

BOTTOMLESS CLOSET



2010

ANNUAL REPORT

BOTTOMLESS CLOSET

MISSION AND VISION

MISSION: 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.

To achieve its mission, Bottomless Closet provides the following:

- One-on-one assistance in resume preparation, interview techniques and presentation skills to women seeking employment
- The opportunity to select interview-appropriate clothing from Bottomless Closet's boutique
- An educational curriculum delivered by experts in their respective fields that emphasizes workplace skills and personal enrichment.

VISION: Our vision is to play an integral role in the success of our clients as they strive to transform the vision for their lives. As such, we want to be the tangible, human connection between women and work—providing the programs they need and acting as advocates for them in achieving self-sufficiency. Our success in accomplishing this vision will be the positive impact on our clients, their families and future generations.





We are a Bigger, Better, Bottomless Closet, by the numbers as well as by all other measures, thanks to the generosity of all of our supporters and friends. 2010 marked the start of our 2nd decade and our growth this past year, once again, was unprecedented. We saw close to 3,000 clients for one-on-one appointments with coaches and provided over 40,000 business appropriate garments. Our volunteer hours surpassed 10,000 including the time our volunteers spent presenting workshops and hosting special events. Total active volunteer numbers reached well over 200. Clients gained employment in record numbers and we added significant

programming to an already rich curriculum offering. We conducted over 100 workshops and had a graduation class of clients who attained certification in Professional Development and Financial Management. And, at the heart of this growth, our core commitment remains the same: our unyielding faith that by enabling our clients to gain the self-esteem and skills necessary to “ace” that interview, they can realize their potential and ultimately their dreams.

We want to thank all of the corporations that have been so generous. Career Days offer a valuable glimpse into the real world of work from those who “walk the walk” and “talk the talk”. The advice that these professionals impart is truly practical and insightful. In addition, financial support from corporations and foundations has enabled us to not only enhance but expand our programs and services.

Our partnerships with professional associations and businesses have provided us with greater exposure to new audiences and the opportunity to mutually expand our bases in a multitude of ways.

Our donor base has also grown substantially as has their generosity. And it is you, our donors, who deserve our utmost appreciation as we couldn’t do what we do without you. You are the catalyst that enables us to ensure our mission and the foundation upon which we stand strong and secure.

And last, but certainly not least, we couldn’t function without the thousands of clothing donors who provide the basic elements that are critical to creating that first impression for our clients. The transformation in appearance is the first step in the process of gaining self-confidence. It is the first step for our clients to begin to view themselves differently. The first step to a belief in a new life. And it is in that new life, in which you have played such an important part.



We are a
Bigger, Better,
Bottomless
Closet.”

Diane Kenney



As the economy begins to rebound, Bottomless Closet provides an interesting marker of change. In 2010 we saw a 30 percent increase in women accessing Bottomless Closet's support and assistance in their transition into the workforce. Ultimately, this indicates that an increasing number of New York City women are being offered job interviews. These employment opportunities are spread across a variety of industries, including health care, education, business, communications, real estate and customer service.

Bottomless Closet's greatest impact is behind-the-scenes in the guidance and preparation of each woman to help put her best foot forward. Each day women walk through Bottomless Closet's doors eager to start work, often embarrassed by their dependence on public assistance. Many women are apprehensive, dejected, and hesitant to look us in the eyes, shake our hands or return a smile. Despite the uncertainty, they are motivated to do better for themselves and their families.

What happens at Bottomless Closet is truly an extraordinary transformation.

“In 2010 we saw a 30 percent increase in women accessing Bottomless Closet's support and assistance.”

It goes well beyond putting on a suit, selecting a pair of shoes and sporting a trendy handbag. Bottomless Closet prides itself on providing a refuge, offering the respect, encouragement and professional guidance that all women deserve. Women connect one-on-one with a Bottomless Closet volunteer, who creates and cultivates an environment that empowers the client and builds her self-confidence and self-esteem. Therefore, the clothes are not the *raison d'être* but a representation of the possibilities; the professional image that is reflected in the boutique mirror starts the transformation and allows women to see the possibility of a future of success, self-sufficiency and triumph.

The outcomes are astonishing. Nearly every woman we see indicates that the support and guidance she receives at Bottomless Closet is a critical piece to her success in the interview. Furthermore, Bottomless Closet has conducted hundreds of follow-up interviews with clients and has found that a majority have been hired. Through gainful employment women are able to navigate the transition from unemployment and public assistance and to take the first steps toward self-sufficiency for themselves and their families.

I hope that you will take some time to review our 2010 Annual Report. It includes more information on the services we offer, demographics of the women we serve and additional information about Bottomless Closet that I hope you will find compelling. We are profoundly grateful for your continued support and generosity.

A handwritten signature in black ink, appearing to read 'Kendall Farrell'. The signature is fluid and cursive, with a long vertical line extending downwards from the end.



“ It is so uplifting to have this type of help getting back on my feet. Walking out the door feeling confident and beautiful is priceless. ”

“ I would really like to thank the volunteer who helped me because she made me understand what "professional" was all about. She gave me the strength I need to take on the interview! ”



“ The environment is very friendly and everyone is so helpful. I am leaving feeling like a different person. ”

“ The true beauty of this place is that you don't feel poor... you feel privileged. ”

Client Services & Programming

Since our first appointment in 1999, Bottomless Closet has served more than 15,000 women. This year we started a comprehensive initiative to gather more information about those women. Our volunteers reached out to all of the clients who came for a pre-interview appointment. This outreach program continues to improve the data we have on client job searches and employment. It has also deepened our relationships with our clients who have returned to Bottomless Closet for follow-up services and post-hire appointments at a 160 percent increase from 2009. Of the clients we were able to reach through the phone follow up program, 60 percent were hired and we learned that 24 percent are still looking for employment.



Since our first appointment in 1999, Bottomless Closet has served more than 15,000 women.”

REFERRAL PARTNERS:

The 80 agencies that referred clients to Bottomless Closet in 2010 serve a diverse population of disadvantaged individuals throughout NYC and made a record number of referrals in 2010. Forty-five percent of the client referrals made to Bottomless Closet in 2010 were made by the following three agencies:



Arbor Education and Training is a leading provider of workforce development services nationwide. Their goal is to prepare unemployed and under-employed individuals for high-demand industries. Many of the clients who come to Bottomless Closet from Arbor are in Human Resources Administration sponsored Back-to-Work programs that are geared to return unemployed individuals to the workforce.



BronxWorks helps individuals and families in the Bronx improve their economic and social well being. They supply meals and maintain a food pantry; place people living in shelters into permanent housing and provide homeless-prevention services to at-risk individuals and families; help children and their parents through every level of education, from assistance with after-school programs, GED preparation and college applications and funding; and provide job-readiness or skills training to over 1,500 individuals annually.



Help USA provides housing and support services to help the homeless and others in need become self-reliant. Services offered include employment training and placement, life-skills education, childcare and domestic violence counseling.

In addition to accepting referrals from partner agencies, Bottomless Closet is involved in outreach directly to the constituents our partners serve. We have attended Resource Fairs at Sanford Brown Institute and Monroe College to inform and educate students about Bottomless Closet and the services we offer. Bottomless Closet volunteers are also available to conduct workshops offsite for partner agencies that have larger groups of constituents. Topics covered have included dressing for interviews, resume writing and interview preparation.

“ These are very nice women and just full of life—they made me smile and I don’t really smile very often. All I can say is good job and keep up the good work! ”

CAREER DAYS:

Career Days provide opportunities for our clients to visit businesses where they can learn about new industries and job positions they might not have considered as career paths. Nearly 100 clients participated in Career Days at companies including **Charles Schwab**, **Goldman Sachs**, **Standard & Poor’s** and **NBC**. While these experiences vary in structure, they all provide an opportunity for clients to participate in resume-writing workshops and mock interviews with professionals. Often, clients are given a tour of the corporate offices and then participate in a discussion about career opportunities in that particular industry. Some companies invite clients to “shadow” an employee to see first-hand the kind of work expected from a specific position in a specific field.

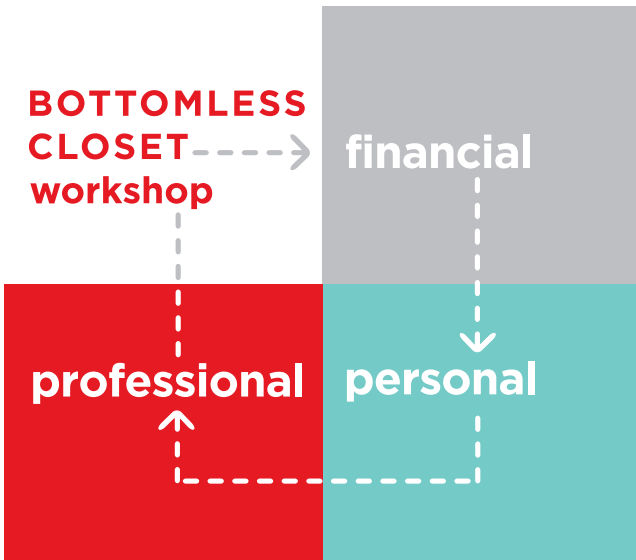


“ I just hope that this organization is always around because you give us women the courage and strength and self respect to go out there and try again without being ashamed of our race, religion or looks. ”

“ I really enjoyed my visit, you are worth your weight in gold. You cared during a time when I have magically been transformed into a case number. You remembered that there is a heart and soul attached to my case number. ”



Workshops



From day one over 10 years ago, Bottomless Closet has offered educational workshops to address the challenges associated with searching for employment and entering the workforce, managing personal finances on a fixed income and balancing the demands of work and home. Some highlights for 2010 include:

Professional Development

Bottomless Closet introduced an Intensive Job Search Program which was completed by 15 clients. The three-part program teaches participants to create an electronic resume and to customize their resume to their job search. The program pairs each participant with a job search coach who teaches them online job search skills and coaches them through the search.

This year, nine clients successfully completed the New Program Curriculum and graduated from the Professional Development Series. The criteria for graduation included six core workshops on topics such as Conducting a Successful Job Search, Communication Skills and Business Etiquette as well as four elective workshops on topics including Time Management, Customer Service and Networking.



Financial Management Series

We added a new workshop on financial milestones and setting goals for each of life's decades to our extensive Financial Management curriculum now in its ninth year.

Personal Enrichment

Nineteen clients attended a performance of *La Bohème* at the Opera Manhattan Repertory Theatre. After the performance, clients participated in a discussion with the entire cast.

The *Christopher Stanley Salon* provided a day of beauty to 15 clients. Recently hired and

interviewing women received complementary hair care services including a cut and styling and were given hair care products suited to their needs.



WORKSHOP ATTENDANCE

2010 At a Glance:

- 1,237 participants
- Average attendance was 5 workshops per client
- 60% attended a workshop for the first time

WORKSHOP EVALUATION

Bottomless Closet distributes surveys at the close of every workshop. Of the surveys that we collected in 2010, 98 percent of clients found the speaker excellent, 97 percent found the materials excellent, 98 percent of clients found the subject matter excellent and 98 percent found the seminars helpful.



“ I learned that I can choose to switch paths... to take the road less traveled and get out of my comfort zone. ”



“ Every girl loves a makeover! ”



Volunteerism



The number of hours Bottomless Closet volunteers donated in 2010 also got BIGGER and BETTER—approximately 12,000 hours of service! Volunteers provide direct client services, professional expertise, business operations and fundraising support. Day after day that means:

- Working one-on-one with clients to select business appropriate clothing, review resumes and provide interview preparation
- Professional experts in their field conducting workshops on a wide variety of topics



Bottomless Closet volunteers donated 12,000 hours of service!”

- Coordinating clothing drives to ensure that the boutique is well supplied with women’s business appropriate clothing and accessories
- Sorting through the donations, organizing the boutique and managing the inventory space
- Making follow up phone calls to clients to check in on their employment status and offer additional services and support
- Acting as mentors to clients in professional and financial capacities

We are deeply grateful to all of our corporate partners who support us. Here is a look at how a few of them help Bottomless Closet.

- **BNY Mellon** is a long time supporter, conducting resume and interview workshops for our clients, holding clothing drives and organizing inventory; in addition BNY Mellon is one of the biggest supporters of our annual spring luncheon.
- **Goldman Sachs**, a relatively new partner, has quickly become involved in all aspects of our organization. We have recruited some wonderful volunteers at their on-site volunteer fairs, they host clothing drives and hold Career Days.
- The WNBA’s **New York Liberty** has generously donated autographed items for silent auctions and game tickets for our clients. Some of the players from the Liberty have come to our offices and worked with clients during their pre-interview appointments as part of their WNBA Cares Week of Service. One of the most creative ways that the Liberty supported us was by hosting a drive for large size shoes at one of their home games.



Bottomless Closet could not exist without business-appropriate clothing. Thank you to the following partners who held clothing drives and/or made retail donations in 2010:

*AREW Charitable Fund
Bessemer Trust
Blank Rome LLP
BMW
BNY Mellon
Calvin Klein
Citigroup
Cornell Professional
Women's Group
Deutsche Bank*

*ESNA
FOX Rothschild, LLP
Goldman Sachs
The Gotham Women's
Networking Group
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Association International
(HSMIA) Greater New York
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*kate spade
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Piazza Sempione
Proskauer Rose
Rainbow Media (IFC and
Sundance Channels)
Riverdale Country School
SAP
Skadden Arps, Slate, Meagher &
Flom, LLP
Société Générale
SunGard
The Transition Network (TTN)
Velita*



Thanks to the following partners who held special events for Bottomless Closet:

*Bloggers Soiree
Braccalini and Parsons
The Carlisle Collection
Dyptique
Elie Tahari
Independent Handbag Designer Awards
NY Liberty
Time Warner Women's Network
Velita*



Volunteerism *(continued)*

Here are examples of some of the special events that have benefitted Bottomless Closet:

- **Elie Tahari** has held several in store shopping events. They combined their new season's preview with an accessories drive—all attendees who brought a donation received a 30 percent discount on any item they purchased that evening.
- **Time Warner Women's Network** hosted an event sponsored by Real Simple for their members at Saks Fifth Avenue. Bottomless Closet was the beneficiary of a clothing drive and we had the opportunity to connect with potential new constituents and discuss how they could get involved.



Our Volunteers Keep Learning—and Getting Better!

At Bottomless Closet there is always more to learn. To that end, we have offered our volunteers additional training to enhance their skills and serve our clients even better. This curriculum is a direct result of volunteer feedback and stems from a desire to provide the best possible service to our clients. Some of the topics we have covered are advanced resume writing, addressing difficult subject matters with clients and in-depth information sessions about the Bottomless Closet client population. These were well received and we look forward to holding more in the coming year.

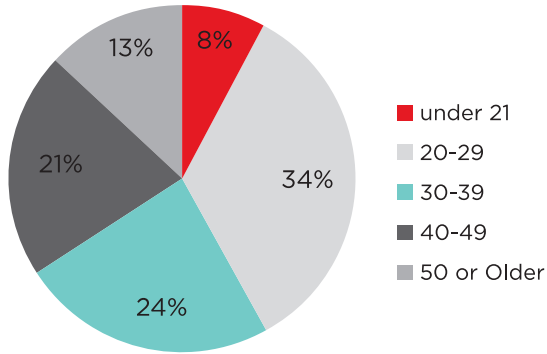
And, many thanks to our generous friends who provided in-kind donations:

- **Bessemer Trust**—Financial Services
- **Roberta Dougherty**—Photography
- **Steffanie Levin**—Graphic Design
- **Peggy Stinchfield**—Graphic Design
- **Grace Park**—Graphic Design
- **NY Lawyers for Public Interest**—Pro Bono Legal Clinic
- **Terrabyte Studios**—Photography
- **Derek Warburton**—Hair Stylists and Make-up Artists

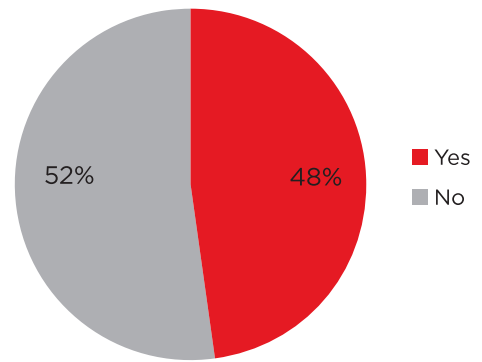


Client Demographics

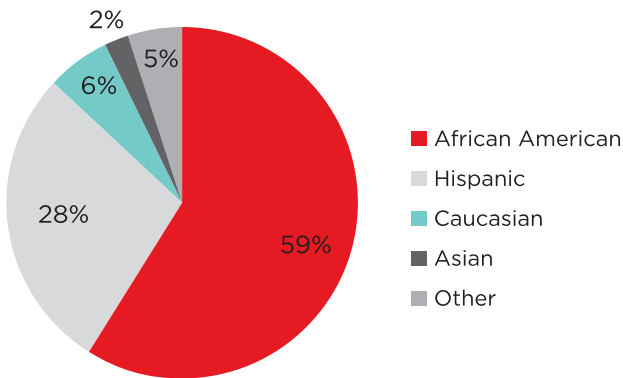
Age



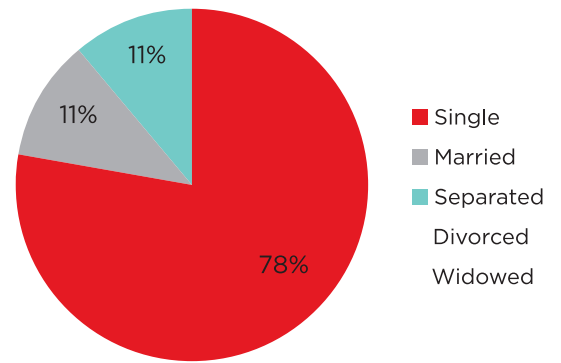
Children Living in the Household



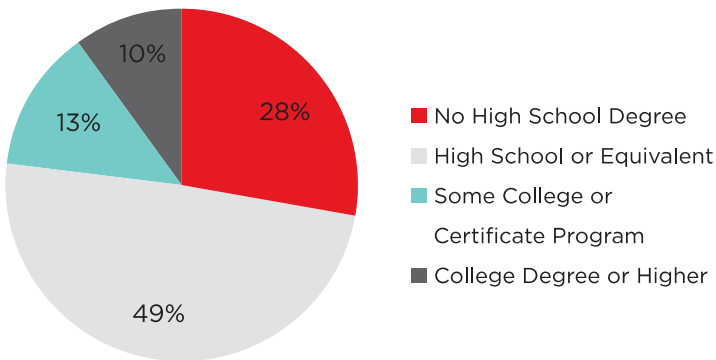
Race



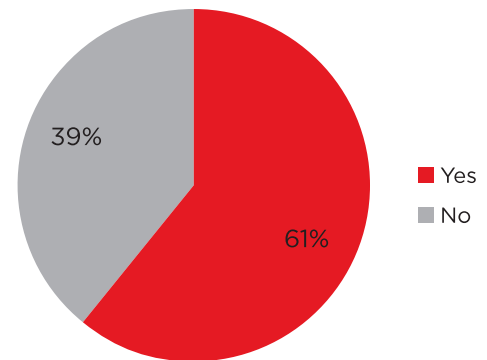
Marital Status



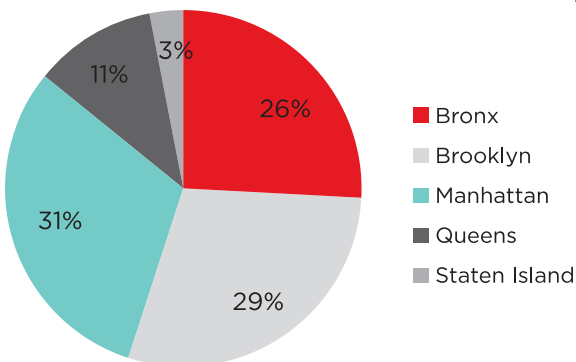
Education



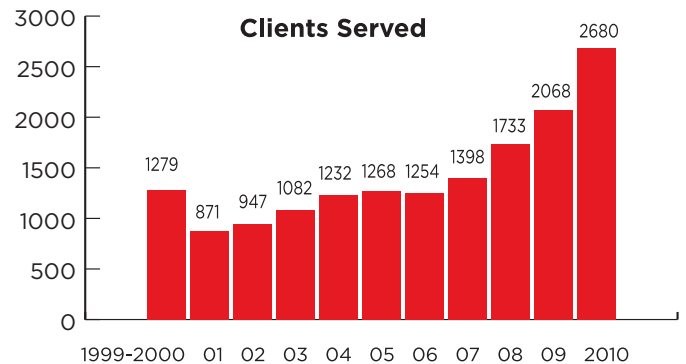
Receiving Public Assistance



Location



Clients Served



Donors

*Bottomless Closet makes every effort to provide an up to date and accurate listing of our donors; we apologize for any inaccuracies.

\$20,000+

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Laura & Michael Conigliaro
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\$250 - \$499

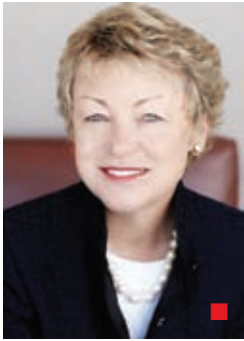
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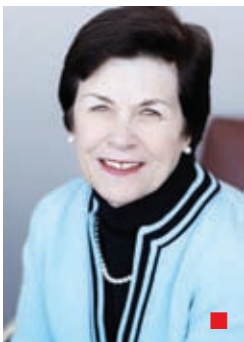
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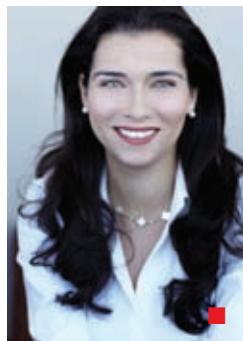
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Special Thanks:

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