BAY STREET SUIT CHALLENGE

COMMUNITY EDITION!
COMMUNITY CHAMPIONS

This sponsorship package is your invitation to partner with us at our annual signature fundraiser; The Bay Street Suit Challenge.

Learn how you or your company can become a community champion and rally to secure economic independence for the men and women we serve.
WHO WE ARE

Dress for Success Toronto® is part of a global movement for change. We are a local affiliate of an international not-for-profit organization operating in over 154 cities in 30 countries. Since 2009, we have helped over 10,000 women in the GTA transition from unemployment to economic independence.

Dress Your Best is a Toronto based organization operating within the same boutique space as Dress For Success Toronto. The mission is to promote the economic independence of men across the GTA since 2000 through professional apparel for job interviews and employment.
WHAT WE DO

Suiting Program
We provide individuals who are actively seeking employment the clothing to succeed. Clients work with a volunteer stylist to select attire that makes them feel confident and empowered to succeed in the workplace.

Career Services
The Career Services Program provides learning opportunities and resources to build professional skills and accelerate the job search process. (DFST only)

Professional Women’s Group
The Professional Women’s Group is a monthly forum of support to encourage, educate and inspire newly employed Clients. (DFST only)

“
It's not easy to start a new life from scratch. You may feel like you are alone, but at Dress for Success you meet a lot of wonderful people who will help you realize you can make your dreams come true.”

Luisa, Dress For Success Client
WHO WE SERVE

We help all individuals, any age and ethnicity, any background who need our help. We create an empowering experience in an inclusive, non-judgmental and supportive environment so our Clients can feel comfortable and safe. This includes;

- Women and men living on low income
- Our Clients have all levels of education, more than **88% of our Clients have post-secondary education**
- Over **65% of our Clients are newcomers to Canada**, having lived in Canada for less than 5 years

In 2019 we served over **2,375 men and women** through our programs.

"Fast forward ten years, I still have the tie I wore on that interview. It represents so much to me. I would not be where I am today if it was not for Dress Your Best."

Flavio, Dress Your Best Client
Collectively, Dress for Success Toronto and Dress Your Best served 2,375 individuals in 2019, providing clothing and learning opportunities.

Since 2009, we have helped almost 20,000 Men and Women in the GTA transition from unemployment to economic independence.

In 2019, 1,435 Women participated in our Career Learning Programs, giving Clients the tools and resources to help accelerate their job search.

70% of the women in our Professional Women’s Group are still employed one year after becoming members.

“Our Impact”

Their Learning Programs help us develop not only the skills to succeed in Canada, but to thrive. At the Professional Women’s Group we explore a variety of topics including personal finances and networking.”

Irena, Dress For Success Client
BAY STREET SUIT CHALLENGE

COMMUNITY EDITION!

EVENT DATES
September 21st to October 2nd 2020

VIRTUAL WRAP PARTY
November 2020
ABOUT THE EVENT

The Bay Street Suit Challenge is an event that fosters teamwork and community spirit in support of economic empowerment and independence for individuals living in the GTA. In previous years, corporate teams worked together to raise funds and collect professional clothing and accessories while engaged in a little friendly competition to win top honors.

This year our challenge had to change...

We are challenging our community to forgo the competition, and come together as a community to help us transition men and women out of poverty.

This year our goal is to raise: $100,000 from our 2020 Challenge.

This funding ensures our clients have access to the valuable programming they need now.

We know we can do it, but we need the support from our Community Champions.
HOW TO PARTICIPATE IN 2020

STEP ONE
Sign up as a company **OR new this year** sign up as an individual participant

- See page 13 for sponsorship and participation fees

STEP TWO
There are two ways for teams or individuals to participate:

1. Make a financial contribution by donating virtual clothing through our website. All virtual clothing donations are eligible for a charitable tax receipt.

2. Collect specific nearly new professional clothing and accessory donations.
   *This year, due to the impacts from COVID-19 we will only be accepting items for which we are in need:*
   - Professional handbags and briefcases
   - Business professional shoes
   - Business formal womens sizes 16+ only
   - Full mens suits sizes 32 - 38 only

STEP THREE
Join us for a virtual wrap party in November to celebrate the event and discover the total community impact.
KEYS TO SUCCESS

To help each team mount a successful challenge we offer some helpful resources:

**Information Kit**
- A step-by-step PDF guide to help your team plan for a successful challenge. It includes an overview of the items we accept, templates (email, signage, and social media) to motivate your team.

- **New this year, individuals will drop off their own donations directly.** This will eliminate the need to bring donations into the office space.

- **Online Individual Link.** Each team will receive their own Online link to track their team’s virtual donations, and see their impact on our campaign.
2019 CHALLENGE RESULTS

Grand Total Raised: $102,246
Total Clothing: 40,628 Units
Total Virtual Donations: $33,542

Small Category Winner

Medium Category

Large Category Winner

Extra Large Category Winner

ARE YOU READY TO BE OUR COMMUNITY CHAMPION?
COMMUNITY EDITION!

SPONSORSHIP OPPORTUNITIES
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A COMMUNITY OF CHAMPIONS
The Bay Street Suit Challenge consistently attracts Toronto’s most influential companies to organize company wide efforts to donate in support of both Dress for Success Toronto and Dress Your Best.

Today, the men and women we serve are facing a new set of challenges and will need our support more than ever in the coming months. Your participation in the 2020 Bay Street Suit Challenge equips Dress for Success Toronto and Dress Your Best with the tools we need to empower our community forward.

Don't YOU want to be a Community Champion?
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LET'S CONNECT

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