

# BOTTOMLESS CLOSET

SUMMER NEWSLETTER 2011

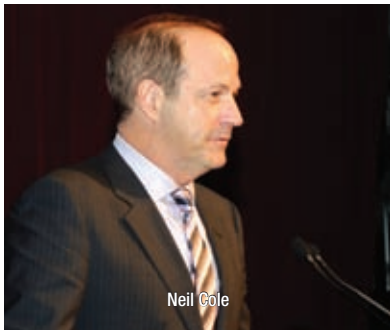
connecting women and work

# BOTTOMLESS CLOSET ANNUAL LUNCHEON



Ty Williams with clients

Once again, Bottomless Closet's Annual Luncheon was a resounding success. Our new venue at the Sheraton Hotel proved to be a fabulous setting for more than 500 guests. In a wonderful show of support from our generous donors and friends, the event raised over \$400,000.



Neil Cole

Neil Cole, Chairman and CEO of Iconix Brands, most graciously accepted the Founders' Award and pledged his continued commitment and support of our mission.

Tina Sloan, actress and author, delivered the keynote address. Drawing on her personal experiences as a cast member of the long-running soap opera, Guiding Light, and recent book, Changing Shoes, Tina emphasized the importance of putting your best foot forward everyday, be it for an interview or a trip to the grocery store.



Reva Wurtzburger, Tina Sloan and guest



Guests

Three pairs of our clients and volunteers touched our hearts, telling us how they came to Bottomless Closet and what it has meant to them. One of these incredible women



Donna B.

was Donna B., a victim of domestic violence, who was forced to flee an abusive home with nothing! She recounted that despite a good job in the health care industry, her confidence and self-esteem had been

eroded because of the constant abuse. She was often too depressed to go to work and ultimately lost her job. At her lowest, Donna still had the courage to leave her home. Through Safe Horizons, she received housing and help, including a referral to Bottomless Closet. Donna told the rapt audience that she was transformed in mind and spirit and was progressing in a new career as an information technology professional. As she proudly declared, "I'm DONNA B. and I'm PROUD to be a Bottomless Closet Client!"

**It was truly an afternoon to remember.**



Sheila Lambert, and guest



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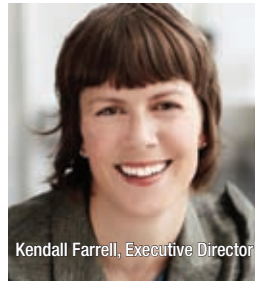
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Kendall Farrell, Executive Director

Bottomless Closet's impact on the women we serve is measurable and profound. From 2009 to 2010, the number of women we assisted in their transition to work increased by almost 30 percent.

In order to evaluate and improve our programming, we survey each woman after her initial appointment. Nearly every client agrees that our coaching, support and guidance are crucial components of her success in her job interview.

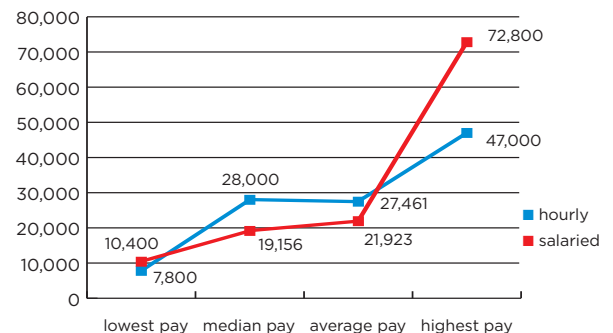
#### The feedback is overwhelmingly positive:

- "A week after I came into Bottomless Closet for the first time I obtained a job. I really think all of the things I learned about interviewing and the re-do of my resume made a big difference in how I looked and interviewed."
- "...finding the right suit, to fixing my resume, to learning new pointers on interviews and writing a cover letter; the employment coach who helped me was very patient and today I feel very confident to find a job, thank you again!"

In addition to these post-interview surveys, we also conduct telephone follow-ups, contacting clients three months after their pre-interview appointments. This follow-up has revealed a dramatic statistic: **Over 60 percent of the women who have walked through the doors of Bottomless Closet have been hired!**

This is a truly inspiring number, especially in the current economy. Jobs include administrative assistant, bookkeeper, case manager, customer service representative, home health aide, paralegal, and vocational coordinator at companies such as KPMG, Monroe College, Duane Reade, St. Luke's Medical Center, and Yankee Stadium. Through gainful employment, women are able to navigate the transition from unemployment and public assistance and take the first steps toward self-sufficiency for themselves and their families.

#### Income Rates from 2010 Employment Statistics for Bottomless Closet Clients:



## Spotlight on Gineyda Diaz

As the Operations Director, Gineyda Diaz is in charge of both inner space and cyberspace: she manages both Bottomless Closet's office space and its online space. Gineyda makes sure that our website and other social networking sites with a Bottomless Closet presence are up-to-the-minute and provide an accurate view of the organization.



Gineyda Diaz, Operations Director

Gineyda was instrumental in our recent introduction of Spark, an innovative program that creates an interactive experience on our website so that donors can log in, view their giving history, manage their newsletter subscriptions, stay abreast of upcoming events and even purchase tickets to events. Spark has helped us go green by reducing the cost of communicating with our donors and friends.

Gineyda is indispensable to Bottomless Closet's social media efforts. With volunteer assistance, she gets the word out—instantly—through Facebook, Twitter and our website. Together with Spark, these sites directly connect Bottomless Closet donors to our mission, facilitating a constant stream of information from donors to Bottomless Closet, and back again.

## 'Real Women' on the Runway



Derek Warburton and a "Real Woman"

"Closetinis" provided by SKYY Vodka. Celebrity emcee, Derek Warburton, styled the models and announced their arrival on the catwalk.

The evening was a huge success with guests, among them noted fashion designer Nicole Miller, commenting on the electric, energetic vibe in the room. The event raised over \$14,000, but the goal of the evening was to raise awareness. The party was aimed at young professionals who may not have heard about Bottomless Closet, our clients, and our mission. By reaching out to the social-networking generation in their 20's and 30's, we can cultivate loyal Bottomless Closet volunteers and supporters for years to come. Given the enthusiastic response from guests, our goals were met and exceeded. Many thanks to the hard work and dedication of everyone involved. We are already looking forward to next year's "Real Women on the Runway."



"Real Woman"

Neither the extreme heat nor the thunderous downpour could stop the first ever "Real Women on the Runway" event held Thursday, June 9th. Seven clients turned models strutted their stuff in fashions provided by TJ Maxx, jewelry by Stella and Dot and handbags from Macy's. However, the most important accessory was the air of confidence provided by their experience at Bottomless Closet. Guests got a glimpse of the transformations that take place each day in our boutique and coaching room. With the right tools, our clients can work an interview as well as they walked the runway!

The Park restaurant in the Meatpacking District was packed with more than 200 people sipping "Bottomless Cocktails" and

**Bottomless Closet is getting even more high-tech!**

Bottomless Closet's Facebook page has more than 500 followers.



Ping, Cheryl and Ann

Check out pictures of client Cheryl on your computer, BlackBerry or iPhone! She's not only posing in her new outfit, but she's also smiling ear-to-ear over her new job.

Or click on the latest video clip from Fox-5 television featuring Executive Director Kendall Farrell.

We vigorously promoted the "Real Women on the Runway" fashion show on our new Twitter account. Besides spreading our message, re-tweeting helps us spread the words and photos of followers. At the annual luncheon, one attendee tweeted a photo from the event as it was happening.

Become a Bottomless Closet fan on Facebook at Bottomless Closet NYC or follow us on twitter @BttmlessClistNYC. It'll be FANTastic.



### March 2, 2011

Blogs buzzed about the Elie Tahari cocktail reception. Shoppers who donated an accessory to Bottomless Closet received a percentage off their purchases.

### March 8, 2011

In celebration of International Women's Day Bottomless Closet joined forces with Compass Box Whiskey Co and the women of LUPEC (Ladies United for the Preservation of Cocktails) for a PIX 11 NY segment promoting an event at Astor Place benefitting Bottomless Closet.



### April 20, 2011

The Bottomless Closet "Connections" Bracelet was featured in People Style Watch!!

### April 30, 2011

Kendall Farrell, Executive Director, along with Bottomless Closet clients, Mariateresa and Johanne, were interviewed

for Fox's "Good Day Street Talk" TV segment talking about our services and programming and promoting the upcoming "Real Women on the Runway" Fashion Show.



### June 6, 2011

Diane Kenney, Bottomless Closet Board President, was interviewed on foxbusiness.com discussing tips for recent college graduates entering the workforce.

### June 9, 2011

Dozens of blogs covered Bottomless Closet's "Real Women on the Runway" fashion show featuring Bottomless Closet clients as the models. See the above article for details.

## Shoes in the City at Dylan's Candy Bar



On April 28, the Young Leadership Council (YLC) hosted its annual Shoes in the City event in the newly remodeled party space of Dylan's Candy Bar, which served as the evening's generous corporate partner. In this bright and appealing setting, 88 women learned more about Bottomless Closet's mission and how they might connect to the organization.

YLC Chair, Andrea Hoinacki, warmly welcomed those attending and Executive Director, Kendall Farrell, profiled Bottomless Closet's clients and outlined the numerous services we offer them. Volunteers Steffanie



Sara Slocum and Andrea Hoinacki



Ty Williams

Levin and Ty Williams spoke eloquently about their volunteer experiences at Bottomless Closet.

As their "ticket of admission," each attendee was asked to bring a donation of a new or gently used pair of shoes or accessory for the boutique. The response was very generous, and the donations were well received by our clients. In addition to the delicious food, drinks, and Dylan's signature

candy, a raffle was held. Lucky winners took home handbags donated by Coach with gift items including spa gift certificates. It was a sweet night for everyone.



**Connect with us online and enter to win a Connections Bracelet! Visit our website [www.bottomlessclosetnyc.org](http://www.bottomlessclosetnyc.org) to sign up.**

**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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