

2013 ANNUAL REPORT



DRESS FOR SUCCESS
INDIANAPOLIS

STAFF 2013



Barbara Ellsworth
Executive Director



Andrea Cowley
Associate Director



Heather Wilson
Administrative Manager

Photos by: Faith Blackwell Photography



Brandy Wright
Suits for Success
Program Manager



Nicole Redding
Suits for Success
Program Assistant



Candice Brisson
Professional Women's
Group Program Manager



Lyland Murphy Ward
Career Development
Program Manager

LETTER FROM THE EXECUTIVE DIRECTOR

Greetings from Dress for Success Indianapolis! As we celebrate our 14th year of service to women in Central Indiana, we are reminded of how far we've come since our early days in the basement of the Church of Promise. Since our inception, more than 10,500 women have benefitted from the services provided through our Suits for Success, Professional Women's Group and Career Development Center programs. The women we have the privilege of serving face challenges that extend far beyond finding a job. Most face barriers that require long-term support, perseverance and essential career development tools to help them thrive in work and in life.

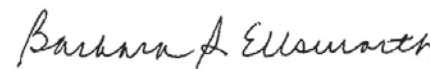
Our Suits for Success Program continues to grow and 2013 was no exception. Ninety partnering agencies referred more than 1,100 women to us for interview attire, and 323 women returned for work wear once they secured employment.

Our Professional Women's Group also expanded its programming and served more women than the previous year. Ninety-three women attended at least one PWG meeting, 83 women were considered active and 11 women graduated into Lifelong status. We continued to offer a Financial Literacy series and were thrilled to partner with Charles Schwab to create an Advanced Financial literacy course! A total of 23 women participated in these programs taking them one step closer to self-sufficiency.

In 2013, our Career Development Center provided career development and job search assistance to 382 women, up from 336 in 2012. We continued to offer our Going Places Network by Walmart program as well as a week long computer training class. Forty-six women participated in the GPN series, and 68% secured employment by the end of the year!

The women we serve have their own unique stories and journeys to success. As they walk through our doors, economically disadvantaged but rich with potential, our staff and volunteers give them much more than just a suit. They offer them the confidence, encouragement and support they need to realize their dreams. Our programs are sources of inspiration, havens of hope and beacons of light for women striving to create better lives for themselves and their families. Thank you to every volunteer, donor and community partner who has supported our efforts to help our women thrive in work and in life. We appreciate you from the bottom of our hearts.




Barbara S. Ellsworth
Executive Director

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Our Mission

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.

Who We Serve

The single mother who is looking for a job that will give her the income needed to raise her children. The woman who has just left prison and has no idea how to start over, or how to pick up the pieces of her life. We serve the unemployed or underemployed woman who wants something better. When she puts on the perfect suit from our boutique or learns how to put together a resume that shows off her skills, she gains confidence, and can hold her head a little higher. She is prepared for her first interview, or to confidently walk into a career fair and talk to recruiters. Each woman has a different story and different goals. Through Dress for Success Indianapolis and its programs, she lays the groundwork for achieving her goals by receiving appropriate preparation for the workforce. When she secures a job, she is able to return to Dress for Success Indianapolis to receive further support and development to obtain her ultimate goal: self-sufficiency.

What We Believe

We believe that a self-sufficient woman is an asset to herself, her family, our community and the world.

THE LAYERS OF SUCCESS, OUR PROGRAMS

The heart of our organization lies in three programs that combine to support the Dress for Success Indianapolis mission. Through these programs, Dress for Success Indianapolis has been able to serve over 10,500 women since 2000.



"I love the support I get here."

Anonymous

Faith Blackwell Photography

Suits for Success

The first few moments in an interview are often the most critical. The interviewee only has one chance to make a first impression on a potential employer, and the outfit she chooses can make all the difference. The Suits for Success program provides women with a complete outfit (suit, blouse, hosiery, shoes, purse, and jewelry) for their interview, as well as workforce apparel once they obtain employment. Each woman who participates in this program is referred to Dress for Success Indianapolis through our partner referral agencies. She is paired with her own volunteer Personal

Shopper who not only helps her choose a great outfit, but also provides a priceless confidence boost by providing interview tips and guidance during her appointment. Suits for Success served 1,156 women for interview suits in 2013 and 323 for work attire. The women who have participated in the program are reaching significant employment and independence goals. We know the path ahead is still long, so we launched the Professional Women's Group and the Career Development Center to assist them along the way.

Professional Women's Group

In 2013, ninety-three newly-employed women participated in a group specifically designed to support and strengthen their job and life skills called the Professional Women's Group (PWG). The concept of this program was developed by Dress for Success Worldwide who recognized that job retention is crucial in a woman's journey to self-sufficiency. Financial stability and a grasp of life skills are deeply entwined in a woman's professional success. Learning the written and unwritten rules of the workplace, how to balance work and life, and having basic health and fitness knowledge are all keys to success and are the main foci of the Professional Women's Group. Knowledge of

these concepts allows women to retain their jobs and advance in their careers, continuing them on a path to set and achieve their goals. PWG works with the Suits for Success and Career Development Center programs to offer a continuum of recourses to all the women that we serve. The group was established in 2006 and has since grown to include two levels of membership, two meetings per month, an annual personal financial literacy course, book discussion groups, community events, a volunteer project and other growth opportunities for the women who participate. The membership for this program comes from Suits for Success clients who are now employed and now boasts more than eighty active members.

Career Development Center

In May 2009, our Career Development Center opened. This is the newest of three programs that work together to provide the support needed for a woman to succeed in achieving her professional goals. It includes a computer lab, individualized career support, resume assistance, skill building workshops and pre-employment training. There is someone there every step of the way to help our clients find a job, put together an excellent resume and practice the interview process.

The Career Development Center plays an integral role in supporting our mission by providing the job readiness skills, support and assistance needed for women in our community to be successful at reaching their goals of obtaining employment and growing their careers.

In 2013, our affiliate was awarded the Compass award by Dress for Success Worldwide honoring our commitment to providing exceptional programming and diligent tracking of program outcomes for The Going Places Network by Walmart course. This series helps unemployed and underemployed Dress for Success clients gain professional skills, accelerate their job search and build confidence through weekly training sessions, one-on one career

coaching and networking in a supportive environment. We are proud to say that fifty seven percent of the women who participated in the series gained employment by the end of the session.

Volunteers - The Heart of Our Success

We could not even begin to reach the 10,500 women we have been able to serve without the steadfast commitment and passion of our volunteers. In 2013, our organization and the women we served benefited from the efforts of over 400 volunteers and over 5,500 hours of volunteer time. We want to say thank you to the hundreds of volunteers who have given their time, clothes, expertise and support to help forward our mission. You have transformed lives. On behalf of the women we serve each day and our organization,

THANK YOU

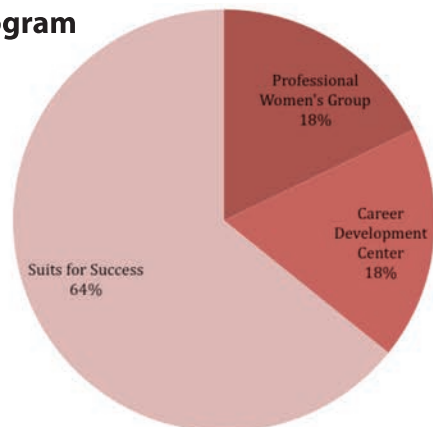
THANK YOU

**THANK
YOU!**

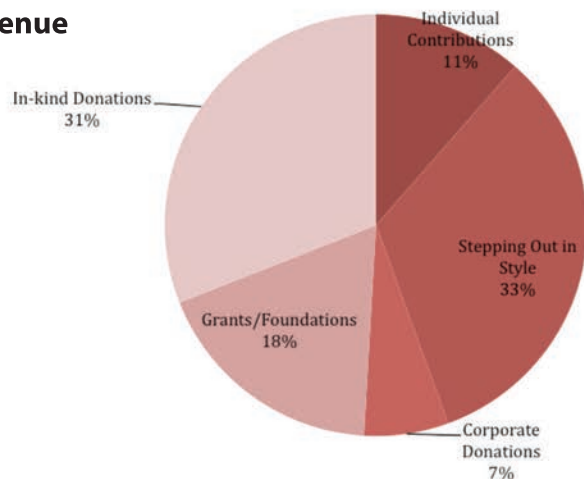


2013 FINANCIALS

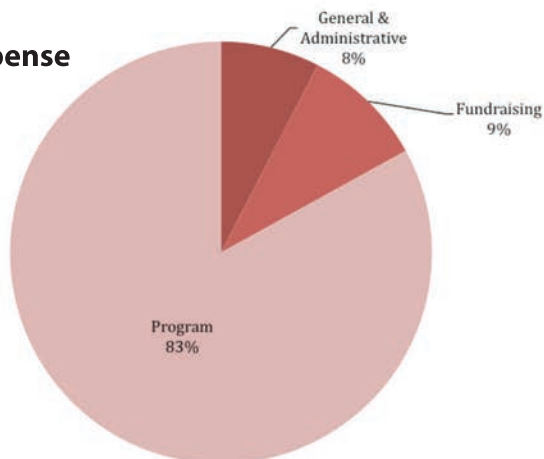
Expense By Program



Revenue



Functional Expense



2013 ANNUAL FUND DONOR RECOGNITION

Because of your direct support in 2013, Dress for Success Indianapolis was able to reach over 1,400 women in our community with clothing, confidence and career support services. On behalf of the women who found transformative experiences because of your generous support, thank you. This list recognizes gifts made to our annual fund from Jan. 1 - Dec. 31, 2013.

Accurate recognition is very important to us, and we have made every effort to ensure that the list is correct.

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