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February 2025

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CEO's Corner



Hello Supporters & Friends:

I've recently shared with you that the new credo for Dress for Success is: "More Than the Dress." And, there are no truer words in these tumultuous times because now, more than ever before, we must be unfailingly committed to ensuring that Dress for Success also is a safe place for any and every woman who walks through our doors. And when we walk through those doors, (and by we, I mean volunteers who interact with the clients as well as staff) must shed our personal partisan viewpoints, our bias – be it conscious or unconscious, our rush to judgment, our cynicism and, yes, even our egos. Our clients take priority and deserve a show of humanity no matter who they are. It's the level acceptance what we want for ourselves, our sisters and mothers. We need to be mindful, respectful, nurturing, caring and all-in on providing clients with a dose of joy and sense of worthiness if even for just a few minutes of their appointment.

And, speaking of client appointments... "More Than the Dress" now means that every client appointment automatically includes a meeting with a Career Coach. It's not an option; it's imperative and integral to being interview-prepared and job-ready. And if an appointment requires a little more time than was scheduled, we'll lavish that time on the client.

Just as our "More Than the Dress" mantra is guiding a shift in our treatment of clients, it's also becoming the lens for how we need to view donations. When people ask how they can donate and help Dress for Success, we need to candidly respond that it takes more dollars and less dresses! Our Speakers Bureau – thanks to committee chair Debbie Freire – recently met for an orientation meeting that has prepared this amazing team of 15 volunteers to appear at various events, public functions, social clubs and business groups and acquaint their audiences with all that DFSPB provides. These community ambassadors will be taking our "More Than the Dress" messaging out on-the-road, filling a need we have for building awareness...leading, ideally, to wider support. We'll keep you posted as this team gains bookings and traction.

The countdown clock to our major Style for Hope Fundraising Luncheon is ticking away scarily fast. Just to remind: Not only will we be hearing from our Style Icon honoree, the incomparable cosmetics titan Bobbi Brown, but also from one of our remarkable champion Road to Success graduates, and from our DFS Worldwide CEO Michele Meyer-Shipp. She's the one who's led us to that clarifying definition: "More Than the Dress." Hope to see you March 7th.

Forever grateful,

Joe Ann Fletcher



Dear Friends,

As we approach the highly anticipated Style for Hope Fundraising Luncheon, I want to take a moment to reflect on the immense importance of this event. Only one week away, the excitement is building, and just a few seats are still available for purchase, so act now if you can join us. VIP tickets, though, are already sold out.

The March 7th Style for Hope is more than just a gathering. It is a lifeline for Dress for Success Palm Beaches. The funds raised at this event account for nearly 65% of our operating budget, enabling us to continue providing critical services to women in our community. Your participation is a direct investment in empowering women to achieve economic independence and career success.

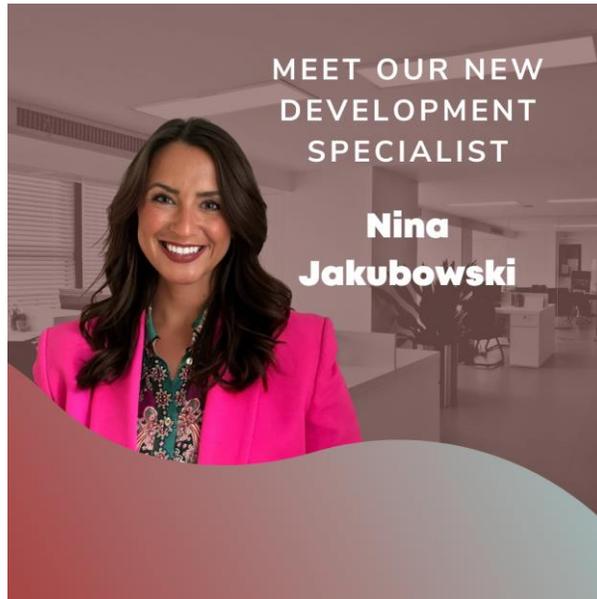
This year, we are thrilled to honor Bobbi Brown with our prestigious Style Icon award. Bobbi's legacy in the beauty industry and her inspiring entrepreneurial spirit make her the perfect recipient of this award. We are excited to celebrate her accomplishments and the impact she has had on women everywhere.

I encourage you to join us for this important event. Whether you're attending for the first time, or you've been with us in years past, your support makes all the difference. Let's come together to celebrate hope, style, and the incredible women we serve.

Thank you for your continued dedication to our mission. I look forward to seeing you on March 7th!

Warm regards,

Tamera Atkins



Our newest member, Nina, brings a dynamic global perspective and a deep passion for service to her role as Development Specialist. Having lived in five countries across three continents and working in industries ranging from fashion in New York City to brand management and e-commerce at Amazon Europe, she has cultivated a unique ability to thrive in ever-changing environments and connect with people from all walks of life. Through each of her diverse experiences, one driving force has remained constant — her commitment to uplifting others and creating a meaningful impact.

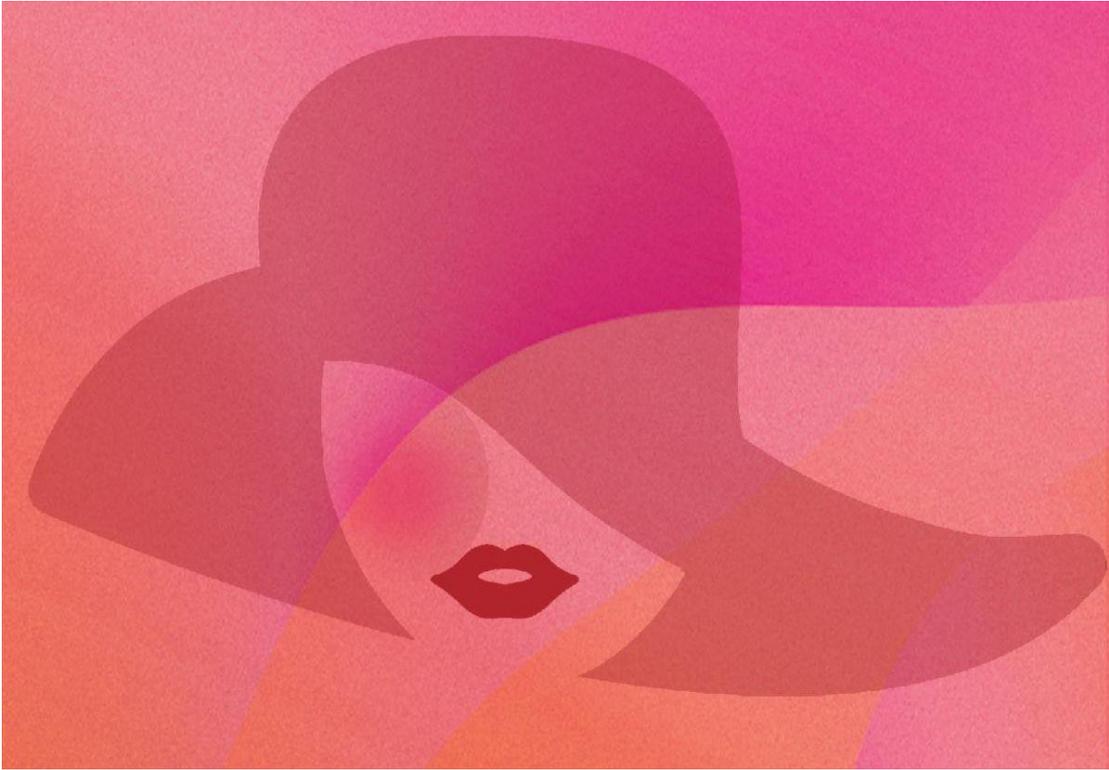
With a strong background in fashion product development and a creative approach, Nina understands the transformative power of confidence and self-expression. She is genuinely excited to channel this passion into her work at Dress for Success, where she can directly contribute to empowering women and helping them unlock their fullest potential. In her role, she is focused on expanding resources, fostering strategic partnerships, and driving initiatives that amplify the organization's reach.

In her spare time, you can find Nina on the tennis court, exploring new destinations, meditating, and spending quality time with her friends and family. She highly values balancing her professional passion with experiences that enrich her personal life. Nina is incredibly enthusiastic to leverage her skills to strengthen the mission of Dress for Success and looks forward to making a lasting difference in the lives of the women we serve.

CLIENT SPOTLIGHT



Volunteer stylist Barbara Rubenstein, who is serving as a mentor for the first time in our Road to Success program, suited her mentee Jennifer Richardson.



STYLE FOR HOPE

FUNDRAISING LUNCHEON

Tommy Hilfiger and Dee Ocleppo Hilfiger
Honorary Co-Chairs

FRIDAY, MARCH 7, 2025

KRAVIS CENTER | WEST PALM BEACH

FEATURING PRESENTATION OF THE

2025 STYLE ICON AWARD TO
BOBBI BROWN

Makeup Artist & Founder

JONES ROAD

PRESENTING SPONSOR:

W BRADFORD INGALLS CHARITABLE FOUNDATION

[Purchase Tickets](#)



Professional Women's Group Update

For our February Professional Women's Group meeting, Andrene from Clinique presented skin care tips to the group which made for a fun, Galentine's-themed meeting.



APPLICATION
DEADLINE
MARCH 31ST!

2025 SCHOLARSHIPS DRESS FOR SUCCESS PALM BEACHES

We are proud to announce that we are offering THREE scholarship opportunities this year! Check out our flyer for more information on how to apply. The deadline is approaching fast, so be sure to fill out the application soon! The link to apply is in the caption!

Scholarship applications are being accepted until March 31st. Click [here](#) to learn more or apply.



2025 SCHOLARSHIP PROGRAM



EMPOWER YOURSELF FOR A BRIGHTER FUTURE

We are proud to support women like you in achieving your educational dreams. If you are ready to take the next step of your journey, apply for one of our scholarships today or share this opportunity with a friend!

ELIGIBILITY

- Female students with a minimum 2.5 GPA enrolled or planning to enroll in a degree, certificate, or continuing education program.
- Selection is based on financial need, academic performance, community service, and extracurriculars.
- Prior Dress for Success Palm Beaches scholarship recipients are ineligible.
- Required documents: Letter of Intent, Letter of Recommendation, Most Recent Transcript, Course Registration and Fees.
- For more information on eligibility and requirements, please refer to the QR code below.

HOW TO APPLY

STEP 1: Apply by scanning the QR code below or using this link: bit.ly/DFSPBScholarships.

STEP 2: Submit your required documents by scanning the QR code below or using this link: bit.ly/DFSPBGoogleForm.

STEP 3: Complete an interview with our Scholarship Committee, which we will contact you to schedule.

SELECTION: After completing these steps, you will be considered for a scholarship, and we will notify you of our decision.

CONTACT US

- ✉ palmbeaches@dressforsuccess.org
- 🌐 dressforsuccesspb.org
- ☎ (561) 249-3898

DEADLINE TO APPLY:
MARCH 31, 2025



Additional Ways to

SUPPORT US



Help Ensure Our Future by Becoming a Member of the Circle of Impact



Our Circle of Impact is a select group of current and former business leaders who have pledged an annual minimum donation of \$1,000. Members are acknowledged for their generosity, their names appearing on a distinctive plaque at our headquarters, plus they enjoy several exclusive perks throughout the year. View our flyer [here](#) for more information or to donate, please visit our [website](#).

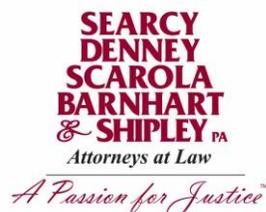
Company Matching Grants

Many organizations offer a company match program for donations made by their employees to nonprofit organizations, and some even offer volunteer grants. If your employer offers such programs, please consider requesting a donation to Dress for Success Palm Beaches.

Charitable Bequest

Leave a legacy! Please consider adding a charitable bequest to our organization to your will. **Be sure to designate our organization by our full name: Dress for Success Palm Beaches.**

Business Partners





[Donate](#)

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