



EMPOWER HOUR

BY DRESS FOR SUCCESS®

Your hour can change her life

Empower a woman to change her future this
International Women's Day 8, March 2022

“

OUR VISION

A world where a woman's disadvantage
no longer means her unemployment.

OUR PURPOSE

We help disadvantaged women face their job search
with the confidence, clothing and tools to get hired.

IWD 2022 CAMPAIGN THEME: #BREAKTHEBIAS

This year's global International Women's Day theme 'Break the Bias' aligns with everything we stand for, believe in and the very reason we exist. We too envision a "world free of bias, stereotypes, and discrimination."

Our signature styling service and suite of Career Support offerings aim to help women overcome bias and discrimination when entering or reentering the workforce.

Imagine a gender equal world.

A world free of bias, stereotypes, and discrimination.

A world that is diverse, equitable, and inclusive.

A world where difference is valued and celebrated.

Together we can forge women's equality.

Collectively we can all #BreakTheBias.



OUR PILLARS OF IMPACT



OUR CLIENTS + THE PANDEMIC

The fallout from the pandemic has disproportionally affected women. For the first time in history, we are in a global “She-cession” – an economic downturn where job and income losses are affecting women more than men.

The statistics from our recent COVID-19 client impact survey highlight that the need for our career and dressing support is greater than ever:

66%

of clients
are not
receiving an
income

72%

are facing
financial
difficulties due
to income/job
loss

51%

are finding it
difficult to
afford
groceries

29%

are at risk of
losing their
housing due to
income/job
loss

SUPPORTING VULNERABLE WOMEN INTO WORK



Dressing & styling

- One-hour in-person styling with a DFS volunteer
- Got the Job! Mix & match wardrobe
- Life events too; court appearance, graduation, networking, affirming gender as a woman



Regional outreach

- Style Delivered & Virtual Styling for women anywhere in NSW
- Casual clothing for disaster relief and correctional release



Career Support Program

- A holistic suite of workshops and webinars
- 1:1 job preparation services; coaching, mentoring, mock interviews, resume drafting
- DFS Career Hub; on-demand content and curated resources



Success Works

- 3-year pilot
- Work readiness, employability, skills development and transitional support for women affected by the criminal justice system

OUR NATIONAL IMPACT

5,000+ women supported every year:



THE ULTIMATE PAY IT FORWARD CAMPAIGN

Empower Hour is quite simply a 'pay it forward' campaign; individuals pledge an hour of their pay to help a woman, who may be struggling with unemployment and financial difficulty, on the path to employment and financial security for herself and her family.

Empower Hour is a simple and meaningful way to engage your workplace; celebrate the women in your organisation and industry and support the women in your community.

Our National Empower Hour 2022 target is \$250,000. This equates to helping to Break The Bias for more than 700 women looking for work.



WAYS TO TAKE PART THIS IWD22



Celebrate International Women's Day

Mark the calendar for Tuesday, 8 March 2022 and celebrate the women in your organisation and life.



Become an Empower Hour Campaign Partner

Choose Dress for Success as your IWD charity partner; choose from three partnership options.



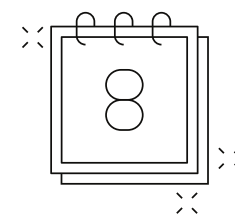
Engage your Workplace

Be an Empower Hour champion and encourage your employees to pay it forward with an hour of their pay.



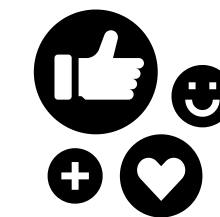
Become an Empower Hour Retail Partner

Engage your customers by donating a % of proceeds from sales on IWD, the week or month of March 2022.



Host an International Women's Day Event

We can provide materials and support for a successful event. Request an Advocate speaker (fees apply).



Share

Help us amplify our message; use your social networks to influence and encourage Empower Hour donations.

PARTNERSHIP OPPORTUNITIES

Empower Hour Power Partner

An investment of \$50,000 will provide brand exposure across the media we generate; all communications and collateral produced highlighting your commitment to #BreakTheBias for women.

The Empower Hour campaign audience includes staff and customers across a wide range of corporates, government departments, community groups, and retailers.

Previous Empower Hour campaign participants range from the Big Four banks, some of the biggest technology companies in the world, through to SME's. Dress for Success Sydney's CEO will attend your International Women's Day event or activation and speak to your employees about our life-changing work.

Empower Hour Match Partner

Double the donation, double the impact!

Match partners encourage employees to donate an hour of their pay and then match the total donations to double the impact.

Receive a branding Peer2Peer secure donation page on our campaign website - simply enter a fundraising target, upload your logo and a brief reason why you are taking part in the campaign.

You'll receive access to the campaign toolkit to help to amplify awareness and drive donations. Nominate your internal Empower Hour champion to drive your campaign; a Dress for Success Sydney community speaker will be available to attend your IWD event.

Match donations can also be made using your platform of choice e.g. Benevity, Good2Give or Global Giving.

Empower Hour Partner

Be an Empower Hour champion in your workplace or community!

Set up your branded Empower Hour donation page with a fundraising target, logo and brief reason why you are taking part.

Get creative encouraging donations; put up posters, organise an event and spread the word using your intranet, social pages and website.

You'll receive access to the campaign toolkit to help cast your net wide and far!

Dial up your event and request a Dress for Success Sydney community speaker (fees apply).

PARTNERSHIP BENEFITS

1

ASSOCIATION

with a global female empowerment and sustainable organisation.

2

DIVERSITY & INCLUSION

Support your organisation's D&I strategy and demonstrate how your organisation Breaks the Bias.

3

EMPLOYEE ENGAGEMENT

An opportunity to celebrate the women in your organisation. Inspire and lead workplace giving.

4

MULTI-PLATFORM PROMOTION

Promoted nationally via six DFS Australian Affiliates; amplified by DFS Worldwide.

5

PARTICIPATION

in a globally recognised socially conscious IWD campaign without the expense of creating a separate campaign.

6

RECOGNITION

as an official partner on our campaign website and across six DFS Affiliates channels.

PARTNERSHIP ENTITLEMENTS

	DFSS Website	Campaign Website	Press & Media	Social Media	Campaign EDMs	IWD Event
Empower Hour Power Partner	<ul style="list-style-type: none">Listed as campaign Power PartnerLogo added to homepage sponsors	<ul style="list-style-type: none">Logo prominently featuredCo-branded Peer 2 Peer pageLeader board acknowledgement	<ul style="list-style-type: none">Acknowledgement on all campaign press releases and media alerts	<ul style="list-style-type: none">Stand alone social post pre and post campaign	<ul style="list-style-type: none">Acknowledgment on EDM's to DFSS database	<ul style="list-style-type: none">DFSS CEO and client advocate speaker will attend the company IWD event/activation
Empower Hour Match Partner	<ul style="list-style-type: none">Listed as an campaign Empower Hour Match Partner	<ul style="list-style-type: none">Logo featuredCo-branded Peer 2 Peer pageLeader board acknowledgement			<ul style="list-style-type: none">Acknowledgment on EDM's to DFSS database	<ul style="list-style-type: none">Access to DFSS community speaker for company IWD event/activation
Empower Hour Partner		<ul style="list-style-type: none">Co-branded Peer 2 Peer pageLeader board acknowledgement				<ul style="list-style-type: none">Access to DFSS community speaker for company IWD event/activation (fees apply)

Partner with Us



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empowerhour.org.au
sydney.dressforsuccess.org



We're stronger and more powerful when we come together.

APPENDIX



IWD2021 HIGHLIGHTS

Thanks to the incredible support of our supporters and corporate partners for IWD 2021, we smashed our fundraising target and will be able to up-skill and empower an additional 642 Australian women in 2021 – helping them out of hardship and into the workforce.



Clients & staff launch campaign atop SKYWALK Sydney Tower.



29 live & 13 virtual events; 70% of partners held events. Advocate speakers present at majority of events.



- 40k IWD hero video views
- 155k influencer reach
- 104k organic reach



- 10 press achievements
- 6M view/reader reach



Power Piece Auction in partnership with ebay & Big for Good.



Honoured Australian women in power throughout the month to highlight the importance of women in leadership.

IWD2021 CLIENT STORIES



Vanessa came to DFS during a particularly challenging time. Vanessa was supported with styling, workshops and one-to-one coaching support. We are beyond grateful to have Vanessa now on board as a volunteer, treating our clients with incredible care and empathy having been in their shoes.

If you have struggled financially, Vanessa tells us it IS possible to come out the other side.

[Watch Vanessa's Story.](#)



Jennifer was referred to Dress for Success from one of our disability employment service referral partners. Jen used DFS styling and career support services to take control of her personal and professional life. She is now happily employed and an incredible ambassador for us!

Jennifer shows us that a barrier is NOT a roadblock.

[Watch Jennifer's Story.](#)



Julia discovered Dress for Success after an exceptionally turbulent year. Julia was referred by a social worker to DFS's styling services; she had an interview lined up but circumstantially, owned very little clothing.

Julia's advice to other women is that pain and suffering is temporary - it passes. Do not ever give up hope.

[Watch Julia's Story.](#)