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23

DRESS FOR SUCCESS
SAN FRANCISCO/ SAN JOSE
IMPACT REPORT

AS DESIGNED BY DRESS FOR SUCCESS AUSTIN

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Dear Dress for Success San Francisco/San Jose Community,

As we look back on 2023, our hearts are filled with gratitude for your steadfast support of our mission. Thanks to you, hundreds of women have unlocked their potential and embarked on paths toward meaningful employment at a livable wage.

2023 marked a year of growth for us. We tirelessly expanded our reach, serving 847 women — a 22% increase from the previous year. Notably, in San Jose, we assisted more women than in any year since our inception in 2012.

Furthermore, we saw a rise in women participating in multiple programs, fostering comprehensive career development. Most importantly, 71% of our clients secured employment after completing our programs.

To ensure the efficacy of our programs, our senior staff and Board of Directors convened in October for a strategic retreat. Our goal was to focus our work on the programs with the most significant impact on our clients, all while being mindful of our limited staff capacity.

We remain committed to providing the essential career clothing, coaching, core skills, and community our clients need to enter the workforce, secure meaningful employment and thrive in their careers. To optimize impact, we're strategically refining our programs, for example, merging the SF and SJ Professional Women's Groups into a single cohort and integrating Digital Literacy into our Job Search and Employment Retention programs. We're also expanding our Spanish language offerings and relaunching in-person Financial Literacy cohorts in both offices. By concentrating on these high-impact initiatives, we aim to maximize ROI for both our clients and supporters.

Despite these achievements, there remains a substantial gap for our clients to reach a livable wage. We're proud to report that clients who complete our cohort programs, such as Financial Literacy, experience a 266% increase in their annual income. However, this typically brings their income to around \$55,000 per year—still significantly below the \$120K+ livable wage needed in San Francisco and Santa Clara Counties, as defined by the California Department of Housing 2023 State Income Limits.

Looking ahead, our focus remains clear: to raise awareness of income inequality in the Bay Area and help more women bridge this gap. Your continued support is crucial to our success.

We are continually inspired by the resilience, newfound skills, and renewed hope exhibited by the women we serve. Thank you for making this transformative work possible.

Sincerely,

Erin C. Badillo
Executive Director



Staff at the 2023 Casino Royale Gala

OUR PROGRAMS

All programs are offered at no cost to our clients.
Free transportation is also available for in-person programming.

CAREER CLOTHING

Taking into account a client's personal style and desired industry, she is paired with a personal stylist to find the right professional clothing and build confidence during this high-touch, 45-minute appointment at our boutique.

Each client is provided a complete professional outfit, plus shoes, accessories, and a handbag.

COACHING

Offered in a variety of formats (in-person, online, by appointment, or drop-in), our coaching programs provide personalized career guidance, useful technology skills, and one-on-one support in the job search process.

Clients are paired with volunteers from various professional industries and subject-matter experts assist with resume writing, LinkedIn profile creation, mock interviews, and any other area clients need.

CORE SKILLS

Clients interested in improving their financial wellness, digital literacy, or other job readiness skills can join various programs throughout the year, including our Financial Literacy and Google Certification cohorts.

In addition, we provide free laptops & training to clients who otherwise wouldn't have the needed technology tools.

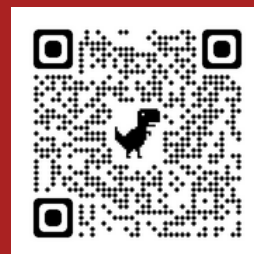
COMMUNITY

Clients stay engaged with our network through our ongoing Professional Women's Group (PWG). This monthly group helps women develop leadership skills and is proven to help employment retention.

Meetings are held monthly for recently employed women and quarterly for the Alumni group. The Alumni give back to the community through their self-directed service projects.

SHARE OUR PROGRAMS

If you know any unemployed or underemployed women who needs our help, please share our website or contact us at 415-362-0034





WHO DO WE SERVE?

In San Jose:

53%
identify as Hispanic/Latinx

15%
identify as Asian

13%
identify as white

In San Francisco:

38%
identify as Hispanic/Latinx

21%
identify as Black

15%
identify as white

Meet Our Clients:

84%
identify as women
of color

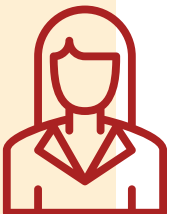
52%
are between 31-50
years old

47%
live below the
poverty line*,
before our programs

33%
are single mothers

30%
are working towards
or have completed a
college degree

15%
have experienced
domestic violence



*In 2023 the Federal Poverty Line (FPL) = \$14,500/year for an individual and \$30,000 for a family of 4.





Overall, I would tell women that Dress for Success is amazing. There are so many opportunities and resources available that it's unbelievable.

CLIENT HIGHLIGHT: TANEISHA

Dress for Success San Jose Client

“Before I came across Dress for Success, I was working and raising my two children out in the Central Valley. I relocated back to the Bay Area so that we could start over. I reached out to Social Services after some of my initial plans didn't work out and was referred to Dress for Success.

I expected to receive a couple outfits to interview with and be sent on my way; however my experience was so much more than that.

When I arrived for my Career Wardrobe session, I was blown away. The volunteers were wonderful. They definitely helped put me at ease. Not only did I get interview clothing, I was also given accessories to go with them: shoes, a purse, jewelry, makeup and hair dye. It was amazing!

Later, I also attended Dress for Success' sessions about resume writing, interviewing, networking and self-care and participated in the Financial Literacy program.

I learned so much!

Budgeting, goal-setting, savings and retirement planning were some of the topics discussed. I set goals of my own, both short term and long term. I am now able to track my spending and prioritize my expenses. I couldn't do any of that before.

Overall, I would tell women that Dress for Success is amazing. There are so many opportunities and resources available that it's unbelievable.

It's also a safe environment. Everyone, including the other participants, are looking to help and there's no judgement. I've referred friends and family to check them out. We need programs that connect and empower women - Dress for Success does that and more.

Donating and supporting this program truly helps women move forward. I can only speak for myself, but I have grown so much working with Dress for Success.”

2023 IMPACT



A Year of Growth & Empowerment

847

WOMEN
SERVED

3

ENGAGEMENTS
PER CLIENT ON
AVERAGE

71%

SECURED
EMPLOYMENT

938

CAREER
WARDOBE
APPOINTMENTS

833

CAREER
COACHING
HOURS

90%

SAID WE ASSISTED
IN THEIR CAREER
JOURNEY

2023 HIGHLIGHTS

Closing the Digital Divide for Beginner & Advanced Learners Digital Literacy & Google Certification Scholarships

In 2023, we provided 168 hours of introductory Digital Literacy Training for our clients, recognizing the critical role of digital skills in today's job market. This training empowers women to upskill, thereby enhancing their ability to secure or retain employment with higher wages and greater potential for advancement.

To cater to more advanced learners, we provided scholarships for Google Career Certificates. From our inaugural cohort of 26, nine women successfully graduated from this self-directed six-month program. Each graduate is now officially Google Certified in their chosen course (ex. Data Analytics, E-Commerce, Digital Marketing), significantly boosting their competitiveness in the job market. We are currently accepting enrollments for the 2024 cohort.

This enhanced focus on digital literacy equips our clients with essential skills that are increasingly vital in today's digital-centric workforce, ensuring they are well-positioned for sustainable and fulfilling employment opportunities.



ANNE MARIE, GOOGLE CERTIFICATION GRADUATE

In 2022, Anne Marie decided to apply for the Google Certificate Program to help her overcome physical limitations by having more digital skills. She has been on disability 24 years and out of work before working with Dress for Success.

In her application, she stated, “I may have my disabilities, but I have an eagerness to suit up and show up to work. It will help me overcome challenges like being out of work for so long and deciding at 49 it's not too late to give it my best.”

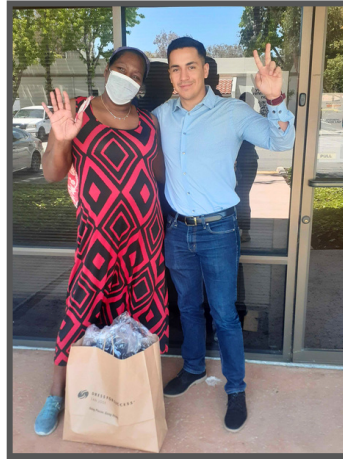
Anne Marie worked an average of 10 hours a week to complete her Data Analytics Certificate while also working a full-time clerical job. In addition to attending every virtual monthly check-in with Dress for Success, Anne Marie sought out additional mentors to ensure she completed the certificate on time.

Anne Marie was fully certified in July 2023. In the fall, she was honored by the Department of Rehabilitation for her mission to make the most of her life after a decade of being unemployed due to significant health issues.

Anne Marie continues to be part of the Dress for Success San Francisco Professional Women's Group Alumni. She plans to keep studying JavaScript and continue to practice and develop the skills she has learned.

2023 HIGHLIGHTS

Career Wardrobe



2023 HIGHLIGHTS

Increased Accessibility and Decreased No Show Rates Through Free Transportation for Clients

\$10,000 IN UBER RIDES GIVEN TO CLIENTS

Lack of dependable transportation has been an ongoing challenge for our clients, resulting in an annual no-show rate of around 37%. Two years ago, we invested the first round of funds to provide travel reimbursement to clients.

In 2023, in partnership with Uber, we expanded this program and provided \$10,000 in free rides to our clients for in-person appointments. These could be booked to pick up and drop off clients, door to door. Our clients love this perk and our no-show rate dropped to 13% in 2023.

“During the time I was seeking Dress for Success’ (DFS) services, I was working around 12 hours per week at minimum wage, highlighting the critical need for budgeting and saving money. Typically, I rely on buses, trains, or walking for transportation. I planned to take public transportation for my DFS appointment, involving two buses and a total trip time of 40 minutes.

However, upon learning that DFS offers an Uber transportation program, I felt a weight lifted off my shoulders.

It relieved me of concerns about transportation costs and provided assurance of arriving safely and punctually. I deeply appreciate Uber and Dress for Success’ kind and helpful gesture in providing transportation, which will undoubtedly benefit many job seekers.

I am incredibly grateful for their support.” - Erika R.



“I am such a strong advocate for accessibility, so it was such a beautiful thing to have the option and accessibility to move forward during my job search.

Living in an area of the city that is not accessible by public transportation makes committing and following through with appointments a gamble because you never know if the bus will come or just not show up for hours.

When Shay offered an Uber, it made me feel so special in a time that I was feeling low. It was encouraging to see Dress for Success and Uber alleviate barriers clients meet.

This really goes to show that Dress is incredibly committed to the success of their clientele.” - Rebekah



2023 San Francisco Volunteer Appreciation

Thank You!

2,895

**TOTAL
VOLUNTEER
HOURS**

90+

Nonprofit
(Referral Agencies)

**COMMUNITY
PARTNERS**

VOLUNTEERS

**SUPPORTING THEIR COMMUNITY
AND OUR CLIENTS**

\$93K

value of
volunteer hours

57

volunteers
working virtually

200

active volunteers

THANK YOU

2023 BOARD OF DIRECTORS

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Jill Unikel, President
Belinda Yan, Vice President
Nate Evans, Treasurer
Kristin Ahlquist, Secretary

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Cristina De La Cruz

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Kalla Vieaux

DONORS

\$100,000+

Anonymous Donor

\$50,000-99,999

Anonymous Donor
Constellation Brands
Santa Clara Department of Human Services
Salesforce

\$25,000-49,999

Anonymous Donor
Capital One
CDR Johnson Family Foundation
Robert Half

\$10,000-\$24,999

Abreu Family Charitable Fund
Accenture Foundation
Aerie Real Foundation
AIG
Avalon Bay Communities
Cadence Design Systems
Cochran Family Law Practice PC
Diane & Andy Jacques
First Republic
Flextronics
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Jennifer Johnston
Junior League of San Francisco
Katie Colendich
KLA- Tencor Foundation
Pinger
Sobrato Center for Nonprofits
Service Now
Susannah Howard & Malcom Katz
Tides Foundations

GRATITUDE



Members of the Board of Directors, Holiday Soiree 2023

DONORS CONT'D

\$5,000-\$9,999

Adecco Foundation
Anonymous Donor
Arlene Inch
Belinda Yan
Bluescooter Foundation
Glassdoor
Hang Phan
Haute Heaven
Heather Lanyi
Jennifer Kurrie & Benjamin Church
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Nia Community Foundation
Pamela R. Culp
Robert Olezewski
San Jose Water Company
Sharon & David Seto
Seyfarth & Shaw
Stanley Langendorf Foundation
Talbots
Verizon
Vivian Chen
Wente Vineyards

IN KIND DONORS

(\$5K+)

Benefit Cosmetics
Black Halo
Lane Bryant
Modern Citizen
Project Glimmer
Uber

IMPACT OF DONATING CLOTHES:

15 tons

of CO2 saved

135K gal

of water saved


20K lbs


of clothes saved
from the landfill


In 2023, Dress for Success San Francisco/San Jose saved 15 tons of CO2 and 135,000 gallons of water through consignment and recycling efforts.

We collected 20,000 pounds of clothing from thousands of in-kind donors across 20 Donation Drives at our offices and 50+ drives hosted by Corporate and Community Groups. By repurposing gently used clothing, not only do we support women on their career journeys, but we are also contributing to sustainability and recycling efforts.

Princeton University reported that 57% of discarded clothes go to the landfill each year (2020).

 The US generates 16M tons of waste from clothing each year.

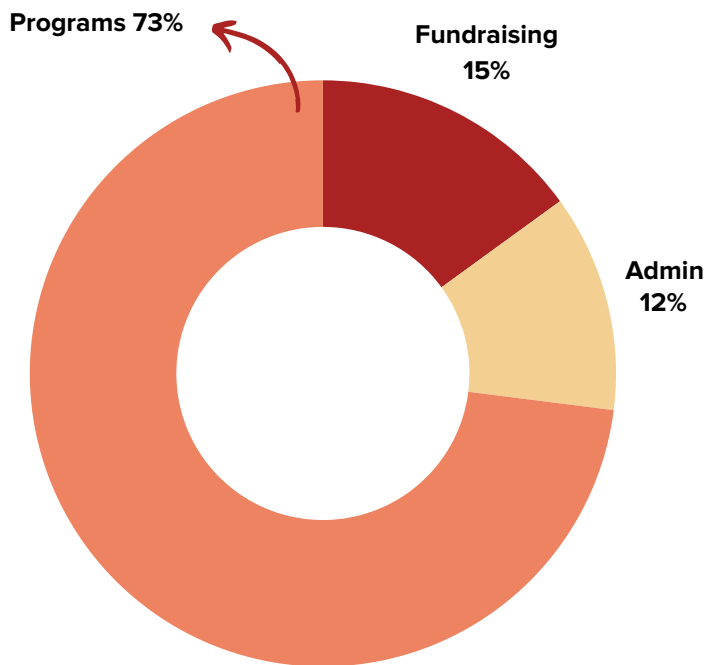
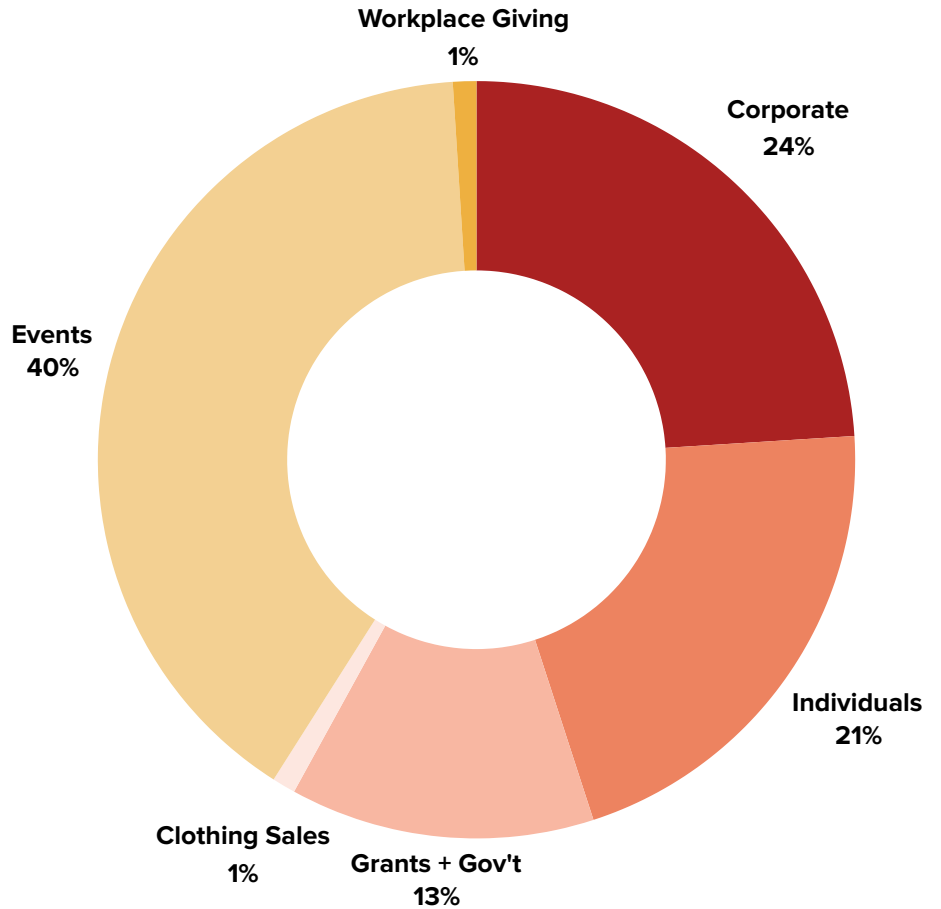
 The amount of water to make clothing for 1 household each year = 1,000 bath tubs.

 The average American throws away 82 pounds of textiles each year.

By donating your good quality, gently used clothing to our Career Wardrobe program, you're supporting women as they advance in their careers, while keeping clothing out of landfill and creating a more sustainable future.

INCOME

\$1,428,551



EXPENSES

\$1,376,023

73% of our expenses are allocated to maintaining and growing our workforce development programs, which provide women with the tools they need to succeed in their careers.

*The small, but mighty team
that makes it happen!*



ERIN C. BADILLO
EXECUTIVE DIRECTOR



GODAVARI GHOSH
DIRECTOR OF PROGRAMS
& OPERATIONS



MIRACLE GUMABO
DIGITAL PROGRAMS
ASSOCIATE



SHAY BURLINGAME
PROGRAM ASSOCIATE
SAN FRANCISCO



BRITTANY BOWERS
PROGRAM ASSISTANT
SAN JOSE



STEVE SETO
INTERIM DIRECTOR
OF DEVELOPMENT

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OUR MISSION



We empower women* to achieve economic independence by providing a network of support, professional attire and development tools to help them thrive in work and in life.

*We use the term "women" in a gender expansive way, to include cis, trans, non-binary, gender non-conforming, gender queer, and any woman-identified person.

Office Locations

Dress for Success San Francisco
500 Sutter Street
Suite 218
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