$2,500+

Individuals recognized in Champion Circle

21c Museum Hotel Bartlett Wealth Management **GE** Aviation

M+A Architects Molina Healthcare

**Netherland Rubber Company** Northern Kentucky University

Strategic HR Inc. Summit Hotel

Truepoint Wealth Counsel

Ulmer & Berne LLP **UPS** 

### \$1,000+

Individuals recognized in Champion Circle

**Anonymous** 

**Custom Design Benefits** Daughters of Penelope Edie Parker, LLC

Givaudan **JLUSA** 

Isaac M. Wise Temple KeyBank

Magnified Giving

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The Nielsen Company Northrop Grumman

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Women in Flavor & Fragrance

Commerce

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Services

Saks Fifth Avenue

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## Our Purpose

We believe each woman deserves the chance to dream and reach her potential because when she does, her impact on her family and the community will be profound.

Get in touch with our team:

205 W 4th Street, Suite 900 Cincinnati, OH 45202 Phone: 513.651.3372 Web: dfscincy.org Follow us on Social Media



@dfscincy @portalucaboutique



@dfscincy



Dress for Success Cincinnati

