



31 DAYS OF WOMEN IN POWER

Women's History Month & International Women's Day 2021

Invitation to Participate



DRESS FOR SUCCESS[®]
Going Places. Going Strong.

Decades of Economic Progress for Women is Unraveling

We are facing the first global female recession due to COVID-19 and the facts are alarming:

- 865,000 women dropped out of the U.S. workforce in September alone, a level unseen since 1988 (source: [NPR](#))
- Globally, nearly 70% of women who have experienced COVID-19-related disruptions are concerned about their ability to progress in their careers (source: [Deloitte Global](#))



A woman with curly hair, seen in silhouette, stands at the head of a conference table. She is looking out over a vast city skyline, likely New York City, under a bright, hazy sky. The scene is lit with a warm, golden light, suggesting sunrise or sunset. The text is overlaid on the right side of the image.

**NOW MORE THAN
EVER, IS THE TIME TO
CELEBRATE WOMEN
WHO LEAD**



31 Days of Women in Power

Our annual International Women's Day / Women's History Month campaign, **Your Hour, Her Power**, calls on individuals to give just one hour of pay to help our women achieve financial independence and upward mobility.

We are expanding our campaign concept in 2021 with our media partner *O, The Oprah Magazine* by honoring women in positions of power throughout the month of March to highlight the importance and impact of female leadership when it is most needed.

We invite you to take the pledge to empower women and join us.

How You Can Support Us

We are inviting individuals and companies to take the pledge and participate by:

- Recording a short video highlighting why you are supporting Dress for Success with a donation of an hour of your salary to our organization
 - See an example [here](#)
- Promoting the campaign via social media and other platforms
 - See an example [here](#)
- Joining us as a campaign sponsor*

*Limited sponsorship opportunities available. Please contact us for more information.



MORE INFO

About Dress for Success

Dress for Success is the only global nonprofit employment resource for women and was founded on the principles of gender, racial and socio-economic equality for all.

Our mission fights against inequality and systematic bias each day. Further, we are driven by the belief that when you help empower women, you help empower their families and communities for the betterment of the world.

We have been a trusted leader at the forefront of the women's empowerment movement for nearly 25 years. Throughout that time, we have helped 1.2M+ women achieve financial independence through job support, financial education, and leadership development.

We are dedicated to serving women of all nationalities, ages and backgrounds. In fact, the women we serve are:

- BIPOC identifying (70%)
- Multi-generational, ranging from Gen Z to women over 50
- Living below the poverty line (nearly 50%)
- Single mothers (40%)*

*Percentage of total women served





Contact Us!

For more information on how you can get involved, please contact any of the following team members at yhhp@dressforsuccess.org.

DEVELOPMENT

Jenny Lai, Vice President
Danielle Recalde, Associate

GLOBAL MARKETING & COMMUNICATIONS

Patricia Steele, Vice President
Courtney Drakes, Manager
Taylor David, Social Media & Content Specialist