

BOTTOMLESS CLOSET

connecting women and work

WINTER NEWSLETTER 2011

FIFTEEN THOUSAND! (and counting)



Sheila Lambert

Mia S.

Bottomless Closet is proud to celebrate an amazing milestone. We have just helped our fifteen-thousandth client! That is 15,000 women whose lives have been touched by Bottomless Closet's volunteers and staff. Fifteen thousand women who have walked in looking for help and walked out armed with the skills to walk confidently into an interview and ask for the job.

Mia S. is client number 15,000. The 31-year-old mom was formerly incarcerated and out of work for eight months.



She made the decision to turn her life around and credits Bottomless Closet for helping her. She calls the experience "empowering."

"I'm still learning and I'm grateful to Bottomless Closet for helping me through this process."

She was referred to Bottomless Closet by Johanna Flores at Hour Children, an

agency that helps formerly incarcerated women through job training and placement. Mia has been an intern at Hour Children for eight months, working as an Administrative Assistant. Currently interviewing for a full time position, she would love to find one that allows her to give back and help women like herself—women who want a second chance.

The two outfits that Mia received at Bottomless Closet will help her present the right image on her interviews. She believes it's more than just fashion. "Slight touches, knowing how to put things together can make you feel like a new

woman, especially after traumatic things happen in your life." she said. "Fashion can help you rebuild who you are and shape the image you want to project."

One of Mia's goals is to better manage her finances, and to do so she has turned to Bottomless Closet once again. She attended a financial management workshop and intends to continue with the programming at Bottomless Closet.

Mia's story exemplifies how Bottomless Closet is making a difference for real women in New York City, and it's important to realize that women like Mia walk into Bottomless Closet everyday. There are 15,000 stories like hers, women who have received the kindness of our volunteers, the compassion of our staff, and the confidence to make it.

Here's to helping 15,000 more.

Bottomless Closet gets Rescued!

Recently Bottomless Closet has been suffering from growing pains, so Director of Volunteerism and Partnerships, Jessica Land, reached out for help.

She wrote to George Oliphant, host of *George to the Rescue*, the hit television show that performs makeovers for deserving homeowners and organizations. *(continued on page 3)*



George Oliphant

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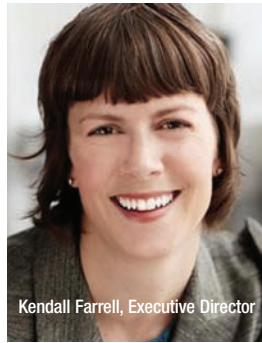
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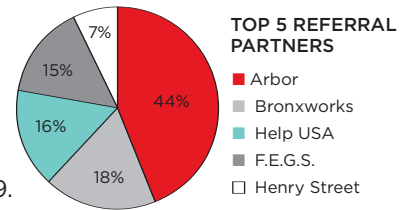


Kendall Farrell, Executive Director

2010 SUMMARY:

2010 was a busy year for Bottomless Closet.

We had a record number of referrals and provided support and services to 2,750 New York City women transitioning into the workforce, a 30 percent increase over 2009.

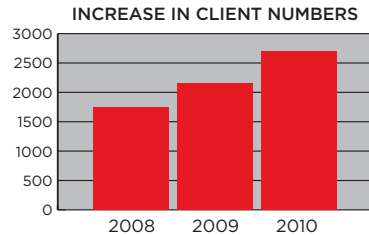


This expansion of services required the recruitment of more volunteers, now numbering over 200, and the addition of new appointment slots.

We added an intensive job search program that includes Resume 101 and Advanced

Resume Workshops, computer labs and one-on-one on-line job search assistance.

We held 70 Educational Workshops on topics including Effective Communication, Business Etiquette, Creating a Budget, Understanding FICO Scores, as well as Book Clubs and theater outings.



Volunteers donated over 10,000 hours of their

valuable time and effort to Bottomless Closet. In 2010 we held Career Days at Goldman Sachs and NBC. We built and maintained Strategic Partnerships with the following companies: BMW, BNY Mellon, Central Synagogue, Charles Schwab, Christopher Stanley Salon, Credit Suisse, Deutsche Bank, Elie Tahari, Estee Lauder, Moody's Foundation, Piazza Sempione, Proskauer

Rose, Soci t  G n rale, SunGard, Time Warner, TJ Maxx, Viacom and Willis.

	Daytime volunteer hours	Evening volunteer hours	Workshop presenter hours	Committee and Board hours	Corporate group hours	Total volunteer hours
Total hours for 2010	7,425	452	290	1,142	1,322	10,630

(Look for our upcoming

Annual Report for a full list.) *We are looking forward to another outstanding year in 2011!*



December 13

18 fierce bloggers took to the runway to prove "Fashion Is Never Bottomless". The Bloggers Soiree and Red Rover Style put on a fantastic show and helped with an accessory drive to boot.

December 7

Miss America and Derek Warburton hosted a style-off, where ten style bloggers competed to dress our clients. The ladies of Bottomless Closet rocked the runway and got to keep one outfit donated by Joseph Ribkoff.

November 17

Extra, extra! Volunteer *Jacirys Dominguez* made headlines in AM New York. She survived being laid-off and now that she's working again she inspires our clients to follow her lead.



November 12–November 21

For the *Shop for a Cause* week, Piazza Sempione invited customers at the Short Hills Mall to donate a gently worn suit for 25% off their purchase.

Honoring Our Volunteers

Bottomless Closet co-founder, Reva Wurtzburger, hosted the annual Volunteer Appreciation party on January 26.

Her welcoming remarks saluted the volunteers for their dedication, energy and commitment in making 2010 a record-breaking year. According to Director of

Volunteerism and Partnerships, Jessica Land, volunteers clocked an average of 1000 hours a month, involved in



Linda Larkin Arine Cifu Virginia Gibbs Phyllis Werner

everything from dressing and coaching clients, leading workshops, organizing fundraising events to securing donations from large retailers. She also praised the daily efforts of volunteers who come early to



Marcia East Stacey McFadin

ensure clients get what they need, who spend hours sorting donations and whose warm welcome and connection to every woman who walks through the door creates an atmosphere of trust. But perhaps the most moving tributes came from the clients themselves. President of the Board, Diane Kenney, read from a selection of client feedback. One satisfied client said, "I loved everything, everyone was so helpful and nice. I loved the clothes and it was nice to talk to someone about my upcoming interview. It made me less scared." Another wrote, "I felt good coming in and I feel even better leaving! Thank You." A fitting tribute to the hard work of 2010 and an inspiration for 2011.



Reva Wurtzburger Diane Kenney

Bottomless Closet gets *Rescued!* (continued)



BEFORE



Jessica Land AFTER!!

George and his team (Kristin Kropp, Segment Producer; Andrew Scerbo, Show Producer; Andrea Gary, TRANSFORM; Stephen Fanuka, Fanuka Inc.) paid Bottomless Closet a surprise visit and announced that they were answering our call for help.

They started with a plan to maximize the dressing room space and make the boutique more functional and accessible.

George said, "We are paying it forward. By helping you, you can help even more women transform their lives."

The episode first airs on Sunday February 27. Check our website and Facebook page for more information and behind-the-scenes videos.

A huge thank you to George and his amazing team!

Thoughts from a Volunteer, Anne Cifu

"Whether it is a single mother living in a shelter with a small child and trying to stay in school, a pretty young woman struggling to overcome a "record" of 9 days in jail for stealing a wallet because she had no money and no ID.

Or, whether it is the lovely well-spoken forty-something with an MA and a good job who fell between the cracks when her husband was confined to a wheelchair as a result of a mugging and had to become a full-time caregiver.

I am in awe of their resilience and courage. They go on dealing with red tape, looking for free computer classes, trying to get a GED while they find day care.

That is why I give clothes, money and time. In awe."

*Special thanks to David Land for photography

10 More in 2010

Bottomless Closet added ten more alumnae to our Roster of Graduates of the Professional Development and Financial Management Programs. December 16 marked the celebration when the certificates of completion were awarded by Executive Director Kendall Farrell and Board Member Tami Peter to:

Christina A., Regina B., Carolyn C., Annie D., Nidia D., Salwa E., Alvonya E., Angela M., Elizabeth T., and JoAnn T.

Eighty clients, Board members and staff joined the holiday party to congratulate them and to celebrate the success of all who obtained jobs in 2010. Clients expressed gratitude for all the support they received in achieving their success and offered encouragement to those who are still in their search. The camaraderie was infectious and everyone felt the tangible impact of Bottomless Closet's mission of connecting women and work.



■ **Save the Dates for these Bottomless Closet events:**

—The Young Leadership Council's Shoes in the City at Dylan's Candy Bar, Thursday April 28, 2011.

—**The Annual Luncheon Thursday, May 19, 2011, 12–2pm.**

Can't get enough of Bottomless Closet? Sign up for weekly emails about all the latest news.

Email Jessica at jland@bottomlessclosetnyc.org to register.

Check out our website www.bottomlessclosetnyc.org and visit us on Facebook



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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work

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