



DRESS FOR SUCCESS®
CENTRAL ALBERTA

MID-YEAR REPORT 2023



DRESS FOR SUCCESS®

CENTRAL ALBERTA

Dress for Success Central Alberta offers long-lasting solutions that enable women to break the cycle of poverty and create economic independence.

Every woman has the right to realize her full potential and achieve financial independence. We believe that with the proper education, tools and action this world is possible.

OUR VISION

Empowering women along their journey to personal success.

OUR MISSION

Dress For Success Central Alberta is an inclusive community, empowering women into the workforce by providing them with professional attire, career services and skills development programs.

What We Do

We are economic first responders for those who are trying to make ends meet during challenging times and trying to build a better life for themselves and their families. We are here for our clients throughout their full journey to personal success: from landing that first good job, to stepping into financial independence and all the way to achieving their own definition of leadership and success.

We are creating a supportive, inspiring network of women. We equip this community of women with the confidence, camaraderie, career development, and personal care to continue the pursuit of advancement and success.

Our community of committed staff, volunteers, sponsors and donors, community partners and champions empower our clients in a way that boosts the resiliency and size of our local economy and benefits everyone.



LEADERSHIP PROGRAMS

Empower clients with continuing personal and professional development.

- Mentorship & Internship Facilitation (Future Growth)
- Working Women's Group
- Workshops



DRESSING SERVICES

Support clients with professional attire.

- Interview Suiting
- Employment Suiting
- Special Suiting



CAREER PROGRAMS

Help with pre-employment, professional development, job retention and career advancement.



Our Goals & Strategic Plan

Fund Development

Our goal is to create a sustainable future for Dress for Success Central Alberta. Without sustainable financial support, we are at risk of not being able to deliver the programs our community needs.

KEY INITIATIVES & PROGRESS TO DATE

Prospect & Donor Engagement - we are actively working to build our donor network and create unique and meaningful ways to recognize our supporters that truly align with their objectives. Our doors are always open and we welcome donors to come see how their dollars are being put to work. We want you to see your impact at work in our community.

Sponsorship & Event Plan – we are very proud of our upcoming event Runway on September 21, 2023 at Bo's Bar & Stage. With Runway, we aim to showcase our future vision for Dress for Success while honoring the important work we have done to date all while having fun and raising funds to support our evolving service programs.

Government & Grant Funding

In addition to our volunteer driven operating model, we utilize government grants and the fundraising support of the Dress for Success Canada Foundation to fund as many operational costs as possible.

In June, we were awarded a Community Services Recovery Fund grant from the Government of Canada. This grant allowed us to fund a position to support our volunteer programming. This will focus on the implementation of an effective, modern volunteer management system, adapting volunteer recruitment and engagement strategies and facilitating professional development and training opportunities to properly equip our volunteers in serving our clients safely and knowledgeably.

In August, we were awarded funds through the United Way Central Alberta's Brighter Future Project Fund which will allow us to deliver a Pilot Rural Extension Program that features rural community outreach aimed to deliver client suiting services and employment skills development for women and gender-diverse individuals from Rocky Mountain House/Clearwater County.

Brand & Organizational Development

Dress for Success is an internationally recognized brand and our community is fortunate to have a local chapter to support women in need. We have realized it is time to give ourselves a little glow up – from a fresh new location in the Capstone neighborhood, a bold marketing plan and aspirations to develop strong programming that offers long-lasting solutions that enable women to break the cycle of poverty and create economic independence. We have worked hard to figure out who we are and the unique value we bring to our community and we are ready to talk about it!

KEY INITIATIVES & PROGRESS TO DATE

We have developed a solid marketing plan that utilizes fresh marketing collateral designed to share with our community the value our services provide to our clients. We are growing our social media presence with strong engagement and content that speaks to who we are. We are getting involved with community events including the Capstone Night Market, career fairs and community presentations to help spread the word!

Financial Management Systems & Processes – we know that growth has to be smart and none of it is possible without proper financial management. We are working with our accounting professionals to make strategic decisions to ensure we have the proper systems in place for efficient and effective financial management.

Standard Operating Procedures – it might not be flashy but having these items in place help us operate efficiently and to provide a consistent experience to our clients. We are working on everything from an opening and closing checklist to implementing a client management system that utilizes technology to streamline volunteer scheduling and client bookings.



5000+
CLOTHING ITEMS
PROVIDED



200+
WOMEN
ASSISTED



30+
VOLUNTEER
HOURS/WEEK

Clothing Donation & Inventory Management Plan – this year we are on track to provide over 5000 clothing and accessory items to over 200 women. Everything we provide through our suiting program is donated to us from our community which means every item we receive is reviewed, sorted and organized by our volunteers.

Our volunteers spend nearly 30 hours per week sorting donations and we have made huge improvements this year to the efficiency of this process through the addition of an on site external storage container, adding back a spring and fall community clothing sale and utilizing consignment for items we can't utilize in our professional collection.

“ *I have never felt so good in all my life! Thank you Dress for Success, without you I wouldn't be feeling as confident as I did today!*

Organizational Structure & People Acquisition

KEY INITIATIVES & PROGRESS TO DATE

Hire an Executive Director

The Dress for Success team is pleased to announce the addition of our new Executive Director, Erin Forbes in May, 2023. Erin is leading the change for Dress for Success Central Alberta and together we are working harder than ever to support our clients as they transform their lives.

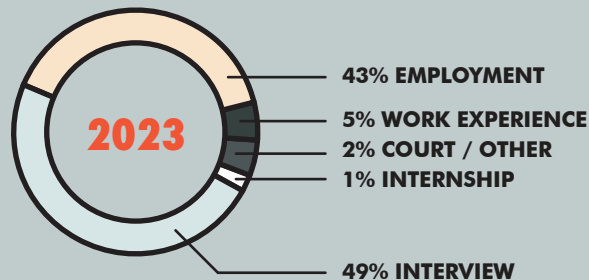
Staff & Volunteer Development

We utilize over 2000 volunteer hours each year to make sure we operate in the most efficient manner so we can help more women in our community. We currently operate with one full time staff member and one contract staff member.

Through the use of our CSRF grant we are hard at work on implementing a volunteer management system to create operational efficiencies, assist with recognition, retention and recruitment of volunteers

2022 | 93
SUITINGS TOTAL

2023 | 99
SUITINGS JAN - AUG





Programming & Community Impact

We are on track to serve over 200 clients in 2023 but we know there are additional women in our community who are not receiving the help they need.

Our research estimates this number could be nearly 800 clients per year by 2026 if we had the capacity to provide additional services in our leadership, dressing and career programs.

KEY INITIATIVES & PROGRESS TO DATE

Program Development

A strategic priority over the next year is to create a mentorship program designed to bridge the gap of a return to the workforce as well as opportunities for career growth and advancement. This program will be designed to address the unique challenges faced by disadvantaged and marginalized women.

- We will foster partnerships between local businesses and career experience placements to provide meaningful learning opportunities for our clients.
- In order to launch this program, we need to create a base fund to provide a living wage to participants as they participate in the mentorship program.
- We will be facilitating a second Working Women's Group for 12 local women this fall. The aim of our Working Women's Group is to provide access to a supportive, inspiring network, and to equip those involved with the confidence, camaraderie, career development, and personal care to continue the pursuit of advancement and success. All presentations will be done by local community leaders.

Client Attraction – while a referral is not needed to access any of our services, we work closely with our community partners to ensure our services are top of mind with easy to use referral forms and quick access to our services for those in need.



Approximately 25% of our clients self refer.



We currently receive referrals from 23 community partners and growing.





Who We Help & Why it Matters



We are on track to serve over 200 women in central Alberta in 2023 through our dressing services, career programs and leadership programs.



Nearly 50% of the women we serve have children under the age of 18 living at home with them. You help a woman, you help her family and our community.



22% of Canadians currently expect to rely on charities to meet their basic needs.

(Imagine Canada, 2023 Giving Report)



Research shows that ten times more women than men in Canada have fallen out of the labour force since 2020.

(Statistics Canada, RBC Economics).



Additionally, the gender pay gap is worse for those who face multiple barriers, including racialized women, Indigenous women, and women with disabilities.

(Moyser, Statistics Canada).

“ I can't thank Dress for Success Central Alberta enough for their exceptional service, caring approach, & dedication to empowering individuals.

Dress For Success Canada Foundation & Worldwide

Dress for Success Worldwide was formed in 1997 and has served more than 1,000,000 women around the world. Each year, nearly 70,000 women in the United States, Australia, Canada, the United Kingdom, New Zealand, the Netherlands, Mexico, Poland, Portugal, Ireland, France, Luxembourg and the West Indies are helped.

All Dress for Success affiliate organizations are not-for-profit entities.

Dress for Success Central Alberta is also part of the Dress for Success Canada Foundation. The DFS Canada Foundation develops and customizes national partnerships to champion and provide funding for Dress for Success locations from coast to coast.

- Centralized funding through the Foundation enables Dress for Success to scale the number of women served across Canada at the local level, through the supports and programs delivered by the affiliates.
- There are 13 affiliates across Canada.

The Central Alberta Dress for Success was founded in 2008 and has helped hundreds of local women every year since.

All donations made stay in our community to help women in Central Alberta gain economic independence and empower them along their journey to personal success.

“

This experience has been a turning point in my journey, & I wholeheartedly recommend their services to anyone who is seeking not just an outfit, but a transformative experience that sets the stage for success.

“

I left feeling invigorated, my esteem increased two-fold, and my overall sense of worthiness were shown to me with an enthusiasm I feared had left me.



Scan To Learn More

COMMUNITY SPACE



DRESS FOR SUCCESS
CENTRAL ALBERTA
Going Places. Going Strong.



The mission of Dress for Success Central Alberta is to promote the independence of economically disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.

Call 403-597-8769

COMMUNITY SUPPORT
SALE
SATURDAY | AUGUST 16, 2020
10AM - 3PM
205 BROADWAY | 1071 24 STREET
BY THE WAY
WELCOME TO THE
COMMUNITY

RUNWAY





*Empowering women along
their journey to personal success.*

Contact Dress for Success Central Alberta

☎ 403-597-8769

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Charitable tax receipts provided

CHARITABLE # 836702209RR0001

Connect with us



Find us

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