



EMPOWER
HOUR
BY DRESS FOR SUCCESS®

One hour can change her life

BECOME A POWER PARTNER

\$5.11

Social ROI
for every \$1
spent

5,000+

Women
supported
every year

17.1M+

2023 campaign
PR & media
reach

Dress for Success Australia's award-winning International Women's Day campaign is back again in 2024, bigger than ever. The ask is simple, but the impact is huge – for the month of March to celebrate International Women's Day (8 March), we ask Australians to donate to support women across Australia overcome the barrier of unemployment, supporting their journey to financial independence for themselves, their family and their community.

You're invited!

Join us as a Power Partner in 2024, a unique opportunity to make a direct national impact by engaging your employees and customers, encouraging them to stand together for gender equality. Dress for Success Power Partners span some of Australia's best workplaces, across a wide range of industries. We create mutually beneficial partnerships that increase employee engagement, amplify brand values and raise business profiles.

- Employees: engage your team to celebrate the women in your organisation and demonstrate your commitment to closing the gender gap
- Customers: go beyond your Corporate Social Responsibility (CSR) strategy to share and encourage authentic action
- Brand: align your brand with a trusted global brand to stand out in a crowded market this IWD in a meaningful and relevant way.

Be a Power Partner, host an Hour of Empowerment

Power Partners pledge an investment of \$5,000 to participate in Empower Hour.

Power Partners are encouraged to promote their Empower Hour participation externally and internally, hosting their own International Women’s Day Empower Hour event - an hour of empowerment celebration and fundraiser - engaging staff and celebrating IWD in a meaningful way.



Power Partnership Entitlements & Exposure

Campaign Website	Campaign Channels	IWD Event	Campaign Toolkit
<ul style="list-style-type: none"> • Co-branded fundraising page • Listed as an Empower Hour Power Partner with link to campaign 	<ul style="list-style-type: none"> • Social media promotion of partnership across Affiliate channels • Logo on eDMs to Dress for Success databases; audience of 150k 	<ul style="list-style-type: none"> • Priority access to your local Dress for Success Board or staff speaker for company IWD activation 	<ul style="list-style-type: none"> • Access to Power Partner Toolkit including collateral, imagery, messaging, etc.

Dress for Success in Australia

Powered by Volunteers, every year Dress for Success Australian Affiliates support more than 5,000 women into employment across the country.

Our 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 our services. Transgender and nonbinary individuals, comfortable in women’s spaces, are warmly welcomed.

Join us for IWD in 2024 to help unemployed and underemployed women across Australia achieve economic independence through employment. To get started get in touch below or visit empowerhour.org.au.