



EMPOWER
HOUR
BY DRESS FOR SUCCESS®

Your hour can change her life

BECOME A MATCH PARTNER

\$5.11

Social ROI
for every \$1
spent

5,000

Women
supported
every year

8.3M

Campaign social
& traditional
media reach

Empower Hour will be back for its 7th year in 2023 and we're on a mission to make it our biggest campaign yet. The ask is simple, but the impact is huge – for the month of March to celebrate International Women's Day (8 March), we ask Australians to pledge one hour of pay to help a woman overcome the barrier of unemployment, supporting her journey to financial independence for herself, her family and her community.

You're invited!

Join us for Empower Hour, a unique opportunity to make a direct national impact by engaging your employees and customers, encouraging them to stand together for gender equality.

Dress for Success Match Partners span some of Australia's best workplaces, across a wide range of industries. We create mutually beneficial partnerships that increase employee engagement, amplify brand values and raise business profiles.

- Employees: engage your team to celebrate the women in your organisation and demonstrate your commitment to closing the gender gap
- Customers: go beyond your Corporate Social Responsibility (CSR) strategy to share and encourage authentic action
- Brand: align your brand with a trusted global brand to stand out in a crowded market this IWD in a meaningful and relevant way.



**DRESS FOR
SUCCESS**
Going Places. Going Strong.

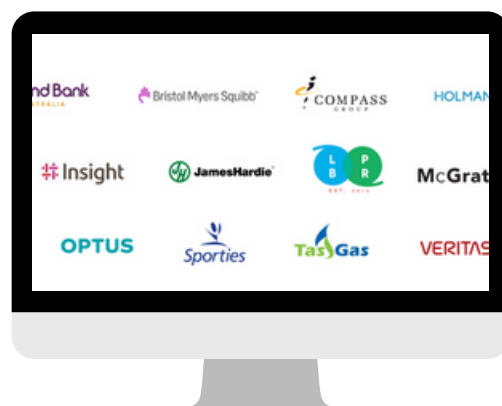
GET IN TOUCH
empowerhour@dfssydney.org



Match Partnership - double the donation, double the impact!

Match Partners promote their Empower Hour participation and encourage their employees to donate an hour of their pay, then match their employee's donations.

Match Partners that pledge an initial investment of \$5,000 gain access to more campaign inclusions.



Match Partnership Entitlements & Exposure

Campaign Website	Campaign eDMs	IWD Event	Campaign Toolkit
<ul style="list-style-type: none">Listed as an Empower Hour Match Partner*Logo featured on Empower Hour website*Co-branded Peer 2 Peer fundraising pageLeader board acknowledgement	<ul style="list-style-type: none">Logo on eDMs to Dress for Success databases*; audience of 150k	<ul style="list-style-type: none">Priority access to your local Dress for Success CEO or Chair speaker for company IWD activation	<ul style="list-style-type: none">Access to Match Partner Toolkit including collateral, imagery, suggested posts, etc.

*requires a minimum \$5,000 initial investment

Dress for Success in Australia

Powered by volunteers, every year Dress for Success Australian Affiliates support more than 5,000 women into employment across the country.

Our signature Styling services and suite of Career Support offerings aim to help women overcome bias and discrimination when entering or re-entering the workforce - at no cost to the women needing our services. Transgender and nonbinary individuals, comfortable in women's spaces, are warmly welcomed.

Join us for Empower Hour 2023 in our mission to level the playing for women entering or re-entering the workforce. To get started, get in touch below or visit empowerhour.org.au.