

BOTTOMLESS CLOSET

FALL 2010

connecting
women and
work

WHAT'S NEW FOR FALL



It's full steam ahead this fall for Bottomless Closet. We're rolling out our bigger, better, and more consistent client experience.

As the number of Bottomless Closet clients increases exponentially, the goal remains to make sure that every client is receiving the same exceptional level of service. In addition to fully outfitting a client for her interview, the volunteer-coach reviews and upgrades the client's resume, and provides interview coaching. Each client receives a



copy of Bottomless Closet's comprehensive manual, "Steps to Finding a Job."

In response to the current economic realities, Bottomless Closet has become more directly involved in the search for employment by offering an intensive three-part series on

the job search process. It begins with a comprehensive review of resume writing, with a focus on using industry-appropriate keywords and delivering the document electronically. Next, participants are taught how to conduct a practical and proficient online job search. The final phase is one-on-one mentoring.

Client feedback is instantaneous by means of an electronic survey, which clients complete at the conclusion of their appointments. We have eliminated the arduous process of manual tabulation and immediately know what's effective. A sampling of client responses follows:



On the overall experience:

"I didn't feel like I was being judged or forced to be someone I wasn't"

"I just hope that this organization is always around because you give us women the courage and strength and self-respect to go out there and try again without being ashamed...The only thing you want for us, is what's best for us."

"I want to scream Bottomless Closet to the world!!!!"

On the volunteers:

"She helped me through a rough time. She cared during a time when I have magically transformed into a case number. I appreciate both her support and personal touch. She remembered that there is a heart and a soul attached to my case number."



"They are motivational people who 'go the extra mile'. She 'treated me like I was star' and made me feel that she believes in me."

On landing the job:

"I've only been on one interview in my life and I needed the help for the future ones."

"The coaching was 'a confidence builder' that helped to identify my skills, giving me the confidence I needed."

"Now I can 'highlight my most prominent attributes' and 'sell myself' in the interview process."

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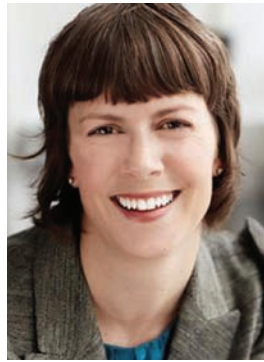
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How do we count the ways...

This past summer brought with it remarkable growth and a need for increased services. With the economy weakened and recovery still distant, Bottomless Closet services and programming are even more critical to an increasing number of New York City women. As unemployment figures reached an all-time high, getting a job has become a high stakes competition, requiring our clients to sharpen both their resumes and their skills.

In response we have expanded our programming to meet three goals: to bolster support for our existing clients, to increase the numbers of clients to whom we provide our basic services, and offer additional programming tailored to the needs of women in the current economic environment. (Read about our exciting new programs on the cover story.)

- In 2009 we saw 2,000 clients, an almost 50% increase from the 1,300 women we served in 2007
- In 2010 we have seen an additional 55 percent increase in women accessing our services
- June 2010 was the busiest month in our history numbering 300 clients
- An unprecedented average of 1,000 volunteer hours per month have been logged for 2010

In order to better track how our clients are faring in the job market, we have instituted a phone follow-up program to clients after their pre-interview appointments. To date, volunteers have talked with nearly half of them, and reported some incredible statistics. Of the women we spoke with, 72 percent had secured a job after their visit to Bottomless Closet. Those jobs included administrative assistant, bookkeeper, case manager, customer service representative, home health aide, paralegal and vocational coordinator.

“I feel confident that by using the tools given, I will be employed.”

Thank you for your continued support and generosity as we endeavor to make a difference in the lives of New York City women as they join the workforce and become self-sufficient.

*Special thanks to Figjam Portraiture for headshot.

—Kendall Farrell, Executive Director

Recent Corporate Involvement in Bottomless Closet

- Working in the Boutique/Inventory Room: BNY Mellon, Credit Suisse, Deutsche Bank, Ella Moss & Splendid, LIM, Parsons, Cleary Gottlieb Steen and Hamilton, NY CARES
- Career Day: Standard and Poors
- Clothing & Accessories Drives & Donations: kate spade, Rainbow Media, Neilson, SAP, Jones Apparel Group, Calvin Klein
- Workshops: Credit Suisse, Estee Lauder
- Networking, Fundraising or In-Store Events: Carlisle, Dyptique, Velita, Braccalini, Elie Tahari

Christopher Stanley Salon Event

Rather than putting their combs and scissors to rest, the staff at the Christopher Stanley Salon put them towards a good cause and donated their time and expertise to help the women of Bottomless Closet on Monday, September 13th, a day the salon is usually closed. The stylists not only provided cuts and blowouts to clients free of charge, but also taught them how to style their hair at home. Each client left with a complimentary product. Thanks to the Christopher Stanley Salon and all the staff who participated!



“You really make women who are feeling down and out, feel like we have some worth.”

“I don't feel poor, I feel privileged.”



Despite the rain, our Fifth Annual **Art under the Stars** was the largest and most successful evening to date.



In a new space, graciously donated by the Matthew Marks Gallery, guests enjoyed music, incredible art, and an array of items as diverse as gift certificates to restaurants such as the Waverly Inn...to tickets to local NYC sports teams, like the Knicks and Rangers...to a fantastic vacation in Anguilla. Our thanks to Amanda Smith Catering who



provided delicious Latin American-influenced cuisine and Renaissance Fine Wines and Spirits for a lovely selection of wines. It was a record crowd. Almost 200 tickets were sold, and over \$40,000 was raised to support the work of Bottomless Closet. Client speaker Marsha Richardson spoke of how she was transformed by her involvement with Bottomless Closet, and as a direct result she is excited to begin a new job as Senior Technician for a major communications company.

**Special thanks to Yaron Karl for photography*

It was a wonderful evening. Many thanks to all the generous donors who made the evening possible.

Add some SPARK to your connection with Bottomless Closet

Bottomless Closet has partnered with Blackbaud, Inc. to implement SPARK, an innovative program that will create an interactive online experience for our friends—our volunteers, donors and supporters.

Spark will provide two-way communication through email, events and online transactions. Spark's goal is to strengthen the connection between Bottomless Closet and our friends by improving the online experience. Our friends will be able to log on to view their personal giving history and make updates to their personal information (e.g., new address or email).

Through Spark, the donation experience will be seamless—no more clicking through to other sites, as it will be powered by The Raiser's Edge, adding another level of security to the giving process. Personal information will be private; and as always Bottomless Closet will never sell or share information with any outside organization. Please log on to our website, www.bottomlessclosetnyc.org, today to find out how easy it is to add some spark to your connection to Bottomless Closet.



Introducing the Bottomless Closet Connections Bracelet



Bottomless Closet's Young Leadership Council is thrilled to announce the Connections bracelet created by designer Catherine M. Zadeh exclusively for Bottomless Closet! This stunning design, featuring an organic and stylish interpretation of the Bottomless Closet initials, is now available in sterling silver.



The cost of the bracelet is \$100, 50 percent of each purchase goes directly to the services and programming of Bottomless Closet. To purchase a bracelet please go to www.bottomlessclosetnyc.org and click on "shop". Wear your support for all to see!

Elie Tahari Shopping Event

On Thursday, September 30th, Elie Tahari partnered with Bottomless Closet to host a private shopping event at the Fifth Avenue Company Store. Shoppers who brought in a clothing donation for Bottomless Closet received 30% off new arrivals from the fall collection.



The Galian Bottomless Closet Briefcase

The Galian Bottomless Closet Briefcase is still available for purchase online at www.galian.com. Priced at \$65 with 25 percent of the proceeds going to Bottomless Closet. The bag is a black faux-crocodile with a detachable strap and the Bottomless Closet logo inside. Be on the lookout for it in various online gift guides this winter.

■ Save the Date! Bottomless Closet Annual Spring Luncheon, Thursday, May 19th 12 noon-2 pm

- please note the new location, Sheraton New York Hotel & Towers

The mission of Bottomless Closet is to help disadvantaged New York City women become self-sufficient through a comprehensive program that begins with business attire and interview preparation and continues with professional development, financial management and personal enrichment. Using the model of women helping women and our network of dedicated volunteers, Bottomless Closet enhances our clients' self-esteem and self-confidence in order for them to enter and succeed in the workforce and improve the quality of their lives.

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