



DRESS FOR SUCCESS AUSTIN
2021 ANNUAL REPORT

TABLE OF CONTENTS

WELCOME	3
2021 IMPACT	4
CLIENT JOURNEY	5
CAREER SERVICES	6
CLIENT SPOTLIGHTS	7-10
DIVERSITY + INCLUSION	11
VOLUNTEER SPOTLIGHT	12
COMMUNITY IMPACT	13
FINANCIALS	14
DFSA TEAM	15-16
GRATITUDE	17-18
HOW TO HELP	19

Dear DFSA family,

Together, we are changing lives!

As we continued to navigate the pandemic and serve Austin women through 100% virtual services, 2021 was an impactful year! Our six workforce development programs continue to contribute to systemic change in our community by providing women with the opportunity for gainful employment.

In 2021, the women Dress for Success Austin served:

- Gained confidence to apply for their dream job or reenter the workforce
- Accessed our resources and networks to advance in their careers
- Improved their resumes, interview skills, and got the jobs they wanted
- Provided for their families and gave back to their communities

One of our greatest successes last year was the launch of our new mentorship program: Path to Employment. After hosting six cohorts, we found that **85%** of graduates actively seeking employment found jobs. As the pandemic continues, **2.4 million** women are still without jobs, making this program more critical than ever in helping women return to the workforce.

Although our plan to reopen in January of 2022 has been delayed, we remain confident that we can continue to serve the women of Central Texas through our comprehensive virtual services. We don't know what we will face in the year to come; however, we do know that we can't do this without you.

Together, we will continue to empower women and provide them with the opportunities they need to become economically independent. Thank you for your ongoing support!

Sincerely,



Mia Johns
Executive Director



impact

506

↑ individual women served
30% increase from 2020

308

↑ clothing packages distributed
122% increase from 2020

path to employment mentorship program

82%

graduation rate

347

hours of mentorship

85%

employment rate

2,641

↑ units of service provided
80% increase from 2020

5.2

↑ units of service/client
57% increase from 2020

MEETING WOMEN WHERE THEY ARE



I NEED A JOB, BUT THERE ARE PERSONAL BARRIERS I NEED TO TACKLE FIRST

connect client with helpful community resources

continue checking in until client feels ready to start their job search

HOW WE HELP

help client set career goals; create or refine a resume, cover letter, LinkedIn profile; organize job search and prepare for interviews

provide client with professional clothing for interviews

match client with a mentor to help them on their job search journey

connect client with local professionals through workforce development workshops

I NEED A JOB, BUT I NEED HELP SEARCHING + APPLYING



I HAVE A JOB, BUT I WANT TO CONTINUE TO GROW AND ADVANCE IN MY CAREER

provide client with skills to become financially independent

connect client with a network of employed women who have the same goals

continue offering the same support and services client received when they were unemployed

CAREER SERVICES

MENTORSHIP

Women are matched with mentors in their industry of interest for a six-week job-readiness program. Learn more [here](#).

EMPLOYMENT RETENTION

Employed women meet monthly to support each other and hear from local leaders on personal and professional development topics. Learn more [here](#).

FINANCIAL EDUCATION

Women learn the basics of saving, intentional spending, building credit, and becoming debt free on their journey to financial independence. Learn more [here](#).

VETERAN SUPPORT

Women veterans learn how to translate their skills for the civilian workforce and are provided with professional clothing and headshots. Learn more [here](#).

PROFESSIONAL ATTIRE

Interviewing or newly-employed women are provided with professional clothing, including shoes, undergarments, accessories, toiletries and cosmetics. Learn more [here](#).

ONE-ON-ONE COACHING

Women seeking career advice are matched with trained volunteers for unlimited 1:1 coaching sessions. Learn more [here](#).

SKILLS WORKSHOPS

Women hear from local and national companies on a variety of workforce development topics.

STEP BY STEP LATRETIA MCGRAW

Latretia had just transitioned from a shelter to public housing when she was offered an office job with Round Rock Housing Authority. She was referred to DFSA for professional clothing.

“ I ARRIVED TO SMILES AND A CALM AND WELCOMING DEMEANOR [FROM THE VOLUNTEERS]. I FELT SAFE.

Now, eight years later, she has participated in multiple career development programs that have given her the tools to work toward her personal and professional goals. Her favorite program so far has been our financial education course. During the program, she set a goal to save enough money to purchase a home, and in November of 2020, she did just that.

She is currently employed as a Financial Administrator and said she enjoys working with numbers and data. Her goals for 2022 are to "keep her head up" and find a role where she can utilize her leadership and analytic skills.

When asked how her life has changed since becoming involved with DFSA, Latretia explained, "I now believe I have the tools to have good things happen in my life. I have gained the knowledge to avoid negative thinking and create positive changes in my life. I have learned that things change when I take the first step and keep taking steps to make things better. I know that I am worthy of the love and life I deserve."



"QUEEN" OF POSITIVITY DEBRA ZIEGLER-JOHNSON



In 2016, Debra was referred to DFSA for professional clothing after being laid off from a temporary agency.

She was outfitted with interview clothing and hired as a Retail Supervisor at the airport shortly after.

Due to COVID, she was laid off again after four years. Since then, Debra has taken the opportunity to pursue other passions, like writing and public speaking. She recently finished writing a book, which was accepted by a publisher and is in the process of being illustrated.

She also cites her 2020 job loss as one of the reasons she got reconnected with her DFSA community. She describes the volunteers she's worked with as "adopted sisters" and "beautiful queens".

"I've connected with some awesome queens who help hold each others' crowns straight," she said. "Thank you DFSA. Because of you, I can still keep my crown straight at 66 years young and continue to help others do the same."

Debra has several exciting speaking opportunities lined up for 2022 already, but one of her main goals is to support and empower others.

She shared, "I intend to start my new journey by continuing to encourage queens all over the world to be the boss of their own lives unapologetically, live with purpose, practice self care daily, be humble, be kind, have empathy and compassion, and be authentically themselves."



I WAS SENT [TO DFSA] NOT KNOWING IT WOULD BE THE BEGINNING OF A FOREVER RELATIONSHIP.

MENTOR MAGIC

MEGHAN SMITH

Meghan was unable to find stable employment in 2020 due to the pandemic. She was underemployed in a 'necessary worker' role that she wasn't passionate about and that didn't align with her career goals. When she was laid off in February of 2021, she took the opportunity to get back on track in her professional life.

Meghan knew about the services DFSA provided and sought our help to prepare for her workforce reentry. She enrolled in our Path to Employment (P2E) program and got matched with a mentor who helped her navigate the job search process.

"Having a professional community was something that I had lacked for so long," she said. "I was astounded at the breadth of experience and generosity that I encountered, as well as humility and truly peer-like attitude. Some of my best experiences through P2E came from simply having another woman to connect with about my insecurities, concerns and lack of focus."

After graduating from P2E, Meghan is working as a Clinical Research Site Manager. While she is still trying to find "the right fit" for her skills within this field, she reports having a renewed sense of ambition and confidence in herself. In 2022, Meghan plans to continue the search for her professional identity and a passion project that aligns with her career goals.



I AM A WORK IN PROGRESS. IF ANYTHING, I AM MORE MOTIVATED TO KEEP CONNECTING, NETWORKING, AND EXPANDING MY PROFESSIONAL FOOTPRINT.

FINDING FULFILLMENT KATIE GILL

Katie began her journey with DFSA back in 2017 when she heard about one of our programs through a women veterans networking group.

"Back then, I had just left a toxic job environment and I felt lost," she said. "I was fortunate enough not to be financially desperate, but I was emotionally empty and didn't feel capable of doing anything more than a retail job. There's nothing wrong with retail, but I wanted something different."

After working with our volunteers and participating in several career development programs, Katie said she gained the confidence and tools she needed to take the next step in her career. She chose to go back to school and pursue a degree in social media management. She now works as a Community Manager for several online communities and has "finally moved into a profession that fulfills her."

“

DFSA HAS BEEN MY GO-TO RESOURCE WHEN I NEED HELP FOR SOMETHING. THEY HAVE PROVIDED ME WITH REFERRALS AND INFORMATION WHEN I'VE NEEDED HELP BEYOND THEIR SCOPE OF WORK.

She continued, "Their suiting program has been instrumental in boosting my self-esteem and confidence. It's not just the clothes -- although that is lovely -- it's that the volunteers' confidence rubs off onto me. I cherish that."

In 2022, Katie is working toward securing a raise, continuing her education and improving her public speaking abilities.

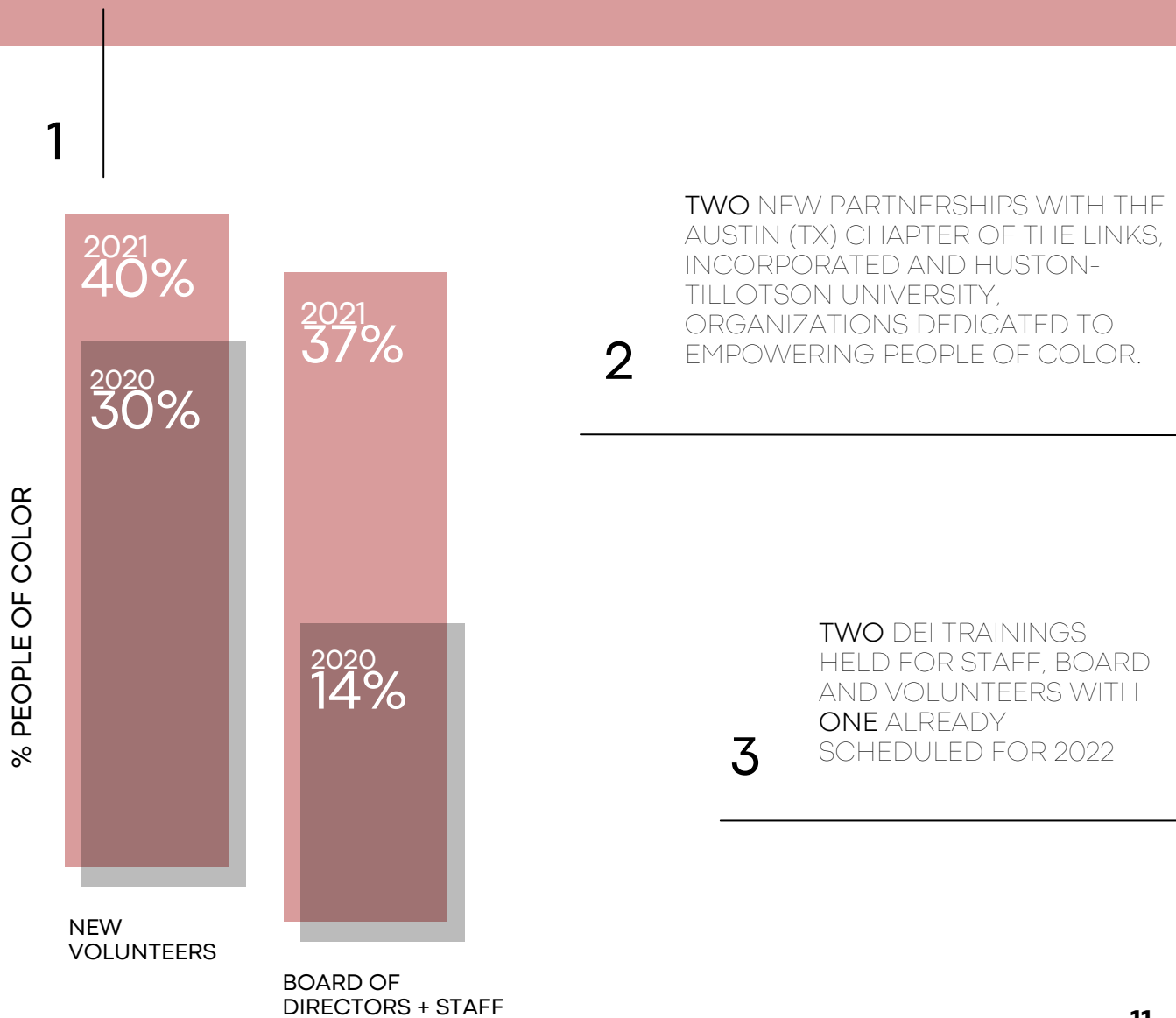


DIVERSITY, EQUITY & INCLUSION

Last year, we set a goal to become a more inclusive organization. Our main intention was, and still is, to create a space where all clients feel comfortable, safe and seen. Broken down, that goal translated into three action items:

- recruit more diverse staff, board members and volunteers
- collaborate with like-minded community organizations that uplift minority groups
- continue educating staff, board and volunteers on anti-racism; allyship; and diversity, equity and inclusion practices

There is still work to be done, but we want to acknowledge the progress we've made.



MEN SUPPORTING WOMEN

ERIC THORSON

Eric first got involved with DFSA in 2020 after hearing about our need for virtual volunteers through his good friend and our Director of Volunteer Engagement, Candy Cantrell.

He started as a mentor for the first cohort of Path to Employment (P2E) and, in his words, "never looked back". He has now guided three mentees through the six-week program and the job search process. Eric recognizes that the program isn't just about finding a job; it's about building a career.

When asked what he enjoys most about volunteering, Eric shared, "My absolute favorite part of volunteering for DFSA is having the chance to make a difference in someone's life and the feeling of accomplishment that my mentees find as they recognize their own strengths

and abilities. I can't speak highly enough about how the DFSA team has created programs that are supportive, well-run, and give just as much to the volunteers as they do to the program participants."

Eric has always been passionate about giving back through volunteering, but he said the DFSA mission resonated with him from day one.

He added, "Supporting and empowering women is a critical need in driving both equality and social growth in today's world. DFSA is at the forefront of enacting positive change."



COMMUNITY IMPACT

We take pride in how we show up in our community. Not only do we support women with career resources, but we partner with nonprofits and for-profits to create opportunities for our clients and bring awareness to our mission. We also support sustainable fashion and its environmental benefits through consigning our extra clothing donations. We're here to help Austin women, but we're also here to help Austin.

80+
nonprofit partners

COLLABORATION
20+
for-profit partners

CONSIGNMENT

Fast fashion is an environmental issue and a women's issue. **80%** of our apparel is made by young women outside the U.S. who make an estimated **\$96/month**.

In 2021, we raised **\$28,000** through consignment with **12** local and national retail partners. Roughly **90%** of the donations we receive cannot be used for our clients. However, from the moment a piece of clothing enters our space -- whether it's given to a woman in need, consigned or recycled -- **nothing goes to waste.**

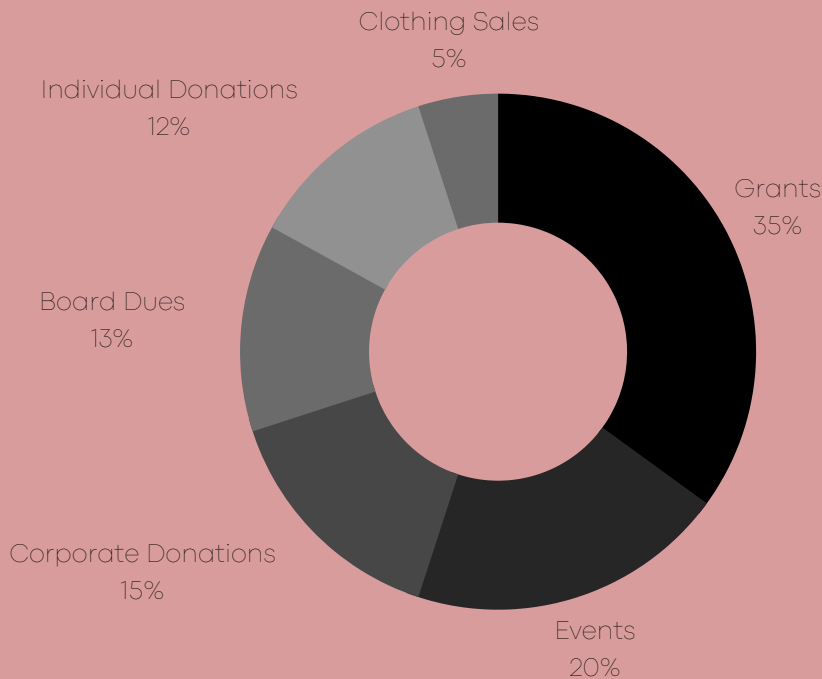
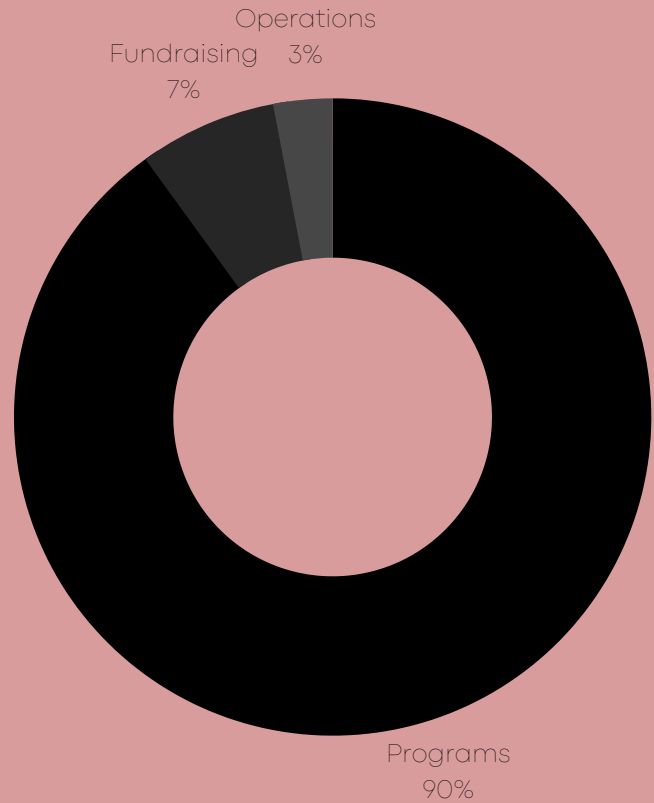
30K
pounds of CO2 saved

137K
gallons of water saved

FINANCES

EXPENSES
\$425,000

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.



INCOME
\$561,000

STAFF



MIA JOHNS
EXECUTIVE DIRECTOR



LAURIE ANNEAR
DIRECTOR OF DEVELOPMENT



CANDY CANTRELL
DIRECTOR OF VOLUNTEER
ENGAGEMENT



TEAL GARTH
COMMUNICATIONS MANAGER



AMANDA MILLER
PROGRAM MANAGER



HIBAH SIDDIQUI
ADMINISTRATIVE + PROGRAM
ASSISTANT

board of directors

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Bethany Allee, Secretary

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Leslie Ward

circle of impact

ABOUT COI

In July of 2021, DFSA launched a new networking and giving group: **Circle of Impact**. This group of passionate individuals is dedicated to empowering Austin women by supporting DFSA's career development programs and raising awareness of our mission to help women secure gainful employment. Learn more [here](#).

EXECUTIVE BOARD

Dominique McLeggan-Brown, President
Karen Stevens, Vice President
Faye Dedrick, Treasurer
Mary Anne Griss, Secretary

Sara Al-Hardan, Events Chair
Candice Ferrales, Membership Chair
Jaima Russell, Communications Chair
Carol Urton, Development Chair

\$20,000+

A Glimmer of Hope Austin
 AT&T Foundation
 Capital One
 Experian
 Hand & Stone Spa
 Moody Foundation
 Patricia Roback
 TCTX Serve Program

\$10,000-\$19,999

City of Austin
 Gannett Foundation
 Garrison Family Foundation
 Lola Wright Foundation
 Ellen Sauer
 The Atlas Project
 Walmart Stores, Inc.

\$5,000-\$9,999

Applied Materials Foundation
 Capital Metro
 Emerson
 Junior League of Austin
 Shirley Kaufman
 Koonce Family Foundation
 Nordstrom
 Tito's

\$3,000-\$4,999

Derek and Heather Beitzel
 Nina Berenato
 Bogle Vineyards
 Dangerfield Family Foundation
 Sharon Hall
 Velincia Jones
 Robert Miller
 Andrea Nicholas
 Paula Ortiz-Harmon
 Diane Ramos
 Thomas Thornton
 Tricia Tumlinson
 Sarah Wasaff

THANK YOU

\$1,000-\$2,999

Accenture
 Bethany Allee
 Austin Women in Technology
 Fayruz Benyousef
 Mimi Bond
 Broadway Bank
 Central Texas OB/GYN Associates
 City of Austin Housing Authority
 Charles Schwab Foundation
 Alyssa Clark-Anaman
 Courtney DeBower
 Shari Daniels
 Davis Kaufman
 Faye Dedrick
 Tammy Edgerly
 Aaron and Jenna Glass
 Angela and Justin Godfrey
 Elizabeth Hadley
 Sharon Hausman-Cohen
 HEB
 Dianne and Greg Hillhouse
 Hope Presbyterian Church
 Mia and JD Johns
 Lynda Kaffe
 Erin Kurusz
 Lisa Lucero
 Jacquelyn Maroney
 Laney Marx
 Maxwell Locke & Ritter
 Nancy Nicholas
 Norman Dedrick Charitable Fund
 Whitney Otstott
 Lorene Phillips
 Pink Granite
 The Post Charitable Fund
 Haley Revel

THANK YOU

\$1,000-\$2,999 CONT.

Trena Robinson
Cynthia Roden
Denise Rose
Deborah and Richard Rudy
Shawn Ryan
Celina and Felipe Sanchez
Sazerac
Dina Sherzer
Talbots
Drew Tate
The HT Group
Dawn Tiemann
Eric Thorson
Mary Tipps
University Federal Credit Union
VISA
Leslie Ward
Pamela Ward and Gary Jack
Meghan Womack

\$500-\$999

Rebecca Anderson
Sherry Anderson
Missy Apodaca
Barbara Brown
Marili Burbes
Candy and David Cantrell
CBIZ, Inc.
Nicole Clark
Caitlyn Collins
Elizabeth Cooper
Melody DanceFit
Elizabeth Davis
Dell Technologies
Everlywell
Allison Feldstein
Candice Ferrales

\$500-\$999 CONT.

Dora Flores
Martha Frabizio
Jason Friday
Karen Goff
Goodfair, Inc.
Mary Anne Griss
Douglas Gullickson
Liang Han
Elizabeth Hodum
Mason Johns
Tamoria Jones
Karen and Donald Kirmis
Charitable Fund
Nitin Ladse
Julia Langston
Leap Solutions
Ashley Marty
Dominique McLeggan-Brown
Kathy McClure
Margaret Murray Miller
Gregory Milligan
Erin Molloy
Patricia Moose
Emily Moreland
Jami Nordquist
Wayne Orchid
Sheila Patrick
Cari Peterson
Lisa Rhodes
Emily Roberson
Wynden Rogers
Summer Rohricht
Janet Taborn
Teri Lucie Thompson
Susan Tolles
Underclub, Inc.
Jennifer Wassum
Gloria Wilson
Winkelmann Charitable
Foundation
YETI

HOW CAN YOU HELP?

Your support truly makes a difference. Here's how:

\$10: Provides a toiletry and cosmetics package to a woman in need

\$25: Provides virtual workshop access to a woman who needs resume help

\$50: Provides a 1:1 career consulting appointment to a woman who needs a new job

\$100: Provides a professional outfit to a newly-employed or interviewing woman

\$250: Provides financial education to a woman who wants to create an emergency fund

\$500: Provides six weeks of career mentoring to a woman who needs support reentering the workforce

Give the gift of confidence and success. Large or small, your contribution changes lives.

DONATE HERE

