



DRESS FOR SUCCESS[®]
CENTRAL ALBERTA

**REPORT TO THE
COMMUNITY
2024**



DRESS FOR SUCCESS®

CENTRAL ALBERTA

Dress for Success Central Alberta offers long-lasting solutions that enable women to break the cycle of poverty and create economic independence.

Every woman has the right to realize her full potential and achieve financial independence. We believe that with the proper education, tools and action this world is possible.

OUR VISION

Empowering women along their journey to personal success.

OUR MISSION

Dress For Success Central Alberta is an inclusive community, empowering women into the workforce by providing them with professional attire, career services and skill development programs.

Board of Directors

- Lee Ann Waines, Board Chair
- Brennen Wowk, Vice Chair
- Steven Rutherford, Treasurer
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- Jonathan Kasa, Director
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What We Do

We are economic first responders for those who are trying to make ends meet during challenging times and trying to build a better life for themselves and their families. We are here for our clients throughout their full journey to personal success: from landing that first good job, to stepping into financial independence and all the way to achieving their own definition of leadership and success.

We are creating a supportive, inspiring network of women. We equip this community of women with the confidence, camaraderie, career development, and personal care to continue the pursuit of advancement and success.

Our community of committed staff, volunteers, sponsors and donors, community partners and champions empower our clients in a way that boosts the resiliency and size of our local economy and benefits everyone.



LEADERSHIP PROGRAMS Empower clients with continuing personal and professional development.

ELLEvate is a female focused networking collective curated by Dress for Success Central Alberta. This six-week series of learning provides access to a supportive, inspiring network and helps participants to develop both personally and professionally. ELLEvate exists to support our community by providing a judgement-free safe space in which to ask questions and receive support, while also networking with like-minded women and connecting with the local business community. ELLEvate is offered in the Spring and Fall each year.

“It was a great pleasure to participate in these sessions. They are a great mix of learning, connections and empowerment.

- ELLEvate participant, 2024

Workshops - Offered throughout the year, these workshops and services are focused on increasing financial literacy, leadership and career growth. Participation is open to Dress for Success Central Alberta clients, referral partner agencies and our community. All workshops are offered free of charge and include both in person and virtual options whenever possible.

Topics have included:

- Financial Basics & Budgeting
- Tax Preparation
- Post Secondary Education & You
- Mentorship Facilitation
- Interview Preparation
- Managing Your Leadership Brand
- Find Your Why: Leading Purposeful Lives & Careers



DRESSING SERVICES Support clients with professional attire.

Dressing Services offers women the opportunity to be dressed in professional attire for a job interview, work, or special suitings (this includes internships, work experience or court appearances). With the support of our volunteer stylists, each client is given a personalized shopping experience, ensuring each client is provided with the proper clothing resources to set her up for success. Business casual attire, scrubs, basic needs toiletries and everyday wear are also available depending on the individual requirements.



CAREER PROGRAMS Help with pre-employment, professional development job retention and career advancement.

This service offers virtual or in person assistance to help clients with their job search. Clients are offered resume and cover letter review sessions or practice interview sessions depending on where individuals are in the job search process.

The Career Support Specialist volunteers are individuals who have previous professional experience in the sectors of human resources, hiring and recruitment.



Dress for Success Central Alberta Impact

Good Jobs - Financial Independence - Personal Success

2024



In 2024 we've supported over **600** women through our career services, leadership programs, styling services, and community outreach initiatives. Our styling program helped **268** women secure employment, while we provided **156** with interview styling resources and **112** with employment styling resources. In total, our volunteers collectively contributed **2,500** support hours.

2023



In 2023 we assisted **226** women through our career services, leadership programs, styling services, and community outreach initiatives. Our styling program helped **172** women secure employment, while we provided **87** with interview styling resources and **85** with employment styling resources.

2022



In 2022 we completed **94** total suitings
(other units of service not measured or were not offered).



Who We Help & Why it Matters

We know that to truly empower women economically and support them to achieve their highest potential we need to invest in a continuum of pre-employment and job-retention training but also make sure they have access to professional networks and a community of support.

22% of Canadians currently expect to rely on charities to meet their basic needs. Basic needs are just that, it is what you eat and where you sleep.

x10 more women than men in Canada have fallen out of the labour force since 2020 according to research.

38% of families in Red Deer are low income. (source: Central Alberta Poverty Reduction Alliance)

The gender pay gap is worse for those who face multiple barriers, including racialized women, Indigenous women, and women with disabilities.

Red Deer has the highest percentage of lone parent families in Alberta. (source: Central Alberta Poverty Reduction Alliance)

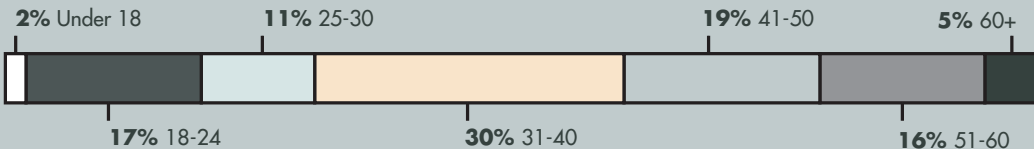
Minimum wage in Alberta is \$15.00/hr

Red Deer's 2024 Living Wage is \$18.90/hr.

The living wage is defined as the hourly wage a worker needs to earn to cover their basic expenses and have a modest standard of living once government transfers have been added and taxes have been subtracted. Creating opportunities for education and career growth matter.

“ I just wanted to thank you guys so so very much for the great hospitality you showed me and the kind words and the wonderful clothes and products I got. I've never been treated so good in my life. It was like a movie and especially at a terrible time.”

Age demographic of client services (self disclosed)





| Future Vision – 2025 Initiatives

CLIENT EXPERIENCE & PROGRAMMING

Develop and deliver programming that helps local women find good jobs, increase financial independence and achieve personal success.

Expand & Grow Programming

Serve 700 clients through expanded career services, leadership and styling program offerings.

Career Hub Launch

Design and launch an online community that is a one stop shop for client resources at every stage of their career journey. Every phase will be full of practical education designed to address local workforce needs and set our clients up for successful careers.

PHASE 1 – GET THE JOB

Content to support work force readiness and job search support.

PHASE 2 – GOT THE JOB

Content to prepare clients for work and provide resources to be ready for the first day in a new role.

PHASE 3 – THRIVE IN THE JOB

Materials to expand perspective on a career vs. a job.

Client Experience Improvements

Gain a better understanding of how our clients are hearing about, accessing and utilizing our services to see how we can serve them better and best meet their needs.

ORGANIZATIONAL STRUCTURE & PEOPLE ACQUISITION

Ensure the organization and has the people, policies and processes in place for smart and sustainable growth.

MARKETING & COMMUNITY BRAND MANAGEMENT

Increase awareness of DFSCA and its impact on our community.

RESOURCE GENERATION

Source revenue and resources to support client programming and growth initiatives.

“ I felt supported. When things weren't going well, these group mentoring sessions were the highlight of my week, helped me stay positive.
- ELLEvate participant, 2024

NOTE: THE QUOTES ON THESE PAGES ARE SOURCED WITHIN THE QUOTE ITSELF AND ARE NOT ATTRIBUTED TO THE INDIVIDUALS IN THE PHOTO.



“ We create community within our space and in our program offerings. “People with extensive social connections linking them to people with diverse resources tend to be more “hired, housed, healthy, and happy.”

Source: Policy research initiative. 2005. Social capital: A tool for public policy. Social capital briefing note. (Ottawa, on: policy research initiative)



“ Poverty is more than a lack of money, it is limited access to opportunities

Source Central Alberta Poverty Reduction Alliance).

“ It was a great pleasure to participate in these sessions. They are a great mix of learning, connections and empowerment.

- ELLEvate participant, 2024

“ I can't thank Dress for Success Central Alberta enough for their exceptional service, caring approach, & dedication to empowering individuals.

- Dress For Success Central Alberta Client

Dress For Success Canada Foundation & Worldwide

Dress for Success Worldwide was formed in 1997 and has served more than 1,000,000 women around the world. Each year, nearly 70,000 women in the United States, Australia, Canada, the United Kingdom, New Zealand, the Netherlands, Mexico, Poland, Portugal, Ireland, France, Luxembourg and the West Indies are helped. All Dress for Success affiliate organizations are not-for-profit entities.

Dress for Success Central Alberta is also part of the Dress for Success Canada Foundation. The DFS Canada Foundation develops and customizes national partnerships to champion and provide funding for Dress for Success locations from coast to coast.

Centralized funding through the Foundation enables Dress for Success to scale the number of women served across Canada at the local level, through the supports and programs delivered by the affiliates.

There are 13 affiliates across Canada.

The Central Alberta Dress for Success was founded in 2008 and has helped hundreds of local women every year since.

All donations made stay in our community to help women in Central Alberta gain economic independence and empower them along their journey to personal success.

“

Thank you so much. I've never had an experience like I had today, the care and friendliness from you and your team means so much to me, I don't have the words to express my gratitude. I really needed that today, more than you will ever know. Thank you for what you do.”

“

Every single experience I have had at this branch has been extremely positive. Educational, inspiring and heart warming. The branch coordinator (at Red Deer) in particular is friendly, capable and effective.

- ELLEvate participant, 2024



Scan To Learn More





*Empowering women along
their journey to personal success.*

Contact Dress for Success Central Alberta

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**Charitable tax
receipts provided**

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Connect with us



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