



DRESS FOR SUCCESS®
SYDNEY

Our Mission

The mission of Dress for Success Sydney is to empower women to achieve economic independence by providing a network of support, professional attire and career development tools to help women thrive in work and life.

By 2021 Dress for Success Sydney aims to be the leading organisation in Australia for the empowerment of women through employability services.

We have supported more than 14,000 women across New South Wales to get back on their feet and get back into the workforce.



Annual Report 2018

Our changing rooms change lives.

CEO message

It was an exciting year that saw us expanding our reach across New South Wales with the launch of our Illawarra Showroom operation. This was the first step in achieving our goal of being the leading organisation in Australia for the empowerment of women through employment services.

We also entered into a feasibility study to gauge whether there was sufficient demand to expand our services with a face-to-face operation in Newcastle. Although our Pack & Send service meets the needs of regional and rural clients, these clients face specific challenges in entering employment. The potential of a new branch in Newcastle is an opportunity to extend our work and help address these needs in a meaningful way in the future.

None of this would be possible without a secure financial base and framework in order to support the growing need for our service across the state. With limited government funding, we are reliant on the fundraising activities we undertake and the immense hard work and passion of our committed staff and volunteers.

The results of that dedication showed in the fantastic results from fundraising sales and our Empower Hour campaign. Income from Bubbles and Bargains rose 33% from 2017, and the second year of Empower Hour raised over \$100,000.

Thank you to the generosity of all our supporters and corporate partners. All this income goes back into our programs, both in dressing and career support, to ensure we are delivering the best outcomes for our clients. This is highlighted when we measure our impact: 98% of clients state that they feel empowered to achieve their employment goals, and 99% of clients feel more confident and prepared when attending a job interview or starting a new job.

I am once again left in awe by our volunteers and the dedication and commitment they bring to the organisation. It is a privilege working with the volunteers and hardworking Dress for Success Sydney team in achieving real outcomes for the women who walk through our doors. I look forward to seeing what we can achieve together in terms of social impact and lasting change for women in our community.

Ursula McGeown
Chief Executive Officer.

2,722



clients dressed

26,396
items distributed



valued at est.

\$433,645

788

Pack & Sends



58%
of clients



**securing
employment**

**14% of clients
engaging in
education
/training**



94
career support
workshops
conducted



Volunteers help make it happen.

870 Volunteers gave **17,675** hours



 % of hours donated

34% dressing service

6% shadowing stylists

28% stock control and management

8% administration support

5% bubbles and bargains merchandising

15% corporate volunteering

4% Pack and Send



We worked with **414** Referral Agency partners

 **empower hour**

\$103k
raised nationally

=



295
women helped

Empower Hour is a Dress for Success Sydney created campaign, adopted by other affiliates.

We help women believe in themselves.

2018 Highlights



Garage Sale income

\$31k

↑ 62%



Sydney Bubbles income

\$160k

↑ 33%

Illawarra Bubbles income

\$28k



Illawarra Showroom
Launch



“Dress for Success Sydney transformed my life. Having a job is everything. Having the recourse to help my children and to have my own self confidence back, has truly been life changing.”

Former client & Dress for Success Sydney Advocate, Emilia.

Financials

Statement of profit or loss and other comprehensive income

For the year ended 30 June 2018

| | 2018 | 2017 |
|----------------------------------|-------------------------|-----------------------|
| Income | \$ | \$ |
| Auction | 5,792 | 4,768 |
| Donations | 343,845 | 209,299 |
| Fundraising events | 386,601 | 290,229 |
| Grants | 251,577 | 255,874 |
| Markets/Sale of goods | 31,455 | 19,010 |
| Referral agency | 30,550 | 21,950 |
| Interest income | 10,569 | 8,118 |
| | <u>1,060,389</u> | <u>809,248</u> |
| Accounting | 945 | 738 |
| Advertising and marketing | 2,424 | 4,496 |
| Affiliates receipts | 74,909 | 3,706 |
| Client expenses | 7,459 | 17,225 |
| Depreciation | 1,565 | 930 |
| Fundraising Expenses | 69,638 | 37,885 |
| General expenses | 34,735 | 36,420 |
| Insurance | 15,675 | 20,162 |
| Postage and stationery | 1,815 | 7,202 |
| Rent and utilities | 90,704 | 79,899 |
| Postage and stationery | 17,386 | 12,886 |
| Software, internet and telephone | 16,056 | 19,583 |
| Staff training | 11,836 | 9,847 |
| Storage | 12,097 | 4,260 |
| Subscriptions | 8,686 | 6,641 |
| Superannuation | 49,982 | 43,192 |
| Travel | 972 | 410 |
| Volunteer Expenses | 2,101 | 2,229 |
| Wages and Salaries | 548,848 | 465,810 |
| | <u>967,833</u> | <u>773,521</u> |
| Net profit for the year | <u>92,556</u> | <u>35,727</u> |

Statement of financial position

For the year ended 30 June 2018

| | 2018 | 2017 |
|--------------------------------------|-----------------------|-----------------------|
| Assets | \$ | \$ |
| Cash and cash equivalents | 697,126 | 453,876 |
| Other financial asset | 32,400 | 32,400 |
| Prepayments | 44,321 | 21,880 |
| Accounts receivable | 25,374 | 62,799 |
| Total current assets | <u>799,221</u> | <u>570,954</u> |
| Plant and equipment | 24,193 | 6,109 |
| Total non-current assets | <u>24,193</u> | <u>6,109</u> |
| Total assets | <u>823,414</u> | <u>577,064</u> |
| Liabilities | | |
| Trade and other payables | 20,714 | 10,053 |
| Accruals | 41,285 | 27,958 |
| Employee Benefit Liabilities | 37,797 | 29,789 |
| Unearned revenue | 223,620 | 102,833 |
| Total current liabilities | <u>323,417</u> | <u>170,633</u> |
| Employee benefits | 15,088 | 16,278 |
| Provisions | 3,450 | 1,250 |
| Total non-current liabilities | <u>18,538</u> | <u>17,528</u> |
| Total liabilities | <u>341,955</u> | <u>188,160</u> |
| Net Assets | <u>481,459</u> | <u>388,903</u> |

Our Impact

98% of clients state they feel empowered to achieve their employment goals



99% of clients state they feel more confident and prepared, ready for their job interview or new job



99% of our clients said they would refer a friend



Dress For Success Sydney

132 Marrickville Road
Marrickville NSW 2204

P: 02 9517 9537 | E: info@dfssydney.org

Illawarra Showroom

Located at 128 Wentworth Street,
Port Kembla NSW 2505

P: 0473 875 338 | E: illawarra@dfssydney.org

www.sydney.dressforsuccess.org

ABN 86 294 993 663



@dressforsuccesssydney



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