



20

23

DRESS FOR SUCCESS AUSTIN
IMPACT REPORT

TABLE OF CONTENTS

WELCOME	3
2023 IMPACT	4
FINANCIALS	5
WHO WE SERVE	6
CLIENT SPOTLIGHTS	7
COMMUNITY IMPACT	8
DFSA TEAM	9
GRATITUDE	10-11

Dear DFSA family,

As we reflect on 2023, we are filled with immense gratitude for your unwavering dedication to our mission. Your commitment has empowered hundreds of women to unlock their potential and begin their journey to independence and the ability to support themselves and their families.

In 2023 we discovered:

- The need for our services continues to increase year-after-year as women are redefining their career goals and trying to earn a living wage.
- Our programs are giving women the career tools they need to leave domestic violence and insecure housing situations. In 2023, 45% of our clients experienced domestic violence and 30% experienced homelessness or were living in a shelter.
- After completing their first program, each client is returning to participate in an additional workforce development program at least 3 more times (a 152% increase from 2022), proving our programs are solidly supporting career success!
- Virtual programming remains imperative, with clients choosing this option 46% of the time to mitigate transportation and childcare obstacles.
- 84% of our clients are the head of their household, and 75% are mothers which means they need to earn at least \$32.49/hour to support themselves and their families.

Together, in 2024, we will:

- Continue to help Central Texas women set goals that will guide them to a satisfying and sustainable career.
- Reduce the time it takes for women to secure employment by offering our Path to Employment program year round. **90% of the Path to Employment graduates who were actively seeking employment found a job after program completion.**

We continue to be inspired by the accomplishments of the women we serve - their renewed confidence, newfound skills, and strengthened sense of hope that shines through every woman who walks through our doors. With your support, we are beginning 2024 with optimism and an even stronger commitment to serving more Central Texas women.

Sincerely,



Mia Johns
Executive Director



2023 IMPACT



920 women served **3,606** units of service* provided **3.92** units of service* per client **469** mentorship hours completed **938** appointments completed

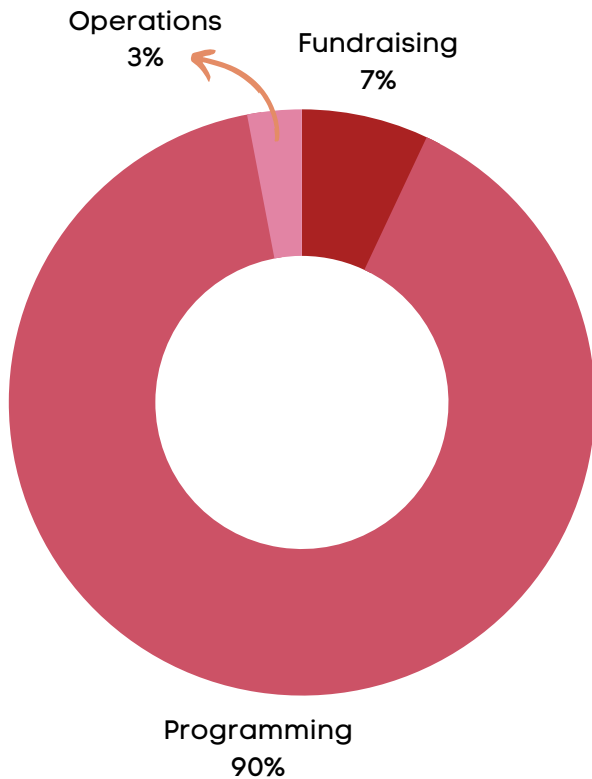
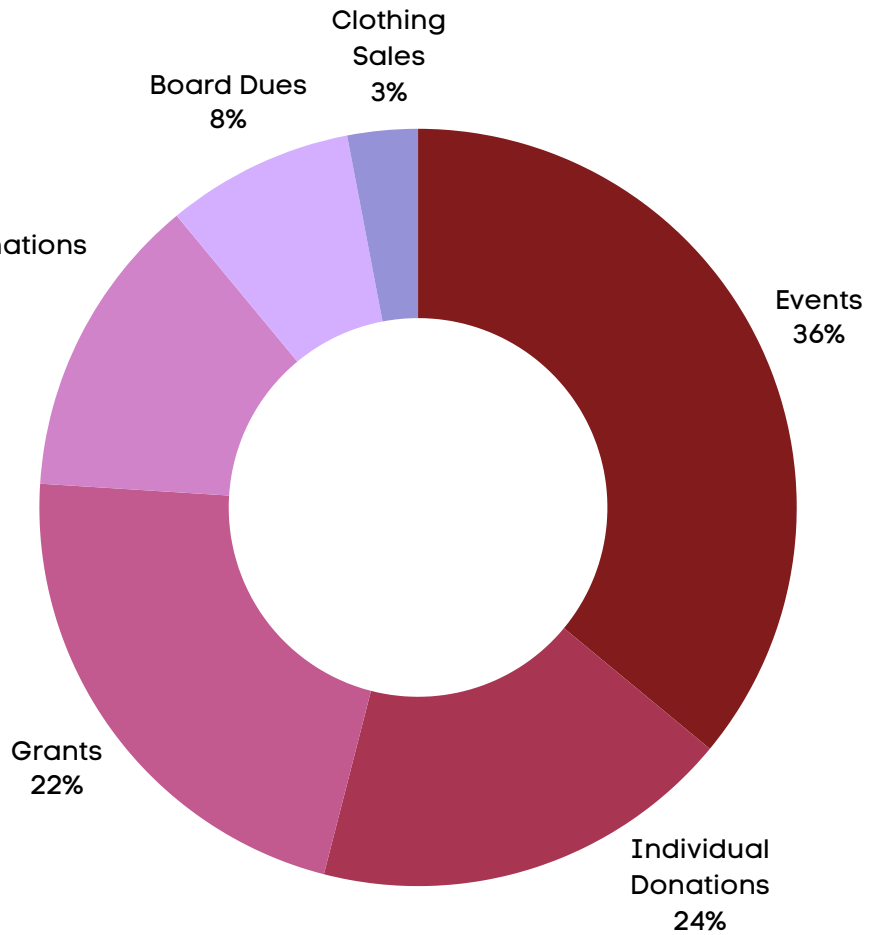
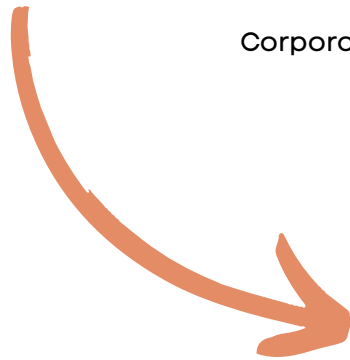
We support women through **six** workforce development programs designed to help them become economically independent: **mentoring, financial education, one-on-one career coaching, employment retention, veteran support, and professional styling.**

In 2023, more women returned for assistance at a rate of 3.92 units of service* per client, **131% higher** than our projected goal. We were thrilled to see the significant impact of our programs, by clients returning not just once, but **nearly four times**, to access our services.

*Units of service = the total number of hour-long appointments held

INCOME

\$729,509



EXPENSES

\$717,207

90% OF OUR EXPENSES ARE ALLOCATED TO MAINTAINING AND GROWING OUR WORKFORCE DEVELOPMENT PROGRAMS, WHICH PROVIDE WOMEN WITH THE TOOLS THEY NEED TO SUCCEED IN THEIR CAREERS.

WHO

84%

of our clients are **single***

*this includes separated, divorced + widowed women

19%

of our clients identify as members of the **LGBTQ+** community

37%

of our clients identify as **Hispanic/Latinx**

27%

identify as **Black/African-American**

26%

identify as **white**

14% identify as multi-racial, other, Asian-American or Indigenous American

DO WE

45%

of our clients have experienced **domestic violence**

62%

of our clients are working towards or have completed a **college degree**

41%

of our clients earn \$0-9K/year (**\$0-4/hour**)

17%

earn \$31-40K/year (**\$15-19/hour**)

10%

earn \$20-30K/year (**\$10-14/hour**)

Austin's living wage is **\$32.49/hour** for single parents with one child, according to MIT's living wage calculator

SERVE?

75%

of our clients are **mothers***

*and **62%** have at least one child under 18

30%

of our clients are living in government housing, shelters or **experiencing homelessness**

76%

of our clients fall between **20 and 49 years old**

CLIENT SPOTLIGHTS



ROYA IS EMPOWERED TO PURSUE HER DREAM CAREER

Roya graduated from our Path to Employment program. With the help of a mentor, she has fine-tuned her resume and cover letter, and gained the confidence to pursue a role as an executive assistant.

[READ MORE](#)



JULIANA STRIVES TO BE THE NEXT LONGHORN WOMAN IN TECH

Originally from San Antonio and a second generation college student, Juliana is looking forward to pursuing a career in UX research, a male dominated field.

[READ MORE](#)



ASINAH IS TRANSFORMING COMMUNITIES IN KENYA WHILE ENHANCING HER CAREER

Asinah shares how she's utilized tools from Dress for Success Austin to start a women's group and youth group in her home country of Kenya.

[READ MORE](#)



SALIYAH PURSUES A NEW CAREER AND FUELS HER PATH WITH HIGHER EDUCATION

Saliyah is a working mother pursuing a career in communications with plans to return to school to earn her bachelor's degree and inspire her sons.

[READ MORE](#)





TOTAL
VOLUNTEER
HOURS

1,646

COMMUNITY PARTNERS

100+
nonprofits

75+
for-profits

SUSTAINABILITY

THROUGH CONSIGNMENT & RECYCLING

\$25K

raised in
clothing sales

15

tons of
CO2 saved

135K

gallons of
water saved



MIA JOHNS
EXECUTIVE DIRECTOR



LAURIE ANNEAR
DIRECTOR OF DEVELOPMENT



CANDY CANTRELL
DIRECTOR OF VOLUNTEER
ENGAGEMENT



ALEXIA LOPEZ
COMMUNICATIONS MANAGER



LINDY WARNER
PROGRAM MANAGER



HIBAH SIDDIQUI
COMMUNITY & CLIENT
ENGAGEMENT MANAGER



SYDNEY PIWONKA
DEVELOPMENT COORDINATOR

D
F
S
A

T
E
A
M

THANK YOU

GRATITUDE

BOARD OF DIRECTORS

EXECUTIVE BOARD

Sarah Wasaff, President
Andrea Nicholas, Vice President
Paula Harmon, Treasurer
Rebecca Dark, Secretary

MEMBERS

Mimi Bond
Teri Evans
Lisa Lucero
Leanne Metcalfe
Diane Ramos
Trena Robinson
Dubravka Romano
Vandana Singh
Tom Thornton

EMERITUS BOARD

Mark Turpin, Chair
Bethany Allee
Bobbi Dangerfield
Kellie Duhr
Elizabeth Hadley
Lisa Kaufman
Ellen Sauer
Mary Tipps
Leslie Ward

CIRCLE OF IMPACT

Greta Gonzales, President
Christina Rinaldi, Vice President
Alyssa Rolfe, Treasurer
Brenda Kodawa, Secretary
Teri Thompson, Development Chair
Summer McAfee, Membership Chair
Katelyn Murff, Communications Chair
Kathy McClure, Events Chair

DONORS

\$25,000+

Adam R. Scripps Foundation
Experian
Hand and Stone Spa
Pat Roback & Doug Warner

\$10,000-\$24,999

Alert Media
AT&T Foundation
Capital One
Hood Endowment
Independent Financial
Junior League of Austin
Lola Wright Foundation
Nelson Rusche Foundation
Vandana Singh
Tito's Handmade Vodka

\$5,000-\$9,999

AMD
Dell Technologies
Paula Harmon
Koonce Family Foundation
ML&R Wealth Management
Diane Ramos
Dubravka Romano
Ellen Sauer
Texas Hospital Insurance Exchange
Texas Mutual Insurance
Women's Independence Scholarship Program



\$5,000-\$9,999 cont.

Canva
 Charles Schwab
 Garrison Family Foundation
 Shirley Kaufman
 Teri Thompson

\$2,500-\$4,999

Bethany Allee
 Laurie & Brent Annear
 Aon
 Parke & Lena Ballantine
 Beck-Reit Commercial Real Estate
 Mimi Bond
 Broadway Bank
 Lane Bryant
 Brittany Castillo
 Elizabeth Cooper
 Dangerfield Family Foundation
 Rebecca Dark
 Kristen Davis
 Kate Evetts
 Katie Fritts, Underclub
 Frost Bank
 Amy Green-Hinojosa
 Sharon Hall
 Blythe Jewell
 Davis Kaufman
 Lisa Lucero
 Leanne Metcalfe
 Kathy McClure
 Myer Family Foundation
 Andrea Nicholas
 Jean Rankins
 Raymond James & Associates
 Trena Robinson
 Cynthia Roden
 Loreal Sarkisian
 Shuel Family Foundation
 Talbots
 The HT Group
 Thomas Thornton
 TJ Maxx
 Mary Tipps
 VMware
 Leslie Ward
 Sarah Wasaff

\$1,000-\$2,499

Michelle Apodaca
 Apple
 Applied Materials
 Bogle Vineyards
 Brown Advisory
 Kay Willis Brumley
 Lee Caldwell
 Candy & David Cantrell
 Cresa Cares Inc.
 Allison Feldstein
 Johnny Franco
 Justin Godfrey
 HEB
 Tamar Hermes
 Morgan Hillhouse
 Keegan Hunter
 Impact Vintage
 Darshana Kalikstein
 Kendra Scott
 Brenda Kodawa
 Katherine Korytkowski
 Salvador Lara
 Cortney Lebens
 Eunjoo Lee
 Vanessa McElwrath
 Robert Miller
 Erin Molloy
 Margaret Murray-Miller
 Nina Berenato Jewelry
 Kati Ohlmeyer
 Shelia Patrick
 PIMCO Foundation
 Mandy Power
 Redis Inc.
 Christina Rinaldi
 Rachel Rucker
 Dina Sherzer
 SmartEgg
 Kristin Soro
 Texas Methodist Foundation
 Wilson Sonsini Goodrich & Rosati
 Women in Public Finance Texas Chapter

\$500-\$999

7X24 Central Texas
 Cynthia Akatugba

Jessica & Sascha Allendes
 Erin Bach
 Bianca Bellavia
 Sally Bowman
 Allison Breda
 Kate Burke
 Camden Living
 Sarah Carter
 James David Carter
 Katie Dryer
 Tammy Edgerly
 Janet Elliott
 Stephanie Flores
 Lidia & Jim Frayne
 Dana Fuller
 Jennifer Galbraith
 Gartner
 Mary Anne Griss
 Hollie Hempel
 Jennifer Hutcheson
 Lynda Young Kaffie
 Brigitte Kivisto
 Selah Kneubuhl
 Marshall Korn
 Ryan Lanier
 Romi Lessig
 Allison Mandaville
 John Medina Jr.
 Samantha Midler
 Katelyn Murff
 Nicole Nutt
 Tina Ochoa
 Omni Austin Hotel Downtown
 Dina Phillips
 Megan Podd
 Krystal Reyes
 Alyssa Rolfe
 Cari Rothfeld
 Felipe & Celina Sanchez
 Stuart Smith
 SMPS Austin
 Cathy Odom Staples
 Kelsey Stephens
 Nita Teng
 Eric Thorson
 Kelsey Torres
 Jenni Usher
 Megan Vrono
 Wells Fargo
 Linda Wofford

THANK YOU



We 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.



DRESS FOR[®]
SUCCESS
AUSTIN