



image for success

2008 ANNUAL REPORT

Self esteem begins with self image

Greetings. It's 2009 and Image for Success is 10 years old! It was February 1999 and Barbara Lee had an idea. She collected clothes, got support from the community, recruited volunteers and gave each client an hour of personalized attention to help women reclaim their positive self-esteem and get off public assistance. The idea gathered steam and today Image for Success is the only program in the United States that helps men, women and children with the basic need of clothing. Much has changed since 1999...our location, staff, and the addition of two boutiques that clothe men and children. However, our fundamental concept remains the same: give those in need an improved sense of self-respect by providing a two-week wardrobe filled with quality clothing and the personal attention necessary to build self-esteem. Since 1999, this program has helped 5,686 individuals.

In 2008, Image for Success partnered with 60 Marin County agencies to serve 1,153 men, women and children in need. We conducted 10 community clothing drives and aligned with local merchants and national manufacturers as recipients of brand new clothing donations. In addition, we extended our store hours from 3 to 5 days to increase shopping convenience. And most recently, we have become a Marin County Green Business.

Your support of IFS helps people like Gloria

Several weeks ago I received a phone call from a counselor from Marin Employment Connection (MEC), one of our 60 referral partners. She told me the story of a young woman named Gloria whose past history included a lay-off from her job as a loan processor at a bank. Because of this ill turn of fate, Gloria was unable to meet her rent and had become homeless. She had just enough money to put her possessions in storage, which she did, hoping for better times. Forced to go on welfare, she worked when she could as a waitress or as a maid. Eventually she couldn't make the storage unit payments and lost her possessions in the process. There she was at age 31, a talented employee with no house, no health insurance, no steady job, and no clothes, depending on the state of California for sustenance, but bravely looking for work in which she could use her experience and skills. Then she got a break. With the help of MEC, she applied for a job at an insurance company, and

We also added 25 new volunteers. This is so important as volunteers are the backbone of our programs and services. In 2008, IFS volunteers generously contributed over 3,500 hours of service. Each day, IFS volunteers provide support through personal shopping, the retail store, clothing pick-up, clothing intake and processing, setting appointments with clients and maintaining the database. Truly, IFS could not deliver our services without the assistance of these wonderful people...they are the heart of the organization!

Here at IFS we are looking forward to a wonderful 2009. We intend to dress over 1,000 clients, continue to reach out to the community to strengthen relationships with businesses and non-profit organizations, and look for the best ways to serve people in need. I am especially excited about the fact that we will host our Spring Luncheon on May 13, 2009 at the Embassy

Suites in San Rafael. On this exact day, 10 years ago, we were given our official 501c3 status. At the luncheon, we will salute our founding friends and honor past clients. This event is a great way to meet up with friends, enjoy a wonderful lunch, and help support the great work done by Image for Success.

Thank you so much for all your support.
Best, *Deirdre*

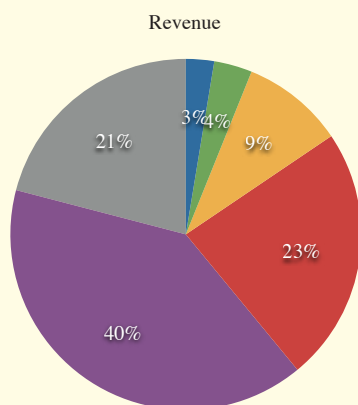


was called for an interview.

The phone call to me was to ask if IFS could accommodate Gloria immediately—a request for an emergency appointment—because Gloria's interview was the next day. The end of the story is a happy one. IFS volunteers gave Gloria an hour of personal attention. They dressed her in a beautiful business suit in a flattering color that matched her eyes. They found the perfect blouse, shoes, purse and accessories to match. Then the volunteers went to work to give Gloria her two-week wardrobe, enough clothes to last through her first paycheck and beyond.

Gloria walked out of IFS and into that interview not only with the confidence of her skills and past experience in mortgage lending, but also with the knowledge that she was perfectly dressed for such a high-merit job. The insurance company hired her at \$30,000 dollars a year with health benefits included. When Gloria's counselor got the news she called me and said, "One more person off public assistance with the help of IFS."

2008 FINANCIAL STATEMENT

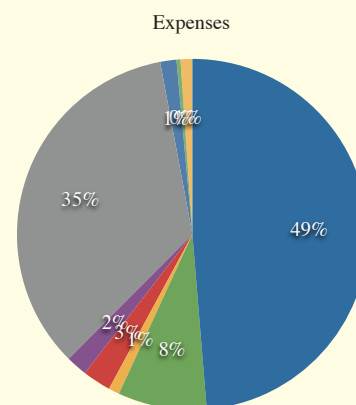


- Corporate Contributions
- Fee for Service
- Individual Donations
- Grants
- Retail Store/Consignment
- Fundraising

REVENUE	
Corporate Contributions.....	\$7,100
Fee for Service.....	\$9,600
Individual Donations.....	\$25,788
Interest Earned.....	\$1,335
Grants.....	\$64,200
Retail Store/Consignment.....	\$109,447
Fundraising.....	\$57,244
Total.....	\$274,714

EXPENSES

Administrative.....	\$133,630
Fundraising.....	\$22,444
KID's.....	\$2,761
Men's.....	\$7,184
Women's.....	\$5,349
Operating Expenses.....	\$94,925
Retail Store.....	\$4,098
Pathways.....	\$1,000
Total.....	\$271,391
To Reserve.....	\$3,323
Total Spending 2008.....	\$274,714



- Administrative
- Fundraising
- KID's
- Men's
- Women's
- Operating Expenses
- Retail Store
- Pathways
- Reserve

IFS SUPPORTERS

Foundations/Grants

Anonymous
 Barclay's Global Investor
 Basso Healy Foundation
 County of Marin
 George H. Sandy Foundation
 Irene Scully Foundation
 Levi Stauss Foundation
 Lucasfilm Foundation
 Marin Community Foundation
 Marin Employment Connection Advisory Counsel
 The May and Stanley Smith Trust
 Milagro Foundation
 Shirley Brownrigg Charitable Trust
 Sidney Stern Memorial Trust
 St. John's Church, Ross
 Trust Funds, Inc.
 van Loben Sels/RembeRock Foundation
 William H. Donner Foundation

Corporate Donations

Autodesk
 Bank of Marin
 Building Materials Holding Corporation
 Collins & Company
 Goodman Marketing Partners
 Liberty Mutual Foundation Match
 MOGO Marketing
 North Bay Moving and Storage
 North Coast Industries
 PG&E
 Prandi Property Management
 Ross Dress for Less
 TJXX Corporation
 The Village at Corte Madera
 Wells Fargo Bank
 Westamerica Bank
 Vali Cooper & Associates, Inc.

In-Kind Donors

AJ Printing & Graphics, Santa Rosa
 Aregger Designs, Novato
 Betty Ann, Novato
 Costoco, Novato
 DML Marketing Group, NYC
 Hines, SF
 ISDA & Co., SF
 J. Jill, Corte Madera
 Karen Neuberger, KN Corp.
 Kismet, San Anselmo
 Levi Strauss, SF
 Mary Kay Cosmetics
 MSD Consulting Services
 Northcoast Industries
 Olde Towne Jewelers, Santa Rosa
 The Shane Company
 Sisters, Sonoma
 Sylvie & Mado
 Vantese, Inc., SF
 White + Warren, NYC
 Workforce Boots, Petaluma
 Worn, Sonoma

Consignment Partners

Custom House, Tiburon
 Encore, San Rafael
 Good Byes, SF
 Jaylina's, Mill Valley
 Once and Again, Novato
 Stella's, San Anselmo
 Swan Dive, Corte Madera
 Unique Boutique, Tiburon
 Wardrobe Exchange, San Anselmo
 Yeah Baby, Fairfax

VOLUNTEERS IN ACTION



Lauren receives a shopper's discount card from Penelope (left) and Diane (right).



Lori steaming clothes for the boutique.



Personal Shopper, Roderick (left), presents John with his new suit.

CLIENT COMMENTS

"Incredible staff – so amazing and helpful and supportive!! The clothing offered along with complimentary ideas were great and made the whole experience AMAZING! I am very grateful for your generosity and spirit." – CS

"Not in my wildest dreams did I expect what happened on the 4th of December at your place...a one-hour miracle!!" – LB

"It was fun and helped bring my self-esteem to get up the morale to look for work." – TA

"Wonderful service – Much needed in these tough times. Any ray of hope is appreciated." – AC

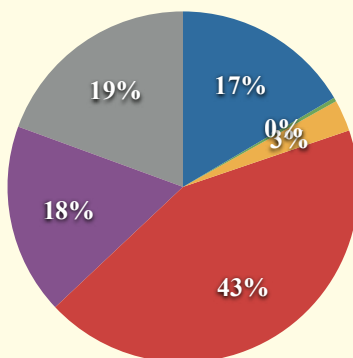
"Thank you all so much – my self-esteem has increased so much this morning. I feel like a queen for the day and will think of you with gratitude each time I go to work in my new outfits. All the best and God Bless." – MF

"This agency is awesome. I have no words to describe the gratitude I feel. It is a great beginning for my new life." – SO

"Thank you 'Image for Success' for helping me with clothes to wear for work. Also, much love to David for helping me pick out the clothes." – CC

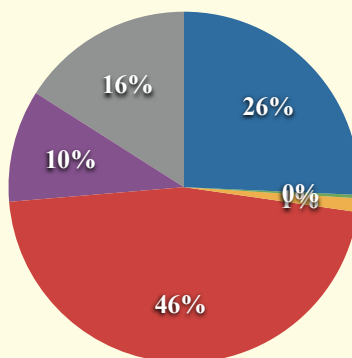
1153 CLIENTS SERVED IN 2008

551 Women



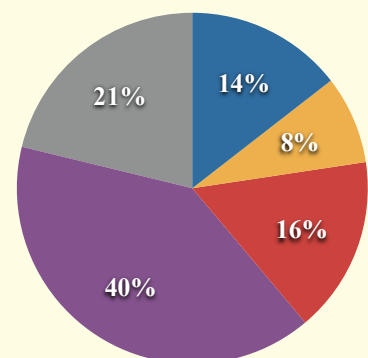
- African American (91)
- American Indian (2)
- Asian (16)
- Caucasian (238)
- Latino (97)
- Other (107)

319 Men



- African American (82)
- American Indian (1)
- Asian (4)
- Caucasian (148)
- Latino (33)
- Other (51)

283 Children



- African American (41)
- American Indian (0)
- Asian (23)
- Caucasian (46)
- Latino (113)
- Other (60)

2008 CONTRIBUTORS

Geoff & Susan Adams	Margie & David Guggenhime	Jim & Pam Patterson
Dino Alessio	Gerald & Carole Gunn	Ralph & Elizabeth Peer
Eileen Alexander	James & Donna Hale	O. Larren Pezoldt
Loren Arbios	Erika Hogopian	D. G. Phillips
Michelle Barton	Sonia & Joseph Hotle	Karen & Michael Plamiotti
Betsy Baxter	Pam & Derek Howard	Howard Pohle
Jack & Diane Bazler	Katharine & Claude Jarman	Fairfax Randolph, Jr.
Sara Beckman	Nancy Jones	Gary & Joyce Rifkind
Sue & Jack Boland	Peter Wise & Patrice Kavanaugh	Marisa & Alfonso Rocciola
Suzanne Brown	Ramond & Bernadette Kelleher	Joe Rosenblatt
Robert & Joan Capurro	Charles Larkin	Michelle Ruff
Michael & Jean Casey	Barbara Lee	Weinreb Segal Family Fund
Christian & Janna Cochran	Patrick & Renee Lee	Sydney & Ilene Schneider
Elenor Cohen	Faye Levy	Zoe Schwartz
Joseph Cohen	Nancy MacPhee	Deirdre Sheerin
Joyce Cole	Roxanne & Tony Marterie	Erik Smith
Susan & Keith Cronk	Somers Matthews	Pamela Smith
Sara Lee Davis	Dominic Matua	Louis & Bonnie Spiesberger
Lisa Delcarlo	Janet McAllistar	Nancy Stent
Paige Dickow	Sarah McCledon	Kathryn & Douglas Stevens
Beverly Dresden	Robert & Katherine McLaughlin	Susan & Michael Sutro
Steve & Katherine Easley	Larry and Gerri Miller	Sanford & Carol Svetcov
Nancy Ellenbogen	Thomas & Susan Monahan	Sue Sweeney
Mitzi & Robert Forsland	Penelope More	Steve Tedesco
Stacy Friedman	Dr. Mark Morris	Pam Tibbits
Barbara Furstenberg	James Ralph Murphy	Robert Towler
Thomas & Jamie Geidt	Robert & Susan Nalducci	Rick Trautner
Laura & Denny Giovannoli	Susana Olcese	James & Cindy Walker
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SPRING LUNCHEON — May 13th, 2009

Sponsors

Benefactor

White + Warren

Supporters

Auto Desk

Bank of Marin

The Village at Corte Madera

Cindy & James Walker

Contributors

Vali Cooper & Associates

Olde Towne Jewelers, Santa Rosa

Westamerica Bank

Founding Friends

Barbara Lee – Founder

Beth Ashley – Marin Independent Journal

Joan Capurro – Bank of Marin

Lilyan Cole – Volunteer

Mary Donovan – Cal Works

Jeri Foster – Founder, Wardrobe for Opportunity

Ken Gosliner – Volunteer

H.C. Jackson – Supporter

Ellen Sargent – Volunteer

Mary Kay Sweeney – Homeward Bound



Shop The IFS Retail Store today and receive 50% off any single retail item on your next visit!

Open Tuesday through Saturday

11 AM – 5 PM

Look Great, Spend Less, Help Others.

Shop for all the right reasons.

(Offer good through 1/2010)

Sue helping a customer at the retail store.

STAFF

We're here to help you! Please contact us if you have any questions. (415) 472-5855.

Deirdre Sheerin, Executive Director
deirdre@imageforsuccess.org

Francesca "Skipper" Cummings, Program and Services Coordinator: ifs@imageforsuccess.org
Susan Freedman, Boutique Manager
Aislinn Byrne, Retail Store Coordinator
retail@imageforsuccess.org, (415) 453-1694

BOARD OF DIRECTORS

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Janet McAllister, Vice President
Nancy Jones, Secretary

Larry Miller, Treasurer
Kenneth Gosliner
Cindy Walker

Jane Reid
Donna Hale

2008 VOLUNTEERS

Susan Adams	Maritza Davis	Janan Huntsberry	Anne Paterlini
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Sharon Bryan	Monika Grotz	Steven B. Martin	Jessica Walker
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Marilyn Christiansen	Donna Hale	Peggy McGill	Elizabeth Way
Diane Connor	Ann Hayward	Larry Miller	Susan Wheel
Joan Cohen	Leni Herst	Penelope More	Angela Wildman
Lilyan Cole	Erica Hogapian	Gail Napell	
Whitney Crawford	Emma Holmes	Stephanie Novembri	
Marc Daniels	Pam Howard	Janis Parente	

Thank you for contributing your time and talent to Image for Success

2008 BY THE NUMBERS

3,500 volunteer hours contributed	10 consignment partners
10 community clothing drives	\$15,000 for new clothing purchases
100 coats to Marin Link for the homeless	310 luncheon tickets sold
1153 two-week wardrobes	30% increase in individuals served from 2007
5 days a week of shopping at the retail store	Over 9,000 shoppers in the IFS retail store
566 pairs of kids shoes	60 referral partners

SHOP FOR ALL THE RIGHT REASONS

VISIT OUR RETAIL STORE

1557 Fourth St. (between E & F Streets)
In San Rafael

Tuesday – Saturday 11AM – 5PM
retail@imageforsuccess.org
(415) 453-1694



Aislinn & Dorie will assist you at the IFS retail store.

IFS is a designated Bay Area Green Business.
We are committed to reduce, reuse and recycle.

To save printing costs and reduce the impact on our planet, please contact us if we have the wrong address, you receive multiple mailings or you wish to be contacted via email in the future.



San Rafael, located in Marin County.

Image for Success (IFS) is a non-profit organization dedicated to providing two-week wardrobes to disenfranchised Marin County men, women, children, and families who are transitioning toward self-reliance. Image for Success not only provides clothes for a job interview, but also clothes for every day living – a critical need when someone is making the effort to change their life. Our volunteer personal shoppers give each client personal attention in the selection of a wardrobe that fits their current circumstance. Our goal is to offer individuals a profound and revived sense of dignity and self-assurance that comes when they are looking their best. This unique service is provided at our clothing boutiques in

OUR PURPOSE

April 18, 2009 The Village at Corte Madera Spring
Clothing Drive, May 13, 2009 Spring Luncheon.

SAVE THE DATE

Donation Hours
M, W, F 9AM to NOON, or by appointment

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