

Impact Report

2023



25

DRESS FOR SUCCESS[®]
CINCINNATI



It has always been a distinct honor and privilege to lead Dress for Success Cincinnati (DFSC), and I've never been prouder of our organization. This year, we celebrate 25 years of DFSC and, more importantly, the over 25,000 women who have engaged with us as part of their journeys to self-sufficiency.

Over the past several years, we navigated the COVID-19 pandemic; moved to our fantastic location in Norwood; expanded with two new satellite locations in Loveland, Ohio and Covington, Kentucky and by taking our HigherHER career development program into the community; grown the size of our team and the number of women served; and we aren't stopping there.

The vision of the Dress for Success global organization is a world where women do not live in poverty, are treated with dignity and respect and are strengthening their families and shaping their communities. As much as we would love for DFSC's work to be finished, there is more we must do to make this vision a reality for the women of Greater Cincinnati and Northern Kentucky. That's why we are taking on an ambitious new strategy to build upon what we've always done best, while dramatically refreshing the client experience at DFSC. You can read more about how we are activating our new strategic plan later in this report.

Your dedicated support has been the driving force behind our success—and, in turn, empowering our clients' success. As we mark our special anniversary milestone, I look forward to experiencing the collective impact of our shared passion and dedication. I invite you to join us in an extraordinary year ahead!

With gratitude,

Lisa Nolan
President & CEO

Dress for Success has more than 140 affiliates in 22 countries. Cincinnati is one of the largest.

- Staff**
- Tierra Adabla, Thriving Services Manager
 - Kate Black, Styling Services Manager
 - Maria Downes, Styling Coordinator – Life Learning Center
 - Celebrity Duncan, Americorps Intern
 - Megan Goins, Marketing & Communication Specialist
 - Ann Haas, Portaluca Sales Associate
 - Cali Herzog, Inventory Coordinator
 - Gwen Kelly, Admin & Data Coordinator
 - Jane Kennedy, Portaluca Sales Associate
 - Dolly Lindley, Portaluca Sales Associate
 - Ann Margolis, Portaluca Boutique Manager
 - Lisa Nolan, President & CEO
 - Courtney Shannon, Volunteer Manager
 - Missy Walters, Styling Coordinator – The Care Center
 - Esther Wing, Portaluca Sales Associate
 - Megan Zarnitz, VP of Programs & Strategic Initiatives
 - Tracey Zwick, VP of Operations

- Board**
- Garri Davis, Chair; CEO & President, Water Lily Learning Center, LLC; Founder & CEO, Garri Davis Agency
 - Jaci Overmann, Vice Chair; Director, Ethics & Compliance Analytics & Reporting, Dollar Tree Stores
 - Jody Yetzer, Secretary; Counsel, Beldock Levine & Hoffman LLP
 - Ron Hitzler, Treasurer; Community Leader
 - Lissa Bertke, 2nd VP of Audit Services, Constellation Insurance, Inc.
 - Israel Bonnell, Community Leader
 - Marie Boyle, Chief Legal Counsel, Nurtur Holdings, LLC
 - Tarah Cook, Founder & CEO, Premier Host Properties
 - Xaviera Edwards, Sr. Mgr., HRBP + DEI Chair, LensCrafters Essilorluxottica
 - Carolyn Gorman, Sr. VP, Mortgage Director, Huntington National Bank
 - Emily Keller, Project Administrator, Jones Lang LaSalle
 - Carly Kerlakian, Director of Sales Clif Bar & Confections (Kroger), Mondelez International
 - Lisa Lickert, Owner & President, EMI Network; Founder & Chief Energy Officer, Unique Growth
 - Lisa Massa, Community Leader
 - Mary Maune, Program Administrator, Hamilton County Commission on Women & Girls
 - Karen McDaniel, Portaluca Customer Representative; Administrative Associate Hamilton County Board of Elections
 - Lali S. Minocha, DDS, Community Leader
 - René Robers, Sr. Mgr. & Commercial Lead, The Heineken Co.
 - Ginny Schumacher, Community Leader
 - Tierra Strickland, DFSC Client Representative; Procurement Buyer II, Honeywell
 - Amanda van Rooyen, Wholesale Director & Owner, Donna Salyers Fabulous Furs
 - Barbara Wagner, Community Leader
 - Kasha Wiley, Associate Consultant- Clinical Trial Project Manager, Eli Lilly and Co.



2023 Highlights



StyleHER

Our signature interview and employment styling services, StyleHER focuses on outfitting women with confidence.

In 2023, we hosted
1023
styling appointments.

98% of clients reported they felt more confident going into an interview or new job after their styling appointment.

Satellite Locations

In February 2023, we celebrated the opening of a Satellite Style Studio at Life Learning Center in Covington, Kentucky. This followed the opening of our first satellite at The Care Center in Loveland, Ohio, in 2022.

These two Satellite Style Studios allow us better serve communities beyond our central Cincinnati hub, by addressing transportation barriers and increasing accessibility to our styling services, while ensuring the same quality experience clients receive through StyleHER at DFSC's main location in Norwood, Ohio. These satellite locations not only cater to the women who are already working with The Care Center and Life Learning Center but also welcome any of our clients who find these locations more convenient.

In 2023, we styled

103

women at
Life Learning
Center and

123

women at
The Care Center.

“The support and encouragement of the women at Dress for Success in Loveland has been amazing. They made me feel like I was someone important again. Someone who could achieve her goals.”

“I am so grateful for all the time and effort you guys put into making people feel like they have a chance to grow in their lives.”

— Quotes from our clients.



2023 Highlights continued

Mobile Services

To keep up with the transportation barriers that many clients face in accessing our main location, we took a significant step forward in 2011 with the support of a substantial grant enabling us to introduce our Mobile Career Transformation Center (MCTC). The MCTC brings our full range of styling services and resources directly to our non-profit partner agencies across 12 counties in Greater Cincinnati and Northern Kentucky, and our reach continues to expand.



In 2023, we served over 300 clients via the MCTC through 20 mobile events, accounting for approximately 35% of all stylings. Mobile events were hosted at non-profit

referral agencies, high schools, and universities. To keep up with the great demand for our mobile services, we are thrilled to share that we will be expanding our mobile services with the addition of an RV. This will provide our staff and volunteers with more dedicated time for styling and working directly with clients.

Our RV will enable us to offer our services wherever they are needed, without relying on physical space of a mobile event host. In addition to allowing more dedicated time for styling, the RV will also be outfitted with space to extend our support beyond clothing—with our HigherHER Career Center services.

We are grateful for the generous initial funding from the Jody Yetzer & Alexander Kayne Family that has made the RV project possible. All are invited to invest in this special project.



HigherHER

Our HigherHER program helps unemployed and under-employed women gain professional skills, accelerate their job search, and build confidence through the HigherHER Career Development Program, a multi-week curriculum-based offered to cohorts of women, and one-on-one work with our Career Center Specialist, offered in partnership with Cincinnati Works.

In 2023, cohorts of women and girls from **CHANGE Court and Dohn Community High School** graduated from the HigherHER Career Development Program, and it was also introduced at **Dayton Correctional Institute** and **GRAD Cincinnati**.

79 women received **1:1** career coaching or peer mentor support in 2023. This includes interview prep, job searching help, and more!

Our clients started new careers at a diverse range of employers across sectors, including Cincinnati Public Schools, Coldwell Banker, Festo, River City Correctional Center, and TriHealth, to just name a few.



2023 Highlights continued



EmpowerHER

At Saturday meetings, women, no matter where they may be in their professional journey, build community and participate in professional development and life skills workshops.

In 2023, we covered a wide range of topics, including **Small Business Management, Body Positivity, The Importance of Life Insurance, Ending Gender Based Violence**, and many more!

Many of our clients reported achieving personal and professional milestones such as; **purchasing a car, returning to the workforce, going back to school, feeling more confident, paying off tuition and credit cards, celebrating sobriety anniversaries**, and many more!

In 2023, we hosted

231

women at
EmpowerHER with

89

of those women being
new members

Following Dream Paths to Thriving

As we shared in our last Impact Report, the DFSC Board adopted a new growth-focused strategic plan in March 2023. The Goal is that **by growing deeper in relationships with the women we serve, they will be inspired to create and follow individualized dream paths to work toward self-sufficiency.** We see DFSC as “the Whole Women Hub”—a place that is uniquely focused on giving women space and encouragement to dream and that helps her chart her own path forward for herself and her family, supporting her each step of the way.

This plan centers individual dignity and the belief that a woman herself knows what will be best for herself and her family, as well as a belief in the power of relationships and community. **We believe that each woman deserves the chance to dream and reach her potential because when she does, her impact on her family and the community will be profound.**

To help us bring our new strategic plan to life, we engaged Box Kite Consulting in June 2023 for human-centered program design work. Two rich focus groups were conducted (and we even saw community-building happening organically in that space!). We are designing solutions in the following spaces, which will be prototyped and launched throughout 2024:

- **a new client introduction/orientation experience**
By re-imagining a client’s initial experience with DFSC, we will ensure that she feels welcomed, understood, and empowered from the moment she steps through the doors or contacts us to schedule an appointment.

- **a new model of “Dream Path” 1:1 coaching**
The Dream Path coaching initiative will provide individualized guidance and mentorship to help clients navigate their career journeys, set achievable goals, and develop essential skills for success in the workplace and their personal journeys.

- **a new “Circle of Success” women’s peer group model**
The Circle of Success women’s peer group model will foster a sense of community and collaboration among women, allowing them to share experiences, insights, and encouragement as they pursue their goals.

- **HigherHER 2.0**
We are also excited to revamp our HigherHER programming to further support and empower women to reach economic independence and career advancement.

Through these strategic initiatives, we will empower our clients to achieve their full potential in the workforce and beyond!

In November 2023, Megan Zarnitz joined our team as VP of Programs & Strategic Initiatives. This is a new, higher-level programs leadership role than we’ve ever had. Megan is leading the effort to continue growing our Programs Team with additional capacity and skillsets through new Thriving Services Manager and Client Advocate roles.

We are grateful to the Greater Cincinnati Foundation for its generous investment of \$100,000 and being an early partner in this transformational work.

Through Her Eyes



Lynn's Story

After being laid off from her job at a manufacturing company in 2011 and hearing the news of her sister's breast cancer diagnosis, Lynn decided it was time to move back to Cincinnati to be closer to her family. Fast forward to 2015, Lynn was walking with a friend in downtown Cincinnati when she came across Dress for Success Cincinnati. Although she did not need any assistance at the time, she remembered us when she started looking for a new job in February of 2023 after her place of employment eliminated her department.

Even with an associate's degree in health information management and a bachelor's degree in business, Lynn was still having trouble securing employment in her field. Lynn reached out to DFSC to see how we could assist in her new job search. Lynn met with our Cincinnati Works representative in our Career Center where she received help updating her resume and cover letter to better showcase her skills and experience. In addition, she received interview practice and advice on applying for jobs.

Later that same month, Lynn was offered a position at a pharmaceutical distribution supply chain company in its customer service department. After recently celebrating one year in this role, Lynn is ready for her next challenges. She has been exploring going back to school to become a community health worker and has been working on her own small business, which will include a line of gourmet homemade barbecue sauces!

Lynn has kept in touch with DFSC and is currently learning more about how she can move up in her career. She has also attended our monthly networking group, EmpowerHER, to connect with other women and improve her personal and professional skills. Go, Lynn!

"Come prepared to change and accept professional advice. DFSC knows what skills are required for the market. Be prepared to start working! DFSC will help and assist in finding not only a job but a job that you want."

Ways to Support

There are many ways to become partners in the DFSC mission to help local women achieve self-sufficiency and to care for themselves, their families, and their communities.

Financial Gifts: Your gifts are critical investments in the mission of DFSC, funding our effective programs and services, which allow us to respond to the changing needs of local women.

Shopping at Portaluca: Portaluca is a vibrant boutique located in the heart of Norwood at 4623 Wesley Avenue, Suite I. Portaluca exists to provide quality fashion at affordable prices, helping women to feel confident, optimistic, and beautiful. All proceeds directly benefit DFSC!

Clothing Donations: Your donations of women's new or nearly new clothing, shoes, and accessories keep us going! Interview and work appropriate items support our StyleHER program, helping women dress to get a job and be successful in the workplace. Clothes that aren't used in our Style Studios are sold in our resale shop, Portaluca, to help financially support our mission.

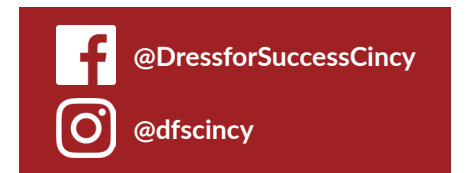
Volunteers: From styling clients to sorting clothing donations, among many other opportunities for individuals and groups, volunteers play a critical role in our service delivery. Without volunteers, we simply would not be able to fulfill our mission!

If you would like to learn more about ways to support Dress for Success Cincinnati, please visit www.dfscincy.org/support-get-involved.



Stay tuned for more information on this year's re-imagined Fashion Show! To celebrate our 25th anniversary and for the first time ever, we will be hosting an evening event at the Cincinnati Museum Center.

This event will take place on November 1st, 2024. Follow us on social media to learn when tickets become available!



Financials

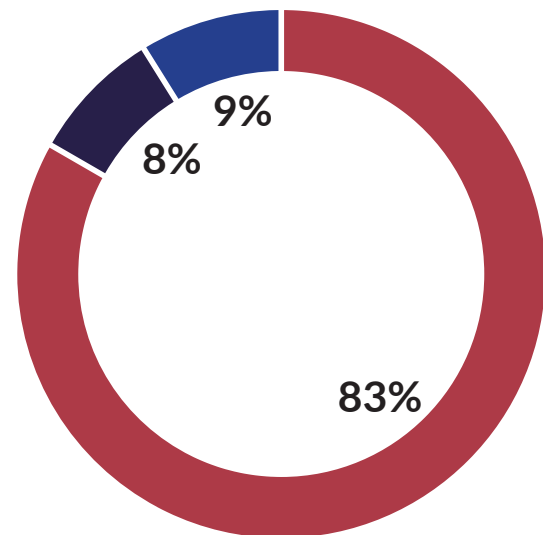
2023 Support & Revenue

Fashion Show	\$253,089	25%
Grants	\$208,000	21%
Portaluca	\$150,182	15%
Individual & Major Gifts	\$139,294	14%
Contractual Services	\$ 94,601	10%
Government	\$ 73,890	7%
Corporate Giving	\$ 53,503	5%
Other	\$ 25,817	3%
\$998,376		

In addition to the revenue shown above, DFSC's operations were supported by \$210,045 released from donor restrictions (e.g., the spending of grants received in prior years) and \$164,500 of restricted funds to support upgrading our Mobile Unit to an RV.

2023 Distribution of Expenses

Program	\$1,011,153
Management & General	\$100,781
Fundraising	\$106,065
\$1,217,999	



Portaluca contributed \$56,000 to DFSC mission delivery in 2023

Change in Net Assets	\$(27,716)
End of Year Net Assets	\$1,623,298

2023 Champion Circle

Individual giving of \$1,000 or more to the annual fund between January 1 and December 31, 2023.*

\$20,000+

Jody Yetzer & Alexander Kayne

\$10,000+

Lisa & Tim Massa
The Oliver Family Foundation

\$5,000+

Pamela Barbash
Carol Butler

Joann Hubert
Kelly & Jason Mulzer

\$2,500+

Meredith & Jeffery Blum
Kathy & Greg Brandstetter
Jane Estes
Mary & Paul Hemmer
Vicki Herche

Huether Family Fund
Anita Minturn
Julie Mueller
Joanne & Frank Noyes
Laura & Adam Schmucker

Robin Throckmorton
Terri Tobler
Amanda & Guy van Rooyen
Barbara Wagner
Brenda Wehmer

\$1,000+

Linda & Bill Allen
Mary & Peter Barnes
Christine Barrett
Rebecca Branson
Manuel Chavez
Sue & Tim Clarke
Tarah Cook
Meredythe & Clayton Daley
The DeVille Fund
Elizabeth & John Dye
Stephanie Eyer
Joy Frey

Sarah & James Goldman
Carolyn Gorman
Christine Haslam
Toby Hazen
Ron & Sandy Hitzler
Susan Holzapfel
Ali Hubbard
William Ivers
Caroline Reeuwijk
Karen & Mark Jahnke
Joy Josephs
Pam Kalkhoff

Linda Lauch
Lisa Lickert
Julie Mueller
Christine Neyer
Lisa & Evan Nolan
Jaci Overmann
Susan Parker
Beth Rader
Maribeth Rahe
Natalie Rice
Carole & Ed Rigaud
Brenda Rixey

Debbie & Mike Siegert
Phyllis Slusher
Daniel Taylor
Heidi Toelke
Lizzy Vollmer
Barbara Weinberg
Paula Weinkoop
Dick Wilhelm

*As hard as we try to avoid them, sometimes errors do occur. If you notice an error, please let us know so we can update our records.

2023 Giving

\$20,000+

Individuals recognized in Champion Circle

Capital One
Charles H. Dater Foundation
George B. Riley Trust Estate
Greater Cincinnati Foundation
John A. Schroth Family Charitable Trust

\$10,000+

Individuals recognized in Champion Circle

The Edelweiss Foundation
Huntington National Bank
KeyBank Foundation
The Spaulding Foundation
Sycamore Capital
Western & Southern Financial Group

\$5,000+

Individuals recognized in Champion Circle

Anonymous
Cincinnati Children's Hospital Medical Center
Cincinnati International Wine Festival
The David J. Joseph Company
The Forker-Smith Foundation
Harold C. Schott Foundation
The Hillman Group
KAO Brands
Mondelez Foods
Ohio National Foundation
The Unnewehr Foundation
Wohlgemuth Herschede Foundation

\$2,500+

Individuals recognized in Champion Circle

Altafiber
Ameritas Life Insurance Corp
Barefoot
The BMW Store
Cintas
Dinsmore & Shohl LLP
Harris Products Group
Katz Teller Brant & Hild, LPA
Keating Muething & Klekamp
KeyBank
Northern Kentucky University
ProLink Staffing Services
Rhinestahl Corporation
Strauss & Troy
Totes Isotoner
Truepoint Wealth Counsel
Wells Fargo Advisors

\$1,000+

Individuals recognized in Champion Circle

Anonymous
EMI Network
Freking Myers & Reul
Joint Women's Collaborative – Wyoming
National Christian Foundation
Indiana
NextUP Cincinnati
Northrop Grumman
The Northside Bank & Trust Co.
Xavier University
7-Eleven Cares Foundation

\$500+

Joy Albi
Anonymous
Bank of America Charitable Foundation
David Barless
Barnes Dennig
Ellen Berry
Nancy Blum
Bobenread Family Fund
Valerie Bopp
Erica Boyd
McKenna Brooks
Thomas & Mary Byrne Family Fund
Cecelia Chewning
Cincinnati Country Day School
Kelly Collison
Sara Cooperrider
CREW Greater Cincinnati
Amelia Crutcher
Christine & David Dauenhauer
James C. & Gayle F. Davis Family Foundation
Carol Duane Olson
Gateway Investment Advisers LLC
David & Elisabeth Hendy
Horizon Community Funds of Northern Kentucky
Alecia Houk
JC Penney
Stephanie Jones
Joe & Nancy Kane
David Kohnen
Liberty Marketing Systems
Karen McFarland
Sindur McRedmond
Miramar Charitable Foundation
Miami University
Gregory Nolan
Steve & Geraldine Olson
Monika Osborn
Shelley Poffenberger

Veronica Schlegel
Deanna Sicking
Cindy Scovanner
Pooja Soni
Tracey Stofa
David & Marsha Taylor
Lisa Tent
Marcia Togneri
Jane & Jon Votel
Anthony & Geraldine Zembrodt

\$250+

Kristen Barber
Melissa Bertke
Sarah Callihan
Christine Carleton
Janel Carroll
The CARE Center
Garri Davis
Jill Devine
Carolyn Eagen
Xaviera Edwards
Jen Faber
Andrea Frieder
Sue Grathwohl
Jean & Clint Haynes
Barbara & Guy Hild
Kristen Houston-Hitch
Pamela Hoynes
J. McLaughlin
Melissa Johnson
Johnson & Johnson
Jennifer Jostworth
Tracy Juran
Carol Kerlakian
Carly Kerlakian
Jackie Koesters
Lauren Kuley
Mary Maune
Paula Muething
Laurie Osterhus
Elizabeth Pierce
Buffie Rixey
Adrienne Roach
René Robers
Heather Russell
Michael Schlotman
Ginny Schumacher
Kristie Sheanshang
Debbie Simpson
Judith Smith
Jamie Van Landuyt
Rae Vuic
Alecia Webb-Edgington
WW & AB Lovejoy

\$100+

Allison Aardsma

Sally Aiken
Renee Alexander
Roberta Allen
Megan Alley
Madonna Allread
Anonymous
Leslie Arata
Melissa Barclay
Jeanne E. Barnes
Jessica Baverman
Sarah Becker
Mike Belmont
Shan Bhati
Anisha Bhirud
Melody Bohrer
Fawn Boullie
Marie Boyle
James Brooker
Kate Brown
Jacklyn Bryson
Patricia Buschmann
Betsy Bybee
Brooke Cafeo
Rosine Cassidy
Jaspreet L. Chahal
Christine A. Christen
Ailleen Cobbs
Cynthia Cole
Katie Compton
Lisa Consolino
Dorothy Corbett
Katie Cousino
Amy Craft
Debbie Crail
Alva Jean Crawford
Brian Critchell
Delta Sigma Theta Sorority, Inc
Annie D'Lima
Samantha Dewald
Ellen Dick
Sarah Dittlinger
Donna Salyers' Fabulous Furs
Jade Doyle
Thaddeus & Kathleen Driscoll
Ellen Dunsker
Jeane & George Elliott
Samantha Evans
Kara Farnham
Ashley Farwick
Steven Ferguson
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Brenda Ganulin
Katie Gawne
Deborah Gentry-Davis
Lindsay Gerdes
GetWITit
Doris Gibbons
Angela & Brad Gibson
Camille Glaug
Robin Grant
Mary E. Gray
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Lauren & Tom Gucciardo
Kelli Hamilton
Sandy Hart
Lorrie Hayes
Cynthia Henderson
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Beth Hiltz
Rhiannon Hoeweler
Flo Hoffheimer
Kathryn Hollister
Linda Holthaus
Nicole Hosty
Vanessa Hunn
Jill Hunt
Brigid Jackson
Elaine Jaeger
Cassandra Jenkins
Danya Karram
Samantha Kereiakes
Leslie Kish
Larry & Kathleen Kissel
Arlene Koth
Lori Landrum
Thalia Latvala
Michael Laumann
Kei Lawson
Adelaide 'Cissy' Lenobel
Sue Lewis
Danielle Lewis Jones
Lisa Lickert
Barbara Linder
Tonya D. Lindsell
Jennifer Lintz
Elizabeth & Paul Mattingly
Anne Maxfield
Whitney Maxson
Anna McCuiston
Karen McDaniel
Claudia McKee
Jenni McKinney
Vickie McMullen
Laura S. Menge

Mary Mitchell
Onnika Mitchell
Kathleen Molinsky
Abbie Morandi
John Mueller
Hengameh B. Nassef
Leslie & Larry Newman
NextUP
Linda O'Hara
Emma Off
Katherine Oliver Jarnigo
Brooke Olson
Amelia Orr
Joanna Osher
Maria Papakirk
Alandra Parchman
Mala Patel
Nancy Pater
Christine Patterson
Anne Paul
Donna Paulin
Janelle Paynter
Heidi Perry
Sarah Pharr
Judy Pogue
Mary Ellen & Tom Pope
Holly Pritz
Betsy Prussian
Julie Raleigh
Jennifer Rankin Byrne
Anita Raturi
Jenna Rensch
Courtney Revis
Janet R. Reynolds
Peggy Rilling
Kate Rippe
Mary Ellen Roberts
Daniel Ross
Suzy Ross
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Anya Sanchez
Sarah Sanderson
Jill Schiller
Robert A. Schilling
Brianna Schirmang
Jane Shea
Sue Showers
Jenni Simon
Jessica Smith
Carol Sparks
Spence Family Fund
Tammy Stanton
Rhonda Starghill
Krista Starvaggi
Anita Stewart
Laurel Streitmatter
Carol Striker

Courtney Strittmatter
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Mandeep Verma
Anne Wagner
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Comfort Wendel
Karen Wernicke
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Jamie Williams
Jennifer Wilson
Erin Wisecup
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Sue Wurtzler
Roger & Rosanne Yetzer
Donna Zaring
Ellen Zemke
Susan Zurface

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www.dfscincy.org

4623 Wesley Avenue, Suite H
Cincinnati, OH 45212



*Support Dress for Success
Cincinnati Today*




Our Purpose

We believe each woman deserves the chance to dream and reach her potential because when she does, her impact on her family and the community will be profound.

Follow us on Social Media

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@dfscincy / @portalucaaboutique 

@dfscincy 

Dress for Success Cincinnati 