



EMPOWER HOUR

BY DRESS FOR SUCCESS®

One hour can change her life.

BECOME A RETAIL 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!

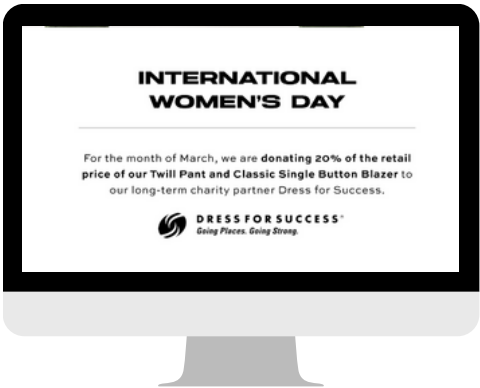
Join us as a Retail Partner in 2024, a unique opportunity to align with a global brand in your local market to make a direct impact for gender equality. Dress for Success Retail Partners span some of Australia's leading brands, across a range of products. We create mutually beneficial partnerships that drive business, increase customer loyalty and employee engagement.

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

Retail Partnership

We collaborate with you on a cause related marketing campaign to build customer loyalty, enhance brand awareness and engage staff and stakeholders.

Retail Partners donate an agreed percentage of sales across the month, week, or day of International Women’s Day 2024 (8 March). Retail Partners who commit a minimum \$5,000 donation gain access to more campaign inclusions.



Retail 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 Retail Partner with link to campaign* | <ul style="list-style-type: none">• Social media promotion of retail campaign across Affiliate channels• Promotion of retail campaign in 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 Retail Partner toolkit including collateral, imagery, messaging, etc. |

*\$10,000+ pledged partners only

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.

Examples from Empower Hour 2023

Our 2023 campaign saw a significant shift to Retail Partnerships, 27% of the campaign income compared to 13% 2022. Our Partners loved the creative autonomy and a strong 'support Dress for Success for International Women's Day' hook.

- Forever New's Give with Grace donated \$10 from select styles for two weeks in March
- Cue donated 20% from select styles for the month of March
- Vush donated \$1 from every order for the month of March
- Purebaby donated 5% of sales on 8th March
- Veronika Maine donated \$5 from every transaction on 8th March
- Michael Hill donated \$15 from a select product for the month of March *campaign extended until all stock sold

