

EMPOWERHOUR

BY DRESS FOR SUCCESS®

2024 Campaign Messages

www.empowerhour.org.au

Jump to:

[Campaign Messages](#)

[Empower Hour 2024](#)

[Our Why](#)

[Key Messages](#)

[About International Women's Day](#)

[About Dress for Success](#)

[The Impact of Your Donation](#)

Visit our Campaign Toolkit for templates & assets to support your event and fundraising

Find your local Dress for Success Affiliate here.

Campaign Messages

Empower Hour 2024

Empower Hour is an award-winning high impact, pay it forward campaign.

The campaign, which will run during the month of March (Women's History Month), is back for its 8th year and aims to support more than 750 additional women into employment.

Every year Dress for Success Australian Affiliates come together for International Women's Day (8 March), to supercharge fundraising to support more women into work and bring awareness to the disparity issues facing women in Australia.

#EmpowerHour #IWD2024 #DressforSuccess #itstartswithHER #CountHerIn #CountYouIn #InspireInclusion

Our Why

Women are the first to be impacted by economic downturn. But when women are empowered to work, families thrive, and communities prosper.

EMPOWERHOUR

BY DRESS FOR SUCCESS®

Economic participation is one of the greatest benefits for allowing women to make their own choices and have control over their lives. But with inflation and the costs of living steadily increasing, more women are becoming affected especially vulnerable women. Women usually have lower incomes and less engagement in the workforce due to factors out of their control like needing to juggle work and childcare.

Dress for Success helps empower women with choices, ultimately helping them obtain financial freedom through employment. One hour at Dress for Success styling session provides them with clothing to get hired and importantly, helps them regain their confidence with resources and tools to take control of their own future.

Key Messages

Dress for Success services in Australia are in more demand than ever before. The cost-of-living crisis means more women are facing hardship and situations they have never encountered before. Homelessness is increasing in women.

Today, your support can help a vulnerable woman gain the skills and knowledge they need to enter or re-enter the workforce.

Everyone can play their part in ending the disparity for women in the workplace and help bridge the gap for women by creating fairness and equality for jobseekers.

One hour of transformation in our fitting rooms provides a woman with the confidence they need to go after their goals and seek independence and financial freedom through employment.

Your support today can transform a woman's life.

Can we #CountYouIn?

Call to Action

This International Women's Day can we #CountYouIn to empower vulnerable women to take control of their own future?

[Donate now](#)

[Register your event](#)

[Become a Partner](#)

International Women's Day

International Women's Day (8 March) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality.¹

International Women's Day was first born out of labour movements at the turn of the twentieth century in North America and across Europe.²

Australia's first International Women's Day was held in 1928 in Sydney. Organised by the Militant Women's Movement, women called for equal pay for equal work, an 8-hour working day for shop girls and paid leave. The next year the event spread to Brisbane. In 1931, annual marches were launched in both Sydney and Melbourne and both marches continue to be held today.

Other International Women's Day themes

[UN Women Australia:](#)

Count Her In: Accelerating Gender Equality Through Economic Empowerment

Women's economic empowerment is central to a gender equal world. When women are given equal opportunities to learn, earn and lead – entire communities thrive.

[International Women's Day:](#)

#InspireInclusion

The aim of the IWD 2024 #InspireInclusion campaign is to collectively forge a more inclusive world for women.

About Dress for Success

Dress for Success Worldwide

Dress for Success is a global not-for-profit organization that empowers women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

Since starting operations in 1997, Dress for Success has expanded to almost 150 cities in 25 countries and has helped more than 1.2 million women work towards self-sufficiency.

EMPOWERHOUR

BY DRESS FOR SUCCESS®

Dress for Success in Australia

Dress for Success exists to level the playing field for women wanting to enter or re-enter the workforce.

Dress for Success believes that by investing in women, we are not only improving the lives of individuals, but we are also strengthening our communities and building a better future for us all.

Powered by volunteers, every year Dress for Success Australian Affiliates support more than 5,000 women into employment across the country. Dress for Success' signature Styling service and suite of Career Support offerings aim to help women overcome bias and discrimination when entering or re-entering the workforce - at no cost to the women needing the services.

Our national annual impact:

- 3,993 styling sessions
- 1,015 outreach parcels delivered
- 236 career support workshops
- 1,573 workshop attendees
- 34,680 volunteer hours
- 31,554 clothing items gifted
- 5,260 women supported

The Impact of Your Donation

Dress for Success works to bridge the gap for vulnerable women by addressing unconscious bias and creating fairness and equality for jobseekers who identify as female; instilling confidence, building resilience, and restoring dignity to not only 'get the job' but to 'thrive in the job'.

\$1000 can provide six months of one-on-one Career Coaching, resume drafting support, interview preparation, access to digital career support, connections to prospective employers, and her new interview outfit. Plus, a capsule wardrobe when she gets the job.

\$500 can provide three months of one-on-one Career Coaching, resume drafting support, interview preparation, access to digital career support, connections to prospective employers, and her new interview outfit. Plus, a capsule wardrobe when she gets the job.

\$400 can provide the support a woman needs to join the workforce – a professional interview outfit and access to digital workshops, resume and mock interview support.

EMPOWERHOUR

BY DRESS FOR SUCCESS®

\$200 can provide a woman a styling session with a fashion stylist and clothing and accessories for that all-important interview.

\$50 can provide a woman with mock interview practice and resume drafting support to help her secure and nail that interview.

\$25 can provide a woman with one-on-one resume drafting support with an HR / Recruitment Specialist.

Sources:

¹ <https://www.internationalwomensday.com>

² <https://unwomen.org.au/get-involved/international-womens-day/about>