



# EMPOWER HOUR

BY DRESS FOR SUCCESS®

*Your hour can change her life*

## BE A CAMPAIGN INFLUENCER

Support our mission to empower an additional 860 women into work this International Women's Day, 8 March 2023.

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 empower a woman out of unemployment and financial difficulty, supporting her journey to employment and economic independence for herself and her family.

We need YOUR voice to amplify our message. As an Empower Hour Campaign Influencer you will align with a trusted global charity, creating real change for vulnerable women.

### International Women's Day Theme

There is dialogue and movement around gender equality in Australia, but we are still far from achieving equity whether in terms of age, disability, ethnicity, race, gender identity, sexuality, and socioeconomic status. Dress for Success stands by this year's International Women's Day theme, #EmbraceEquity, today and every day. We exist to level the playing field for women entering or re-entering the workforce.

### About Dress for Success

We help vulnerable women face their job search with the confidence, clothing and tools to get hired. Since 2009, we have supported more than 40,000 Australian women into employment.



Three ways to support our mission and #EmbraceEquity for women:

#### Donate your hour

On average Australians work 2,000 fulltime hours per year. We're asking for just one.

#### #EmbraceEquity video

Create a personal post for your channels; video or photo - what does 'Embrace Equity' and financial independence mean to you?

[You can find our Campaign Toolkit here - key messages, social tiles, your local Dress Success Affiliate social handles and more.](#)

#### Share & rally

Activate and inspire your network; share Empower Hour with your followers, networks, customers and clients. Spread our collaborative message far and wide on social media, by email, or any platform where you can leverage engagement.

#IWD23 #EmpowerHour #EmbraceEquity  
#DressforSuccess #empoweringwomen