



Campaign Key Messages

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International Women's Day - #EmbraceEquity

International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality. The theme for 2023 is #EmbraceEquity:

We can all challenge gender stereotypes, call out discrimination, draw attention to bias, and seek out inclusion.

Collective activism is what drives change. From grassroots action to wide-scale momentum, we can all embrace equity.

Forging gender equity isn't limited to women solely fighting the good fight. Allies are incredibly important for the social, economic, cultural, and political advancement of women.

<https://www.internationalwomensday.com>

Dress for Success Worldwide

Dress for Success is a global not-for-profit organization that empowers women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life.

Since starting operations in 1997, Dress for Success has expanded to almost 150 cities in 25 countries and has helped more than 1.2 million women work towards self-sufficiency.

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.

The signature Styling service 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 the services.

EMPOWERHOUR

BY DRESS FOR SUCCESS®

[Find your local Dress for Success Affiliate here.](#)

Our collective annual impact:

- 2,070 styling sessions
- 989 outreach parcels delivered
- 436 career support workshops
- 3,140 workshop attendees
- 26,013 clothing items gifted
- 26,501 volunteer hours

Empower Hour

Dress for Success' Empower Hour is a high impact 'pay it forward' campaign, and simple for you to support. Individuals donate an hour of their pay to help a woman overcome the distress of unemployment and financial difficulty, supporting her journey to economic independence for herself and her family.

This International Women's Day, 8 March, Dress for Success is on a mission to empower more than 850 women to face their job search with the confidence, clothing, and tools to get hired.

Calculate your hour: simply take your annual salary and divide by 2,000. For example, an \$80,000 salary is \$40/hour.

Campaign Hashtags

#IWD2023 #EmpowerHour #EmbraceEquity #DressforSuccess #empoweringwomen

Call to Action

We/I support Dress for Success in their mission to empower more than 850 women to face their job search with the confidence, clothing, and tools to get hired. #EmbraceEquity and donate one hour of your pay to empower a woman to change her future.

Donate your hour now at www.empowerhour.org.au

The impact of your donation

\$1000 Transform a woman's future with six months of one-on-one career coaching, resume drafting support, interview preparation, access to digital career support workshops and webinars, connections to prospective employers, and her new interview outfit. Plus, a full week's wardrobe when she gets the job.

\$500 Transform a woman's future with three months of one-on-one career coaching, resume drafting support, interview preparation, access to digital career support workshops and webinars, connections to prospective employers, and her new interview outfit. Plus, a full week's wardrobe when she gets the job.

\$350 Provides the support a woman needs to move from welfare to the workforce – professional clothing and access to digital workshops, resume and mock interview support.

\$200 Provides a styling session for one woman with a fashion stylist, and clothing and accessories for that all-important interview.

\$150 Provides access to three professional development workshops, facilitated by experts in their field.

\$50 Provides a woman resume drafting and mock interview support to help her secure and nail that interview.

\$25 Provides a woman one-on-one resume drafting support with an HR / Recruitment Specialist.