



EMPOWER HOUR

BY DRESS FOR SUCCESS®

Your hour can change her life

BECOME A RETAIL 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 align with a global brand in your local market to make a direct impact for gender equality.

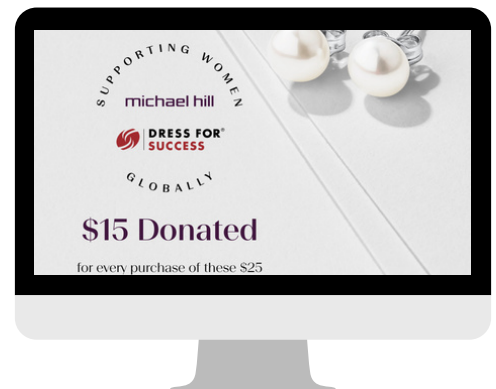
Dress for Success Retail Partners span some of Australia's leading brands, across a range of products. We create mutually beneficial partnerships that drive business, increase customer loyalty and employee engagement.

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

Retail Partnership

We collaborate with you on a cause related marketing campaign to build customer loyalty, enhance brand awareness and engage staff and stakeholders.

Retail Partners donate an agreed percentage of sales across the month, week, or day of International Women's Day 2023 (8 March). Retail Partners who commit a minimum \$10,000 donation gain access to more campaign inclusions.



Retail Partnership Entitlements & Exposure

Campaign Website	Campaign eDMs	IWD Event	Campaign Toolkit
<ul style="list-style-type: none">• Co-branded Peer 2 Peer fundraising page• Listed as an Empower Hour Retail Partner with link to campaign*	<ul style="list-style-type: none">• Social media promotion of retail campaign• Promotion of retail campaign on eDMs to Dress for Success databases; audience of 150k*	<ul style="list-style-type: none">• Priority access to your local Dress for Success Board or staff speaker for company IWD activation	<ul style="list-style-type: none">• Access to Retail Partner toolkit including collateral, imagery, suggested posts, etc.

*\$10,000+ pledged partners only

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 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 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.