

BOTTOMLESS CLOSET

SUMMER 2010

connecting
women and
work

WNBA CARES:



Sidney, Tiffany, Bottomless Closet client, Cappie and Taj

NY Liberty Jumps off the Court and into BOTTOMLESS CLOSET



In a combined effort to promote the tip-off of the WNBA's 14th season, the league and its teams hosted service-oriented community events in May, which highlighted their continued commitment to the communities in which they live, learn and play.

The New York Liberty collaborated with Bottomless Closet on May 19. Players Tiffany Jackson, Cappie Pondexter, Taj McWilliams Franklin, and Sidney Spencer volunteered their time to work with our clients. While Taj and Sidney shadowed Shelia and Anne and worked with two first-time clients, Tiffany and Cappie lent their fashion expertise to re-designing the mannequins'



wardrobes. At the end of the day, the New York Liberty women had a lot to share with us.



“It was so great to see Bottomless Closet in action, and see the amazing work that you carry out each day.”

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Patrycja Warda

Office Manager

Gineyda Diaz

Volunteer Coordinator

Jessica Land

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Accounting Assistant

Kristina Semos

Editing, Layout, Design and Photography:

Gineyda Diaz

Roberta Dougherty

Kira Kohrherr

Sara T. Slocum

Barbara Madsen Smith

Peggy Stinchfield

Bottomless Closet

15 Penn Plaza at

The Hotel Pennsylvania

Level B, Suite 40

New York, NY 10001

p. 212.563.2499 f. 212.563.2461

www.bottomlessclosetnyc.org



How do we count the ways...

to thank everyone who made our Annual Luncheon a resounding success. From our incredible and tireless Luncheon Chair, Arlyn Gardner, to Bessemer Trust our Corporate Honoree, to over 500 fabulous supporters and friends who were in attendance at the Marriott Marquis on May 17th.

The theme of this year's luncheon program was "Opening the Closet Doors", a sharing of personal experiences of clients and volunteers alike. Our special thanks to clients Yolanda Mills, Nishari Duarte, and Sandra Landsman and Evening Volunteer, Priscilla Arguinzi, Volunteer Board member and Financial Mentor, Christine Chang, and Workshop Volunteer and Keynote Speaker, Dr. Leslie Seppinni, who inspired all of us with her "No Excuses" message. We appreciate that each of them shared their heartfelt stories and succeeded in moving the audience to the height of emotion and deafening applause. They represented the essence of the joy and admiration and discovery that happens everyday at Bottomless Closet and brought our message and our mission home to all who heard their stories. More than that, they exemplified the uplifting spirit that we feel in continuing to thrive and transform the lives of the women we serve by helping them to reach new heights and new visions for their lives and the lives of their families.



We also thank Roberta Dougherty for her photo montage and Darren Johnson for the fabulous video that recorded the real time experiences of both our volunteers and clients as they worked through their days and captured the connection they make. The smiles and the hugs depicted a typical day and a personal encounter that was unforgettable. Those moments shared are mutually life changing and what keeps all of us coming back and wanting for more.

—Diane Kenney

Recent Corporate Involvement in Bottomless Closet

- Working in the Boutique/Inventory Room: **TJ Maxx, NY CARES, AHRC, New York Liberty**
- Volunteering at the Semi Annual Sale: **High Water Women, Estee Lauder, Viacom, Societe Generale**
- 1:1 Resume and Interview Skills: **Central Synagogue, Charles Schwab**
- On Site Career Day (including 1:1 Resume and Interview Skills): **Goldman Sachs**
- Clothing Drives: **Citigroup, Association of Real Estate Women, Blank Rome, Skadden Arps, Moody's**
- Workshops: **Willis Insurance** (on site Computer workshops)
- Networking & Fundraising Events: **Cornell Professional Women's Group, Fox Rothschild, Elie Tahari, TTN, SUNGard, Women2Women**

A VALUED PARTNER



Bottomless Closet was part of the tenth anniversary celebration of POISED for Success, held at City College on April 9. POISED for Success was created in 1999 as a partnership between CUNY and The City of New York Human Resources Administration, Family Independence Administration, as a part of HRA's cash assistance employment programs. Executive Director, Deborah Douglass, explains, "employment has been a primary goal of the program from its inception, and Bottomless Closet has been a valued partner in this endeavor since very early in our history."

Bottomless Closet volunteers Roberta Dougherty and Virginia Gibbs conducted "Dress to Impress with Bottomless Closet," a workshop emphasizing interview-appropriate attire and demeanor. Students in the POISED program, who had been outfitted by volunteers at Bottomless Closet, modeled a variety of businesslike looks. It didn't take long for the students to agree that a neatly groomed job candidate in professional attire would make a very positive impression even before the interview began. Other aspects of appearance and behavior were underscored: good posture, a firm handshake, eye contact, a warm smile—attributes that

reinforce an image of professionalism, seriousness, enthusiasm, and job readiness.

The workshop offered an assortment of tips on how to make one's appearance suit the occasion. Participants wanted to know everything from whether one should wear black for a job interview to the value placed on appearance compared to skills.

Students also learned the value of having a personal "infomercial" to use as an introduction at a Job Fair, or as a ready answer to the ubiquitous "Tell me about yourself" question. They left the session with worksheets to guide them through the process of creating their own.



“Bottomless Closet has helped many of our students approach the job market more confidently by providing them with interview clothing, informative workshops, and extra encouragement. Thank you, Bottomless Closet.” —Deborah Douglass

elf e.l.f. Cosmetics makes a Generous Donation to Bottomless Closet

Starting in May, e.l.f. Cosmetics will donate 100% of proceeds from sales of their Limited-Edition Beauty Boost Kit to Bottomless Closet. 1000 kits are available for purchase online, priced at \$20 each. The kits include goodies such as e.l.f. products, Neocutis Journee 30 SPF Day Cream, Golden Bangles from ShoptheLook.Net and more! In addition to their generous donation, e.l.f. supports Bottomless Closet by aiding in the "Derek Fabulous Makeover" workshops and donating products to our amazing clients. e.l.f. offers affordable, yet high-quality products, with many pieces priced at \$1. We felt this was a partnership that was perfectly in sync with the cost-conscious mindset of our clients. The kit is valued at \$620 and can be purchased at: http://www.eyeslipsface.com/kits/predesigned_kits/beauty_boost_kit.

- **January to April 2010** we saw a **52% increase in clients:** 741 in 2010 vs. 486 in 2009
- **April**, with **250 clients** was the busiest month in Bottomless Closet's history and a **70% increase** from April 2009
- **April 2010** we also had an unprecedented **1,200 volunteer hours**

GROWING AN ONLINE MEDIA PRESENCE



A recent Pew Internet study found that 53% of all American adults get news online today- that is about 71% of all internet users. This year, our public relations efforts have ramped up a focus towards online media in addition to traditional print media. For the beginning of 2010, Bottomless Closet has received coverage in over 35 online outlets, with 23 million total impressions. Some notable placements have been PepsiWeInspire.com; Philanthropy News Digest online; Stylelist; Charity Happenings; Happi.com; and Black Tie Magazine. Coverage has ranged from the annual luncheon, our unique workshops, collaborations, and awards received.

Galian Handbags will be donating 25% of proceeds from the sales of the 'Bottomless Closet Briefcase' to the organization. Available online at www.galianonline.com and priced at \$65, the briefcase features a faux-crocodile exterior and the Bottomless Closet logo sewn inside. Specially designed for the organization, the Bottomless Closet bag includes a detachable shoulder strap and perfectly positioned interior compartments to store all of your work essentials.



We're Going Green!

Please go online to:
<http://www.bottomlessclosetnyc.org>
and sign up to get our newsletter delivered electronically,
—It saves trees and postage!

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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BOTTOMLESS CLOSET
15 Penn Plaza
Level B, Suite 40
New York, NY 10001

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