





As I write this letter, in May 2021, spring is in full swing. The days are getting longer and warmer. There's a feeling of rebirth and new hope. And the greatest hope comes from the fact that next month, we will be opening the doors to our new location in Norwood and welcoming clients and volunteers back into our office with open arms. We are ready to be in community, heal together and get to work at a time when we are needed more than ever.

According to the National Women's Law Center, more than 2 million women permanently left the workplace after losing 5.4 million jobs due to the pandemic. And Black women have been hit the hardest.

We are rolling up our sleeves to ensure all the women we serve have the opportunity and support they need to thrive. This year's report includes a summary of the work we are doing to:

- prioritize diversity, inclusion and equity
- grow and increase access to our services
- ensure sustainability for the future

As I look toward the future for our country and our organization, I see that there is still hope in all of the turmoil. Hope for a new, better normal and better futures for the women we serve, their families and our community.

Thank you for joining us in our mission.

With gratitude,

Li Noh

Lisa Nolan





Left to Right: Lisa Nolan, Mykeesia McCoy, Kate Black, Tamia Stinson, Tracey Zwick, Waka Blanchard

# **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.

# **Board of Directors**

## **OFFICERS**

Barbara Wagner, Chair, Community Leader Jody Yetzer, Vice Chair, Community Leader

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Client Services Associate, 365 Wealth Management Group

#### Lissa Bertke

Second Vice President of Audit Services, Ohio **National Financial Services** 

#### Israel Bonnell

**Presales Enterprise** Architect, Hewlett Packard Enterprise

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Owner, Water Lily Learning Centers: President and CEO. Garri Davis Agency

## Zaria Davis, DSW

Owner, New Direction Coaching & Consulting, LLC; Senior Associate, Pretrial Justice Institute

#### Xaviera Edwards

Senior Manager, HRBP, Luxottica

#### Ronald Hitzler

Community Leader

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President, First Star Safety

#### Carly Kerlakian

Kroger eCommerce Lead, Mondelez International

# **Candice Kramer**

Chief Compliance & Privacy Officer, TriHealth

#### Lisa Lickert

Division President, EMI Network

# Lali S. Minocha, DDS Community Leader

Phyllis Slusher

# Community Leader

**Kelley Brandstetter** Tracv

Partner, Keating Muething & Klekamp

# Amanda van Rooyen

Wholesale Director and Owner, Fabulous-Furs

#### **Brenda Wehmer**

Partner, Dinsmore & Shohl LLP

# Mary Ivers

Founder, Trustee Emeritus



# **DEI Commitment and Action**

Equity is at the heart of the Dress for Success mission, and we are re-affirming our commitment to diversity, equity and inclusion. While diversity, equity and inclusion were already part of our strategic plan, the events of 2020 shook us to the core as an organization, particularly because 65% of the women we serve are Black or African American.

The vision of Dress for Success is a world where women do not live in poverty, are treated with dignity and respect and are strengthening their families and shaping their communities. As we shared in an enewsletter sent last June, Dress for Success was founded on the belief that the socio-economic inequalities that have plagued our society for centuries need to be confronted and remedied in order to achieve our vision. Today, we lean deeper into our work in support of the fight against racial injustice and oppression and in support of our vision of a world where all women are treated with dignity and respect.

Two pandemics converged on a global scale that have illuminated the extent to which women we serve are vulnerable. Now, more than ever, is the time for all of us—every individual, organization, company and level of government—to do our

part to address the pain, poverty and righteous anger racial injustice has caused and the time to support, partner with and be part of organizations dedicated to social change and progress.

To the Black mothers, aunts, daughters and sisters we serve and work beside, know that we hear you, we see you and we will not stop advocating for you. Together, we can do more. Together, we can do better.

That's our re-commitment, and they aren't just affirming words. We *had* to take on this hard work in the midst of everything else we were juggling with the pandemic and our forced relocation.

We've been actively working to create a more equitable organization over the past several years and, in 2019, more formally identified it as a focus of our strategic plan.

We are reviewing our board nomination processes and organizational policies through a lens of diversity and inclusion, and we are committed to working toward a staff, volunteer corps and Board with compositions that reflect our clients' diversity. In fact, we hired an equity consultant to work with us at all levels of the organization. She



# Shecession

trained our Board on racial justice and worked with our executive director on a reorganization that expands opportunity for our staff and created an equitable and inclusive application screening and interview process. She has also helped us rebuild an inclusive volunteer program, as we return to in-person services.

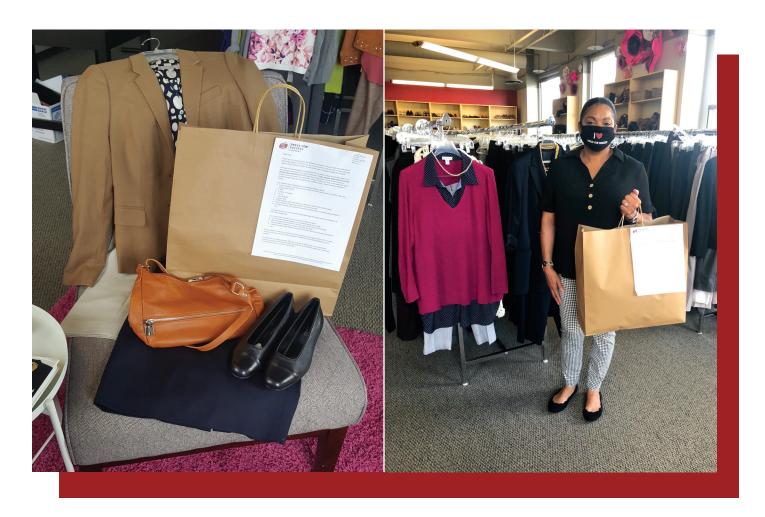
Our work is not done, but we are making true on our commitment from one year ago. We hope you'll join us in this hard work. For the first time in our history, we are seeing what the Institute for Women's Policy Research calls a "shecession"—an economic downturn where job and income losses are affecting women more than men.

A recent CNBC report shared that more than 2.3 million women have left the workforce since February 2020. According to the National Women's Law Center, that brought women's labor participation rate to levels not seen since 1988. In December 2020 alone, women accounted for 100% of the jobs lost.

We are particularly aware that more and more women of color have been furloughed or laid off in our community. Even during the best economic conditions, poverty affects women of color the most. In fact, 20 percent of Black women live in poverty, as does one in three Black children. They are being hit especially hard by the economic fallout from the pandemic. Among people ages 20 and over, the unemployment rate in February 2021 was 8.9% for Black women and 8.5% for Latinas, whereas it was 5.3% for white men.

What's worse, the impact of women's unemployment is also unequal. Black women are more than two times as likely as white women to be the breadwinners of their families.

The Congressional Budget Office is projecting that employment won't return to pre-pandemic levels until 2024. That's three more years of women leaving the workforce at alarming rates.



# **How We Responded**

Like many organizations, Dress for Success Cincinnati was forced to close our doors due to the 2020 COVID-19 Pandemic. With the support of donors, volunteers, clients and staff, we were able to quickly adapt.

We developed a Coronavirus Resources page on our website for up-to-date resources for navigating the pandemic. We mobilized our Program Participant Facebook Group to help our clients stay up to date with our service offerings, including Live Streaming, and moved our Professional Women's Group to virtual meetups.

Further, our clients participated in remote learning opportunities through Accenture's Skills to Succeed Learning Exchange, a free, highly interactive online training program to help find and sustain employment. Each Tuesday, we offered a virtual presentation to supplement individual learning on a select topic.

We developed a no-contact Style Kit pickup service to ensure women had the clothing and accessories they need to begin to get their careers back on track—even during a pandemic. And we offered Career Center appointments by phone or web conference to continue working with our clients on job searches, offering monthly mock interviews with corporate partners by phone and other support to help navigate any pandemic-challenges clients may experience.

In 2020, 378 women received an interview and/or employment styling; 92% of whom expressed increased confidence as a result of the experience, and 99% reported that they would recommend the experience to a friend. That total served is much lower than the number of women who are styled in a typical year. While we missed face-to-face contact with our clients for the last nine months of

2020, we received positive feedback on our Style Kits developed in response to the pandemic's closures.

We also know that pandemic affected more than our client's financial health. It also had a profound impact on their mental health. But among all the turmoil, there was hope—and success.

Jeweleen Lycan first came to Dress for Success for an interview suit back in 2018. Jeweleen was living in a shelter at the time. Today, thanks to support from Dress for Success, she is working full-time in property management, and looking at her future with a career focus. She recently signed up for a mock interview to prepare for a real interview she had later that same day for a position with better pay and benefits.

Jeweleen is still weighing her options to change jobs but shared that she wore the original interview outfit she got from Dress for Success, which gave her confidence during the interview. Furthermore, she has been clean from substance use for five years, recently purchased her own car, and hopes to pursue a long-term career in real estate and property management. She told the Times-Gazette, "If I can do it, anyone can. My life has completely changed. It was an illusion. I had to be shown that."

# **Every Number Tells a Story...**

- 411 total women served in 2020. Due to the pandemic, this was the lowest number since 2000. We're preparing for a huge increase, similar to the recovery from the Great Recession when we served up to 1,800 women annually.
- Over 50% of our 2020 clients are single mothers.
- In post styling survey, 92% of expressed increased confidence as a result of the experience.
- 99% of clients report that they would recommend the DFSC experience to a friend.



# Our Clients Started Working For... Children's Hospital, Cincinnati Police Department, health and nursing agencies, Kroger, non-profits, Randstad, Spectrum, USPS, to name a few...



# PWG Members Hit Milestones... Paying off bills, purchasing a computer, obtaining certifications and graduating from trade schools/programs, obtaining promotion, purchasing a home, increasing emergency funds and starting a vacation fund.



# **Opening Our Doors in a New Location**

Dress for Success will move in June 2021 to 4623 Wesley Avenue, Suite H in Norwood. The move comes as a result of a forced relocation from our downtown Cincinnati building, which is being converted to residential units. While we weren't looking to move, as our lease still had a few years left, we are using this as an opportunity to grow.

The new location allows for offices and meeting spaces, styling boutique, clothing donation center and our earned-income venture, resale boutique, Portulaca, to co-locate on one floor—instead of being spread out on multiple floors, as is the case in their old location. It also has meeting rooms large enough to host all of the organization's group programs on-site. Having such a large space gives us the chance to provide even more seamless delivery of client services and pushed us to dream bigger for ourselves.

We'll also be returning to in person services, including evening and weekend styling options. Our Career Center will again be available for drop-in use and staffed by our partner Cincinnati Works. Our return to in-person Professional Womens Group meetings will focus on coming back together in sisterhood and strengthening our support for one another. We'll also accept clothing donations at our new location every Monday through Thursday from 10 am to 5 pm.



# How you can support women in our community through Dress for Success Cincinnati

Make a **Financial Gift.** A financial contribution is a critical way to support Dress for Success Cincinnati, funding the effective programs and services, which allow us to respond to the changing needs of women and local employers—especially following the pandemic, during which women were disproportionately impacted.

You can send a check directly to our office at 4623 Wesley Avenue, Suite H, Cincinnati, OH 45212 or give by credit card on our website, dfscincy.org.

**Donate Clothing.** Your donations of women's new or nearly-new clothing, shoes and accessories keep us going. Interview and work appropriate items support our StyleHER program, helping women dress to get a job and be successful in the workplace. Dressier and more casual items are contributed to Portaluca, our earned-income, resale boutique.

**Volunteer.** The success of the programs and services we provide is volunteer-driven, and your time and talent support our small staff. Without volunteers, we simply would not be able to fulfill our mission.

A sampling of our engaging volunteer opportunities:

- Career Coach
- Donation Sorting
- HigherHER or PWG Presenter
- Personal Stylist
- Portaluca Boutique Volunteer

Visit the Volunteer Page on our website (dfscincy.org) for current opportunities and to submit a Volunteer Interest form.

# PORTALUCA

SUPPORTING DRESS FOR SUCCESS CINCINNATI

Shop Portaluca Boutique. Open to everyone (and even private events!), Portaluca sells women's new and new-ish clothing and accessories at great prices. We give high quality, donated items a second life, and all proceeds from Portaluca benefit Dress for Success Cincinnati.



# **TransformHER**

To help raise funds for the relocation, Dress for Success embarked on the TransformHER Campaign—the first funding campaign in our 22-year history. The goal is to raise \$1.2 million. We are excited to share that we are nearly to the goal just a couple months since officially announcing the campaign. As of May 2021, we are nearly 90% to goal.

The campaign includes three prongs:

- Moving to a larger location that allows for cohesive programming and strategic growth
- Setting up a Fund for the Future which can only be distributed at the Board of Directors' discretion for new opportunities, programs and important growth
- Building fundraising capacity by establishing a Major Gifts program and recruiting a development director

Our TransformHER Campaign provides the foundation necessary to further help women out of poverty and achieve economic independence, and it ensures we'll be here for all women in our community for many years to come. Join us in support today to help us reach our goal!



# TransformHER Campaign

Gifts and pledges made by December 31, 2020\*

\$50,000+ Frances Lindner

# \$25,000+

CLH Foundation
Jackie Reau
The Spaulding Foundation
Barbara Wagner & Bill
Partin
Western & Southern
Financial Fund
Jody Yetzer & Alexander
Kayne

# \$10,000+

Farmer Family Foundation
Hamilton County Waste
and Recycling District
Ron & Sandy Hitzler
Lisa Massa
Missy & Jeff Richardson
Sibcy Cline
Marsha & David Taylor
Brenda Wehmer

# \$5,000+

Anonymous
Israel Bonnell
Kathy & Greg Brandstetter
Connie & Bill Cussen
Garri Davis
Carolyn Gorman
Mary & Paul Hemmer
Kao
Bill & Beth Ivers
Lisa & Evan Nolan
Elizabeth Rader
Carole & Ed Rigaud
Phyllis Slusher
Amanda van Rooyen

# \$2,500+

Lissa Bertke
Kelley Brandstetter Tracy
Sue & Donald Corken
The David J. Joseph
Company
Carly & Daniel Kerlakian
Elizabeth Sherwood

\$1,000+

84.51°
Eileen Brumback
Judith Daar
Candice Marie Kramer
Myrna Overstreet
Sue & Dale Schoenberger
U.S. Bank

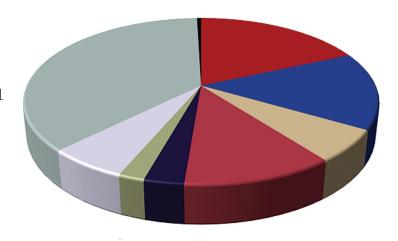
# \$100+

Jennifer Fox Anne Maxfield Lali Minocha Ann Nickolas Linda O'Hara Lindsay Rorick Deanna Sicking Michele Stoffer

# Dress for Success Cincinnati 2020 Support & Revenue

| The Fashion Show                         | \$176,941 | 18%  |
|--|-----------|------|
| Foundation & Corporate Grants            | \$145,713 | 15%  |
| Donated Clothing                         | \$ 59,805 | 6%   |
| Individual Contributions                 | \$112,837 | 12%  |
| Government                               | \$ 89,961 | 9%   |
| Corporate & Organizational Contributions | \$ 19,466 | 2%   |
| TransformHER Campaign                    | \$357,325 | 37%  |
| Miscellaneous Income                     | \$ 4,250  | 1%   |
|  | \$966,298 | 100% |

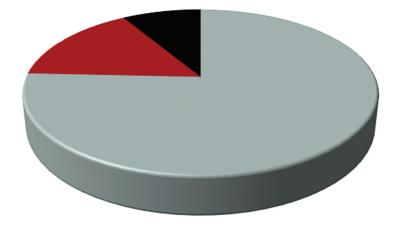
Change in Net Assets: \$594,066 End of Year Net Assets: \$1,181,921



# Dress for Success Cincinnati 2020 Distribution of Expenses

| Program Services       | \$461,742 | 76%  |
|------------------------|-----------|------|
| Fundraising            | \$ 95,696 | 15%  |
| Management and General | \$ 52,469 | 9%   |
|                        | \$609,907 | 100% |

Total 2020 Expenses: \$609,907 Total 2020 Income: \$1,181,921





2020 Champion Circle

Individual giving of \$1,000 or more between January 1 and December 31, 2020.\*

\$10,000 +

Mary & Bill Ivers

\$5,000 - \$9,999

Vicki Herche Oliver Family Foundation Donna Salyers Phyllis Slusher Barbara Wagner

\$2,500 - \$4,999

Pamela Barbash Tarah Cook Megan & Steve Gramke Kelly Hollatz Joann Hubert Anita Minturn Lucy Ward Brenda Wehmer

\$1,000 - \$2,499

Joy Albi
Linda Allen
Luann Becker
Carol Berning
Carol Butler
Manuel Chavez
Cecelia Chewning
Meredythe & Clayton Daley
Nancy DeCastro
Cheryl Derrick
Gabe DiClerico & Bess Wilson
Elizabeth & John Dye
Kay Freyberger

Sharon & Robert Gill

Sarah & James Goldman
David & Lauri Goodwin
Ron & Sandy Hitzler
Paulette Homer
Joy Josephs
Linda Lauch
Mary Pat Lienhart
Julie Mueller
Christine Neyer
Cory Nolan
Lisa & Evan Nolan
Sheila Oeder
Elizabeth Rader

Maribeth Rahe
Missy Richardson
Maureen Sayre
Veronica Schlegel
Elizabeth Sherwood
Richard Slusher
Linnell Sullivan
Daniel Taylor
Amanda van Rooyen
Jane & Jon Votel
Jamila Watson
Jody Yetzer
Irene Zigoris

# 2020 Giving

#### \$20,000+

Carol Ann and Ralph V. Haile, Jr. Foundation City of Cincinnati George B. Riley Trust Estate

#### \$10.000+

Individuals recognized in Champion Circle
Anonymous
The David J. Joseph Company
Western & Southern Financial Group
Wohlgemuth Herschede Foundation

#### \$5.000+

Individuals recognized in Champion Circle

Anonymous

The Austin E. Knowlton Foundation Donna Salyers' Fabulous Furs Huntington National Bank Marge & Charles J. Schott Foundation Mondelez Foods Ohio National Foundation SC Ministry Foundation Sibcy Cline, Inc. Summit Hotel

# \$2,500+

Individuals recognized in Champion Circle

Accenture, LLP

Ameritas Life Insurance Corp Bartlett Wealth Management

Cincinnati International Wine Festival

Cintas

Fifth Third Bank First Star Safety

Givaudan

KMK Law

KeyBank

Northern Kentucky University

Strategic HR Inc. Ulmer & Berne LLP

**UPS** 

William P. Anderson Foundation

# \$1,000+

Individuals recognized in Champion Circle

Custom Design Benefits Delta Gateway Foundation Epsilon Data Management Johnson & Johnson Katz Teller Brant & Hild, LPA

Magnified Giving Northrop Grumman

Pricewaterhouse Coopers LLC

Truepoint Wealth Counsel

# \$500+

Christine O. Adams
Julie Bell Lindsay
Gordon Bonfield
Eileen Brumback
Cherise Burdeen
Janel Carroll
Brooke Charek
Janet Collins
Mr. & Mrs. John R. Couzins

Garri Davis
Susan Deye

Sarah Durocher Saks Fifth Avenue Mary Frances Dirkes

Carolyn Gorman Susan Grathwohl Sandy Hart

Toby Hazen Betsy Hendy Ali Hubbard Jane Ingrey

Karen & Mark Jahnke Carly Kerlakian Lori Landrum

Thomas Lieser Luanne Lucas

Deepak Minocha

Anne Mulder & Becky Gibbs Steve & Geraldine Olson

Kendra Rienschield Ed & Carole Rigaud Jennie Rosenthal

Emily Ryan Veronica Schlegel Melissa Schroer Digi & Mike Schueler

Cindy Scovanner Deanna Sicking

St. Elizabeth Healthcare

Sandra Stude

Joyanna Wesche Blake

Barbara Weyand Ann Wissman

Tracey Zwick

#### \$250+

Gina Barattieri Tesner
Nancy Barczak
Lissa Bertke
Jill Borges
Fawn Boullie
Kelley Brandstetter Tracy
Megan Browdie
Suzi Brown
Jacklyn Bryson
Carol Butler
Terri Carrick
Terri Chesher
Kathy Davis
Tonie Davis Britton

Laura Deters Kathy Dickerson Kara Farnham Freking Myers & Reul Margaret Good Phyllis Gramke Mary E. Gray Sandy Greenwald Francine Gunning Roseann Hassev Michael Heile Mary Hemmer Gavle Hensler Stefanie Hensler Ring Allison Herriott Pat Hinkley Flo Hoffheimer Kathryn Hollister Melissa Hornsby Regina Huseman Nancy Kane **Kroger Company** Cynthia Lucas Karen Luther Elaine Manieri Mary Maune Dale & Gerri McGirr **Bridget McGraw** Mary Miller Katerina Minevich Onnika Mitchell Julie Mueller **Gregory Nolan** Janelle Paynter **Brandy Pence** Adrienne Roach Colin Rvan Chandra Sharath Judy Sheakley Judith Smith Jennifer Snyder Heis Tina Stoeberl Kathleen Stringfield Michelle Sullivan Peggy Sullivan **Amy Tobin** Marcia Togneri Susan Williams Roger & Rosanne Yetzer

#### \$100+

Jessie Zettler

Susie Ackermann Renee Alexander S.G. Alexander Donna Allen Sergio Arreola Ann Bailey Lindsey Baker Marla K. Banks Katie Barnes Jessica Baverman Christopher J. Bedell Irene Behling Debra Bennett Karen Berling

Kathryn Bernard Jinkinson John & Virginia Berten Mary Beth Salyers Tanu Bhati Maureen Bickley

Megan Elicker & Neil Binegar

Sue Blaney Clare Blankemeyer Tara Bolda

Michele Boullie-Nolan

Erica Boyd Janaya Bratton Patricia Buschmann Sharon Butler

Vincent & Janet Campisi **Christine Carleton** Carri Chandler Andrea Clark Lisa Clendenen Marcia Cole Mike Combs Teresa Connolly Lisa Consolino Sara Cooperrider Mary Corley Howard Cox Jamie Cusick Judith Daar

Christine Dauenhauer Valarie A. Davis Ann DeWert Jerry & Judith Diers

Elizabeth Dallman

Jessica Dangelo

Thaddeus & Kathleen Driscoll

Carol Duane Olson Ellen Dunsker Xaviera Edwards Clare Ellerman Jeane & George Elliott Amanda Farrell Janet Fell Kerry Fields

Kay Fittes Stephanie Fitzgerald Brian French Erin Fulton Mary Gaertner Alicia Gerlinger Brad & Angela Gibson Maggie Gibson Anne Gilday Judge

Kimberly Gramke Lynn Groh Lisa Grote Taylor Haag Nancy Habig Angel Harris

Elaine Goderwis

Hugh & Poppy Hawkins

Kris Hemeyer Julie Hensler Margaux Higgins Barbara Howard Pamela Hovnes

Jenell Hubbard Jostworth Household **JPMorganChase** Allison Kahn Rosemary Kapp Lauren Keisler Sherry Kelley Marshall

Marcie Kemper Kendra Scott Kenwood Mall

Jeffrey Keppler Jeanie Knuth Gail Koch

Candice Marie Kramer

Helen S. Kugel Tracey Lanz Michael Laumann Theresa LeCroy Sharon Ledonne Adriana Lehman Adelaide Lenobel Lisa Lickert Sandra Likes Barbara Linder **Dolly Lindley** Lupe Lopez Jacquie Loughery Robert & Marcia Lukin

Kelly Mahan Joyce Maly Rachel Matson

Paul & Elizabeth Mattingly

Karen McFarland Janet McGrath Claudia McKee Joani Means Laura Menge Lauren Midkiff Mary Moran Brian & Lisa Mueller Julie Muething Kelly Mulloy Myers Laura Murphy Nancy Myles Katherine Neff Stephen Nesbitt

Leslie Newman Joan Ogle Becky Osborne Samantha Osborne Laurie Osterhus Francie & John Pepper

Jacqueline Neumann

Melanie Perez Jane Perin Karin Petitt Wells Sanjay Pingle **Emily Prem** Anna Radke Julie Raleigh Jackie Reau Amy Renshaw Debbie Richer Helen Rindsberg Buffie (Carol) Rixey Rene Robers

Lynn Robinson Lauri Rotella Michelle Rothzeid

Mary-Bob Rubenstein

Patty Ryan

James & Sandy Sauer

Amy Scalia Hannah Scheper Christy Scherpenberg Shari Schmidt Sandra Schwartz Catherine Seifert Natalie Selker Seth Shankle Joseph Shaw Lillie Mae Shockley

Susan Snodgrass Cathleen Snyder Catherine Sonnett Carol Sparks Carol Stallo Laurel Streitmatter Michael Suffern

Katie Sweeney Magenheim

Brian & Lisa Tent Ann & Tom Thinnes Brenda Thompson Robin Throckmorton

**UBS Employee Giving Programs** 

Linda Vaccariello Matt Vale Suzie Van Hoy Mary Ann Vincent Emily Weaver Pam Webb Ally Wehmann

Ronald & Alice Weitzenkorn

Melissa Wideman Tonja & Pat Wilson

Lisa Winterscheimer Michel

Darren Yetzer **Candice Young Delores Young** Michelle Young **Torrey Young** Bekah Yoxthimer Meghan Zlatic Nicole Zwissler

<sup>\*</sup> Care has been taken to ensure the accuracy of these lists. If you notice an error, please let us know at 513.651.3372 or Cincinnati@dfscincy.org.



Our New Address!

4623 Wesley Avenue, Suite H Cincinnati, OH 45212 PRSRT. STD. U.S. POSTAGE PAID Cincinnati, OH Permit #4087

# 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.

## Follow us on Social Media



@dfscincy @portalucaboutique



@dfscincy



Dress for Success Cincinnati

